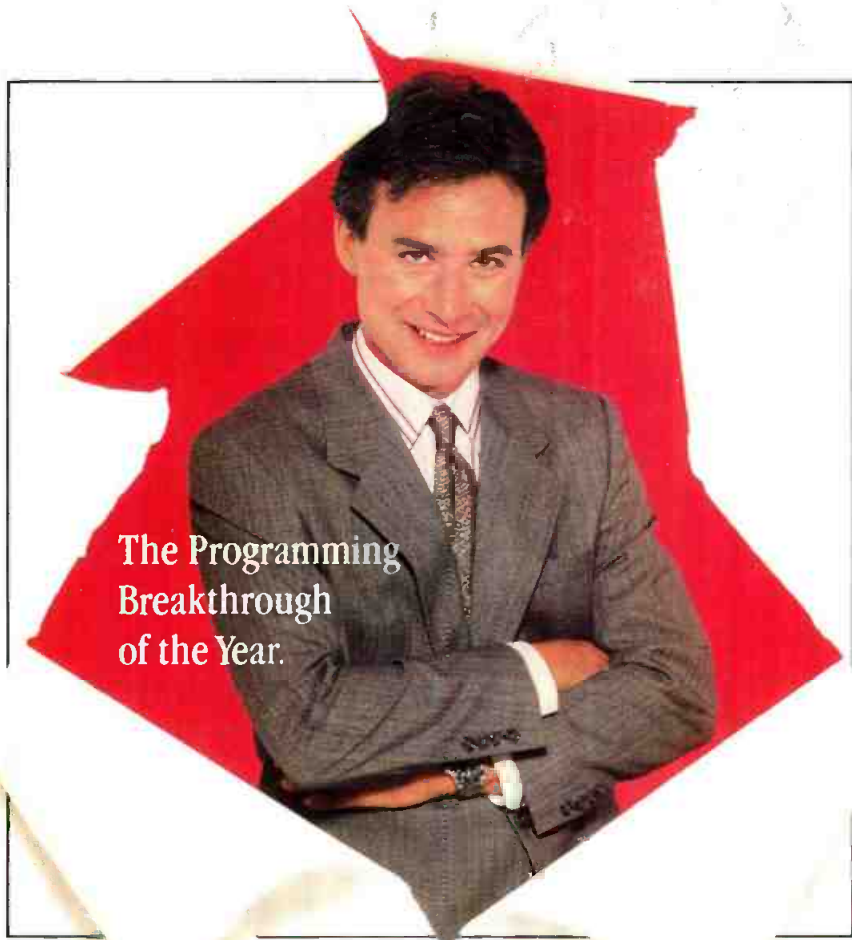


The Fifth Estate

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Where Things Stand

A weekly status report on major issues in the Fifth Estate

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AM-FM allocations. In response to FCC inquiry, National Association of Broadcasters told FCC Aug. 31 not to permit FM stations to use directional antennas under any circumstances, claiming it would lead to "AM-ization" of FM band. However, several FM broadcasters that commented in proceeding took opposite position, contending that directional antennas would be beneficial to FM radio and public.

In July, NAB filed comments supporting FCC's proposal to allow most daytimers (1,600 of between 1,800 and 1,900) to provide nighttime service at full power. However, NAB said FCC should authorize new nighttime service on interim basis until it completes comprehensive review of AM interference standards in separate proceeding launched last month. Others said FCC should defer any action until review is completed and new interference standards are adopted. FCC hopes to have final order by fall.

□

AM stereo. Motorola's C-Quam AM stereo system moved closer to establishing itself as de facto standard with Aug. 12 release by National Telecommunications and Information Administration of followup report to one released last February on AM stereo marketplace.

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—Motorola's C-Quam and Kahn Communications' single-sideband. Second report stated that while there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of single-system, C-Quam standard in international marketplace. NTIA recommended to FCC that it protect C-Quam's pilot tone from possible interference.

Kahn Communications has responded by petitioning NTIA "to finish its job" by undertaking direct comparison of two systems and publishing definitive study to determine which is superior. Meanwhile, Motorola is claiming that standards battle is over and that new integrated circuits in radios to be released in 1988 will solidify C-Quam and stereo in general in AM marketplace.

Motorola has wide support among broadcasters and receiver manufacturers. Auto manufacturers have equipped at least 10 million new cars with C-Quam-only radios over past few years. In addition, about 500 AM stations broadcast in stereo with Motorola's system as compared to fewer than 100 with Kahn's. But Kahn Communications, backed by several major group broadcasters, has proved tenacious.

□

Antitrafficking. Congressional interest in reinstating FCC's antitrafficking rule is building. Legislation is pending in House and Senate that would restore rules requiring broadcast stations to be owned three years before sale. Hill action

on any broadcast legislation was put on hold until fate of fairness doctrine is resolved, but since FCC declared doctrine "unconstitutional" and will no longer enforce it, likelihood that anti-trafficking could move on its own (BROADCASTING, June 29) is said to be even greater. There has been some speculation that such provision could be attached to FCC authorization that Congress is expected to move before end of year. House measure (H.R. 1187), offered by Representative Al Swift (D-Wash.), was focus of Telecommunications Subcommittee hearing last month. In Senate, broadcast renewal bill (S. 1277) contains provision that would reimpose rule (see "License renewal," below). Issue was raised during Senate hearings on bill July 17 and 20, where there was strong indication broadcasters are divided. NAB said it opposed reimposition of rule as stand-alone legislation, but takes no position on matter when it is part of "otherwise acceptable license renewal reform bill." Other witnesses from broadcast industry also refrained from taking stand on trafficking, another sign industry can't reach consensus.

□

Cable regulation. Two federal court judges in northern district of California in decisions issued one week apart in September ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain "state-of-the-art" cable systems are unconstitutional—violation of First Amendment rights of cable operators. In earlier decision, one of those judges, Eugene Lynch, held that cities must award franchise to Century Communications Inc. even though it did not go through franchise process. Courts' decisions run counter to decisions in other courts.

FCC's implementation of Cable 1984, and particularly its deregulation of basic cable rates effective Dec. 19, 1986, received report card from panel of U.S. Court of Appeals in Washington. Panel upheld FCC standard for "effective competition"—where three off-air broadcast signals were available in cable community—calling it "for the most part neither arbitrary, capricious nor otherwise contrary to law." Court also agreed to FCC's determination of when it would intervene in disputes under Cable Act's franchise fee provision, which was when those disputes "directly impinge" on national policy involving cable and implicate agency's expertise. Among commission rules overturned: FCC's redefinition of basic cable service; automatic pass-through of certain identifiable costs of providing basic service, and FCC's signal availability standard.

On Capitol Hill, House Telecommunications Subcommittee plans to convene oversight hearings possibly in late October or early November on status of cable industry three years after deregulation (BROADCASTING Sept. 7). Hearing should be gauge for congressional interest in revisiting cable act.

Meanwhile, Association of Independent Television Stations, National Association of Public Television Stations and National League of Cities are working on proposal that would

amend Cable Communications Policy Act of 1984 to grant cities authority to designate channel assignments for television and PEG (public, educational and governmental) channels (BROADCASTING, Sept. 14). They'll be looking for congressional sponsors.

□

Children's television. House Telecommunications Subcommittee hearing last week on children's television set stage for introduction of legislation that would reinstate FCC's guidelines limiting advertising during children's programs (see "Top of the Week"). Bill was offered by Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Terry Bruce (D-Ill.). In addition to Markey, four subcommittee members have endorsed measure. And Representative John Bryant (D-Tex.), also on subcommittee, indicated he'll introduce children's TV bill similar to one by Senator Frank Lautenberg (D-N.J.). Lautenberg's measure would require each commercial television network to air seven hours per week of educational programming designed for children, and would require FCC to hold inquiries into "program-length commercials" and programs featuring interactive toys.

Action for Children's Television has asked FCC to reimpose guidelines limiting advertising to nine-and-a-half minutes per hour during "children's prime time"—Saturday and Sunday mornings—and to 12 minutes per hour during weekdays. ACT said that marketplace has failed to limit advertising time as FCC had predicted when it eliminated guidelines in 1984. ACT believes guidelines would effectively ban what it considers "program-length commercials" for toys.

ACT believes U.S. Court of Appeals in Washington set stage for its petition by remanding FCC action eliminating guidelines for children's programming on ground FCC had failed to justify deregulatory action with either facts or analysis. FCC's failure to act, according to Markey aide, will elicit Congressional response.

□

Compulsory license. FCC received comments first week of August in inquiry into whether compulsory license should be preserved. National Association of Broadcasters, for sake of inter-industry peace, softened its long-standing opposition to license, arguing that license should be left alone for time being. Most broadcasters, however, urged elimination or modification of rules to limit importation of distant signals. They were joined by motion picture industry. Cable industry, on other hand, argued to keep license intact. Inquiry is expected to form basis for legislative recommendation to Congress. Replies are due Sept. 21.

Meanwhile, National Cable Television Association and Motion Picture Association of America have discussed possibility of reaching some kind of accommodation on compulsory copyright license. However, prospects for success appear bleak; MPAA President Jack Valenti described status of those talks as going "nowhere"

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Opening Nights at the Metropolitan Opera, Nov 29, 1948 and Nov 6, 1950
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REUNION AT FAIRBOROUGH—"Robert Mitchum and Deborah Kerr are lovers reunited after too many years and too many memories."

THE CANTERVILLE GHOST—"Sir John Gielgud— is enchanting as the roguish spirit of Sir Simon who uses ghostly pranks and practical jokes to rid his castle of unwelcomed guests."



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during appearance at Eastern Cable Show in Atlanta (BROADCASTING, Sept. 7). Efforts by INTV to use MPAA-NCTA discussions as forum to reopen debate on must carry (BROADCASTING, June 29, July 20) has aggravated situation. NCTA views INTV's initiative and its compulsory license comments (which called for limiting application of license to carriage of local signals only and abolishing license for distant signals altogether) as violation of must-carry agreement that broadcast (INTV is signatory) and cable industries reached last year. INTV, nevertheless, denied it has "gone back on its word" and defended its actions (BROADCASTING, Aug. 10).

Crossownership. FCC has opened inquiry into telco-cable crossownership that could lead to recommendation that Congress drop Cable Act's prohibition (BROADCASTING, July 20) against telco's owning cable systems within their telephone services areas. Comments are due Oct. 2.

As part of first triennial reassessment of modified final judgment that resulted in breakup of AT&T, District Court Judge Harold Greene in September decided against lifting prohibitions against Bell operating companies' providing "information services," which include everything from electronic mail to videotex to cable television. However, his order permits Bell operating companies to offer transmission facilities for others who provide information.

Equal employment opportunity. FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Ev-

ery station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers (BROADCASTING, April 27). Stations with five or more employees are required to file detailed reports. FCC's EEO requirements for broadcasters will likely be topic of discussion during Sept. 25 hearing by House Telecommunications Subcommittee on minority broadcasting issues.

For cable, FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984.

High-definition television. National Association of Broadcasters HDTV Television Task Force approved expenditures of \$200,000 through end of first quarter of 1988 for HDTV research projects and demonstrations. Funds will come from \$700,000 earmarked for task force's work by NAB board last June. Most projects are intended to support work of Advanced Television Systems Committee, industry group that is trying to set standards for HDTV transmission and videotaping.

Congress could also get into act. House Telecommunications Subcommittee is planning to convene HDTV hearing Oct. 8 to assess status of new technology.

On July 16, FCC launched inquiry into what it has dubbed advanced television (ATV) systems and their impact on current television services, and ordered formation of ATV industry-government advisory committee. Announcement by FCC Chairman Dennis Patrick on makeup of committee is reportedly imminent.

Most advanced HDTV system, Japan's Hi-Vision (with 1,125 scanning lines), although not compatible with NTSC, is already gaining experimental use for high-end video production, while bandwidth-reduced TV receivers and other home video gear are expected to reach market in time for launch of Japan's HDTV direct-broadcasting satellite system in 1990. Working group on high-definition electronic production of Society of Motion Picture and Television Engineers unanimously approved parameters for HDTV production standard as 1,125 lines and 60 hz field. After approval by full organization, SMPTE will submit standard to American National Standards Institute.

License renewal reform. Bills to reform comparative renewal process are pending in House and Senate, but fate of proposed measures is unclear. Hearings were held July 17 and July 20, by Senate Communications Subcommittee on S.1277 (BROADCASTING, July 20), where FCC Chairman Dennis Patrick and Commissioner James Quello stated reservations about bill's renewal standard and National Association of Broadcasters stated its strong opposition to measure. Department of Justice is also objecting to S. 1277 and Assistant Attorney General John Bolton said agency would recommend presidential veto should measure pass.

Most of broadcast industry's attention has been focused on draft of bill in House, where Representative Al Swift (D-Wash.) has been working with NAB and public interest groups to devise compromise package that would eliminate comparative renewal in exchange for public service obligations. Draft of bill, however, was rejected by NAB board and association says it wants to renegotiate (BROADCASTING, June 29). Swift has since said he will introduce bill with or without broadcaster support. Swift has been try-

ing to iron out differences with Representative Tom Tauke (R-Iowa), author of H.R. 1140, broadcast bill that NAB is backing.

Hill leadership has indicated that no broadcast legislation (at least any measure industry wants) will move until outcome of fairness doctrine is determined.

At FCC, broadcasters may get some relief from groups that file petitions to deny broadcast stations' renewal or sale applications and demand payoffs from affected stations to withdraw them. Under proposed rules, now subject of FCC rulemaking, groups filing such petitions would be limited to recovering only costs involved in preparing and prosecuting their filings.

Low-power television. FCC's freeze on low-power applications and major changes—in effect since 1983—thawed, with new window opened June 22-July 2. Some 1,350 applications were received, far fewer than FCC officials had expected. FCC has begun processing and expects to begin issuing first permits next month. According to Kompas/Beil & Associates Inc., Milwaukee-based LPTV consulting firm, in latest round, applications were received for 16 of top 20 markets. Only Los Angeles, San Francisco, St. Louis and Seattle-Tacoma attracted no new applicants.

Community Broadcasters Association, which represents budding LPTV industry, is trying to form cooperative to buy and distribute syndicated programming for 160 or so commercial LPTV stations that are now originating programming. CBA has go-ahead from anti-trust lawyers and, if all goes well in market tests, it will roll out co-op at NAPTE convention in Houston next February.

Mergers. Taft Broadcasting Co. shareholders will meet next Tuesday (Sept. 29) in special meeting in Cincinnati to vote on \$157-per-share buyout by joint venture composed of leading shareholders. Buyout was approved by Taft board June 5 but filing is still pending at FCC and is subject of two protests seeking to block transfer. ■ Offering documents are expected soon for proposed sale of Storer Cable systems, serving 1.4 million basic subscribers. SCI Holdings retained three investment banking firms to explore sale. ■ Cablevision Systems has proposed purchase of Adams-Russell for roughly \$310 million cash and assumption of \$174 million in liabilities. By time purchase is expected to close, sometime before Jan. 15, Adams-Russell will have roughly 230,000 subscribers. ■ FCC administrative law judge has urged revocation of RKO Broadcasting station licenses. Full commission now is expected to decide whether public interest would best be served by allowing completion of proposed \$320 million settlement of KHTV Los Angeles license challenge, in which Walt Disney Co. would end up owning station. ■ Congress may require hearing on \$270-million sale of WTVJ(TV) Miami by Wometco Broadcasting to joint venture of NBC and General Electric Property Management, which was approved by FCC last week. ■ Awaiting close following FCC approval is restructuring of Storer Television and purchase of half interest in six-station group by Gillett Holdings. Two entities, SCI Television Inc. and Gillett Communications Inc.-General Partnership have preliminary prospectus before Securities & Exchange Commission for \$550 million in debt securities. Companies will also undertake \$600 million in bank credit and each contribute roughly \$100 million

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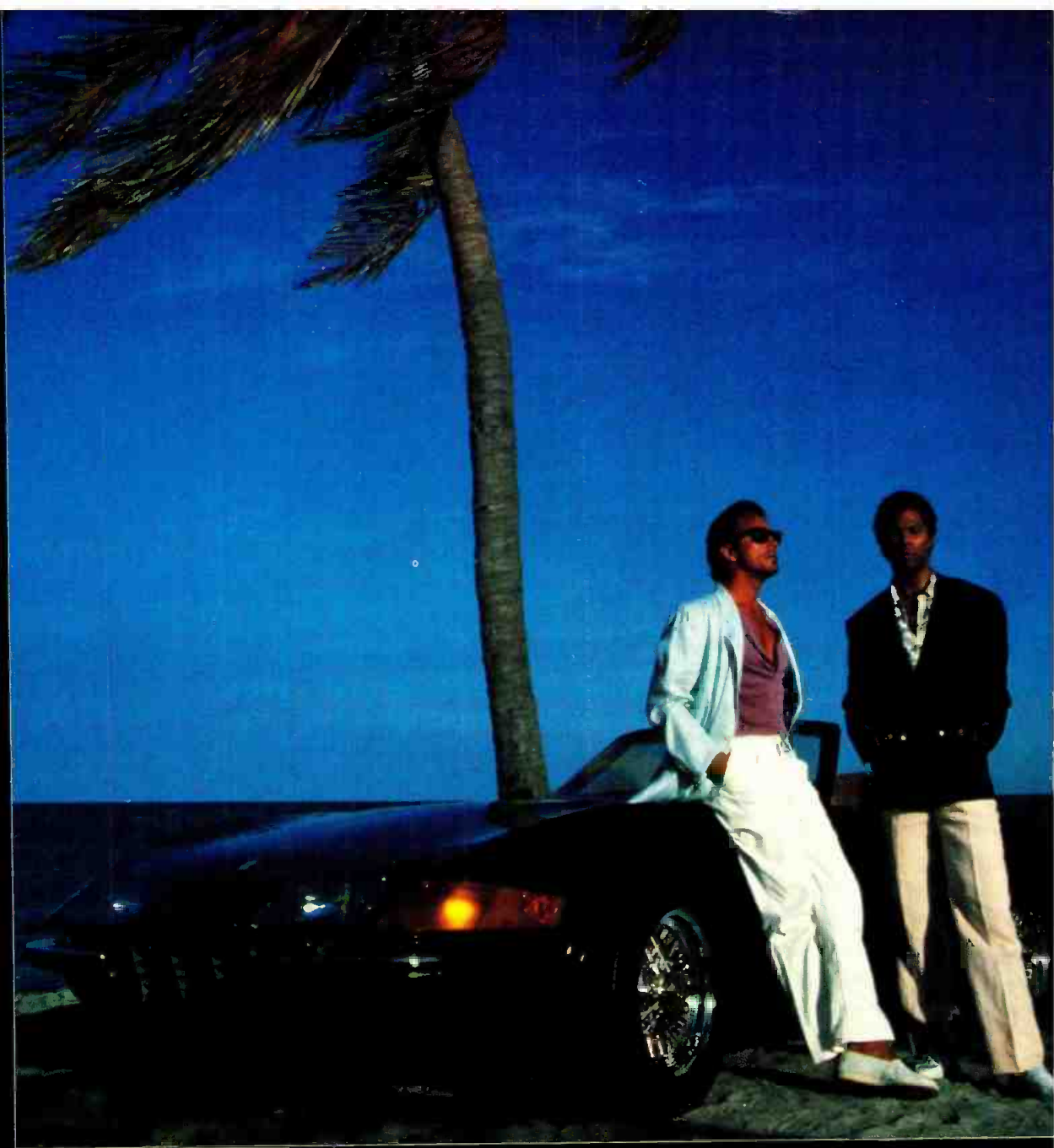
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On Tuesday, September 1 from 9-11 p.m., MIAMI VICE beat just about everything in sight. In fact, by its second hour no network or indie could touch its 11 rating and 19 share.

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On Wednesday night, September 2, the MIAMI VICE double feature—two episodes that had already been repeated on the network—were scheduled from 8-10 p.m. The results made history.

A 12 rating and 19 share handily beat all three network stations and the other indies, and gave WWOR-TV its highest movie rating since records were kept.

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to finance group's \$1.3 billion price tag and pay \$48 million in financing fees. Sale of group will be staggered, depending on license renewal date for each station, with last being WITI-TV Milwaukee, in December.

□

Minority preference. FCC deadline for returning minority ownership questionnaires was July 31. At last count, over 70% of broadcasters had returned questionnaires. Since then several hundred more have come in, with FCC spokeswoman saying they will continue to be processed, although those coming in after deadline may be subject to penalty for tardiness.

OMB had ruled that broadcast licensees need not return special FCC questionnaire targeted to generate data for its pending reexamination of constitutionality and advisability of pref-

erences for minorities and women (BROADCASTING, April 13), but FCC overruled veto—with OMB approving final wording of questionnaire—holding that participation is mandatory. (FCC rules require that broadcasters respond to written requests for statement of fact from commission.) FCC received comments on proceeding in June (BROADCASTING, June 8). Reply comment deadline has been extended to Aug. 20.

In Congress, interest in legislative action on minority issues has gained ground, House Telecommunications Subcommittee is convening hearing Sept. 25 to address minority preferences and other issues. Subcommittee Chairman Ed Markey (D-Mass.) is said to be committed to action on matter either as part of omnibus broadcast bill or as separate legislation (BROADCASTING, July 27). Legislation is pending in Senate that would codify FCC's women and minority

preferences and tax certificate and distress sale policies. In House, draft of broadcast bill includes same provisions.

□

Multiple ownership. FCC received comments on proposals to relax its duopoly rules for radio and to loosen strictures of its one-to-a-market rule for broadcast ownership (BROADCASTING, June 22). Agency has also received comments on its proceeding reexamining cross-interest policy (Docket 87-154). It deals with elimination of prohibitions on "key" employees holding "non-attributable" ownership interests in competing stations (BROADCASTING, Aug. 10).

□

Peoplemeter. Both Nielsen and AGB began daily delivery of national prime time people numbers on Sept. 1. Nielsen turned off its audimeter/diary service on Sept. 14. NBC and CBS have signed long-term peoplemeter agreements with Nielsen, while CBS is AGB's only broadcast network to date. At deadline, ABC had not signed with either service.

AGB and Nielsen are working out technical problems with their systems. As expected, Nielsen's peoplemeter ratings are generally lower than numbers of old system. So far, AGB's ratings have been considerably lower, on average, than Nielsen peoplemeter numbers. CBS, AGB's lone network client, has indicated that until ratings service works bugs out of its system, its ratings cannot be considered credible.

Meanwhile, two other companies have launched, or are about to launch, separate peoplemeter services. Arbitron's ScanAmerica service launched locally in Denver last April. Company recently bought out its partner in venture, Time Inc.'s SAMI-Burke. So far, two Denver television stations have subscribed to service. Arbitron agency clients who buy in Denver market also have access to ScanAmerica data. R.D. Percy & Co. has put off launch of its new service, which will start by measuring New York market, until Nov. 1. A company executive said service will generate ratings book for New York based on a sample of up to 500 homes that will contain integrated push-button and passive meter systems. Sample will be expanded to 1,200 homes over next nine months. Percy will hold meeting on Oct. 15 to discuss test results. Three stations and five agencies have signed up for service so far.

□

Public broadcasting. Minnesota Public Radio announced particulars of program that will replace *A Prairie Home Companion* on Saturday nights. *Good Evening: From Minnesota With Noah Adams* debuts Oct. 10 on stations in Minnesota and nationwide over American Public Radio on Jan. 9.

Search committees have been formed to fill vacancies in presidencies of American Public Radio and National Association of Public Television Stations, and resumes have been received in response to ads for position of vice president-treasurer at Corporation for Public Broadcasting. Former APR President Al Hulsen and former NAPTTS President Peter Fannon both resigned effective Sept. 1, while former CPB VP-treasurer Don Ledwig was promoted to president in July (BROADCASTING, June 29, July 6, Aug. 10).

CPB board, which grew to eight members with addition of William Lee Hanley, Archie Purvis, Marshall Turner and Sheila Tate in June (BROADCASTING, June 29), is likely to see nomination of former Tennessee First Lady Honey Alexander for one of two remaining spots on board. Still under consideration is Charles Lichenstein, who has been faulted by noncommercial sys-

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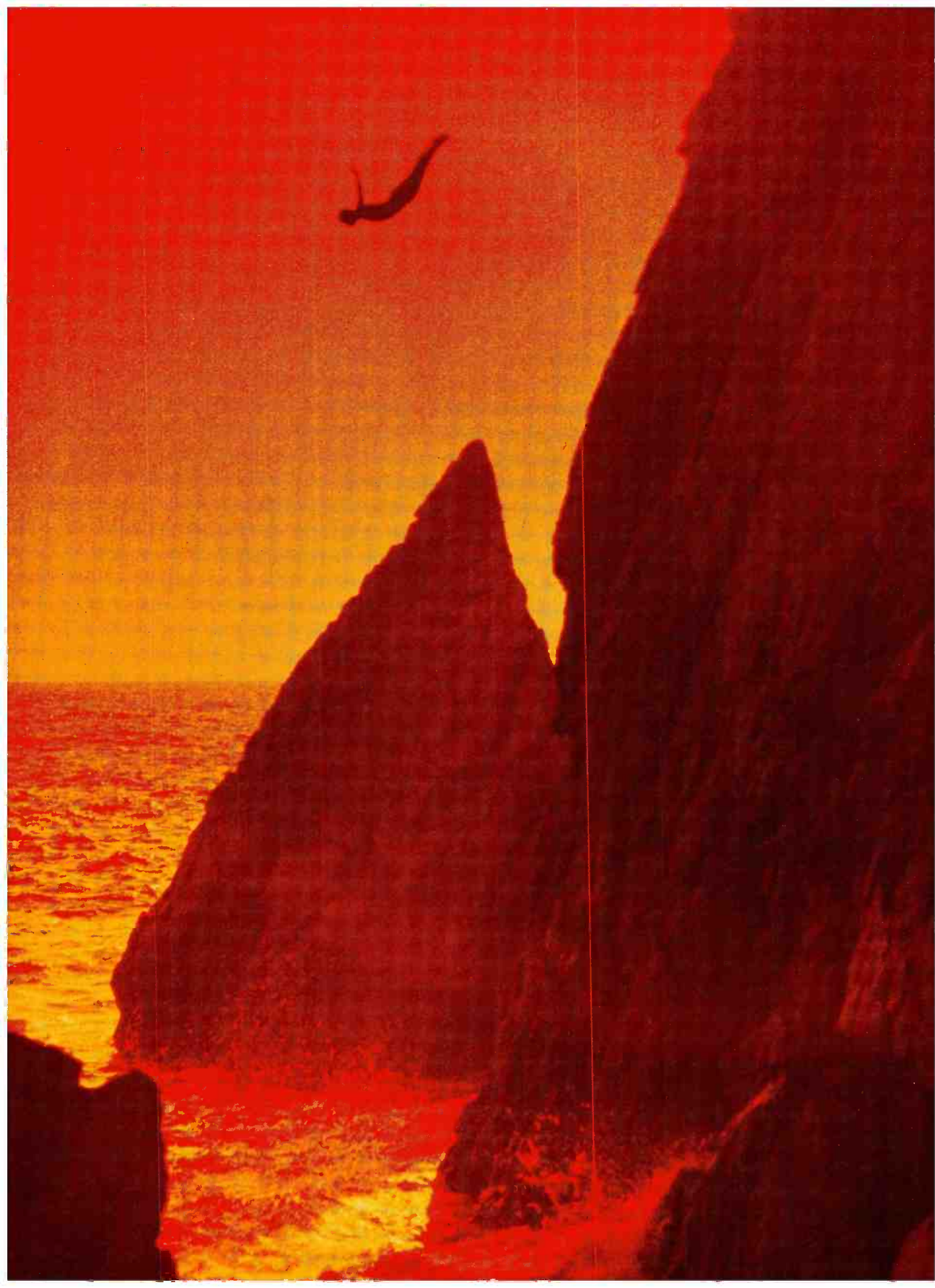
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Fairness update

Not all are convinced that codification of the fairness doctrine is all but done. At least, several congressmen appearing at the National Association of Broadcasters Radio 87' convention don't think passage of a fairness bill is a sure thing (see page 56). Nevertheless that doesn't diminish the intensity of the battle. House Energy and Commerce Committee Chairman John Dingell (D-Mich.), in an attempt to gather support for an upcoming effort to resurrect the fairness doctrine in law, sent a letter to fellow congressmen two weeks ago raising the specter of the loss of the equal-time law. Dingell said FCC's Aug. 4 repeal of the doctrine strikes at the heart of equal time, which requires broadcasters who give or sell air time to one political candidate to give or sell time to his or her opponent. "If *Red Lion* no longer protects fairness—as the commission asserted in its August decision—it can't be relied upon to protect equal time," Dingell said. The FCC has maintained that its decision does not affect equal time.

Dingell and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) plan to attach a fairness bill to some "veto proof" measure this fall. President Reagan vetoed a bill codifying the fairness doctrine last June, and doctrine proponents lacked the votes to override.

Most former FCC commissioners have taken sides in Congress's effort to codify the doctrine. Sixteen former commissioners led by Abbott Washburn are now on record supporting the doctrine and its codification. Eight led by Glen O. Robinson have expressed support for the FCC and opposition to the doctrine. "The fairness doctrine should be allowed to pass into history," they said in a Sept. 3 letter to Capitol Hill.

To head off codification, National Association of Broadcasters has begun a letter-writing campaign and formed a coalition with the print media to work the Hill.

Several broadcasting and journalism associations have asked the FCC to repeal two "corollaries" of the fairness doctrine—the personal attack and political editorializing rules, which the FCC made a point of saying were not included in its repeal of the general doctrine.

The petitioners, which include the National Association of Broadcasters and the Radio-Television News Directors Association, said the FCC should get rid of the rules by either clarifying its fairness doctrine action or by issuing an order in a four-year-old rulemaking that proposed elimination of the rules. Freedom of Expression Foundation Inc. has also called on the FCC to strike rules, charging that its decision to defer action on them "was... erroneous, and bad policy."

Efforts to resurrect the general doctrine are under way in courts as well as in Congress. Just three days after the vote repealing the doctrine, the Media Access Project, on behalf of the Syracuse Peace Council, the antinuclear citizen group whose 1983 fairness doctrine claim against Meredith Corp.'s WTVH(TV) Syracuse, N.Y., led to the FCC action, asked the U.S. Court of Appeals for the Second Circuit (New York) to overturn the action. MAP will argue that Congress codified the doctrine in 1959 and that, as a result, the FCC lacked the jurisdiction to repeal it. The Office of Communication of the United Church of Christ and the Communications Commission of the National Council of Churches joined MAC in appealing the FCC action a few weeks later in the same Court of Appeals in New York, but, on motions of the FCC and Meredith, the case was moved to the Court of Appeals in Washington—the court that set the stage for the FCC decision by remanding the Meredith-SPC case to the FCC. Henry Geller and Donna Lampert, both of the Washington Center for Public Policy, filed a petition for reconsideration with the FCC on Sept. 1 primarily to preserve arguments for possible future court action. Geller concedes that there is little chance the FCC will reconsider its decision.

tem for reputedly believing that funding to CPB should be cut ("Closed Circuit," June 29). Candidates have emerged for CPB chairmanship and vice chairmanship, to be decided at October meeting of board. Current acting chairman and vice chairman, Howard Gutin, has expressed interest in top post, while former chairman, Lee Hanley, has said he will consider number two spot ("Closed Circuit," July 13, and "In Brief," Aug. 31).

Full House passed Labor-HHS bill Aug. 5, funding Corporation for Public Broadcasting at \$238 million for FY 1990, \$10 million more than FY 1989 level and highest figure ever approved for CPB, which had asked for \$254 million.

Board of National Public Radio recently sent to member stations "discussion paper" outlining alternatives to current service structure and concept known as "unbundling" ("In Brief," Aug. 10).

□

Scrambling. Bills that would regulate home sat-

partment that TVRO marketplace is competitive, particularly when dish industry continues to complain about access to programming and pricing.

□

Syndex. In comments to FCC, cable operators expressed opposition, while broadcasters and program producers expressed support for FCC's proposal to reimpose rules requiring cable systems to black out syndicated programming on distant signals if it appears on local stations.

The cable industry argued that FCC lacks jurisdiction to reimpose syndex, that absence of rules has not harmed broadcasting and motion picture industries and that rules would violate cable operators' First Amendment rights.

Most broadcasters and program producers contended that rules are needed to protect sanctity of their "exclusive" programming contracts. And, contrary to what cable industry says, they have been harmed economically by cable importation of distant signals with programs that duplicate those of local stations. Reply comments were due Sept. 8. Among latest broadcaster organizations to take stand on syndex is Television Operators Caucus which reached consensus on issue two weeks ago (BROADCASTING, Sept. 7). TOC is slated to announce its support for reimposing syndex during second round of comments.

□

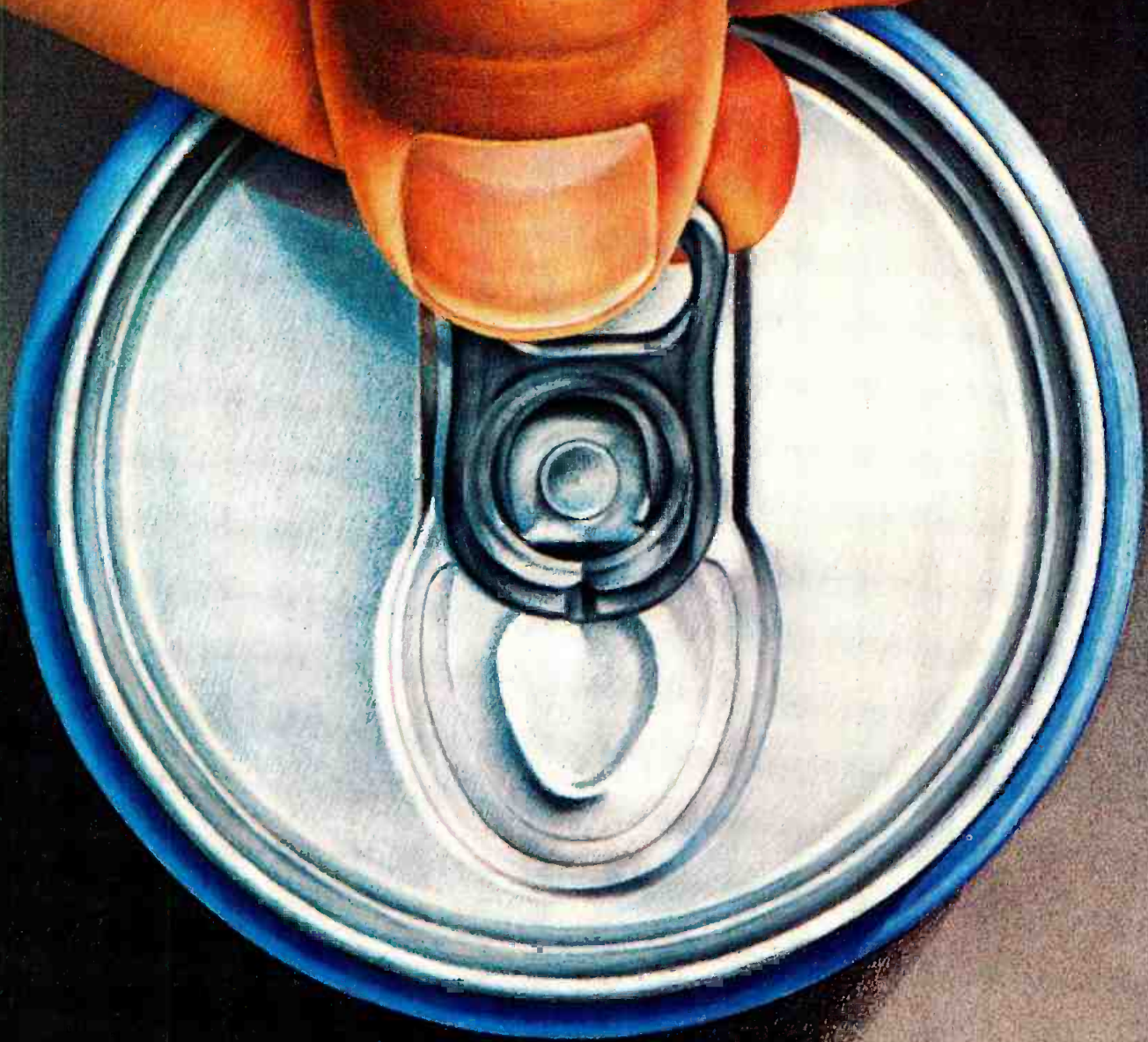
TV stereo. Maintaining lead in transmission of stereo programming is NBC-TV, which will broadcast majority of its new prime time schedule in stereo. Five of network's fall additions to prime time lineup will be in stereo, bringing totals to 22 programs representing 16½ hours. With hours from late-night shows, NBC will broadcast 29½ hours in stereo weekly. Nearest competitor is PBS, which carries 35 to 45 hours in stereo per month. By end of 1987, NBC projects that 152 affiliates will have stereo capability, representing 92% coverage of U.S.

According to Electronic Industries Association, stereo sound television receivers sold to dealers for year to date, as of Sept. 4, total 2,282,636, up 29.7% from 1,759,975 sold in same period in 1986. Seven percent of U.S. TV households have multichannel sound TV's, although vast majority of homes are within reach of broadcast stereo station. Receiver penetration is expected to increase, with 37% of all TV sets and 22% of all VCR's sold to dealers and distributors this year featuring stereo, according to Electronic Industries Association. In 1988, stereo TV's will represent 43% of color sets sold, and 24% of VCR's will have stereo, EIA projects. Some 400 stations will be broadcasting TV stereo by year's end.

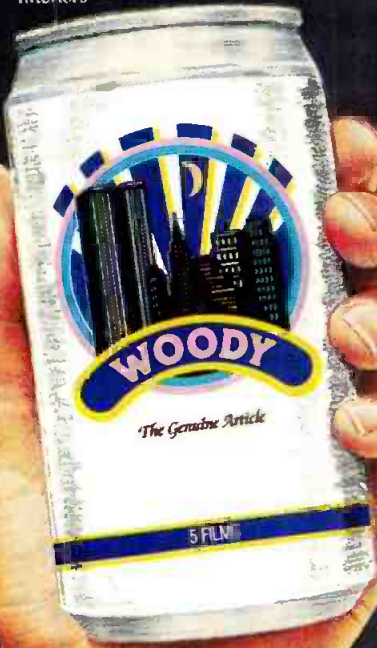
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Unions. NBC's technical union has called on all NBC unions and others within company to stage walkout Oct. 1 in support of its three-month-long strike against network. NBC and National Association of Broadcast Employees and Technicians have been unable to resolve differences over new contract, particularly over jurisdiction and temporary hiring, since company unilaterally implemented new contract June 29, precipitating strike of 2,800 technicians, newswriters, producers and others. Most recent talks, which resumed August 25 in Washington after intervention of New York Archbishop John Cardinal O'Connor, ended September 1 without resolution.

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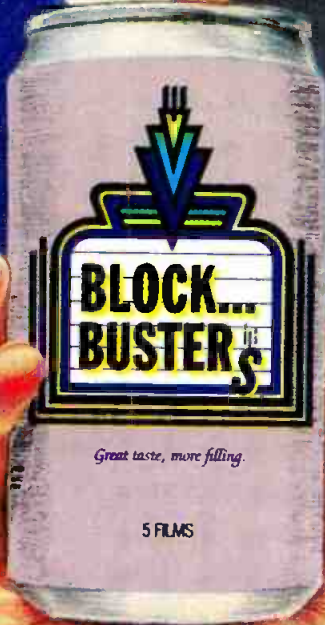
House Where Evil Dwells
Jaws of Satan
Motel Hell
Beast Within
Twice Told Tales



Who'll Stop the Rain
The Offence
Stay Hungry
Cuba
Hammer



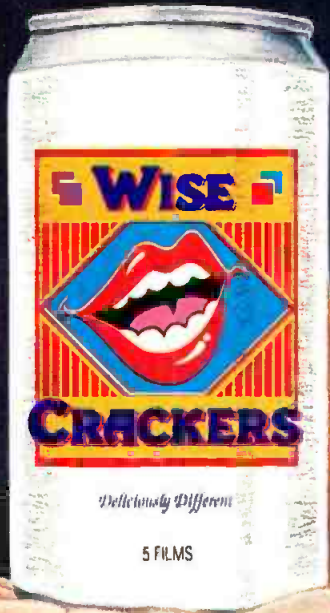
La Cage Aux Folles I
La Cage Aux Folles II
Pulp
The Party
Mixed Company



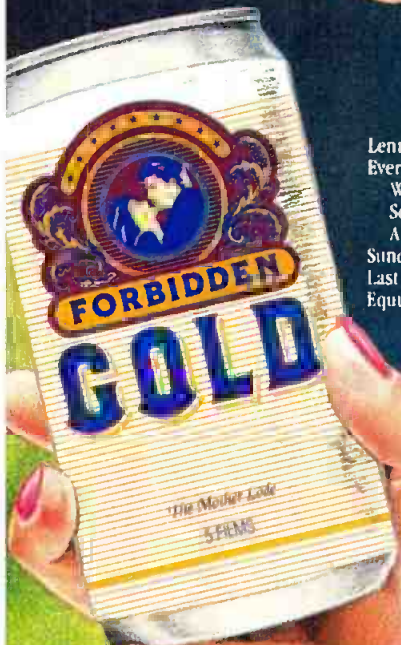
Alice's Restaurant
Roadie
Italy
The Last Waltz
A Small Circle of Friends



Hellbells
Mosquito Squadron
Attack on the Iron Coast
Thousand Plane Raid
The Last Escape



Movers and Shakers
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■ Indicates new entry

This week

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. 20-22—*National Association of Broadcasters* "Hundred Plus Exchange," meeting for small market television broadcasters to discuss increasing television revenues and recruiting employees. Capitol Hill Hyatt Regency hotel, Washington. Information: (202) 429-5362.

Sept. 20-23—*American Marketing Association's* eighth annual marketing research conference. Marriott Desert Springs Resort and Spa, Palm Desert, Calif. Information: (312) 648-0536.

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

Sept. 20-24—*National Association of Telecommunications Officers and Advisers* seventh annual conference, "Options and Opportunities." Speakers include: Jack Valenti, Motion Picture Association of America; James Mooney, National Cable Television Association; Preston Padden, Association of Independent Television Stations. Pfister hotel, Milwaukee. Information: (202) 626-3250.

Sept. 21—Deadline for reply comments in FCC proceeding (Gen. Docket 87-25) aimed at building case against cable's compulsory copyright license.

Sept. 21—"The XYZ's of Advertising Compliance and Negotiations Seminar," sponsored by *American Advertising Federation*. Halloran House, New York. Information: (202) 898-0089.

Sept. 21—*Ohio Association of Broadcasters* small market radio exchange. Holiday Inn, Chillicothe, Ohio.

Sept. 21—*Better World Society* (co-founded by Ted Turner) second annual awards dinner, for work in peace, environment, population and communications. Waldorf-Astoria, New York. Information: Laurie Pearlstein, (212) 489-5630.

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—Symposium on reporting health risk information, sponsored by *Georgetown University Medical Center Institute for Health Policy Analysis, Schools of Public Health and Journalism at University of North Carolina at Chapel Hill and Duke University Center for Health Policy Research and Education*. UNC, Chapel Hill, N.C. Information: (919) 966-4032.

Sept. 22—*Cabletelevision Advertising Bureau* local advertising sales workshop. Ramada Hotel O'Hare, Chicago.

Sept. 22—"The Fairness Doctrine: Adequate and Balanced Coverage vs. the Big Chill," colloquium sponsored by *Annenberg Washington Program*. Panelists: Charles Ferris, former FCC chairman; Henry Geller, Washington Center for Policy Research; Tim Dyk, attorney, Wilmer, Cutler and Pickering, and Ford Rowan, author, "Broadcast Fairness: Doctrine, Practice and Prospects." Offices of Washington Program, 1455 Pennsylvania Ave., N.W., Washington. Information: (202) 393-7100. Reservations required.

Sept. 22—*Women in Cable, Southern California chapter*, meeting. Speaker: Tony Cox, chairman-CEO, Showtime/The Movie Channel. Carlos 'n' Charlie's, Los Angeles. Information: (213) 659-4080.

Sept. 22-24—Ninth annual Satellite Communications Users Conference. Infomart, Dallas. Information: (303) 220-0600.

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

Sept. 23—"Career Opportunities in Television," seminar sponsored by *Global Village*. Global Village Video Study Center, 454 Broome Street, New York. Information: (212) 966-7526.

■ **Sept. 23**—*Federal Communications Bar Association* luncheon. Speaker: Congressman Al Swift (D-Wash.). Marriott hotel, Washington.

Sept. 23-25—*National Association of Black Owned*

Broadcasters 11th annual fall broadcast management conference, "Overcoming the Barriers to Profitable Station Operation." Ramada Renaissance hotel, Washington. Information: (202) 463-8970.

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

Sept. 23-26—*Asian American Journalists Association* first national convention. Los Angeles Downtown Hilton. Information: (213) 389-8383.

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

Sept. 24-26—International Symposium on Broadcasting Technology, sponsored by *Radio and Television Broadcasting Society of Chinese Institute of Electronics and China Institute of Radio and Television*. Beijing, China.

Sept. 24-28—Second Italian Broadcasting and Telecommunications Show. South Pavilion of Milan Trade Fair, Milan, Italy.

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

Sept. 25—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hyatt Regency DFW Airport, Dallas. Information: (212) 751-7770.

Sept. 25-26—21st annual South Dakota Broadcasters' Day, sponsored by *South Dakota State University*. SDSU campus, Brookings, S.D.

Sept. 25-27—*Massachusetts Association of Broadcasters* annual convention. Brewster, Mass.

Sept. 26—"An Introduction to Community Access Television," sponsored by *Chicago Access Corp.* Chicago Access Corp. Center, 322 S. Green Street, Chicago. Information: (312) 738-1400.

Also in September

Sept. 27-29—*Wireless Cable Association* (formerly Microwave Communications Association) annual convention. Ramada Renaissance hotel, Washington. Information: (301) 464-8408.

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 hotel, Atlanta.

Jan. 29-30, 1988—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville. Future meeting: Feb. 3-4, 1989, St. Francis hotel, San Francisco.

Jan. 30-Feb. 3, 1988—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Fu-

Major Meetings

ture meetings: Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

Feb. 10-12, 1988—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

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

Feb. 26-28, 1988—*NATPE International* 25th annual convention. George Brown Convention Center, Houston. Future convention: Houston, Feb. 24-26, 1989.

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* 28th annual meeting. Hyatt Regency, New Orleans. Future meetings: April 9-12, 1989, Loews Anatole, Dallas, and April 18-20, 1990, Hyatt Regency San Francisco.

April 28-May 3, 1988—24th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

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.

June 8-11, 1988—*American Women in Radio and Television* 37th annual convention. Westin William Penn, Pittsburgh.

June 8-12, 1988—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 32nd annual seminar. Bonaventure, Los Angeles. Future meeting: June 21-25, 1989, Renaissance Center, Detroit.

Sept. 7-9, 1988—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

■ **Sept. 14-17, 1988**—Radio '88, sponsored by the *National Association of Broadcasters*. Washington. Future meetings: Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

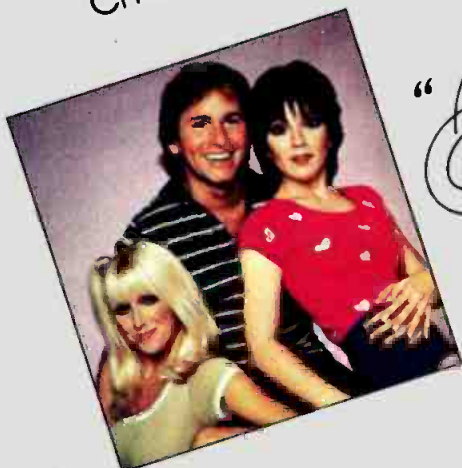
Sept. 23-27, 1988—*International Broadcasting Convention*. Metropole Conference and Exhibition Center, Grand hotel and Brighton Center, Brighton, England.

June 17-23, 1989—16th International Television Symposium. Montreux, Switzerland.

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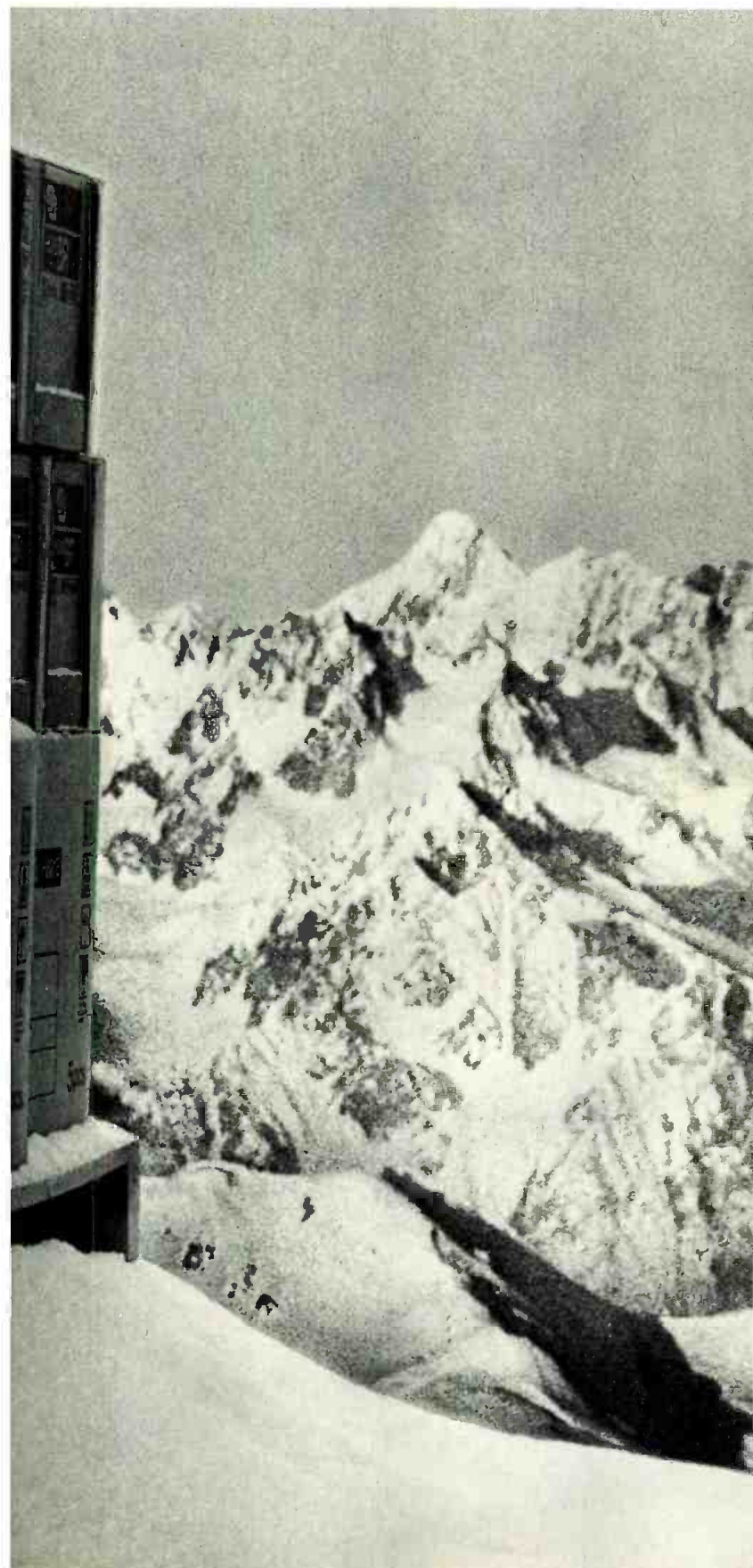
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Other voices

EDITOR: Your Aug. 31 editorial Action on Children's Television, "nee Peggy Charren," is a smokescreen for your own inability to admit that a mere citizen lobbyist is able to pierce the invincible private interests of the broadcasting giant. The 6.2-million-member National PTA wishes to inform you that support for commercial time limits on network television goes beyond Charren's "retinue of one" as you have so erroneously cited. The National PTA, which has for years fought to retain FTC's regulation of harmful advertising aimed at children, has supported bills to increase quality programs for children, has urged counteradvertising related to beer and wine ads, opposes program-length commercials and endorses the Appeals Court decision in overturning the FCC's elimination of time limits.

This time, all of the industry's highly paid lobbyists and PAC contributions could not hide the embarrassing fact that the marketplace does not work for children. It is one thing to manipulate the public and parents by wrapping deregulation in the cloak of self-righteousness and love of children; it is quite another to lay bare the facts that slick huckstering aimed at the child audience has increased. Love of money and not the children's interest is the armor of industry palliatives. There is a crack in industry's armor, and, related to this issue, it can be said that the "emperor has no clothes." The FCC now has an opportunity to practice the Reagan doctrine to improve television quality for children and families. Maybe they will get it right this time.—*Millic Waterman, vice president for legislative activity, The National PTA*

Clarification

EDITOR: Your series of articles on the comparative renewal process (BROADCASTING, Aug. 24) made for interesting reading. Challenges to licensees and the threat of challenges cannot be taken lightly by any broadcaster.

I would like to zero-in on one misleading point. In your sidebar article, "Chapter and Verse of Comparative Renewal," you state that WALY(FM) was involved in a comparative renewal proceeding. WALY(FM) has never been involved in a challenge or the comparative process.

Under a former owner and under a different call sign (WHGM) there was a challenge, which was resolved.

Mid-Atlantic Radio Inc. purchased the station following that resolution.

We introduced a new format, facility, and new call letters, WALY, on March 9, 1987. WALY is a full-service station serving the Bellwood-Altoona, Pa. area. I want to make sure the call letters WALY are not associated with such actions now or, hopefully, in the future.—*Gregory W. Guise, president, Mid-Atlantic Radio Inc.*

The Fifth Estate Broadcasting

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A commentary on radio management from Ellyn F. Ambrose, New York

First steps to profits for radio stations

You're closing out the first quarter; you're 20% below forecast. What do you do?

Broadcasting is the business of producing inventory that we sell for a profit. The audience determines the value of that inventory—what an advertiser is willing to pay. We gain access to that audience with programming that appeals to it—music, information, personality, talk, features and promotion. The “price” is negotiated and is a function of supply (inventory in the market multiplied by the available audience) and demand (the amount of revenue).

Peter Drucker, author of several well known management textbooks, said that “management is the task of making ordinary people perform in an extraordinary way.” As in any manufacturing business, a business plan is only as good as its assumptions; profitability is not only a function of sales and expenses but also our ability to perform the management task, getting the maximum out of our people to achieve a superior operation, for profit. Before you terminate your sales manager, ask questions that focus on your business plan assumptions. Answers yield knowledge. Knowledge affects our effectiveness in the decisionmaking process. Then review your goals and objectives with your sales manager and program director, initiating action to achieve your bottom line.

Critical assumptions in “effective forecasting”—setting a revenue goal that is achievable and that maximizes your inventory—are: market forecast, station share of market revenue, audience, sellout percentage, sales management, marketing and sales support.

■**Market forecast**—Track available revenue in your market for the last several years. Determine the average percent of available revenue by month and by quarter. (This is “average monthly demand”—available revenue in the market.) Compare the quarterly percent of your business plan to the average market quarterly percent. If your business plan calls for 22% of your revenue in the first quarter and the available market revenue is traditionally 20% in the first quarter, you have overprojected the first quarter. By raising your pricing, you can maximize your inventory for the balance of the year and achieve your plan.

■**Share of revenue**—Compare your station share for the last several years and this year to date. Is your projected share higher than last year? If the station has never achieved more than a seven share of revenue, and your plan calls for a 10, you have to rethink your assumptions. You should forecast for a consistent share of the revenue.



Ellyn Ambrose is a broadcast management consultant based in New York. She has worked in various sales and management positions at Westwood One, NBC, ABC, the Satellite Music Network and Cunningham & Walsh.

Logically, if the market is up, the station share down, review the audience and the performance of your sales staff.

■**Audience**—Is your audience comparable to the audience at closing or to the audience projected in your plan, up or down? Are you a teen-age station with a great 12-plus share, missing dollars in the 25-54 demo? Break out your audience and determine the cost/GRP (gross rating points) or C-P-M (cost per thousand) that you've historically sold the station for versus what you're selling it for now. Determine competitive pricing. What is your audience rank? What is your revenue rank? (Good salespeople give you this if they get the competitive information with every order.)

Follow the pricing leader. Take the case of two radio stations: one owner, one operating philosophy, comparable market size, similar format, comparable audience, identical promotions. Both stations raise rates. In the first case, the marketplace followed the pricing leader, resulting in record years for all stations there, with the owner doubling his profit margin; in the second case, the market lowered prices to “compete,” resulting in lower prices and lower revenues. The same owner had to return to his original price, resulting in a flat profit margin. Retailers took the dollars saved on radio and placed them in newspaper and cable. The market sets the price; if you're an audience leader, you can set the price and hope that your competitors understand the difference between aggressive selling or “shooting themselves in the foot.”

■**Sellout percentage**—What sellout percentage did you estimate in your business plan? Supply/demand pricing theory states

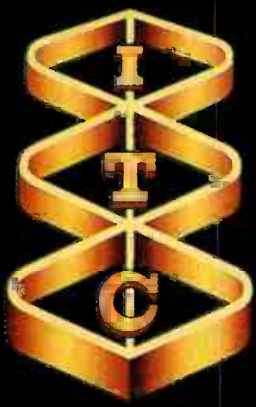
that you should price yourself to be 95% sold out 12 months per year. In the first quarter, did you have high rates at a 60% sellout? Are you 95% sold out at low rates and off plan? Your inventory is perishable; every spot has a value because you had to spend money to create it. Why not bonus those marginal first-quarter buys to secure every piece of business; use those announcements to make up audience shortfalls from your last book; bonus a client/retailer to secure the next order at rates?

■**Sales management and sales accountability**—Does your staff know what is expected of it by month? By quarter? For the year? Does it get recaps of goals and sales to date? Is it rewarded for performance? Does it make enough calls? Does it notify you of “business opportunities” (to enable you to read the market and evaluate its performance). What is its closing percentage? The most important thing for a radio station is sales; the most important thing for a salesperson is closing the sale. If you have seemingly experienced salespeople who are not getting orders, you are dealing with hidden objections that must be overcome. A several-hundred-dollar investment in “video” sales training (a seminar conducted by your sales manager), or a several-thousand-dollar investment in a sales meeting with a fabled trainer will return revenue to you with interest.

■**Marketing and sales support**—Do you market and promote your radio station to full advantage for sales? Do you promote effectively? Does your sales staff have the support it needs to overcome those “hidden objections.” Are you, the general manager or owner, willing to make contact with those clients who might want to deal at the top? Will your on-air staff make appearances? Do you create public relations opportunities? Is your program director helpful in executing the “right” promotion to close that 52-week retailer? Do programming and sales work together as a team?

■**Conclusion**: if you're missing your forecast you must define the real problem: Don't respond to the superficial problem. Market revenues could be way off; your price might be too high; you might not be packaging your station competitively or effectively enough; you might have misallocated your monthly forecast; you simply might not be selling enough; your manager might not be pulling it together or your salespeople might not be making calls or closing effectively.

The answers to these questions will raise others; most certainly, the problem will crystallize. Defining the issue is the most difficult part. Be “involved” with your staff; define the goals clearly and objectively; they'll come up with astounding solutions, “performing in an extraordinary way.”



PROUDLY PRESENTS



Tom Selleck



Liza Minnelli



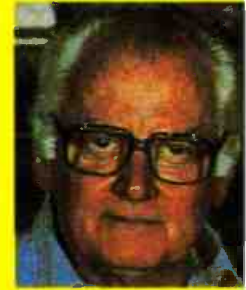
Gene Hackman



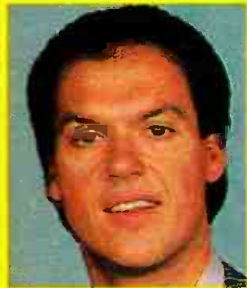
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Michael Keaton



Donald Sutherland



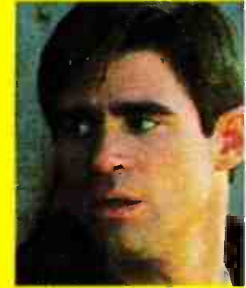
Margot Kidder



Peter Fonda



Robert Morley



Treat Williams



Brian Dennehy



Barry Bostwick



David Niven



Ann-Margret



Lauren Hutton



Ellen Burstyn



Valerie Bertinelli



Ally Sheedy



Jose Ferrer



Klaus Maria Brandauer



Amy Madigan



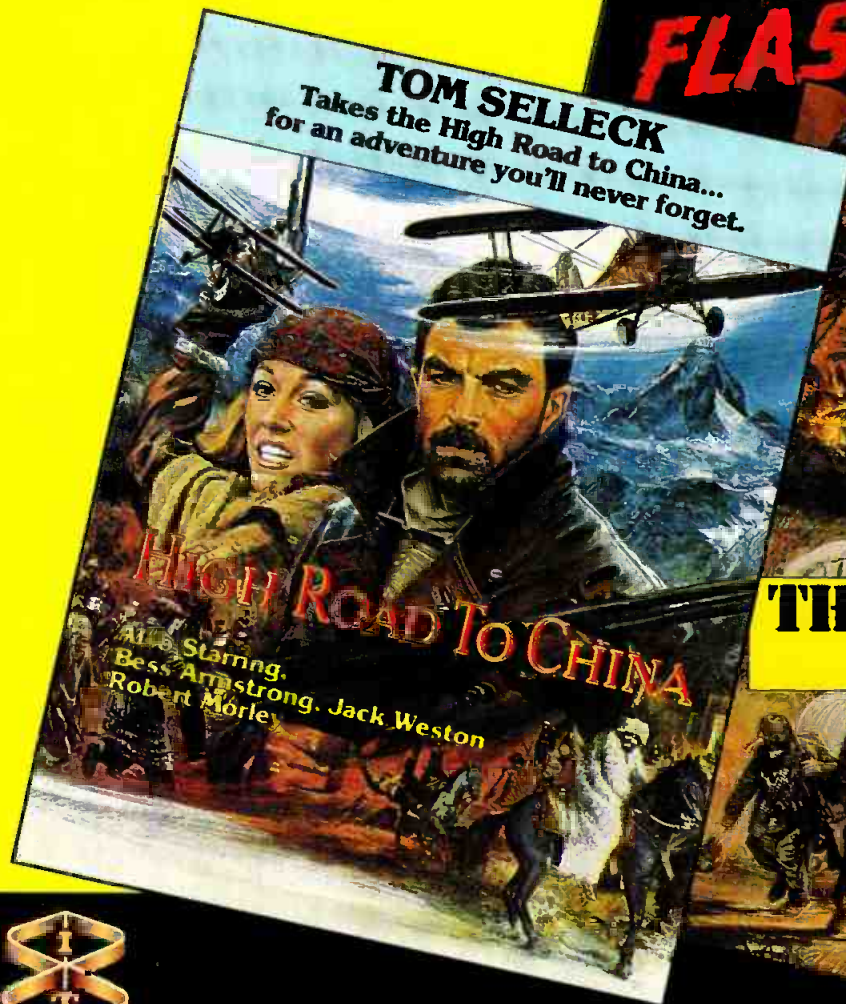
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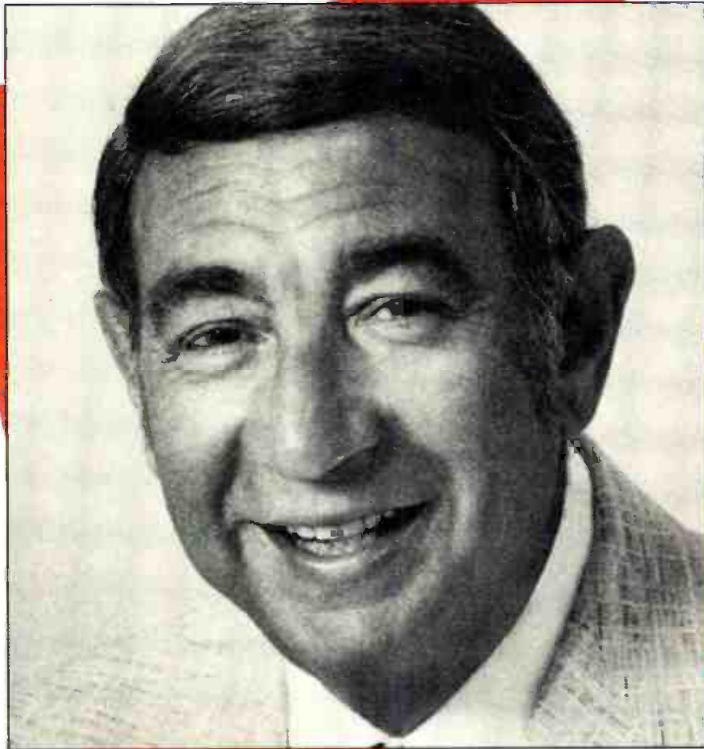


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TOP OF THE WEEK

News media's cup runneth over



Bells pealed, the Pope appealed, the President pledged, a Senate panel probed, a pact was approved. It was a week of patriotism and politics, with more than enough news for the evening news. On the calendar last week, Sept. 14-18, were the 200th anniversary of the signing of the U.S. Constitution, the travels of the Pontiff in America, the confirmation hearings of Judge Robert H. Bork and diplomatic meetings between Secretary of State George Shultz and Soviet Foreign Minister Eduard Shevardnadze that led to the beginnings of an agreement between the two countries to ban medium- and short-range nuclear missiles and, probably, to a Reagan-Gorbachev summit meeting in Washington. In addition, there were unexpected press conferences of Senator Joseph Biden (D-Del.), who admitted to plagiarism in law school (the topic of ABC's *Nightline* on Thursday), and Transportation Secretary Elizabeth Dole, who resigned to join her husband's campaign for President. It was a "harmonic convergence of live coverage," in the words of Bob Furnad, vice president and senior executive producer for the Cable News Network, which was present at each of those events.

The Constitution's anniversary celebration, which the Public Broadcasting Service marked earlier in the year with its *Moyers: Report From Philadelphia* (BROADCASTING, March 9), was highlighted in Washington with a ceremony last Wednesday (Sept. 16) on the steps of the Capitol. ABC and CNN covered the bands, speeches, choral groups and the pledge of allegiance led by President Reagan, live at 1-2 p.m., with C-SPAN beginning its coverage at 1:22 p.m. Ted Koppel, anchor of ABC's *Nightline*, served as master of ceremonies. Wednesday evening, ABC-TV offered a three-hour examination of landmark Supreme Court cases and constitutional amendments, *The Blessings of Liberty*. The special, anchored by David Brinkley, Peter Jennings and Koppel, aired at 8-11 p.m.

On Thursday, an all-day celebration from Philadelphia was covered in varying degrees by NBC, CNN and CBS. NBC-TV offered a half-hour special report, *U.S. Constitution's 200th Anniversary Celebration*, which included updates on the Bork, Biden and Shultz issues and coverage of President Reagan's speech between 11:40 a.m. and noon. CNN aired shots of the Philadelphia parade at 9 a.m., returned at 11:40 for the Reagan speech, and went back once again for ex-Chief Justice Warren

Burger's ringing of the Liberty Bell at 3:55-4 p.m. CBS devoted an entire morning to the parade, airing *We the People 200: The Constitutional Parade*, with host Brent Musberger, at 9 a.m.-noon. That night, CBS continued with *We the People 200: The Constitutional Gala*, from 9 to 11 p.m. with Walter Cronkite.

The Bork hearings were covered gavel-to-gavel by PBS, in great detail by CNN, and in limited form by the three commercial television networks (see page 36). C-SPAN offered tape-delayed coverage at 8 p.m. ABC's *Nightline* focused on the subject during an extended broadcast Tuesday at 11:30 p.m.-12:30 a.m.

The Pope's arrival in Miami two weeks ago was the first of his many appearances that were covered by network television. ABC, CBS, NBC and CNN all aired live special reports that day, and PBS's *MacNeil/Lehrer NewsHour* devoted half its broadcast. CBS produced a documentary titled *Catholics in America* that aired Sept. 10, and ABC's *The Pope in America* aired the same day, at 9-11 p.m.

On Tuesday afternoon in the Rose Garden of the White House, Schultz's and Shevardnadze's signing of an agreement intended to reduce the risk of accidental nuclear war was carried tape-delayed by NBC-TV, and was incorporated in ABC's evening news. *MacNeil/Lehrer* guests discussed the ramifications of the agreement. The networks were standing by throughout the week as talks between the top ranking officials progressed.

CNN's Ed Turner called the hectic news week "a logistical tap-dance." But according to an ABC spokeswoman, "The more that's going on, the happier people are. It's kept a lot of people in high gear."

Most of the radio news networks that have special events or long-form satellite channels carried the Bork hearings wall-to-wall. Mutual and the United Stations did not air the Bork proceedings live—they, like many other networks, had special updates—while NBC carried the first three days of the hearings (Tuesday through Thursday).

Virtually all of the radio networks had extensive coverage of the U.S. Constitution's anniversary, the Pope's U.S. trip and Friday's Reagan-Schultz press briefing.

the grant of this application will give GE access to television stations in Miami sufficient to allow it to act anticompetitively during the relatively short period until the NBC affiliation shifts to WTVJ, or that GE has thus far acted anticompetitively in connection with the proposed transaction."

The FCC dismissed WSVN's charge that WTVJ, in the transition period, will air less attractive programming to boost viewership of NBC programming on WSVN. "It is unrealistic to assume that GE will act against the economic welfare" of WTVJ, the commission said.

And the FCC was unsympathetic toward WSVN's complaint that advertisers are already reluctant to buy spots from WSVN in future NBC programming such as the 1988 Olympics because there is no assurance that NBC will not breach its affiliation agreement with WSVN and shift its programming to WTVJ

prior to the expiration of the agreement in January 1989. "GE maintains that NBC will honor its agreement with WSVN, [which] . . . has provided no basis for us to presume otherwise," the FCC said. "Further . . . there is no reason to conclude that the potential for viewer or advertiser confusion as a result of the prospective switch of the NBC affiliation . . . is anything other than that which might ordinarily accompany any such change in any market."

At the heart of WSVN's objections may be its concerns about the leverage the networks have in negotiating for stations as a result of the commission's deletion of its antitrafficking rules in 1982 and its liberalization of its multiple ownership rules in 1984 to allow broadcast groups, including the networks, to purchase any station as long as they do not exceed the 12-station or 25%-of-total-audience caps. "In the networks' first implemen-

tation of this freedom, the record shows that the networks have misused their affiliation power . . . to pursue their acquisition goals, to the detriment of the public interest," WSVN said in its petition to deny. GE and CBS have tried to buy stations in Miami "at prices that look good on Wall Street" by threatening the network affiliation of the stations, it alleged.

But, in the order, the FCC said it found no reason to question the networks' freedom "to compete equally" to acquire stations. On the contrary, it expressed concern about the impact of denying networks' such freedom. "The marketplace would become seriously skewed if we were to allow competing licensees to block sales such as this, based on the speculation that a particular network might not affiliate with any licensee in the subject market," the commission said. □

Peoplemeter progress

Nielsen disconnects old rating service on national level; NBC wins prime time, according to all rating systems

If it weren't clear before, it is now: There is no turning back from the peoplemeter. Nielsen disconnected its national audimeter/diary service last Monday (Sept. 14). From that date forward only peoplemeter numbers will be issued in the company's national reports. Market by market, Nielsen continues to compete with Arbitron with diary measurement service and, in select markets, audimeter measurements as well.

For the last week that ratings were generated by Nielsen's old system (Sept. 7-13), NBC won the prime time race handily with a 15.2/27, followed by CBS's 10.1/18, and ABC's 9.6/17. In the Nielsen peoplemeter race for that week, NBC also came out on top, with an average 14.8/26, while CBS and ABC tied, each with an average 9.9/18.



NBC also took the AGB peoplemeter race, with a 14.3/25, followed by CBS with a 10.2/18 and ABC, with a 9.6/17.

In the evening news daypart, CBS fell back into third place, according to Nielsen's old system, for the week ending Sept. 13. That included the numbers for Friday, Sept. 11, when *CBS Evening News* anchor Dan Rather walked off the set in a huff after being notified that CBS Sports's coverage of a tennis match would run over into the first *Evening News* feed (see story, page 66.) The result was six minutes of dead air on the CBS network. Rather's rating that night dropped by about half to a 4.9 rating under the old system. For the week, NBC was first with an average 9.8/21, followed by ABC, with an average 8.9/19, and CBS a close third with an 8.8/19.

However, in the Nielsen peoplemeter ratings for the same period, *CBS Evening News* came out on top in a tight race, with an

Monday

	ABC	CBS	NBC
8:00		Kate & Allie (Lachman/Reeves)	ALF (Alien Prods.)
8:30	MacGyver (Winkler-Rich/Paramount)	Everything's Relative* (Fredde/Columbia)	Valerie (Miller-Boyet-TAL/Lorimar)
9:00		Newhart (MTM)	
9:30		Designing Women (Mozark/Col.)	
10:00	Monday Night Football (ABC Sports)		Monday Night at the Movies
10:30		Cagney & Lacey (Orion)	
11:00			

Tuesday

	ABC	CBS	NBC
8:00	Who's the Boss? (Embassy)	Houston Knights** (Bernstein/Columbia)	Matlock (Viacom)
8:30	Growing Pains (Warner Bros.)		
9:00		Jake and the Fatman* (Silverman/Strathmore/Viacom)	J.J. Starbuck* (Stephen J. Cannell)
9:30	Moonlighting (Picture Maker/ABC Circle)		
10:00			
10:30	Thirty-something* (Bedford-Falls/MGM)	The Law and Harry McGraw* (Universal)	Crime Story** (New World)
11:00			

Wednesday

	ABC	CBS	NBC
8:00	Perfect Strangers (Miller-Boyet/Lorimar)		Highway to Heaven (Michael Landon)
8:30	Head of the Class (Elias/Warner Bros.)	The Oldest Rookie* (Touchstone)	
9:00	Hooperman* (Adam Prods./Fox)	Magnum, P.I. (Universal/Glen Larson)	A Year in the Life* (Universal)
9:30	Slap Maxwell* (You and Me Kid/Lorimar)		
10:00			
10:30	Dynasty** (Shapiro/Spelling)	The Equalizer (Universal)	St. Elsewhere (MTM)
11:00			

Meeting of programing minds. The entertainment chiefs of the three television networks, addressing the Hollywood production community last week in Beverly Hills, Calif., indicated that to date peplemeters are having little influence on programing decisions.

"I do believe that all this information that's coming in right now should not be taken as being holy scripture," NBC Entertainment President Brandon Tartikoff (right) told a Hollywood Radio and Television Society luncheon during a question and answer session. "I don't bother looking at the second page of the peplemeter [reports] by demographics. I'm beginning now to not look with a total focus as to what the numbers are because I don't know if [the ratings companies have] sorted out the sample and gotten all the kinks out."

CBS Entertainment President Bud Grant (center) said he does not think the peplemeters will lead to "quick trigger" cancellations because "the more information you have, the better off you are."

ABC Entertainment President Brandon Stoddard (left), who often shies away from reporters, said his primary responsibility is not to the press but to the audience. While acknowledging "there is a responsibility to service the press" and provide it with answers quickly, Stoddard said: "Presidents of entertainment divisions are not elected officials" and are not obligated to talk to the media.



average 9.8/21; followed by ABC's 9.6/20, and NBC with a 9.5/20. AGB has yet to release anything but prime time numbers.

As to daytime, exact weekly peplemeter averages were not generally available from either Nielsen or AGB, although Nielsen has delivered ratings to the networks. Network sources said they had not thoroughly analyzed the daytime numbers yet but that the indications were the trend is similar to previous Nielsen test numbers which showed ABC recapturing the household lead in daytime with the switch to peplemeters. ABC had been second in the household race, but continued to dominate the key demographics in daytime.

During the last week of ratings for Nielsen's old system, ABC also climbed into first place in daytime, with an average 5.4/20, beating CBS's 4.9/20 and NBC's 4.3/16.

Late Friday, ABC signed a deal with Nielsen for peplemeter service. "Our primary concerns before signing an agreement were that we were given assurances of performance," said Marvin Mord, ABC vice president of research. CBS and NBC have signed with Nielsen, and CBS also has an AGB contract. Executives at ABC and NBC said they remained open to the possibility of signing with AGB this season. □

Across the boards

This is the 1987-88 network lineup. The networks ordered 22 new programs (two fewer than last year) accounting for 18 hours of prime time (the same as last year). CBS ordered seven new hours and two new half-hours, compared to three and four last May. ABC ordered four new hours and four new half-hours, compared to four and five a year ago. NBC ordered three new hours and two half-hours, compared to five and three a year ago. Not reflected in the chart are two additional half-hours—*Beverly Hills Buntz*, from MTM, and *Mama's Boy*, from Witt-Thomas-Witt—and a reorder of a midseason hour from UBU Productions and Paramount, *Bronx Zoo*, that NBC will air once a month. An asterisk indicates a new show. Two asterisks denote a time change. One program (shown with three asterisks), ABC's *The Disney Hour*, is a one-hour form of last season's two-hour *Disney Sunday Movie*, and ABC does not consider it to be new.

Sunday

	ABC	CBS	NBC
7:00			
7:30	Disney Hour*** (Disney)	60 Minutes (CBS News)	Our House (Blinn-Thorpe/Lorimar)
8:00			
8:30	Spenser: For Hire** (Warner Bros.)	Murder, She Wrote (Universal)	Family Ties** (UBU/Paramount)
9:00			My Two Dads* (Tri-Star)
9:30	Dolly* (Sandollar)		
10:00		CBS Sunday Night Movie	Sunday Night at the Movies
10:30	Buck James* (Ent. Partners/Tri-Star)		
11:00			

Thursday

	ABC	CBS	NBC
8:00	Sledge Hammer!** (New World)		The Cosby Show (Carsey-Werner)
8:30	The Charmings** (Embassy)	Tour of Duty* (Zev Braun/New World)	A Different World* (Carsey-Werner)
9:00			Cheers (C-B-C/Paramount)
9:30		Wiseguy* (Stephen J. Cannell)	Night Court (Starry Night/Warner Bros.)
10:00	ABC Thursday Night Movie*		
10:30		Knots Landing (Roundelay/MF/Lorimar)	L.A. Law (20th Cen. Fox)
11:00			

Friday

	ABC	CBS	NBC
8:00	Full House* (Miller/Boyett/Lorimar)		Rags to Riches** (Leonard Hill/New World)
8:30	I Married Dora* (Reeves)	Beauty and the Beast* (Witt-Thomas/Republic)	
9:00			
9:30	Max Headroom** (Lakeside/Chrysalis/Lorimar)	Dallas (Lorimar)	Miami Vice (Mann/Universal)
10:00			
10:30	20/20** (ABC News)	Falcon Crest (Lorimar/Amanda/MF)	Private Eye* (Universal)
11:00			

Saturday

	ABC	CBS	NBC
8:00			Facts of Life (Embassy)
8:30	Once a Hero* (New World)	Frank's Place* (Viacom)	227 (Embassy)
9:00		My Sister Sam** (Warner/Pony)	
9:30	Ohara (Warner Bros.)	Leg Work* (Treasure Island/Fox)	Golden Girls (Witt-Thomas-Harris/Disney)
10:00			Amen (Carson)
10:30	Arthur Hailey's Hotel** (Aaron Spelling)	West 57th** (CBS News)	Hunter (Cannell)
11:00			

Telcomsubcom holds hearings on children's TV

Peggy Charren, Preston Padden among witnesses; Markey calls current children's fare a 'waste site'

Children's television was back on the congressional agenda last week. Lawmakers at a House Telecommunications Subcommittee hearing took a hard line on children's programming and chastised the FCC, broadcasters, toy companies and program producers for contributing to what they called the over-commercialization of children's television.

"If I may paraphrase Newton Minow [former FCC chairman], children's television today is not a wasteland, but a waste site, strewn with war toys, insipid cartoons and oversweetened cereals," said Ed Markey (D-Mass.), the subcommittee's chairman.

Markey and Congressman Terry Bruce (D-Ill.) introduced legislation coinciding with the hearing. Their bill would reimpose the FCC's 1974 guidelines limiting advertising to nine-and-a-half minutes per hour during "children's prime time"—Saturday and Sunday mornings—and to 12 minutes per hour on weekdays. The measure would ban so-called "program-length" commercials for toys.

It also would codify current FCC policy to "eliminate host-selling and tie-in practices and other practices that involve the use of program characters to promote products." And it would "assure an adequate separation between program content and commercial messages, by use of an appropriate visual, aural, or other device or separation."

Bruce decried the existence of "a chaotic market which is being polluted by artificiality in the form of commercial tie-ins between toy manufacturers and the cartoon show producers." (Bruce sits on the parent Energy and Commerce Committee.)

Markey convened the hearing in response to a U.S. Appeals Court panel's remand of the FCC's action eliminating its children's programming guidelines in 1984 on the ground that the commission had failed to justify the deregulatory action with either facts or analysis.

There are no immediate plans to move the

Markey-Bruce bill, said Larry Irving, senior counsel to the subcommittee. But Irving did not dismiss the possibility of future action, particularly if the FCC "ignores the court's remand and insists the marketplace is working."

The FCC was a primary target of criticism. "This hearing would be unnecessary if the FCC was doing its job," said Representative Al Swift (D-Wash.). "The commission and industry are daring Congress to take ac-



Chairman Markey holds up an Arnold Schwartzegger doll. Schwartzegger was a stand-in for an unavailable GI Joe doll, and was just one of several toys Markey introduced at the hearing as "distinguished guests and celebrities." The toys were used to illustrate the number of children's programs that critics allege have been created to sell toys. Looking on is Larry Irving, subcommittee senior counsel.

tion," he warned.

Later Swift lost his temper and lashed out at John Weems, vice president for entertainment at Mattel, the toy manufacturer. Weems told the lawmakers that Mattel was producing children's programs because it "is in the business to entertain children." But Swift didn't buy that: "You're in the business to entertain? That's sophistry," Swift told Weems. "You're in the business to sell toys. . . I am not a fool, I have a list of 61 programs based upon toy products. At some point our patience will finally break."

Weems came to demonstrate a new "interactive" toy designed for use with a television program. The toy enables viewers to interact with characters in a new half-hour television series, *Captain Power and the Soldiers of the Future*, which is financed by Mattel. The

syndicated futuristic space-adventure series was to begin Saturday, Sept. 19, on 96 television stations.

Weems showed the lawmakers how the toy laser gun is fired at targets on the screen, with viewers keeping score of their hits. Weems said the toy costs between \$30 and \$40. He described the program as "family-oriented" and resisted criticism that it was created to sell toys. "To insure that *Captain Power* stands on its own, each story is entire-



Swift

ly independent of the toy line; no mention of the toys is made during the program, and the interactive segments are brief (generally less than four minutes total in each weekly episode)," Weems said.

Few members were convinced.

Dennis Eckhart (D-Ohio) found the concept of interactive television promising, but was disappointed with its current application. "I can't help but feel we've dropped to the lowest common denominator," Eckhart said.

Representative Jim Cooper (D-Tenn.) wanted to know whether Mattel had an agreement with the program's producer to set aside between four and six minutes of the show for "target practice." Weems said there was no specific agreement concerning time set for the program's interactive position.

Despite those grumblings, Weems was commended for appearing before the subcommittee. Other toy manufacturers and program producers had refused, "absent a subpoena" to testify, Markey reported. "It is particularly galling that Hasbro, a company that has profited from program-length commercials and program-toy tie-ins to the tune of tens of millions of dollars, and has over 7,000 employees, could not spare anyone to testify about its practices or to discuss the various policy options that we will consider today," Markey said.

A further condemnation of programs featuring interactive toys came from Action for Children's Television President Peggy Charren. That type of problem, she said, "creates two classes of child viewers, the haves and the have nots." Mattel, she said, "is not in the business of making TV programs, it's in the business of making toys."

As for program-length commercials, Charren felt such toy-based programs are a

Kids and cable

As the House Telecommunications Subcommittee was taking stock of the current state of children's television (see story above), the cable industry set out to distance itself from broadcast television as a purveyor of children's programming. The National Cable Television Association distributed "press kits" to the media covering the subcommittee hearing. "Not only do we devote more hours to children than any other medium," said a statement in the kit, "but we also have one network that devotes 13 hours a day exclusively to children [a reference to Nickelodeon]. And the majority of children's programming can be found on basic subscriber service." Included in the kit:

- "A listing of the new 1987 fall programs being offered for children and young people."
- "A sample of the variety of locally produced children's programs."
- "An overview of all the cable networks and what they offer in the way of children's programming."
- "A partial list of the awards and formal recognition individual cable programs and networks have received."
- "A list of contacts at the various networks; and several media clips on cable television."

barrier to the entry of other children's shows. ACT has petitioned the FCC to reinstate its guidelines limiting advertising on children's programs.

The lawmakers were asked to delay action on the children's bill until completion of a study on children's viewing habits. Preston Padden, president of the Association of Independent Television Stations, suggested the delay. The study has been commissioned by INTV to determine why television viewing by children has declined. "We're asking for a chance to conduct the survey. Then you can judge if something needs to be done," he said.

Padden presented a tape of segments from various children's shows airing on independent stations. Padden also took issue with critics of current children's fare on television. "Whatever argument you may have about the social value of *My Little Pony*," he said, it's "less harmful" than the "depraved" music videos on cable television with "violence, sex and bizarre behavior."

Joining Charren in calling for a legislative



Weems, Padden, Charren

remedy were Gerald Lesser, Bigelow professor of Education and Psychology, Harvard University; Dr. Jerome Singer, Yale University department of psychology; Dr. William Dietz, chairman of the task force on children's television, American Academy of Pe-

diatrics, and Dale Kunkel, professor of communications, University of California, Santa Barbara.

"Is this what we should allow?" Lesser asked the congressmen regarding program-length commercials. "To deliberately blur what is program and what is commercial and then leave it to children to somehow sort it all out for themselves? It simply is not fair," he said. Singer told the subcommittee he thought the television industry was failing to provide "appropriate programming" for children and that Congress should step in.

Kunkel, who testified on behalf of the American Psychological Association, is author of a study that maintained that the FCC's deregulatory policy has led to a drop in network and local programming for children (BROADCASTING, Aug. 3). Dietz expressed concern about interactive toys and what he said was "their power to promote violent and aggressive behavior in children, increase the passivity with which children view television and reduce and inhibit imaginative play." □

International communications: global reach, limited grasp

One-day conference on international TV points to legal barriers that must be scaled in expansion into world market

Communications are global, and so, increasingly, are markets. But as U.S.-based advertisers and media companies are unhappily discovering, their growth into those expanding world markets is being limited by legal barriers.

Gathering in Washington last Wednesday to examine opportunities and obstacles were four dozen policymakers, programers, communications attorneys and advertising executives, and, as they found, there are no easy solutions to their problems.

Among those addressing the day-long conference, "Television without Frontiers: The U.S. Agenda," held at the National Association of Broadcasters headquarters building in Washington, was former FCC Chairman Mark Fowler, now with the Washington law firm of Latham, Watkins & Hills. In Fowler's view, an "explosion" of world markets has been brought about by the simultaneous emergence of global telecommunications and worldwide transportation. "Lower transportation costs teamed with lower communications costs have made the world's markets one long, unending bazaar."

Conference organizer John Eger, international consultant on broadcasting and chairman of the American Bar Association subcommittee on international broadcasting, also said, "In Italy, France, West Germany and elsewhere in Western Europe, in the People's Republic of China, India, Pakistan, Indonesia, the Eastern Bloc and throughout the world...new communications technologies are coming into use."

Added Eger: "This presents awesome prospects for growth for those in the business of communications. It also creates exciting opportunities for multinational marketers, for the world is opening up to advertiser-supported communications, on a

vastly expanded scale."

Fowler stressed as well that "whatever the outcome of this transformation to a global economy, one thing is clear: advertising will not be left behind...If television is to have no frontiers, it must mean just that. If it is to be advertiser supported, it must mean advertising without frontiers."

But not all nations may agree. Among European countries, Fowler said, have emerged some "unfriendly ideas," in the form of the European Community's efforts to standardize media practices through the region, including restrictions on advertising sponsorship, flat prohibitions on advertising for some legally sold products, as well as quotas on non-EC production sources.

"Throughout the world, the free flow of information seems to be under fire, and the channels of trade in communications, goods and services are clogged," charged Eger. "Because the communications revolution is most advanced in the United States, it is often our publications, our films, our advertising, our databases, our satellites, our telecommunications systems and our policies that are under attack."

Chales Z. Wick, director of the U.S. Information Agency, also reflected concern about the old-fashioned reliance—in the new information age of satellites and fiber optic cable—on barriers at the border. "Even among our closest allies," he said, in remarks closing the one-day session, "there are barriers—some even new," including "the effort of some Europeans to artificially lower the percentage of American television programming on the air in Europe."

A British commentator, panelist Charles Levison, joint managing director of one of Europe's more successful satellite services, Super Channel, explained that "the U.S. is in danger of being penalized by its own success. The concern of Europe is that our TV will be overwhelmed, that *Dallas* and *Dynasty* are just the tip of the iceberg."

There are, however, signs of support in Europe for wider programming and advertising freedoms. According to John Howkins, executive director of the London-based International Institute of Communications, proposals to erect a "fortress are not going to happen. There are a number of people inside the fortress who are breaking out faster than the bureaucrats can build the walls up."

British media analyst Michael Tyler of Booz Allen & Hamilton, New York, also noted a number of factors were weakening national barriers. Among them is the growing need, because of the higher cost of producing information, to "score a world hit" once the product is marketed, whether it be a TV show or computer software.

Still being hurt by the variety of restrictions, however, are European-based competitors of the traditional, nationally based television broadcast monopolies. According to Super Channel's Levison, the current advertising market for the approximately 18 Pan-European satellite channels is an estimated \$50 million-\$60 million, a figure that he believes must grow to \$330 million-\$500 million to sustain that industry. Although Levison admitted much of this gap in advertising income was due to slow advertiser response to multinational media buys of this kind. He said regulatory restrictions account for as much as 20% of the lost business.

Argued Eger during the program: "Our right to compete globally is questioned, our preeminence challenged, our interests thwarted, our influence diminished and somewhere down the road, our leadership lost... Yet there is still little awareness of the problem and no comprehensive, thoughtful U.S. policy to meet it. American responses have been fragmented and piecemeal at best."

It was the question of how to remove those barriers that concerned most of the speakers in the afternoon session. Some speakers stressed the importance of ap-

proaching the problem through multilateral organizations, such as the General Agreement on Tariffs & Trade (GATT). Others mentioned bilateral negotiations as well. But for the most part, speakers stressed the importance of the industry lobbying the government and demonstrating that a constituency exists for the sale of programming and advertising abroad.

For instance, William N. Walker, a former U.S. ambassador to GATT, cited the experience of industry representatives concerned about international trade and commercial counterfeiting. He said they organized an international coalition—from the U.S., Europe, and Asia—that succeeded in persuading GATT member governments to make commercial counterfeiting subject to trade negotiations. “Those concerned about advertising have to do the same thing,” he said. GATT does not offer the likelihood of swift action, Walker said. Indeed, it is “slow and ponderous.” But, he added, “it is the best game in town.” He also hailed the GATT as being “responsible for the greatest growth ever in trade.”

Geza Feketekuty, who is the U.S. Trade Representative, also held out the GATT as a possible solution. And he, too, cited the necessity of the industry making its concerns known to the government. “You have a tremendous stake, so organize yourself,” he said. “There’s a limit to how far government can reach out if you don’t come to us.” But in that connection, he warned the industry representatives to eliminate any conflict in their ranks. “If the government finds there is a division of opinion, it will affect the way it pursues its policy.” Among the disputes he saw dividing the industry is one as to whether international information questions should be treated as a trade issue or one of human rights and freedom of the press. “My own view,” he said, “is there are persuasive arguments on both sides.” He would pursue both, but in different forums. “Don’t mix the arguments.”

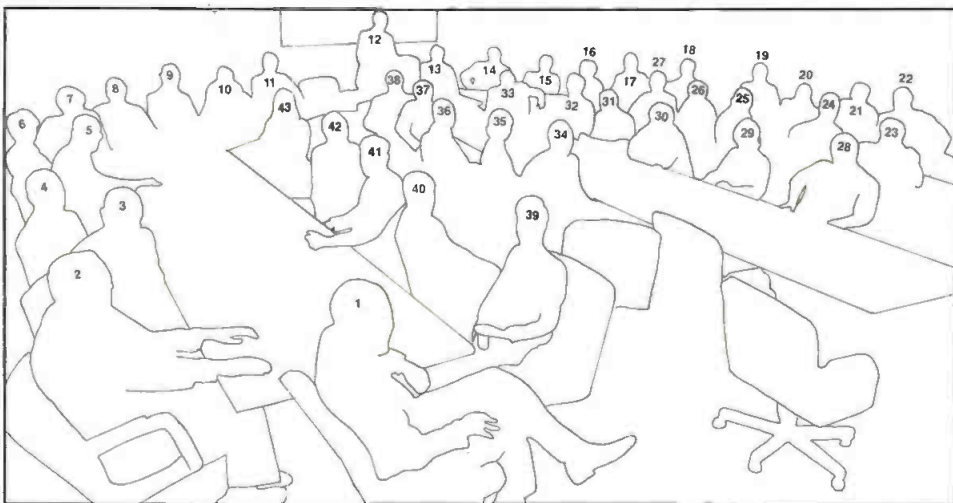
One government panelist, Kenneth Robinson, policy adviser to the assistant secretary of commerce for communications and information, reminded the participants that motion picture and television programming product already accounts for a not insubstantial portion of America’s foreign earnings—\$2 billion net in the case of motion pictures and \$1 billion net in the case of television programming. “The mass media world is an American world,” he said. But, he suggested, it could do even better if barriers were lowered or removed. He offered a program that included but was not limited to multilateral efforts. Another aspect called for the government to engage in bilateral talks with other countries. He also said the government and industry would have to eliminate “holes” in the intellectual property law. And, like the other speakers, he said, industry would have to “raise the visibility of the issue. The government hasn’t paid enough attention to the dollar volume of software” in foreign trade.

A State Department official made it unanimous in asserting that the government “is not the solution”—that “it can help frame the challenges but that the private sector and

user community will set the agenda.” And Thomas J. Ramsey, deputy assistant secretary of state for international communications and information policy, said the department, through the new bureau with which he is associated, is committed to help the industry. The department’s goals, he said, include enhancing the free flow of information and promoting competition. But Ramsey also caught some of his listeners by surprise when he indicated the department’s concern

is truly global. It is concerned, he said, with all industry, not just this country’s. “We have to be prepared to deal in an integrated global marketplace where our companies will be colleagues of those in foreign countries.”

The conference was jointly sponsored by the American Bar Association, the American Advertising Federation, the NAB, the Georgetown Center for Strategic and International Studies and the International Law Institute. □



International agenda. Communications policy makers, industry executives and trade representatives met at NAB headquarters in Washington last week to discuss barriers to U.S. media overseas. **1.** Greg Kane, Stikeman, Elliott (Ottawa) **2.** Richard Schmidt Jr., Cohn & Marks, **3.** Howard Monderer, NBC **4.** Michael Potter, Center for Strategic Studies **5.** Lee Peeler, FTC **6.** Lesley Turner, Center for Strategic Studies **7.** Thomas Ramsey, State Department **8.** Gene Mater, international consultant **9.** Charles Morgan, Universal City Studios **10.** George Kroloff, Kroloff, Marshall & Associates **11.** John Howkins, International Institute of Communications **12.** John Eger, Worldwide Media Group **13.** Mark Fowler, Latham & Watkins **14.** Wilson Dizard, CSIS **15.** Charles Levison, Super Channel **16.** Mary Summerfield, Worldwide Media Group **17.** Wally Snyder, American Advertising Federation **18.** Adam Glenn, BROADCASTING magazine **19.** Edward Hummeis Jr., Fletcher, Heald & Hildreth **20.** Oswald Ganley, Harvard University **21.** Wallace Dunlap, communications consultant **22.** Peter Marshall, Intelsat **23.** Les Brown, Channels **24.** Stuart Kerr **25.** Robert Callahan Jr. Coca-Cola Co. **26.** Don Jansky, Jansky Telecom **27.** Warren Keegan, Pace University **28.** Neil Hickey, TV Guide **29.** Priscilla Regan, Office of Technology Assessment **30.** Jacquelin Spindler, FCC **31.** Ford Rowan, Rowan & Blewitt **32.** Jonathan Levy, FCC **33.** Hugh Donaghue, Tyson Capital Institute **34.** Robert Wray, Pierson, Ball & Dowd **35.** Suzanne Settle, National Telecommunications and Information Administration/OIA **36.** Kalmann Schaefer, K. Schaefer & Associates **37.** Bill Harley, State Department **38.** Mark Sena, Communications Equity Associates **39.** Marcia DeSonne, National Association of Broadcasters **40.** Don Smullin, TRC **41.** Fritz Attaway, Motion Picture Association of America **42.** Joe Gavin, U.S. Council for International Business **43.** Barbara (Pixie) Waite, Weadon, Dibble & Rehm.

Arriving after the picture was taken were: Charles Z. Wick, United States Information Agency; William Walker, former GATT ambassador; Geza Feketekuty, counsel to U.S. Trade Representative; Ken Robinson, NTIA; William Seidman, Federal Deposit Insurance Corp., and Wallace Snyder, AAF.

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 CLEVELAND-Wews MOVED TO LATE NIGHT REPLACING BARNEY MILLER
 MINNEAPOLIS-KARE MOVED TO ACCESS REPLACING \$100,000 PYRAMID
 SACRAMENTO-KXTV MOVED TO ACCESS REPLACING HOLLYWOOD SQUARES
 MILWAUKEE-WITI MOVED TO ACCESS REPLACING CARD SHARKS
 SAN DIEGO-KFMB MOVED TO LATE NIGHT REPLACING CBS LATE NIGHT
 JACKSONVILLE-WTVL MOVED TO ACCESS REPLACING NEW DATING GAME
 WEST PALM BEACH-WTX MOVED TO ACCESS REPLACING MAGNUM, P. I.
 SYRACUSE-WSTM MOVED TO ACCESS REPLACING NEW NEWLYWED GAME
 CEDAR RAPIDS-KCRG MOVED TO ACCESS REPLACING NEW NEWLYWED GAME

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Whether you're choosing a monitor for its technological advantage, unique features or low price, you can own the monitor of choice: an Ikegami.

Now Ikegami has expanded its monitor line to include a state-of-the-art

Auto Setup
Color
Monitor.

Ikegami
monitors
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Monochrome,
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Color (In-line Gun), 10-Series Color (Delta Gun), 15-Series Color (Auto Setup) and 16-Series Color (Low Cost Professional) Models. What distinguishes Ikegami monitors from others is a commitment to research and development, and continued market analysis to meet the broadcasters' needs. The results speak for themselves. Today, Ikegami is proud of its reputation not only for the finest cameras, but the finest monitors. It's a reputation that we strive to maintain.

Consider the latest advancement in monitor technology: Auto Setup. Originally pioneered for Ikegami cameras and now available in the Ikegami 15-Series Broadcast Color Monitors.

With an optional Auto Setup Probe,

the 15-Series is menu driven with data shown on the CRT. An optional Remocon Box provides for remote control operation. The CRT features a Fine Dot Pitch Shadow Mask for superior resolution, an In-line Self Converging Electron Gun, Controlled phosphors and a Black Matrix. The 15-Series is available in 14" and 20" and uses a Digital Control System (DCS) to simplify monitor set up. When using the Auto Setup Probe, the following functions can be automatically set, at a reference level, and stored in less than 50 seconds: contrast, brightness, chroma, hue, RGB background and GB gain. Auto Setup is another Ikegami breakthrough.

The Ikegami 16-Series Low Cost Monitors feature an In-line Self Converging Electron Gun, a Black Matrix CRT, a Comb Filter/Trap, and front panel selectable A/B Video and RGB video outputs. Specifically designed for a wide range of production and broadcast applications, the 16-Series is available in 14" and 20" at surprisingly low costs, making the series extremely competitive. The introduction of the 15-Series and 16-Series monitor comes as



ASP-15 Auto Setup Probe



TM 20-15RH Auto Setup Monitor with Probe.



OUR MONITOR LINE YOUR CHOICE.

The 9-Series and 10-Series continue to enjoy enormous popularity.

The 9-Series Broadcast Color Monitors incorporate In-line Gun technology, High Resolution Shadow Mask CRTs and American Standard Matched Phosphors. In a word, the 9-Series provides superb resolution (700 TV Lines), excellent stability, easy maintenance and low power consumption. Standard features include pulse cross; keyed back porch clamp; video amplifier; pre-set contrast, hue, chroma, and brightness controls; on-demand degaussing; aperture correction; remote control capability and more. A 14", 20" and a 10" portable model available.

The 10-Series Broadcast Color Monitors feature a high resolution (800 V Lines) Delta Gun CRT, specifically developed for image quality, with nine-sector convergence controls and Feedback System (BFS) that detects and greatly reduces brightness changes due to current deviation CRT emission. Available in 14" and 20" models, the 10-Series is remarkable for its picture quality. And this quality is equally evident in our 3H-Series Monochrome Monitors.

The 3H-Series of Professional Monochrome Monitors provides the high performance necessary for technical evalua-

tions. 9-inch configurations are available as: bare chassis, cabinet with handle; and for 19-inch rack mounting in an 8¾-inch height for single, single with WFM, single with Vectorscope space, and dual unit uses.



Sliding panels are featured on all color monitors.

14-inch configurations are for cabinet use or for 19-inch rack mounting in a 10½-inch height.

Our monochrome monitor, the PM 9-5, is a low cost product that combines high reliability and superior picture quality. Features include: dual video inputs, pulse cross, keyed back porch clamp amplifier, and tally light. It's available for various rack-mount configurations.

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NAB offers a 'new' look at Radio '87

Annual radio gathering covers latest developments in legislative, programing, technical arenas

The major issues at the National Association of Broadcasters Radio '87 convention, which concluded in Anaheim, Calif., on Sept. 12, can best be described in one word: new. A series of new legislative battles as well as new AM improvement standards, the emergence of "new age" music formats, and the development of new advertising dollars were at the forefront of this year's gathering.

NAB President Eddie Fritts opened the convention by telling attendees that the association will send a proposal to Congress to "defer any action on codification of the fairness doctrine" for at least one year (BROADCASTING, Sept. 14). Some congressmen attending the convention expressed doubt that the codification of the fairness doctrine was a sure thing (see story, page 56).

The NAB conducted a letter writing campaign during Radio '87 encouraging attendees to write their congressmen against codification of the fairness doctrine. According to an NAB spokesman, nearly 190 letters were written—some broadcasters wrote more than one—representing 32 states.

Other new legislative issues addressed by Fritts included advertising as a tax deductible legitimate business expense and a proposal that would require a 30% discount in charges for air time sold to political candidates.

On the AM radio front, the National Radio Systems Committee, jointly sponsored by NAB and the Electronic Industries Association, announced a second set of voluntary standards calling on AM stations to "mask" radio frequency emissions that cause interference to stations on nearby frequencies.

On the programing front, the trend toward new age music formats as a new alternative for stations was the prevailing conversation among programers, especially where many convention goers were able to listen to KTWV(FM) Los Angeles ("The Wave") for the first time. It was the principal topic of at least two programing sessions.

The major programing news to surface from this year's event was ABC Radio's announcement that NBC Talknet personality Sally Jessy Raphael will join the ABC Radio Networks beginning next Jan. 11 (BROADCASTING, Sept. 14). That announcement took many attendees—as well as most NBC Radio executives—by surprise as Raphael was slated to broadcast her Talknet shows live from the convention.

The talk at most of the sales workshops centered on the need for new business developments, particularly on the national side. The National Radio Marketing Task Force took the occasion to unveil its first video sales presentation.



Receiving this year's NAB Radio Award was long-time CBS news correspondent Douglas Edwards. A sidelight was a private reception and dinner hosted by the United Stations Radio Network for New York State Governor Mario Cuomo. Radio '87 chairman was United Stations President Nick Verbitsky.

There were 77 separate workshops covering management, sales, programing and engineering. Paid registration came to about 2,500. Overall attendance, which included exhibitors and hospitality suite hosts and guests, reached 5,762—up from some 5,500 a year ago. There were 140 exhibitors—traffic ranging from moderate to heavy on the exhibit floor—while 100 firms hosted hospitality suites, mostly at the Hilton and Marriott.

Next year's radio convention will take place Sept. 14-17 at the Washington Convention Center.

Cuomo opposes fairness doctrine

New York Governor Mario Cuomo came out swinging against the fairness doctrine. Cuomo's vehement opposition to the doctrine met with a round of applause from broadcasters attending a private dinner where he was the keynote speaker. The event was hosted by United Stations Radio Networks during the Radio '87 meeting.

"On this subject, I disagree with the Congress and agree with President Reagan's

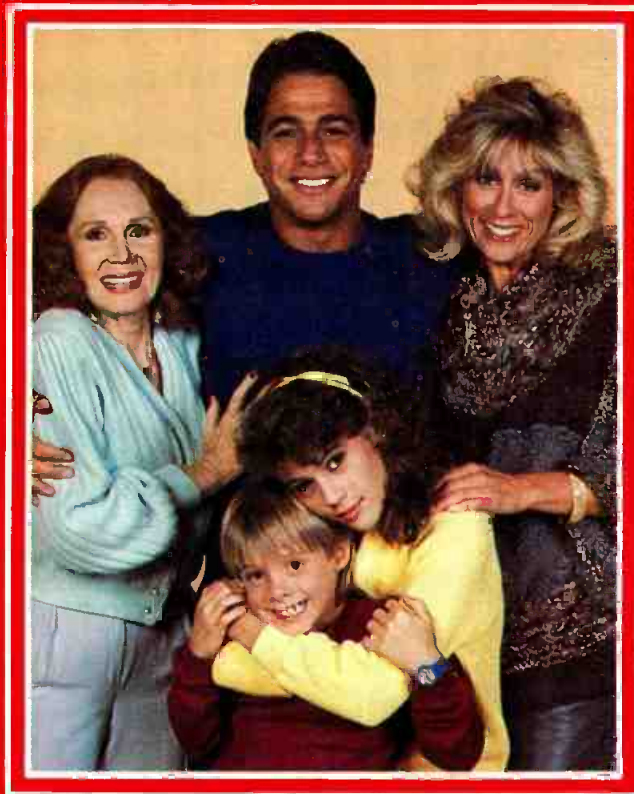
veto," said Cuomo, referring to continued congressional interest in codifying the doctrine, despite an earlier presidential veto of a fairness bill (see "Where Things Stand"). The First Amendment applies equally to the electronic media, he said, adding that "no one would have dared suggest a fairness doctrine for newspapers."

Furthermore, the scarcity rationale for the doctrine is no longer valid, Cuomo argued. "Technology has improved; scarcity has been replaced with 10,000 radio stations and more choices on television channels than there is programing to fill it. There is no more danger of inordinate private control of the electronic media today than of the print media. I am sure the so-called fairness doctrine chilled as much debate as it encouraged," said the New York governor.

And Cuomo warned that the government that "seizes First Amendment power from the people develops an appetite for more power that can be sated only by consuming more of the people's liberty." Of course, he said, "there are limits to liberty and lines to be drawn. I have helped draw lines in my own state, but curtailing First Amendment rights should be allowed only when it's so clear and convincing as to overwhelm with reasonableness the argument in opposition. I think it's fair to say the case for government intrusion, the case for the fairness doctrine, is certainly less than a compelling one at its very best."

But the fairness debate is far from settled,

The smart
money is on
"Who's The Boss?"



New York

WWOR

MCA Broadcasting

Los Angeles

KHJ

Chicago

WBBM

CBS Broadcast Group

San Francisco

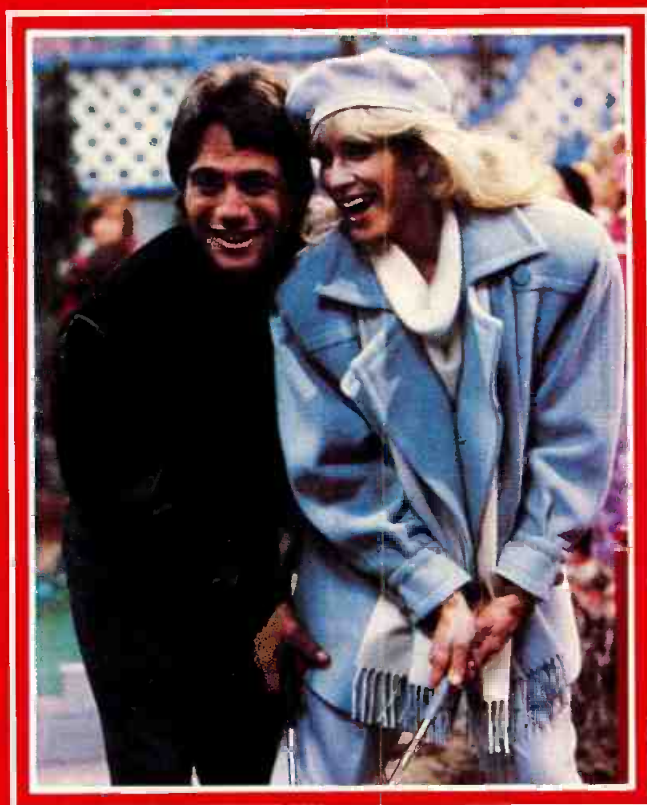
KTVU

Cox Enterprises

Atlanta

WSB

Cox Enterprises



Pittsburgh

WTAE

The Hearst Corporation

Seattle

KSTW

Gaylord Broadcasting Company

Minneapolis

KMSP

United Television

Phoenix

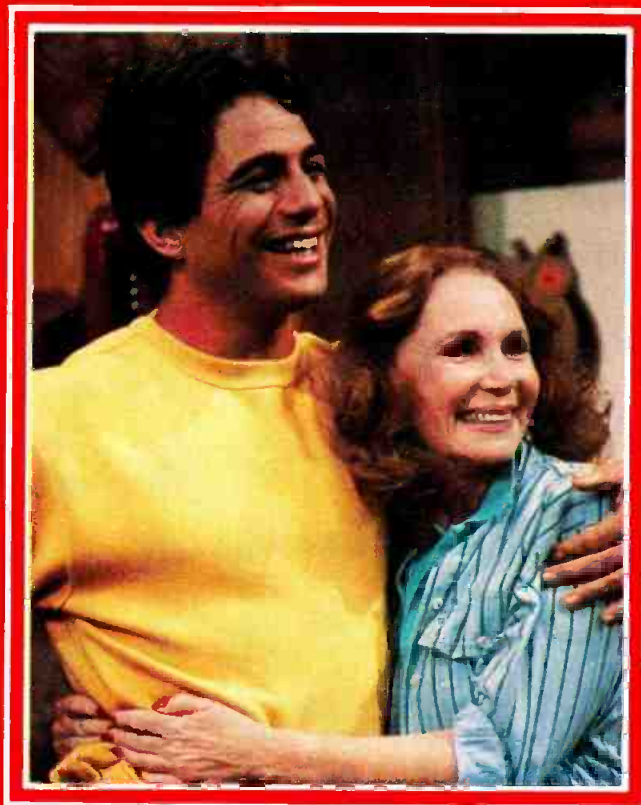
KTVK

Arizona Television Company

Orlando

WCPX

First Media Corporation



Milwaukee

WISN

The Hearst Corporation

Cincinnati

WXIX

Malrite Communications Group

Greenville-Asheville

WLOS

Anchor Media

Columbus

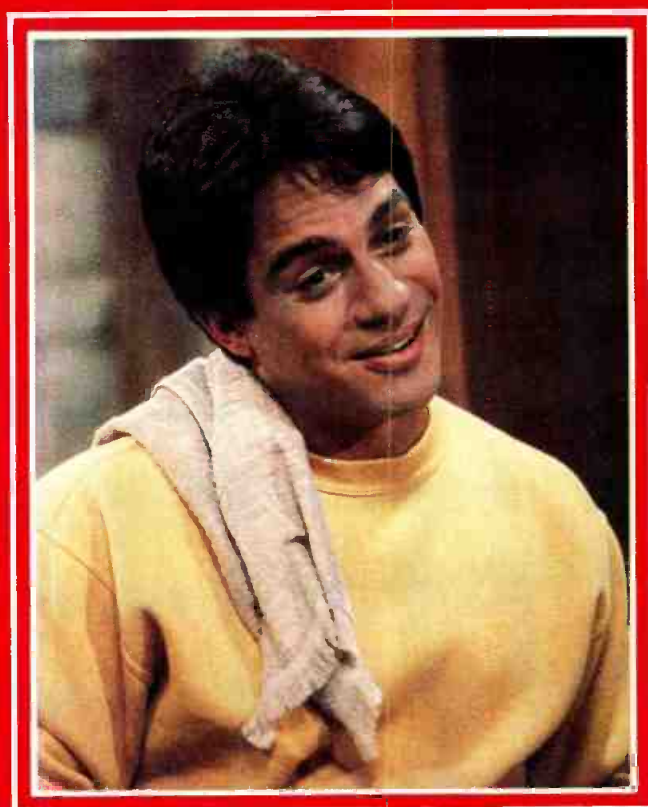
WCMH

Outlet Communications

Providence

WJAR

Outlet Communications



San Antonio

KSAT

H & C Communications

Harrisburg

WHP

Commonwealth
Communications Services

Charleston-Huntington

WCHS

Heritage Communications

Dayton

WDTN

The Hearst Corporation

Flint

WJRT

Knight-Ridder Broadcasting



Mobile-Pensacola

WEAR

Heritage Communications

Albuquerque

KGGM

New Mexico Broadcasting
Company

Des Moines

KDSM

Duchossois Communications
Company

Cedar Rapids

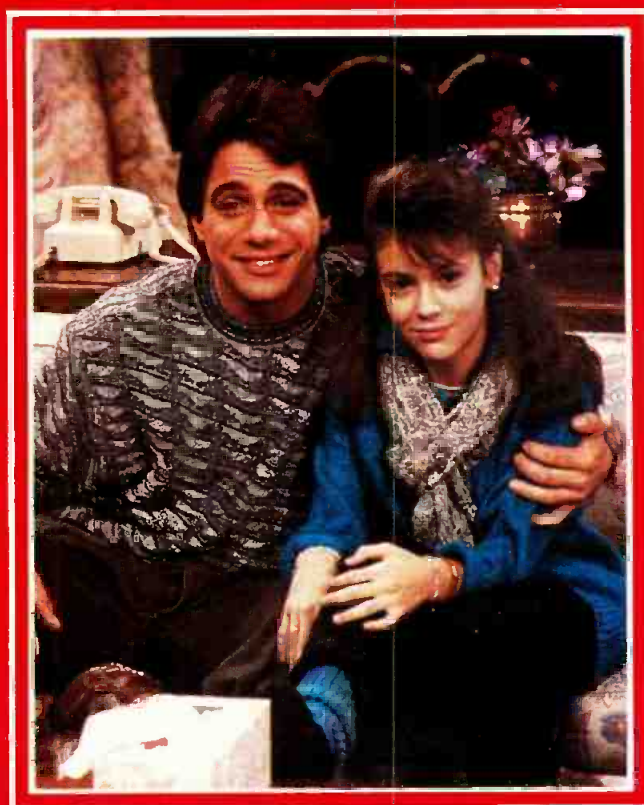
KWWL

American Family Corporation

Tucson

KMSB

Providence Journal Company



Jackson

WLBT

Civic Communications

Las Vegas

KVVU

The Meredith Corporation

Colorado Springs

KOAA

Evening Post Publishing
Company

Ft. Myers

WFTX

Wabash Valley Broadcasting
Corporation

Savannah

WTOC

American Family Corporation



**COLUMBIA/EMBASSY
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United's Verbitsky and Cuomo

"and you better get that into your head," Cuomo said, referring to the obvious battle that's anticipated on Capitol Hill. He thinks the matter will eventually be settled by the Supreme Court. In the meantime, however, "you'll have to face the issue all over again."

The governor also revealed his enthusiasm for radio. "Radio has always been my favorite. We grew up together. I didn't learn about Pearl Harbor from newspapers, I heard it on radio." As for politicians's use of the medium, radio is a better investment than television, the governor maintained. "I think the message comes across better. Pictures [on television] distract viewers from the message."

And while he was complimentary, Cuomo also reminded the broadcasters to be responsible. "This nation was born in gunshot and flames, driven by a passion for freedom. We know that freedom brings with it responsibilities."

"I urge you to continue to monitor yourselves and continue to avoid abuses. You have the ability to uplift, but that implies the capacity to demean. You can introduce us to a world of beauty that we have not known, but you can also teach a child a taste for violence. You have the power to instruct, but it implies the power to distort. You can make things darker, meaner, uglier than they are. As long as you continue to treat your power and your privilege with the respect that it deserves you'll preserve for yourselves the freedom to help us develop the richest and wisest culture ever, and from what I have seen and heard for a lifetime, from crystal sets to wall-to-wall *Nightline*, I am confident you'll continue to do it right."

Serving community's needs, specialty programming, called important in maintaining AM band's audience appeal

Despite stiff competition from FM, AM radio can make a comeback. That was the view expressed by one panel at NAB's Radio '87 convention (BROADCASTING, Sept. 14). The panelists (mostly AM broadcasters) discussed ways in which the medium can corner a greater audience share. Their formulas for success varied, although catering to a community's needs through specialty programming was considered essential in gaining an advantage over FM.

"It's a lot tougher to win on AM, which is

why some of the finest AM programmers have gotten out of it," said Randy Michaels of WLW(AM) Cincinnati. Nevertheless, Michaels believes AM can compete with FM with specialty formats. "To win on AM we're going to have to do programming that's unique and compelling, has mass appeal, is difficult to duplicate, and not available on FM," he said.

Part of AM's problem is that it's lost "in a sea of interference on the AM band," said Michaels. As a result, the medium must look for "something special" to program. And having a music format that's difficult to duplicate, he maintained, will give AM a competitive edge.

Kip Guth of KSGR(AM) Boise, Idaho, suggested two approaches in staking out a position for AM. Decide, he said, whether "you want to become a major contender in the marketplace or go for a specialized, cost-effective program format." But when considering which route to pursue, broadcasters should look at the revenue available in the marketplace as well as the coverage a station's signal has, Guth said.

"Unlike FM facilities there is a lot less relative parity among AM signals. Where you fall in that tier of signals has a great deal to do with where you should decide to put your dollars and what kind of commitment you should make to the facility," he said. When his station went on the air, his first priority was to "get the signal in shape," then to select a format.

KSGR chose an automated oldies format. And, Guth said, it has paid off. "We put the station on the air in December 1986...By

March 1987 we were breaking even and in May 1987 we billed two-and-one-half times our break-even."

To AM consultant Al Hopwood of Bellevue, Wash., running a successful AM operation depends on how well the station serves its community. "A good station has the ability to and should improve the quality of life of a community," Hopwood said. He recommended programming to "satisfy the needs of the community."

Expounding further on that theme was Jim Gabbert, KOFY(AM) San Francisco. "You can counterprogram everybody by involving yourself in that community," said Gabbert. According to Gabbert, "It's not a matter of AM or FM. It's a matter of how good are you, how committed are you, how much you're going to put into it?"

CBS news veteran recognizes need for economies but says news is not 'just any business'

Network broadcasting is at a "crossroads." That was CBS veteran news correspondent Douglas Edwards's assessment when he appeared at Radio '87 to receive the annual Radio Award of the National Association of Broadcasters.

New management at all three networks, he said, has resulted in a new emphasis. "These new managements are, as the phrase has it, cost-conscious. All have entered the field at a time when network news isn't the only game in town, when there are powerful alternatives, particularly coming from local

Radio sales. "I still believe radio is magic," Sam Michaelson of Saatchi, Saatchi, DFS and Compton told one panel at the radio convention. Despite the "megagrowth" of radio as an industry and a business, she bemoaned the lack of old-time career reps who were trained in the art of salesmanship. "What reps had then at their disposal was an inventive quality of selling radio. From my desk today that skill has almost disappeared.

"The rep that will get the business for his or her station is the same rep that helps my agency or any agency for that matter, create new business for radio," she said. "That means not stealing it from each other."

She said that one of the biggest problems that salespeople on the street have is that they lack empathy for the buyer's concerns. "They don't understand what the buyer is looking for and what the client has requested the buyer to achieve. In more cases than I care to cite, radio loses money because someone isn't skilled at listening. Radio people need to listen and to keep pace with their market and to think of new ways that our clients' products can be highlighted on their station," she said, adding that radio is the "medium of the imagination."

Edith Whaley, of the buying service, International Communications Group, said good reps do their homework and know their product and their markets along with their prime prospects and their problems. "Things have changed; we're not selling on long lunches any more."

Whaley said station managers should make sure that their sales reps know current market information such as program and format changes. "Your problem is very simply air time. It's the opportunity for advertising exposure and beyond that it's service—making sure that the schedule runs properly, paperwork and billing are done correctly and taking care of the advertising."

Whaley, who now deals primarily in the retail and co-op areas, urged stations to consider going after smaller retailers and co-op advertising budgets in health and beauty aids, fashion, film, automotive aftermarket and food. "But be sure that the retailer that you go after is suitable for the station you represent. If you are an album-oriented station, don't go after drug stores because their primary target is 35-plus. That's not the target on your station, so don't waste your time. All you're doing is setting it up for an older station to come in and set up," she said.

Amy Nachman, who heads in-house buying for Marshall's department stores in Boston, said that with her retail focus she looks for "quality substantive buys." She says reps should be knowledgeable about the local retail scene as well as about their own station. She believes that having in-house media buyers enables a retailer to react faster and to be more flexible to changes in the retail business.



**Some people
think this photograph
is more explosive than
this bomb.**

No pictures allowed.
Not of civil unrest. Not of the police.
Not in South Africa after the
government's harsh press restrictions
were announced in June 1986.

The only way photographer
David Turnley of Knight-Ridder's
Detroit Free Press could do his job
was to risk getting arrested. Turnley
was detained, searched, interrogated
and released.

Despite the ban, Turnley, based
in Johannesburg, has continued to
document the struggle. The imbalance

of power between South Africa's 24
million blacks and 4.8 million whites.
Living under apartheid. In a land
borrowing time. In a place perpetually
in mourning as thousands die in
Soweto, Swaziland and Mamelodi.

A 16-page collection of David
Turnley's photographs was published
in the Detroit Free Press last Decem-
ber. It won the Overseas Press Club
Award for photographic reporting
abroad.

He feels that if restrictions
get tighter, those photos might

be the last portrait of South Africa for
years to come.

In South Africa, David Turnley is
one of 18 staff members working at
15 Knight-Ridder foreign bureaus
around the globe.

He has traveled for more than a
year throughout South Africa, photo-
graphing a land of astonishing
contrasts, in its worst time of strife.
Few newspapers would put this

kind of effort into a story.
But the Detroit Free Press is
a Knight-Ridder newspaper.



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We never underestimate the American people.

Knight-Ridder, winner of five Pulitzer Prizes in 1987, is a worldwide communications company with eight television stations, cable systems, business information services and 32 daily newspapers.



Edwards

station coverage," Edwards said, adding that "all three new managements are more experienced in business than in news."

The layoffs at CBS and efforts to streamline the network's news operations were upsetting to Edwards, who has been with the network since 1942. "I deeply regretted the loss of familiar radio voices at CBS such as Ike Pappas and David Andelman and Steve Young and Ned Potter, first-rate correspondents, all of them, who had contributed so much to CBS News. I hated to see any diminution in the size and reputation of CBS News. My pride in an organization with which I've been affiliated so long and which has maintained such high standards, my pride took a beating."

Yet, Edwards said, he sees the need for "economy. I can see how the accretion of time and privilege has led to waste. When broadcast news teams are described not as 'the boys on the bus' but as the 'men in the limousines,' well then, both the public perception and the actual operations need to be changed."

Still, Edwards said he agrees with CBS anchor Dan Rather: "Newsgathering is special" and should not be treated like "just any business."

There are those who predict, said Edwards, "the gradual demise of the networks...their eventual replacement by powerful local stations, which now cover national and world events much the way the networks once did. Frankly, I don't see this, not in the immediate future. I think there is still a great desire in this country to hear and see national and international news that originates from a major city such as New York or Washington. I think there is still a great desire to receive that news from a figure of national stature instead of from a local newscaster."

The networks, Edwards believes, have a "robust future. And so do the people who anchor their broadcasts." On the subject of anchors, however, the CBS newsman thinks they have become "deified just a little too much. As an anchor myself, I appreciate all the attention I get. But, it's often misplaced." And frequently, he added, how an anchor dresses, "wears his or her hair, how much money they make—all of that often overwhelms the news they are broadcasting."

Edwards also took issue with those who

criticize network news for being too geared towards entertainment. It's important for broadcasters not to confuse news with entertainment, he said. "But to entertain our audience, to involve them, why that's the name of the game."

In looking ahead, Edwards said he hoped broadcast journalists "will strive to do more, will not let ledgers and cost-accounting sheets and profits and rating-points deflect us from our goal—a goal that is summed up so well in the credo for CBS News standards. That credo calls on us to 'be fair, to be accurate, to have respect for mankind and to have a real sense of the enormous responsibilities that are involved in being a broadcast journalist.'"

And in summing up his 50 years in broadcasting, Edwards said: "During that time, I have seen many changes, some I've liked, some I haven't. But through it all, I've carried the torch that was first lighted back in Silver City, New Mexico [where he lived as a young boy and first listened to radio] ...lighted by a little crystal set that could pick up in that clear, crisp air the word flung my way from far-off places. What splendid fortune I have had."

Several lawmakers say Hill bill on fairness doctrine is less than sure thing that others believe

Broadcasters heard encouraging news last week as some House and Senate members said that a fairness doctrine codification bill may be beatable. The word came on a Radio '87 panel from Senator Malcolm Wallop (R-Wyo.) and Representative Hank Brown (R-Colo.) and Bill Thomas (R-Calif.).

Wallop even rated the codification bill's chances for passage as "less than 50/50." To begin with, the senator said, the opportunities to attach fairness to another piece of legislation, one the President won't veto, are "decreasing." Furthermore, Wallop believes, the doctrine's supporters will "have a hell of a time breaking a filibuster" if it comes to that in the Senate, where the National Association of Broadcasters expects the first legislative action on a fairness bill.

Brown said attempts to fasten fairness to either a continuing budget resolution bill or a budget reconciliation package could backfire. Some members will object to "burdening down" the budget bills with unrelated matters, Brown said.

Representative Jim Bates (D-Calif.), who also appeared on the panel, stated his support for the doctrine but said he would vote against it if it becomes part of a continuing resolution. "If it's attached to the CR, that would be one way to get me to vote against the doctrine because I oppose amendments to the CR," he said. Bates said the doctrine "has worked fairly well. My only concern is that it doesn't apply to the print media."

"They had their shot," said Thomas, referring to congressional passage of a fairness bill earlier this year (see "Where Things Stand"). Thomas believes that "reality will prevail" and that the arguments favoring the doctrine will be rebutted.

One broadcaster in the audience asked what direction communications policymaking will take under the leadership of House

Telecommunications Subcommittee Chairman Ed Markey (D-Mass.). "If Markey is to be the one to regulate broadcasting, we ought to have a moment of prayer," Brown told the broadcasters.

"My advice would be to work closely with him [Markey]; it's to your benefit," Bates said. Bates is a member of the Telecommunications Subcommittee. Thomas pointed out that Markey has expressed senatorial ambitions. "As long as there appears to be political hay to be made in this area [communications], I'd be concerned," said Thomas.

On another matter, Thomas advised NAB not to "put too much weight into" its study on campaign spending. NAB commissioned the study as part of an effort to convince Congress that campaign expenses for television and radio time are not as big an item of campaign expense as many legislators contend (BROADCASTING, July 20).

Thomas, who is the senior Republican on the House Subcommittee on Elections, examined the data at a subcommittee hearing. The subcommittee is considering a campaign finance reform bill that would replace the lowest unit rate for broadcast time with a flat 30% discount. He said because the reports filed at the Federal Election Commission by candidates are not specific it's "very difficult to get a handle on just how much is being spent." He speculated: "If somebody did an in-depth study, they'd find" about half of the campaign costs are for media expenses.

The issue of campaign finance reform isn't going away, and broadcasters should devise a strategy to counter efforts to expand political broadcasting regulations, Thomas said.

The lawmakers also discussed the possibility of Congress enacting a proposal to limit the deductibility of advertising expenses in business taxes; broadcasters say they could lose up to \$1.3 billion a year in advertising revenue (BROADCASTING, Sept. 7). "I think the proposal is particularly dangerous," said Brown, a member of the House Ways and Means Committee. "What you're taxing here is not products. It's ideas."

NAB and advertisers are prepared to fight the concept of disallowing advertising deductions. Thomas noted that Congress is now looking to raise \$12.5 billion to cope with the federal deficit instead of the \$19.3 billion originally sought. The NAB regarded that news as helpful in defeating the tax deductibility proposal.

Panelists discuss ways to improve AM with synchronous transmitters

One way to help the AM band through regulation was discussed during a session on the use of synchronous transmitters. Moderating the session was Wally Johnson, president of the engineering consultancy firm of Moffet, Larson & Johnson, Falls Church, Va. Johnson gave the audience a brief summary of the issue before turning to the panel.

Synchronous transmission, the use of two or more transmitters sending the same programming from locations several miles apart, is not new in the U.S., Johnson said. He

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cited WLLH(AM) Lowell, Mass., which began experimenting with synchronous transmitters in 1937 and is still operating them today. But although many other stations in this country have experimented with them, and although there has been widespread use with high power on the AM band in Europe, only four stations in North America now have synchronous transmitters.

Johnson referred to a speech delivered in September 1985 by former FCC Mass Media Bureau Chief Jim McKinney on the subject. In the speech, McKinney said it would be feasible to build synchronous transmitters along Interstate 95 between the District of Columbia and North Carolina, allowing car radio listeners to hear one station on the same frequency along the entire route. Increased interest following the McKinney speech eventually led to the January 1987 release of an FCC notice of inquiry on the



Sulyma and Resnick

feasibility of AM synchronous transmitters. Two engineering issues the commission intends to explore, Johnson said, are possible levels of interference that might result between the two synchronous transmitters and possible interference between synchronous transmitters and local stations outside the synchronous system.

"In many ways synchronous transmitters can be viewed at this point in broadcast history as the invention of fire was in the history of humankind," said Al Resnick, director of engineering, radio, for Capital Cities/ABC. "With the invention of fire came many benefits, but also came some dangers." Likewise, he said, AM synchronous transmitters could solve some problems and create others. Chief among the problems, Resnick said, are cost factors. Every added synchronous transmitter will require new hardware, new antennas, additional real estate and extra personnel. For many AM broadcasters, he said, synchronous transmission will not be economically feasible.

Slim Sulyma, co-owner of Advanced Broadcast Consultants, Berlin, N.J., has participated in the installation of a synchronous system at KROL(AM) Laughlin, Nev. He provided details of the operation and the results of tests done to determine the interference between the two transmitter locations.

Of the four North American synchronous operations in existence now, Sulyma said, KROL's is the most sophisticated. Its two transmitters are located in Laughlin and East Las Vegas. The primary station in Laughlin operates on 10 kw daytime power and 1 kw at night. The other facility operates on 300 w daytime, 500 w night. Three-tower directional antennas are used at both sites, which are located about 58 miles apart. Natural barriers between the two sites that had to be overcome included two mountain ranges. Both sites of the system, which has been in

operation since August 1986, "meet all the standards necessary for an individual broadcast station," Sulyma said.

The original form of synchronization, Sulyma said, was to use a "Harris magic black box" system to send a simultaneous control tone from the Laughlin studio location to both transmitters. However, he said that it wasn't possible to achieve full synchronization from a single source using this method. "Our backup," Sulyma said, "was implementation of precision oscillators at each site...with the result being that we achieve synchronization of signal to less than one-tenth Hz."

KROL has been testing the amount of distortion created in areas where the signals of both transmitters overlap at equal strength. Sulyma provided tape-recorded results of a test done the day before at the points calculated to be the worst and second-worst areas of possible distortion. At the latter site, a field strength meter registered distortion, but it was not audible on the two consumer receivers used in the test, a Sony portable radio and a Delco car radio. At the point of worst possible distortion, interference was audible every 25 seconds. This was due, Sulyma said, to the cycles of the oscillators. However, when the car radio was tested traveling through the worst zone at 55 mph, the distortion cycle decreased to eight seconds.

In response to a question from the audience about economic feasibility of synchronous transmitter installation, Sulyma said: "The cost for the overall system, which includes all studio transmitting equipment, was approximately \$600,000." Sulyma said part of that cost went into new equipment and some equipment that isn't normally used by broadcast stations.

Although most of the discussion centered on technology, Johnson pointed out that non-technical issues would also play a major part in future FCC considerations. "Should [the FCC] permit someone other than the licensee to own the synchronous operation?" he asked. He wondered whether the synchronous transmitter should be considered as part of the 12-station limit in the ownership rules.

A solution to the ownership rule question was proposed by a member of the audience who said that perhaps AM station ownership in the future could be restricted as TV ownership is now—by the percentage of the U.S. population that group owners reach. □

Panel of pros share tips on how to deal with FCC

Three Washington communications lawyers and the chief of the FCC's audio services division offered broadcasters suggestions on how to work with the FCC in spectrum allocation, station classification upgrading, and comparative renewal. The moderator, Barry Umansky, the NAB's deputy general counsel, guided the session by first asking background questions of each of the panelists.

Umansky asked the FCC's Larry Eads where the proceedings to allow full nighttime rights to class III daytime AM broadcasters stand. Eads said that the preliminary work on the proceeding had been completed by the FCC's staff and that the item would

come to a vote in November. He said that the original plan to vote on the matter in September was postponed to complete international notifications to Canada and Mexico.

On FM allocations, Eads said: "I think we're finally over the hump in processing Docket 80-90." He said he expected processing of applications to be completed in the next 12-15 months. As for FM B or C grade stations with applications to upgrade filed as of the first of March, Eads said they could expect word in the next three to four months. "We hope to be able to speed that process up. We just finally hired our last engineer last week," Eads said.

In answer to a Umansky question, Tom Davidson, partner with the law firm of Sidley & Austin, said that there are four ways an FM station could upgrade. "The most obvious way to increase your coverage," Davidson said, "is to file an application with the FCC to increase your power and antenna height." Such applications are considered minor changes by the FCC and are "not subject to cutoff lists, not subject to petitions to deny, and currently they are processed rather expeditiously by the FCC," he said.

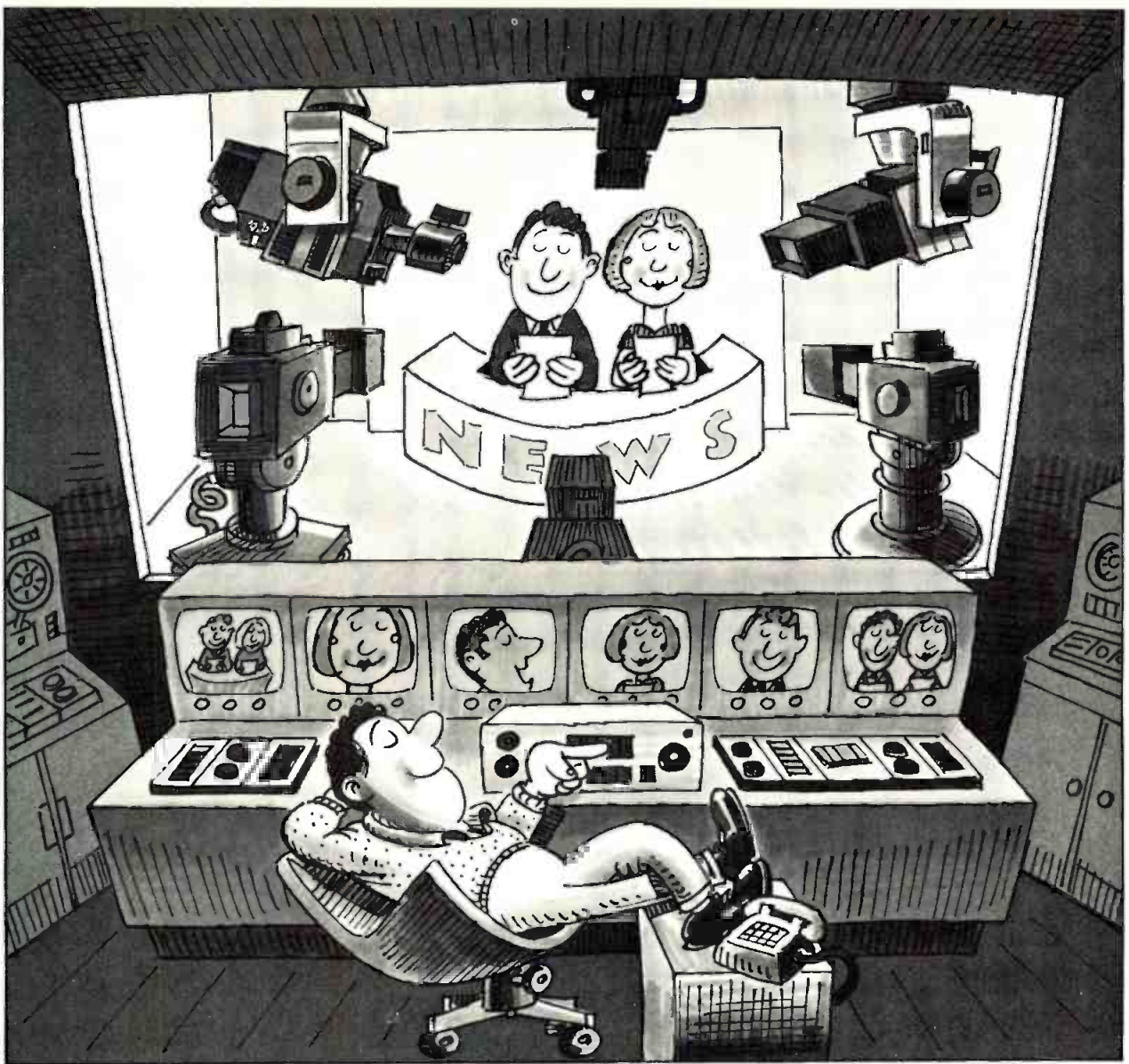
For stations that have coverage complications due to terrain impediments, Davidson suggested the use of auxiliary stations. "There are two types of auxiliary stations that can be used—FM booster stations and FM translator stations—and directional antenna systems can be used currently in limited situations," he said.

According to Davidson, the FCC has made FM boosters a more attractive alternative by allowing them to operate with up to 20% of the primary station's power, and allowing them to be located outside the primary station's signal coverage area with the signal transmitted to the booster by cable or microwave. One remaining limitation of boosters is that they cannot be used to extend a station's licensed area of coverage, he said, adding that that may be done with a translator.

Directional antennas are rarely allowed by the FCC for FM stations under current rules, but exceptions are authorized for those with irregularly shaped service areas. Davidson said also that the FCC now has a notice of inquiry out on expanded use of directional antennas in the FM band. Directional antennas could be used, Davidson said, when moving a transmitter into an area with possible short spacing conflicts. "This is a controversial issue, and it's not clear where the commission's going to go," Davidson said.

The last two ways to upgrade mentioned by Davidson were applying for a higher class or applying to move to a different channel. "If there is another equivalent channel that is of equal or higher class available in the area and you petition the commission to modify your license to the higher class, the rulemaking proceeding will be able to upgrade your license...without subjecting you to competing applications," he said.

Lawrence Roberts of Mullin, Ryhne, Emmons & Topel spoke on the FCC's notice of inquiry on AM synchronous transmitters (see story, page 56). "It's a difficult technical question—how to synchronize the transmitters so they're not interfering with each other," Roberts said. "But I think it's an exciting



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possibility for AM stations to expand their coverage."

Another issue the commission is considering, expanding the AM band to 1705 khz, Roberts said, is a way of "de-AMizing the AM band." He said the chances were likely that new AM spectrum would be available after negotiations with neighboring countries are concluded. He thought that broadcasters receiving licenses in the new spectrum would probably be allowed to air at 10 kw in order to solve propagation problems. "It's a real opportunity for daytimers," Roberts said. "I think what daytimers need to do is to push very hard when these items come up so that daytimers get preference in access to that band."

Kathryn R. Schmeltzer of Fisher, Wayland, Cooper & Leader gave the audience tips on what administrative law judges look for during new station proceedings. She said that it is important that details are correctly stated in applications. She reviewed the procedures for filing as a corporation and as a partnership and the importance of engineering and financial qualification reports. "If you haven't properly lined up financing, the commission will add an issue against you," Schmeltzer said. "It will not be merely a financial issue. It will also be an issue as to whether you misrepresented when you certified you were financially qualified."

Speaking of shock and other elements of AM radio

"I don't think on AM radio that people are going to stand for a staid presentation. And unfortunately what's happened at many AM stations is that the personalities have become as bland as a loaf of Wonder Bread," said Tom Leykis of KFYI(AM) Phoenix. Leykis was one of several air personalities participating on a panel called "Traditional vs. Hot Jocks." (Leykis left the panel early to broadcast his show live from the convention.)

Leykis, host of an afternoon drive-time talk show, describes himself as a "controversial" air personality. On AM radio in particular, he thinks personalities have to be more "daring." When assuming such an on-air persona, Leykis said, he's had to convince management that he's not "an irresponsible person," or someone "with an axe to grind." Instead he's proved to management that he's "responsible and understands that the needs of the radio station are to generate revenue. You have to prove to them—and I think you can only do this with time and patience—

that the outrageousness is for the owner of the station's benefit and for his pocketbook. It's not for your ego it's to help the radio station generate revenue." And in AM radio, he noted, that is the "bottom line."

As a "shock jock" or controversial talk show host, Leykis suggested forging a strong relationship with the sales department. "We have people call in every day threatening to cancel advertising." The Phoenix DJ said he spends a large part of the day on the road "visiting clients to make sure they understand what I am doing is getting television coverage and press coverage. Although I am outrageous on the air, when I personally endorse a product, people believe it. Because I don't have a very high tolerance for BS, if I am recommending a product it must have some validity to it."

But, he also emphasized, "you have to be a good guy sometimes; you can't just beat people over the head with a sledgehammer." Show respect, said Leykis, for the underdog. Helping out local charities is also important, he added.

On the other side, Dick Purtan of WCYZ(FM) Detroit, finds "shock radio" unappealing. "I am not necessarily a shock jock fan," Purtan said. "I think it's a cheap way to get a thrill; it's a lowest common denominator thing. I think it's a last resort for general managers." Nevertheless, he acknowledged it's been a success. "There's a market for it, and this is the USA... and there's the First Amendment. They can do it. I am not going to say the FCC should say they can't do it."

Carolyn Fox of WHJY(FM) Providence, R.I., another so-called "shock jock," describes her morning show as "adult-oriented, humor/satire radio." While WHJY's competitors are targeting teen-agers, Fox said, her station is targeting young men 18-34. One reason for the program's success (Fox has a co-host) "is we are, really what we are. We get down and dirty, it's not because we're going to the base level of our audience, I have no intentions of lifting them from where they are. It works, I am here to entertain them, to be their friend."

Furthermore, Fox finds being a Rhode Island native an advantage. She knows the state "inside and out." She can "call the mayor at home and get him out of bed and ask him who he was messing around with last night."

On a more serious note, Fox feels air personalities should get involved in community issues. Her station is promoting a "Rock Against AIDS" effort next month.

Gary Owens of KFI(AM) Los Angeles, poked fun at the debate. "Oliver Wendell Holmes, I believe, said it is not unlawful to say the words 'pubic hair' in a crowded theater and that's been our philosophy all along."

The well-known Los Angeles air personality said music is an important part of his show, but sometimes he won't play more than two records an hour. The program, he described as a "blend of traffic, news, the weather, the time, all the basics that sometimes we forget in radio." As long as radio is "fun for you it will always be good radio. If you're having a good time, usually the audience has a good time too."

Pro's and con's on megareps

Opposing views on whether the so-called conglomerate (also known as megarep) structure in the radio business today is more beneficial to the station representatives or to their client stations were aired at a Friday afternoon panel called "Life in the Conglomerate Era: Stations Sharing Reps With Their Competitors." The panel was composed of executives from three independent rep companies: Eastman Radio, Roslin Radio Sales and Masla Radio, and two conglomerates, Katz and Interep.

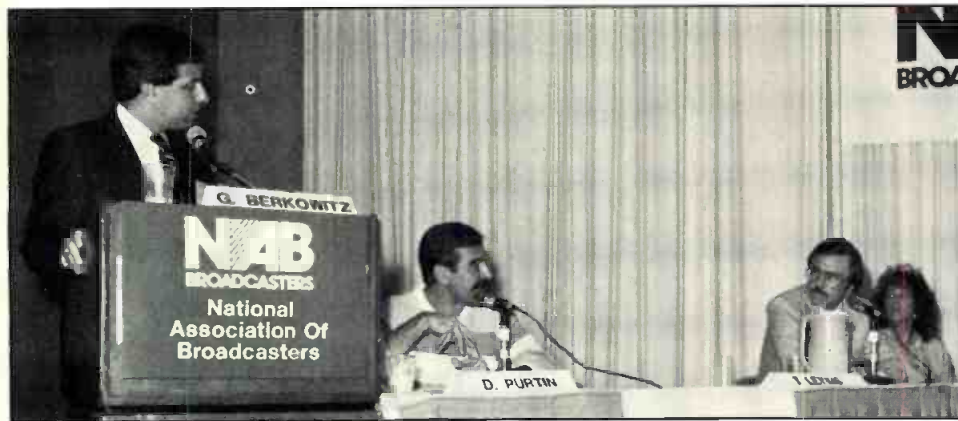
"There are some things we know for sure about the conglomerate structure," said Carl Butrum, newly named president of Eastman Radio. "The concept is good for these reps because it gives them back market share that has been eroding for several years and it also gives the economy of scale that goes with mergers. And we know it will be like this for a while," said Butrum. "What we don't know for sure is if the concept is really good for the radio station," he said. "With the possibility of two rep organizations dominating the industry to the exclusion of alternatives, I really question what will happen to the level of service," Butrum said.

According to Stu Olds, president of Katz Radio, "dual representation"—representing two or more competing stations in the same market—is becoming a more accepted practice. Olds cited several reasons for this, including: an increase in the number of commercial stations and fewer reps to service those stations; an increase in the number of stations with "salable ratings"; the increase in the number of broadcast groups and their desire to consolidate under one rep umbrella, and a continuing fragmentation of audience shares. Regarding the last, Olds said that through the representation "you can add two stations together" and move them above the buyers' criteria.

Another advantage to the megarep structure for stations, said Olds, "is that they [Katz and Interep] control the rep network environment."

Tony Durpetti, president of Durpetti & Associates, Chicago, which is part of Interep, the company generally credited with starting the megarep concept in radio, said many groups are attracted to the structure because "we can usually find a [rep] home for their stations in all of their markets."

And as a major rep organization, Interep can foster the development of new business,



L-r. Leykis, Purtan, Owens, Fox

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LOS ANGELES KCOP

- With **GHOULIES**, KCOP emerged the #1 indie in the time period in household rating and share—and #3 in the time period overall.

CHICAGO WPWR

- The repeat telecast of **GHOULIES** on July 26 delivered a 4 rtg/10 share from 3-5PM, and defeated sports on affiliates WMAQ and WLS.

PHILADELPHIA WTAF

- With **GHOULIES**, WTAF emerged the #1 independent in the time period in terms of household rating and share.

SAN FRANCISCO KBHK

- **GHOULIES** improved on KBHK's July '86 average in this time period by 33% in household share.

DALLAS KDFI

- Outstanding gains occurred from its Wrestling lead-in—up 225%.

DETROIT WKBD

- With **GHOULIES**, WKBD emerged the #1 indie in the time period in terms of household rating and share—#3 in the time period overall.

WASHINGTON WDCA

- The repeat telecast of **GHOULIES** on July 5 aired from 6-8PM and achieved an impressive 5 rtg/13 share, more than *double* WDCA's July '86 average in this time period.

BOSTON WLVI

- Outdelivered other theatrical films that appeared on WLVI in July '87, including "The Champ."

HOUSTON KHTV

- Increased its Matt Houston lead-in by 100% in household share and 75% in household rating.

MIAMI WDZL

- The **GHOULIES** repeat was the highest rated on 12 Saturday afternoon movies featured by WDZL in July '87. **GHOULIES'** repeat share outdelivered the original telecast by 67% in household share.

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Durpetti said. He noted that Interep has launched a major account selling program whereby the entire sales staff has a "monetary incentive" to develop new accounts for radio.

The major point emphasized by both conglomerate executives is that they are fighting for the same advertising dollars with their co-owned reps. Olds also agreed with Durpetti that new business development is a top priority for the industry.

"Our position is that the ideal situation occurs when a rep handles only one station per market," said Marv Roslin, president of Roslin Radio Sales. "Stations will receive more time, attention and effort from their representatives. But if you have to share a rep, the ideal station combination sale occurs when stations have similar audience profiles."

Roslin added that if stations want rep exclusivity in the future, they should "be prepared to pay higher commission rates" to justify "higher selling costs." He proposed a 25% commission rate instead of the current 15%. (A poll of the panel, however, showed most rep executives agreeing that the 15% rate will stay in effect for at least another two years.)

"What has happened in radio is no different than the advertising and airline industries," said Jack Masla, president of Masla Radio. "It's an offshoot of deregulation. The bigger companies keep getting bigger, squeezing the middle-size companies until there are the very big and very small remaining and few left in between," he said.

As for reasons why national spot business is stagnant (business is nearly flat through July), Radio Advertising Bureau President Bill Stakelin told attendees at a Saturday panel entitled "The Changing National Marketplace" not to look any further than the nation's economy for an explanation. "If it's a reality that America's economy ground to a halt three years ago," said Stakelin, "then why did we expect double-digit growth figures going into 1985 and 1986? Why did we promise the banks that we can pay the notes back or promise our owners we can perform at that [double-digit] level? The economy will dictate to us that double-digit growth is a pipe dream for us and for almost any other industry in America today," the RAB president said.

Stakelin called the trend among some companies to "regionalize" their marketing efforts, "a great opportunity" for stations to work in concert with their reps to "find out where the money is being placed from" and to prevent newspapers and magazines from capitalizing on it.

Ellen Hulleberg, president of McGavren Guild Radio, advised station managers to make use of their program director on sales calls. "That person knows the audience. He or she is the most important person you can send out to talk to retailers in your market as well as to help us on a national level," she said.

Long- and short-form strategies

Will long-form entertainment programming on radio expand into the weekday schedule? That question was posed by Lenny Stein, head of network radio buying for Young &

Rubicam, New York, who told a panel of radio program suppliers that advertisers now want to see special long-form programming, which is usually designed for weekends, aired "on a more consistent basis" during the week. "Advertisers like the shows spread out more," said Stein, a member of the audience. Some panelists wondered whether music stations, in general, are ready for such a move.

"A four-hour weekend show replaces a disk jockey's shift on the weekend. It's hard for stations to give up that kind of time during the week," said Josh Feigenbaum, session moderator and president of MJI Broadcasting, New York. "Realistically, I'm not too optimistic that [weekday program expansion] will happen." Added Bob Dunphy, WNSR(FM) New York vice president of programming: "It's difficult for stations to give up three to four hours for limited inventory each night, especially if the competitive situation in the market is tight."

Ed Salamon, executive vice president of programming for the United Stations Radio Networks, disagreed. "I see long-form programming branching out through the week. Most stations are asking how they can translate the [ratings] success of a weekend show into the week," said Salamon. He noted that some stations have, indeed, begun to schedule long-form programming on weeknights. "For example," said Salamon, "WCBS(FM) New York airs *Crusin' America with Cousin Brucie* on Monday nights."

Panelists generally concurred that the broadcast of short-form programs during the week is not a problem for stations. But Tom Yates, program director of classic rocker KLSX(FM) Los Angeles, said that some short-form programming on his station is not always sold out. "It's a case-by-case basis. . . . What they do is give the station added programming value," he said.

Program consultant Joel Raab of Joel Raab Associates, New York, offered a series of tips for carrying specialized weekend programming including beginning to promote that week's shows on Wednesday and airing the programs in dayparts other than the early morning hours.

Program suppliers should help stations position themselves better through their programs, said Tom Rounds, president of Radio Express, Los Angeles. "Stations, on the other hand, should view these programs as special events," he said.

Getting the audience to tune into talk radio

Proponents of talk radio offered observations on how they view the format and suggestions for stations that are considering it. All-talk, said Ken Mellgren, of WWRC(AM) Washington, which recently went to a full-time talk format, is "a very viable format today, especially on AM radio." He urged stations considering all-talk to do research before changing to the format, including surveys of similar markets and a review of existing station facilities to prepare for the transition. "A major shift of a format on a radio station—a live format—requires hundreds of decisions. You really have to be organized," he said.

Mellgren said his station auditioned 450

candidates for on-air positions. When hiring talk show hosts, he said it is very important for stations to protect themselves with employment contracts. Without contracts, he said, the host who built up an audience could be lost to competition. "Employment contracts are an absolute necessity in this business as are the noncompeting clauses in them to make sure that people aren't going to run away for a few extra bucks or another offer."

Jim Bohannon, Mutual Broadcasting System, who moderated the panel, said that "talk show hosts that I hear take themselves so seriously. We are not, after all, blessed with the keys to the salvation of the world." He said stations with all-talk formats should not worry unnecessarily about older audiences. "The older demographic audience can be a curse or a blessing," he said. He said that while some many stations and networks heavily screen their calls, Mutual does not. He believes Mutual's policy provides a livelier and more spontaneous program that combined with live guests, "tends to pretty much keep our audience young as well as young at heart."

He also suggested that older audiences can be a bonus to the format and to the individual station. "Do not forget that not everyone who is over 54 in this country is in poverty. The fact of the matter is that a lot of them have had a pretty good life; they have put together their savings and they have not only a lot of money but a lot of disposable income. They do not have kids around the house any more, and they do not have to pay for the tuition and the braces. The older demographic is not necessarily a deathknell, no matter what Madison Avenue may tell you," Bohannon said.

John Chanin of WFAN(AM) New York described the new all-sports/talk format in use at his station for just over three months as "one of the very newest, most unique, most exciting, most visible and most scary experiments in local radio today." He said, however, that early research and audience data shows the format to be a trend in the right direction. "We believe there is room and need for it in the city of New York," he said, noting the number of major sports teams and events located there.

He said that while the station considers the sports announcers to be the "quarterbacks" of the shows, "we consider our producers as the coaches of our shows. The key to making this kind of a format work. . . . lies with our producers."

Edward McLaughlin, president of EFM Media, New York, said the most important decision for a talk radio station is the hiring of the general manager because that person has to be involved in so many aspects of the station's use of the format. "I don't think there is a format in the business that involves the general manager more than talk radio," he said.

McLaughlin also urged stations to consider syndicated programs as part of the all-talk format. "It's a viable program alternative," he said.

At another session that focused on the news/talk format, Jeff Beauchamp of WBAL(AM) Baltimore said he believes there is no one proper way to program this format and

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said stations should try to polish their formats to give themselves an edge in their market. "You have to make the listener feel there is nothing more important that they can do than listen to your radio station," he said.

He also urged stations to encourage their program hosts to get involved in the news and to "weave the news into the format." For example, his station produces specials called talkumentaries and has the participants appear later with talk show hosts.

Bob Shomper of WOC(AM) Davenport, Iowa, says he tries to promote the station by making it part of local events. "We are seeing people weaned off music to news/talk," he said.

Another panelist, Marnie Pingree KTAR(AM) Phoenix, noted that her station has had success with contest promotions such as cash calls. "Every time you get a winner it generates more promotion," she said.

Panel moderator Charles Seraphin KCBS(AM) San Francisco, said his station has used promotions that have top music woven into them. "We want to get people growing up into the format," he said.

But Tom Tradup KRLD(AM) Dallas, expressed concern that too much production could turn the format into "sizzle and no substance." □

Improving FM signals, measuring propagation and FMX technology discussed

Ways to improve FM signals were the subject of a panel at the conference. Tom Rucktenwald, vice president of engineering for Broadcast Technology Partners, Greenwich, Conn. (a partnership of the NAB, CBS Inc. and the Detroit investor group of FMX Associates), gave a progress report on FMX technology which he said offers clearer and quieter signals, increased coverage area and improved stereo.

Although FMX signals are designed to be compatible with current FM stereo receivers, tests conducted independently of BTS last year found that under multipath conditions when the same signal from two sources reaches an FM or TV antenna at the same time, FMX would create distortion and reduced stereo separation (BROADCASTING, Oct 13, 1986). This problem was partly corrected, Rucktenwald said, by creating a low frequency stereo equalizing signal. The equalization is "relatively unimportant to the noise reduction aspect of FMX...due to equal loudness-type contours," he said.

The only thing an FM broadcaster needs to do to convert to FMX, Rucktenwald said, is an FMX generator, which will "replace or in some cases augment an existing stereo generator." Such generators are available for \$2,000-\$4,000, with some manufacturers providing upgrades for existing stereo generators. Rucktenwald said he expected the first FMX receivers to be available to consumers in early 1988 now that two companies, Sanyo and Sprague, are manufacturing FMX integrated circuits.

Reporting on the activities of the NAB's FM improvement subcommittee was John R. Furr, group technical director of Clear Channel Communications Inc., San Antonio, Tex. He described the efforts being made to increase power limits for Class A

stations from 3 kw to 6 kw. "This offers a great deal of opportunity for people in the Class A market...The radius gain does not appear to be a great deal, but in area gain it works out to be about 40%," Furr said. The subcommittee is also examining methods of finding the transmitter and tower locations for optimum propagation.

Furr used propagation models created by computer analyses from the National Telecommunications and Information Agency's facility in Boulder, Colo., to show how power increases and transmitter and tower relocations could affect stations in various U.S. markets, taking into account differing terrains. Furr encouraged broadcasters to use such computer models before choosing a new transmitter site. "If you wish to seek a transmitter site and you wish to invest hundreds of thousands of dollars, you need to know beforehand that you have made sure that your target audience and target neighborhoods are going to get the best possible signal," he said. "And outside of going there and building the antenna, putting the transmitter there and turning it on, these computer systems offer some good alternatives to proving that the contours you need will be there."

Speculating that the FCC rules on FM allocation might change in years to come, Furr said it is necessary for all FM broadcasters to have propagation models and understand their coverage areas, so that "if the day ever comes that the commission wishes to impose new and different standards, we have not wasted these years, but used them to the best advantage to get our stations the best possible coverage."

Hiring and firing advice

How should radio stations handle personnel matters related to the Equal Employment Opportunities Act? Labor attorneys tackled that issue during a panel titled "A Managers Guide to People Law—Employers' and Stations' Rights and Wrongs."

With the FCC reaffirming its commitment to EEO rules in June, Michael Berg, a private attorney and former NAB senior associate general counsel, said: "This is a good time to look at station compliance."

Attorney J. Dominic Monahan agreed, saying that after years of lax enforcement legislation passed last year deregulating the cable industry in other respects would give EEO rules "sharper teeth." The same FCC regulators subjecting cable to yearly certifications and on-site audits are now operating under the philosophy that "what's good for the goose, meaning cable systems, will be good for the gander, meaning radio," he said.

According to Berg, EEO records will undergo a complete review at renewal time. To comply, he said, stations must have a person to implement EEO policies; properly advertise and post those policies; have ongoing contacts with women and minority hiring sources; provide a list of job hires over the past 12 months along with detailed information on promotions of minorities and women; demonstrate the availability of minorities and women; provide complaints about discrimination and any other information related to EEO.

If an employee lodges a complaint with

either the FCC or Equal Employment Opportunity Commission (the two agencies cooperate), attorney Stanley Brown remarked that many of his clients instantly want to fire the person. "I don't recommend that," he said.

When a station is charged, he said, management should keep all records related to the allegation. The EEOC provides a chance for a "pre-determination reconciliation," but Brown advises against it. Based on his experience, he said the EEOC considers a station "guilty until proven guilty." Also, he said, "you could leave yourself a target for other dissatisfied employees."

The EEOC will launch an investigation if a station refuses to participate in a reconciliation proceeding. While waiting, Brown said management should talk to witnesses, gather records and anticipate the written questions the EEOC will send. "You don't necessarily have to answer all the questions," he said. "Narrow [the field] with the investigator [to determine] what you need to provide."

Be well prepared for the fact-finding conference. If the EEOC drops the charges, the station is still open to a federal lawsuit, according to Brown. If the charges stick, the station will be given time to reach a settlement. In the event the station refuses, either the EEOC or more likely the worker will file suit, he said.

Some EEO suits can turn into "wrongful termination" cases, according to the attorneys. Brown said a "whole new area of law is developing today." He cited one California study that shows juries side with the plaintiff in 90% of these cases, and award an average of \$450,000.

To avoid getting involved in such legal entanglements, Berg recommended that management cite specific flaws in an employee's performance, give a warning and set a certain period to correct the problem before firing the employee. The attorneys agreed that providing a regular written evaluation is the best course to follow, and that when an employee is fired no effort should be made to cover up the reasons in writing since it could come back to haunt management at a trial. Severance pay and having the employee sign a standard form releasing the station from liability was also suggested.

In the case of on-air talent belonging to unions, Brown said they are usually obligated to follow union grievance procedures and cannot bring "wrongful termination" suits.

Among exhibit floor highlights are stereo technology, NRSC, FMX technology, transmitters and carts

Traffic was moderate on the exhibit floor at Radio '87. Some, but not all of the booths were always busy on the 27,000 square foot floor that featured 144 companies. The three-day exhibition event, entitled "Celebration of Radio," was held at the Anaheim Convention Center. Among the equipment exhibits were those showing stereo technology, audio cart machines, transmitters and consoles.

Modulation Sciences Inc. of Brooklyn introduced its StereoMaxx spatial image enlarger. According to Eric Small, vice president, engineering, the new audio processor

oes not only make the mono louder, but it also "makes the stereo image bigger." He said that while audio processor companies used to compete to see which could produce the loudest sound, "the loudness wars have leveled out," and people are now looking for a more precise sound. Also, Small said, the StereoMaxx circuitry is designed "to prevent stupid things," such as mono incompatibility and increases in multipath distortion. Although Radio '87 was the first time StereoMaxx was shown, Small said that Modulation Sciences has already sold about 130 of the units.

At the NAB's science and technology booth, **Broadcast Technology Partners**, Greenwich, Conn., was also displaying a method for transmitting clearer stereo. BTP is a partnership of NAB, CBS Inc. and FMX Associates, a Detroit-based investor group, which is developing and promoting the FMX mode of FM radio transmission (see page 64). According to Thomas E. Rucktenwald, BTP's vice president, engineering, in the past when an FM stereo signal was weak and noisy, the only alternative was to switch to mono. FMX, he said, will clear that noise up. Although it will not cure multipath distortion, he said that it will eliminate some multipath artifacts. Some FM stations, he said, "collapse" the mono part of their signal which prevents some receivers from picking up the stereo information. But Rucktenwald said FMX, which is designed to reexpand the signal at the receiver, will go a long way toward solving that problem. He said that multiantenna systems at the receiver end, another way to fight multipath, will complement FMX well.

When Sanyo introduces the first consumer FMX receivers to the market in the first quarter of 1988, Rucktenwald said, listeners will be able to tell which stations are broadcasting in FMX by a light that will be located next to the stereo light. Just as the stereo light is activated by a pilot tone from the station, the FMX light will go on when it reads what BTP calls an "identification signal." In the months following Sanyo's introduction, Rucktenwald expects other, smaller companies to follow with their receivers and that they will cost only \$5-\$10 more than conventional FM stereo receivers since the integrated circuits (IC) have been developed that will allow companies to mass produce FMX-equipped sets inexpensively.

Sharing the NAB booth with BTP was NAB's NRSC exhibit. Ed Williams, NAB staff engineer, was demonstrating for passing AM broadcasters differences in sound quality between conventional AM, compact disks and AM transmitted with the National Radio Systems Committee's standard (BROADCASTING, Sept. 14). After each demonstration, Williams would ask his audience if they could hear the sound quality difference between the two AM's, and asked them if they believed in the new voluntary AM standard. If they answered in the affirmative, Williams would present them with a sticker saying "NRSC" in red letters, to wear around the convention center to show their support for the standard.

Also of interest to AM broadcasters was the **Motorola** booth where the company was celebrating continued increase in AM stereo

stations using its C-Quam system as well as the recent recommendation by the National Telecommunications and Information Agency to the FCC to protect the C-Quam pilot tone (BROADCASTING, Aug. 17). Motorola's Chris Payne said that after the NTIA recommendation, the company feels that broadcasters should consider the standards battle with rival Kahn Communications as over and convert to AM stereo with C-Quam.

Payne said that he understood why many AM broadcasters are slow to convert to stereo because of the expense of transmitter and studio conversion. But he said that they must approach it with "an investment state of mind." He said that 25 years ago, while broadcasters owning both AM's and FM's were afraid to invest in their FM's, now they are slow to invest in their AM's. "But look what happened to FM," he said. With stereo, Payne said, the AM band can rebound.

Part of Payne's confidence in Motorola's AM stereo future is based on two new inte-



grated circuits the company has developed for receivers. One is designed with an adaptive bandwidth, that will conform to a station's fidelity range. In cases of adjacent channel interference, it will perform with the usual 5 khz bandwidth of modern receivers, but if adjacent stations are conforming to the NTSC standard, the radio's bandwidth will telescope out to conform to the higher fidelity. "There is no more reason to build a bad radio," Payne said. The other IC is designed for Walkman-size radios, which are so simple, Payne said, that radios could be built at home with a kit. Depending on the success of meetings Motorola plans with Japanese manufacturers this fall, the company expects that these sets will be mass produced by mid-1988 and will sell for less than \$20. Payne said that cheap radios with the portable AM stereo IC's are the perfect give-away promotion for stations trying to promote AM stereo. "It is an excellent way to introduce AM stereo to younger people," he said.

Motorola introduced its latest AM stereo exciter at the exhibition. The prototype, according to consultant Ray Schelenberg, represents improvements determined by customer suggestions, such as a front-end accessibility for easier adjustments. The exciter has not yet been priced and no availability date has been set.

The company also displayed a number of car radios now available at lower prices. Steven Kravitz, Motorola's manager, sales, marketing and research for AM stereo, said that enough car manufacturers are including AM stereo in their models at such lower prices, that a lack of radios to receive stereo is no longer becoming a factor. "If anyone in any market says there are no receivers, I can prove they are wrong," Kravitz said. "There

are receivers out there, you just have to know where to get them." Kravitz claimed that he could prove that to any broadcaster calling him at his Schaumburg, Ill., office.

Fidelipac Corp., tape cassette and cart machine manufacturer of Moorestown, N.J., featured its Dynamax CTR30 series three-deck recorders, introduced at last spring's NAB convention. According to Arthur Constantine, vice president, marketing, in an era when more and more stations are broadcasting with compact disks, "analog is alive and doing extremely well" in the radio marketplace through the use of cart machines. He said that Fidelipac had surveyed stations claiming to broadcast using CD's and found that 80% of them actually dubbed from CD to tape before broadcasting.

Michael Bove, senior technical service representative, **International Tapetronics Corp/3M**, Bloomington, Ill., was demonstrating the company's audio switcher, introduced at NAB. He said that the unit has been installed at three stations and that it will go into full production in October. He said that the audio switcher is built to receive 16 x 16 signals at once, 8 x 8 for stereo signals, and is expandable up to 256 x 256 and 128 x 128.

Among the transmitter manufacturers, **CSI Marketing** of Lakeland, Fla., was displaying the 3 kw version of its new line of FM transmitters. According to CSI President Bernard Gelman, the newly remodeled FMT series, which comes in powers of 1 kw to 25 kw, includes a personal computer interface that will allow for long distance error checks by phone. The redesigned display board for quicker trouble-shooting and solid state broadband exciter are also new features, Gelman said.

Broadcast Electronics was showing an operational FM-30A, single tube 30 kw FM transmitter. The microprocessor system with video display gives more information to engineers than many other control boards, according to Broadcast Electronic's Tim Bearlor.

Harris Corp. showed its DX-10, 10 kw AM transmitter, updated from the pilot model shown at NAB. According to Harris, it is the first solid state, digital AM transmitting system. The newer version has been broken down into 48 modules for easier maintenance. Harris is now installing the first test unit. Harris was also showing its FM35-K, FM transmitter that can be adjusted to broadcast with 10 kw to 35 kw. According to Chris Kreger, district manager of Harris's Kansas City, Mo., office, the single tetrode tube feature allows the transmitter to operate at 80% efficiency.

Among console manufacturers, modular construction for easy replacement and maintenance of components was the main selling point for companies such as **Audio Technologies Inc.**, Horsham, Pa., for its Vanguard series, **Broadcast Audio Corp.**, Rancho Cordova, Calif., for its Series IV, and **Howe Technologies Corp.**, Boulder, Colo., for its 10,000 and 9,000 series, high-end consoles.

Kristi Uquidi, Howe's chief engineer, was also demonstrating the 2300A Phase Chaser, shown for the first time at Radio '87. It is an automatic time-base correction device. It is meant to replace the company's 2300 model when it goes into production in November.

Six minutes of darkness on CBS

Rather walks off set when coverage of tennis match runs into news time

On Friday, Sept. 11, much to the embarrassment of senior network executives, CBS-TV went dark for six minutes during the 6:30 p.m. feed of *The CBS Evening News with Dan Rather*. The broadcast was originating in Miami for coverage of the visit of Pope John Paul II. Rather, angered by an overrun of the CBS Sports division's coverage of the U.S. Open tennis tournament, stormed off the remote set at 6:30 p.m. when it was evident that the tennis match would run into his broadcast.

The six minutes of dead air underscored the tension between the news and sports divisions, especially on weekends when a sports broadcast may run into a network news time period. Late last spring, tensions increased when CBS Sports's coverage of basketball playoffs cut deeply into *Evening News* time. The news division charged that the basketball overruns chased news viewers to other newscasts, causing the *Rather* program to fall to third place in the ratings.

CBS officials said the network had not encountered an on-air glitch of that magnitude since the early days of television. According to a CBS News spokesman, approximately 100 of 212 affiliates take the 6:30 p.m. feed, the first of two evening news feeds, and many expressed displeasure at having to vamp with six minutes worth of game show material or "please stand by" signs. The mishap, some affiliates said, added to the unhappiness created over two weekends of U.S. Open coverage which ate up a lot of valuable local early fringe and news time.

Rather issued a statement last week saying he had no idea his walkout would result in the network going dark and that he would never intentionally do anything to cause the network to go black. But CBS News staffers, including several who witnessed the events in Miami, were divided on the credibility of *Rather's* public statement. Some backed him up, although others, as one who was on the scene put it, said *Rather* was "irritated enough to leave them [the network] out to dry and blame Sports for it." Another, who was in the control room in Miami, said he did not believe *Rather* wanted the network to go dark, "but I understand why you're asking the question." He could not explain why so much time lapsed before *Rather* got back on the air.

Company officials were also at a loss last week to explain why it took *CBS Evening News* so long to recover and get back on the air, in light of the fact that CBS staffers in Miami knew the network went black as it happened. For much of last week, news division sources were suggesting there were unanswered questions about the way the sports

division handled events from its end that Friday. A spokesman for CBS Sports insisted the division followed the correct procedure, calling the news division between 6:10 p.m. and 6:15 p.m., when it was evident the semi-final tennis match would extend past 6:30 p.m.

CBS News sources said when *Rather* learned the tennis match would run into his



Rather

6:30 p.m. feed, he demanded that the sports division fill up the entire feed, and was operating under the assumption that would happen when he stormed off the set. "I'll be in my seat at 6:30 [p.m.]," *Rather* said, according to witnesses. "If they don't come to us, sports should fill the half-hour." But the sports division, aware of *Rather's* sensitivity to encroachments on his time, quickly wrapped up coverage two minutes later. However, *Rather* was not in the anchor chair, and the newscast, by his previous order, did not go on.

Asked if *Rather* had the authority to order the sports division to fill the air until the second feed at 7 p.m., a spokeswoman for the CBS/Broadcast Group said he did not, saying such decisions are supposed to be made at the corporate level.

There were conflicting reports on what took place after *Rather* left the set. One witness said he was just outside the control room, talking to executive producer Tom Bettag, where any one of at least 40 people could have poked a head out the door to alert *Rather* and Bettag to the situation. At the same time, the source reported, Richard Muchler, director of the newscast, was "emphatically" telling master control in New York not to switch to Miami, because *Rather* was not in his seat. "It's real clear," the source said, that Muchler "knew what was going on all the time." Another source inside the control room at the time confirmed that those in the room knew the network had gone dark, although he maintained that *Rather* was not aware of what had happened.

He said *Rather* was not in the control room and the source could not say exactly where *Rather* was or who, if anyone, beside Bettag tried to alert the anchor to what was going on. It was Bettag who finally brought *Rather* back to his desk.

Muchler declined to talk about his side of the story. Neither *Rather* nor Bettag would talk to reporters. Howard Stringer, president of CBS News, also refused to talk about the incident, but issued a statement regretting the "confusion." CBS Chairman Laurence Tisch told the *New York Times* that *Rather* had called him to say that he regretted the foul-up.

The affiliates, although not happy with the event, appeared last week to take *Rather* at his word. Phil Jones, vice president and general manager, KCTV(TV) Kansas City, Mo., and chairman of the CBS TV affiliates advisory board, said he thought *Rather's* explanation was "honest and appropriate. He knows he blew it. I think that he learned how critical it is to stay in there" in the anchor seat, and work out procedural concerns after the show is over.

Another story to emerge, said Jones, is the excessive local time taken by CBS's coverage of U.S. Open tennis. The coverage, including an extra day due to a rain delay, caused affiliates to lose four consecutive daily newscasts and local fringe programming. "The stations got clobbered," he said. Jones proposed that in the future, the network provide highlight coverage only for matches occurring on a weekday, while getting an earlier start on the weekends. In midsized markets, he said, this year's Open coverage probably cost affiliates anywhere from \$5,000 to \$50,000 a day. □

And so it goes. Linda Ellerbee, who co-hosted ABC-TV's *Our World* until its cancellation last May, has formally ended her association with ABC, having negotiated a release from the remaining two years of her contract. She announced in Washington at the first convention of Viewers for Quality Television, an organization that tried to save the news program through a letter-writing campaign, that plans for *Our World* to be produced in a new form by noncommercial WNET(TV) New York and Ellerbee's Lucky Duck Productions, will now resume. Ellerbee and WNET had negotiated to bring 13 episodes of a news program hosted by Ellerbee to the Public Broadcasting Service, pending completion of negotiations between Ellerbee and ABC ("In Brief," Aug. 10). Ellerbee and WNET will work together to find the \$5.2 million in financing needed to produce the show.

RIDING GAIN

O N R A D I O

In the works

Starstream Communications Group, a Houston, Tex.-based broadcast company primarily known for its national radio promotion campaigns, plans to open a New York sales office and introduce two new radio programs. As part of its expansion, the company has hired Art Kriemelman, most recently vice president of development for Westwood One, as its executive vice president, and Maury Warshauer, formerly general sales manager for WBLS(FM) New York, as regional manager. Both Kriemelman and Warshauer will be based in New York.

Starstream currently distributes two national radio promotions: "The Budweiser Showdown" and "Seagram's Coolers Talent Search." They are urban contemporary and rock music talent searches, respectively.

The company's radio program offering is *The Car Show Coast To Coast*, which is entering its second year of syndication. The one-hour broadcast has an affiliation base of some 60 stations.

Two new Starstream programs scheduled to debut in early November, according to company president Gary Firth, are *On The Inside* and the *Super Mix Dance Party*. *On The Inside*, which will be hosted by actress Jayne Kennedy, is described as a "profile of America's most prominent black men and women." Each two-and-a-half minute segment is designed to run Monday through Friday between 6 a.m. and 7 p.m. *Super Mix Dance Party* will be a weekly, three-hour urban contemporary music program hosted by WGCI(FM) Chicago radio personality Marco Spoon.

Starstream's expansion is fostered by a just-completed \$2,875,000 initial public stock offering underwritten by Anderson, Bryant & Co., Oklahoma City. The company is traded over NASDAQ under the "SCGI" symbol.

"We are also in the process of raising \$15 million from different investment entities to form a limited partnership for acquiring radio stations," said Firth, adding that Starstream will be the general managing partner.

Radio deal

Broadcast Progamring Inc. (BPI), the radio program unit of Kaye-Smith Enterprises, Seattle, has acquired the radio division of Peters Productions, San Diego, for an undisclosed price. Peters Productions offers eight tape-distributed formats and has a computerized playlist service.

Peters Productions will continue its commercial production operation and the creation of marketing plans for communications companies, said company president Ed Peters.

Steверino radio

Westwood One, owner of Mutual Broadcasting and the NBC Radio Networks, has set Monday, Oct. 12, as the launch date for *The National Steve Allen Radio Show* ("In Brief," June 15). Instead of airing over the new Mutual PM network as originally planned, Allen's music/talk/comedy program, which is currently heard locally in New York over WNEW(AM) each weekday from 10 a.m. to noon, will be offered through Westwood's NBC Radio Network live from 2 p.m. to 5 p.m. NYT. (Allen will move to that time period on WNEW when his broadcast goes national).

"This move [to offer Allen through NBC Radio Network] will give us more flexibility in how we market the show to stations," said Westwood One President Bill Battison. Mutual PM is primarily composed of talk and news. The show will originate part of the time from New York and the remainder of the time from Allen's studios in his Los Angeles home.

On a related note, NBC Talknet overnight

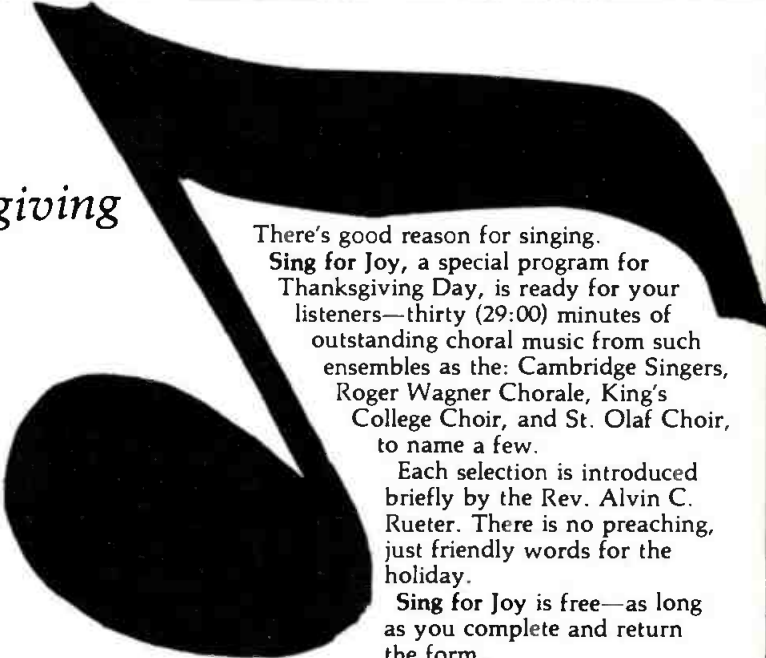
(1 a.m. to 4 a.m.) personality Neal Myers will take over the 10 p.m. to 1 a.m. (NYT). Talknet slot vacated by Sally Jessy Raphael, who is moving to ABC Radio ("Top of the Week," Sept. 14). Myers now follows Bruce Williams each weeknight.

Jazz and then some

The radio program consultancy firm, Burkhart/Abrams/Douglas/Elliott & Associates, Atlanta, has named its new age/light jazz format approach, *Jazzage*.

"This radio concept mixes melodic new age music, light jazz and unique vocals from rock, jazz, adult contemporary, soul and folk rock," said B/A/D/E President Dwight Douglas. "We've observed many different format slants [of new age/light jazz] cropping up around the country, which reflect the need for specific market customization," he said.

The firm's *Jazzage* client consulting list includes KLRS(FM) Santa Cruz, Calif. WNUA(FM) Chicago; KNUA(FM) Seattle, and KEYV(FM) Las Vegas. Heading the *Jazzage* effort is Lee Abrams.



This Thanksgiving Sing for Joy

There's good reason for singing. **Sing for Joy**, a special program for Thanksgiving Day, is ready for your listeners—thirty (29:00) minutes of outstanding choral music from such ensembles as the: Cambridge Singers, Roger Wagner Chorale, King's College Choir, and St. Olaf Choir, to name a few.

Each selection is introduced briefly by the Rev. Alvin C. Rueter. There is no preaching, just friendly words for the holiday.

Sing for Joy is free—as long as you complete and return the form.

Yes, I'd like the **Sing for Joy Thanksgiving Special**.
WCAL-FM, St. Olaf College, Northfield, Minn. 55057

Name _____

Station _____

Street Address _____

City, State, Zip _____

Arianespace launch fuels hopes of satellite industry

Two communications satellites are successfully placed by French firm, first since failure 16 months ago

The communications satellite industry breathed a collective sigh of relief last week with news of the successful launch of two communications satellites by the French-run Arianespace Inc. aboard one of its Ariane rockets.

The launch, which occurred on schedule last Tuesday evening (8:45 p.m. NYT) and put satellites in orbit for the Australian government (Aussat K-3) and Eutelsat (ECS-4), marked the resumption of Arianespace's schedule of 63 satellite launches over the next several years, which was put on hold 16 months ago after a launch failure.

Just as important, the success gave satellite operators and would-be satellite operators, rattled by a series of launch failures in 1985 and 1986, renewed confidence that after spending tens of millions of dollars to build their satellites they would have some way of putting them in orbit.

Said C. J. Waylan, president of GTE Spacenet: "The successful launch of two communications satellites last night...is a critical step for our industry to regain the ability to get our satellites into space reliably and routinely."

The Ariane launch "signifies that our industry is on the road to recovery," said John E. Koehler, president and CEO, Hughes Communications Inc. It was important "not only for the launch customers, but for the entire satellite communications community," he said.

"Each success has to have a positive impact on launch insurance and schedule," said John Christopher, vice president, space programs, GE Americom (formerly RCA Americom).

Arianespace suspended its launch program in May 1986 after the third stage on an Ariane 2 failed to ignite and technicians were forced to destroy the rocket and its cargo—an Intelsat V satellite. Between that failure and last Tuesday's success, Arianespace redesigned critical components of the third stage.

The importance of Arianespace to the industry has grown because NASA, at one time the principal launcher of satellites, has virtually abandoned the commercial launching business in the wake of the shuttle Challenger tragedy in January 1986.

But Arianespace doesn't have the market to itself. Competing with Arianespace to fill the vacuum created by NASA's withdrawal from the launching business are three U.S. builders of expendable launch vehicles—General Dynamics (Atlas Centaur), McDonnell Douglas (Delta) and Martin Marietta (Titan)—and the governments of Japan (Delta-class N and H rockets), the People's

Republic of China (Long March) and the Soviet Union (Proton).

The optimism that greeted Arianespace's success was not unrestrained. It was a series of launch failures in 1985 and early 1986 that put the industry on edge and sent launch and launch insurance costs spiraling, and, according to some, it will take a series of successes to turn things around. "Consistent success will allow predictable launch schedules and reduced launch risks, which, in turn, should lead to lower insurance costs," said Hughes's Koehler. "Also Arianespace's successful reentry into the commercial launch industry insures competition which will, in the long run, benefit all launch vehicle users and will help stem or reverse the growth of launch costs."

GE Americom, Hughes, GTE Spacenet and IBM are among those with satellites on Arianespace's current manifest.

Arianespace is to launch GTE's Spacenet III-R in December and GSTAR III in May 1988. Spacenet-R III, a C-band/Ku-band hybrid, is a replacement for its Spacenet III, which was lost during a failed Ariane launch in September 1985. GSTAR III is a Ku-band bird.

(GTE switched the order of the Spacenet III-R and GSTAR III launches to accommodate one of its newest customers, the Associated Press. The wire service, which purchased two transponders on Spacenet III-R,

is eager to move traffic off Western Union's eight-year-old Westar III because it's expected to go out of service at the end of the year.

The AP-GTE agreement requires GTE to provide AP capacity on Spacenet I, a similar satellite launched in May 1984, in the event of a delay in the launch of Spacenet III-R. And, despite last week's success, a delay is a real possibility. Arianespace plans two launches prior to Spacenet III-R's launch. If either is significantly delayed or if either fails or experiences serious problems, the Spacenet III-R launch will be put off.

Arianespace has a contract to launch Satcom K-3 in 1989. The Ku-band satellite is now owned by Crimson Satellite Associates, a partnership of GE Americom and Home Box Office, which is trying to market the capacity to cable programmers for distribution of programming to cable systems and directly to homes.

A partnership of Hughes and two Japanese companies, C. Itoh & Co. and Mitsui & Co., is building two satellites to serve Japan. The first, JC-Sat I, is slated for launch by Arianespace in early 1989. (The partnership has awarded a contract to Martin Marietta to launch the second later in the 1989.)

IBM, through its Satellite Transponder Leasing Corp. subsidiary, has reservations with Arianespace to launch SBS V in 1988 and SBS VI in 1990. Both are Ku-band satellites. □

Getting set for a strike

Television networks begin planning what to do if NFL players walk

Network sports divisions have been discussing how to respond to a players strike by the NFL Players Association, although last week, spokesmen at all three networks were reluctant to talk about possible contingency plans in great detail. The spokesmen claimed their reluctance was due to competitive concerns as well as a reluctance to influence ongoing negotiations between the players and management.

But NBC has definitely ruled out picking up any games from the Canadian Football League, as it did during the last strike, in the 1982 season. The network regretted the move, and dropped the CFL games after three weeks because of dismal ratings. It is understood that both NBC and CBS have discussed using boxing as part of a substitute package, if needed.

In 1982, in the first week of the strike, CBS reran the previous season's Super Bowl, which proved about as popular as Canadian football on NBC. In both cases, the substitute programming commanded about

a third of the ratings of regular season NFL games.

A CBS spokesman confirmed that the network has looked into the possibility of adding some college football games on Sunday in the event of a strike. There had been reports that NBC had also contacted the College Football Association about the possibility of broadcasting some Sunday games. But a network spokesman said Sunday college football was not being considered for NBC.

ABC also declined to lay out its plans in the event of a strike, but it is likely the network would switch to movies on Monday night as it did five years ago.

At deadline, the players had authorized a strike for tomorrow (Sept. 22) if no substantial progress occurred in talks with management. The league has suggested that if the players strike, it will stage football games, with free agents not signed with teams. According to the league, the broadcast networks are contractually obligated to carry any games the league offers, including the free agent games. But at least one network sports president is challenging that interpretation of the NFL rights agreements. □

FCC receives applications for newest flock of birds

In fourth and smallest filing, six companies ask FCC for permission to build and launch satellites; each estimates cost at about half-billion

Five established communications satellite operators and one company hoping to join their ranks asked the FCC last week for authorization to build 18 new communications satellites and launch 14 of them in the first half of the 1990's. Those not launched would serve as spares.

Filing applications ahead of the FCC's Sept. 15 deadline: GE Americom (formerly RCA Americom), Hughes Communications, American Satellite Co. (Contel ASC), AT&T, GTE Spacenet, and National Exchange Inc. The FCC rejected National Exchange's earlier plan to launch a satellite system when the company failed to prove its financial qualifications. This time, money shouldn't be a problem. According to its application, the company is now backed by Burlington Northern Inc., a railroad conglomerate with more than \$10 billion in assets.

After authorizing the first group of domestic satellite operators in the early 1970's, the FCC began processing satellite applications in groups. Last week's batch constitutes the fourth and smallest "processing group." The other groups were accepted in 1980, 1983 and 1985.

The 1987 applicants and their requests:

■ **GE Americom**—To build a Ku-band satellite and launch it into orbit at 99 degrees in February 1993 and to construct a hybrid—GE Americom's first—and put it into orbit at 101 degrees in August 1991. Satcom K-4 will have 16 60-watt transponders. The hybrid will have 24 10-watt C-band transponders and 16 60-watt Ku-band transponders. Total investment: \$542 million.

■ **Hughes Communications**—To build and launch a C-band satellite (Galaxy V) and two Ku-band satellites (Galaxy C and Galaxy D). Galaxy V, which will be launched at 101 degrees, will have 24 9.5 watt transponders (36 mhz). The new Ku-band birds, which will have 24 60-watt transponders (16 26 mhz and eight 52 mhz), will be placed into orbit at 101 degrees and 89 degrees. It will launch the satellites about four years after receiving FCC authorization. It will operate Galaxy V and Galaxy C as a "two-satellite hybrid" at 101 degrees. Total investment: \$544 million.

■ **GTE Spacenet**—To construct three hybrid satellites and launch two in 1993 into slots at 120 degrees and 69 degrees to replace Spacenet I and Spacenet II, which were launched in 1984. Also, to build a Ku-band satellite, and launch it into orbit at 103 degrees in 1994 to replace GSTAR I, which was launched in 1985. GTE's new genera-

tion of satellites will have more capacity. Each of the new Spacenet hybrids will have 24 16-watt C-band transponders (36 mhz) and 22 50-watt Ku-band transponders (10 54 mhz, eight 27 mhz and four 36 mhz). Four of the C-band transponders and the four 36 mhz Ku-band transponders will be "cross-strapped" so that signals uplinked at C-band can be downlinked at Ku-band and vice versa. GSTAR IV will have 24 Ku-band transponders (16 27 mhz and eight 54 mhz). Total investment: \$545.2 million.

■ **AT&T**—To build three hybrid satellites and launch two. Each of the new hybrids—designated Telstar 401, Telstar 402 and Telstar 403—will have 24 10-watt C-band transponders (36 mhz) and 24 60-watt Ku-band transponders (36 mhz). Intended to replace Telstar 301 and Telstar 302, C-band satellites launched in 1983 and 1984, respectively, Telstar 401 will fly at 101 degrees in 1992 and Telstar 402 will be put at 93 degrees in 1993. As designed, the transponders are cross-strapped. In addition, up to six of the Ku-band transponders can be operated in parallel with the six spare Ku-band transponders to deliver 120 watts of power. Likewise, up to six of the C-band transponders can be run in tandem with spares to deliver 20 watts. Running some of the transponders in parallel to double power is possible because, unlike other satellites, AT&T's 400 series have transponders whose power output can be adjusted from the ground according to need to conserve prime power—the total power generated by the satellites. Total investment: \$489 million.

■ **American Satellite Co. (Contel ASC)**—To construct three hybrid satellites and launch two. Each of the satellites—Contelsat I, Contelsat II and Contelsat III—will have 24 11-watt C-band transponders (36 mhz) and 16 Ku-band transponders (54 mhz). Contelsat I will be put into orbit at 101 degrees in July 1993 and Contelsat II will go at 128 degrees in November 1993. In asking for the new birds, Contel ASC withdrew its applications for new small-capacity hybrids, ASC III and ASC IV. Total investment: \$456 million.

■ **National Exchange Inc.**—To construct three "spot-beam" hybrid satellites and launch two at 101 degrees and 93 degrees. National Exchange's satellites, designed primarily for data communications, will be unlike any other satellite ever placed in orbit. Instead of Ku-band transponders, SpotNet I and SpotNet II will have 18 sets of Ku-band transmitters and receivers, each dedicated to one of 18 spot beams of varying sizes that together cover the entire country. The transmitters and receivers will be interconnected so that a signal that is received by one spot beam can be transmitted by another. Through the use of the spot-beam arrangement, National Exchange claims it will achieve spectrum efficiency nearly four times greater than conventional satellites. The bandwidth of the transmitters and receivers will be extraordinarily wide. Those with the vertically polarized spot beams will have 167 mhz; those with the horizontally polarized beams, 250 mhz. The C-band side of the SpotNets is conventional. Each will have 24 nine-watt transponders (36 mhz). Total investment: \$563.2 million. □



Another blow to cable franchising

U.S. district court in San Francisco rules that Santa Cruz's franchise requirements violate cable operator's First Amendment rights

Another chapter in the debate over the tension between the rights of cities and of cable systems has been written, this time in a U.S. district court in San Francisco. And like one written in the same court—but by a different judge—a week earlier (BROADCASTING, Sept. 7), the court held that a city's policy of granting only a monopoly franchise and of imposing requirements like universal service, access channels and state-of-the-art equipment violate the First Amendment—at least under the conditions involved. A final decision on the fees the city may impose was deferred, although the court said the franchise fee would be limited to fair market value of the rights of way the cable system uses.

At issue was the effort of Group W Cable Inc., now owned by a consortium of major cable companies—Tele-Communications Inc., Comcast and American Television & Communications—to preserve its right to operate in the city and county of Santa Cruz, Calif., where it has been in business for 20 years. The city and county, which share a single service, had denied Group W a franchise renewal in favor of Greater Santa Cruz Cable, one of three other applicants for the franchise. The Request for Proposal that solicited offers from cable companies to provide cable service contained the criteria the court ruled unconstitutional. The court said a city has a legitimate interest in protecting public safety through regulation.

Judge William W. Schwarzer, at the conclusion of a 49-page opinion, granted Group W's motion for a permanent injunction barring the Santa Cruz defendants from interfering in the operation of the company's cable television franchise, or "from applying the RFP to or enforcing it against" the cable system, except to the degree consistent with the opinion. The city and county prevailed on one issue, however. Schwarzer said the failure to renew Group W's franchise did not breach the franchise agreement; he said that under the agreement the city council "clearly retains the authority to refuse to grant a franchise application."

Still, the opinion permits Group W to continue operating. And the Santa Cruz defendants' attorney, William Marticorena, said it is likely they will appeal, either to the U.S. Court of Appeals for the Ninth Circuit or, possibly, directly to the Supreme Court. He said Schwarzer treated cable "like a newspaper" and "struck down a large portion" of the Cable Communications Policy Act of 1984.

Schwarzer said that "the precise degree of First Amendment protection due cable tele-

vision, a relatively recent addition to the media, is in doubt." But on several occasions he analogized cable television to a newspaper; and he said that a government seeking to impose restrictions "bears the burden of demonstrating that unique characteristics of cable television justify making an exception to the rule prohibiting government intrusion into the functioning of the media." As for the constitutionality of the act, Schwarzer said in a footnote that he was making no ruling. He said that the U.S. attorney general, in commenting on Group W's motion for summary judgment, asserted that the act simply vests in local governments the authority to regulate cable television within the guidelines of the act. "Since the act authorizes, but does not mandate, the actions taken by Santa Cruz in this case," Schwarzer said, "the constitutionality of the act is not directly implicated in this action."

Schwarzer's decision, like that of Judge Eugene Lynch a week earlier in a case involving Century Communications Inc.'s effort to secure a franchise in three northern California cities, causes some uneasiness in cable television's establishment. For it sees such decisions weakening if not destroying the protection that cable systems now enjoy against competition. But Sol Schildhouse, a partner in the firm of Farrow, Schildhouse & Wilson that represents Group W, Century and a number of other cable systems in suits that challenge franchising authorities in many of the requirements they seek to impose, says those efforts are in the best interest of the cable industry. The aim of the suits, he said, is to protect a system's right to gain access to a market and to remain in that market "without the nuisances of the franchises." Reduction, at least, of the franchise fees is a major consideration. Schildhouse noted that if the standard 5% franchise fee were reduced "a couple of points," the industry would save "hundreds of millions a year," based on gross annual revenues of \$12 billion. With that to gain, he feels, the risk of overbuilds, which he regards as slight, is not an unreasonable one for the industry to take.

The identity of the new owners of Group W, who inherited the lawsuit as well as the company from Westinghouse, indicates that at least some members of the cable establishment are prepared to accept the principle of competition. John Draper, vice president and general counsel of TCI, the largest multiple systems owner in the country, said, "Everybody talks about competition. We expect it. It can't be restricted, and we're not trying to restrict it." He noted that Westinghouse had said it did not have a right to an exclusive franchise but did have a right to continue operating in the Santa Cruz market. The new owners, he said, "feel the same."

Schwarzer's decision calls attention to the



conflicting opinions of various courts that have wrestled with the disputes between local franchising authorities and cable systems. At one point, for instance, Schwarzer rejects the argument that cable television systems enjoy a "natural monopoly" and that, as a result, government regulation must be brought to bear to insure cable's "responsiveness to public needs." "Government selection of an exclusive First Amendment speaker, whether a newspaper or a cable operator, 'creates a serious risk that [government] officials will discriminate among [speakers] on the basis of the content of, or views expressed in, their proposed [speech],' " he said, quoting from an opinion of the U.S. Court of Appeals for the Ninth Circuit. Schwarzer noted that his view is "not universally shared"—that "the Seventh, Eighth and Tenth Circuits have each held that the natural monopoly rationale provides a basis for denying a cable operator access to the market."

At another point, he found that the Santa Cruz defendants, in proposing to require the franchisee to provide access channels to public, governmental and institutional users at no charge, had not demonstrated cable operators are entitled to less First Amendment protection in that respect than are newspapers. If applied to the press, he said, such requirements "would surely violate the First Amendment." Schwarzer noted that a U.S. district court in Erie, Pa., in April, had upheld municipal cable access regulations. But he noted that the franchise requirement in that case was distinguishable—that it provided for access on a first-come, first-served nondiscriminatory basis. What's more, said Schwarzer, the court's views in that case "conflict with those expressed" by the Ninth Circuit and the Supreme Court in a case involving Preferred Communications Inc., a Los Angeles cable system.

The "natural monopoly" argument was one of three the Santa Cruz defendants had made in defending the de facto policy of

granting an exclusive franchise. Another was that the existing infrastructure of utility poles and underground conduits could not accommodate all the cable operators that initially participated in the RFP process. But Schwarzer noted that only two of the applicants, including Group W, were seeking nonexclusive franchises in 1986. And he cited the Ninth Circuit in the *Preferred* case as rejecting the contention that, because available space on such facilities is limited, First Amendment standards applicable to broadcast regulation "permit it to restrict access and allow only a single cable provider to install and operate a cable television system."

The third argument was that the construction of multiple systems would result in the physical and esthetic disruption of the public domain. Schwarzer said Santa Cruz's "own evidence undercuts any claim" of "significant disruption to the public streets."

Accordingly, Schwarzer said, Santa Cruz has failed to raise "a genuine issue as to whether its policy of granting only a single cable franchise is supported by an important or substantial government interest"—and thus has not sustained its burden under a test the Supreme Court has established for determining whether regulations bearing on speech are permissible under the First Amendment.

The RFP requirement for the provision of access channels was not the only one that Schwarzer said violated the First Amendment. He also cited one imposing a host of obligations, including the provision of "state-of-the-art" equipment, specific services (including two-way interactive), a minimum of 54 channels that would include at least 30 channels of basic service, and service to every home in the city and county requesting it. "If Santa Cruz applied analogous regulations to a newspaper seeking access to the Santa Cruz market," Schwarzer said, "they would be plainly invalid." And the defendants, he added, have "not shown

why cable operators would be entitled to less protection."

Schwarzer also found fault with what he called the extensive financial disclosure the city and county require of prospective franchisees. Santa Cruz "has a legitimate interest in protecting public safety and maintaining public thoroughfares," Schwarzer said. And "to that end," he added, it "may regulate the noncommunicative aspects of cable television through reasonable time, place and manner restrictions tailored to advance that interest." Specifically, he said, "Santa Cruz may require an applicant to post a reasonable performance bond, obtain adequate insurance and submit evidence of competence to operate the system." But, he said, it may not demand information "of the scope presently required by the RFP."

As for the 5% franchise fee required by the RFP, Schwarzer said Santa Cruz has statutory authority to charge an appropriate fee. Unlike other First Amendment speakers, he said, cable television "requires the permanent occupation of space on utility poles and through underground conduits to the exclusion of other potential users of the same space." But he said the charge must be limited to "fair market value"; a charge in excess of that "would unreasonably burden Group W's ability to exercise its First Amendment freedoms." Schwarzer noted that the 5% fee does not purport to bear any relationship to such a value. Accordingly, he called on the parties to work out "an appropriate figure" through negotiations. If those negotiations fail, the parties are to submit the estimates of their respective appraisers.

Schwarzer also directed the parties to work out an agreement on a fee to enable the city to defray the administrative costs involved in issuing the franchise. But, he said, "the administrative fee is expected to be nominal," given the fact that, "for the reasons stated in this opinion, those costs should cover only the relatively minor clerical services required." □

Cable regulators meet in Milwaukee

NATOA gathering will hear from MPAA's Valenti, INTV's Padden and NCTA's Mooney on cable issues

When cable television regulators gather in Milwaukee at the Pfister hotel this week (Sept. 20-24) they will not want for drama. Some 300 members of the National Association of Telecommunications Officers and Advisors (NATOA) will hear from competing forces within the communications industry (Hollywood, cable and broadcasting), which, as one city official put it, "will go a long way to stimulate discussion."

Slated to address the group on Monday, Sept. 21, are: Motion Picture Association of America President Jack Valenti, National Cable Television Association President Jim Mooney and Association of Independent Television Stations President Preston Padden. Each is likely to make an impassioned plea for NATOA's cooperation in pursuing their respective "common" goals.

Association leaders are characterizing this conference as "key." They expect it to serve

as a forum for NATOA to assess the present telecommunications environment and determine what, if any, objectives its parent organization, the National League of Cities (NLC), should pursue. The meeting's four-day agenda, among other things, covers cable regulation issues that have surfaced following implementation of the Cable Communications Policy Act of 1984, which curtailed municipal authority over the industry.

On some NATOA members' minds will be two recent district court decisions (the so-called Santa Cruz and Palo Alto cases) which held that some cable franchise requirements violate cable operators' First Amendment rights (BROADCASTING, Sept. 7). A number of First Amendment lawsuits brought by cable companies has created tension between cities and the industry, and in light of those problems and others, a white paper entitled "The Cable Act Revisited—The Public Interest vs. the Cable Monopoly," will be distributed at the NATOA meeting. It was prepared by Washington attorney

Nicholas P. Miller, of Miller Young & Holbrooke, who represents cities and counties currently involved in litigation (BROADCASTING, Sept. 7).

Both Valenti and Padden are expected to blast the cable industry. First up is Valenti, who will speak at the opening breakfast. If all goes according to form, Valenti will stress his view of cable as an unregulated monopoly, and probably suggest NATOA back an MPAA initiative to limit the number of cable systems one company can own or to restrict the industry's programming interests.

At lunch, Mooney will address the regulators. His remarks are seen as significant because they could go a long way toward making or breaking cable's rapport with the association.

At an awards banquet that evening, Padden will discuss his industry's often strained relationship with cable. The independent television stations are particularly unhappy with the practice of some cable operators of switching independents from cable's lower-numbered channels to its often less travelled

TOA's endorsement of a legislative proposal to grant cities authority to settle disputes over channel positions of broadcast signals and PEG (public, educational and governmental) channels (BROADCASTING, Sept. 14).

INTV, in conjunction with the National Association of Public Television Stations and the National Association of Broadcasters, has enlisted the NLC to back its effort. (MPAA was invited to join the coalition, but late last week had not responded.)

According to Cynthia Pols, the NLC's general counsel, "this is something the broadcasters wanted." But an NLC survey indicates cable regulators are also troubled by channel repositioning (BROADCASTING, Sept. 7) and based on those results, she said, the league sees a need for legislative action.

The proposed language, which Pols had a hand in drafting, would amend the Cable Communications Policy Act of 1984. Two weeks ago, Pols told BROADCASTING, the NLC was not "advocating legislation at his point," nor does it think it is time to reexamine the act. Following the broadcasters' overture, however, Pols said NLC had a slight change of heart. This undertaking, she explained, is not an effort to undo the cable act. It's merely, "a narrowly focused piece of legislation."

NATOA has no illusions about the role it might play in these various public policy debates. "It's nice to be the belle of the ball," commented NATOA President William B. Bradley, director of telecommunications for

the city and county of Denver. The organization does not lobby (only NLC performs that function), although the league looks to NATOA for guidance.

Association officials last week indicated a reluctance to revisit the act. Bradley for one, feels these issues have to "ripen a little more." Donna Mason, NATOA vice president (who, as of last week, was running unopposed for the NATOA presidency) and cable administrator for Vancouver, Wash., agrees. NATOA, she said, is "not anxious to reopen the act until there's more of a track record."

As for the broadcasters' proposal on channel repositioning, the issue was expected to surface at an association board meeting yesterday (Sept. 20). Mason expressed her own concern about what she called "cherry picking issues." It's not that Mason disagrees with the broadcasters' concerns; it's more a question of procedure, she said.

The Vancouver official expressed reservations about which industry alignments NATOA might choose. "When you look at all three organizations (INTV, NCTA and MPAA) there are areas in which we have a common interest," said Mason. "Clearly we have more common interests with NCTA, I would be very hesitant to embark in any area without coordination with NCTA."

Bradley, himself, is promoting a theme of "cooperation" in his opening remarks at the conference. Like Mason, on the matter of channel repositioning, Bradley would turn to cable first. □

Bottom Line

Cutting losses. Times Mirror has reached agreement to sell *The Denver Post* for \$95 million in cash and notes, but will take after-tax charge of approximately 50 cents per share on 1987 earnings, or approximately \$32 million. Buyer is Media News Group, which earlier this month reached agreement to buy *The Houston Post*. TV station group owner Media General will also participate in transaction, taking future right to acquire 40% interest in Denver newspaper. Times Mirror will keep downtown Denver land and buildings worth \$20 million. Robert Erburu, Times Mirror chairman and chief executive officer, said in statement, paper "has experienced significant financial losses in recent years as the prolonged economic slump in the Denver area has reduced advertising revenues in the market."

Times Mirror, in separate measure to frustrate hostile takeover bids, has announced plans to increase shares of common stock from present 80 million to 300 million and create two new classes of stock with differential voting rights. Proposal needs approval of majority of outstanding shares at meeting scheduled Nov. 30 in Los Angeles. □

Going public. Radio group owner EZ communications is planning initial public offering of two million shares priced between \$11 and \$13 per share. Proceeds from offering, underwritten by PaineWebber, will be used to repay indebtedness and for general corporate purposes, Fairfax, Va. company said. ■ Making secondary public offering of 550,000 shares at \$14.50 is International Broadcasting Corp. According to company, net proceeds will be used to reduce revolving loan debt and for general corporate purposes, including possible entertainment-broadcast industry acquisitions and expansion of recreational facilities management business. □

Debt department. TVX Broadcast Group has filed with Securities and Exchange Commission for offering of \$215 million in debt and equity securities to be completed in fourth quarter 1987. Offering will consist of \$165 million of subordinated notes and \$50 million of convertible preferred stock. □

Taking stock. Foote, Cone & Belding has authorized its employee stock purchase plan to buy up to 240,000 shares, or up to 5.8%, of FCB outstanding common stock. Shares will be bought on open market "from time to time to take advantage of favorable market conditions," New York-based advertising agency said. Stock is currently trading at around \$63.

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Changing Hands

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KLZ(AM)-KAZY(FM) Denver; WAOK(AM)-WVEE(FM) Atlanta; WCAO(AM)-WXYV(FM) Baltimore; KWTO-AM-FM Springfield, Mo.; KFOR(AM)-KFRX(FM) Lincoln, Neb.; WAKR(AM)-WONE-FM Akron and WONE(AM)-WTUE(FM) Dayton, both Ohio, and KMEZ-AM-FM Dallas. □ Sold by DKM Broadcasting to Summit Communications Group for \$195 million-\$200 million (see "Top of the Week"). KLZ is on 560 khz full time with 5 kw. KAZY(FM) is on 106.7 mhz with 100 kw and antenna 987 feet above average terrain. WAOK is on 1380 khz full time with 5 kw. WVEE is on 103.3 mhz with 100 kw and antenna 1,022 feet above average terrain. WCAO is on 680 khz full time with 5 kw. WXYV is on 102.7 mhz with 50 kw and antenna 400 feet above average terrain. KWTO is on 560 khz full time with 5 kw. KWTO-FM is on 98.7 mhz with 100 kw and antenna 600 feet above average terrain. KFOR is on 1240 khz full time with 1 kw. KFRX is on 102.7 mhz with 100 kw and antenna 430 feet above average terrain. WAKR is on 1590 khz full time with 5 kw. WONE-FM is on 97.5 mhz with 12 kw and antenna 900 feet above average terrain. WONE 980 khz full time with 5 kw. WTUE is on 104.7 mhz with 50 kw and antenna 780 feet above average terrain. KMEZ is on 1480 khz with 5 kw day and 1 kw night. KMEZ-FM is on 100.3 mhz with 100 kw and antenna 1,280 feet above average

terrain.

KBOQ(FM) Marina, Calif. □ Sold by BOQ Inc. to Corgi Communications Inc. for \$2,980,000. Seller is principally owned by Herb Victor. It has no other broadcast interests. Buyer is owned by Bill Lee, who also owns WZOZ(FM) Oneonta, N.Y. KBOQ is on 92.7 mhz with 910 w and antenna 550 feet above average terrain. Broker: *The Mahlman Co.*

KHTT(AM) San Jose, Calif. □ Sold by Narragansett Broadcasting Co. of Calif. to Vista Broadcasting Co. for \$2 million. Seller is Providence, R.I.-based group of one AM, three FM's and one TV, headed by John Franks, president. Buyer is owned by John F. Levitt and James E. Levitt. It also has interest in KEZR(FM) San Jose. KHTT is on 1500 khz with 10 kw day and 5 kw night. Broker: *The Mahlman Co.*

KXIC(AM)-KKRQ(FM) Iowa City, Iowa □ Sold by Iowa City Broadcasting Co. to Heartland Media Inc. for \$1.6 million. Seller is subsidiary of Tom Ingstad Broadcasting Group, Grand Forks, N.D.-based owner of three AM's and three FM's, principally owned by Ingstad and Randy Holland, group's chief operating officer. Buyer is principally owned by Ron Hamilton, general manager of KCFI(AM) Cedar Falls and 25% owner of KFTX-FM Fort Dodge, both Iowa. KXIC is daytimer on 800 khz with 1 kw. KKRQ is on

100.7 mhz on 100 kw and antenna 1,350 feet above average terrain.

KRNN(AM) San Antonio, Tex. □ Sold by KSDR Inc. to Omni Broadcasting Corp. for \$1 million. Seller is owned by Stanley Rosenberg, who has no other broadcast interests. Buyer is owned by Mason Best Co. (Elvis L. Mason and Randy Best), merchant bank operating in Dallas and Houston, and Omni subsidiary is headed by Paul E. Van Hook, who is also a director of Pathfinder Communications, Elkhart, Ind.-based group of five AM's and five FM's. Omni recently purchased KUGN-AM-FM Eugene, Ore. ("Changing Hands," Jan. 19). KRNN is on 930 khz with 5 kw day and 1 kw night. Broker: *Norman Fischer & Associates.*

WKAL-AM-FM Rome, N.Y. □ Sold by WENY Inc. and S.G.S. Co. to Target Communications for \$650,000. Seller is principally owned by Howard L. Green and Donald M. Simmons, who also own WOND(AM) Pleasantville, WMGM(FM) Atlantic City and WMGM-TV Wildwood, all New Jersey, and WENY-AM-TV and WLEZ-FM Elmira, N.Y. Buyer is Augusta, Ga.-based group of five AM's and 10 FM's owned by Donald Alt. WKAL is on 1450 khz full time with 1 kw. WKAL-FM is on 95.9 mhz with 3 kw and antenna 105 feet above average terrain. Broker: *Kozacko-Horton Co.*

KHUG-AM-FM Phoenix, Ore. □ Sold by Rogue River Radio Ltd. Partnership to Line-of-Sight Broadcasting Inc. for \$489,189. Seller is headed by Robert Lettin, who has no other broadcast interests. Buyer is owned by Jeffrey D. Southmayd, Washington communications attorney who also has interest in WESI(FM) Strasburg, Va., and KFXI(FM) Marlow, Okla. KHUG is on 1300 khz full time with 5 kw. KHUG-FM is on 105.1 mhz with 51.7 kw and antenna 544.5 feet above average terrain.

WTOB(AM) Winston-Salem, N.C. □ Sold by Salem Communications to Gary Sbardone for \$450,000. Seller is Camarillo, Calif.-based group of eight AM's and five FM's owned by Stuart Epperson and Edward Atsinger. Buyer is Melrose, Mass.-based chiropractor who also owns new FM in Block Island, R.I. WTOB is on 1380 khz with 5 kw day and 1 kw night. Broker: *Chaney Media Brokers.*

WRKM-AM-FM Carthage, Tenn. □ Sold by Carthage Broadcasting Co. to Wood Broadcasting Corp. for \$375,000. Seller is owned by Reggie Honey, who has no other broadcast interests. Buyer is owned by John and Judy Wood. John Wood is Carthage-based pharmacist, with no other broadcast interests. WRKM is daytimer on 1350 khz with 1 kw. WRKM-FM is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

WUEZ(AM) Sanford, Fla. □ Sold by Seminole Orange Broadcasting to Walter J. Bower for \$335,000. Seller is principally owned by Larry Hadley. It has no other broadcast interests. Buyer is Orlando, Fla.-based entertainer and businessman with no other broadcast interests. WUEZ is on 1400 khz full time with 1 kw. Broker: *Hadden & Associates.*

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City, both Tennessee; Hopkinsville, Ky.; Angleton, Buffalo, Cleveland, Hempstead, Madisonville, Sealy, Woodville, Jasper, Kingsville, Marlin and Bellville, all Texas; and military bases in Fort Hood, Tex.; Fort Riley, Kans.; Fort Gordon, Ga.; Fort Carson, Colo.; Camp LeJeune, N.C., and Wurtsmith Air Force Base, Mich. □ Sold by Adams Corp. to Cencom Cable Associates for over \$125 million. Seller is Bryan, Tex.-based MSO with sys-

tems in eight states headed by Don A. Adam, chairman. Buyer is Chesterfield, Mo.-based MSO with systems in five states. It is headed by Robert A. Brooks, chairman. Systems serve approximately 50,000 subscribers. Broker: Waller Capital Corp.

System serving Carlville, Ill. □ Sold by Macoupin County Cablevision Ltd. to Enstar Communications Corp. for estimated \$4

million-\$5 million. Seller is headed by Robert E. Howe, who has no other cable interests. Buyer is Atlanta-based MSO with systems in six states. It is headed by Robert T. Graff. Systems pass 6,100 homes with 3,650 subscribers and 88 miles of plant. Broker: Communications Equity Associates.

For other proposed and approved sales see "For the Record," page 79.

Programming

Round one of 'Cosby' cash sales almost completed

Viacom says it will announce plans for sale of barter spots

Roughly a year after it began sales of *The Cosby Show* in syndication for its fall 1988 debut, Viacom Enterprises says it is now on the verge of completing the first cycle of cash sales of the show, and is announcing its plans for the sale of two 30-second barter spots it is keeping in each episode. So far Viacom has made presentations in 155 markets and cleared the show on 137 stations covering 83% of the country. (Ten of those stations are independents and the rest are affiliates). The cash total for the show is now estimated to be roughly \$520 million according to informed sources.

Cosby is sold on a cash-barter basis, in 182 week deals (three and-a-half year deals). The cash portion of the show has been sold on a weekly basis, in the manner of a first-run series. Typically off-network series are sold on a per-episode basis. Viacom has auctioned off the show in each market by setting a minimum weekly "reserve price" beneath which stations cannot bid. Stations that buy *Cosby* get to use the show once a day at any time. Were a station to run the series Monday through Friday, they would get 910 telecasts of the show over 182 weeks.

Sales of the barter units that Viacom will keep in the initial 182 week deals with stations are expected to bring in \$145.6 million above the revenues from the cash sales. That estimate is based on reports that place the average cost of a unit in the show at \$80,000. Whatever the national *Cosby* spots garner will come out of the advertising atmosphere surrounding the television marketplace for the fall of 1988, when the show debuts.

Whatever barter sales organization is given the *Cosby* assignment will eventually handle sales of spots for up to five-years-worth of shows in syndication, for a total of 2,600 units. Stations that buy the show are required to purchase additional episodes beyond the original 182-week deal in 26-week increments, for the next three seasons that it goes into production, for a total of five years worth of the show (260 weeks, including episodes from eight seasons from its network run). Viacom is now in the process of working out the terms of sale for the show beyond that.

Viacom is expected to decide on a plan for

the barter sales of the show within the next two weeks, and an announcement of that plan will be made by the end of October or the beginning of November.

One of three barter plans incorporates a bidding element similar to that in the cash sales to stations, according to sources. Barter sales organizations would offer a bid of their minimum guarantee of advertising revenues to Viacom under the plan.

As Viacom decides on the fate of the *Cosby* barter units, it is also on the verge of deciding on the remaining loose ends in the cash sales to stations. So far there have been 18 markets where a station has not purchased the show, the most recent being Cleveland. Zaleski said that he expects that by the time Viacom has made presentations

in every market in the country, there will be 25 markets where the show remains unsold.

Zaleski said that Viacom will return to those markets after presentations have been made in every market for the first time. He said that in cases where the signal of a station that carries the show in another market is duplicated through a translator, the chances of sales do not look good. But he said that with the upturn in the broadcast economy this season, he is bullish that some of the other markets which rejected the show for its price the first time around, will eventually buy the show.

Viacom will also begin sales through one-on-one negotiations, in the 22 one station markets across the country after the first sales cycle is through. □

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Prime time peoplemeter ratings

Listed below are the Nielsen peoplemeter ratings/shares from Monday, Sept. 7 to Saturday, Sept. 12, arranged by day and half-hour time periods. Included in each time period are ratings for network "briefs,"

such as a network "Newsbrief" or "Business Brief" not previously broken out in the old NTI rankings.

The winning show's numbers in each time slot appear in boldface.

Monday Sep 10		
	8-8:30	
ABC	College football	9.5/17
CBS	Kate and Allie	11.8/21
NBC	Alf	14.9/26
	8:30-9	
ABC	College football	14.4/20
CBS	My Sister Sam	12.5/21
NBC	Valerie	15.1/25
	9-9:30	
ABC	College football	12.1/20
CBS	Newhart	16.5/27
NBC	Monday movie pt.3	11.7/19
	9:30-10	
ABC	Football	11.2/19
CBS	Designing Women	15.6/26
NBC	Movie	12.2/20
	10-10:30	
ABC	Football	12.0/21
CBS	Cagney and Lacey	12.1/21
NBC	Movie	12.8/23
	10:30-11	
ABC	Football	11.2/21
CBS	Cagney and Lacey	11.8/23
NBC	Movie	11.3/22
Tuesday Sep 8		
	8-8:30	
ABC	Who's the Boss?	18.2/32
CBS	Simon and Simon	5.0/9
NBC	Matlock	11.7/20
	8:30-9	
ABC	Growing Pains	20.2/33
CBS	Simon and Simon	5.9/10
NBC	Matlock	12.6/21
	9-9:30	
ABC	Moonlighting	17.9/30

CBS	Houston Knights	10.2/17
NBC	Movie	9.5/16
	9:30-10	
ABC	Moonlighting	18.0/31
ABC	Newsbrief	11.6/20
CBS	Houston Knights	10.9/18
NBC	Movie	8.5/14
	10-10:30	
ABC	Constitution special	10.7/20
CBS	Night Heat	11.3/21
NBC	Movie	8.6/16
	10:30-11	
ABC	Constitution	9.2/19
CBS	Night Heat	11.2/22
NBC	Movie	8.6/17
Wednesday Sep 9		
	8-8:30	
ABC	Perfect Strangers	13.3/25
CBS	Mike Hammer	6.6/12
NBC	Highway to Heaven	9.5/18
	8:30-9	
ABC	Head of the Class	14.2/25
ABC	Businessbrief	11.3/19
CBS	Mike Hammer	7.0/12
NBC	Highway to Heaven	10.9/19
	9-9:30	
ABC	MacGyver	11.5/20
CBS	Magnum, P.I.	11.2/19
NBC	Bronx Zoo	8.6/15
	9:30-10	
ABC	MacGyver	10.8/18
ABC	Newsbrief	7.2/12
CBS	Magnum, P.I.	12.0/20
NBC	Bronx Zoo	8.6/15
	10-10:30	
ABC	Hotel	8.1/15

CBS	Equalizer	13.3/24
NBC	St. Elsewhere	8.6/15
	10:30-11	
ABC	Hotel	8.5/16
CBS	Equalizer	13.2/25
NBC	St. Elsewhere	8.5/1
Thursday Sep 10		
	8-8:30	
ABC	Sledge Hammer!	8.6/15
CBS	Scarecrow and Mrs. King	7.2/13
NBC	Bill Cosby Show	22.7/41
	8:30-9	
ABC	Charmings	6.5/11
CBS	Scarecrow and Mrs. King	7.5/13
NBC	Bill Cosby Show	26.3/44
	9-9:30	
ABC	Pope in America	5.8/10
CBS	Catholic Church in America	5.6/9
NBC	Cheers	24.8/42
	9:30-10	
ABC	Pope in America	6.2/11
ABC	Newsbrief	6.3/11
CBS	Catholic Church in America	5.0/9
NBC	Night Court	25.0/42
	10-10:30	
ABC	20/20	11.8/21
CBS	Report	5.3/10
NBC	L.A. Law	16.9/30
	10:30-11	
ABC	20/20	13.1/25
CBS	Report	4.7/9
NBC	L.A. Law	15.8/31
Friday Sep 11		
	8-8:30	
ABC	Webster	8.3/16
ABC	Newsbrief	7.6/15
CBS	Summer Playhouse	6.5/13
NBC	Alf Loves a Mystery	10.0/20
	8:30-9	
ABC	Mr. Belvedere	9.6/18
ABC	Newsbrief	7.6/14
CBS	Summer Playhouse	6.9/13
NBC	Amazing Stories special	9.2/17
	9-9:30	
ABC	Max Headroom	6.7/13
CBS	Dallas	6.8/13
NBC	Miami Vice	11.3/21
	9:30-10	
ABC	Max Headroom	6.7/12
CBS	Dallas	7.4/14
NBC	Miami Vice	12.2/23
	10-10:30	
ABC	Good Evening America	7.9/15
CBS	Adderly	8.2/16
NBC	Crime Story	9.8/19
	10:30-11	
ABC	Good Evening America	7.9/16
CBS	Adderly	8.9/18
NBC	Crime Story	9.6/19
Saturday Sep 12		
	8-8:30	
ABC	Animal Crackups	7.0/14
CBS	College football pre-game	6.9/15
CBS	College football	7.2/15
NBC	Facts of Life	12.0/23
	8:30-9	
ABC	Ellen Burstyn	4.6/9
ABC	Newsbrief	4.1/8
CBS	Football	9.2/18
NBC	227	14.7/28
	9-9:30	
ABC	Hotel special	4.9/9
CBS	Football	9.4/18
NBC	Golden Girls	18.7/34
	9:30-10	
ABC	Hotel special	5.7/11
ABC	Sports Update	5.2/10
CBS	Football	9.8/18
NBC	Amen	15.9/29
	10-10:30	
ABC	Hotel special	6.1/12
CBS	Football	9.8/19
NBC	Hunter	15.3/29
	10:30-11	
ABC	Hotel	6.4/13
CBS	Football	9.6/19
NBC	Hunter	15.0/30

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First-run syndication scorecard

The following is a list of the first-run syndicated shows debuting this fall. The name of the show is followed by its syndicator/producer, debut date, the number of markets/DMA coverage of the U.S., the number of first-run episodes, the time period for majority of its clearances, terms of its sale (barter shows give the number of minutes for the distributor/the number of minutes for stations).

The first five of the weekly shows are first-run sitcoms that will be part of the checkerboard on the NBC-owned stations and WCAU-TV Philadelphia.

■ **She's the Sheriff** □ Lorimar Syndication/Lorimar Television Productions □ Sept. 15 □ 163/93% □ 22 □ Early evenings on weekends □ Cash plus 1½ minutes.

■ **We've Got it Made** □ MGM/UA Telecommunications/Paws Inc. and Fred Silverman Co. in association with MGM/UA Television □ Sept. 14 □ 92/76% □ 24 □ Early evening on weekends □ Cash plus 1½ minutes.

■ **You Can't Take it With You** □ LBS Communications/HARPS Productions in association with Procter & Gamble Productions □ Sept. 14 □ 97/79% □ 22 □ Early evenings on weekends □ Cash plus 1½ minutes.

■ **Marblehead Manor** □ Paramount/Gary Nardino Productions in association with Dames-Fraser □ 160/93 □ 22 □ Early evenings □ Cash plus 1½ minutes.

■ **Out of this World** □ MCA TV/Bob Booker Productions □ Sept. 14 □ NA/86% □ 22 □ Early evening on weekends □ Cash plus 1½ minutes.

■ **The Dom DeLuise Show** □ Multimedia Entertainment/Dom DeLuise/Greg Garrison Productions in association with Multimedia □ Sept. 21 □ 100/85% □ 24 □ Early evenings on weekends □ Cash plus 1½ minutes.

■ **Bustin' Loose** □ MCA TV/Golden Groove Productions, co-venture of MCATV/Tribune Broadcasting Co. □ Sept. 14 □ NA/80% □ 26 □ Early evening on weekends □ Barter (3/4).

■ **George Schlatter's Comedy Club** □ King World/George Schlatter Productions □ Sept. 18 □ 120/85 □ 26 □ Weekend evenings □ Barter (3½/3½).

■ **Punky Brewster** □ Coca-Cola Telecommunications/Lightkeeper Productions in association with Columbia Pictures Television □ Sept. 14 □ 32/50% □ 22 □ early evenings □ cash.

■ **Webster** □ Paramount/Georgian Bay Ltd. Productions/Emmanuel Lewis Entertainment Enterprises in association with Paramount Network Television □ Sept. 25 □ 132/88% □ 26 □ Cash.

■ **D.C. Follies** □ Syndicast/Sid & Marty Krofft Productions □ Sept. 26 □ 91/75% □ 36 □ Weekend evenings □ Barter (3/4).

■ **Sea Hunt** □ MGM/UA Telecommunications/Northstar Television Inc. □ Sept. 21 □ 95/73% □ 22 □ Weekend evenings and afternoons □ Cash plus 1½ minutes.

■ **The All-New Monkees** □ LBS Communications/Straybert Productions in association with LBS Communications and Coca-Cola Telecommunications □ Sept. 14 □ 96/78% □ 22 □ Early evening on weekends □ Barter (3/3½).

■ **Star Trek: The Next Generation** □ Paramount/Paramount Network Television □ Sept. 28 □ 208/99% □ 26 □ Weekend late night □ Barter (7/5).

■ **Friday the 13th: The Television Series** □ Paramount/Variety Arts Productions in association with Lexicon Productions Ltd. and Hometown Films □ Sept. 28 □ 193/98% □ 26 □ Weekend late night □ Barter (6/6).

■ **American Bandstand** □ LBS Communications/dick clark productions □ Sept. 14 □ 102/80% □ 46 □ Weekend afternoons □ Barter (5/8).

■ **Fan Club** □ Blair Entertainment/Four Point Entertainment in association with Blair Entertainment □ Sept. 21 □ 95/80% □ 26 □ Saturday afternoons □ Barter (3/3½).

■ **It's Showtime at the Apollo** □ Raymond Horn Syndication/Apollo Theater Productions □ Sept. 12 □ 91/80% □ 26 □ Weekend late night □ Barter (6/6).

■ **NCTV Hour** □ Orbis Communications/Campus Network □ Sept. 14 □ 64/60% □ 52 □ Weekend late night □ Barter (6/7).

■ **Headlines on Trial** □ Orbis Communications/wrc-tv Washington □ Sept. 21 □ 89/65% □ 30 □ Weekend daytime □ Barter (3/3½).

■ **Win, Lose or Draw** □ Buena Vista Television/Richard Kline and Friends □ Sept. 7 □ 121/63% □ 185 □ Varies □ Cash plus 1 minute.

■ **High Rollers** □ Orion Television Syndication/Merrill Heatter Productions-Century Tower Productions □ Sept. 14 □ 70/65% □ 185 □ Daytime, early fringe □ Cash plus 1 minute.

■ **Truth or Consequences** □ Lorimar Syndication/Ralph Edwards-Stu Billett Productions in association with Chris Beard Productions □ Sept. 14 □ 154/91% □ 195 □ Early fringe and access □ Cash plus 1 minute.

■ **Matchmaker** □ Orbis Communications/Fourstar Entertainment □ Sept. 21 □ 98/70% □ 130 □ Late night □ Barter (3/3½).

■ **Lingo** □ ABR Entertainment/Ralph Andrews, Gary Bernstein and Larry Hovis □ Sept. 28 □ 31/-

40% □ 195 □ Daytime □ Cash.

■ **Home Shopping Overnight** □ MCA TV/Home Shopping Network □ Sept. 14 □ NA/50% □ 260 □ Late night (stations get percentage of sales).

■ **Geraldo** □ Teletrib and Paramount/The Investigative News Group in association with Tribune Entertainment □ Sept. 7 □ 97/73% □ 200 □ Weekday mornings and afternoons □ Cash plus 2 minutes.

■ **The Wil Shriner Show** □ Group W Productions/Charles Colarusso Productions in association with Group W Productions □ Sept. 14 □ 105/85% □ 195 □ Weekday afternoons and mornings □ Cash plus 2 minutes.

■ **Getting in Touch with Dr. David Viscott** □ Access Syndication/dick clark productions □ Sept. 14 □ 75/67% □ 260 □ Weekday mornings and afternoons barter (2½/4).

■ **Slim Cooking** □ Syndicast/Hillier and Co. □ Sept. 21 □ 80/75% □ 65 □ Mornings □ Barter (3/3).

■ **The Comic Strip** □ Lorimar Syndication/Rankin-Bass Productions □ Sept. 7 □ 112/93% □ 65 □ Weekday mornings and afternoons and weekend mornings □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ **The Adventures of Teddy Ruxpin** □ LBS Communications/DIC Enterprises □ Sept. 21 □ 85/79% □ Weekday afternoons □ 65 □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ **Duck Tails** □ Buena Vista Television □ Sept. 21 □ 151/93% □ 65 □ Weekday afternoons □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ **Bionic Six** □ MCA TV/TMS Entertainment □ Sept. 14 □ NA/75% □ 85 □ Weekday afternoon and mornings □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ **Bravestarr** □ Group W Productions/Filmation □ Sept. 21 □ 88/85% □ 65 □ Weekday afternoons and mornings □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ **Abra Kadabra** □ M&M Syndication/Opertation Magic □ Sept. 21 □ 64/58% □ 22 □ Weekend early morning □ Barter (2½/4).

■ **Beverly Hills Teens** □ Access Syndication/DIC Enterprises □ Sept. 21 □ 70/71% □ 65 □ Weekday mornings and afternoons □ Barter (2/4½ in fourth quarter, 2½/4 in first three quarters).

■ **Captain Power and the Soldiers of the Future** □ MTS Entertainment/Captain Power Productions □ Sept. 19 □ 97/82% □ 26 □ Weekend mornings □ Barter (2½/4 in first three quarters, 2/4½ in fourth quarter).

■ **Saber Rider and the Star Sheriffs** □ World Events Productions □ Sept. 14 □ 70/65% □ 65 □ Weekend mornings □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ **Kidsongs** □ Orbis Communications/Together Again Productions □ Sept. 14 □ 110/70% □ 26 □ Weekend morning □ Barter (2½/3½).

■ **Spiral Zone** □ Orbis Communications/Atlantic Kushner-Locke □ Sept. 21 □ 60/70% □ 65 □ Mornings □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ **Visionaries** □ Claster Television Productions/Sunbow Productions in association with TMS Entertainment □ Sept. 27 □ 103/84% □ 13 □ Weekend mornings □ Barter (2/4).

■ **The Real Ghostbusters** □ Coca-Cola Telecommunications/DIC Enterprises Inc. □ Sept. 14 □ 112/82% □ 65 □ Weekday afternoons □ Barter (2/4).

■ **Dinacausers** □ Coca-Cola Telecommunications/DIC Enterprises Inc. □ Sept. 14 □ 67/70% □ 65 □ Weekday afternoons □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ **Weekend Funday (Sylvanian Families and Starcom U.S.)** □ Coca-Cola Telecommunications/DIC Enterprises □ Sept. 14 □ 65/67% □ 13 □ Weekend mornings □ Barter (2½/4 in first three quarters, 2/4½ in fourth quarter).

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Pirates beware

The National Cable Television Association and the Motion Picture Association of America have found a new director for their jointly funded Office of Cable Signal Theft. He is Jim Allen, former director of security for United Cable Television's Connecticut operations. He succeeds Jeremy Stern, who is now attending law school. Stern will act as a parttime consultant to OCST.

At United, Allen was responsible for anti-piracy efforts at three cable systems serving 235,000 homes. While there, he oversaw the arrest and conviction of a Connecticut man, the fourth individual prosecuted under the antipiracy sections of the Cable Communications Policy Act of 1984. He also served as chairman of the Connecticut Cable Television Association's Theft Committee.

Aside from serving as a clearinghouse for information of piracy, the OCST is trying to encourage federal prosecution of pirates, primarily suppliers of unauthorized cable decoders.

Mutual marketing

Seven cable television systems serving the Washington metropolitan area have formed a marketing cooperative—the Metro Washington Cable Marketing Council—to promote cable in the area through joint marketing campaigns and cooperative training and research programs. According to Janet Kohler Dueweke, manager of communications for Media General Cable of Fairfax (Va.), and a member of the board, the co-op will also consider forming an interconnect to sell the systems' local availabilities to local and regional advertisers. The co-op may also eventually look at agreeing on common channel assignments to facilitate program promotion, she said.

The officers and board: Bob Gordon, Arlington (Va.) MetroCable (president); Steve Hellebush, Jones Intercable, Alexandria, Va. (treasurer); Kathryn Paolucci, Media General (secretary); Dueweke; Larry Hoepfner, Montgomery Cable, Montgomery county, Md.; Jim Horner, Prime Cable, northern Prince Georges county, Md.; Charles Mann, Metrovision, southern Prince

Georges county, Md.; Don Mathison, Media General, and Bruce Williams, District Cablevision, Washington.

Dueweke said the formation of a cooperative similar to those that have popped up in other areas has been on the minds of Washington operators for some time. "With the wiring of Washington started and of Montgomery county restarted," she said, "we are just now getting our act together."

Expanding interconnect

Three new equity partners have joined the Greater Philadelphia Cable Interconnect, making it the nation's third largest cable television interconnect, it said. Comcast Corp. and The Lenfest Group, the original owners, were joined by N.Y.T Cable TV (Cherry Hill, N.J.), Heritage Communications and Greater Media Cable of Philadelphia, raising the group's total to 40 cable systems and 800,000 subscriber homes. Allen Turner, a cable and advertising management executive, was named executive director of the interconnect.

Thanks for wrestling

More than 200 cable systems have agreed to carry the World Wrestling Federation's first Thanksgiving pay-per-view special, the *WWF Survivor Series*, to originate from the Richfield Coliseum in Richfield, Ohio. The program will feature several team competition matches, with participants including Hulk Hogan and Andre the Giant. It will air Nov. 26 at 7:30-10 p.m. (NYT).

On the agenda

Frank Biondi, president and chief executive officer of Viacom International, will be a guest at the Community Antenna Television Association's "Open Forum" on Tuesday, Oct. 13, as part of the Mid-America Cable show in Kansas City, Mo. The forum, part of the show that will run Oct. 13-15, will be hosted by CATA President Steve Effros.

On board

For the most part, the fortunes of cable operators and cable networks have been closely

tied. In recognition of that, the NCTA board has voted to increase the number of network members of the board from two to six and to give newly designated "programer directors" full rights, including the right to sit on a policymaking executive committee. The top two dues-paying cable networks will have automatic seats on the board. The other four will be elected at large by programer members with one of four reserved for a programer member outside the top-10 dues-paying members. Like "system directors," programer directors' dues will be based on their annual revenues.

None of the changes is official unless the board vote is affirmed by the full membership in a mailed ballot. Once final, the board would have 35 seats for "system directors," six for "program directors" and two for "associates" (equipment suppliers).

Board members also heard staff reports on legislation to regulate the home satellite marketplace; FCC efforts to reimpose syndicated exclusivity rules and eliminate the compulsory license; the FCC's implementation of certain aspects of the Cable Communications Policy Act of 1984; a finding by a federal district court in San Francisco that key franchise regulations are unconstitutional, and high-definition television.

Cableless cable convention

Former FCC Chairman Mark Fowler is among those scheduled to speak at the upcoming convention of the Wireless Cable Association (formerly the Microwave Communications Association), to be held Sept. 27-29 at the Ramada Renaissance hotel in Washington. WCA represents those in the business of broadcasting cable programming to subscribers over microwave channels (MDS, OFS, ITFS). Also on the Wireless Cable '87 agenda: the ITFS-wireless cable relationship, system financing and channel licensing.

July numbers

Nielsen Media Research estimates that cable penetration rose to 49.5% of 87.4 million total households in July, or approximately 43.3 million households. That figure compares to penetration of 47.8% in July 1986, with an 85.9 million-household base. The top five markets are: Pittsburgh (63.8%), Boston (57.1%), Seattle-Tacoma (55.7%), San Francisco-Oakland (54.1%) and Tampa-St. Petersburg, Fla. (53%).

Live from Lake Placid

The Madison Square Garden Network said last week that it planned to carry an exhibition hockey game between the New York Rangers and the U.S. Olympic team, live from Lake Placid, N.Y., on Saturday, Sept. 19. The game was to be cablecast nationally by FNN/Score, and was the first Rangers' exhibition game of the season, the first match-up between the two teams, coach Michel Bergeron's Ranger debut and the first MSG cablecast of a Rangers road exhibition game, MSG said.



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For the Record

As compiled by BROADCASTING, Sept. 9-Sept. 16, 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

- KLOQ(AM) Merced, Calif. (1580 khz; 1 kw-D)—Seeks assignment of license from Madison Fielding Corp. to TGR Broadcasting Inc. for \$300,000. Seller has no other broadcast interests. Buyer is owned by Hector R. Villalobos, Carlos Moncada, Jose Villalobos and Jose L. Moncada, Jr. It also owns KGTE(FM) Salinas, Calif. Filed Aug. 28.
- KBLF-AM-FM Red Bluff, Calif. (AM: 1490 khz; 1 kw-U; FM: 95.7 mhz; 7 kw; HAAT: 1,265 ft.)—Seeks assignment of license from Wireless Associates to McNulty Broadcasting Corp. for \$860,000. Seller is headed by Gary Katz, and has no other broadcast interests. Buyer is owned by Burton Wilkinson; his wife, Mary; their daughter, Laura Herron, and her husband, Gary. Wilkinson owns Los Angeles-based executive placement firm. Herrons were, respectively, music director and program director at KCBQ-AM-FM San Diego. Filed Sept. 2.
- KHTT(AM) San Jose, Calif. (1500 khz; 10 kw-D; 5 kw-N)—Seeks assignment of license from Narragansett Broadcasting Co. of Calif. to Vista Broadcasting Co. for \$2 million. Seller is Providence, R.I.-based group of one AM, three FM's and one TV, headed by John Franks, president. Buyer is owned by John F. Levitt and James E. Levitt. It also has interest in KEZR(FM) San Jose. Filed Sept. 1.
- WNOI(FM) Flora, Ill. (103.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Vogel Flora Corp. to H&R Communications Inc. for \$200,000. Seller is owned by William R. Vogel, who has no other broadcast interests. Buyer is owned by Stephen Joe Lovellette and his wife, Gloria. Lovellette is Mt. Carmel, Ill.-based grain trader, with no other broadcast interests. Filed Sept. 1.
- KXIC(AM)-KKRQ(FM) Iowa City (AM: 800 khz; 1 kw-D; FM: 100.7 mhz; 100 kw; HAAT: 1,350 ft.)—Seeks assignment of license from Iowa City Broadcasting Co. to Heartland Media Inc. for \$1.6 million. Seller is subsidiary of Grand Forks, N.D.-based group of three AM's and three FM's principally owned by Tom Ingstad and Randy Holland, group's chief operating officer. Buyer is principally owned by Ron Hamilton, general manager and 15% owner of KCFI(AM) Cedar Falls, and 25% owner KFTX-FM Fort Dodge, both Iowa. Filed Aug. 31.
- KJAN(AM) Atlantic, Iowa (1220 khz; 250 w-D)—Seeks assignment of license from Robert H. Dean to Wireless Communications Corp. for \$425,000. Seller has no other broadcast interests. Buyer is owned by J.C. Van Ginkel, and Steve Eaton. It has no other broadcast interests. Filed Aug. 28.
- WHUT(AM)-WLHN(FM) Anderson, Ind. (AM: 1470 khz; 1 kw-D; FM: 97.9 mhz; 50 kw; HAAT: 563 ft.)—Seeks assignment of license from Patch-Dunn & Associates, Inc. to John Mark Lamey for \$3,395,000. Seller is principally owned by Kenneth Patch. It also owns WOGB(AM)-WJFK(FM) Cape Cod, Mass. Buyer is owned equally by Jon Mark Lamey and his brother, Timothy Lamey. Jon Mark Lamey has interest in Communicable Inc., owner and operator of Indiana cable systems. Filed Sept. 1.
- WOOD-AM-FM Grand Rapids, Mich. (1300 khz; 5 kw-

U; FM: 105.7 mhz; 265 kw; HAAT: 810 ft.)—Seeks assignment of license from Grace Broadcasting to United Artists Broadcast Properties for \$18,550,000. Seller is owned by Harvey Grace, who now has no other broadcast interests. Station was originally sold to Surrey Broadcasting last year for \$19.25 million ("Changing Hands," July 28, 1986), but that deal fell through. Buyer is subsidiary of United Artists Communications, Denver-based, publicly owned motion picture and television production company and cable MSO headed by Stewart Blair, CEO. It has no other broadcast interests. Filed Aug. 28.

- WRIV(AM) Riverhead, N.Y. (1390 khz; 1 kw-D)—Seeks assignment of license from East End Communications, Inc. to Crystal Coast Communication, Inc. for \$220,000. Seller is owned by Caroline Fleming. It has no other broadcast interests. Buyer is owned by Bruce and Vincent Tria. It has no other broadcast interests. Filed Aug. 28.

- KHUG-AM-FM Phoenix, Ore. (AM: 1300 khz; 5 kw-U; FM: 105.1 mhz; 51.7 kw; HAAT: 544.5 ft.)—Seeks assignment of license from Rogue River Radio Ltd. Partnership to Line-of-Sight Broadcasting Inc. for \$489,189. Seller is headed by Robert Lettin who has no other broadcast interests. Buyer is owned by Jeffrey D. Southmayd, Washington communications attorney who also has interest in WESI(FM) Strasburg, Va. and KFXI(FM) Marlow, Okla. Filed Aug. 28.

- WRKM-AM-FM Carthage, Tenn. (AM: 1350 khz; 1 kw-D; FM: 102.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Carthage Broadcasting Co. to Wood Broadcasting Corp. for \$375,000. Seller is owned by Reggie Honey, who has no other broadcast interests. Buyer is owned by John and Judy Wood. John Wood is Carthage-based pharmacist, with no other broadcast interests. Filed Aug. 31.

- KIXI(AM) Mercer Island, Wash. (880 khz; 50 kw-D; 1

kw-N)—Seeks assignment of license from Thunder Bay Communications of Washington, limited partnership to Sunbelt Communications of Washington, Inc. for \$4.8 million. Seller is owned by Gordon Stenbeck and Earle Horton. It is also selling KLTX(FM) Seattle and will have no other broadcast interests. Buyer is owned by C.T. Robinson, William C. Moyes, and Larry B. Campbell. It also has interest in KMGK(FM) Anoka, Minn., and KMG1(FM) Seattle. Filed Aug. 31.

Actions

- KYPB(AM) Quartzsite, Ariz. (CP)—Dismissed assignment of license from Janice A. Murphy to William Harling for \$3,000. Neither seller nor buyer have other broadcast interests. Action Aug. 28.

- WCVX(TV) Vineyard Haven, Mass. (ch. 58; ERP vis. 1,200 kw, aur. 120 kw; HAAT: 470 ft.)—Dismissed assignment of license from Donald P. Moore to Metro Television Inc. for \$4,570,000. Seller owns W67BA(LPTV) Dennis, Mass. Buyer is owned by Pamela K. Harris, Michael D. O'Neil, John W. Cathey and Donald P. Moore. It also owns WJXY(FM) Nantucket, Mass. Action Aug. 31.

- KKQ(AM) Fosston, Minn. (1480 khz; 5 kw-D; 2.5 kw-N)—Granted transfer of control from Lawrence B. Mike to Curtis W. Quesnell for \$20,000. Seller and buyer have no other broadcast interests. Action Sept. 1.

- WAGR(AM)-WJSK(FM) Lumberton, N.C. (1340 khz; 1 kw-D; 250 kw-N; FM: 102.3 mhz; 3 kw; HAAT: 270 ft.)—Dismissed assignment of license from Southeastern Broadcasting Corp. to O'Connell Broadcasting Inc. for \$600,000. Seller is owned by Al Kahn. It has no other broadcast interests. Buyer is owned by Vincent D. O'Connell and his wife, Carol. O'Connell is Los Angeles-based investor with no other broadcast interests. Action Aug. 31.

Nationwide Media Brokers Chapman Associates

KSSR(FM)

Bastrop, Texas

to

Beasley Broadcasting George Beasley, President

from

Colorado River Broadcasters Robert Walker, Tolbert Foster, Principals

\$5,250,000

- WNYB-TV Buffalo, N.Y. (ch. 49; ERP vis. 4,136 kw, aur. 414 kw; HAAT: 1,235 ft.)—Granted 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 Malcolm Glazer. Action Aug. 31.
- WECN(TV) Naranjito, P.R. (ch. 64; ERP vis. 1000 kw, aur. 15.8 kw; HAAT: 411 ft.)—Granted assignment of license from ART Broadcasting Corp. to Encuentro Christian Network Corp. for \$175,000. Seller is owned by Elliott Rivera, who has no other broadcast interests. Buyer is owned by Rafael Torres Ortega and nine others. It also has interest in WERR-FM Utuado, P.R. Action Sept. 2.
- WRAP(AM) Norfolk, Va. (850 khz; 5 kw-D; 1 kw-N)—Dismissed assignment of license from Clinton Cablevision to Sinclair Telecable, Inc. for \$725,000. Seller is wholly owned subsidiary of Heritage Communications, Des Moines, Iowa-based publicly traded communications company with cable systems serving 990,000 subscribers in 22 states. Heritage, headed by James M Hoak Jr., also has 100% interest in six TV's, four AM's and three FM's, and 30% interest in five TV's, one AM and one FM. Buyer is principally owned by John L. Sinclair, who also owns cable systems serving Hendricks County, Ind.; Benton and Washington Counties, Ark., and West Yellowstone, Mont. Action Sept. 1.

New Stations

Applications

- Winfield, Ala.—James Boyd Pate seeks 105.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 486, Winfield, Ala. 35594. Principal has no other broadcast interests. Filed Sept. 3.
- Madera, Calif.—Cynthia K. Byington seeks 107.3 mhz; 3 kw; HAAT: 328 ft. Address: 2049 Century Park East, Los Angeles, 90067. Principal has no other broadcast interests. Filed Aug. 27.
- Madera, Calif.—Madera FM Association seeks 107.3 mhz; 3 kw; HAAT: 328 ft. Address: 25965 Ellis St., Madera, Calif. 93638. Principal is owned by Manuel Jimenez, Robert

W. Huskey, and 24 Other General Partners with 3.3% each. Filed Aug. 27.

- Madera, Calif.—Madera FM Radio seeks 107.3 mhz; 3 kw; HAAT: 328 ft. Address: 200 W. Olive Ave., Suite E, Madera, Calif. 93637. Principal is owned by Miguel V. Gutierrez, who has no other broadcast interests. Filed Aug. 27.
- North Palm Beach, Fla.—Outreach Communications Corp. seeks 88.3 mhz; 1 kw; HAAT: 147.6 ft. Address: 555 N.U.S. Hwy. 1, North Palm Beach, Fla. 33408. Principal is nonprofit corporation headed by James A. Batz. It has no other broadcast interests. Filed Sept. 2.
- Panama City Beach, Fla.—A.P. Walter, Jr. seeks 105.1 mhz; 49.56 kw; HAAT: 492 ft. Address: 235 Catalonia Ave., Coral Gables, Fla. 33134. Principal has no other broadcast interests. Filed Aug. 24.
- Panama City Beach, Fla.—Ladies III Broadcasting, Inc. seeks 105.1 mhz; 50 kw; HAAT: 377.2 ft. Address: 225500 Hwy 98 West, #132, Panama City Beach, Fla. 32407. Principal Barbara Dill Hoy, Shirlee Faye Phillips and Terralynn Hoy. It has no other broadcast interests. Filed Aug. 24.
- Panama City Beach, Fla.—Panhandle Radio Association seeks 105.1 mhz; 50 kw; HAAT: 492 ft. Address: 1111 Laurie Avenue, Panama City Beach, Fla. 32407. Principal is owned by Betty L. Hice, and 27 other general partners with 3.3% each. It has no other broadcast interests. Filed Aug. 24.
- Panama City Beach, Fla.—C.C. Broadcasting, A Partnership seeks 105.1 mhz; 50 kw; HAAT: 370.6 ft. Address: 2609 Thomas Dr., suite 100, Baypoint Executive Center, Panama City Beach, Fla. 32407. Principal is owned by John B. Caylor and Bebe J. Caylor. It has no other broadcast interests. Filed Aug. 24.
- Richmond Hill, Ga.—Maria Troup seeks 105.1 mhz; 3 kw; HAAT: 328 ft. Address: 701 W. 58th St., Savannah, Ga. 31405. Principal has no other broadcast interests. Filed Aug. 27.
- Berea, Ky.—New South Communications, Ltd. seeks 106.7 mhz; 1.95 kw; HAAT: 370.6 ft. Address: 910 S. Tennessee Blvd., Apt. N-8, Murfreesboro, Tenn. 37130. Principal is owned by Marilyn L. Clark, Ernest D. Bennett III, Ernest D. Bennett Jr., Stanley W. Erwin, Lp, Jim H. Camp and Jim L. Floyd. It has no other broadcast interests. Filed Sept. 2.

- Cumberland, Ky.—Cumberland City Broadcasting Inc. seeks 102.7 mhz; 3 kw; HAAT: minus 2,089.4 ft. Address: Keller St., Cumberland, Ky. 40823. Principal is owned by Elmo Mills, J.P. Mills, Herman G. Dotson, and Robert O. Mills. Cumberland City Broadcasting Inc. owns WCPM(AM), Cumberland, Ky. Elmo Mills, J.P. Mills & Herman G. Dotson have interest in WFTG-AM-FM London, Ky. and have interest in WLAF(AM), LaFollette, Tenn. Filed Sept. 2.
- Lake Arthur, La.—Alden A. Hebert, Jr. seeks 107.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1343, Jennings, La. 70546. Principal has no other broadcast interests. Filed Aug. 26.
- South Fort Polk, La.—Stuart McRae seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 3225 Coral Rock Lane, Dallas 75229. Principal has no other broadcast interests. Filed Sept. 2.
- Atlantic City, N.J.—New Jersey Public Broadcasting Authority seeks 107.3 mhz; 25 kw; HAAT: 328 ft. Address: 1573 Parkside Ave., CN777, Trenton, N.J. 02625. Principal is headed by Robert G. Ottenhoff. Filed Aug. 27.
- Biltmore Forest, N.C.—Liberty Productions seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 89 N. Liberty St., Asheville, N.C. 28801. Principal is owned by Valerie J. Klemmer and David T. Murray. It has no other broadcast interests. Filed Aug. 27.
- Biltmore Forest, N.C.—Biltmore Broadcast Associates seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 207 Cedar Lane, Reidsville, N.C. 27320. Principal is owned by Cornelia J. Oliver and her husband, William. It has no other broadcast interests. Filed Aug. 31.
- Biltmore Forest, N.C.—United Broadcasting Enterprises Inc. seeks 96.5 mhz; 280 w; HAAT: 1,111.9 ft. Address: 90 Lookout Rd., Asheville, N.C. 28804. Principal is owned by Glenn Wilcox and W.T. Denman, who also own WISE(AM) Asheville, N.C. Filed Aug. 31.
- Biltmore Forest, N.C.—Ernest J. Phillips seeks 96.5 mhz; 250 w; HAAT: 1,085.7 ft. Address: 2170 Wyandot Dr., Lima, Ohio 45806. Principal has no other broadcast interests. Filed Aug. 31.
- Biltmore Forest, N.C.—Rakel Communications Inc. seeks 96.5 mhz; 370 w; HAAT: 885.6 ft. Address: 125 Caldwell Ave., P.O. Box 746, Tiffin, Ohio 44883. Principal is owned by Robert A. Klepper. It has no other broadcast interests. Filed Aug. 31.
- Biltmore Forest, N.C.—J. McCarthy Miller and June J. Miller seeks 96.5 mhz; 266 w; HAAT: 1,111.9 ft. Address: 606 Silvershore Dr., Pensacola, Fla. 32507. Principal has no other broadcast interests. Filed Aug. 31.
- Biltmore Forest, N.C.—Willis Communications Inc. seeks 96.5 mhz; 280 w; HAAT: 1,069.3 ft. Address: 821 Townes St., Greenwood, S.C. 29646. Principal is owned by Sharon A. Harrison, who has no other broadcast interests. Filed Aug. 31.
- Biltmore Forest, N.C.—Skyland Broadcasting Co. seeks 96.5 mhz; 370 w; HAAT: 1,072.6 ft. Address: 1122 River Oaks Lane, Charlotte, N.C. 28226. Principal is owned by William Ferguson, Wanda Coleman and Darcel G. Lloyd. It has no other broadcast interests. Filed Aug. 31.
- Biltmore Forest, N.C.—National Communications Industries Inc. seeks 96.5 mhz; 281 w; HAAT: 1,075.8 ft. Address: 1206 S. Maryland Pkwy, Las Vegas 89104. Principal is owned by William Hunter and his wife, Anita and has no other broadcast interests. Filed Aug. 31.
- Biltmore Forest, N.C.—Harbinger Broadcasting Co. seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 5 Pine Tree Circle, Asheville, N.C. 28804. Principal is owned by Terrell Metheny, Carole Metheny and Christine Longoria. It has no other broadcast interests. Filed Sept. 1.
- Biltmore Forest, N.C.—Orion Communications Ltd. seeks 96.5 mhz; 261 w; HAAT: 1,115.2 ft. Address: 1510 Northwestern Plaza, Asheville, N.C. 28801. Principal is owned by Zebulon C. Lee, Betty W. Lee and Brian M. Lee. It also owns Radio Asheville, licensee of WSKY(AM), Asheville, N.C. Filed Sept. 1.
- Ketchum, Okla.—Brite-Lite Broadcasting seeks 107.5 mhz; 50 kw; HAAT: 1,640 ft. Address: P.O. Box 446, Vinita, Okla. 74301. Principal is owned by George Ballew, who has no other broadcast interests. Filed Sept. 2.
- Lawton, Okla.—American Indian Broadcast Group Inc. seeks 107.3 mhz; 50 kw; HAAT: 492 ft. Address: Country Village Shopping Center, Suite 2, Smyrna, Tenn. 37167. Principal is equally owned by Jack Bursack, Lynwood Eaton, and Fritz Niggeler. Filed Aug. 27.
- Lawton, Okla.—Arthur Patrick seeks 107.3 mhz; 50 kw; HAAT: 492 ft. Address: 5902 NW Lincoln, 73505. Principal has no other broadcast interests. Filed Aug. 27.
- Lawton, Okla.—Southwest Educational Media Foundation of Texas Inc. seeks 107.3 mhz; 50 kw; HAAT: 492 ft.

This advertisement is neither an offer to sell nor a solicitation of an offer to buy these securities. The offering is made only by the Prospectus.

September 10, 1987

1,523,750 Shares



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GROUP, INC.

Common Stock

Price \$13½ per Share

Copies of the Prospectus may be obtained in any State only from such of the undersigned as may lawfully offer these securities in such State.

MONTGOMERY SECURITIES

Address: 2100 Hwy 360, Suite 1204, Grand Prairie, Tex. 75050. Principal is nonprofit corporation headed by Kent Atkins, president. Filed Aug. 27.

■ Lawton, Okla.—Harold McEwen seeks 107.3 mhz; 50 kw; HAAT: 492 ft. Address: 625 SW 113th St., Oklahoma City, Okla. 73170. Principal has no other broadcast interests. Filed Aug. 27.

■ Lawton, Okla.—Oklahoma Radio Partnership seeks 107.3 mhz; 50 kw; HAAT: 492 ft. Address: 910 Arlington, Lawton, Okla. 73507. Principal is owned by John C. & Nina Brandt, 10.9%, John C. and Mary L. Bell, 6.6%, Robert F. and Carolyn S. Robare, and 22 others. It has no other broadcast interests. Filed Aug. 27.

■ Colleyville, Tex.—Southwest Educational Media Foundation of Texas Inc. seeks 93.3 mhz; 3 kw; HAAT: 328 ft. Address: 2100 Hwy 360, Suite 1204, Grand Prairie, Tex. 75050. Principal is nonprofit corporation headed by Kent Atkins, president. Filed Aug. 27.

■ Nolanville, Tex.—Val-Jo Communications Inc. seeks 107.3 mhz; 980 w; HAAT: 580.6 ft. Address: 503 N. 6th St., 76559. Principal is owned by Marilyn S. Vale and William J. Jones who have no other broadcast interests. Filed Aug. 27.

■ Nolanville, Tex.—Texas FM Association seeks 107.3 mhz; 3 kw; HAAT: 328 ft. Address: 1511 B Indian Trail Dr., Harker Heights, Tex. 76541. Principal is owned by Guillermo Santos and 25 others. It has no other broadcast interests. Filed Aug. 27.

■ Nolanville, Tex.—Kitty Young seeks 107.3 mhz; 1.4 kw; HAAT: 478.9 ft. Address: 735 Rattlesnake. Harker Heights, Tex. 76543. Principal has no other broadcast interests. Filed Aug. 27.

■ Nolanville, Tex.—Martha Jean Price seeks 107.3 mhz; 3 kw; 328 ft. Address: Route 2, Box 119M, Killeen, Tex. 76541. Principal has no other broadcast interests. Filed Aug. 27.

■ Nolanville, Tex.—Capricorn Broadcasting Co. seeks 107.3 mhz; 3 kw; 328 ft. Address: 106 Twelve Oaks Dr., Temple, Tex. 76501. Principal is owned by Nancy L. Felix and Dennis E. Bolding, who have no other broadcast interests. Filed Aug. 27.

■ Nolanville, Tex.—Commanche Gap Wireless Co. seeks 107.3 mhz; 3 kw; HAAT: 328 ft. Address: 2103 Grandon Circle, Killeen, Tex. 76540. Principal is owned by Dorothy J. Jones, Franklin W. Roberts and William J. Mason. It has

no other broadcast interests. Filed Aug. 27.

■ Coeburn, Va.—Better Broadcasting Inc. seeks 99.7 mhz; 830 w; HAAT: 632.2 ft. Address: P.O. Box 2795, Hurricane Rd., Wise, Va. 24293. Principal Charles G. Rakes and D. Lannis Yeary. Yeary owns WSPC(AM) St. Paul, Va. Filed Aug. 27.

■ Coeburn, Va.—Midsouth Communications Corp. seeks 99.7 mhz; 830 w; HAAT: 632.2 ft. Address: Route 3, Box 927, 24230. Principal is owned by James Robinette, his wife, Sandra, and William T. Bowman. It has no other broadcast interests. Filed Aug. 27.

■ Coeburn, Va.—Preston Lawrence Salyer seeks 99.7 mhz; 890 w; HAAT: 587.1 ft. Address: Route 3, Box 361, 24230. Principal has no other broadcast interests. Filed Aug. 27.

■ Coeburn, Va.—Ernestine Hill seeks 99.7 mhz; 810 w; HAAT: 639.6 ft. Address: Route 1, Box 28, Pound, Va. 24279. Principal has no other broadcast interests. Filed Aug. 27.

■ Vienna, W. Va.—William E. Bennis III seeks 100.1 mhz; 1.65 kw; HAAT: 1,436.6 ft. Address: 1403 Hickman Rd., Virginia Beach, Va. 23452. Filed Sept. 2.

■ Kemmerer, Wyo.—Crecelius-Lundquist Communications Corp. seeks 107.3 mhz; 3 kw; HAAT: 13.1 ft. Address: 57 Cragmore Rd., Newton, Mass. 02146. Principal is owned by Edward K. Crecelius and Jerrold Lundquist. It owns KSGT(AM) Jackson, KMER(AM) Kemmerer, and KPOW(AM)-KLZY(FM) Powell, all Wwoming. Filed Aug. 27.

■ Kemmerer, Wyo.—Tommy and Linda Woolsey seek 107.3 mhz; 850 w; HAAT: 590.4 ft. Address: P.O. Box 171, Kemmerer, Wyo. 83101. Principals have no other broadcast interests. Filed Aug. 27.

New TV's

■ Salem, Ind.—James T. Ledford seeks ch. 58; 5,000 kw; HAAT: 833.1 ft. Address: RR #3, Box 157, Salem, Ind. 47167. Principal has no other broadcast interests. Filed Sept. 14.

■ Salem, Ind.—Family Group Broadcasting Ltd., VII seeks ch. 58; 5,000 kw; HAAT: 1,309.4 ft. Address: 5401 W. Kennedy Blvd., Ste 1031, Tampa 33609. Principal is owned by Arch S. Chapman, James E. Booker and Thomas B. Watson. It has no other broadcast interests. Filed Sept. 14.

In Contest

Applications

By The General Counsel On Sept. 8:

■ Galveston, Tex. The O.T.R.H., Inc. (The Old Time Religion Hour, Inc., et al.) TV proceeding. Approved settlement agreement and dismissed the applications of The O.T.R.H., Inc., The Old Time Religion Hour, Inc. and Alden Communications of Texas, Inc.; granted amended application of Bluebonnet Broadcasting Co. for new television station at Galveston; and terminated proceeding. (By order.) (BC Dockets 80-445-47.)

By Chief ALJ Thomas B. Fitzpatrick on dates shown:

■ Apple Valley, San Jacinto and Yucalpa, Calif. (John A. McAulay, et al.) AM proceeding. Designated Deputy Chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for Nov. 5 and hearing for Dec. 10. (By order Sept. 1.) (MM Docket 87-344.)

■ Salinas, Calif. (San Jacinto Broadcasting, et al.) FM proceeding. Designated ALJ Edward Luton to preside in proceeding. Scheduled prehearing conference for Nov. 3 and hearing for Dec. 8. (By order, Sept. 1.) (MM Docket 87-338.)

■ Ft. Lauderdale, Fla. (Metroplex Communications, Inc. [WHYI-FM] and Southeast Florida Broadcasting Limited Partnership) FM proceeding. Granted request by Southeast Florida Broadcasting and modified issue against Metroplex to determine whether operation of station WHYI during period Feb. 1, 1982 to date. Metroplex violated Commission rules concerning payola matters, and, if so, effect on Metroplex's basic qualifications to be commission licensee. (By MO&O, Sept. 4.) (MM Docket 87-50.)

■ Hammond, La. (Mack D. Blair, et al.) TV proceeding. Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for Nov. 4 and hearing for Dec. 9. (By order, Sept. 1.) (MM Docket 87-342.)

■ Billings, Mt. (Yellowstone Broadcasting, Ltd. and Echonet Corporation) TV proceeding. Granted request by Echonet and dismissed with prejudice application of Yellowstone Broadcasting for failure to prosecute. (By Order, Sept. 2.) (MM Docket 87-157.)

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■ Bloomfield, N.M. (Mehl D. Tafoya, et al.) FM proceeding. Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for Nov. 3 and hearing for Dec. 8. (By order, Sept. 1.) (MM Docket 87-340.)

■ New York, and Iowa City, Iowa (Interstate Broadcasting Company, Inc. (WQXR) and Braverman Broadcasting Company (KCJJ)) AM proceeding. Granted request by Interstate and dismissed with prejudice for failure to prosecute, application of Braverman Broadcasting to modify facilities of KCJJ Iowa City; granted application of Interstate Broadcasting to renew license of WQXR New York; and terminated proceeding. (By MO&O, Sept. 4.) (MM Docket 87-239.)

■ Grifton, N.C. (William S. Page, et al.) FM proceeding. Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for Nov. 5 and hearing for Dec. 10. (By order, Sept. 2.) (MM Docket 87-346.)

■ Karns, Tenn. (John Strelitz, et al.) Designated ALJ Joseph Stirmer to preside in proceeding. Scheduled prehearing conference for Nov. 4 and hearing for Dec. 9. (By order, Sept. 1.) (MM Docket 87-343.)

By ALJ Joseph Chachkin on dates shown:

■ Smyrna, Del. (The Baltimore Radio Show, Inc., et al.) FM proceeding. Granted request by C. G. Associates of Smyrna, L.P., and dismissed its application with prejudice. (By order, Sept. 3.) (MM Docket 87-65.)

■ Marco, Fla. (Rebecca Radio of Marco, a limited partnership, et al.) FM proceeding. Granted request by Dee Wetmore and dismissed her application with prejudice. (By or-

der, Sept. 3.) (MM Docket 87-244.)

■ Shreveport, La. (Word of Life Ministries, Inc., et al.) TV Proceeding. Approved settlement agreement between Word of Life Ministries and Media Communications, Inc. and dismissed with prejudice application of Media Communications. (By MO&O, Sept. 3.) (MM Docket 87-87.)

■ White Rock, N.M. (Torjaq Radio, Inc. and FM White Rock, limited partnership) FM proceeding. Approved settlement agreement and dismissed with prejudice application of FM White Rock; granted application of Torjaq Radio for new FM station on Channel 266A (101.1 MHz) at White Rock; terminated proceeding. (By MO&O, Sept. 3.) (MM Docket 87-171.)

■ Grove City, Ohio (Ernestine R. Müller, et al.) FM proceeding. By separate orders, granted motion for summary decision by Ohio Broadcast Services and resolved main studio issue in its favor; granted request by Grove City Broadcasting Group and dismissed with prejudice applications of Ernestine R. Müller, Grove City Broadcasting Foundation and Minority Broadcasting Corporation for failure to prosecute. (By orders, Sept. 4.) (MM Docket 87-178.)

■ Abilene, Tex. (Harold S. Schwartz, et al.) FM proceeding. By separate orders, granted requests by Harold S. Schwartz, West Texas Radio Broadcasting, Inc. and Kent S. Foster, and dismissed their applications with prejudice; granted request by FM Abilene limited partnership and dismissed with prejudice applications of FM-106, Mary Ellen Domingos Holley, Mary F. Watkins, McRae Media, Inc., Crescendo Broadcasting, Inc., Bro-Com, Inc., and Saybro Communications, Inc. for failure to prosecute. (By orders,

Sept. 3 and Sept. 4.) (MM Docket 87-247.)

By ALJ Joseph P. Gonzalez on dates shown:

■ Madisonville, Ky. (Harry J. Turner, et al.) TV proceeding. By separate orders, granted motion for summary decision by Madisonville Media, Inc. and resolved air hazard issue in its favor; approved settlement agreement and dismissed with prejudice applications of Harry J. Turner, William Sanders and Skyway Television, Ltd.; granted application of Madisonville Media, Inc. for new UHF commercial 232A (94.3 MHz) at Christiansted; and terminated proceeding. (By MO&O.) (MM Docket 87-269.)

Facilities Changes

Applications

AM's

■ WZYQ (1560 khz) Hazard, Ky.—Seeks mod. of CP to change TL. Filed June 22.

■ KSPO (740 khz) Dishman, Wash.—Seeks mod. of CP to change TL and make changes in ant. sys. Filed Aug. 17.

FM's

■ KSJO (92.3 mhz) San Jose, Calif.—Seeks CP to change HAAT to 464.5 ft. Filed Sept. 2.

■ KSOZ (91.7 mhz) Point Lookout, Mo.—Seeks CP to change ERP to 40 kw and change freq. to 90.5 mhz. Filed Sept. 2.

■ WMIH (107.1 mhz) Gorham, N.H.—Seeks mod. of CP to change TL and change HAAT to 282.1 ft. Filed Aug. 28.

■ KLLT (95.3 mhz) Grants, N.M.—Seeks CP to change TL; change freq. to 103.7 mhz; change ERP to 35 kw and change HAAT to 2,689.6 ft. Filed Aug. 28.

■ KKBI (106.3 mhz) Broken Bow, Okla.—Seeks CP to change freq. to 106.1 mhz; change TL and change ERP to 17.2 kw. Filed Sept. 1.

TV's

■ KPTM (ch. 42) Omaha—Seeks CP to change HAAT to 1,892.6 ft. Filed Sept. 2.

Services

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Summary of broadcasting as of June 30, 1987


Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
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.

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RADIO

HELP WANTED MANAGEMENT

Prettyman Broadcasting Company is looking for a small-market general manager for a future acquisition. Very strong compensation tied to profit. To make it work, you must hit the street yourself every day, plus write copy, know marketing and promoting a radio station from A to Z, handle the P.D. and an engineer, know FCC rules, train and run the local sales folks, know how to talk to regional and national agencies and the national rep. If you max out at forty hours a week, this is not for you! High energy and ambition is what we're looking for. If you do the numbers, you'll love your income. Sell me! Bill Prettyman, P.O. Box 909, Salisbury, MD 21801. EEO.

Sales manager needed at two different Florida country FM's. Must have proven sales ability. Be great teacher, motivator, leader. Growing broadcast group offers tremendous opportunity. Call Ron Kight 904-785-9549. EOE/MF.

General sales manager. Top billing combo seeking experienced, motivated leader with national/local sales knowledge. Great opportunity in fast growing market. Rep. by McGavren Guild. Resume and references to Gen. Mgr., KMEN/KGGI, P.O. Box 1290, San Bernardino, CA 92402. M/F. EOE.

Sales manager needed for Brill Media's "Northern Star", KQWB-AM. Motivate staff of six account executives selling Fargo/Moorhead's only non-country AM. Our oldies rock in stereo at 10,000 watts reaches a population base of 140,000. Three years selling experience necessary and management experience preferable. EOE. Send resume to Chuck Walmer, Pres./G.M. KQWB, P.O. Box 1301, Fargo, ND 58107.

Sales manager: South FM with good ratings. Must be aggressive with good track record and good references. EOE. Box Y-37.

Aggressive, experienced broadcast sales manager who can move up to management and possibly ownership. Owner retiring. Great town to raise family. No calls. Write or visit KVBR, Brainerd, MN 56401.

Affiliate affairs manager for satellite-delivered national AM radio network start-up. Create and execute affiliate marketing plan in all major markets. Extensive AM station contacts necessary. Emphasis on new AM concept. Will also oversee all local station contractual and technical arrangements. Resume and salary requirements to: "Opportunity", P.O. Box 391, Phoenix, AZ 85001.

Group broadcaster looking for general manager for AM/FM combo in Greenville, North Carolina. Need strong experience in sales and programming, and a serious bottom-line manager. The right individual has excellent business and financial skills, and a history of stable long-term employment. If you meet these criteria send your resume and salary history to: Attn: Bill Fowler, Park Communications, P.O. Box 550, Ithaca, NY 14850.

Our group of Midwest radio stations is looking for a general manager. The ability to lead and build an effective team is essential. Strong sales management track record is important. Reward is excellent compensation based on performance, plus the excitement of working with a group interested in growth. You may be a successful general manager now who wants to make more money, a new challenge, and better career opportunities. You may be a successful sales manager, ready for the move to general manager. Ideally, you are currently employed and have an interest in something better. Send resume with references and salary history to Box Y-57.

General manager for new national AM radio satellite-delivered network. Start-up capabilities a must. Must organize and coordinate all departments and be responsible for all aspects of commercial operation. Resume and salary requirements to: "Opportunity", P.O. Box 391, Phoenix, AZ 85001.

Station manager for small New England AM/FM. As a hands-on manager, you will work with the sales manager, program director and general manager. Administrative duties included. We need a team player. Three to five years' radio experience preferred. Liberal compensation. Send resume to Box Y-55.

General manager. Part ownership opportunity in North-western PA small market. Looking for an experienced sales professional who can hire, train, motivate, take charge and wants a piece of the action. Must enjoy small town life with a desire to involve the station in the community. This 3 year old FM has great potential; I need a manager with great potential. Box 2184, Bala Cynwyd, PA 19004.

General manager: South. Must be aggressive with a good track record and good references. EOE. Box Y-38.

Local sales manager. AM/FM. Hire, train and manage. Personal selling. Immediate opening. P.O. Box 1311, Altoona, PA 16603.

Top career opportunity for which very few readers of this ad will qualify. General manager for AM/FM top 15 market in Midwest, also to coordinate two AM/FM stations in top 25 markets. The right individual has solid and successful radio operating experience in top 25 markets, knows sales and programming, and is a serious bottom-line manager. The right individual has strong business and financial skills and a history of stable long-term employment. If you meet these criteria, write us a letter giving full and complete career and salary history plus current references. Responses will be kept strictly confidential. Write to Box X-133.

HELP WANTED SALES

Account executives needed. AM/FM combo. Top 50 market. Prior experience a plus. Replies confidential. Box X-125.

Sales manager: Northern California 100,000 watt, #1 rated all important demographics FM station with 40 plus share, seeks a no nonsense, take charge, aggressive sales manager to organize, rule and demand the highest potential out of the already well trained sales team. Must have complete grid card knowledge, at least 10 years radio broadcast sales experience. Your only job is to double the stations sales. Must be fair but tough and ready to work long hard hours. Current sales manager retiring. For more information and rates, look at the full page KXGO ad in the beginning section of the San Francisco September 1987 issue of SRDS. Resume to: James C. Nelly, KXGO, P.O. Box 1131, Arcata, CA 95521. EOE/MF. No calls please.

Akron's hot FM, has opening for aggressive account executive. Rated #1 and #2 in the key demos, with a great product to make you big bucks. Call Bill Klaus 216-673-2323. EOE.

California KFIG AM/FM is currently seeking a professional, highly motivated salesperson with experience in direct and agency sales. Number one list available. Draw against commission. Outstanding benefits. Contact Wayne Scholle, Box 4265, Fresno, CA 93744. EOE M/F.

Southern California FM seeks experienced salespersons with management potential. (Part-time news and/or PBP sports earns extra income.) Call Mike Thomas, 805-656-1106, KMYX, P.O. Box 5192, Ventura, CA 93003.

Sales manager trainee. We are looking for a sales powerhouse with sales mgt. potential to go to the top. 1 yr. minimum radio sales required. Great area, wonderful SW climate at #1 AM-FM combo in small market area. Send resume: Box Y-44.

Northeast: Do you have a positive sales obsession? Are you self-motivated to make lots of money and fulfill your potential? Are you able to set priorities and plan your time to accomplish your goals? If you are a doer, not a procrastinator, come join a great growing broadcast organization. M/F. EOE. Box Y-34.

Need combo sales and play by play! Resume, tape, photo. Darrell Sehorn, KGRO, Box 1779, Pampa, TX 79065, 806-669-6809. EOE.

NY State AM/FM combo has immediate sales opening. An opportunity to grow with the top AM/FM combo in Orange County, the fastest growing market in the state. Good compensation plan, benefit package and training program. Send resume today to: Sandor Mittleman, One Broadcast Plaza, Middletown, NY 10940. EOE.

Opening right now for GSM who knows how to lead, train and motivate. Leading CHR FM in top 50 market and a companion pure gold AM. Send all particulars including salary history to: Walt Broadhurst, VP/GM, WDJX/WCII, 307 W. Muhammad Ali Blvd., Louisville, KY 40202. EOE.

Sales manager for new national AM radio network format. Must organize and execute national sales program for original AM concept. Previous national sales success a must. Resume and salary requirements to "Opportunity", P.O. Box 391, Phoenix, AZ 85001.

General sales manager. \$2,000,000 billing combo in Birmingham A.D.I.. Track record essential. Excellent compensation. Resumes to: Rish Wood, WAAX/WQEN-FM, P.O. Box 570, Gadsden, AL 35902. EOE.

Coastal Carolina's top rated Country station WRNS has a position available in sales, applicants must have at least five years broadcast sales experience. The person selected will take over an existing account list. Resumes can be mailed to: Webster A. James, Vice President/General Manager, WRNS, P.O. Box 609, Kinston, NC 28501. WRNS is an equal employment opportunity employer.

Louisiana Network seeks an aggressive account executive to sell statewide radio time. We offer a good base salary, expenses and unlimited commissions. Strong sales training or experience a must, knowledge of advertising a plus! Send resume to: Sales Manager, Box 3691, Baton Rouge, LA 70821.

Account executive: How many unprofessional/bad stations have you worked for? How many of those companies really cared about YOU? Change this feeling by applying with us. We are an upper Midwest company seeking an experienced, aggressive sales professional with management potential. Join our family as a team player. Send a letter stating why you want this opportunity and why we should hire you, along with resume & references to Box Y-56. Responses strictly confidential.

Account executive. Media sales experience required. Must be on fire with desire. Grow with progressive combo in Central Wisconsin! Send letter/resume: Mike O'Brien, WXCO/WYCO, P.O. 778, Wausau, WI 54401.

Top sales manager for dominant and expanding radio station in Southwest Texas recreation area. Include resume, salary, billing performance, sales philosophy Box Y-72.

HELP WANTED ANNOUNCERS

National-quality voiceover pros needed for phonepatch sessions. Demo and rates to: Voiceworks, P.O. 17115, Greenville, SC 29606.

Drive time personality for WKOK AM, Central Pennsylvania's most popular and powerful "adult contemporary" station. If you are funny, articulate, intelligent and experienced; send your tape, resume and salary requirement to: Joseph McGranaghan, Executive Vice-President, Sunbury Broadcasting Corporation, P.O. Box 1070, Sunbury, PA 17801. Equal opportunity employer M/F.

Coastal Carolina's top rated Country station, WRNS, has a position available in announcing. Applicants must have at least five years experience. Resumes and tapes can be mailed to: Webster A. James, Vice President/General Manager, WRNS, P.O. Box 609, Kinston, NC 28501. WRNS is an equal employment opportunity employer.

Georgia small market: announcer for established, community minded AM-FM adult contemporary combo one hour from Atlanta. Experience and positive attitude required. Cassette tape and resume to: Joe Bourdow, Box 1847, Midlothian, VA 23113. EOE.

PD/AM drive/AC station. Super opportunity. Beautiful area, decent salary. No beginners. T & R: Joe Beail, WJLT-FM, Box 8011, Charlottesville, VA 22906. AA/EEO.

Talk show host/DJ combo. Must be topical, involved, entertaining, great conversationalist. Southern Ohio market. No beginners. Evenings. Tape/resume to Herb Day, WSRW, P.O. Box 9, Hillsboro, OH 45133.

HELP WANTED TECHNICAL

Chief engineer, tired of the city? Want country living and slower pace? Come to Southern Ohio and take charge of Class B-FM and daytime, and studio equipment maintenance. Resume and cover letter to Program Director, WSRW, P.O. Box 9, Hillsboro, OH 45133.

New group needs career-minded engineer. Must be able to maintain older equipment. Will develop, implement major replacement plan. AM directional experience helpful. Will handle AM/FM and oversee engineering at nearby station. As group grows, you can too. Excellent salary, benefits. Box Y-70.

Chief engineer: "Mr. Can Do" needed for dynamic AM/FM combination in Las Vegas, Nevada. Minimum three years broadcasting experience and good maintenance skills required. We offer a great climate, exciting facilities, good salary and benefits package and the opportunity to work with a growth oriented broadcast company. Please send resume, references and salary history to: Bill Gott, Corporate Chief Engineer, Medina Broadcast group, c/o KOSP, South 5106 Palouse Hwy, Spokane, WA 99203. EOE.

HELP WANTED NEWS

Market news leader w/strong commitment needs 2 hard working reporter/anchors. AM/FM combo nestled between Hartford, Providence, New York, Boston. T & R to Dean Charles, ND, WICH, Norwich, CT 06360.

News director needed for network affiliated AM/FM in upstate New York. Heavy commitment to local news. Good pay & benefits. T & R to: Lincoln Broadcasting Co., 575 Madison Ave., Suite 500, New York, NY 10022.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director: Major market AM/FM country station - Southeast. Strong leadership and management skills a must. Send resume, references, and salary history to Box Y-33. AA. EOE.

Program director for new satellite-delivered national AM radio format. Must be very innovative and able to build programming concepts and product from the ground up and create appealing schedule mix. Also oversee announcer/producer staff. Not a music format. Resume and salary requirements to: "Opportunity", P.O. Box 391, Phoenix, AZ 85001.

SITUATIONS WANTED MANAGEMENT

Former successful business owner, seeking career change to the world of broadcasting. Experience includes 15 years, all phases of successful business operation. Creative thinker with psychology degree, traditional work ethic, yielding a full appreciation of "bottom line" performance essentials. Just completed two months orientation/management consulting in small market c/w station. Participated in all phases. Strong interest and ability in talk radio field. Looking for progressive opportunity to demonstrate skills and expand experience. Joint venture possible. Doug 305-225-6470, 2051 N.E. Ocean Blvd., B-12, Stuart, FL 33494.

Available now, broadcaster with 20 years in management, sales, programming. GM GSM position desired. All locations considered. 308-384-8621.

General manager: Large market combo. Experience, skills, abilities, credentials, dynamic, sales oriented. History of success. Seeks relocation. Box Y-32.

Increase the value of your radio station. Which is more important to you? 80% of a station with increasing revenue? Or 100% of a station with declining revenue? The point is that I want to make your property worth more to you and get equity in the process. Give me the opportunity. I'm a VP/GM of a very successful FM in a mid-size Midwestern market. I am organized, aggressive, and possess a real winning attitude. And I look forward to hearing from you. Box X-132.

Stand up broadcaster, 10 years experience, (6 years GM, 2 years GSM). Seeks new opportunity in radio or related field (consulting, network, PR, program service, etc.). Terry White, P.O. Box 6, Morris, IL 60450.

Heavy experience: Operations manager, 13 years street sales, sales manager, general manager. Prefer Southeast or Atlantic coast. Box Y-65.

General manager with eleven years experience. Currently GM of a small market station. Successful turn around in less than six months. Increased sales, lowered operating costs, organized a successful sales staff. Experience in management, programming, sales, promotions. Looking for a new challenge. Box Y-66.

The right management, sales, programming and promotion effort will work anywhere. If your signal strength is adequate you can win with us. AM or FM. Full details to principals only. Vicki 305-923-5111.

SITUATIONS WANTED ANNOUNCERS

National on-air meteorologist, 17 years exp., national and local radar. Low monthly cost. Call 619-282-1032.

Versatile disc jockey with 4 years experience. Extensive experience in news and production. Dave 303-278-0106.

Hard-working, intelligent on-air personality/newscaster with production and computerized music programming experience seeks small-market position. Willing to relocate. Todd: 815-436-2402.

Beautiful voiced female announcer with a mature lively delivery seeks weekend reentry position New York tri-state area near public transportation. Creative interviewer. Write and voice own commercials. Three years experience. Beverly 718-531-5560.

SITUATIONS WANTED TECHNICAL

Engineer. Will consider combo. Call Tim at 619-741-1054.

SITUATIONS WANTED NEWS

Hard-working sports director, with 8 years experience behind the mike is looking to relocate immediately...Call Mike @ 618-654-4449.

Stylish 27-year news veteran available. Great mornings. Authoritative, human, believable, distinctive. James Banzer 1-405-840-2710.

Experienced, professional, medium-market ND. Good delivery, excellent writing/organizational skills. Master's degree. Seeks Midwest/West opportunity. Box Y-61.

Ideal woman newscaster's voice. Good writing with heavy feature involvement. Three years news/community affairs experience in U.S. - 1 year freelance feature work in Sweden. Returning to radio seeks weekend assignment in the New York tri-state area near public transportation. Box Y-75.

Highly regarded recent graduate with news and production experience seeks reporter/announcer position anywhere. Strong sports and music background. Tape, references. Matt 608-255-1853, evenings.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Experienced, dedicated pro seeking 1st PD gig. Prefer off-air contemp Christian station. MW. Position of total responsibility. Winners only. Currently PM drive/medium. Box Y-73.

TELEVISION

HELP WANTED MANAGEMENT

Promotion manager: Top 50 market independent looking for aggressive promotion professional. Minimum two years experience in broadcast promotion required. Applicant must be a self-starter and possess organizational skills for this key position. Equal opportunity employer. Please send resume and references to Box Y-12.

Director of Narrowcast Telecommunications: Iowa Public Television Network. To organize, develop, implement, and direct the newly legislated statewide educational telecommunications project. Reports directly to the executive director, and officed in recently completed 62,000 sq. ft. state-of-the-art IPTV broadcast center located in the greater Des Moines area. Must have demonstrated ability to develop complex organizational plans and procedures, analyze major problems, and formulate effective, timely, and economical solutions. Requires excellent communication skills to advocate for the system with other organizations, media, and educational institutions, as well as within the IPTV structure. Strong educational credentials, as well as substantive knowledge of telecommunications, including ITFS, microwave, fiber optics, and satellite activity, essential. Send resume and request for employment application postmarked by September 25, 1987, to: Executive Director, Iowa Public Television, Box 6450, Johnston, IA 50131. IPTV is an affirmative action and equal opportunity employer.

Promotion and marketing director. KNTV, ABC affiliate for San Jose and Silicon Valley has outstanding opportunity for an experienced promotion manager. Applicant should be currently employed with a minimum of 2-3 years of solid experience. Excellent salary, benefits. Send resume, references and salary requirements to Station Manager, KNTV, 645 Park Ave., San Jose, CA 95110.

Program director. Heavy emphasis on production and management skills to improve studio and field production. We're an award winning production operation and want to continue that tradition. Excellent opportunity for rising production manager/program director who loves production. Management experience required. College degree preferred. Smokers need not apply. No calls. Resumes and tapes to GM, KOLR-TV/CBS, Box 1716 SSS, Springfield, MO 65805. EOE.

National sales manager: ABC affiliate in Sarasota needs an aggressive, positive pro with five years broadcast sales, rep experience helpful. Ground floor opportunity. Send resume and salary requirements to Jack Lyons, WWSB, POB 21239, Sarasota, FL 34238.

TV station local sales manager: Excellent career opportunity at one of Southwest's most progressive network affiliates. Excellent compensation package and benefits. Minimum two years proven effectiveness in local sales and demonstrated leadership potential required. Contact General Sales Manager, KLTU-TV, P.O. Box 957, Tyler, TX 75710. A division of Buford Television, Inc., EOE.

Station manager: For small market TV station in Midwest. Must be totally sales oriented and carry list. If you know sales and are a people person and want to move up to manager with equity, please send full details to Box Y-78.

HELP WANTED SALES

Small, community oriented television station in Midwest is looking for experienced salesperson to handle local accounts. One year experience preferred. Salary/comm/bonus plan, excellent benefits. Room to grow. EOE. Send resume and salary history to Robert Raff, TV6, P.O. Box 129, Junction City, KS 66441.

Sales account executive for TV station. 1-3 years of broadcast experience recommended. Send resume to Local Sales Manager, P.O. Box 10, Providence, RI 02903. An equal opportunity employer.

Advertising (TV) account executive: Sell (from your location) for independent TV producer with national financial news program and sports-related programming. 716-248-3498.

National account executive. Enter the fastest growing segment of the advertising industry - Spanish-language television. The Los Angeles office of the Telemundo Group seeks a top flight sales professional (2 - 5 years experience) for national and network sales. Agency and/or marketing experience a plus. Must have excellent presentation and writing skills. Send resume to Dept. TMN-B, 1139 Grand Central Avenue, Glendale, CA 91201. EOE.

KVEA Channel 52 of Los Angeles, an owned and operated station of the Telemundo Group, seeks a local account executive. Applicant should have broadcast sales experience (Hispanic market preferred) of two or more years. Base compensation plus commission. Benefits. Send resume to Dept. LAE-B, 1139 Grand Central Avenue, Glendale, CA 91201. EOE.

Account executive. Broadcast sales experience. Contact: Tim Warner, WISH-TV, P.O. Box 7088, Indianapolis, IN 46207. EOE.

HELP WANTED TECHNICAL

Maintenance engineer: Major Florida post production facility, with latest digital equipment, has opening for talented self-motivated television engineer. Must have strong maintenance and moderate design skills. Beautiful facility and friendly atmosphere. Contact Bruce Graham, Chief Engineer, 305-920-0800.

Chief television engineer. University offers outstanding opportunity for chief engineer to oversee technical operations of new, state-of-the-art video facility. You will supervise engineering for multi-camera production, cable, ITFS and satellite television operations; and equipment specification, installation and maintenance. You'll manage our full-time engineering staff. Salary \$30,000-\$34,000. Requires 3-5 years television engineering experience, including maintenance and staff supervision, design of television systems and knowledge of digital and satellite technologies. For more information, call Fred Hurst, Director, TV Services, 316-689-3575. To apply, send resume and letter of application by October 9, 1987 to: Fred Hurst, Media Resources Center, Wichita State University, Wichita, KS 67208. AA/EOE.

Chief engineer needed by small market NBC affiliate. Strong "hands-on" technical ability is essential. Good administrative training skills required. Excellent opportunity for aggressive, upwardly mobile individual. EOE. Box Y-43.

TV engineer III. The Center for Educational Development at New Mexico State University invites applications for this fulltime position. Starting date is November 16, 1987. Qualifications: two years technical training in television operations and maintenance or associate degree in electronic technology and five years experience in broadcast television equipment, installation and maintenance. FCC radio-television permit SBE/NARTE required. Duties: maintenance, troubleshooting, installation and repair of television facility RF transmission systems, performs building, testing and implementation of equipment; assists in operation and maintenance of 4050Mhz CATV television system. Salary is \$20,333-\$22,033. Applications must be received by October 9, 1987. Submit to: Dr. Tom Cyrs, Box 3CED, NMSU, Las Cruces, NM 88003. AA/EOE.

Director of engineering (search re-opened) for major university telecommunications center. Responsible for the design and implementation of all technical facilities and compliance with all applicable FCC rules and regulations. Will supervise center maintenance, capital expansion, and management of technical personnel and budgets. Experience in C and Ku satellites systems maintenance and operation desirable. Minimum requirements: BSEE or related degree plus 5 years of progressive and related technical experience with 2 years in an administrative capacity. Equivalent combinations of education and experience may substitute for state qualifications. For full consideration resume must be received by October 16, 1987. Send to: Marshall E. Allen, Director, Telecommunications center, Oklahoma State University, Stillwater, OK 74078-0585. OSU is an affirmative action/equal opportunity employer.

Director of technical operations. Set-up and manage satellite uplink for new cable TV network. Supervise system equipment production and national roll-out. 5 years broadcast video and uplink experience with high organizational skills required. Send resume to: President, StarNet, Inc., 384 Technology Drive, Malvern, PA 19355.

Chief engineer. Position requires significant prior "hands on" experience in UHF transmitter and studio maintenance. This job is at a growing broadcast facility in the heart of the Ozarks. Reply to Box Y-69.

Television broadcast maintenance engineer. Top 20 VHF network affiliate located in the Southeast is seeking a studio/ENG maintenance engineer. Applicant must have had at least five years experience in TV studio equipment maintenance. Qualified applicants should send complete resume to Box Y-76. EOE.

TV engineering maintenance supervisor. Requires thorough knowledge of broadcast TV on-air and production operations, RF systems, FCC rules and regulations. Minimum 3 years experience repairing RCA UHF transmitters, RCA TCR's, 1" VTRs, and other broadcast equipment. Supervisory experience required. Send resume and cover letter to: Experience c/o WPGH-TV, 53, 750 Ivy Ave., Pittsburgh, PA 15214. No phone calls. EOE, M/F.

Mobile maintenance engineer: To assist EIC on major East Coast mobile unit. Experience in broadcast equipment maintenance required and a desire to travel. EOE. Box Y-77.

HELP WANTED NEWS

News director. Market leader is looking for the best. Successful candidate will be a superb manager with ability to guide and motivate this major market newsroom. We already have the best people and equipment. If you're the person we're looking for then rush resume and philosophy outline to A.R. Sandubrae, Station Manager, KWTW, P.O. Box 14159, OKC, OK 73113. All replies will be handled confidentially. EOE, M/F.

News director/6 PM anchor for group owned, small market affiliate with staff of 16. Must have strong leadership capabilities. Five years reporting plus two management experience required. Send tape, resume, salary range to General Manager, WBKO, Box 13000, Bowling Green, KY 42101. EOE.

Broadcast meteorologist for small market Midwest station. AMS seat or eligible. Experience with Colorgraphics helpful. We are an equal opportunity employer, M/F. Send resume to Box Y-40.

Weekend weather/sports anchor with weekday reporting duties. Small market Midwest station. Excellent benefits and good pay. Equal opportunity employer, M/F. Send resume to Box Y-41.

Chief photographer. Top station in market is seeking an experienced chief photographer. Minimum 4 years experience and knowledge of state-of-the-art equipment. Successful candidate will shoot and edit daily, train and supervise photographers and maintain equipment and tape inventory. Send tape and resume to Billye Gavit, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE, M/F.

Anchor: Our news anchor team is moving up. We need two mature communicators who know how to write and report for our early and late news shows. Send resume, references, salary history with audition tapes to WBMD-TV, Duane Wallace, 3131 North University, Peoria, IL 61604. No calls. EOE, M/F.

Southeast 101+ network affiliate seeks aggressive anchor/news director. Unique opportunity to join a growing organization. Send resume, references and present salary to Box Y-60. EOE.

America's #1 UHF independent television station is seeking an additional reporter to be available beginning in early 1988. Qualified candidates must have a college degree or equivalent and no less than three years television news reporting experience. Send resume and 3/4" audition tape to Greg Neubacher, News Director, WKBD-TV, Box 50, Southfield, MI 48034. No phone calls. An EEO/M-F employer.

Small, community oriented television station in Kansas is looking for someone with good writing/reporting skills. Must be able to meet deadlines. Tape editing a must, ability to shoot a plus. Can be entry level for right person. Great opportunity. EOE. Send resume to Box Y-59.

Reporter: Fast growing northeastern independent seeks hard-working reporter who wants experience covering major market stories. On-air television experience preferred. Send tape/resume to P.O. Box 991, New London, CT 06320.

Consumer reporter. Only the best need apply, two years experience required. Must be able to dig, package, do live air work. Our current consumer reporter is on her way to a top ten market, so the visibility is high. Tapes and resumes to: Kirk Winkler, News Director, KETV, 27th & Douglas, Omaha, NE 68131. No phone calls.

Photographer/reporter, NBC affiliate. Proficient at shooting, reporting, and editing. Send demo to: P.O. Box 1219, Great Falls, MT 59403. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Director/editor. Leadership position in expanding 12 member video production facility. Will produce commercials, documentaries, industrials and magazine features. Requires creative and hands-on technical skills with Betacam, 3/4", and one inch. This is a career growth opportunity to work on quality oriented projects using top equipment. Good salary for right person. Send 3/4" demo reel to Metro Communications, 424 Duke of Gloucester St., Williamsburg, VA 23185.

Field producer in news at WJLA-TV 7 in Washington, DC. Applicants must be experienced journalists with demonstrated expertise in the areas of writing and editing scripts both for reports and broadcasts; production techniques and in-field shooting and editing. Send resume to Bob Reichblum at 4461 Connecticut Ave., NW, Washington, DC 20008. Please, no phone calls. EEOE.

Effects editor wanted: Top Philadelphia production house is looking for editor with 4 to 6 years experience. Applicants should have experience with A-62, ADO, and a wide variety of associated production equipment for use in national and regional commercials and industrial productions. Top salary and benefit programs, including profit sharing and major medical/dental coverage. Call now or we'll kill your dog. 215-568-4134. Dave Culver.

Producer/reporter for West Virginia Public Broadcasting station. Responsible for researching, writing, and reporting for public affairs documentaries and other programs. Strong writing skills and on-air ability necessary. Experience as on-air host/reporter desired. Minimum qualifications: bachelor's degree in journalism or related field; two years experience in television with producer/reporter credits. Salary negotiable; good benefit package. Send resume only to: Personnel Director, WNPB, P.O. Box TV-24, Morgantown, WV 26507-0897. Deadline Oct. 9. EOE.

Producer/director for West Virginia Public Broadcasting station. Responsible for conception, planning, and production of documentaries and other programs. Leadership ability and strong production skills necessary. Minimum qualifications: bachelor's degree in communications or related field; two years television production experience with producer credits. Salary in high teens with good benefit package. Send resume only to: Personnel Director, WNPB, P.O. Box TV-24, Morgantown, WV 26507-0897. Deadline: Oct. 9. EOE.

TV production department has opening for someone to direct weekday news programs. Minimum 2 years news directing. Also, opening for director/editor. Commercial/industrial production experience. Computerized Sony 5000 editing; CV 300 switcher; some lighting. Jim Meyer, WBRE-TV, 717-823-2828.

Producer/director: For Ball State University to produce and assist in producing instructional media programs. BS degree or equivalent in telecommunications or related field plus 3-12 months experience required. Starting salary to \$18,831. Application deadline 10/2/87. Send cover letter, resume and copy of college transcripts to: Human Resources Department, Ball State University, Muncie, IN 47306. An equal opportunity/affirmative action employer.

Publicist. Seeking a publicist, BA in journalism, broadcasting, or related fields with a minimum of 3 years print and broadcast media and/or institutional public relations experience to develop media relations and create publicity through station video and print material. Also assists in station promotion and special events. Strong writing and communication skills required. Minimum salary \$18,720. Submit application and/or resume to UNM Personnel, 1717 Roma NE, Albuquerque, NM 87131. Reference this ad and requisition #904-A. AA/EOE.

TVX Broadcast Group, Inc., KTXH-TV, Houston, Texas, is looking for an experienced individual to assume the duties and responsibilities of promotion manager. Applicants should have demonstrable track record of high achievement. Send resumes only to Vincent Barresi, VP/GM, 8950 Kirby Dr., Houston, TX 77054. EOE.

Commercial production director: Experience with ADO, ACE editor, Betacam, studio lighting and talent direction desired. Strong production sense and proven ability to work creatively under heavy workload a must. Immediate opening. Send tape, resume, references to: Jack McGee, Operations Mgr., KDEB TV, 3000 E. Cherry, Springfield, MO 65802.

TV station traffic manager. Traffic manager wanted to manage four person department. Must have at least 2 years experience with computerized traffic system in television. Salary commensurate with experience. Send resumes to: GSM, WJKS-TV, 9117 Hogan Rd., Jacksonville, FL 32216. EOE.

Editor/technical director: Pennsylvania's oldest and largest teleproduction facility, with Grass Valley switching, Mirage, DVE MK II, and CMX 340X. Send resume or call Hal Lipman at E.J. Stewart, 525 Mildred Avenue, Primos, PA 19018. 215-626-6500. EOE.

FFP director needed immediately for CBS affiliate. Minimum 2 years experience and strong editing skills necessary. Rush tape and resume with salary history to: Production Manager, WIFR-TV, P.O. Box 123, Rockford, IL 61105. M/F. EOE.

Executive producer: Midwest production house seeks an experienced manager for its editorial/marketing unit. Supervise a staff of 3 producers and 2 marketers. Coordinate production schedules, oversee business details, contribute to creativity and marketing efforts. We produce corporate, industrial, institutional, religious videos, satellite teleseminars and regional commercials. E.O.E. Please send your resume and salary requirements to Box Y-67.

Television writer/producer: Award-winning broadcast production center seeks energetic, talented self-starter for entry level writer/producer position. Two years professional experience in video or communications; BA/BS or equivalent. \$17,000. Deadline: October 1, 1987. Resume, three references, work samples to: Jack Jennerjahn, Center for TV Production, University of Wisconsin-Green Bay, Green Bay, WI 54301-7001. AA/EOE employer, women and minorities urged to apply.

Executive producer. New position. Professional work as primary television production official for Arlington County, Virginia. Exercises programmatic and technical control over the county's governmental access system, including county programming budget, coordination of technical production elements, and supervision of county production contracts. Assists in ensuring compliance with the technical aspects of county cable television franchise. Employee also monitors and evaluates state and Federal legislation as it applies to cable television. Serves as liaison for citizen and government associations and departments. This position is targeted for a "shirt sleeves" employee that supervises production personnel; approves and evaluates projects, scripts and treatments; joint ventures with other companies; and may serve as writer, producer, director and/or editor for select projects. Salary \$29,858 - \$41,841. Send for complete job description and application by September 31, 1987. Announcement Number 7250-8A-CAI. Department of Personnel, Holmes Building, 2100 14th Street, North, Arlington, VA 22201. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Media executive whose expertise spans all aspects of television broadcasting. Successfully managed five media businesses: three television stations, a cable company and a television rep. firm. Skilled at attaining conflict/problem resolution through successful motivation and management of people. Ability to achieve profit objectives through goal setting and forecasting, competitive analysis and evaluation, programing and promotion, and developing local business and managing expenses. Available immediately; long-term or as a consultant. Please contact: John Radeck, 4390 Heaven Trees Rd., Jacksonville, FL 32207. 904-737-9712.

General sales manager: experienced in every area of sales management with outstanding achievement with affiliate-indy station sales and major rep firm-seeks challenging general sales management assignment. Extensive experience working/supervising all areas of television sales management with major companies. Reply Box Y-68.

SITUATIONS WANTED ANNOUNCERS

Broadcast team: Husband/wife team with humor and style seeking spot with emphasis on travel and entertainment. Currently producing own projects. Call 201-288-6687.

SITUATIONS WANTED NEWS

Sports. Three years sports director in top 50 market in radio. Seeking television sports position. Good appearance, excellent writer, degree. I will come to see you for interview at my expense. 717-838-6076.

Need experience? 15 year pro gives you solid, entertaining sportscasts, creative packaging, exciting remotes. PBP too. Stable family man willing to make commitment. Box Y-49.

Listen up! Eager to use education and experience to nail down on air position versus carpentry! Able to shoot, edit, write and work hard. Any market. William 716-652-8897.

Young, intelligent, female wants a shot at on-air reporting. 1 1/2 yrs. on-air cable experience in college. Attained excellent writing skills interning. BS communications, Ithaca College, Lisa 516-798-2638.

Ex-Navy photo. degree. Broadcast school, black, nice voice, nice look seeks start in news/sports. Will go anywhere. Call 612-529-1685.

Female announcer seeks GARI anchor position in small/medium market. Broadcasting degree and valuable commercial news experience. Call 419-531-7848 mornings.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Production assistant from municipal access channel looking for break in big market station. Available November. For resume contact: Ed, 1430 Mass. Ave., Suite 306-18, Cambridge, MA 02138 or 617-595-4623.

Enthusiastic individual, knowledge of video and audio, ready for fulltime status. Seeking position in TV or video production. Relocating-no problem. Alan 615-832-8371.

PROGRAMING

Attention: News directors. MediaSource Overseas News Service, now covering Central America, Middle East. News packages, feeds, B-roll, your correspondent or ours. Call 916-447-8477 or Telex 176259 HQ CSAC.

MISCELLANEOUS

Primo People seeking newscast producers, executive producers and news directors; all market sizes. Send tapes and resume to Steve Porricelli, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653

Career videos. Move to a bigger market with a professional video resume. Major market broadcast team will analyze your situation and produce an effective, hard-hitting video resume that will excite potential employers. 312-272-2917 or 312-433-3172.

CareerLine/The Hot Sheet: confidential employment referral plus hundreds of weekly job listings nationwide. Television, radio, corporate communications. All areas, all levels. No placement fees or contractual obligations. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED TECHNICAL

Videotape editor. Full service post-production company seeks full time post editor for CMX 3600, ADO, A-62, VPR-3, on-line and off-line. Computer graphics helpful. Resume to: Scene Three, 1813 Eighth Avenue South, Nashville, TN 37203, Attn: Joe Askins. 615-385-2820.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Financial analyst: High visibility, challenging position with broadcasting financial consulting firm. In-depth knowledge of accounting, finance, computers. MBA and broadcast experience preferred. Send resume and salary history to: Box Y-29.

Research director. Researcher needed at major communications trade association to initiate, design, conduct, and prepare the results of research projects. Qualifications include four to five years progressive research experience, with extensive background in data collection and analysis; knowledge of computers and statistical software packages; background in policy analysis or research for decision-making; ability to work with little supervision; and demonstrable, superior writing skills. Experience with the various communications industries, (cable, broadcast, and telephone) and a graduate degree in a quantitative social science discipline very helpful. All qualified applicants should submit resume and writing sample to: Research Department, NCTA, 1724 Massachusetts Avenue, NW, Washington, DC 20036. No phone calls please. Equal opportunity employer.

SITUATIONS WANTED INSTRUCTION

Professor, experienced in photography, print and electronic journalism, with special interests in radio seeks teaching position in medium-sized city. Will consider college, university, or community college. Interested in applied research, creative activity, and above all, students. Box Y-62.

PROGRAMMING

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 - \$9,230/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. Practice with Teleprompter. 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).

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.

Bogner antennas. We need 8, 16, and 24 bay Bogner slot arrays immediately! Other brands considered. Cash paid. Call Kidd Communications first before you buy new antennas for maximum trade in value. 916-961-6411.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

25/20KW FM *Harris FM 25K (1986), Harris FM 25K (1983), *CSI 25000E (1979), *AEL 25KG (1977) **20 KW FM-CCA 20000DS (1972) * Transcom Corp. 215-884-0888, Telex 910-240-3856.

1KW AM **Harris MW1A (1983) *Continental 814-R1 (1983) both in mint condition **Bauer 701 (1983) *Gates BC-1G, 1T, 1J and BC500* Transcom Corp. 215-884-0888, Telex 910-240-3856.

50KW AM **Gates BC-50C (1966) on air w/many spares, in STEREO.* Transcom Corp. 215-884-0888, Telex 910-240-3856.

10KW AM **Harris BC-10H (1980) Mint condition, spares also *RCA BTA-10H 100% spares just taken off air.* Transcom Corp. 215-884-0888, Telex 910-240-3856.

FM transmitters **Harris FM-10H (1974) w/MS-15 RCA BTF-10D (1969) **RCA BTF-5B also 3B **Sparta 602A 2.5 FM **Gates FM-1C 1KW* 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: 110KW, 55KW, 30KW—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.

Used broadcast & video equipment. We buy, sell, consign, service. Over 1200 units in stock. BCS-Broadcast Store - 818-845-7000.

Microwave repeaters 6 GHz. Receive and transmit, two polarizations with hot standby, approximately 10 watts per channel, large quantity available. Technichrome 702-386-2844.

Satellite earth stations for sale. Both C & Ku band. Fully redundant electronics. Top of the line equipment. Can sell as is or turnkey installations. Technichrome 702-386-2844.

980' Zone A tower with GUY's, on ground, 12 bay antenna 93.1 MHz KQID/Alexandria, LA. 318-445-1234.

Microtime Act 1 squeeze zoom for sale. All up-grades, 3 mo. old. \$16K/offer, currently on-line. 303-698-1145.

Convergence 204 editor. 4 interfaces & time code reader. 1 year old. Excellent shape \$10,900.00 919-833-8888.

Building a new AM/FM radio station? Our turnkey specialists save you money. Nationwide! 602-979-9068.

Must sell: Grass 1600-3G only \$19,500. Grass 1600-7K with EMEM and DVE only \$67,000. BVH-1100s totally refurbished with new TBCs and warranty Hitachi SK-100 cameras. We need remote controls for TK-45 and TK-46 cameras. We have Ampex slo-mo sports controllers for VPR machines. We need one RCA TK-28 film camera. We need RCA PM-85 and 86 dubbers. Please call Media Concepts at 919-977-3600.

10KW FM transmitter: McMartin BF-10M 7KW to 15KW complete with exciter, tube set, manual, and some spares. Excellent condition - Call 806-372-4518.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes \$6.49; KCA-60 minutes, \$10.99; 1"-60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

30KW RCE TTU-30D transmitter, vapor-cooled includes TTUE-44 solid state exciter, two good working Klystrons, diplexer and heat exchanger. At present on channel 63. Transmitter like new, approximately 3 years old. Available immediately. Contact Woody Sudbrink 305-833-4001.

RCA TT-25FH transmitter excellent condition channel 9 complete with filterplexer, additional 25KW amplifier and spare parts motor driven switching. 404-299-1175.

LPTV CP holders! We have the proven reliable television technology transmitters, Bogner slot array antennas, and Scala parapanel antennas, and cablewave low-loss transmission line. Kidd Communications has the knowledge and ability to provide the most efficient transmitting system at excellent prices. Call us today! 916-961-5433.

TELEVISION Situations Wanted Management

GENERAL MANAGER

Seeking General Manager or Station Manager position. 15 year veteran: 6 on the street, 9 in Management. Currently employed. Experience in Affiliate, Independent and Start-up operations. Young, stable family man. Personal growth more important than market rank or location. Strong organizational, computer and research skills. Excellent people person, totally honest and committed to success. Hurry, I won't last long! Box Y-58.

Help Wanted Technical

Director of Technical Operations

Set-up and manage satellite uplink for new cable TV network. Supervise system equipment production and national roll-out. 5 years broadcast video and uplink experience with high organizational skills required. Send resume to:

**President
StarNet, Inc.
384 Technology Drive
Malvern, PA 19355**

STARNET

MAINTENANCE ENGINEERS

Large Southern production house in need of experienced engineers (minimum 3 years) in areas of satellite transmission, video tape, studio, master control, standards conversion and audio production. Also, in need of highly qualified video engineer. Send resume to Jimmy Swaggart Ministries, Attention: Darell Wyatt, Box 2550, Baton Rouge, LA 70821.

Help Wanted Programing, Production, Others

NEW YORK MORNING SHOW PRODUCER

WABC-TV New York is looking for the senior producer for its top rated local morning program. The Monday-Friday, live, hour-long talk and variety show may also be nationally syndicated in 1988. The senior producer must have a minimum of three years experience in the talk and information format; experience managing a staff; experience working directly with on-air talent; and strong writing and producing skills. Please send resumes to Program Director, WABC-TV, 7 Lincoln Square, New York, New York 10023. Capitol Cities/ABC Inc. is an equal opportunity employer. M/F/V/H.

PROMOTION MANAGER

Top 25 ABC Affiliate seeking an experienced Promotion/Marketing Director. Must be strong in management skills, creative concepts and writing. Group opportunity with top-notch organization. Send tape and resume to John Proffitt, VP/SM, WRTV, 1330 N. Meridian, Indianapolis, IN 46202. EEO, M/F.

THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

Help Wanted Programing, Production, Others Continued

PRODUCER Video Shopping Programming

One of the nation's fastest-growing communications organizations has an opportunity available for a top quality Producer to manage the overall production of its video shopping programming process.

The ideal candidate will have creative experience in quality set and production design in a fast-paced environment. An overall business understanding with a bottom line results orientation is also important. Some experience in sales or sales related activities desired.

We offer an excellent compensation and benefits program. Send resume with salary history to:

Box Y-64

EOE M/F/H/V

Help Wanted Programing, Production, Others

WRITER/PRODUCER:

Washington, D.C. trade association seeks person to research, write and produce radio and television programs. Person must have 3-5 years radio and/or television experience. Salary in the low to mid-20s. Send resume to Manager; Broadcast Unit; Chemical Manufacturers Association; 2501 M Street, N.W., Washington, DC 20037.

Employment Service

SALES OPENINGS NOW IN ALL 50 STATES

We have a list of radio stations across the country seeking professional, experienced radio salespeople. Send your resume to this free-of-charge nationwide resume bank. We will re-direct to open positions! Send your resume today to: National Resume Bank, P.O. Box 515969, Dallas, TX 75251.

Situations Wanted News

EXPERIENCED, FULLY EQUIPPED NEWS TEAM

available for short term assignments in U.S. or abroad. News, docs, industrial, commercial, & educational projects welcomed. No job too difficult for versatile Reporter/Producer and Photog/Editor.

Call 301-881-8645

Help Wanted News

TELEVISION

CO-HOST/PART TIME

For daily live mid-day TV talk show. 90% in studio, 10% in field. Excellent interviewing skills necessary. Ability to handle local & national issues, authors, celebrities & demos. Minimum 1 yr. On-Air exp. Send resume & non-returnable tape to:

**Sharon Epstein
FAIRFIELD EXCHANGE/
CABLEVISION**

28 Cross St., Norwalk, CT 06851
an equal oppty employer M/F

ALLIED FIELDS

Help Wanted Management

CONTRACTING

BUSINESS AFFAIRS SPECIALIST

The Corporation for Public Broadcasting, a private, non-profit organization, is seeking an energetic, motivated professional to work in its Business Affairs Office. Will be responsible for the analysis of business and financial issues related to the drafting, negotiation and management of CPB contracts with public television stations, producers and vendors for a variety of goods and services ranging from public television and radio programs, to computer equipment and software. Applicants need a relevant undergraduate degree and three years work experience in business affairs/contract management. Outstanding communications skills and ability to work with people also are musts. Advanced degree in business or law helpful. Salary in the mid to upper thirties. Resumes must be received by close of business October 5, 1987.

**The Corporation
for Public Broadcasting
1111 16th St., NW
Washington, DC 20036
Attn: Marcia Grossman,
Personnel Manager
AA/EOE**

RADIO

Situations Wanted Management

RESULTS ORIENTED SALES MANAGER

17 year, top 10 market, major company career broadcaster seeks GM, GSM opportunity. Regional, general, national radio sales management experience. Proven budget overachiever and sales trainer. Can relocate immediately. Excellent references. 513-489-7163.

Help Wanted Management

GENERAL MANAGER

wanted for #1 rated premier NE city. Excellent track record required - please send resume to Metro-Management, 20 University Road, #310, Cambridge, MA 02138. No calls please.

Help Wanted Management Continued

UNIQUE & RARE OPPORTUNITY

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Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Media

Appointments at Univision-Spanish International Network, New York, Spanish-language television group acquired Aug. 6 in joint venture by Hallmark Cards and First Chicago Venture Capital (BROADCASTING, Aug. 10): **Jaime Davila**, president, to chairman; **Luis G. Nogales**, executive VP, news and president, ECO, Univision's newsgathering company, to president.

Robert K. Zimmerman, VP, operations, Eastern Broadcasting Corp., Washington-based owner of five AM's and six FM's, named senior VP.

Joseph Parish, president and general manager, Capital Cities/ABC's WPLJ(FM) New York, named president and general manager, Capital Cities/ABC's KMVP(AM) Denver and KRXY-FM Lakewood, Colo.



Parish



Busse

Appointments at Kalamazoo, Mich.-based Busse Broadcasting Corp., in conjunction with Aug. 27 acquisition of WEAU-TV Eau Claire, Wis. WRLH-TV Richmond, Va. KOKH-TV Oklahoma City KOLN(TV) Lincoln, Neb. and KGIN(TV) Grand Island, Neb., from Nashville-based Gillett Holdings: **Lawrence A. Busse**, president, Gillett Communications, to president; **David M. Comisar**, director, programming and promotion, Gillett Group Management, to VP, broadcast services; **James C. Ryan**, financial analyst, Gillett Group Management, to VP, finance; **Marshall F. Williamson**, VP, engineering, Gillett Group Management, to same capacity.

Appointments at SunGroup, Nashville-based owner of three AM's and six FM's: **Bennett Scott Smith**, corporate administrative officer and chief legal officer, Keymarket Communications, Washington, to VP and legal counsel; **Reggie Jordon**, VP, radio division, Bahakel Communications, Charlotte, N.C.-based group owner, to general manager, SunGroup's KKQV(FM) Wichita Falls, Tex.

Edward J. Cochran, general manager, Camarillo, Calif.-based Salem Communications Corp.'s WEZE(AM) Boston, named general manager, Salem's KFAX(AM) San Francisco.

Appointments at King Broadcasting's KING-AM-FM Seattle: **Robert Gallucci**, VP and general manager, KING-FM to same capacity, both stations: **Robert Klopfenstein**, general manager, KING(AM) resigns.

Stephen A. Sinicropi, general manager, KXIC-(AM)-KKRQ(FM), Iowa City, Iowa, joins WAWA(AM) West Allis, Wis., and WLUM-FM Milwaukee in same capacity.

Steve Mauldin, VP and general manager, WVUE(TV) New Orleans, joins KTVT(TV) Fort Worth as VP and station manager.

Marketing

Appointments at Bozell, Jacobs, Kenyon & Eckhardt, Detroit: **Stephen M. Vengrove**, senior VP, creative director, DFS-Dorland, New York, to executive VP and creative director, succeeding **Larry Senten**, retired; **Timothy J. Sickinger**, senior VP, Ogilvy & Mather, New York, to senior VP and director, client services, Omaha.

Appointments at Young & Rubicam, New York: **William G. Brown Jr.**, VP, named senior VP; **Debra Coughlin**, and **Mitchell I. Hershey**, account supervisors, named VP's.



Williams

William D. Williams, account director, J. Walter Thompson Co., New York, named senior VP, planning and administration.

Deborah Newkerk, senior VP, Saatchi & Saatchi DFS Direct, New York, named executive VP.

Robert K. Passikoff, senior VP and director, market planning, Cato Johnson/Young & Rubicam, New York, joins William Esty Company as senior VP and director, consumer perspectives, there.

Appointments at N W Ayer, New York-based advertising agency: **Randall D. Schroeder**, VP and media director, Detroit office, to senior VP; **Allen Brivic**, VP and group media director, New York, to same capacity, Houston office.

Appointments at Mintz & Hoke, Avon, Conn.: **Don Tarrant**, account supervisor, and **Alan D. Maislen**, principal copywriter, to VP's; **Wayne Waaramaa**, art director, to associate creative director; **Peter Palermo**, senior account executive, to account supervisor; **Ingrid Coloske**, mechanical artist, to art director; **Nancy Austerman**, assistant traffic manager, to assistant production manager.

Terri L. Meyer, associate creative director, D'Arcy Masius Benton & Bowles, St. Louis, named VP.

Jonathan K. Breiter, former VP, marketing, Steve's Ice Cream, New York, joins Griffin Bacal advertising firm there as VP, management supervisor.

Robert Kweller, executive VP, National Cable Marketing, Sherman Oaks, Calif., named

president and CEO.

Pacy Markman, senior VP and copy chief, Doyle Dane Bernbach, Los Angeles, named creative director.

Thomas K. Walton, account executive, CBS Radio Networks, Chicago, named Midwest sales manager.

Richard Cunningham, affiliate sales and marketing coordinator, MTV Networks, New York, named account manager.

Neil Jansen, merchandising consultant, Ernst-Van Praag, New York-based sales promotion and merchandising counselor, named director, merchandising.

Stacey Robinson, Southeast director, new business, 3M's Cable Networks, Atlanta, joins MetroVision, Atlanta-based MSO, as national director, advertising sales.

Appointments at BBDO, Chicago: **Valerie Langan**, assistant media buyer, to media buyer; **Leticia Rodriguez**, acting media estimator, and **Phyllis Beidelman**, secretary, to media estimators; **Lisa Ledbetter**, spot coordinator, to assistant media planner.

Appointments at Group W Television Sales, representing Group W television stations: **Stephanie Levine**, account executive, New York, to Chicago sales manager; **Larry Baer**, manager, market development, Group W's KPX(TV), San Francisco, to manager, event marketing, New York.

Cathy Considine, account executive, Harrington, Richter & Parsons, New York, named sales team manager.

Adriana Evans, account executive, Ogilvy & Mather Advertising, New York, and **Marc Strachan**, product manager, Block Drug Co., New York, join Mingo-Jones Advertising, New York, as account supervisors.

Appointments at MMT Sales: **Ken Gelb**, salesman, Blair Television, New York, to account executive there; **Jeff Avon**, director, sales, Midwest region, MTV Networks, Chicago, to account executive there; **Sharon Weiler**, salesperson, Blair Television, Chicago, to account executive there.

James Thacker, account executive, Independent Television Sales, Chicago, joins Petry Television there in same capacity.

Paul Leonard, general sales manager, KMBZ(AM)-KMBR(FM) Kansas City, Mo., named VP, sales.

William McManus, local sales manager, WFTS(TV) Tampa, Fla., joins WSTM-TV Syracuse, N.Y., as general sales manager.

Larry Wilson, general manager, Arkansas Radio Network and KARN(AM) Little Rock, Ark., joins KLEO(AM) Wichita, Kan.-KZSN(FM) Hutchinson, Kan., as general sales manager.

Gordon Weingarh, account executive.

Discovery Channel, Landover, Md., as director, communications.

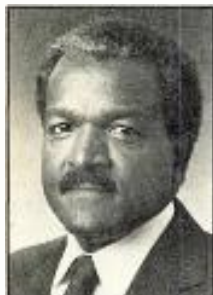
Ron Crowe, creative services director, KPIX-TV San Francisco, joins WFAA-TV Dallas as promotion manager.

Robin L. Blake, advertising coordinator, producer, WTAJ-TV Philadelphia, joins WPHL-TV there as creative director.

Stacy Needham, promotion writer and producer, ACTS Satellite Network, Fort Worth, joins KDFW-TV Dallas in same capacity.

Charles F. Kolmann, writer-producer, WCAU-TV Philadelphia, joins KTVI-TV St. Louis as promotion director.

Allied Fields



Townsend

Ronald Townsend, president and general manager, WUSA-TV Washington, named television board member, National Association of Broadcasters there, filling unexpired portion of term (ending June 1988) of

Donna Zapata, former VP and station manager, WHAS-TV Louisville, Ky., joined KTTV-TV Los Angeles as station manager (BROADCASTING Aug. 17). KTTV-TV is owned by Fox Television Stations Inc. which is already represented on NAB board.

Henry Hockeimer, deputy director, television and film service, United States Information Agency, Washington, named assistant director, USIA.

Elections on board of Association of Independent Television Stations, Washington: **L. Martin Brantley**, president and general manager, KPTV-TV Portland, Ore., **Randall E. Smith**, executive VP, Dudley Taft Communications, Cincinnati, Ohio, and **Robert J. Hamacher**, president and general manager, KAYU-TV Spokane, Wash., re-elected to second two-year terms; **Edward Aiken**, VP and general manager, WTOG-TV St. Petersburg, Fla., **Albert M. Holtz**, president, Meridian Communications, Pittsburgh, and **John Trinder**, executive VP, TVX Broadcast Group, Virginia Beach, Va., elected to first of two allowed two-year terms.

Appointments at Motion Picture Association of America, Washington: **Leo F. McGoff Jr.**, regional security manager, 72 branches, Home Federal Savings & Loan Association, San Diego, to director, preventive security and technology; **Mark E. Kalmansohn**, partner, entertainment and copyright law firm, Cooper, Epstein & Hurewitz, Los Angeles, to director, North American antipiracy operations.

Gloria Lanza-Bajo, director, media and industry relations division, and **Bernard Ryan Jr.**, VP, public affairs division, named senior VP's, American Association of Advertising Agencies, New York.

Chris Stepien, special projects producer-director, WXYZ-TV Detroit, forms video produc-

tion and consulting company, AdVenture, Bloomfield Hills, Mich., in same capacity. **Debbie Avery Kanter** and **Ellen Kennedy Stepien**, former writers and producers, WXYZ-TV, join AdVentures in same capacities.

James E. Broadwater, director, Blue Water Press Inc., magazine acquisition and consulting firm, Houston, joins *Washington Journalism Review*, Washington, as publisher.

Lise Funderburg, graphics director, Crosby Vandenburg Group, subsidiary of Cable Publications, Boston-based publisher of cable guides, named executive editor.

John Sawhill, VP and general manager, WJAR-TV Providence, R.I., elected president, 1987-1988, Rhode Island Broadcast Association there.

Kenneth Kirby, production coordinator and director, archives, Video Data Bank, Art Institute of Chicago, joins American Film Institute, Los Angeles, as coordinator, 1987 National Video Festival, scheduled for Oct. 22-25, Los Angeles.

Peter A. Haring Jr., former television and radio financial advisor, Moseley Securities Corp., New York, joins S.J. Conway & Co. as managing director, corporate finance for communications-broadcasting industry there.

Officers elected to board of directors, Electronic Representatives Association, Chicago: **Bernard C. Newman Jr.**, president, Covert & Newman, Pittsburgh, chairman; **Russell Diethert**, co-owner, LTD Technologies, Itasca, Ill., president; **Joel Schwartz**, president, L-C-A Sales Co., Tuckahoe, N.Y., senior VP, fiscal and legal; **Bob Groh**, owner, Groh Associates, Irvine, Calif., senior VP, industry, principal and government relations; **O. William Klinger**, president, Northport Engineering, South St. Paul, senior VP, education; **Len Rosen**, partner, Halbar Associates, Glendale, Calif., senior VP, membership.

Elected to membership, Caucus for Producers, Writers and Directors, Los Angeles: **Gloria Monty**, former executive producer, ABC-TV's *General Hospital*, New York, currently under contract to ABC-TV and 20th Century Fox, Los Angeles, to develop prime time television programs; **Georgia Jeffries**, executive producer and executive VP, Rosenzweig Co., producer of CBS-TV's *Cagney & Lacy* there; **Caryn Mandabach**, president and supervising executive, Carsey-Warner, producer of *Bill Cosby* show pilot there.

Deaths



Greene

Lorne Greene, 72, television, film and stage actor, best known as patriarch Ben Cartwright on NBC's Western series, *Bonanza*, died Sept. 11 at St. John's hospital, Santa Monica, Calif., of pneumonia contracted during recovery from Aug. 19 surgery for perforated ulcer. A Queen's University, Flushing, N.Y., acting student, then

Canadian newscaster and inventor of broadcasters' stopwatch, after service in Royal Canadian Air Force in World War II, he landed first major television role in "Handful of Diamonds," April 1954 installment of CBS's anthology series *Studio One*. In 1957 he starred as freighter Captain Grant Mitchell in Canadian-produced and syndicated adventure program, *Sailor of Fortune*, and also played supporting role in "Mayerling," Feb. 1957 installment of NBC's anthology series *Producer's Showcase*. He began 14-year role on *Bonanza* in 1959; show languished at bottom of ratings until moved from Saturday time slot against CBS's *Perry Mason* in 1961 to Sunday slot, where it drove to top of ratings. It was second only to CBS's *Gunsmoke* among long-running Westerns. Program aired last in early 1973, after sudden death of co-star Dan Blocker. Greene narrated February 1965 NBC historical documentary, *Journals of Lewis and Clark*, starred as private eye Wade Griffin in ABC's *Griff* (1973), narrated Canadian syndicated wildlife series, *Lorne Greene's Last of the Wild* (1974), co-starred in ABC dramatic special, *The Trial of Lee Harvey Oswald* (1977), and was member of 1977 ABC mini-series *Roots* cast, before taking leading role again in ABC science-fiction series, *Battlestar Galactica* as Fleet Commander Adama (1978-1979). He remained a regular television figure in animal food advertisements into this decade and was a lifelong wildlife protection activist. He is survived by wife, Nancy, two daughters and son.

Richard C. Goldstein, 48, vice president, marketing, CBS Sports, died Sept. 6 in automobile accident near his home in New Hope, Pa. Account executive with WCBS(AM) New York in 1965, he became general sales manager in 1972 at CBS-owned WCAU-TV Philadelphia where he moved to director, sales, 1973, and station manager, 1978. He became VP and director, affiliate relations, New York, in 1983, joined CBS Sports in October 1985. He is survived by wife, Margaret, and daughter, Elizabeth.

Arthur Kenneth (Ken) Beachboard, 71, radio and television broadcaster, minister and National Religious Broadcasters Association representative, died Aug. 21 of a heart attack at home of long-time friend and colleague, Norvin Duncan, in Greenville, N.C. Beachboard was NRB's Washington representative from 1982 to 1985. He began broadcasting career in 1937 at WISE(AM) Asheville, N.C., where he was announcer, program director and general manager. Later he was station manager, WMRC-TV Greenville, N.C., which became WFBC-TV (now WYFF-TV). He is survived by wife, Mildred.

Sir William Haley, 86, former director general, British Broadcasting Corp., died Sept. 6 of unspecified causes at nursing home in Jersey, Channel Islands, United Kingdom. Fourteen-year editor of the London *Times* and former director, Reuters international news service, he became managing editor at BBC in 1943, director general from 1943 to 1952. He is credited by present director general, Michael Checkland, with developing post-war structure of both BBC radio and television (latter then in its infancy). He is survived by wife, Lady Haley, two daughters and two sons.

Westwood's Battison: doing it his way

Fresh out of graduate school in 1976 with a masters degree in business administration, William Battison decided there was one element critical to his professional success—personal sacrifice. Now president and chief financial officer of Culver City, Calif.-based Westwood One Inc., Battison can finally afford to relax.

"Part of the reason I think I'm still single is that I've always put my job first," he says. "I've probably overdone it for a few years but I think that's part of what you give up in trying to get to do something like this."

Battison, 38, says Westwood One has now grown to the point at which he can start delegating some responsibility to others and have a more "balanced" life. And he can thank himself for the reduced workload.

In July, Battison closed the deal for the purchase of the NBC Radio Networks. "The deal got done because I spent a lot of time...trying to convince [General Electric and NBC] that this made sense for both of us," Battison says. "This was largely my deal."

He had his eye on NBC's radio operation for more than a year, ever since the new cost-conscious ownership at NBC took over. Battison says he and Westwood One Chairman Norm Pattiz agreed the most likely target for a buyout was the money-losing NBC Radio Networks. In October 1986, Westwood One raised \$100 million through convertible debentures. Two months ago, the company signed a letter of intent to acquire the NBC operation for \$50 million plus warrants.

Battison considers the NBC agreement the most significant achievement of his career, which began in 1971 after his graduation from the University of Virginia with a bachelor's degree in economics and English. Although he had varied interests in college, Battison's focus narrowed to broadcasting afterward. His first job was in Charlottesville, Va., where he started by digging a trench for an AM station's transmission line. Then he moved to the parent company's start-up television station, WVIR-TV Charlottesville, building it from the ground up and learning technical and programing aspects of the business along the way.

After four years in the small market, Battison concluded he was suited for bigger things. He enrolled in the University of Virginia's MBA program. Graduating in May 1976, he talked to a number of broadcast companies and got an offer from a management consulting firm. But he took a job at New York-based International Paper, where he wrote speeches for senior executives, developed marketing programs and ultimately set up a film and video department for the company. "I found out I didn't like real big companies, but I liked some of the resources



WILLIAM JAMES BATTISON—president and chief financial officer, Westwood One., Culver City, Calif.; b. Aug. 29, 1949, Alexandria, Va.; BA, economics and English, University of Virginia, Charlottesville, Va., 1971; program manager, WVIR-TV Charlottesville, Va., 1971-75; MBA, University of Virginia, 1976; program manager, International Paper Co., New York, 1976-77; product manager, International Paper Co., 1977-78; management consultant, Booz, Allen & Hamilton, New York, 1978-80; VP, planning, finance and development, ABC Radio, New York, 1980-85; president, Admar Research, New York, 1985; executive VP and chief financial officer, Westwood One Inc., 1985-86; current position since December 1986; single.

they had," he says.

Taking the management consulting firm, Booz, Allen & Hamilton, up on its long-standing offer, Battison worked on a variety of projects, including one in London for eight months. Then came an assignment with ABC, which wanted to streamline its corporate structure. He found network radio the most intriguing part of the company.

After conducting several seminars for ABC Radio, Battison was invited to join. He spent the next four-and-a-half years as vice president of planning, finance and development for the network radio businesses and as head of corporate planning for the division.

When he arrived at ABC in June 1980, Battison says, the industry was on the verge of a revolution. National Public Radio, followed shortly thereafter by Mutual Broadcasting, were the first radio networks to switch to satellite distribution in 1978.

Battison's earlier technical experience qualified him to spearhead ABC's implementation of digital satellite technology.

Many station owners thought the network should give them the new dishes. Battison, however, led a sales campaign to convince them they should buy their own since that would enable them to receive all satellite

programing, not just ABC's. He convinced vendors to reduce the price of their dishes.

Battison next headed ABC's purchase of the Los Angeles-based Watermark Company, producer of *American Top 40* and several other shows, to save on escalating programing costs from outside suppliers.

When Battison arrived, the radio division was making \$3.5 million in profit on \$90 million in revenue. He introduced cost controls that, combined with increases in revenue, spurred a 45% boost in profits annually. Westwood has done even better, he says, because it has a more flexible cost structure and not as much "corporate baggage."

Battison left ABC because he could climb no higher. Prior to the Capcities buyout, the division president, who was close to retirement, had promised his job to a long-time assistant. Battison had no desire to go into television so he went to a media research firm, where he spent just 10 months. "I got more money, I had a big piece of the company, but it was...market research and I found that extremely boring and frustrating," he says. "I didn't enjoy getting up in the morning and going to work."

While on a sales call in Los Angeles for a sideline consulting business, Battison met with Pattiz. Instead of obtaining his consulting services, Pattiz convinced Battison to come aboard as executive vice president and chief financial officer in November 1985. As with all chief financial officers, a title Battison still holds as president, but soon hopes to spin off, he is primarily concerned with the bottom line while Pattiz is the visionary. The two act as a check and balance system for each other, Battison says.

He was promoted to president a year and a month after joining and after overseeing the successful turnaround of the Mutual Broadcasting System, which Westwood One purchased shortly before he arrived. Battison has helped turn an operation that was losing \$7 million annually when Westwood One bought it into a profit center, with Mutual expected to make \$3 million-\$5 million this year. This was accomplished, he says, by streamlining management, eliminating duplicated satellite distribution costs and "cutting out a lot of really dumb shows."

The NBC Radio Networks will undergo a similar evaluation, Battison says, with such measures as adding longer-form newscasts (on Mutual as well as NBC) and improving *The Source*, a young-adult network that premiered in 1979.

With \$50 million left in the bank, Battison says he will probably be out again in about a year searching for another major property—unless something too good to pass up comes along in the meantime. Publishing, marketing and cable programing are all possibilities, he says. "Norm and I both have the same problem—we get bored easily. So when things get going well with NBC we'll go find something else to do." ✎

NBC-TV will produce **pilot for another news magazine program** that is candidate for 1988-89 season. Tentatively titled **90 Minutes**, pilot, combining top talent from all sections of network, will be jointly produced by NBC Productions, news and sports divisions. Three units will meet in October to discuss format details. Target air date was January 1988, but NBC Entertainment President Brandon Tartikoff said strike by National Association of Broadcast Employees and Technicians will delay broadcast until at least next March. If "the form works" and *90 Minutes* makes schedule, Tartikoff said he is not certain whether it would go up against CBS's *60 Minutes* given fact NBC's *Our House* at 7 p.m. Sundays scored 30 share in its season debut Sept. 13, highest for network in nearly two decades in that time period.

Nielsen peplemeter ratings for Sunday, Sept. 13, arrived after majority of ratings numbers were sent to press. (See page 76 for Monday-Saturday statistics.) Last Sunday's numbers were, in chronological order: **6:30-7**—*ABC World News Tonight*, 7.1/15; *ABC World News Tonight*, 7.1/15; *ABC Olympic Diary*, 6.8/14. **7-7:30**—*ABC Disney Sunday Movie, Double Switch* part one, 6.5/12; *CBS 60 Minutes*, 13.3/25; *NBC Our House*, 14.3/27; *NBC NFL game 2*, 16.7/36. **7:30-8**—*ABC Disney Sunday Movie, Double Switch*, pt. 2, 6.7/12; *CBS 60 Minutes*, 16.8/29; *NBC Our House*, 15.6/27. **8-8:30**—*ABC Spenser: For Hire* special, 7.3/12; *CBS Murder, She Wrote*, 13./21; *CBS Sportsbreak*, 11.1/17; *NBC Our House*, 22.2/37. **8:30-9**—*ABC Spenser: For Hire* special, 8.1/12; *ABC Sports Update*, 5.9/9; *CBS Murder, She Wrote*, 13.5/21; *NBC Family Ties*, 28.6/44. **9-9:30**—*ABC Nabisco Family Showcase, Bluffing It*, 9.6/15; *CBS Sunday movie, Nobody's Child*, 10.6/17; *NBC Family Ties*, 33./51. **9:30-10**—*ABC Nabisco Family Showcase, Bluffing It*, 10.9/18; *CBS Sunday movie, Nobody's Child*, 12.2/20; *CBS Newsbreak*, 6.9/11; *NBC Sunday night movie, Private Eye*, 21.7/35. **10-10:30**—*ABC Nabisco Family Showcase, Bluffing It*, 11.5/20; *ABC Newsbrief*, 10.2/17; *CBS Sunday movie, Nobody's Child*, 12.3/21; *NBC Sunday night movie, Private Eye*, 21.4/36; **10:30-11**—*ABC Nabisco Family Showcase, Bluffing It*, 12./22; *CBS Sunday movie, Nobody's Child*, 12./22; *NBC Sunday night movie, Private Eye*, 20.4/36; and **11:00-11:30**—*NBC Sunday night movie, Private Eye*, 19.4/39.

Checkerboard schedule on NBC-owned stations garnered solid ratings in its first four days on air. In Nielsen, since debut on Monday Sept. 14, schedule averaged 11.2/19 on *WNBC-TV* New York; 12.4/19 on *KNBC(TV)* Los Angeles; 10.8/19 on *WBBM-TV* Chicago; 10.6/19 on *WRC-TV* Washington, and 9/16 on *WKYC-TV* Cleveland (in Arbitron). On CBS owned *WCAU-TV* Philadelphia, same schedule (in different order) did 7.1/10.

Source said last week that **GTG Entertainment**, partnership between Grant Tinker and Gannett, is informing syndicators interested in distribution of *USA Today* that show will be distributed in-house. *USA Today* is first offering of company. Syndicators had been vying for distribution rights to show until last week.

ABC-TV has set Saturday, Oct. 3, for **premieres** of *Ohara* at 9 p.m. and *Hotel* at 10 p.m., which completes network's fall roll-out schedule. Remainder of premiere dates has already been announced.

ABC said last week it would introduce **new daytime program** on Jan. 11—*The Home Show*, half-hour that will include how-to segments and experts on home improvement. Hosts are Rob Weller, weekend anchor of *Entertainment Tonight*, and Sandy Hill, former *Good Morning, America* co-host. Show will air daily at 11:30 a.m. where *Mr. Belevedere* currently airs. No word yet what will leave schedule.

CBS has canceled its newly planned Saturday morning program, **The Garbage Pail Kids**. Network denied program was being canceled due to pressure from advertisers or affiliates. But some advertisers indicated they would not sponsor show and at least two affiliates said they would not air it. Program was controversial because it was based on set of cards that some consider grossly

distasteful. CBS will fill half-hour left open by extending hour-long *Jim Henson's Muppet Babies* to 90 minutes (8:30 a.m. to 10 a.m.). Half-hour *New Adventures of Mighty Mouse* will move from 8:30 a.m. to 10:30 a.m., where *Pail Kids* had been scheduled. Rest of CBS's Saturday morning schedule remains in place (BROADCASTING, May 18).

Fox Broadcasting Co. added 46 stations to its own 115 affiliates for last night's **Emmy Awards** ceremony, increasing its coverage from about 86% of country to more than 94%. Twenty-two ABC affiliates, eight CBS, five NBC and 11 independents carried program.

Rift between broadcast and cable industries may be widening. Last week NCTA took exception to NAB, INTV and National Association of Public Television Stations pursuit of legislation to prevent cable operators from moving broadcast stations (chiefly UHF) from their assignments on lower-numbered channels to higher slots (see page 72). "It appears the broadcast industry attaches little sanctity to the contract they made with us in order to get must carry back," said NCTA President Jim Mooney late last week. According to industry compromise (struck by NCTA, NAB, INTV and Television Operators Caucus) on must carry, cable systems "are not required to carry stations on their channel positions, but must carry all qualified local stations in their entirety on lowest priced tier." Channel realignment has been source of contention for some time between cable operators and independent stations. But this latest move by broadcasters may spoil future dealings with cable. At least that was implied by Mooney. "It will be interesting, if the courts overturn the new must-carry rule, to see what these guys say when they come around here looking for help in putting Humpty Dumpty together once again," he said.

Intelsat actions. *The Intelsat Board of Governors last week began the process of purchasing a new generation of satellites. It approved the release of a request for proposal for the procurement of up to three Intelsat VII spacecraft on a firm fixed price basis, and said it would solicit a proposal on the same basis for a fourth. The board said that options included in the RFP provide for the purchase of up to nine satellites. The options could be exercised any time after the initial contract award in October 1988. And all the satellites are to be compatible with either the Ariane or Titan III launch vehicles. Intelsat is calling for the first launch in mid-1992, the second in early 1993.*

The decision on the satellite purchases, one of several taken at the 73d meeting of the Intelsat board, is being criticized by representatives of Pan American Satellite Corp., the only U.S. separate satellite system thus far authorized, on the ground that they will increase the amount of excess capacity Intelsat can sell at predatory prices.

However, Intelsat Director General John Hampton said excess capacity had been built up over several years because of a number of reasons, including a better-than-anticipated record of launch success but that 66% of the system's satellite capacity is now used. He said that figure would increase to about 80% in 1989, when the Intelsat VI spacecraft are launched. Intelsat officials also say the new satellites are needed to replace aging ones.

In another action—and one PanAmSat sees as related, since excess satellite capacity is involved—the board approved the provision of planned domestic services on present and future Intelsat satellites. PanAmSat regards PDS as a threat to its own hopes of making its satellite—due for launch in February—available for domestic service in Latin America. However, the PDS-related question PanAmSat sees as crucial—pricing—was deferred until the board's December meeting.

The board also approved the appointment of Pedro Castelo Branco, of Brazil, as deputy director general for Service Development and External Relations. Castelo Branco has served as president and chief executive officer of Embratel, Brazil's signatory to Intelsat.

Senate Appropriations Subcommittee's **markup of FCC budget bill** could result in lively session as **several amendments are in offering**. National Association of Broadcasters is standing guard in case fairness doctrine amendment surfaces. **Senator Lawton Chiles** (D-Fla.) has rider for measure that would require agency to hold hearing on WSVN(TV) Miami's objections to GE/NBC's purchase of WTVJ(TV) Miami before FCC's approval becomes final (see page 37). **Senator Frank Lautenberg** (D-N.J.) is said to be considering amendment to keep FCC from eliminating distress sale, tax certificate and minority and women's preferences policies. **Subcommittee Chairman Ernest Hollings** (D-S.C.) may add language preventing FCC from permitting noncommercial VHF stations to swap their spectrum for UHF spectrum in exchange for money.

□

White House Chief of Staff Howard Baker was speaker at **Associated Press Broadcasters annual awards banquet** in Washington last Thursday (Sept. 17). Awards to AP members: WDEL(AM)-WSTW(FM) Wilmington, Del. (overall cooperation); KGAK(AM)-KONM(FM) Gallup, N.M. (weekend cooperation); KBRQ-AM-FM Denver (single story cooperation); WCBS(AM) New York (radio enterprise); WKY(AM) Oklahoma City (radio spot coverage); WRAL-TV Raleigh, N.C. (television enterprise); KARE(TV) Minneapolis (TV spot coverage). Awards to AP staffers: Arizona AP staff (state spot news); Sue Major Holmes, Albuquerque, N.M. (state enterprise); Dan Tedrick, Los Angeles (state summary); Ira Dreyfuss (national summary); Rich Garcia (national enterprise); Mark Smith (network enterprise); Bob Moon, Dick Uliano, David Tirrell-Wysocki (network spot coverage); AP Broadcast News Center staff (network live programming—Challenger disaster). Seventeen honorable mention awards were also presented.

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In response to July 17 ruling by U.S. Court of Appeals in Washington, FCC last week launched rulemaking to define more narrowly those markets in which franchising authorities may not regulate basic cable rates because cable systems are subjected to "effective competition" from broadcasting. Upshot: fewer systems may be able to escape rate regulation. Cable Communications Policy Act of 1984 prohibited regulation of basic rates of any cable systems facing "effective competition." FCC's rules implementing Act deemed "effective competition" to exist where any three broadcast signals were "available" in cable community and deemed signal "available" if its predicted Grade B contour reached any portion of "cable community" or if it were "significantly viewed" in county of community. On appeal by municipalities and others, court endorsed FCC three-signal standard, but found its definition of "available" too broad and remanded it to FCC for second look. In latest rulemaking, FCC proposed narrowing its definition of "available" by allowing measurement of "significant" viewership of signals within cable community instead of community's county and by requiring signal's Grade B contour to cover 75% of cable community.

□

NBC's striking technical union has called for show of "solidarity" from other NBC unions next Thursday, Oct. 1, asking workers to respect its picket lines starting that day. Some 2,800 NABET members, one-third of network payroll, have been out of work since June 29, with latest set of negotiations breaking off Sept. 1. Among unions receiving letter from NABET President James Nolan were Screen Actors Guild, Directors Guild, Writers Guild, American Federation of Television and Radio Artists, and International Alliance of Theatrical Stage Employees and Moving Picture Operators. Unions contacted by NABET represent about 800 employees, according to NBC, which said it believes they will continue honoring contractual obligations to report to work despite NABET pleas.

□

As of Sept. 17, **Turner Broadcasting System had firm commitments from cable companies representing 21.5 million cable households** (28 million basic subscribers) to carry **1990 Goodwill Games** in Seattle.

□

As **Florida legislature began preparing for special session** to deal

with controversial service tax—which includes **tax on advertising**—**Governor Robert Martinez called for its repeal**. Martinez, whose leadership was instrumental in enactment of tax, called for repeal after survey he had ordered showed that 68% of people in state blame him personally for tax. "We put the cart before the horse when we supported new taxes before achieving budget reform in the state government," governor said in statement on Friday. However, since repeal would cost state \$374 million in its 1987-86 budget, and state constitution mandates balanced budget, repeal will be opposed, even by those who have denounced tax. Leaders of state senate and house called for revision rather than repeal, same position being advanced by Florida Association of Broadcasters.

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American Television & Communications Corp., Englewood, Colo., has reorganized its top management, abolishing office of president, formerly comprising executive vice presidents **Thomas W. Binning, Gary S. Bryson and James H. Doolittle** and **CEO, Trygve E. Myhren**. Changes include Binning to executive VP and chief financial officer; Bryson to executive VP, strategic planning and administration, programming, research, technology, sales and human resources; Doolittle to executive VP and chief operating officer, all divisions. **Kevin Rorke**, who, as executive VP, had not been part of office of president, will continue as executive VP and chairman, policy committee, with expanded role in strategy and planning.

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Four top associates of Chapman Associates, Washington-based media brokerage firm, **resigned from firm last week**, citing differences with management. Associates Brian Cobb, TV acquisitions, and Charlie Giddens, major markets division, both located in Washington; Elliot Evers, San Francisco, and Randy Jeffrey, Orlando, Fla., will start own firm, most likely based in Washington, at end of their contracts—some time in October.



Technical best. National Academy of Television Arts and Sciences awarded technical Emmys last Wednesday (Sept. 16) in ceremony at New York's Sheraton Centre hotel. Shown here are NATAS President John Cannon, Honorable Flora Isabel MacDonald (l), Canada's Minister of Department of Communications (DOC) and Diana Lady Dougan (r), U.S. Ambassador for international telecommunications policy. Canada's DOC and U.S.'s National Aeronautic and Space Administration received Emmy's for joint project on application of Ku band satellites for terrestrial communications. Others receiving awards included: Color Systems Tehcnology Inc., Colorization Inc. and Dubner Computer Systems (for advancements in colorization technology); European Broadcast Union and Society of Motion Picture and Television Engineers (for work on digital recording standard) and Public Broadcasting Service (UHF transmitter technology).

Editorials

Next attraction

No secular document deserves more praise than was lavished last week on the U.S. Constitution in celebration of its 200th birthday. None of the framers who signed their blueprint of government on Sept. 17, 1787, believed they had done a perfect work, and history has confirmed that judgment. Nobody since then, however, has thought of a better form of government.

It stills no bell in Philadelphia to note that the document produced 200 years ago last week represented unfinished business. As some framers grumbled at the time, the Constitution that was sent out for ratification contained omissions that became more evident with study. By the time the ratification conventions had completed voting, the clamor for guarantees of liberties unmentioned in the Constitution of 1787 had risen to a national demand.

James Madison, as much as anyone the parent of the Constitution, rose in the first session of the new Congress on June 8, 1789, to propose amendments that would "expressly declare the great rights of mankind secured under this Constitution." On Sept. 25 that year the Congress sent to the states for ratification 12 amendments specifying rights reserved to persons, the states, some institutions and to one private enterprise, the press.

In the ratification process, two of the original amendments, one dealing with the apportionment of members of the House, the other with congressional compensation, were rejected. Amendments numbered one to 12 became one to 10. How fitting that it is the First Amendment that provides: "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances."

The press of 1987 bears no more resemblance to the press of 1787 than the United States of 50 states and 250 million people bears to the confederation of 13 states and fewer people than now inhabit the Washington ADI. George Washington would not have known what to do if a faithful servant had struggled in with a copy of the Sunday *New York Times*. How could a Benjamin Franklin, whose postal service moved no faster than the speed of its best horse, regard a television picture arriving in Philadelphia a fleeting instant after leaving Paris?

Yet the Constitution they devised and the First Amendment that immediately followed envisioned a country and institutions that would progress. If the U.S. has expanded to dimensions and intricacies unknown to the framers, so has the press, to include the electronic media.

It is not too soon for broadcasters to begin planning how to lead the U.S. celebration of the 200th anniversary of the First Amendment and the Bill of Rights, as they work to retain and improve the gains recently won in First Amendment protection.

Children's crusade

The debate over the commercial content of children's television programming has provided a little red bandwagon too attractive for some legislators to resist jumping aboard. To that end, hearings were held on Capitol Hill last week: Peggy Charren shoveled bravely against the wind; various congressmen spoke in sound bites for the folks back home, and another sun rose and set on a yawning Washington.

At the center of the hearings was a bill—the handiwork of Representatives Terry Bruce (D.-Ill) and Subcommittee Chairman Ed Markey (D.-Mass.)—that would require the FCC to

reimpose limits on commercial time in children's programming. Its chief aim, apparently, is to classify programs based on toy lines as "program-length commercials," and thus eliminate them. Such programs have been deemed by a vocal few to be a threat to the nation's young. Bruce and Markey would retain the FCC, abetted by the Congress, as their private censor. It is hoped clearer heads will prevail.

The bill misses the mark on several counts. For one, the congressmen involved have mistakenly read as a reregulatory message the decision by a panel of the U.S. Court of Appeals in Washington that the FCC had inadequately justified its lifting of commercial restrictions on children's programming. In fact, the court found no fault with the commission's general TV deregulation and its reliance on marketplace forces, which it said had been "substantially supported," and asked only for a more specific justification for that deregulation's inclusion of children's programming, which had received special treatment at the hands of an earlier FCC.

The disturbing content regulation aspects of the proposed congressional initiative aside (and that is a hefty aside), the problem with trying to banish programs based on commercial products is that, whatever the motives of the creators of the programs, the programs themselves are not necessarily different qualitatively from those from other sources. Bruce, Markey and those who are egging them on, operate on the fallacious assumption that programs are somehow harmful simply because they are closely associated with, or even directly tied to, a line of toys. Were that the case, and the skillful marketing of and ongoing promotional association between program and product held to disqualify programming from the Fifth Estate, the handiwork of Walt Disney and Muppet creator Jim Henson would be the first to feel the ax. (Try this test: Watch the universally praised, seminal children's show, *Sesame Street*; then go to a toy store and count the number of related products. Hint: take a calculator.)

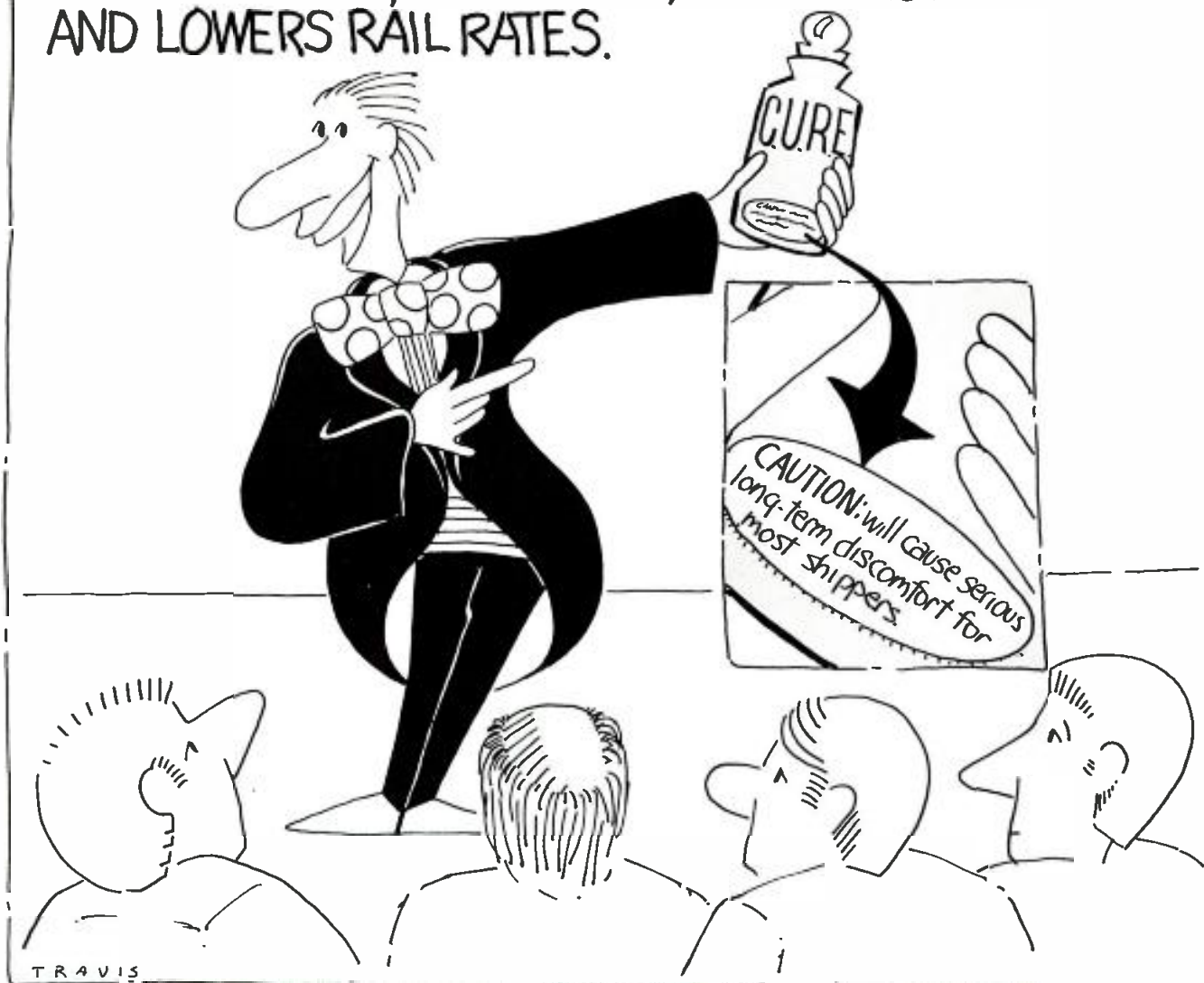
□

On the subject of networks making their own children's programming decisions, CBS, in this page's opinion, displayed the better part of valor in pulling from its fall lineup last week the *Garbage Pail Kids* series, which it was finding difficult—and understandably so—to translate successfully from the grossly tasteless cards, stickers and other products to the TV screen. Congress take note: The network managed to make that marketplace decision all by itself.



Drawn for BROADCASTING by Jack Schmidt
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If you thought snake oil salesmen were a thing of the past, listen again to a group called Consumers United for Rail Equity (C.U.R.E.).

C.U.R.E. claims it has just the remedy for those who ship by rail. What they don't tell you is that the stuff they're hawking does more harm than good.

C.U.R.E.—a curious name for an organization funded primarily by the coal and utility industries—proposes extensive new regulation of railroads through legislative “reform” of the Staggers Rail Act of 1980. That’s the same Act that rescued freight railroads from a century of over-regulation in the first place. And while C.U.R.E.’s proposals would lower rail coal rates for its principal supporters, they’d clearly leave

everyone else paying the freight—in terms of declining service; higher rates; and, ultimately, through the loss of rail service altogether.

It’s no surprise that C.U.R.E.’s pitch also ignores the fact that the majority of shippers—87 percent of those recently surveyed—feel pretty good about the effects of partial deregulation and don’t want to see the Staggers Act changed.

When you think about it, C.U.R.E.’s pitchmen have turned it all around. Reregulation isn’t the remedy; it’s the disease. In fact, not only did the Staggers Act help remove the railroad industry from the critical list, it also helped the industry become strong enough to

offer rate reductions in recent years, including two years of consecutive rate cuts for C.U.R.E.’s principal supporters.

Still, C.U.R.E. is pressing for further rate cuts and new regulations that could be the prescription for the demise of rail service in this country once and for all.

If you’re a journalist covering this story, you’ll find that the facts support the argument that a good dose of free markets is far healthier for the railroads and their customers than C.U.R.E.’s snake oil.

To get facts, write Rail Remedy, Association of American Railroads, 50 F St., NW, Washington, DC 20001, Dept. 710.

Or if you’re up against a deadline, call (202) 639-2555.



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