

# Broadcasting Sep 28

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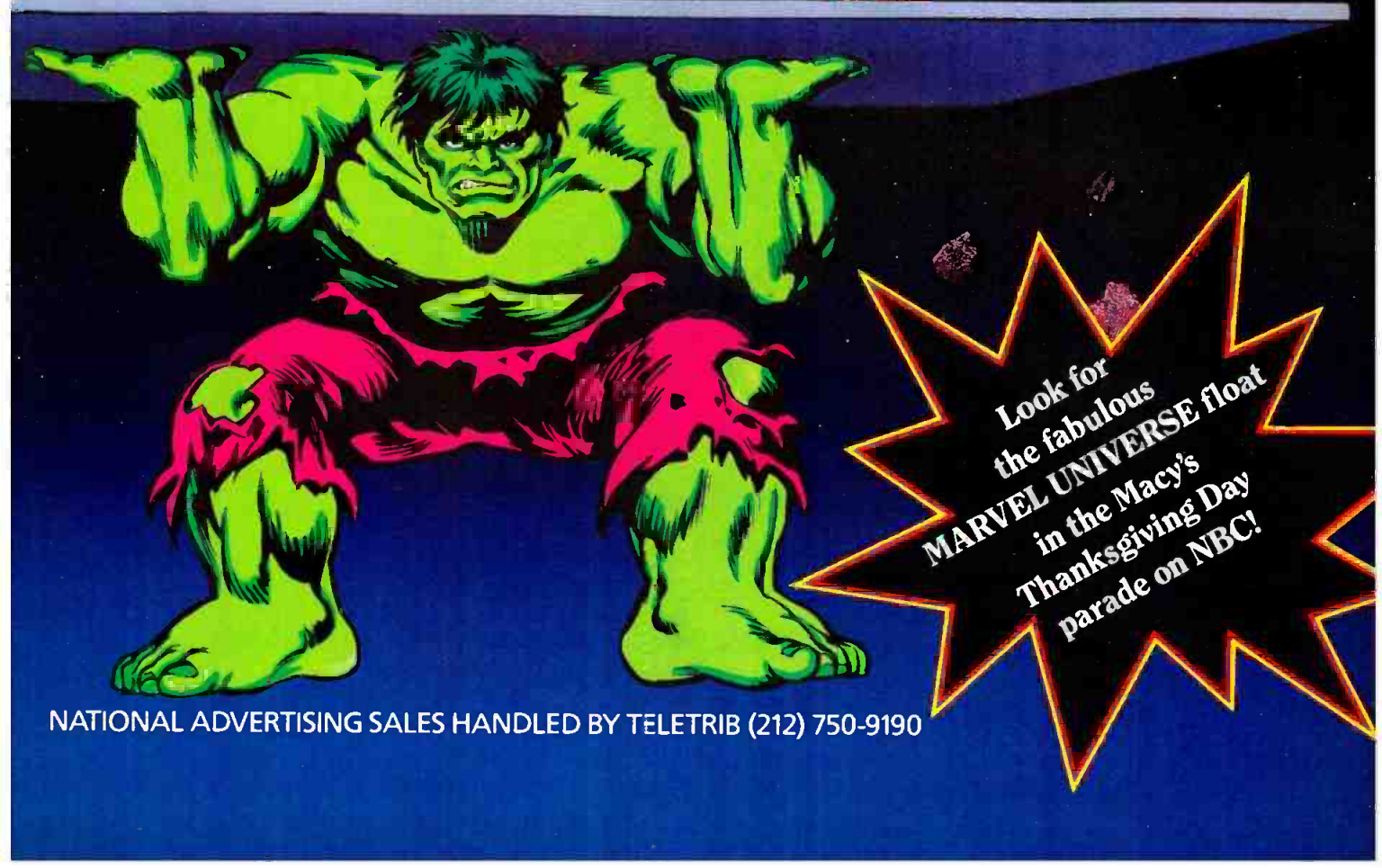
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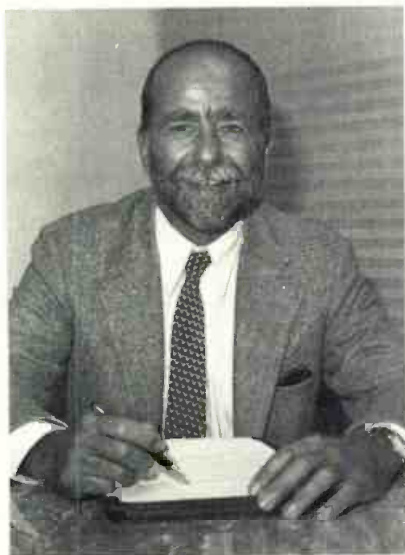
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# Broadcasting **Sep 28**

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**PEKING PEACOCK** □ NBC News crew went on another road trip last week—this time broadcasting eight days of live coverage originating from two cities in China. **PAGE 37.**

**COLINO SENTENCED** □ Richard Colino, first U.S. director general of Intelsat, now faces prison term of up to six years. His actions were "an aberration," he says. **PAGE 38.**

**JUDGING THE EMMYS** □ Fox Broadcasting Co.'s airing of Emmy Awards runs long on time and short on ratings. NBC takes most awards. **PAGE 46.**

**REINVENTING THE WHEEL** □ Beginning Oct. 5 *Wheel of Fortune* takes on different look and new format. **PAGE 54.**

**SUMMERTIME BLUES** □ Network and national spot radio advertising down this summer. **PAGE 58.**

**OUT OF SMALL BEGINNINGS** □ NAB's second annual conference for markets 100 and smaller addresses major industry concerns. **PAGES 61-63.**

**NEW FACE** □ Decker Anstrom named NCTA executive vice president. **PAGE 63.**

**MOSCOW ON THE POTOMAC** □ ABC News presents live, unedited discussion between members of U.S. Congress and U.S.S.R.'s Supreme Soviet. **PAGE 64.**

**COX TALKS CABLE** □ Showtime/The Movie Channel's Chairman Tony Cox discusses "hard choices" facing Showtime's parent company; lower prices on movie packages, and program service promotions during his first appearance before cable industry group since assuming current post. **PAGE 69.**

**DEFINING HIGH DEFINITION** □ IEEE meeting focuses on future of advanced TV transmission systems. **PAGE 75.** NAB contributes \$700,000 toward formation of technical research company for developing HDTV. **PAGE 42.**

**THE LOVE OF THE GAME** □ Arthur Kellar, head of EZ Communications, is a low profile group owner with a high regard for the medium he has made his life's work. **PAGE 95.**

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## Lions den

Broadcasters appearing at House Telecommunications Subcommittee hearing on high-definition television Oct. 8 will likely get earful from lawmakers about industry's stand on unrelated matters such as fairness doctrine. Congressmen are expected to make issue of broadcasters' requests for special consideration such as must-carry protection on cable and guarantee of spectrum for HDTV while at same time resisting commitment to other regulation, such as restoration of fairness doctrine.

## Overtures

Ted Turner, chairman and president of Turner Broadcasting, spent day last week with top executives of Cablevision Systems, Long Island-based MSO. Cablevision and expected-to-be-sold Storer are only two of top 25 MSO's not to have made commitment for Turner's 1990 Goodwill Games. Also said to have been discussed was possible sale of American Movie Classics, owned by Cablevision's Rainbow Programming Enterprises, to TBS. That would provide existing program service for large library of classic MGM films that TBS owns and has been center of fourth-network discussions. Competition for older movie libraries seems to be heating up with Jack Kent Cooke, owner of Cooke Cablevision, taking 8.9%, \$1-million, stake in Nostalgia Channel. AMC has over six million subs, Nostalgia over 1.2 million.

## Foreign intrigue

Doings of and at Board for International Broadcasting—which oversees operations of Radio Free Europe and Radio Liberty—are causing raised eyebrows among those who follow that organization. There was presidential appointment of Lilla Burt Cummings Tower, ex-wife of former Senator John Tower (R-Tex.), who joined board year ago after Senate confirmed her without hearing. She describes herself as attorney, writer and editor, and in 1953-54 served as assistant producer at WTTG-TV Washington. But since joining board, according to source, she is best known for disrupting meetings with "off-the-wall" behavior, sometimes causing other members to hold rump meetings to get work done. Then there was White House's failure to reappoint board member Arch Madsen, who as president emeritus of Bonneville International Corp. is only

professional broadcaster on board that is responsible for overseeing important element of America's foreign broadcasting. With Madsen's second three-year term expiring—and without notice to him—White House last spring nominated Kenneth Tomlinson, former director of Voice of America and now editor at *Reader's Digest*, to position Madsen now fills.

However, ending has yet to be written to that strange tale. Sources say effort is being made to find another position for Tower to make room for Madsen. In any event, board will use him as consultant.

## Silver lining

National spot radio marketplace, which has been in doldrums for nearly two years, should experience gradual turnaround beginning at end of fourth quarter and carrying through 1988, according to Interep's "national billings cycle curve" projection chart. Curve is based upon advanced bookings as well as historical spot radio performance. Vince Bellino, executive vice president, Interep, who updates "curve," is forecasting 5% increase in spot sales for next year.

## Uneasy alliance

National Cable Television Association President Jim Mooney and Satellite Broadcasting and Communications Association President Chuck Hewitt have discussed ways two might encourage development of few noncable third-party packages of cable programming for dish owners. Neither Mooney nor Hewitt would confirm that discussions took place. Mooney's motivation in taking such initiative would be to slow Senate legislation that would force programmers to deal with all packages.

## Looking for allies

Hollywood's crusade against cable continues with approach to telephone companies. Motion Picture Association President Jack Valenti invited Ward White of U.S. Telephone Association to discuss latest developments in fiber optics as well as telcos' interest in offering cable services. White indicated there was no consensus within his industry on subject: Some smaller phone companies would like to provide cable services, while others are still wrestling with idea. Also attending MPAA luncheon was Association of Independent Television Stations President Preston Padden.

## Fresher summer

Expanding on network's plans for more original programming during summer (BROADCASTING, Sept. 14), NBC Entertainment President Brandon Tartikoff said he is considering shifting to summer some short-order pilots that would normally run during spring. Tartikoff had to scrap plans to step up airings of first-run shows during past few months because of threatened Directors Guild of America strike, he said.

## Talk of teaming

Combination of two regional cable shows, Great Lakes Cable Expo and Mid-American show, may be in offing. Great Lakes group of state associations—Illinois, Michigan, Ohio and Indiana—is contemplating overture to Mid-America group—Kansas, Missouri, Nebraska and Oklahoma—for joint 1990 convention in Chicago. Although registration and exhibitor numbers for regional shows remain healthy, proximity of conventions (Eastern, Great Lakes, Atlantic and Mid-America shows all within seven weeks) and pressure from exhibitors for fewer shows, plus draw of Chicago, could bring groups together.

## Future hits

National Association of Broadcasters executive committee's proposed weekend retreat to examine impact of new technologies on broadcasting (BROADCASTING, Sept. 7) is taking shape. No date has been set, but agenda is starting to fill up. At least one key item calls for exploration of ramifications of telephone companies becoming competitive player in video and information services.

## Menu

Paramount now has most of its proposed programming in place for 1988-89 syndication season. Along with still untitled talk-variety show starring Joan Lunden, studio will have *Wipeout*, game show produced by John Goldhammer (former executive vice president of programming and producer of *Entertainment Tonight* and *America*). Goldhammer left Paramount to become independent producer on studio lot roughly two years ago. Paramount will also bring out another weekly one-hour series for syndication, probably for fall of 1988.

# Instant Winners!

Our simultaneous premiere in syndication and in NBC daytime wins across the board. It's a first ever dynamite dual debut. In market after market, in access, early fringe and on NBC, big wins prove that we're the clear choice for instant programming success. Move WIN, LOSE OR DRAW into key program slots now, and bring big new audiences to whole dayparts for the November sweep. See how our performances on NBC in the overnight market proves our universal geographic appeal.

## NBC NETWORK TIME PERIOD CHANGE

MARKET	STAT	M-F TIME	PROGRAM	OCT 86		WLD		WLD % CHANGE	
				Rtg	Shr	Rtg	Shr	Rtg	Shr
NEW YORK	WNBC	1130A	SCRABBLE	4	19	5	22	+25	+16
LOS ANGELES	KNBC	1030A	SCRABBLE	4	18	5	20	+25	+11
DETROIT	WDIV	1130A	SCRABBLE	7	24	9	29	+29	+21
WASHINGTON, D.C.	WRC	1130A	SCRABBLE	.2	10	3	15	+50	+50
DALLAS	KXAS	1030A	S. BARBARA	2	10	4	15	+100	+50
HOUSTON	KPRC	1030A	SCRABBLE	3	11	4	14	+33	+27
DENVER	KCNC	1030A	S. BARBARA	3	15	5	22	+67	+47

SOURCE: NSI 10/86, 9/7-9/18/87

## EARLY FRINGE: WIN, LOSE OR DRAW TAKES ALL CHALLENGERS.

With the compelling appeal of high entertainment and the pulling power of Hollywood's top celebrities, WIN, LOSE OR DRAW beats the biggest shows in syndication. #1 in Chicago, more than doubling WHEEL OF FORTUNE in head-to-head competition, and running ahead of its JEOPARDY lead-out. #1 in Houston, beating GERALDO, running ahead of its year-ago DONAHUE and PEOPLE'S COURT, doubling JEOPARDY's last-October performance. #1 in Dallas, running ahead of last year's OPRAH WINFREY and beating HOUR MAGAZINE and PEOPLE'S COURT. Wins over WHEEL, JEOPARDY, DONAHUE, GERALDO, PEOPLE'S COURT, HOUR, and more; performances that out-deliver OPRAH WINFREY's same-time-period premieres a year ago. WIN, LOSE OR DRAW is universally compatible and wins overall. In our Overnight Market early fringe clearances, we're an affiliated station's news lead-in dream come true.

## SYNDICATION: FRINGE TIME PERIOD INCREASES

MARKET	STAT	M-F TIME	PROGRAM	OCT 86 TP		WLD		WLD % CHANGE		RANK IN TP
				Rtg	Shr	Rtg	Shr	Rtg	Shr	
(A) CHICAGO	WLS	300P	TRUE CONFESSIONS	8	24	10	30	+25	+25	#1
(A) DALLAS	WFAA	330P	OPRAH	8	23	10	28	+25	+22	#1
(N) HOUSTON	KHOU	300P	TRUE CONFESSIONS	5	16	7	20	+40	+25	#1
(N) SEATTLE	KOMO	400P	JEOPARDY	4	12	8	23	+100	+92	#1

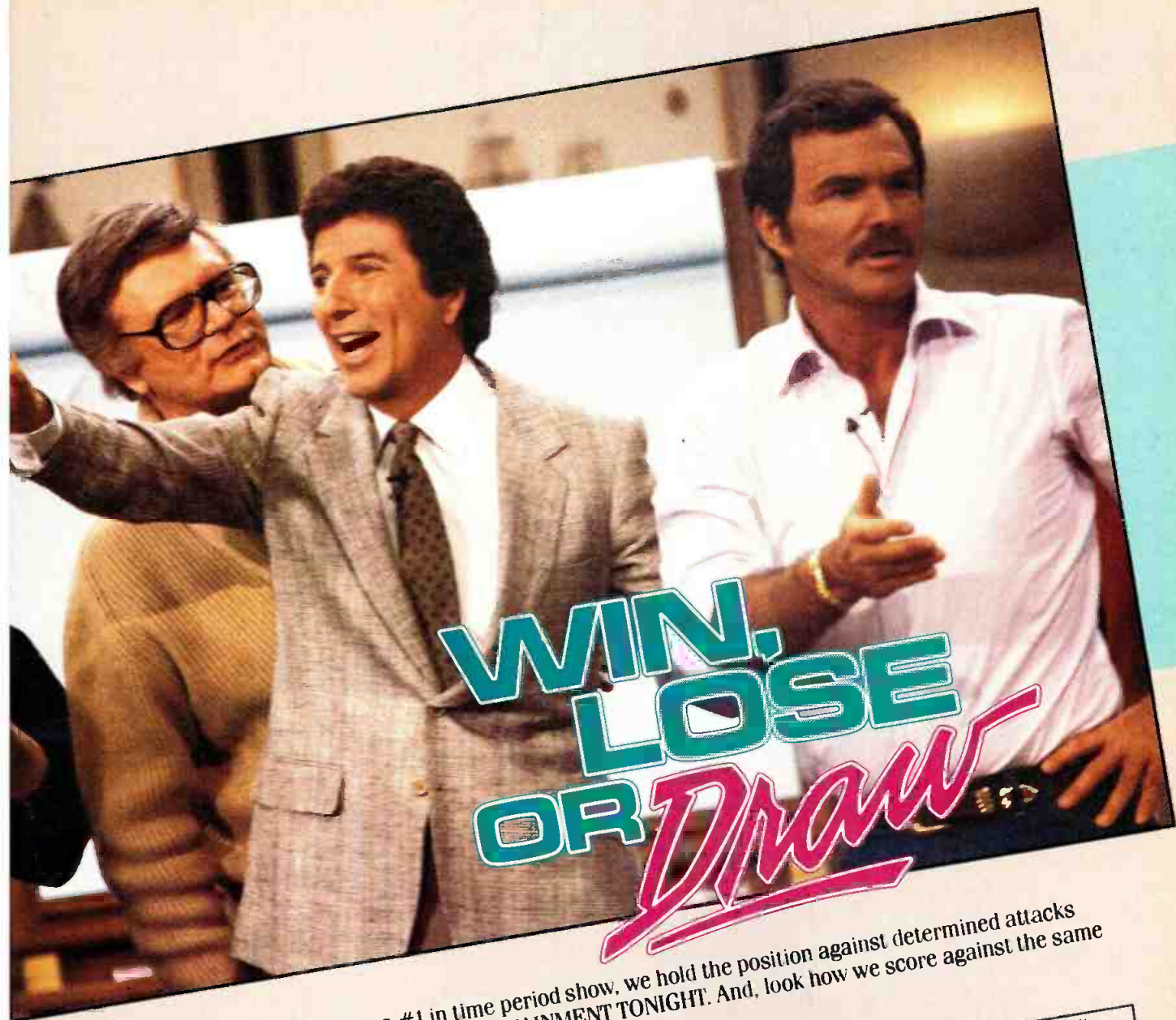
SOURCE: (N)-NIELSEN, (A)-ARBITRON 10/86, 9/7-9/18/87

## ACCESS: BIG GAINS, BIG PROFITS.

In the toughest competition, head-to-head in our two Overnight access clearances, running against the most solidly entrenched programs, WIN, LOSE OR DRAW scores impressively, bringing big gains for new







# WIN, LOSE OR DRAW

profits. In Atlanta, replacing a #1 in time period show, we hold the position against determined attacks against WHEEL OF FORTUNE and ENTERTAINMENT TONIGHT. And, look how we score against the same competition in Detroit.

		ACCESS TIME PERIOD INCREASES								
MARKET	STAT	M-F TIME	PROGRAM	OCT 86 TP	Rtg	Shr	WLD Rtg	Shr	WLD % CHANGE	Shr
(N) DETROIT	WJBK	730P	SUPERIOR COURT		6	9	9	16	+50	+78
		ACCESS LEAD-IN INCREASES								
(N) DETROIT	WJBK	730P	CBS NEWS		5	10	9	16	+80	+60
(N) ATLANTA	WAGA	730P	CBS NEWS		8	16	10	18	+25	+13

We've got big successes against dominant access perennials in two cities as different from each other as New York is from Los Angeles. WIN, LOSE OR DRAW is the new wave of syndication, and there are plenty of stations riding the crest right now. If you're not one of them, if you haven't moved WIN, LOSE OR DRAW into a key access or news lead-in position, now is the time to do it. More viewers are voting every day, but the results are already in. Move up now, win big in November.



# 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 commenting in proceeding took opposite position, contending directional antennas would benefit FM radio and public.

In July, NAB filed comments supporting FCC's proposal to allow most AM 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 antitrafficking could move on its own (BROADCASTING, June 29) is said to be 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.

□

**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 November on status of cable industry three years after deregulation (BROADCASTING Sept. 7). Important element of hearing will be testimony from cities, whose authority to regulate cable was curtailed under act. National Association of Telecommuni-

cations Officers and Advisors (organization representing cable regulators) has formed ad hoc committee to develop testimony for hearing (see "Top of the Week"). Among issues city officials may address include FCC's technical standards for cable, channel realignment, rate deregulation and impact of court decisions affecting cities' authority to grant franchises and impose requirements.

Meanwhile, Representatives John Bryant (D-Tex.) and Al Swift (D-Wash.) introduced legislation last week on behalf of Association of Independent Television Stations, National Association of Broadcasters, National Association of Public Television Stations and National League of Cities that would amend Cable Communications Policy Act of 1984 to grant cities (as franchising authority) right to specify "in the franchise or by any other means, the channel or service tier on which the cable system must carry (1) any channel designated for public, educational or governmental uses and (2) the signals of any television broadcast station that the cable system is required to carry by federal law or regulation" (BROADCASTING, Sept. 14).

□

**Children's television.** House Telecommunications Subcommittee hearing (BROADCASTING, Sept. 21) on children's television set stage for introduction of legislation that would reinstate FCC's guidelines limiting advertising during children's programs. 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

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## Fairness update

Representative Al Swift (D-Wash.) and FCC Commissioner Patricia Diaz Dennis tried to recruit broadcasters to their sides of the fairness doctrine issue last week. Speaking to small-market broadcasters at the National Association of Broadcasters' 100 Plus conference, Swift accused the FCC of having "curdled" Congress's opinion of broadcasters through its doctrine repeal on Aug. 4, while Dennis urged broadcasters to "jealously guard" the rights won for them by the FCC.

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 three weeks ago raising the specter of the loss of the equal-time law. Dingell said 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.

Several broadcasting and journalism associations led by National Association of Broadcasters and Radio-Television News Directors Association 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. 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.

first week of August in inquiry into whether compulsory license should be preserved. National Association of Broadcasters softened its longstanding 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" 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 alto-

gether) 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.

**Direct broadcast satellites.** High-power DBS,

which would use Ku-band spectrum set aside for it, has foundered because of high start-up costs and programing dearth, but low-power C-band variety resulting from scrambling of cable programing on C-band satellites has emerged from home satellite market.

Later got started in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programing has grown as more cable programers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties.

HBO now wants other major cable programers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to much smaller dishes.

**Equal employment opportunity.** FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers (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.

**Federal Trade Commission.** FTC is undertaking antitrust investigation of National Football League television rights contracts, having issued subpoenas to ABC, CBS, NBC, Fox Broadcasting and NFL. Under investigation is possible network collusion in pressuring NFL to retain basic TV rights structure in recently negotiated three-year, \$1.4-billion package or otherwise blocking FBC, HBO and other cable entities from gaining television rights. FBC President Jamie Kellner said at TV critics press tour in early August that FTC had asked him whether Fox would be interested in carrying games. Fox outbid other parties in initial bidding, Kellner claimed. As part of NFL deal, some games are being carried for first time on cable by ESPN, cable channel 80% owned by ABC.

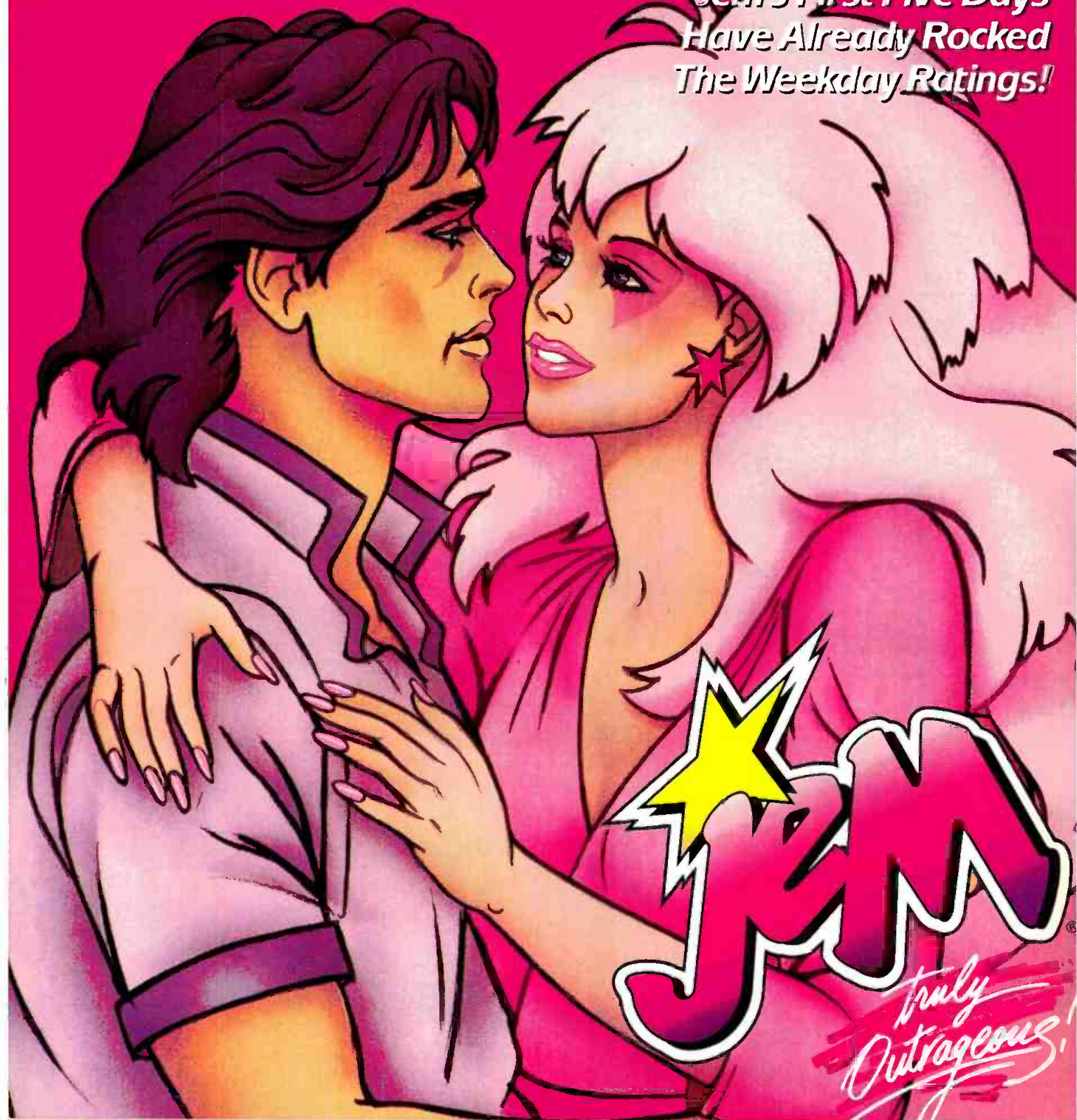
FY 1988-90 authorization of FTC cleared Senate in March (BROADCASTING, March 16). House Commerce Committee adopted its own version of FTC authorization on July 14. Both bills authorize FTC at \$69.85 million for FY '88, \$71.9 million in 1989 and \$72.9 million in 1990. Senate version calls for permanent prohibition against FTC regulating ad industry based on "unfairness" standard, controversial provision that is not included in House bill.

**HF(shortwave).** U.S. and other developed countries were reportedly satisfied with results of second—and final—session of World Administrative Radio Conference on planning use of shortwave band. They had succeeded for number of years in blocking effort of some Third World countries, led by Algeria, to establish computer-based planning system. WARC agreed that test that had been conducted be-

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ween two sessions failed to demonstrate system would meet requirements of countries at conference (BROADCASTING, March 16).

□

**High-definition television.** National Association of Broadcasters President Eddie Fritts appeared at Association of Maximum Service Telecasters conference on HDTV in Washington last Wednesday to announce formation and structure of Broadcast Technology Center dedicated to HDTV research. Center will be under control of NAB Technologies Inc., for-profit subsidiary that also oversees NAB's involvement in FMX technology. Thomas Keller, senior vice president of NAB's Science and Technology Department, will head center.

NAB's 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. New FCC Mass Media Bureau Chief Lex Felker said at AMST conference that appointments to blue-ribbon panel tier of committee will be announced as soon as two-tier structure of committee is approved by Government Services Administration. Second tier, made up of three subcommittees, will be open to all interested parties.

Most advanced HDTV system, Japan's Hi-Vision (with 1,125 scanning lines), although not compatible with NTSC, is already in 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.

□

**International Telecommunications Satellite Organization.** In dramatic end to investigation by U.S. attorney for District of Columbia, former Intelsat director general, Richard Colino, and business associates in July pleaded guilty in U.S. district court to criminal fraud and conspiracy charges growing out of \$4.8 million said to have been siphoned from Intelsat during construction of addition to its headquarters building. Colino, along with Deputy Director General Jose L. Alegritti, was fired by board in December after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. And in September, U.S. district court judge in Washington, saying total loss to Intelsat had been \$5.4 million, sentenced Colino to six years in minimum security prison, and ordered him to make restitution of \$865,000. One associate was sentenced to

three years and fined \$100,000; other was sentenced to two years. Intelsat in May filed civil suit against Colino, claiming his activities resulted in damage to organization of up to \$11.5 million (BROADCASTING, May 25). His attorneys filed response contending that court lacks jurisdiction over suit.

Intelsat's members, meeting in Extraordinary Assembly of Parties April 1-3, confirmed Board of Governors selection of Dean Burch as director general, succeeding Colino.

□

**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.) worked 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). But Swift has since said he will introduce bill with or without broadcaster support. Last week, he wrote NAB, stating his plans to introduce bill in its present form. He said he'd like to offer measure before mid-October.

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. has scheduled special shareholders meeting in Cincinnati tomorrow (Sept. 29) to vote on \$157-per-share buyout by joint venture composed of leading shareholders. Buyout was approved by Taft board June 5. One of two protests seeking to block transfer was dropped last week, but filing is still pending with FCC, which is expected to grant waiver on TV-radio multiple ownership in Cincinnati and Kansas City pending rulemaking on multiple ownership issue. ■ Offering documents are now being distributed to potential buyers of Storer Cable, 1.4 million-subscriber multiple system operator. ■ 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 January 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 KTLA Los Angeles license challenge, in which Walt Disney Co. would end up owning station. ■ GE/NBC closed on its \$270-million purchase of CBS-affiliate WTVJ(MI) Miami from KKR/Wometco Broadcasting on Sept. 18, day after FCC approved sale, despite threats of NBC affiliate in market, WSVN(TV), to appeal FCC approval before it becomes final. WSVN fears loss of its NBC affiliation of 31 years. ■ Awaiting close following commission 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 to finance group's \$1.3 billion price tag and pay \$48 million in financing fees.

□

**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 stations failing to return questionnaires, and perhaps those who are tardy in returning them, will be subject to penalty.

OMB had ruled that broadcast licensees need not return special commission questionnaire targeted to generate data for its pending reexamination of constitutionality and advisability of preferences 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, Senate Appropriations Committee (see page 73) approved FCC appropriations measure that would prevent FCC from eliminating its tax certificate, distress sale and women's and minority preferences policies. House Telecommunications Subcommittee postponed Sept. 25 hearing to address minority preferences and other issues.

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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). Broadcasting deregulation 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.

□

**Multichannel television.** Wireless Cable Association, which represents multichannel television (MCTV) operators, is holding annual convention in Washington this week. Principal topic: difficulty operators are having in acquiring distribution rights to cable programming.

Representative Charles E. Schumer (D-N.Y.), who has released study detailing problems of wireless cable operators, is to speak at convention. Also on schedule: Mark Fowler, former chairman of the FCC.

MCTV has made appearance in several markets, including Cleveland, Washington and San Francisco. Using mix of microwave (2 ghz) channels allotted to three services—multipoint distribution service, instructional television fixed service and operational fixed service—pioneer MCTV operators are offering multiple channels of cable programming—sometimes in direct competition with cable systems.

□

**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). NAB was joined by major broadcasters in urging FCC to eliminate rules, complaining of vagueness and saying crossownership concerns were already covered under ownership rules. Consumer Federation of America and Telecommunications Research and Action Center opposed change, saying ownership rules that would supercede crossinterest were about to be changed also.

□

**Must carry.** Group of cable operators, including United Cable and Daniels & Associates, have asked U.S. Court of Appeals in Washington to find FCC's new must-carry rules unconstitutional—violation of cable operators' First Amendment rights—just as it did old rules in summer of 1985. New rules, which are less onerous for operators than were old rules, are product of compromise between cable and broadcasting industries. Not appealing rules was Turner Broadcasting System, whose First Amendment suit was one of two that led to court outlawing old must-carry rules two years ago. In light of limited scope and duration of new rules—they are set to expire after five years—TBS said it was "unnecessary" to pursue further judicial challenge.

In House, Representative Edward Markey (D-Mass.) has introduced bill to repeal five-year sunset provision of rules that set guidelines for cable carriage of broadcast stations. Action on measure had been put on hold until Congress resolves fairness issue. Some observers say Congress is far less sympathetic to lending its

support on must carry since abolition of fairness doctrine. Senate broadcast license renewal bill also would eliminate sunset. But that provision was attacked by Justice Department in letter to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Justice argued that five-year sunset is needed to justify constitutionality of rules (BROADCASTING, Aug. 17). However, Justice sent out conflicting signal when it filed one-sentence brief with U.S. Appeals Court on must-carry in which it indicated department was neither supporting nor opposing rules (BROADCASTING, Aug. 17).

□

**Peoplemeter.** Both Nielsen and AGB began daily delivery of national prime time peoplemeter numbers on Sept. 1. Nielsen turned off its auditor/diary service on Sept. 14. With ABC deal announced Friday, Sept. 25, all three networks have now signed up for Nielsen's peoplemeter service. CBS has also signed up for AGB's peoplemeter service, only one of big three broadcast networks to do so.

AGB and Nielsen continue to work 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 number. CBS, AGB's one 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 will 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 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 client 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 NAPT 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 Alex-

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ander for one of two remaining spots on board. Still under consideration is Charles Lichenstein, who has been faulted by noncommercial system 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 satellite marketplace are pending in Congress with action in Senate anticipated before end of session. Senate bill now enjoys support of Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and ranking Republican John Danforth (R-Mo.) (BROADCASTING, Sept. 7) and is considered to be on fast track. (Legislation's sponsors plan to ask for committee markup in October. Bill is expected to be amended.) Legislation would require cable programmers to allow qualified third parties to distribute programming to 1.7 million owners of backyard earth stations.

There also has been realignment of industry

groups interested in TVRO legislation, with Motion Picture Association of America expressing its support for Senate dish bill, S.889 (BROADCASTING, July 27, Aug. 3). House Telecommunications Subcommittee hearing on scrambling last month (BROADCASTING, July 6) also indicated that congressional concern over home satellite marketplace is building. Many members of House subcommittee expressed skepticism over conclusions by FCC, NTIA and Justice Department that TVRO marketplace is competitive, particularly when dish industry continues to complain about access to programming and pricing.

□

**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. Behind PBS is Fox network with 10 hours and 10 shows. 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. 11, total 2,346,571, up 27.6% from 1,839,611 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

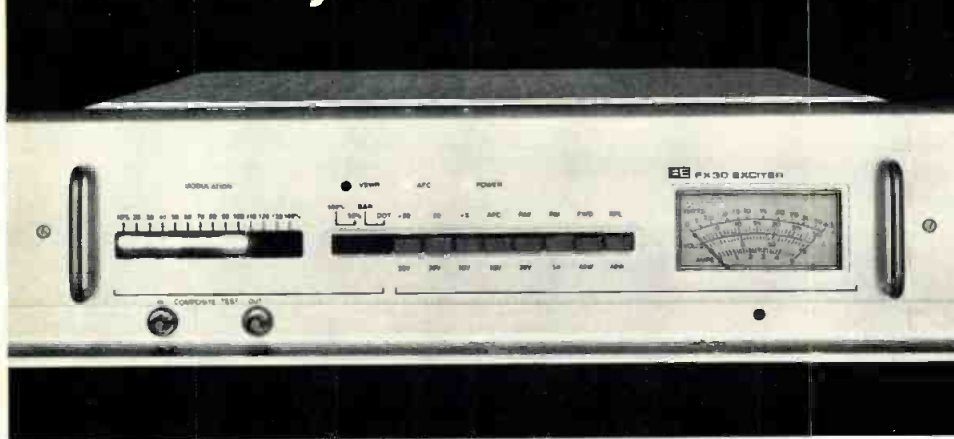
□

**Unions.** NBC and its striking technical union met briefly in Washington last Tuesday (Sept. 22) with federal mediators, but came no closer to resolution of contract dispute. Previous set of talks, most intensive since 2,800 technicians, newswriters, producers, cameramen and others walked out June 29, broke off Sept. 1 without agreement on issues including jurisdiction on sports remotes and news pools, as well as major stumbling block—temporary hiring. National Association of Broadcast Employees and Technicians (NABET), meanwhile, has called for show of support from other NBC union employees, asking that they respect NABET picket lines beginning Thursday, October 1.

Contract between CBS and technical union, International Brotherhood of Electrical Workers, will expire Wednesday (Sept. 30). Both sides have agreed to continue negotiations through expiration date, and no decision has been made by union as to whether to extend contract or strike. Reportedly, talks are centering on wide range of topics covering nearly every clause of old contract. Negotiations affect 1,500 workers at CBS-owned stations in seven cities.

Directors Guild of America national board of directors will this week send out ratification ballots for ABC, CBS and NBC final staff contract offers without recommendation for acceptance or rejection. Board will also have membership vote on each network proposal separately, despite fact ABC and CBS negotiated their offers together. Neutrality position negates DGA negotiating committee's earlier call for approval of only NBC's contract offer. Ballots will be mailed out during next few weeks and results should be known in October.

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America has lost a generation of teachers. To fill in the gaps, schools are using teachers out of the fields of expertise or uncertified teachers to make sure classrooms aren't empty. This severely hurts the education process and masks the severity of the teacher shortage.

In a recent Gallup poll, commissioned by the NEA, 80% of the American people favor higher teacher salaries. Almost half of those surveyed — 41% — said they are willing to pay higher taxes to see that teachers are paid properly.

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## This week

**Sept. 27-29**—*Wireless Cable Association* (formerly Microwave Communications Association) annual convention, "Wireless Cable '87: The Future Medium for Entertainment and Education." Ramada Renaissance hotel, Washington. Information: (301) 464-8408.

**Sept. 27-29**—*Kentucky Cable Television Association* annual convention. Keynote speaker: Senator Wendell Ford (D-Ky). Marriott's Griffin Gate Resort, Lexington, Ky.

**Sept. 27-29**—*New Jersey Broadcasters Association* 41st annual convention. Buck Hill Inn, Buck Hill Falls, Pa.

**Sept. 28**—*Virginia Public Radio Association* meeting. Holiday Inn South, Charlottesville, Va. Information: (703) 568-6221.

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

**Sept. 29**—*National Academy of Cable Programming* annual fall forum luncheon, "Cable TV: How High Is Up?" Panelists include Kay Koplovitz, USA Network; Frank Biondi, Viacom International; Charles Dolan, Cablevision Systems Corp.; Michael Fuchs, HBO, and Fred Silverman, Fred Silverman Co. Grand Hyatt hotel, New York. Information: (202) 775-3611.

**Sept. 29**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Omni hotel, CNN Center, Atlanta. Information: (212) 751-7770.

**Sept. 29**—"Doing Business with New York and Hollywood," breakfast seminar sponsored by *Producers Council of International Communications Industries Association*. Gangplank restaurant, Washington. Information: (703) 273-7200.

**Sept. 29**—Meeting of *Public Broadcasting Service's* interconnection committee. PBS offices, Alexandria, Va. Information: (703) 739-5218.

■ **Sept. 29**—"Up in Smoke: The Great Cigarette De-

bate," panel sponsored by *Adnet*. McGraw Hill building, New York. Information: (212) 334-2104.

■ **Sept. 29**—"NFL Comes to Cable," program sponsored by *Women in Cable, Washington chapter*. National Press Club, Washington. Information: (202) 872-9200.

**Sept. 29-Oct. 3**—Fifth Canada-Japan TV executives meeting, coordinated by *Canadian Broadcasting Corp.* Toronto. Information: (613) 738-6862.

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

**Sept. 30**—Deadline for entries in *Ohio State Awards* program competition. Information: Phyllis Madry, (614) 292-0185.

**Sept. 30**—"Hispanic Media: Influence and Opportunity," seminar sponsored by *Media Institute*. Westin Bonaventure hotel, Los Angeles.

**Sept. 30-Oct. 1**—*Kentucky Broadcasters Association* fall convention. Radisson Plaza hotel, Lexington.

■ **Sept. 30-Oct. 23**—"Scott Craig: Documentarian," retrospective exhibition of his television programs at *Museum of Broadcast Communications*, Chicago. Information: (312) 987-1500.

**Oct. 1**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Radisson Plaza hotel, Orlando, Fla. Information: (212) 751-7770.

**Oct. 1**—Deadline for entries in Joey Awards, sponsored by *Professional Media Network* and *San Jose Film & Video Commission*. Information: (408) 295-9600.

**Oct. 1**—Deadline for Mobius Awards for TV and radio commercials, sponsored by *U.S. Television & Radio Commercials Festival*. Information: (312) 834-7773.

**Oct. 1**—*Advertising Women of New York* luncheon, "PSAs: Free Advertising—Who Gets It, Why and How." Grand Hyatt hotel, New York.

**Oct. 1**—"Does the Media Choose the President?" communications forum sponsored by *Massachusetts Institute of Technology*. Bartos Theater for the Moving Image, Wiesner Building, MIT, Cambridge, Mass.

■ **Oct. 1**—"Promoting America: USIA's Worldnet," reception sponsored by *American Women in Radio and Television, Washington chapter*, with Charles Wick, director, USIA. Worldnet studios, Washington. Information: Kathryn Schmelzter, (202) 659-3494.

**Oct. 1**—"Cable Day," sponsored by *National Cable Advertising and New England Broadcasting Association*. Back Bay Hilton, Boston. Information: (212) 983-7211 or (617) 267-8582.

**Oct. 1-2**—"Urban Markets: Cable's Newest Challenge," seminar sponsored by *National Cable Television Association* and *National Association of Minorities in Cable*. Waldorf-Astoria, New York. Information: Barbara York or Ann Dorman, (202) 775-3622.

**Oct. 2**—*Leave It to Beaver* 30th anniversary celebration, sponsored by *Museum of Broadcasting*. MOB, New York. Information: (212) 752-4690.

**Oct. 2**—Deadline for national cable entries by production companies, executive producers, producers or artists in ACE Awards, sponsored by *National Academy of Cable Programming*. Information: Doris Indyke, (202) 775-3611.

## Also in October

**Oct. 4-6**—*Washington State Association of Broadcasters* annual conference. Cavanaugh's Inn at the Park, Spokane, Wash. Information: (206) 448-4100.

**Oct. 4-7**—*American Association of Advertising Agencies* Western region convention. Ritz-Carlton, Laguna Niguel, Calif. Information: (213) 658-5750.

**Oct. 4-8**—HDTV '87, third international colloquium on advanced television systems, "From Studio to Viewer." Organized under chairmanship of Guy Gougeon, VP-CBC Engineering. Ottawa Congress Center, Ottawa, Canada. Information: (514) 485-5560.

**Oct. 5**—Presentation of CAPE Awards (Cable Awards for Programming Excellence), sponsored by *Cable Television Network of New Jersey*. Trump Tower, Atlantic City, N.J.

**Oct. 5**—*Northern California Broadcasters Association* fourth annual "Wingding." Crow Canyon Country

**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. Future meetings: Jan. 28-Feb. 1, 1989, and Jan. 27-

## Major Meetings

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.

■ **March 21-23**—*Satellite Broadcasting and Communication Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

**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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**Oct. 5-8—Corporation for Public Broadcasting** annual meeting. CPB headquarters, Washington.

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

**Oct. 5-7—Third annual general assembly of World Teleport Association**, sponsored by Bay Area Teleport. Theme: "Teleports and Regional Economic Development." Oakland Hyatt Regency hotel and Oakland Convention Center, Oakland, Calif. Information: (415) 769-5062.

**Oct. 5-8—Electronic Industries Association** 62d annual fall conference. Los Angeles. Information: (202) 457-4980.

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

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

**Oct. 6—"An Introduction to Community Access Television,"** sponsored by Chicago Access Corp. Chicago Access Corp. Center, 322 S. Green Street, Chicago. Information: (312) 738-1400.

**Oct. 6—Cabletelevision Advertising Bureau** local advertising sales workshop. LAX Hilton, Los Angeles. Information: (212) 751-7770.

**Oct. 6—NewsWatch Media Awards dinner**, sponsored by Media Research Center. National Press Club, Washington. Information: (703) 548-0900.

**■ Oct. 6—Museum of Broadcasting seminars** (two), conducted by comedian Garry Shandling, examining the "creative process of the series [It's Garry Shandling's Show] from original concept to production and airing on Showtime. MOB, New York. Information: (212) 752-4690, extension 33.

**■ Oct. 6—"Groundwater Quality: Reporting on Risk,"**

symposium for new media and others involved in issue, sponsored by group of organizations including City of Phoenix, University of Missouri, Science Journalism Center, EPA and University of Arizona School of Journalism. Hyatt Regency Phoenix. Information: (202) 429-3417.

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

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

**Oct. 7—Connecticut Broadcasters Association** annual meeting and fall convention. Parkview Hilton, Hartford, Conn. Information: (203) 633-5031.

**■ Oct. 7—"TV General Managers: Community Needs vs. The Bottom Line,"** meeting of American Women in Radio and Television, Washington chapter. National Association of Broadcasters, Washington. Information: (202) 659-3494.

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

**Oct. 7-11—Women in Communications** national professional conference. Theme: "Communications and the Bottom Line." Hyatt Regency, Minneapolis. Information: (512) 346-9875.

**Oct. 8—Cabletelevision Advertising Bureau** local advertising sales workshop. Airport Sheraton Inn, Portland, Ore. Information: (212) 751-7770.

**Oct. 8-9—American Women in Radio and Television** North Central area conference, "The Leading Edge." Seelbach hotel, Louisville, Ky.

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

**Oct. 9-11—Radio Advertising Bureau's Radio Sales** University. Chicago. Information: 1-800-232-3131.

**■ Oct. 10—Associated Press Television-Radio Association of California-Nevada** regional seminar on market and job hunt information. San Diego Zoo. Informa-

# The Fifth Estate Broadcasting

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tion: (619) 571-7600.

**Oct. 11-13**—*North Carolina Association of Broadcasters* annual convention. Raleigh, N.C.

**Oct. 13**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Needham hotel, Boston. Information: (212) 751-7770.

**Oct. 13-15**—*Mid-America Cable TV Association* annual meeting, including Society of Cable Television Engineers seminar and testing. Hyatt Regency Crown Center, Kansas City, Mo. Information: (913) 841-9241.

**Oct. 13-16**—Intelevent '87 conference, sponsored by *International Televent*. Theme: "Competition and Co-existence: the Transatlantic Dialogue." Speakers include Robert Wright, president, NBC; Richard Butler, secretary general, ITU; FCC Commissioner James Quello, and Marcel Roulet, director general. Direction General des Telecommunications. Geneva. Information: (202) 857-4612.

**Oct. 14**—*Broadcap* seminar for minority entrepreneurs. Hotel Pontchartrain, Detroit. Information: (202) 429-5393.

**Oct. 14-16**—"Great International Celebration of Satellites in Space," conference sponsored by *Society of Satellite Professionals*. Mayflower hotel, Washington. Information: 1-800-722-9000.

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

**Oct. 14-17**—Broadcast '87, trade fair for professional radio, film and television, sponsored by *Messe Frankfurt GmbH* of Frankfurt. Workshops to cover HDTV, CCD cameras, digital audio studios for radio and graphic animation. Exhibitors include Ampex, JVC, Bell & Howell and Thomson Video. Frankfurt. Information: (069) 7575-292.

**Oct. 14-17**—Seventh annual Prized Pieces International Video and Film Competition, sponsored by *National Black Programming Consortium*. Columbus, Ohio. Information: (614) 252-0921.

**Oct. 14-18**—*American Advertising Federation* annual Western region conference. Four Seasons hotel, Seat-

tle. Information: (415) 421-6867.

**Oct. 15**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Valley Forge, Philadelphia. Information: (212) 751-7770.

**Oct. 15**—*Broadcap* seminar for minority entrepreneurs. Sir Francis Drake hotel, San Francisco. Information: (202) 429-5393.

**Oct. 15**—"Section 315 of the Communications Act: The equal time requirement for the 1988 Presidential race," colloquium sponsored by *Annenberg Washington Program*. Panelists: Larry Grossman, NBC News president; Charles Ferris and Newton Minow, former FCC chairmen, and Henry Geller, Washington Center for Policy Research. Offices of Annenberg Program, 1455 Pennsylvania Ave., N.W., Washington. Information: (202) 393-7100.

**Oct. 15-16**—*Broadcast Financial Management Association* board of directors meeting. Watergate hotel, Washington.

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

**Oct. 15-18**—*American Women in Radio and Television* south central area conference. Hyatt Regency, Houston. Information: (713) 840-9500.

**Oct. 15-18**—*American Advertising Federation* Western region conference. Seattle.

**Oct. 15-19**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

**Oct. 16**—15th annual CSU Broadcast Day, held by *Colorado State University*. Theme: "The State of Broadcasting in 1987." Information: Robert MacLaughlin, (303) 491-6140.

■ **Oct. 16**—*Radio-Television News Directors Association* region 12 meeting with *Society of Professional Journalists*. Sheraton Center, New York. Information: (212) 887-4138.

■ **Oct. 16**—Book signing and reception for textbook, *Prime Time: Network Television Programming*, by Richard Blum and Richard Lindheim, hosted by *Broad-*

*cast Education Association* and sponsored by *Focal Press*. National Association of Broadcasters, Washington. Information: (202) 429-5355.

**Oct. 16-18**—*Minnesota Broadcasters Association* annual fall convention. Holiday Inn Downtown, Mankato, Minn. Information: Jo Bailey, (507) 345-4646.

**Oct. 16-19**—*Audio Engineering Society* convention. Hilton and Sheraton Center, New York. Information: (212) 661-8528.

**Oct. 16-20**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Cannes, France. Information: 33-1-45-05-14-03.

**Oct. 17**—*Audio Engineering Society* fifth annual "Tape Recorder Maintenance" workshop. New York Hilton.

**Oct. 18-20**—*Nevada Association of Broadcasters* annual convention. Las Vegas.

**Oct. 18-20**—*Pennsylvania Association of Broadcasters* fall convention. Philadelphia.

**Oct. 18-21**—*Association of National Advertisers* 78th annual convention. Hotel del Coronado, Coronado, Calif. Information: (212) 697-5950.

**Oct. 19-21**—*New York State Broadcasters Association* 33rd annual meeting. Desmond Americana, Albany, N.Y. Information: (518) 434-6100.

**Oct. 19-21**—18th annual *Loyola Radio Conference*. Holiday Inn Mart Plaza, Chicago. Information: (312) 670-3207.

■ **Oct. 19-27**—Telecom '87, "Communications Age: Networks and Services for a World of Nations," organized by *International Telecommunication Union*. Palexpo, exhibition and conference center, Geneva. Information: Geneva: (022) 99-51-11.

**Oct. 20**—Songwriters' workshop, sponsored by *American Society of Composers, Authors and Publishers*. Caucus Room, Cannon House Office Building. Information: (202) 785-6705.

■ **Oct. 20**—Hollywood Cable forum sponsored by *National Academy of Cable Programming*. "Why Cable Will Pay for Hollywood's Best," luncheon panel featuring John Cooke, president, Disney Channel; Tony Cox, president/CEO, Showtime/The Movie Channel; Michael Fuchs, chairman/CEO, HBO, and Ted Turner, chairman/president, Turner Broadcasting System. Century Plaza, Los Angeles. Information: (202) 775-3629.

■ **Oct. 20**—*New York Women in Cable* demonstration of HDTV, co-produced with HBO. HBO Media Center, New York. Information: (212) 661-6040.

**Oct. 21**—*Federal Communications Bar Association* luncheon featuring debate between Jim Mooney, president, National Cable Television Association, and Jack Valenti, president, Motion Picture Association of America. Marriott hotel, Washington.

**Oct. 21-22**—*Ohio Association of Broadcasters* fall convention. Hyatt Regency, Columbus.

**Oct. 21-23**—*Indiana Broadcasters Association* fall conference. Adam's Mark hotel, Indianapolis. Information: (317) 638-1332.

**Oct. 21-23**—"Local TV News Archives Conference," sponsored by *National Center for Film & Video Preservation of the American Film Institute of Los Angeles and Washington*. Madison, Wis. Information: (213) 856-7637.

■ **Oct. 21-23**—"Politics 1988—Issues and Candidates," conference for journalists sponsored by *Washington Journalism Center*. Among speakers: Robert Strauss, political analyst; Lee Atwater, campaign manager for George Bush; Peter Hart, pollster; Richard Wirthlin, pollster, and Richard Scammon, director of Elections Research Center. Watergate hotel, Washington. Information: (202) 331-7977.

**Oct. 22-24**—*National Religious Broadcasters* Eastern chapter meeting. Sandy Cove Bible Conference Center, North East, Md. Information: (201) 428-5400 or Sue Bahner, (716) 461-9212.

**Oct. 22-24**—35th annual *Arizona Broadcasters Association* fall convention, which meets concurrently with convention of *Arizona Society of Broadcast Engineers*. Pointe at South Mountain, Phoenix. Information: (602) 991-1700.

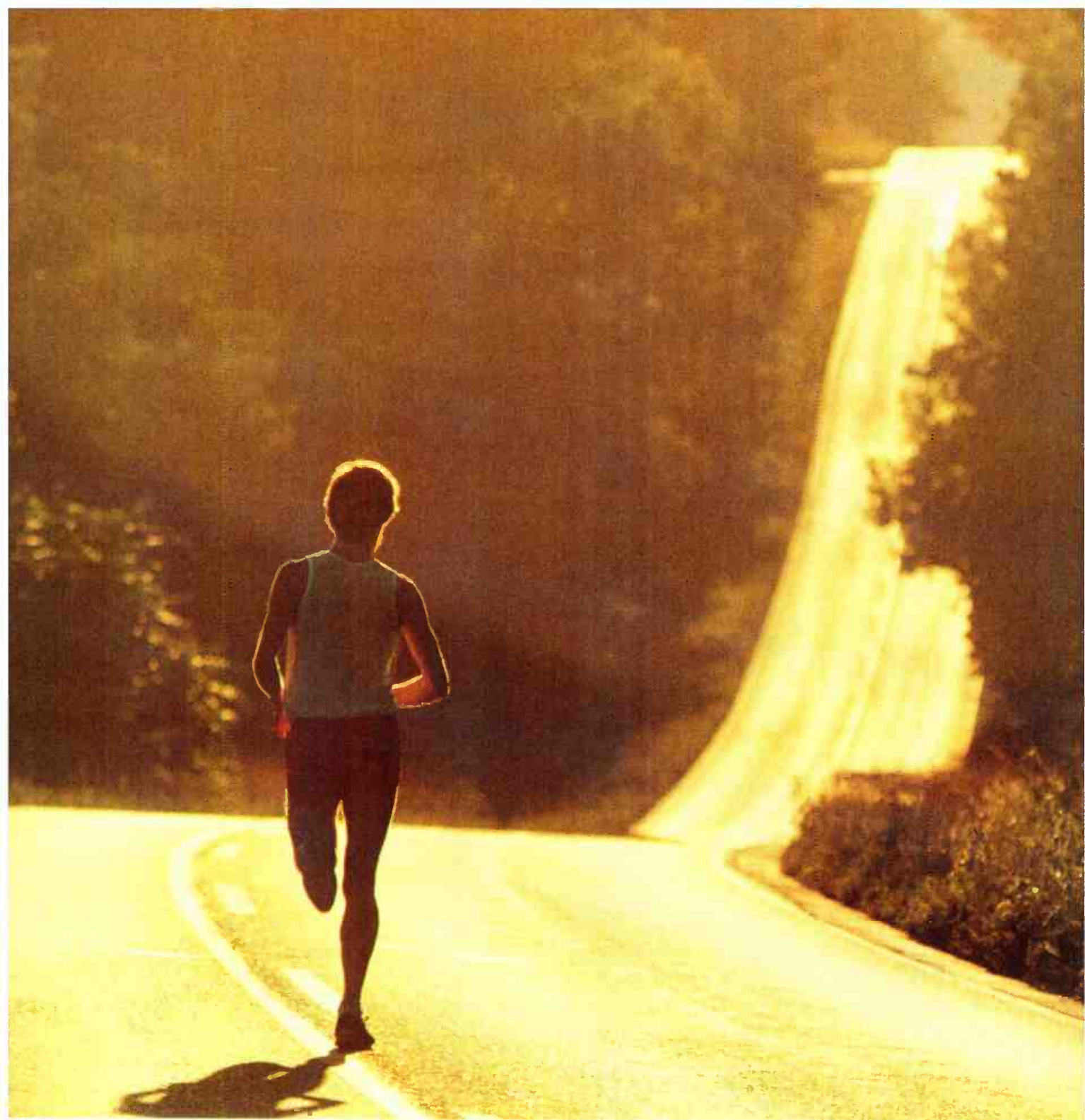
**Oct. 22-25**—Seventh annual National Video Festival, sponsored by *American Film Institute*. Los Angeles. Information: (213) 856-7787.

**Oct. 23-24**—*Friends of Old-Time Radio* 12th annual

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convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

**Oct. 23-25**—*Missouri Broadcasters Association* fall meeting. Marriott's Pavilion, St. Louis.

**Oct. 24-27**—*Texas Association of Broadcasters* annual fall convention and engineering conference. Westin Galleria hotel, Dallas.

**Oct. 25-27**—*Women in Cable* national cable management conference, including roast of John Malone, president-CEO, Tele-Communications Inc. Theme: "Getting Down to Business: Cable After Deregulation." Mayflower hotel, Washington. Information: Kate Hampford, (202) 737-3220.

**Oct. 25-28**—American Children's Television Festival, co-founded by *Central Educational Network* and *WTTW-TV Chicago*. Knickerbocker hotel, Chicago. Information: (312) 390-8700.

**Oct. 25-29**—Technology studies seminar, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**Oct. 27**—*International Radio and Television Society* newsmaker luncheon. Speaker: Robert Wright, president and chief executive officer. NBC, Waldorf-Astoria, New York.

**Oct. 27**—"An Introduction to Community Access Television," sponsored by *Chicago Access Corp.* Chicago Access Corp. Center, 322 S. Green Street, Chicago. Information: (312) 738-1400.

■ **Oct. 29**—"Communications Practice: The Transactional Side," sponsored by *ABA Forum Committee on Communications Law* and *Federal Communications Bar Association*. Washington Marriott, Washington.

■ **Oct. 29**—"Demystifying the Civil Legal System for Editors and Reporters," seminar sponsored by *Rutgers University, Journalism Resources Institute* in cooperation with *New Jersey Supreme Court Committee on Media Relations*. New Brunswick, N.J., campus of Rutgers, Livingston College Student Center. Information: (201) 932-7369.

■ **Oct. 30**—Deadline for nominations for Advertising Hall of Fame, sponsored by *American Advertising Federation*. Information: AAF, 1400 K Street, N.W., Washington, D.C., 20005.

**Oct. 30**—30th *International Film & TV Festival of New York* awards banquet for TV advertising. Sheraton Center, New York. Information: Michael Gallagher, (914) 238-4481.

**Oct. 30-Nov. 1**—"Fifty Years of Radio," reunion of alumni of *University of Maryland's* WMUC-AM-FM College Park, Md. Information: (301) 454-2743.

**Oct. 30-Nov. 1**—*Broadcast Education Association* fall seminar on International Electronic Media. Information: (202) 429-5355.

■ **Oct. 31**—Deadline for entries in Thomas A. Edison Black Maria Film and Video Festival, sponsored by group of organizations including *New Jersey State Council on the Arts, Suburban Cablevision, Essex County College Media Production Technology Center* and *New Jersey Network*. Information: (201) 736-0796.

**Oct. 31-Nov. 4**—*Society of Motion Picture and Television Engineers*' 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles.

## November

■ **Nov. 1**—Deadline for entries in film and video festival sponsored by *Women in the Director's Chair*. Information: (312) 281-4988.

■ **Nov. 2**—Deadline for comments at FCC on telephone company-cable crossownership rules (docket 87-266). FCC, Washington.

**Nov. 3**—"Sports and the Media," national conference sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

■ **Nov. 3-7**—Midwest Radio Theater Workshop annual conference, sponsored by noncommercial *KOPN-FM* Columbia, Mo. Ramada Inn, Columbia, Mo. Information: (314) 874-1139.

■ **Nov. 3-8**—*National Black Media Coalition* 14th annual media conference, "Liberty and Justice for All: Facing the Challenges of the Nineties." Crystal Gateway Marriott hotel, Arlington, Va. Information: (202)

387-8155.

**Nov. 4-6**—Fifth annual Private Cable Show, sponsored by *National Satellite Programming Network* and *Private Cable* magazine. Sheraton-Denver Tech Center, Denver. Information: Kim McBride, (713) 342-9655.

■ **Nov. 4-6**—*American Association of Advertising Agencies* agency management seminar. Kansas City Marriott Plaza, Kansas City, Mo.

■ **Nov. 5**—Presentation of Gabriel Awards, sponsored by *Unda-USA*, national Catholic association of broadcasters and communicators. Tampa, Fla. Information: (216) 253-1468.

**Nov. 9**—Comments due in *FCC* proceeding (MM Docket 87-6) considering use of synchronous transmitters to extend coverage of AM stations.

■ **Nov. 9-12**—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis.

**Nov. 11-13**—*Society of Broadcast Engineers* annual convention. St. Louis Convention Center, St. Louis. Information: (317) 842-0836.

**Nov. 11-13**—*Television Bureau of Advertising* 33rd annual meeting. Theme: "Marketing the Television Advantage." Atlanta Marriott, Atlanta.

**Nov. 11-14**—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Chicago.

**Nov. 12**—Telecommunications Career Day, sponsored by *James Madison University*. University campus, Harrisonburg, Va. Information: (703) 568-6221.

**Nov. 12-13**—Communications Law, seminar sponsored by *Practising Law Institute*. Sheraton Center, New York. Information: (212) 765-5700.

**Nov. 13-14**—*New Hampshire Association of Broadcasters* annual conference. Bedford, N.H.

**Nov. 13-15**—*Radio Advertising Bureau's* Radio Sales University. Little Rock, Ark. Information: 1-800-232-3131.

**Nov. 13-17**—*National Federation of Community Broadcasters* public radio RF transmission training seminar. Sheraton, St. Louis. Information: (202) 797-8911.

**Nov. 13-17**—*National Federation of Community Broadcasters* public radio RF transmission training seminar. Sheraton hotel, St. Louis. Information: (202) 797-8911.

**Nov. 14**—30th *International Film and TV Festival of New York* awards banquet for TV programming and promotion, music video and nonbroadcast production. Sheraton Center, New York. Information: Michael Gallagher, (914) 238-4481.

**Nov. 14**—Presentation of Joey Awards, sponsored by *Professional Media Network* and *Sun Jose Film and Video Commission*. LeBaron hotel, San Jose, Calif. Information: (408) 295-9600.

**Nov. 17-19**—Ninth International Sport Summit conference and exhibit. Beverly Hilton hotel, Los Angeles.

■ **Nov. 18**—*Federal Communications Bar Association* luncheon. Speaker: Dean Burch, director-general, Intelsat. Marriott, Washington.

■ **Nov. 18**—"Gambling It All: Nuts and Bolts of Starting Your Own Business," meeting of *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

■ **Nov. 19**—*American Association of Advertising Agencies*, New England Council and Advertising Club of Greater Boston meeting. Back Bay Hilton, Boston.

**Nov. 20**—*Broadcast Pioneers, Washington area chapter*, annual awards banquet. Kenwood Country Club, Bethesda, Md.

**Nov. 23**—International Emmy Awards gala, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton Center, New York.

**Nov. 24**—*International Radio and Television Society* newsmaker luncheon, "Television: New Sources, New Forces," followed by IRTS second annual goods and services celebrity auction. Waldorf-Astoria, New York.

## December

■ **Dec. 2**—Reply comments due in FCC proceeding (docket 87-266) on telephone company-cable crossownership rules. FCC, Washington.

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

**Dec. 3**—*American Sportscasters Association* fourth annual Hall of Fame Awards dinner. Marriott Marquis, New York. Information: (212) 227-8080.

**Dec. 4-6**—*Foundation for American Communications* conference on Pacific Rim economic questions. Conference, "aimed at educating the nation's journalists about issues involving news organizations," is funded by grant from *Gannett Foundation*. Sheraton Miramar, Santa Monica, Calif. Information: (213) 851-7372.

**Dec. 6-9**—"Computer Graphics for Design," fall conference sponsored by *Pratt Center*. Grand Hyatt, New York. Information: (914) 741-2850.

**Dec. 7-11**—Video Expo Orlando, sponsored by *Knowledge Industry Publications*. Buena Vista Palace hotel, Lake Buena Vista, Fla. Information: (914) 328-9157.

■ **Dec. 8**—*Federal Communications Bar Association* reception/dinner honoring FCC Chairman Dennis Patrick. Washington Marriott hotel, Washington.

**Dec. 9-11**—Video Expo Orlando, sponsored by *Knowledge Industry Publications*. Buena Vista Palace Hotel, Orlando, Fla. Information: (914) 328-9157.



## Historic decision?

**EDITOR:** The Federal Communications Commission's action in *Meredith* to stop enforcing the fairness doctrine is a historic step toward liberty. The commission's unanimity, the decision's modest range and cautious argument, the furor the decision has ignited in Congress and among fairness proponents, and its impact on broadcast journalism are all equally noteworthy. Eight critical factors

## Errata

In Sept. 7 "Changing Hands" item on sale of WKYG(AM)-WKXX(FM) Parkersburg, W.Va., buyer, **Jack W. Fritz II**, was listed as general manager of WXYT(AM)-WNTM(FM) Detroit. Jack Fritz's brother, **Jock**, is Detroit stations' manager. Jack Fritz II will become general manager of Parkersburg stations.

In the Sept. 14 interview with former CBS President Fred Friendly, name of **Associated Press president and general manager** was misspelled. AP's president is **Louis D. Boccardi**.

*The Tom Snyder Show* did not premiere over ABC Radio on **Sept. 14** as stated in BROADCASTING. It is scheduled to debut on **Oct. 5**.

**Chart** of shows debuting in **first-run syndication** this fall omitted *The Spectacular World of Guinness* distributed by **Peregrine Film Distribution**. Show debuted Sept. 19 in 82 markets covering 75% of country. There will be 26 episodes cleared on barter basis (two and-a-half minutes for Peregrine and four minutes for stations). Show is co-production of David Paradine Television with Together Again Productions.



## **Commitment.**

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stand out.

First, it is historic. In *Meredith*, the FCC tackles the critical issue in broadcast regulation of whether speakers or listeners enjoy sovereignty of the airwaves. It comes out forcefully for speakers, reversing policy dating to Secretary of Commerce Hoover and the National Radio Conferences of the twenties. The FCC argues that spectrum, now called allocational, scarcity is no longer valid for imposing fairness obligations because a license to the electromagnetic spectrum does not diminish a broadcaster's constitutionally protected right of free speech.

Second, it is unequivocal. The commission's unanimous vote (4-0) discarding the fairness doctrine differs strikingly from the equivocal (4-1) vote authorizing the fairness rule. In 1949, two commissioners voted for the fairness doctrine only because the doctrine ended a total ban on broadcaster expression imposed by the *Mayflower Decision* (1941). Commissioner E.M. Webster voted for the fairness doctrine despite qualms that it left a "licensee in a quandary and a state of confusion." Notwithstanding concern that the doctrine's requirement to provide contrasting views imposed a prior restraint on broadcasters by forcing them to consider who might demand air time in response to news and editorials, Commissioner Robert Jones voted favorably, too. Commissioner Frieda Hennock cast the sole dissent: the doctrine would prove to be unenforceable, she cautioned. Two others, including Chairman Coy, were out of the country at the time, and did not participate.

Third, it is cautious. The decision does not go beyond existing precedent. The commission relies on Court of Appeals decisions in *Meredith v. FCC* that the FCC had to confront the constitutionality of the fairness doctrine. It cites *TRAC v. FCC* to claim agency discretion to determine the doctrine's fate over objections that only Congress can do so. It grounds itself in the Supreme Court's observation in *Red Lion* that if the fairness doctrine were found to inhibit rather than promote the flow of news and information to the public the doctrine's constitutionality would warrant reconsideration. It uses the *1985 Fairness Report*, which found the fairness doctrine limited public discourse, to respond to an invitation by the court in *FCC v. League of Women Voters* to send the court a signal on the doctrine's constitutionality.

Fourth, it is modest. Broadcasters' public interest obligations remain intact as do rules on personal attacks and political editorializing.

Fifth, it reflects current legal thinking on the First Amendment just as the original *Editorializing by Broadcast Licensees* (1949) mirrored that of mid-century.

Sixth, it concludes an embarrassing episode. Meredith's 1984 fairness violation was anomalous following FCC rulings in two similar cases (*Yes To Stop Calloway*, 1984, and *Environmental Defense Fund*, 1982) in which the commission found no fairness violations for broadcasters carrying pro-utility issue ads. By discarding the doctrine, the commission opens up avenues for commercial speech and advocacy ads while diminishing agency time and effort devising and enforcing subjective policy for issue adver-

tisements.

Seventh, it will rile the waters. In getting out of one jam, the FCC has probably gotten itself into several others. Congress may up the ante. Beyond attaching bills (S. 742 and H.R. 1934) to codify the fairness doctrine to "must" legislation, Congress could also push direct access obligations onto broadcasters in retribution for the FCC's discontinuation of the fairness doctrine.

Eighth, *Meredith* may produce its own perverse effects. If broadcasters really do program the heterodox and extreme, will listeners and viewers find them so offensive they will call for a return to normalcy? Should fringe speakers develop significant political followings, akin to audiences of popular televangelists, will the major parties push for a codification of a fairness standard simply to quiet matters? These and other questions can only be answered with time, but for now, it is clear the FCC has taken a historic step toward liberty.—*Hugh Carter Donahue, Ph.D., assistant professor, Ohio State University, Columbus, Ohio.*

### Togetherhness

EDITOR: Fred Bern's commentary on radio news ("Monday Memo," Aug. 24) made some interesting points. I would like to address his comments on news and sales.

Mr. Berns says: "Sales managers must be shown how news is a 'tune in' for local listeners and spots on newscasts can be sold at a premium." Sales managers have known that for years. News directors have to be shown sales managers don't want to destroy their credibility. Mr. Berns's suggestion that news directors go on sales calls is great, but try and get them to meet a client. News directors run like scared rabbits—afraid any relationship with an advertiser will taint them. Sales managers don't want to taint news credibility any more than newspeople—that's one of its sales benefits. Newspeople voicing spots or doing endorsements are out of the question, but talking to a client and an account executive about news hurts no one. It's part of Mr. Berns's public relations campaign for radio news.

All departments in a radio station need to work together. Sales doesn't compete with news, programming or accounting. Radio competes against print, outdoor, cable and TV.—*David R. Stocum, general sales manager, WSRR(AM) Washington, N.J.*

### Historic second?

EDITOR: The "historic first" for cross promotion between two separately owned major-market radio stations that BROADCASTING credited to KTWV(FM) and KFWB(AM) in Los Angeles [BROADCASTING Aug. 24] was actually a second. In late 1975 and perhaps 1976, two radio stations in New York City cross promoted: WKTU(FM) (owned by SJR Communications) and WNWS-FM (owned by NBC). WKTU had gone on the air with a new format in June 1975—it was mellow rock, patterned after KNX-FM Los Angeles—and WNWS-FM was all news. The cross promotion said: "When you want the music, tune in to WKTU, and when you want the news, tune

in to WNWS."

Stan Cohen was the general manager of WNWS, and Dave Rappaport was the general manager of WKTU. I'm not sure whose idea it was, but it definitely preceded this current cross promotion by at least 12 years. *Michael S. Raymond, former retail sales manager, WKTU-FM.*

### Historic third?

EDITOR: The "historic first" for cross promotion is inaccurate.

The first major-market stations to do this were WBBM(AM) and WLAK-FM Chicago in 1974. I was promotion manager at WBBM at the time, and the deal was made with WLAK-FM's then general manager, Neil Rockoff. *David A. Milberg, executive director, non-commercial WYCC(TV) Chicago.*

### Another player

EDITOR: There's some unfinished business in your in Sept. 7 article, "The Business of Broadcast News."

In light of your statement that "cable television has probably become the dominant source of business coverage," we are disappointed to find no mention of BizNet's *Nation's Business Today* on ESPN. BizNet has been producing a daily, live business news program since 1982, first as the commercial-syndicated *BizNet News*, then changing its name to *Nation's Business Today* when it moved to ESPN two years ago.

BizNet, along with FNN, CNN and public television, foresaw the growing public appetite for business news long before it became "trendy." We do welcome the competition, however, because it's the viewer who ultimately benefits from the increased coverage of business news.—*Robert L. Adams, vice president, broadcasting, BizNet, U.S. Chamber of Commerce.*

### Sorry state

EDITOR: Your stirring defense (Aug. 31) of limitless advertising on children's television will persuade no one outside of broadcasters' boardrooms. Millions of parents are disgusted by the sorry state of children's television: insipid programs and incessant commercials for candy, sugared cereals, burgers and fries.

As for your sophomoric attack on Peggy Charren, president of Action for Children's Television, sooner or later broadcasters will realize that she reflects the concerns of a large segment of the public. If she (and Henry Geller) disappeared, the vacuum would be filled quickly by other vocal, articulate critics.

Sooner or later, for the sake of our children and our country, television will be used to educate and inspire, rather than numb, our children. Ultimately, perhaps, the most effective catalyst for reform will not be the Peggy Charrens, but the business executives who have tired of interviewing semi-literate, TV-educated applicants for increasingly sophisticated and demanding positions.—*Michael Jacobson, executive director, Center for Science in the Public Interest, Washington.*



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A commentary on international news from Deborah Rivel, general manager, Monitor Television International.

## The expanding horizons of local TV news

Local TV news just ain't what it used to be. It's better. As technology continues to advance at an astonishing rate, the options for getting the news and presenting it are limited only by an individual station's imagination, budget and desire to provide a pace-setting broadcast. For a TV station manager, keeping up with the local news competition has become a real odyssey. But forward-looking managers are starting to broaden their horizons—to look for even more creative means to gain the competitive edge.

Time was when the local news would appear on TV, and all those familiar faces would deliver the day's litany of school board votes, hotel fires and investigative reports on local politicians. It was pretty much the sum of the world according to "our city" or "our town."

The national and international news was covered by the networks, which were the only folks around able to leap continents and let the local guys know what was happening around the globe or the country—instantly, expertly and at the right price. And seldom the twain ever met.

Sure, stations have always included brief summaries of national and international news, and some would occasionally send crews to exotic places to cover a hot local sports team on the road, or to get more personalized coverage of a distant disaster that involved some local interests. But that was expensive, and so stations saved up for those infrequent big stories.

That was back then. Now the game has changed. First Conus, then Newsfeed and a variety of other organizations have given satellite newsgathering to the world. Now the face of local news has been altered in a fundamental way—for both affiliates and independents.

Suddenly local newscasts include news from all over the U.S. Nowadays it appears to the viewer that the local station is reaching out farther with a local look and a local hook. Among the network feeds, Conus, Newsfeed, NIWS, INDX and others, just about everybody can have access to national stories, sometimes custom-made, and generally well produced.

With increased penetration by indies, and with cable taking its bite out of the local numbers, the battle for increased ratings and revenue has put pressure on both affiliated and independent news departments to do still more to carve out their own niche in the market.

To complicate matters, CNN has entered the scene, giving viewers yet another news



Deborah Rivel is the general manager of Monitor Television International, the syndication division of The Christian Science Monitor Syndicate. Rivel oversees the distribution, sales and marketing of *The Christian Science Monitor Reports*, a half-hour weekly newsmagazine, and *Monitor World View*, a news insert service, distributed by Conus Communications. Before joining the CSM Syndicate, she spent two years as director of affiliate relations for the NBC Radio Network and Talknet. Previously she held management positions with Westinghouse stations in Pittsburgh and Philadelphia, and with stations in Miami and Jacksonville.

option. Indies have begun to schedule more news at alternative times, as well as counter-programming against affiliate news. Now viewers can make a choice between news and entertainment.

What to do? Graphics and music have become slicker, news sets are regularly updated, research has become increasingly sophisticated, and it appears everything that could be tightened or exploited has been.

And so station managers are still looking for ways to stand out and to benefit their community. The time has come to enter a new horizon—the local global news staff.

Sounds ambitious? Maybe, but there's no denying that as our world grows more complicated, and the global village becomes a reality, our local viewers' needs are changing. The incestuous nature of world politics and trade and the sheer ability to communicate worldwide instantly have put foreign events in our backyard. No one can deny the obvious effects on Americans' lives from such world issues as AIDS, Chernobyl or the cocaine trade.

Here's where an opportunity exists for the alert station manager. In an ever-shrinking

world where events across the globe affect life at home, there is a growing need for viewers to know what is happening and how it affects them. The local news director or station manager who knows how to link international stories to his community can create a competitive edge for his station.

The fact is that international news is local news, because of its specific effects on specific areas of the country. The recent adoption of the U.S. flag by Middle Eastern tankers is an example of a global story that becomes local very quickly—especially in the Midwest and Southwest where the world oil market firmly controls employment and the standard of living.

Currently, station managers are anticipating this next horizon of local news competition. But the question arises: How can they effectively tap into the resources available to create a tangible advantage for their station? Many stations shoot a local angle in their community to back up a network story. File-footage services provide stock footage for other pieces, although that source lacks the credibility of a correspondent in the field. Other stations contract with organizations such as Visnews, WTN and the like to produce stories for them or to be used to augment their local news resources. There are possibilities among these for large and small market stations.

The local station that covers only the local angles deprives its viewers of the whole story. The station that can provide some background and analysis has a significant competitive advantage. Most viewers recognize that a drought in the cornbelt will affect prices in the local supermarket, but they aren't so aware that a drop in the yen will have its consumer effect on their home town. But that is local news. Until recently it was a hard story to cover.

This is where the news specialists can fill in the blanks. Long-form syndicated programs are beginning to crop up. CNN's 24-hour subscription service has an international news hour for breaking news. Public TV's *MacNeil/Lehrer NewsHour* provides in-depth discussion of world events. *The Christian Science Monitor Reports* is a half-hour barter program that specializes in in-depth, on-location reports, while *Monitor World View* is an insert service that helps local stations weave international topics into their newscasts. *USA Today's* daily TV newscast has been announced for fall 1988 and others are in the works.

The technology has arrived, and the seed of the concept—finding the local angle to global issues—is beginning to take shape. The next few years could bring a new perspective to the way stations view covering news and could provide a real windfall for the viewer.



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# Broadcasting Sep 28

Vol. 113 No. 13

TOP OF THE WEEK

## Broadcasters win Stennis support on fairness

Broadcasters had reason to cheer last week when Senator John Stennis (D-Miss.), chairman of the Appropriations Committee, announced he would oppose attachment of a fairness-doctrine codification bill to any Senate spending measures. Stennis's opposition does not guarantee defeat of a fairness bill, but is considered "significant" by broadcasters who think it will "narrow" the legislative options for codification. It is believed the doctrine's proponents are planning to use an appropriations measure (one the President won't veto) as a legislative vehicle to move fairness.

Stennis arrived at his decision after meeting with broadcasters last Monday (Sept. 21). National Association of Broadcasters President Eddie Fritts and six Mississippi television operators called on Stennis. (They were Leon Long and John Hash of WLOX-TV Biloxi; Ken Hawkins, WDAM-TV Hattiesburg; Mark Ledbetter, WTAJ-TV Tupelo; John Macione Jr., WXVT-TV Greenville, and Ben Strickland of WAPT-TV Jackson.) An aide said the senator was "impressed" by the broadcasters' arguments. And although Stennis is uncommitted on the issue of whether fairness should become law, he will fight any effort to use the appropriations process to codify the doctrine, his aide said.

Fritts characterized what occurred as a "classic case of grass-

roots lobbying." And although he was pleased with developments, NAB is not resting on its laurels. Fritts will continue to pursue the idea of deferring any action on fairness for at least one year (BROADCASTING, Sept. 21). He thinks there are members who will find a one-year moratorium appealing.

Stennis originally voted against the codification bill but did not back the President's veto of the measure. NAB had been hoping to enlist his support along with others on the committee, which is considering several spending bills that could be targeted for a fairness attachment, including a budget reconciliation package or a stop-gap funding measure.

In light of Stennis's declaration, Senator Ernest Hollings (D-S.C.), an Appropriations Committee member and champion of the doctrine, may look for other legislative vehicles. "Hollings in some sense has been checkmated by a senior member," observed one broadcast lobbyist.

But Hollings aides showed no signs of discouragement. "Stennis voted against us before," said one. "It comes as no surprise." And no one was underestimating Hollings. There is a general consensus among lobbyists that Hollings will eventually prevail and that he might choose any "must-pass" bill or legislation Reagan favors to move fairness.

## Football strike carries big penalties for networks

**NFL players' walkout, if lengthy, could upset network TV and radio advertising by \$12 million a week**

ABC, CBS and NBC collectively stand to lose \$12 million or more every week the strike by National Football League Players Association remains unsettled. And although players and owners were bargaining throughout last week, it remained unclear late Friday how long the strike could go on.

The networks, meanwhile, were scheduling substitute television programming for yesterday, Sept. 27, and tonight, Sept. 28, while considering contingencies if the strike goes into next weekend or beyond. It is still not known whether or for how many weeks the networks would air the replacement games the team owners have said they will play with second-string free agents and others should the strike continue.

For this past Sunday, Sept. 27, NBC was planning to replace its NFL coverage with two Major League Baseball games—80% of the country getting the Toronto Bluejays playing the Detroit Tigers and the rest watching the St. Louis Cardinals and the Chicago Cubs. CBS was scheduling a repeat of the 1987 Super Bowl. Both CBS and NBC also said they were planning to expand their NFL pre-game shows from a half-hour to one hour (12:30-1:30 p.m. NYT) yesterday.

ABC, which carries *Monday Night Football*, said it would instead air tonight (Sept. 28) the theatrical film, "Star Trek III: The Search for Spock."

During the last players' strike, lasting eight weeks in 1982, ABC's first-week substitute Major League Baseball coverage beat NFL substitute programming on both CBS—where a Super Bowl repeat drew less than half the usual Sunday NFL telecast—and



Striking Redskins on ABC/WJLA-TV

NBC, which aired Canadian football. The baseball coverage averaged a 6.4 rating/18 share, the Super Bowl averaged a 5.6/16 and Canadian football averaged a 5/12.

Little was being said last week on how extensively the networks would be compensated for similar viewership losses because

of second-string games or games not aired, and the resulting lost ad revenues. At risk are some 24 minutes of commercial time per game, estimated to be worth \$100,000-\$150,000 for a 30-second network spot on Sunday and \$200,000 or more for 30 seconds on *Monday Night Football*.

According to Richard Kostyra, J. Walter Thompson executive vice president, ABC, CBS and NBC take in an estimated \$25 million per week from advertisers, but "in the best of circumstances, the networks will get 50% of the original estimated audiences" airing programming other than first-string NFL games.

Assuming the networks would compensate advertisers for the lower viewing levels, either through make-good spots or cash compensation if inventory is sold out, that would put ABC, NBC and CBS losses at \$12 million-\$13 million each week of the strike. The losses could be even greater this first week, if, as Kostyra suggested, substitute programming draws only one-third the normal audience.

At least one network, ABC, believes its television rights contract with the NFL protects it from such losses, but could not say to what extent. It also believes games not played, such as that originally scheduled for this Monday, would entitle the network to a one-sixteenth reduction of its 16-week contract. ABC is paying \$160 million for NFL

broadcast rights this year, CBS is paying \$150 million, NBC is paying \$120 million, and cable network ESPN, scheduled to air NFL games for the first time starting next month, is paying \$46 million.

Val Pinchbeck, NFL director of broadcasting, acknowledged that if there is an impact on the networks because of the nature of replacement games planned for next week, the NFL would "be available to sit down and discuss adjustments" to contract rights payments. He added, however, that the league "has received no indication from any of the networks that if we played [replacement] games, they would do anything other than air them."

CBS officials last week indicated it was likely the network would carry at least the first of the replacement games, if for no other reason than its news value. NBC said it would announce its decision on the second-string games by the middle of this week, and ABC declined to comment.

If replacement games are not carried, ABC, which during the last strike broadcast

mostly movies, is likely to repeat that policy. CBS and NBC say they have not confirmed plans beyond week one, but it is probable that both would fill the gap, in part, with sports anthology programming. Some of the time may also be given back to the entertainment division to fill if the strike continues for an extended period.

On the network radio side, CBS Radio, which outbid NBC for the exclusive NFL package earlier this year (BROADCASTING, April 13), will air the replacement games, said Bob Hosking, CBS Radio president. CBS's new three-year NFL radio package is composed of 40 games—16 Monday night contests, eight Sunday night games, four Saturday games, two Thanksgiving Day games and 10 postseason contests including the Super Bowl and the Pro Bowl.

The radio network, which Hosking said sold out advertising for the first three Monday night games (only two have aired), said, if necessary, it would adjust ad rates or schedules on the replacement games using ratings for ABC television's Monday re-

placement games (if ABC airs them) as a guide. Network radio ratings for the NFL football package are generally not compiled until the first quarter of each year.

The CBS Radio Network will continue to feed its 15-minute *NFL Preview* broadcast each Friday, which is hosted by CBS sportscasters Brent Musburger and Jimmy (the Greek) Snyder. CBS football affiliates revert to local programming when no NFL game is played.

Mutual Broadcasting, which carries NFL Sunday doubleheaders in contracts with individual teams rather than the NFL, also plans to air replacement games if the strike is still on, beginning Sunday (Oct. 4), a network spokesman said. Regarding last Sunday's broadcast schedule (Sept. 27), the network was slated to carry a three-hour football talk show from 1 to 4 p.m. NYT (to be re-fed at 4-7 p.m.) with no commercial network inventory. In anticipation of a players' strike, Mutual initially gave advertisers extra spot inventory during its NFL coverage on the last Sunday of play (Sept. 20). □

## Green light expected for Taft sale

**If stockholders act as anticipated, they will OK purchase by FMI; Dudley Taft to take name and form new broadcast firm**

Taft Broadcasting Co. shareholders are expected to approve a \$157-per-share joint venture buyout by leading stockholders at a special meeting in Cincinnati Tuesday, Sept. 29.

The stock buyback, which requires FCC approval before it can close, will result in the spin-off of two of the company's TV stations and all of its cable holdings, leaving five network-affiliated TV and 16 radio stations and other entertainment holdings to operate under a new company name.

Under the terms of the proposed buyout, Taft shareholders will be paid either \$157 cash per share or \$144 cash per share plus one share of FMI Financial Corp. FMI, the holding company that will take 100% control of the remaining Taft Broadcasting interests, is 71%-owned by American Financial Corp., whose major shareholder is Cincinnati-based investor Carl Lindner. FMI will be renamed The Great American Communications Co. following the closing.

If the deal does not close by this Thursday,

Oct. 1, however, shareholders would receive an additional 50 cents-per-share, per month pro-rated, until March 31, 1988, the company said.

The FCC was preparing its ruling on the Taft buyout last week and a spokesman could not say when it would be completed. The commission is expected to approve the granting of temporary waivers on requirements that Taft divest parts of its AM-FM-TV combinations in Cincinnati and Kansas City, Mo. (The commission has granted similar waivers for combinations held by Capital Cities/ABC and General Electric pending completion of an ongoing proceeding to review the "one-to-a-market" rule that prohibits the transfer of radio-TV combinations.)

Taft also has asked for a temporary waiver on ownership of its Columbus, Ohio, TV station, WTVN-TV, which will be divested as part of the restructuring.

At least one obstacle to FCC approval of the buyout was cleared last week. Two citizen groups, Action for Children's Television and the Moreland-Portland, Ore., Listeners Association, asked the commission to dismiss their petition to prevent the sale, citing a lack of resources to pursue their complaint,

which centered on past misconduct charges alleged against AFC's Carl Lindner. A second petition, filed by a complainant in a damage action against a Taft station, is still pending at the commission.

To finance the buyback, the joint venture will obtain approximately \$1.4 billion, including \$650 million already committed in principle, from bank lenders, plus \$560 million planned from an underwritten public offering or private placement of debt securities.

The Taft buyback and reorganization plan was initiated in April in an agreement among FMI (which holds 16.2% of outstanding Taft shares); Taft's largest shareholder (at 24.9%), The Robert M. Bass Group, and Taft family members led by Vice Chairman Dudley Taft. Dudley Taft agreed to join the partnership bid after his own \$145-per-share leveraged buyout bid was turned down by the Taft board as too low. At least five other prospective buyers have received confidential financial information on the company since May, but none made an offer.

The TFBA Limited Partnership formed to purchase Taft's approximately 9.2 million outstanding shares will merge into Taft once the buyback is completed, with the resulting entity becoming a wholly-owned subsidiary of FMI/Great American Communications. With the partners of the venture holding a total of 46% of the outstanding shares, plus approval from directors who hold 2%, passage of the buyout plan requires only another 2% of shareholder votes.

Current top management, including Taft Chairman and Chief Executive Officer Charles Mechem Jr., Chief Operating Officer George Castrucci and others will remain in place at the new company.

Dudley Taft, a member of the founding family and director of the company since 1967, will leave the firm. Taft will take the family name with him to form a new media company and has already purchased the *Providence Journal's* WPHL-TV Philadelphia for \$77 million (see "Changing Hands,"



Mechem



Taft

page 71).

As part of the TFBA agreement, Dudley Taft will purchase Taft Broadcasting's WGHP-TV Greensboro-High Point, N.C., an ABC affiliate on ch. 8, at a price 13 times its 12-month trailing cash flow, but not less than \$45 million plus net receivables. Also, Taft is guaranteed \$235 million in loans from FMI for the acquisition of WGHP-TV and other TV, radio or cable operations until May 1992.

If Taft makes no acquisitions over the next 18 months, however, the deal calls for FMI to pay him \$10 million or sell him its WBRC-TV Birmingham, Ala., for 11.5 times the 12-month trailing cash flow plus net receivables. Taft will also be paid \$3.3 million by FMI for expenses incurred in his bid to buy Taft Broadcasting.

The Bass Group will end up with the company's holdings in two cable ventures, plus WTVN-TV Columbus and cash totaling \$157.5 million. Bass will take over Taft's 43% interest in Bass-Taft Cable, a joint venture formed last year as part of the \$620-

million purchase of Wometco Cable TV. Bass will also take on Taft's half-interest in Taft Cable, which Taft manages in partnership with TCI. Whether TCI will retain its holding or sell was not clear.

FMI/Great American Communication's holdings after the restructuring will include NBC-TV affiliate WDAF-TV Kansas City, Mo.; ABC-TV affiliates WBRC-TV Birmingham, Ala.; WKRC-TV Cincinnati; WTVN-TV Columbus, Ohio, and WTSP-TV St. Petersburg, Fla., and CBS affiliate KTSP-TV Phoenix, all VHF's. (Five independent television stations were sold to TVX Broadcast Group earlier this year for \$240 million.)

Radio holdings will include AM-FM combinations in Atlanta; Cincinnati; Columbus; Indianapolis; Kansas City; Milwaukee; Portland, an FM in Pittsburgh and WRIF-FM Southfield, Mich., the last just purchased from Silverstar Communication for \$17 million. The company's entertainment group, which is not to be sold, includes Hanna-Barbera Productions and Worldvision Enterprises as well as a variety of leisure property

holdings.

Taft, which in its last fiscal year ending in March reported a \$53 million loss on net revenue of \$500 million, has remained in the \$152-\$153-per-share range in stock market trading since the leveraged buyout bid in April. FMI, which last year had earnings of \$78 million on \$121 million in revenue, has been in the \$12-\$13 range during that time.

WGHP-TV, which will go to Dudley Taft, reported \$795,000 net income on \$10.4 million net revenue for fiscal year 1987, and \$379,000 net income on \$2.8 million net revenue for the three months ending last June 30. WTVN-TV, going to the Bass interests, reported \$3.5 million net income on \$18.3 million net revenue last fiscal year and \$1.5 million net income on \$5.3 million net revenue for the quarter ending June 30. BT Cable, also going to Bass, reported a net loss of \$19.9 million on \$52.3 million net revenue for the six months ending June 30, while Taft Cable Partners reported net pre-tax income of \$3.3 million on net revenue of \$21.8 million for the same period. □



NBC-TV's Bryant Gumbel flanked by scenes of China

## If it's 'Today,' this must be China

**NBC News to broadcast a week's worth of live morning, evening and weekend reports from two Chinese cities**

Clocks in the offices at NBC News are doing double duty this week: Not only are they measuring the minutes in New York but they're offering the hours in Beijing. The NBC staffers in New York need to know when they can contact the more than 100 crew members broadcasting from China in what NBC News President Larry Grossman called "the most ambitious, complex, difficult undertaking I think anybody's ever done in the history of television"—eight days of live coverage originating from two cities and fed by satellite to five news programs—all undertaken while the network is in the midst of a strike by its technical employees.

After more than a year of planning, the NBC extravaganza began last Friday (Sept. 25) with a preview of the week's coverage on the *Today* show, which airs weekdays at 7-9 a.m. NYT. Also carrying reports were the *NBC Nightly News with Tom Brokaw*, fed weekdays at 6:30 and 7 p.m.; *Saturday Nightly News*, at 6:30-7 p.m.; *Sunday To-*

*day*, NBC's new morning magazine, at 8-9:30 a.m., and yesterday's (Sept. 27) broadcast of *Meet the Press*, which was to have featured an interview taped by Tom Brokaw with Premier Zhao Ziyang. Coverage by *Today* and *Nightly News* will continue through Friday (Oct. 2), and will originate from Beijing until Wednesday, with coverage of the Great Wall, the Forbidden City and Tiananmen Square (the center of political life), and then from Shanghai, including a visit to The Bund (a commerce center). On Oct. 1-2, the programs will cover the festivities of China's National Day.

The first NBC crew members arrived in China two months ago, with the bulk going later from bureaus in Europe and Asia. Among the New York contingent to arrive on site last week—after a 22-hour trip—were *Nightly News*'s Brokaw, *Today*'s Bryant Gumbel, Jane Pauley and Willard Scott; *Sunday Today*'s Boyd Matson, and *Saturday Nightly News*'s Connie Chung—who met a number of her relatives in China for the first time. *Sunday Today*'s Maria Shriver and *Meet the Press*'s Chris Wallace continued their anchoring responsibilities from

New York and Washington, respectively, where it was 12 hours earlier. Staff members in China and the United States kept in touch via two telephone systems NBC had installed especially for the week's broadcasts.

Although the cost of the endeavor was reported to be \$6 million by the *Washington Post*, an NBC spokeswoman said she would be "amazed if it were more than \$3 million or \$4 million" in light of the network's use of the facilities of China's CCTV and Shanghai Television. NBC shipped equipment, including control rooms, to China last spring, and will move it next to Korea for coverage of the winter Olympic games in Seoul.

According to NBC's Grossman, the coverage is timely because "there's a very important story developing" in the meeting of China's National Assembly, which "holds the promise of making substantial changes in the government and the whole policy direction of China." Americans have demonstrated a fascination with the Chinese, the NBC news president said, and NBC's coverage was a result of the Chinese government's "willingness and openness, our interest, the timeliness." □

# ABC reaches deal with Italian TV

**Network receives first-window domestic TV rights to three films; ABC airing coincides with theatrical release abroad**

ABC Entertainment, which has been working for nearly a year to acquire movies without previous theatrical, home video or pay cable exposure, has reached a co-financing production agreement with RAI RadioTelevisione Italiana that will give the network domestic TV rights to three motion pictures budgeted at between \$10 million and \$12 million each.

Under the deal, announced at a Los Angeles press conference last week, ABC's airing of the English-language movies featuring Americans in principal starring roles and "above the line" production positions will coincide with the theatrical release of the RAI films abroad. ABC officials noted that the agreement, formulated and negotiated by Hollywood's Creative Artists Agency, represents the first such venture between an American and foreign television network.

The partners have already decided on two of the three projects. The first, a \$10-million film titled *The Primitive* that is scheduled to air during the 1987-88 television season, had been on the production slate of ABC Motion Pictures until the network closed the division. It was written by Dan O'Bannon and Don Jakoby for Blatt/Singer Productions. The second, *Danger Adrift*, has been budgeted at \$12 million. It will be produced and written by John Gay, whose television credits include *Captains Courageous*, *Les Misérables*, *A Tale of Two Cities* and *Fatal Vision*.

Ted Harbert, ABC's vice president of motion pictures, said he thinks the network's relationship with the private Italian company (which runs three television networks and produces about 30 theatricals a year) can go "far beyond the three pictures we have negotiated." The pact, he said, allows the network to acquire high-budget product for prices "comparatively advantageous" to the average license fee paid for made-for-TV movies.

"As the television business gets tougher and tougher, both competitively and financially, this agreement provides ABC with a new way to acquire first-run movie programming," Harbert said.



RAI's Emmanuele Milano (l) and ABC's Ted Harbert

Neither Harbert nor Emmanuele Milano, deputy general manager, chief and supervisor of the RAI Networks, would comment on the specifics of the financing arrangement, but Harbert previously told BROADCASTING that ABC was looking for foreign sources to put up half the capital.

Milano said through a translator that once ABC's four-year window closes, RAI will sell the U.S. rights to home video and "other ancillary areas," such as pay cable and syndication. Theatrical releases have been ruled out here, but in Italy and some other European countries the dubbed films will open in movie theaters and then go to television 18 months later, he said.

ABC wants to see how the arrangement works before considering similarly structured deals with other foreign partners or

independent domestic producers, Harbert said. The co-venture movies would account for only a handful of the nearly two dozen television films the network acquires each year (BROADCASTING, Dec. 22, 1986).

Creatively, ABC will have control over all aspects of the production, but Harbert said the deal permits both ABC and RAI to generate ideas for movies. That would permit ABC to use existing scripts that have been sitting on the shelves since the in-house motion picture unit closed its doors.

RAI airs about 22,000 hours of television programming a year, most of which it produces. While Milano said the ABC deal marks a first for RAI in movies, the company makes about 200 hours of mini-series annually, and about 70% are done as co-productions with European partners. □

## Colino sentenced to up to six years in prison

**Former Intelsat director general also ordered to pay back \$865,000 after being convicted of defrauding organization of \$5.4 million**

Richard Colino, the first U.S. director general of the International Telecommunications Satellite Organization—which he had helped create—faces the prospect of six years in a federal minimum security prison for his role in defrauding that organization of \$5.4 million through a scheme involving kickbacks, phony bills and Swiss bank ac-

counts. The sentence, imposed by U.S. Judge Gerhard Gesell, also requires Colino to make restitution of \$865,000.

Colino, speaking in a husky voice before sentence was passed, said he had "no excuses" for what happened. He said he had asked himself why he had acted as he did but had "no definitive answers." It was, he said, "an aberration of a lifetime of behavior." His lawyer, Nathan Lewin, cited what he called "a remarkable collection of letters from lawyers and others supporting Mr. Colino and saying what had happened was out of keep-

ing with what they know of him." The letters had been sent to Gesell. Both Colino and Lewin said Colino, who is 51, is at an age—and has the talent—to contribute to society.

But Gesell saw Colino's crime as particularly serious because it involved not only fraud but "a clear breach of the public trust." Gesell noted that Colino had been the choice of the U.S. government to represent it in "an international organization of great importance." So, he said, he viewed Colino's wrongdoing differently from that of two co-defendants—a real estate agent and a mort-

gage broker—who were also sentenced to terms in minimum security prisons. They simply “saw the boss taking money” and decided to do the same, Gesell said. Colino, who pleaded guilty to one count of fraud in a plea bargain with the U.S. attorney’s office in Washington, will have to serve a minimum of 42 to 50 months, according to parole board guidelines. He had faced a maximum penalty of 10 years and a \$250,000 fine.

Colino—who in his role as director general engaged in what the U.S. government regarded as confrontational tactics in opposing it on the question of separate international satellite systems that would compete with Intelsat—had been among a small group of U.S. officials who brought Intelsat into being. As a young FCC lawyer, he served as a spokesman on U.S. delegations to conferences that wrote the interim agreements that established the organization in 1964. And during a 14-year career with the Communications Satellite Corp., he helped draft the “definitive agreements” that established Intelsat in its present form in 1973. Later, he headed the Comsat staff that dealt with the fledgling organization and, in effect, ran it. When the term of the first director general—a Chilean—was expiring in 1983, Colino, then a telecommunications consultant, sought and obtained Comsat and U.S. backing as the U.S. candidate to succeed him.

Gesell put Intelsat’s loss as a result of the actions of Colino and others at \$5.4 million. According to a detailed report submitted by the U.S. attorney’s office at the time Colino and his co-defendants pleaded guilty, some \$4.8 million was involved in the rigging of bids and kickbacks in connection with the construction of an addition to the Intelsat headquarters building in Washington. The first of four detailed transactions occurred in April 1984, four months after Colino assumed office. The remainder of the \$5.4 million was generated by the award of fraudulent consulting contracts. In one, Intelsat paid \$565,000 to a nonexistent Panamanian company for work actually performed by Colino from Intelsat material.

Jose L. Alegrett, who had served as Intelsat deputy director general, was heavily involved in Colino’s illegal activities, according to investigators. Both were dismissed by the Intelsat board of governors in December 1986 after preliminary investigations turned up evidence of the wrongdoing later detailed by Intelsat attorneys and the U.S. attorney’s office. Alegrett cooperated with Intelsat in its investigation and turned back \$1.1 million. But he is believed to have left the country and to be living in his native Caracas, Venezuela. However, the possibility that he and others named in the U.S. attorney’s report will be indicted by a grand jury remains. Indeed, Gesell made it clear to the U.S. attorney’s office that he wants all of those involved “brought to justice.” If they are not, he warned, the sentences he was meting out could be “adjusted”—and he apparently meant downward. For those who had pleaded guilty and had cooperated with the government, according to the U.S. attorney’s office, it would not be fair, observers noted, if those who did not cooperate escaped pen-

alty.

Sentenced with Colino last week were Manuel G. Serra, a Washington real estate broker involved in the Intelsat construction project who was said to have received \$390,000 in kickbacks, and Charles G. Gerrell, an Arkansas mortgage broker who, with his former wife, Dana, was said to have shared \$435,000 in fraudulent payments. It was an unauthorized payment of \$1.35 million that Alegrett made to Gerrell and his wife in one of the illegal transactions that led to the investigations by Intelsat and the U.S. attorney’s office. Serra was sentenced to three years in prison and fined \$100,000. He has agreed to return \$100,000 to Intelsat. Gerrell was sentenced to two years in prison and was not fined. His attorney said Gerrell had “squandered \$200,000 in emotional turmoil and alcohol confusion.” They, too, will serve their time in minimum security prisons.

The money Intelsat has been promised from Alegrett, Serra and others involved in the scheme totals about \$1.5 million. And Intelsat is determined to recover the rest. Raymond Banoun, Intelsat’s outside counsel, said the organization had rejected an offer by Colino to settle an \$11-million damage suit it has filed against him. He would have paid \$1 million, provided also that Intelsat made no claims on his wife’s assets and told Gesell it was satisfied. Banoun said Intelsat would not discharge an insurance company from the obligation it has to cover Intelsat losses resulting from fraud by executives. “We know he has more money, based on his filings in bankruptcy court,” Banoun said.

Colino has filed for bankruptcy in an effort to protect his assets against Intelsat and other creditors. Banoun estimated Colino’s assets—including proceeds from the sale of his home and a condominium in Jupiter, Fla., and expensive art and household furnishings—at \$1.5 million-\$2 million. Banoun also said the filings indicate Colino invested and lost money in the stock market.



Colino

While disclosing his assets in the bankruptcy proceeding, Colino invoked the Fifth Amendment protection against self-incrimination more than 100 times in refusing to answer questions as to the source of his money.

Still to be determined fully is where the money siphoned from Intelsat went. Gesell noted that two Swiss bank accounts controlled by Alegrett had received \$3.5 million. Thus far, he said, “we have only Colino’s information” that he received \$860,000. Colino’s lawyer Lewin said his client could account for only \$860,000 of the funds and that a polygraph test had borne out his assertion he had received up to a maximum of \$1.1 million. The U.S. attorney’s office said it could not dispute that contention. But Banoun does. He said following the sentencing that that accounting does not include “the hundreds of thousands of dollars he and Alegrett withdrew [from the Swiss accounts] when they went to Switzerland.” □

## Cities looking to reexamine cable act

### Association of local regulators meeting in Milwaukee votes to examine current system with eye toward action

Cable’s regulatory status quo is being jeopardized by the local officials who regulate the industry. At least that was the general impression gained from members of the National Association of Telecommunications Officers and Advisers (NATOA) who, at their annual meeting last week in Milwaukee, voted for the formation of an ad hoc advisory committee that may recommend revisions in the Cable Communications Policy Act of 1984. The committee also wants to develop testimony in anticipation of congressional oversight hearings to be convened later this year by the House Telecommunications Subcommittee.

According to reports from a business meeting held last Tuesday, Sept. 22, there was overriding sentiment to “do something [about the act] and not just roll over for the industry,” said one well-placed NATOA

source. And some cities were said to be considering the creation of various coalitions to supplement whatever legislative activity might occur. There was even a mention of hiring lobbyists to represent such coalitions.

The 1984 act, which curtailed much of the cities’ authority to regulate cable, has resulted in significant controversy and divisiveness among the cities. Some NATOA leaders (including its new president, Donna Mason from Vancouver, Wash.) and the National League of Cities, its parent organization, think reopening the act is premature. (As an affiliate, NATOA does not lobby. The league itself performs that function, although it looks to NATOA for guidance on cable issues.) A NATOA past president, William Bradley of Denver, said he was inclined to “reach out to cable and work together” in tackling common problems before proposing changes in the act.

An indication of the cities’ ambivalence was reflected in reports concerning the ad hoc committee’s specific function. Mason

said it was assigned to "find a consensus, if there is one," and present a draft position paper to the NATOA board for approval.

But Cynthia Pols, counsel to the NLC, said the message from NATOA members was more explicit. "It was very clear" NATOA members "wanted action." Pols said. She thought the ad hoc committee "would explore specific legislation." And although the league's position has not changed, Pols said, the "dynamics could change."

Among issues the committee is likely to address are the FCC's technical standards for

regulator from Yakima, Wash.: "I am tired of battling over these issues... A lot can be done without kicking doors down." In addition, Mason said her board directed her to "get back with Mooney and explore our common interests."

Valenti's and Padden's remarks, however, drew repeated applause, although some NATOA members suggested that they were buttering up cable belatedly. Asked what he thought of Valenti's speech, Brother Richard Emenecker of Pittsburgh said the motion picture community should have been there in



Pfister hotel, Milwaukee

cable, channel realignment, rate deregulation and the impact of two court cases in which a city's authority to grant exclusive franchises and impose requirements was held to be a violation of cable operators' First Amendment rights. Much of the meeting, said one participant, was "permeated" with discussion of those First Amendment decisions.

The meeting also provided an opportunity for representatives of the broadcast and motion picture industries to build an alliance with city organizations as part of their efforts to diminish what they consider to be cable's monopolistic stranglehold on the marketplace. Both Motion Picture Association of America President Jack Valenti and Preston Padden, president of the Association of Independent Television Stations, addressed the meeting.

At the same time, the local officials heard from National Cable Television Association President James P. Mooney (see below) who in a conciliatory move urged cooperation between the two entities in an effort to preserve the Cable Act, which he warned was facing serious challenges in the courts.

But reception of Mooney's call for peace during a conference luncheon was mixed. "That smooth talk may go over well in Congress" but the idea of working with cable "is like putting the foxes in the hen house," said one local regulator.

And according to reports from attendees at the business meeting, some of NATOA's newly elected board members were taking a hard line toward cable. Tom Cohan of Boston said it was "time to reconstruct the 1984 deal we all thought we had." And Paul Berra of St. Louis indicated his desire for the board "to be more activist in the future."

On the other hand, there were those who thought Mooney was right and that it is time to find "a common ground" with cable. Said Bruce Crest, a former NATOA director and

1984 when the act was adopted. "They're a little bit Johnny-come-lately," he said.

Both speakers, however, were prepared for that charge and apologized during their remarks for not joining with city organizations earlier. "This time you won't be alone," Valenti and Padden each promised.

INTV along with the National Association of Broadcasters and National Association of Public Television Stations have enlisted the NLC's backing of legislation to grant cities authority to settle disputes over channel positions of broadcast signals (those with must-carry status) and PEG (public, educational and governmental) channels. NATOA's board has yet to take a position on that request.

The league has endorsed a channel realignment bill introduced last week by House Telecommunications Subcommittee members John Bryant (D-Tex.) and Al Swift (D-Wash.). In his opening statement accompanying the bill, Bryant said the "unilateral channel shifting is the most widespread and pervasive problem cities are encountering." He based that contention on an NLC survey (BROADCASTING, Sept. 7) that Bryant said shows channel realignment "occurring in 74% of this country's cable systems."

Padden, who spoke during the meeting's awards banquet, discussed the Bryant-Swift bill. "I am confident you will find that in almost every instance the real, and grossly anticompetitive, purpose for those shifts was to provide more advantageous channel positions for the program services which the cable operator either owns or in which he is selling commercial time." The issue, Padden said, "is whether the owner of a monopoly pipeline should have unfettered discretion over the selection and arrangement of the television information and entertainment that gets through to consumers."

Cable, he said, argues it is not a monopoly because it faces competition from broadcast-



Mason



Padden



Valenti

ers, videocassettes and "get this—live performances." Presumably, consumers dissatisfied with their cable service should simply disconnect the cable, sit on the sofa, and wait for a traveling minstrel with a banjo to knock on their door and offer to entertain them. The reality, we all know, is that many consumers are totally dependent on cable for access to television service."

Padden said independent television broadcasters would like to "co-exist peacefully with our cable friends. However, their aggression, or at least callous indifference, toward our member stations has made that impossible."

Valenti (whose speech preceded Padden's) also alleged that cable is a monopoly. "Elected community representatives—your employers—have been stripped of their civic duty and responsibility to monitor a monopoly," Valenti said. (One NCTA official commenting on the MPAA chief's remarks said: "He apparently is unaware that the people he was talking to have the power to grant a second or third franchise whenever they feel like it.")

What's worse, Valenti continued, is that "a few national mega-monopolies are gobbling up the smaller local monopolies with such zest that by the end of this decade, perhaps two—no more than three—giant MSO's will effectively command local delivery of transmitted visual programs, absolutely. Congress must now set right what is so clearly wrong."

Valenti said that "lackluster service is what you get when any company enjoys a monopoly," and fewer than "1% of cable systems operate with any kind of direct competition." Furthermore, he contended, in cable cities over-the-air TV is "difficult or



impossible to receive without cable." Consumers, he said, have no cable alternative.

Also, said Valenti, consumers are getting it "in the neck with higher cable fees." According to the Department of Labor, he said, "costs of cable to consumers will rise by 19.5%" for 1987.

(MPAA said the 19.5% increase figure is based on a projection of first-quarter statistics to a 12-month period, according to the Consumer Price Index Detailed Report. A spokesman from the Department of Labor's Bureau of Labor Statistics told BROADCASTING the first-quarter increase of 4.5%, annualized, yields a 19.5% estimate, but the March-June quarter brought only a 0.7% increase. The overall December-June increase of cable costs to consumers is 5.3%, with a 10.9% annual projection, the bureau reported.)

Among Valenti's suggestion for tackling the "giant MSO monopoly" was to limit the number of systems or the programming a cable MSO can own. He also advocated injecting competition into the marketplace by permitting telephone companies to offer cable services.

**NCTA's Mooney tells cities that cable is willing to work with them; says cable doesn't need same First Amendment protections as newspapers to be successful**

National Cable Television Association President James Mooney told local cable regulators last week that NCTA is willing to work with cities in warding off attempts by some First Amendment-wielding cable operators to diminish the cities' regulatory power and gut the Cable Communications Policy Act of 1984, from which much of the cities' power derives.

"While I want to be very clear that we do consider ourselves to be very much a First Amendment medium, and that we will resist with all of the vigor we can command any attempt by any level of government to regulate the content of cable services," Mooney said in a speech at the NATOA annual convention in Milwaukee, "we do not read the First Amendment either as offering carte blanche to tear up all of the franchise agreements in the country or the Cable Act itself."

Cable doesn't need the same First Amendment protections as newspapers to flourish, Mooney said. Even without the "precise legal status enjoyed by the print medium," he said, cable can "move further to deliver on the promise of our medium."

Mooney said NCTA was "willing to work with city organizations, just as we did with respect to the Cable Act, to evolve a constitutional doctrine for cable which serves not only the interests of individual cable operators, but the public interest too." He acknowledged that cities and cable "might not agree on every aspect of such a doctrine, but if we can agree on the basic nature of the beast, the ultimate result is likely to be more agreeable to both of us." Later, he described his proposal as an invitation to "their lawyers to get together with our lawyers."

Mooney said NCTA is also willing "to help [cities] seek enactment of federal legis-

lation to deny damage awards under the Civil Rights Act so long as the law is unsettled, and where local officials legitimately seek to exercise the discretion to grant one or more franchises given them by the Cable Act." Greenmail, he said, "should have no place in the cable franchising process."

He also suggested creating forums in which cable regulators and operators can "talk out problems of industrywide significance." To that end, Mooney promised to include city officials as participants on panels at next year's NCTA convention. That idea met with applause.

Underscoring the need for cooperation, Mooney warned that several pending court cases based on First Amendment arguments are threatening the cities' regulatory authority. "If the rationale presented by these cases is ultimately approved by the Supreme Court, virtually all of the regulatory authority granted to cities by the Cable Act will go by the boards," he said.

In the cases, which involved Santa Cruz and Palo Alto, both California, federal district court judges have ruled that franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain "state-of-the-art" cable systems were violations of cable operators' First Amendment rights.

"I have to say in all candor that a great many of the arguments cities traditionally have advanced in political forums in justification of their regulatory practices are not faring all that well in the courts, and unless you begin to devote serious legal and intellectual resources to these issues the game may be over before you know it, conceivably within two years," Mooney said.

Later, he was asked by one NATOA member what outcome cable was aiming for in establishing its First Amendment status. "The First Amendment is not something engraved in stone. It's constantly evolving," Mooney replied. "I can't tell you off the top of my head precisely how I think that should come down with respect to cable. It's something we've been wrestling with internally for quite a while. It's something we're de-

voting serious resources to and I am telling you, you ought to devote serious resources to it."

Nor, Mooney said, will NCTA "simply sit fascinated on the sidelines while crusading lawyers take apart with a sledgehammer all of the assumptions upon which so many people—both cable operators and city officials—have relied in making economic and regulatory judgments."

(The "crusading lawyers" sometimes represent NCTA members. The suit against Santa Cruz was brought by the MSO consortium that purchased the Santa Cruz system along with the rest of Group W Cable. The consortium includes three of the nation's largest MSO's and NCTA's most prominent members: Tele-Communications Inc., American Television & Communications and Comcast.)

In arguing for the preservation of the Cable Act, Mooney said it has provided stability that is allowing cable operators to pour more money into programming and improved cable systems. "The industry will spend over \$1.7 billion this year on its own programming, and during the next five years, I think that expenditure will triple," he said.

The industry, according to Mooney, will "spend \$330 million rebuilding existing plant this year, over 50% more than we did in 1984, the year the Cable Act passed. The industry is projected to spend \$630 million this year on new converters, remote controls and stereo enhancement devices, a figure triple the comparable 1984 expenditure."

Mooney added: "I hope I've made it clear too, that in my mind, and in the minds of those I represent, regulatory stability is an important ingredient in cable's ability to broaden the way our society uses the television medium, a goal with important public interest values," he said.

One cable regulator expressed concern about the high prices of cable systems and feared they could lead to high debts and high subscriber fees. Mooney responded: "It's my view that these prices are going to have to be justified in the future pretty much by way of increased penetration. I don't think you're going to be able to do all that well by relying exclusively on pricing strategies to generate revenue. I think operators are going to have to be careful about their pricing strategies."

When asked whether NCTA would work with NATOA in establishing technical standards that go beyond the FCC's current requirements to those specified in NCTA's "recommended practices," Mooney expressed interest, but was noncommittal.

NCTA's president defended his industry's increasing interest in creating its own programming. "If the cable operators are not going to invest in the creation of new programming appropriate to this medium, who is?" Mooney asked. "What are we going to do, depend on Hollywood, depend on the same people who've been feeding sitcoms and action-adventure shows and game shows to the broadcasters all these years? Do you think the studios are in the business of producing alternative programming? That's what's going on here with this argument that we're having with Hollywood. Their fundamental gripe is that audience share is being drawn off from



Mooney

the staple programing they've provided broadcasting all these years. Broadcasting is no longer able to pay the same kind of prices

for that programing. We'd be perfectly happy to have as many sources of investment in new programing as possible. If the operators

don't put up their own money, don't put their money where their mouths are, where the hell are we as an industry?" □

## NAB forms tech center for HDTV

**New, for-profit company will aim to develop improved TV system; association will contribute \$700,000; broadcasters urged to participate as limited partners**

The National Association of Broadcasters will form the Broadcast Technology Center, a research company devoted to developing high-definition television. The announcement was made by NAB President Eddie Fritts during a special HDTV conference sponsored by the Association of Maximum Service Telecasters last Wednesday in Washington.

AMST announced the conference in late August at the request of its members wishing to get the latest HDTV information. Joel Chaseman, president of Post-Newsweek Stations and vice chairman of AMST, said the organization will poll its membership to determine whether other conferences should be called periodically "just to keep us constantly up to date with the issues as they develop and the technical developments as they occur."

Fritts said that work to implement the technology center will begin after notification of the NAB board and approval from the organization's executive committee. "Once or twice in a generation," Fritts said, "there arises a challenge that takes vision and industrywide cooperation to seize control of events to the greatest extent possible—to assure a sound future for the broadcast industry and our future ability to serve the public interest. We think this is one of those times."

The technology center will be run through NAB Technologies Inc., a for-profit subsidiary of NAB that was formed earlier this year to foster NAB's involvement in FMX—improved FM radio technology. It is in partnership with CBS and FMX Associates, a Detroit investor group, in Broadcast Technology Partners which is working with manufacturers to introduce FMX transmission equipment and consumer receivers in early 1988.

Funding for the center will come from three sources. NAB will supply \$700,000 which has already been appropriated for HDTV research. Broadcasters wishing to take part in the project will be encouraged to join as limited partners. There is "no guarantee whatsoever that the limited partners will realize profit distributions in later years," Fritts said. But he added that there are tax benefits for those participating in limited partnerships. Otherwise, broadcasters may contribute money earmarked for the center on a tax-free basis. The budget for the center will be \$2 million a year for the first two years.

Fritts said he thought the motivations for broadcasters to contribute to the center are "pure and simple: self-interest and competition." He said that NAB would soon begin an industrywide campaign "to describe the need and solicit the funds" for the project.

Thomas Keller, NAB senior vice president of the Science and Technology Department, will head the center. He will work with E.B. Crutchfield, manager, technical information services, and NAB's HDTV project director.

Lex Felker, the new chief of the FCC's Mass Media Bureau, appeared at the AMST conference to provide an update on progress toward the formation of a special advisory committee on HDTV and to provide perspective on the commission's point of view as the November comment deadline for its present HDTV notice of inquiry approaches.

Felker was struck by the similarity of the attitudes toward HDTV displayed by broadcasters and engineers at the conference and by the FCC commissioners. "The commission is quite intrigued by the potential public interest benefits inherent in improved picture quality and they find the subject of advanced television implementation to be of utmost importance," Felker said. He said that the commission's first priority is the interests of consumers "as opposed to those that provide programing, entertainment and

news to the viewers." The FCC is focusing on gathering information on HDTV now, he said, and the present notice of inquiry will probably be followed by several more narrow inquiries before the commission takes any action toward a standard.

In response to a question from the audience, Felker said that it is too early to tell whether the FCC would ever consider relaxation of the present NTSC as a voluntary standard, but that he did not think the commission was "necessarily averse to it."

The two-tiered plan for the FCC's HDTV advisory committee was also explained (see page 75). It had been anticipated by some present that the makeup of the upper tier, a blue ribbon panel of broadcasters and HDTV experts that would submit recommendations to the FCC, would be announced at the conference. "I think, unfortunately, we've run into a bit of difficulty. More difficulty than some of us anticipated," Felker said. The charter for the advisory group, he said, is now in the hands of the Government Services Administration and after it is approved there, the makeup of the committee will be announced.

E. William Henry, chairman of the Advanced Television Systems Committee (and a former FCC chairman), said he anticipated that his group would have a role to play in the advisory committee. ATSC has already adopted a production standard and its primary efforts are now in HDTV transmission. Henry urged the FCC to "utilize ATSC as a resource in their efforts... and not to supplant it. We are under way, and we are fully represented in U.S. industry and I think really the last thing anybody would want is another forum to do the same thing."

Steve Bonica of NBC appeared on a panel during the conference, where he revealed that the network is researching a NTSC receiver-compatible system. The single-channel approach he said, "makes the most economic sense." □

## Recent court victories solidify Telesat's presence in Florida

**Court ruling allows Telesat's cable franchise request to proceed**

Telesat, a Florida cable operator engaged in overbuilding, has won a number of small court victories in the past few weeks, bolstering its position to remain in some—and enter other—Florida communities. A circuit judge has ruled in favor of Telesat in a suit in Dade county/Hialeah, allowing Telesat's Dade county franchise request to proceed. Storer, Adelphia, Harte-Hanks and Telecommunications Inc. already have cable systems operating there.

Dynamic Cablevision, a Colony Communications subsidiary operating in Hialeah, filed suit against the city, county and Telesat a year ago alleging there was no adequate public hearing notice given in Telesat's re-

quest for a franchise to operate in Hialeah. A circuit judge ruled, however, that the community newspaper chosen to announce Telesat's request for franchise was adequate. That would clear the way for Telesat to build in Hialeah except that Dade county, under Florida's home rule system, has the power to approve and overrule decisions made by the city of Hialeah.

The attention now shifts to Telesat's standing franchise request for Dade county, but county cable TV coordinator Tony Bello said the county would await a report on overbuilds being conducted by Touche Ross before making a decision on granting Telesat a franchise. Bello said the county will probably make a decision next November. The county has to weigh, he said, the economics of an overbuild against recent court cases

that have held that municipalities have violated the First Amendment rights of cable operators by denying them access in an already franchised area. Dade county and Hialeah encompass 680,000 homes. Bello said both areas are completely wired.

In Citrus county, a judge has thrown out an injunction request by Televents of Florida which sought to prevent Telesat from continuing to overbuild in that county. A lawsuit by Televents against the county and Telesat charging flaws in Telesat's franchise application is still pending. Telesat plans to activate that system Oct. 15. In Boca Raton, a judge has thrown out a suit brought by West Boca Cable against Telesat and several home owners associations charging that Telesat did not have the right to use the wires already in the building for a competing cable service. □

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## ABC goes with Nielsen for peplemeter

**Network to pay premium for certain guarantees not requested by CBS or NBC in their deals with Nielsen**

On Friday, Sept. 18, A.C. Nielsen Co. signed ABC to a three-year peplemeter (PM) contract (BROADCASTING, Sept. 21). That agreement gives Nielsen PM pacts with all three established television networks and the Fox Broadcasting Co. AGB has a deal with only CBS among those four companies. Both rating services have agreements with a number of advertising agencies.

ABC is paying \$5 million for Nielsen's PM service for the first year, \$500,000 more than CBS and NBC are paying in the first year. ABC is paying the extra money to gain guarantees from Nielsen that its PM ratings will be based on a sample that meets 11 minimum standards. At the end of the first year of its contract with Nielsen, ABC will decide whether it wants to continue paying the extra premium for the guarantees. If not, it will pay \$4.7 million in year two and \$4.8 million in year three, the same as NBC and CBS are scheduled to pay.

NBC and CBS are paying \$4.5 million in the first year of their deals with Nielsen, but, under the "most favored nation" relationship with the ratings service, have the option of picking up the guarantees that ABC acquired, for an extra \$500,000. CBS and ABC have options in their agreements that would freeze the price of Nielsen PM service in years four and five at \$4.9 million. At this point, NBC does not have that clause written into its agreement.

Explaining why ABC agreed to ante up the additional \$500,000 for the extra guarantees, company research vice president Marvin Mord said, "The critical thing we've done here is to purchase quality control systems." Not only will ABC receive prescribed rebates on a monthly basis (which, in a worst case scenario, would have ABC not paying for service in a given month if guarantees were not met), said Mord, but if Nielsen fails to meet minimum standards in certain criteria for the three remaining months of this year, or any two consecutive months thereafter, ABC has the right to cancel its PM agreement. Mord said the company felt "impotent" last year seeing Niel-

sen's system provide less reliable data as the company paid more attention to gearing up its new PM service. "We think it is a worthwhile price to pay for the security of quality performance," said Mord.

Nielsen has given ABC 11 minimum standard guarantees. The company has promised that at least 85% of the homes in its sample (now totaling slightly more than 2,000 homes) will provide usable data on a continuing basis and that 80% of all persons within the sample will do so.

Mord also said Nielsen has guaranteed that the numbers of men and women aged 18 to 49 in the sample, as well as children 2 to 11, will reflect a percentage of the total sample proportionate to those age groups' percentage of the total population, within a variance of 7%.

Nielsen has also agreed to balance the sample, within a similar variance, by region of the country, age of head of household, cable/noncable, and child/nonchild. Last, Nielsen has agreed to a 55% "cooperation rate," which means that a minimum of 55% of the homes Nielsen targets to be a part of the sample agree to do so on the first try. □

## Fox airs Emmys; NBC wins most

**Broadcast garners lowest ratings ever but highest national ratings for Fox; ABC comes in second and CBS third in awards competition**

When Fox Broadcasting Co. succeeded last April in taking the prime time Emmy Awards away from the three established television networks after 31 years, it was touted as a coup. But the news was not as good for Fox last week in the aftermath of the 39th annual prime time Emmy Awards in Pasadena, Calif.

The four-hour program, the longest-running ceremony in the history of the event, attracted the lowest ratings since the event went on the air. NBC wound up winning the night in the ratings and the most Emmy Awards—32. ABC followed with 19, followed by CBS with 15. PBS won eight Emmys and syndicated shows won one.

During its first three hours (results for the final hour were not available at press time), the Emmys received an 8.8 rating/14 share. The next lowest Emmy rating in recent times came on CBS in 1984, when the show averaged a 17.1/33.

NBC, with a new episode of *Family Ties* and the premiere of *My Two Dads*, averaged an 18.2/29. CBS, which experienced a run-over in football that pushed the last half-hour of *60 Minutes*, along with the season premiere of *Murder, She Wrote*, up against the

Emmys, pulled a 15.7/26. ABC, with a rerun of *Spenser: For Hire*, also beat out Fox with a 9.3/15.

Fox researchers were at a loss to explain a drop-off between the overnight numbers in some major markets and the national Nielsen, saying Fox programs usually fell 10% to 15% from the overnights to the nationals under the old Nielsen diary/meter system compared to about 33% with peplemeters. They planned to meet with Nielsen officials last week to discuss the discrepancies.

FBC, however, did manage its highest national rating ever, a spokesman said. It had guaranteed advertisers a 13.5 rating for 30-second spots that cost in the \$100,000 range, but the spokesman said Fox delivered on key demographics and will not have to provide many make-goods.

Despite its duration, which was roundly

criticized in the press, the program built on its audience from 8 to 11 p.m., starting with a 6.3/10 and climbing to a 9.2/16. During the final hour in Nielsen's 15 metered markets, the Emmys averaged a 10.3/24, winning the hour in four markets. Having added 46 stations to its normal affiliate base of 115, Fox covered more than 94% of the nation with the broadcast.

The show's executive producer, Don Ohlmeyer, said he expected the ceremony to last about three-and-a-half hours without restrictions on acceptance speeches. Next year, he said, Fox will need to find a way to get award winners to the stage faster and enforce the academy's one-speaker-per-winner rule. About 80% of the winners handled their acceptance speeches properly, he said.

Network officials repeated their criticism of the Academy of Television Arts and Sciences for awarding the Emmy broadcast to Fox, with one saying the low ratings "are not good for the television industry." ATAS president Richard Frank countered the argument, saying the "industry"—meaning the academy—wound up benefiting by injection of \$4.5 million into its treasury over three years (the length of the FBC rights agreement).

The three networks are upset, he said, because they "most benefit from people seeing what shows get rewarded." It was the first time two networks programed original

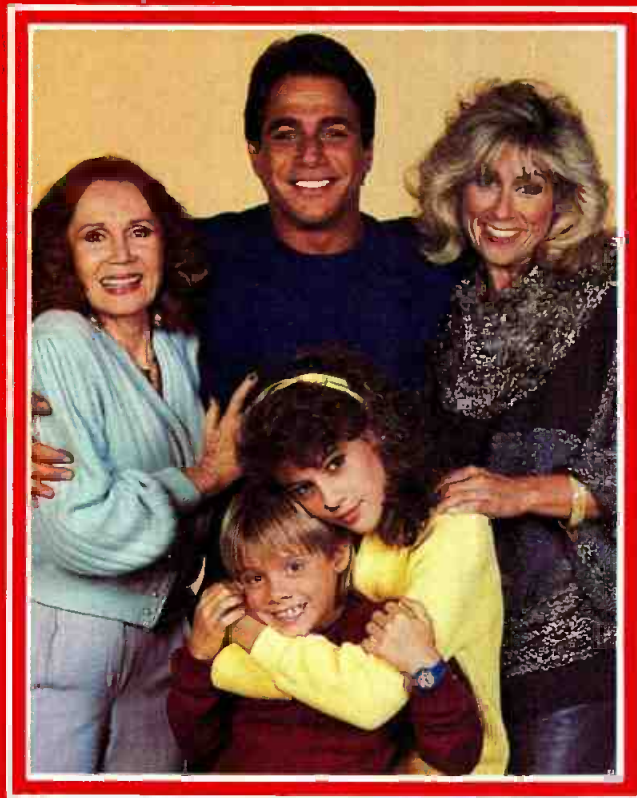


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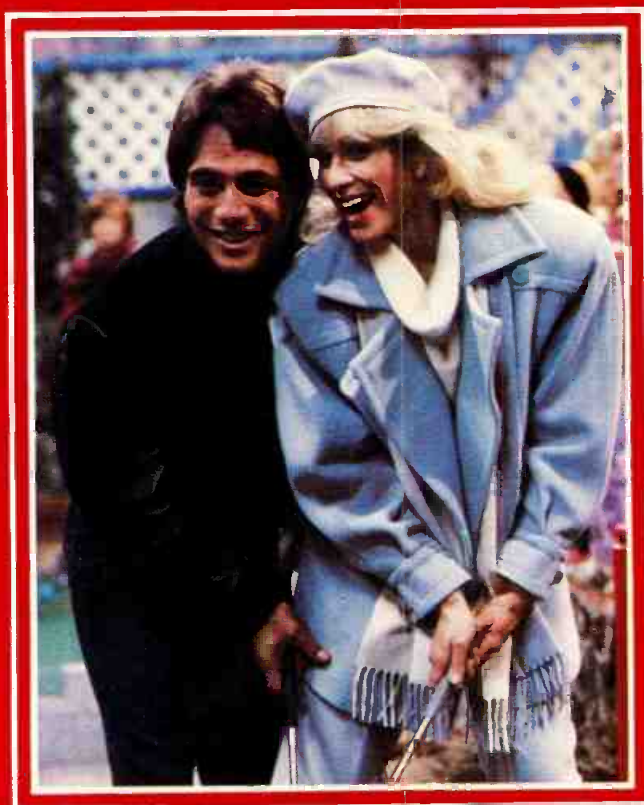
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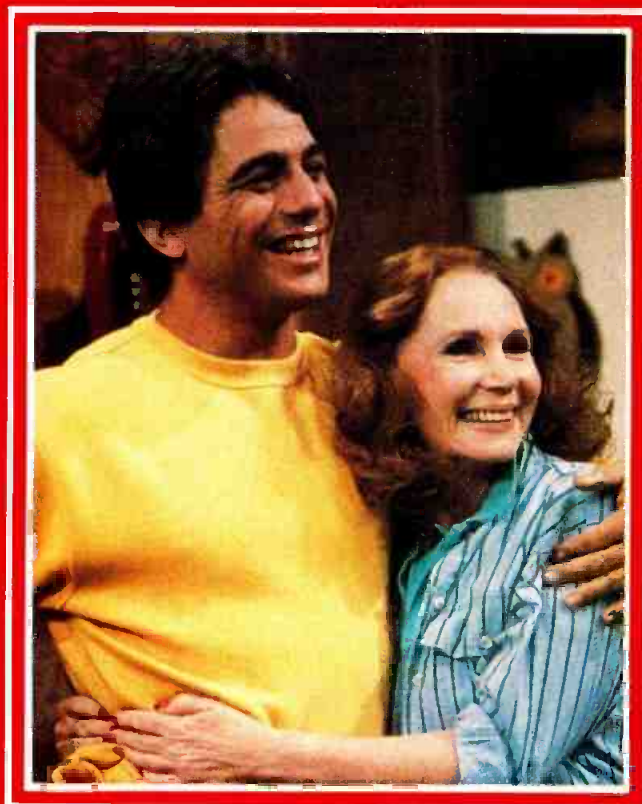
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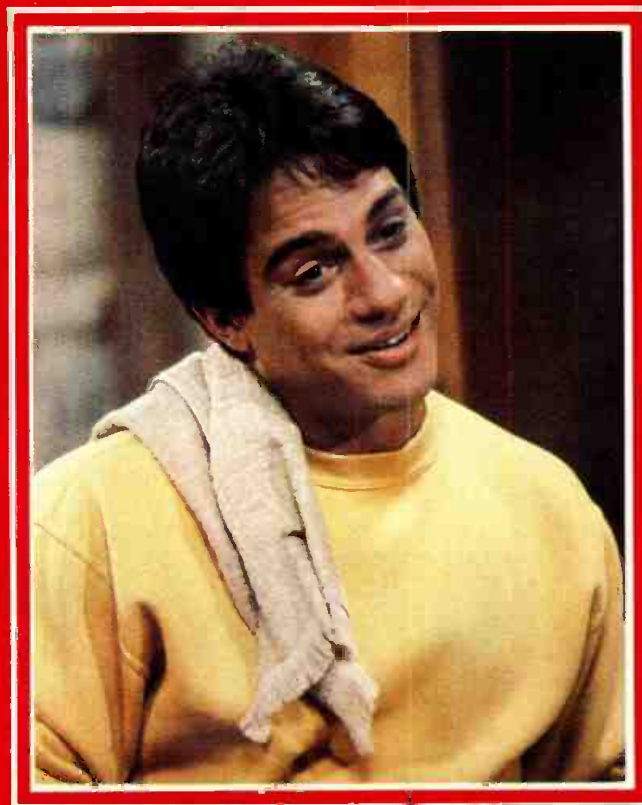
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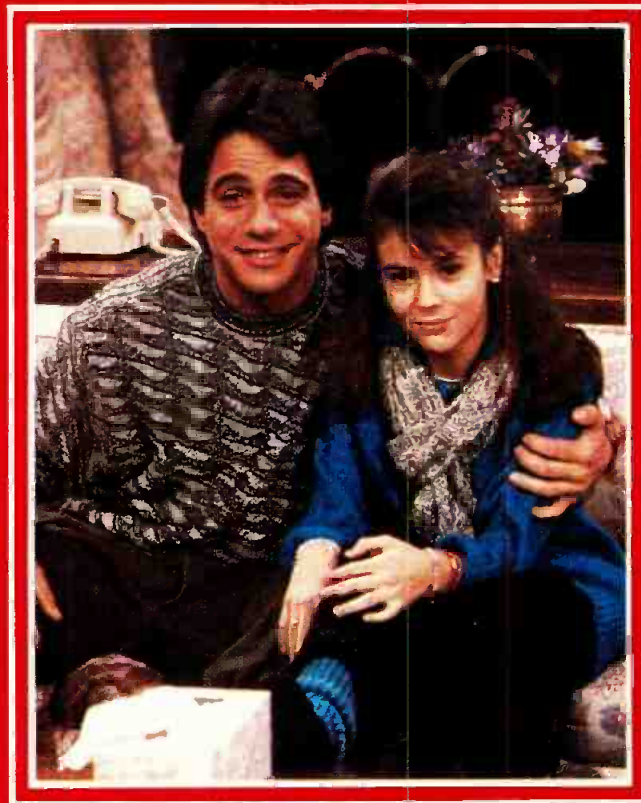
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shows against the Emmys "and there is no doubt they hurt the ratings of the show," he said.

Frank and Fox officials said they were pleased for the most part with the way the show went. A Fox spokesman said steps would be taken to shorten the ceremony next year and "fine tune" some aspects of it. Some of the backstage sequences, which took up eight minutes of the four hours, were treated harshly by critics, but Ohlmeyer took the blame. "We attempted to try to do too much," he said. The awards show, which included tributes to the late Jackie Gleason and Fred Astaire, received mixed reviews.

Critic Howard Rosenberg of the *Los Angeles Times* called into question the voting procedure, since Michael J. Fox won as outstanding lead actor in a comedy series for an episode dedicated to the death of his friend, while actor Bruce Willis won for his role in *Moonlighting*, which has many comedic elements. Frank said no changes in voting are contemplated. "We have resisted giving awards for best half-hour show and best hour show, which is the other way to approach those kind of things," he said. The producers submit one episode that falls into a series category, and that is the way they want it kept, he said.

Following is a list of the winners:

- L.A. Law (NBC) □ Outstanding drama series.
- The Golden Girls (NBC) □ Outstanding comedy series.
- A Year in the Life (NBC) □ Outstanding mini-series.
- Promise (CBS) □ Outstanding drama/comedy special.
- The 1987 Tony Awards (CBS) □ Outstanding variety, music or comedy program.
- Cathy (CBS) □ Outstanding animated program.
- Sharon Gless, *Cagney & Lacey* (CBS) □ Outstanding lead actress in a drama series.
- Bruce Willis, *Moonlighting* (ABC) □ Outstanding lead actor in a drama series.
- Rue McClanahan, *The Golden Girls* (NBC) □ Outstanding lead actress in a comedy series.
- Michael J. Fox, *Family Ties* (NBC) □ Outstanding lead actor in a comedy series.
- Gena Rowlands, *The Betty Ford Story* (ABC) □ Outstanding lead actress in a mini-series or special.
- James Woods, *Promise* (CBS) □ Outstanding lead actor in a mini-series or special.
- Bonnie Bartlett, *St. Elsewhere* (NBC) □ Outstanding supporting actress in a drama series.
- John Hillerman, *Magnum, P.I.* (CBS) □ Outstanding supporting actor in a drama series.
- Jackee Harry, *227* (NBC) □ Outstanding supporting actress in a comedy series.
- John Larroquette, *Night Court* (NBC) □ Outstanding supporting actor in a comedy series.
- Piper Laurie, *Promise* (CBS) □ Outstanding supporting actress in a mini-series or special.
- Dabney Coleman, *Sworn to Silence* (ABC) □ Outstanding supporting actor in a mini-series or special.
- Alfre Woodard, *L.A. Law* (NBC) □ Outstanding guest performer in a drama series.
- John Cleese, *Cheers* (NBC) □ Outstanding guest performer in a comedy series.
- Robin Williams, *A Carol Burnett Special: Carol, Carl, Whoopi & Robin* (ABC) □ Outstanding individual performance in a variety or music program.
- Gregory Hoblit, *L.A. Law* (NBC) □ Outstanding direction in a drama series.
- Terry Hughes, *The Golden Girls* (NBC) □ Outstanding direction in a comedy series.
- Glenn Jordan, *Promise* (CBS) □ Outstanding direction in a mini-series or special.
- Don Mischer, *The Kennedy Center Honors* (CBS) □ Outstanding direction in a variety or music program.
- Steven Bochco, *Terry Louise Fisher L.A. Law* (NBC) □ Outstanding writing in a drama series.
- Gary David Goldberg, *Aian Uger, Family Ties* (NBC) □ Out-

standing writing in a comedy series.

Richard Friedenberg, teleplay, Kenneth Blackwell, Tennyson Flowers, Richard Friedenberg, story, *Promise* (CBS) □ Outstanding writing in a mini-series or special.

Steve O'Donnell, Sandy Frank, Joe Toplyn, Chris Elliott, Matt Wickline, Jeff Martin, Gerard Mulligan, Randy Cohen, Larry Jacobsen, Kevin Curran, Fred Graver, Adam Resnick, David Letterman, *Late Night with David Letterman* (NBC) □ Outstanding writing in a variety or music program.

Philip Lathrop, *Christmas Snow* (NBC) □ Outstanding cinematography for a mini-series or special.

Karl Messerschmidt, Les Atkinson, Roy Holm, Dana Martin, J. O'Neill, Jerry Smith, *Barbara Mandrell's Christmas: A Family Reunion* (CBS) □ Outstanding technical direction/electronic camerawork/video control for a mini-series or special.



## 'Wheel of Fortune' given new spin

Next month show takes on new look, new format and more expensive prizes

King World told the 207 stations that carry *Wheel of Fortune* last Tuesday (Sept. 22) that beginning Oct. 5, episodes of the show will take on a different, "glossier" look with major prizes of Jaguar cars, \$40,000 diamond necklaces and \$50,000 zero coupon bonds. Additionally, the freshened version of the show will delete the shopping spree at the end of each of the show's three game rounds, creating time for a fourth game within the show.

*Wheel of Fortune* has been the top-ranked show in syndication since 1984. Introduced in syndication in 1983, it is now the highest-rated show in the history of syndication.

In form, *Wheel of Fortune* is a twist on the age-old game of "Hangman," involving guessing letters in a word puzzle to win a dollar amount that is selected from spins of a large wheel. Each round of *Wheel*, as it is now played on TV, ends with the contestant who solves the puzzle using the money to buy gifts from among those on display.

Each round of the show will now include higher cash prizes since, for *Wheel* fans, the winning of money "is what people go for,"

according to King World chairman Roger King. The maximum that a contestant can win will also be raised from \$75,000 to \$100,000.

King said the increase in the program's prize structure should add roughly \$5 million to its production costs, depending on total winnings by contestants. The changes in the show were planned by King World and *Wheel* producer Merv Griffin Enterprises last July.

Another change will come out of the show's new promotional campaign which features Kool and the Gang singing "I'm a Wheel Watcher" (a twist on "I'm a Girl Watcher") as *Wheel* co-host Vanna White is introduced. The show's set will change only slightly.

The decision by King World and Griffin is in part the result of a trend among NBC affiliates to move the network daytime version of the show (also produced by Griffin) from the morning time period into the afternoon. Griffin's contract with NBC does not prevent such a move by NBC affiliates. The move is being made by NBC stations to capitalize on the higher afternoon HUT levels with a stronger show than NBC's current fare.

The daytime version of the show will retain its present form. According to NBC affiliate relations, the majority of stations still carry the show at 11 a.m., the time period for which it is intended. There are 211 NBC stations that clear the network version of the show. Of that number, 21 use it in afternoons, including NBC-owned WMAQ-TV Chicago.

**Marketing 'USA Today.'** Distribution plans for GTG Entertainment's syndicated television version of Gannett's national newspaper, *USA Today*, scheduled to debut in fall 1988, moved forward last week as the show's in-house consultant, Bob Jacobs, was named president of marketing. The decision to keep the distribution of the show at GTG ("In Brief," Sept. 21) reflects the company's feeling that an in-house sales force will prove more economical than an outside firm, according to Steve Friedman, president of GTG East. GTG's partners Grant Tinker and Gannett opted for an in-house operation instead of a distribution contract with syndicators, who customarily get 35% of a show's gross sales and a percentage of its profits.

Jacobs is not a syndicator but an agent for producers. His clients include *The Cosby Show*'s producers Marcy Carsey and Tom Werner; as well as Henry Winkler, Tom Miller, Bob Boyett and Tony Thomas. Jacobs also founded Syndivision, the rights holder to *It's a Living*, which was acquired by Lorimar. He has also worked on sales for *It's a Living* and *Greatest American Hero*.

Jacobs said he hopes to have three to four salespeople within the next month. Following that, sales of the show will begin, most likely on a cash-plus-barter basis. At present, GTG has no plans to create a barter sales arm. There will be 52 weeks of daily first-run episodes and one-hour weekend editions.

GTG is negotiating with a number of network news people for the three host slots. Among those said to be under consideration are: Kathleen Sullivan, Bob Brown, Tom Jarrell and Stone Phillips from ABC; Jane Wallace and Meredith Vieira from CBS, and Deborah Norville, Robin Young, Boyd Matson and Bill MacAtee from NBC. MacAtee and Matson now appear on *Sunday Today*, which Friedman helped develop.

Plans call for the creation of six bureaus: New York, Los Angeles, Denver, Atlanta, a Midwestern city still to be named and London.

# Larcan Goes To Hollywood!

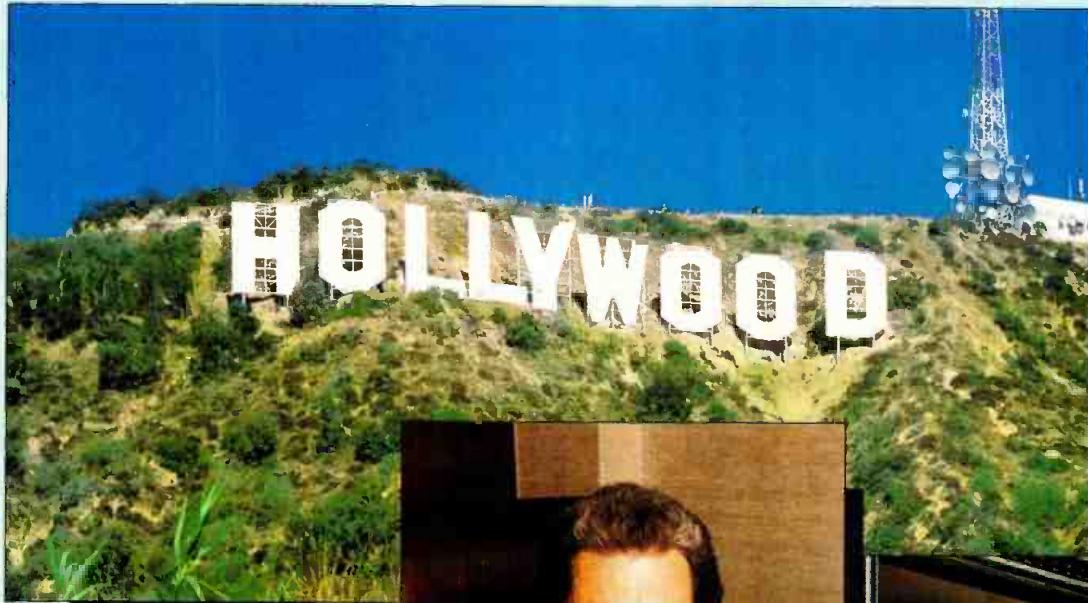
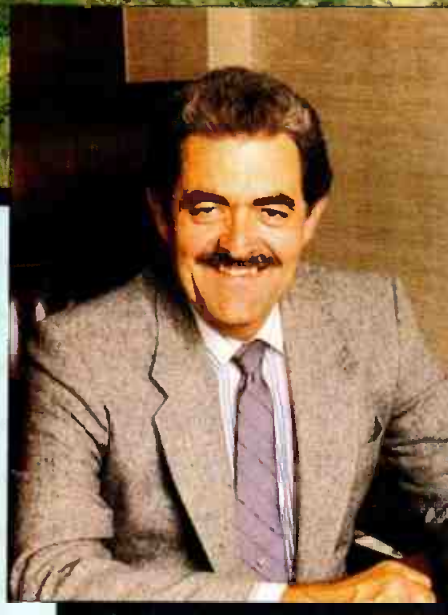
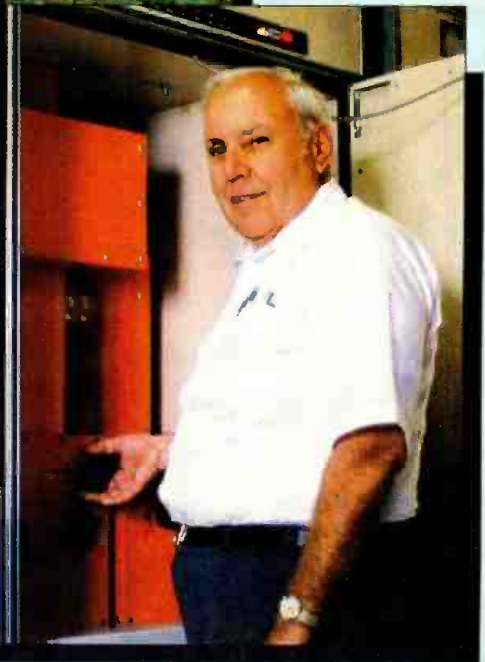


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Frank Grill  
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King said that the changes in the show are not the result of the show's ratings. *Wheel* was down 3% in national averages in the second quarter of this year. National averages do not speak to the show's performance on the local level, however, where, according to King World, the show remains strong.

*Wheel* and *Jeopardy*, the second-ranked show in syndication, are now a firm go through 1992. King said that stations including WDIV(TV) Detroit, WCCO-TV Minneapolis, KRON-TV San Francisco and WPXI-TV Pittsburgh have signed four-year deals at higher license fees for *Wheel*. □

Goldberg said EMRC would not discuss either the KABC-TV case or the Atkinson case, because litigation is outstanding.

EMRC also said that qualifying as attempts at distortion would be contests run only in sweeps periods and awarding prizes "significantly more lucrative than prizes awarded during other periods and which would, therefore, be likely to cause more viewers or listeners to participate than would usually view or listen to the programs."

EMRC urged rating services to ask diary and meter households whether the viewer had been asked to participate in any recent surveys requesting viewing to a particular channel. Households responding positively should be removed from the sample base, said EMRC. The council also said that rating services should include in their contracts clauses barring distortion activities on the part of clients.

EMRC urged ratings service to take one or more of the following measures in dealing with cases of ratings distortion:

- A footnote.
- Deleting the time period during which the activity occurred.
- Printing two versions of rating and homes using television data in the applicable ratings book, with and without the affected portion of programming.
- Delist the offending station for the entire sweep period.

Last week, Arbitron had no comment on the guidelines issued by EMRC, but Nielsen spokeswoman said the company "wholeheartedly agrees with the attempt that the EMRC is making with these guidelines. We are now analyzing them." □

## Council issues ratings guidelines

### Draws distinction between 'hype' and 'distortion'

Citing the need for the most accurate ratings upon which advertisers place buys for about \$25 billion in broadcast and cable commercials, the Electronic Media Ratings Council last week issued new guidelines on ratings distortion. The council's 24-member advisory board unanimously voted to issue the guidelines the week before, and it stressed that compliance by the rating services was strictly voluntary. Mel Goldberg, executive director of the EMRC, said last week that in addition to giving the rating services guidance in an area of increasing concern among many in the industry (BROADCASTING, June 29) "we are trying to raise the level of ethical behavior on the part of those in the industry."

EMRC drew a distinction between "hype" and distortion. "Contests, advertising, special programs or other promotional efforts may be considered hype," said EMRC. Such activity tends to be "equalized," since most stations engage in it, the council said.

Ratings distortion, on the other hand, said EMRC, "are those activities aimed at the

actual households or people in the rating service samples that have the potential to influence respondents to report or record more or different viewing than actually occurred or would have occurred under normal circumstances."

EMRC listed several types of activity that it considered "ratings distortion" including, "special research studies conducted for broadcasters, cable operators, advertisers or programers during the survey periods which have the potential to influence the respondents in the rating service sample." EMRC did not mention by name the Minneapolis-based Atkinson Research, which conducted such surveys for clients in three markets last May (BROADCASTING, June 29). But clearly the Atkinson surveys would fall under the ratings-distorting type of survey defined by EMRC.

EMRC also said that programs about ratings panels "which might attract current panel members" had to be considered ratings distortion. The council made no reference to an eight-part series on KABC-TV Los Angeles last May about Nielsen "families." But the message was clear—such stories are taboo.

## NBC takes last week of summer

NBC's ratings win for the final week of the summer season (ended Sept. 20), according to the Nielsen peplemeter numbers, was with a 15.6 rating and a 26.8 share. ABC took second place for the week, with an 11.8/20.3, while CBS finished close behind with an 11.7/20.2.

During the previous week, ended Sept. 13, NBC took first place with a 15.2/27, while CBS came in second with a 10.1/17.9 and ABC finished with a 9.6/17.1.

According to the latest ratings numbers, NBC had seven of the top-10 shows, leading off with the *The Cosby Show's* 26.0/45. ABC's broadcast of *Monday Night Football* took second place with a 23.1/41. CBS's *60 Minutes* (20.3/35) tied with a special *NBC Investigates Bob Hope*

(20.3/34) for seventh place, and ABC's *Growing Pains* (20.1/32) came in ninth.

The evening news race went to NBC with a 10.0/21. Both ABC and CBS tied for second with a 9.5/20. (The CBS figure is based on four days, Tuesday through Friday. The Monday telecast received lower coverage due to U.S. Open Tennis.) The previous week's news race also went to NBC, when the *NBC Nightly News* scored a 9.8/21 over ABC's 8.9/19 and CBS's 8.8/19.

NBC took Wednesday, Thursday, Saturday and Sunday. ABC took Monday, Tuesday and Friday. For the previous week it was NBC, four (Monday, Thursday-Sunday); ABC, Tuesday, and CBS, Wednesday.

Rank	Show	Network	Rating/Share
1.	Bill Cosby Show	NBC	26.0/45
2.	NFL Mon. Football	ABC	23.1/41
3.	Golden Girls	NBC	23.0/41
4.	Mama's Boy Special	NBC	20.6/38
5.	Family Ties	NBC	20.5/33
6.	Miss America Pageant	NBC	20.4/42
7.	60 Minutes	CBS	20.3/35
7.	Bob Hope Special	NBC	20.3/34
9.	Growing Pains	ABC	20.1/32
10.	My Two Dads	NBC	19.5/30
11.	Sunday Night Movie	NBC	19.3/36
12.	Murder, She Wrote	CBS	18.7/29
13.	Night Court	NBC	18.5/31
14.	Moonlighting	ABC	17.8/38
14.	Who's the Boss?	ABC	17.8/30
16.	St. Elsewhere	NBC	17.0/30
17.	Highway To Heaven	NBC	16.6/28
18.	Growing Pains Sepecial	ABC	16.5/31
19.	Newhart	CBS	16.3/25
20.	227	NBC	16.2/31
21.	Wiseguy Special	CBS	15.8/27

Rank	Show	Network	Rating/Share
22.	Kate & Allie	CBS	15.6/25
22.	Designing Women	CBS	15.6/24
24.	L.A. Law	NBC	15.5/29
25.	A Year in the Life	NBC	15.3/26
26.	Barbara Walters Special	ABC	15.0/26
27.	Frank's Place Special	CBS	14.9/25
28.	ALF	NBC	14.7/25
29.	Valerie	NBC	14.2/22
29.	Our House	NBC	14.2/25
31.	Oldest Rookie	CBS	14.1/24
32.	20/20	ABC	13.7/27
33.	Thursday Night Movie Special	ABC	13.3/23
34.	Monday Night Movie	NBC	13.1/21
35.	Facts of Life	NBC	12.6/25
36.	Sunday Night Movie	ABC	11.9/20
37.	Friday Special Movie	CBS	11.4/22
37.	Private Eye	NBC	11.4/22
37.	Rags To Riches	NBC	11.4/21
40.	Tuesday Movie	CBS	11.1/19
41.	Cagney & Lacey	CBS	10.8/18
41.	Houston Knights	CBS	10.8/18

Rank	Show	Network	Rating/Share
43.	Sunday Movie	CBS	10.5/18
43.	Matlock	NBC	10.5/17
45.	Movie of the Week	NBC	10.2/17
46.	Charming	ABC	9.7/16
47.	NFL Monday Night Football	ABC	9.6/16
48.	Saturday Special Movie	CBS	8.6/16
49.	Blessings of Liberty	ABC	8.2/14
50.	Sledge Hammer	ABC	8.1/14
51.	Max Headroom	ABC	7.7/14
52.	Constitutional Gala	CBS	7.6/13
53.	Head of the Class Special	ABC	7.2/12
54.	Disney Sunday Movie	ABC	6.7/12
54.	Spenser: For Hire Special	ABC	6.7/11
56.	Charlie Brown Adventure	CBS	6.6/13
57.	Muppets 30th Anniversary	CBS	6.4/11
58.	Summer Playhouse	CBS	5.4/10
59.	Once A Hero	ABC	5.1/10
60.	Saturday Night Movie	ABC	4.8/9

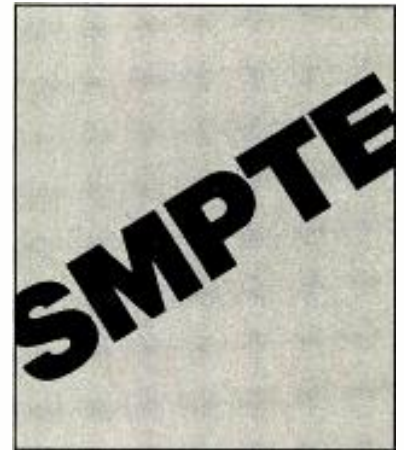
\*indicates premiere episode





October 26 Special Report

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## **SMPTE: Broadcast Technology**

An Engineering Double Feature

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- List of exhibiting companies.

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The News Magazine of the Fifth Estate

# RIDING GAIN

# O N R A D I O

## Radio detente

Stoner Broadcasting, Annapolis, Md.-based radio group operator of 15 stations, was slated to air a live, two-way, satellite-delivered, audience participation show yesterday (Sept. 27) from 10 a.m. to noon NYT with Soviet Gosteleradio (Russian national radio). Called *Worldtalk*, the call-in broadcast was to have aired on Stoner's country WYRK(FM) Buffalo, album-rock WCMF(FM) Rochester and adult contemporary WBNF(AM) Binghamton, all New York, and in Moscow. Serving as host in the U.S. was WBNF morning personality John Leslie, who was based at National Public Radio studios in Washington.

According to Stoner Chairman Tom Stoner, family, professions, education and social problems were to be discussed. "Those topics were determined to be of broad-based interest to citizens in both countries," he said. There were to be simultaneous translation for the audience and phone-in participants in both countries, Stoner said.

Stoner told BROADCASTING the positive au-

dience reception for a series of 32 WBNF-produced "human interest" segments from the Soviet Union—primarily from the Soviet town of Borovichi—that aired on the Binghamton station last April influenced the project. "It was then that we met with Gosteleradio, and the deal for the Sept. 27 special was signed shortly after we returned [in May]," Stoner said.

## We the funny people

North American Network, a three-year-old Washington-based radio syndicator that currently distributes programming to about 350 stations, is co-sponsoring with the National Theater in Washington, "200 Years of Comedy in One Hour," a send-up of the Constitutional Bicentennial featuring material from nine Washington-area comics. North American says the performance, scheduled for today (Sept. 28) at the National Theater, will be taped and made available as a radio special within a month.

## Bird links

IDB Communications, the Los Angeles-based satellite services company, is establishing a permanent digital audio satellite link for international radio remotes and special events broadcasts between British Telecom International's facilities in London and IDB's facilities on Staten Island, New York. The link, which will use the Intelsat satellite system, is expected to be fully operational by November 1, said Peter Hartz, IDB vice president of marketing and operations.

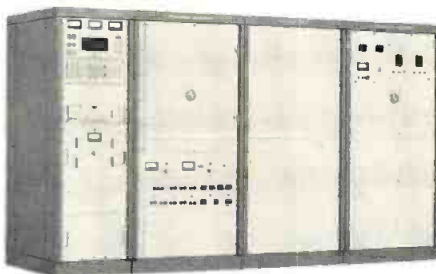
Other developments at IDB for radio, according to Hartz, include a new transportable Ku-band uplink van called SRPNT (satellite radio program and news transmission) that utilizes 15 khz stereo channels through a motorized 1.8 meter antenna atop the vehicle. One of the first uses for the new van will be a live Oct. 16 college ice hockey broadcast between the University of Minnesota and University of North Dakota over WCCO(AM) Minneapolis-St. Paul from Grand Forks, N.D.

Hartz also noted an increase in the number of international audio remotes over the past year that used so-called "flyaway" antennas (also called suitcase uplinks). Among the international remotes that involved IDB "flyaway" uplinks were a KIS-AM-FM Los Angeles broadcast from Puerto Vallarta, Mexico, in June and a DIR Broadcasting transmission of a Billy Joel concert from Leningrad in July.

## Compact Power 60,000 watts FM

Continental's 817A is the most powerful single tube FM transmitter available in the United States.

Operational status is shown on a plasma display; an 8-bit micro-processor system provides complete monitoring and remote control interface. The 817A uses an 802A exciter and includes an internal harmonic filter. Call your local Continental sales manager for information.



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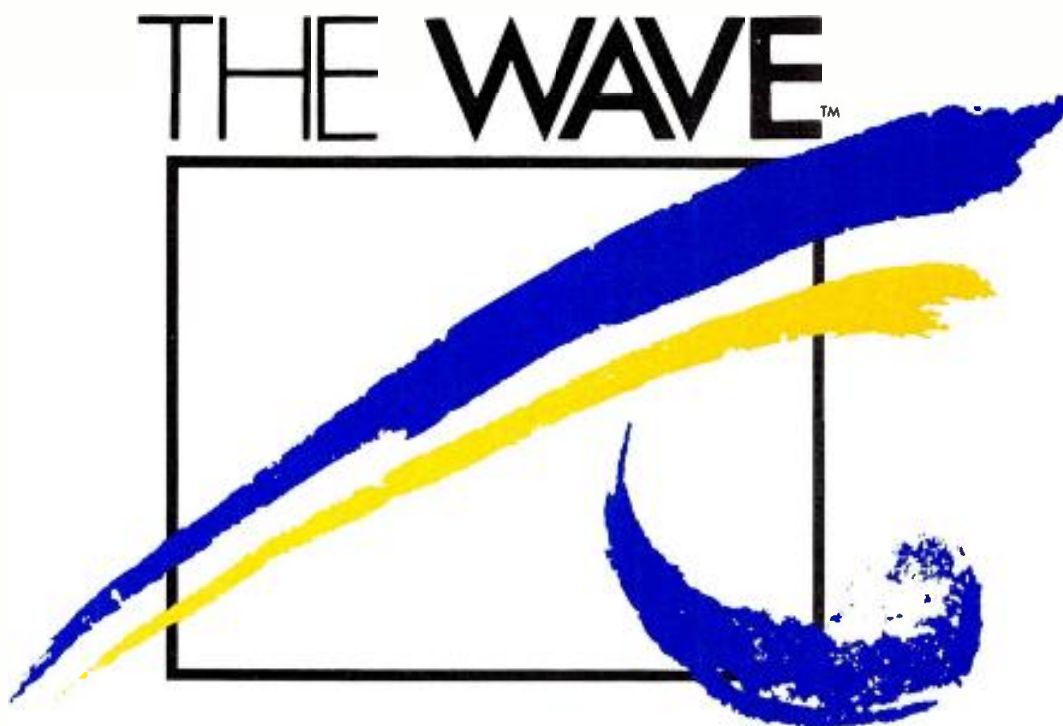
**Continental: For a Sound Investment**

**Soft summer.** It has been a lackluster summer for both network radio and national spot radio advertising, according to latest available sales figures.

Network billings for August were down 16% below August 1986 to \$30,894,997. (July sales volume was down 12% from July 1986.) Data is from the Radio Network Association, which relies on financial information collected each month from network companies by the accounting firm of Ernst & Whinney. For January through August, network sales were \$242,103,315, off 3% compared to the same period a year ago.

In national spot, sales for August, according to Radio Expenditure Reports, which collects financial data each month directly from rep companies, were down 2.5% to \$92,637,900. (July billings were up 1.4% over July 1986.) Year-to-date (January through August) spot business is pacing 1.9% behind last year's nine-month mark of \$604,007,600.

SOLD  
DALLAS  
SEATTLE  
SAN DIEGO  
KANSAS CITY



## Now available in your market.

Everyone in radio has been watching THE WAVE™ forge an extraordinary success story in Los Angeles, one of the country's toughest markets.

When THE WAVE™ began, it was 21st in the market with adults 25-49. In just seven months it has risen to 6th place among more than 80 intensely competitive stations, commanding a 4.2 in adults 25-49.

THE WAVE™ is fresh, different, the first really new programming concept in twenty years. It brings together a unique blend of light jazz, new age music, and soft rock to create its own new musical genre.

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DISTRIBUTED LIVE VIA SATELLITE, EXCLUSIVELY BY SATELLITE MUSIC NETWORK.

## Batting 1,000

Transtar Radio Network, Colorado Springs, Colo., will soon launch its sixth 24-hour music format, a "light rock" sound targeted to the 21-to-36-year-old age group called "Niche 29." The new format will make its debut over Golden West Broadcasters' KUTE-FM Los Angeles (soon to be called KMPC-FM) in early October. The station will be dropping its "upscale" adult contemporary "Quiet Storm" format.

Concurrent with the "Niche 29" unveiling, Transtar Chairman Terry Robinson said the satellite-delivered network had signed its 1,000th affiliate: WHEZ-FM Kalamazoo, Mich., affiliated with Transtar's *Oldies Channel*. "When we started [in early 1982], very few people could envision satellite delivery of a 24-hour radio format. Today we are on the air in almost every size market that includes many major market successes," said Robinson.

In addition to six music formats, Transtar also distributes and markets the CNN Radio Network, Atlanta.

## Catch "The Wave"

The first affiliate to sign up for Satellite Music Network's national distribution of "The Wave," the new age/light jazz format of KWV-FM Los Angeles ("Riding Gain," Aug. 31), is KZCC-FM Kansas City, Mo. Last Thursday (Sept. 24), KZCC dropped oldies and

**MPR's new baby.** Minnesota Public Radio has named its successor to *A Prairie Home Companion*, set to begin over the state's noncommercial radio stations Oct. 10 and making its national debut over American Public Radio on Jan. 9, 1988. *Good Evening: From Minnesota With Noah Adams* will premiere at 6-8 p.m. (NYT), filling the slot held by Garrison Keillor's *PHC* for 13 years and originating live from the World Theater in St. Paul as *PHC* did. Each program will feature Adams, who joined MPR from National Public Radio's *All Things Considered* on March 25 (BROADCASTING, March 23), and Steve Barnett and the band, plus musical and literary guests. The emphasis will be on humor and music, with some programs organized around special themes such as baseball, pioneers, trains and Halloween. Among the features to be included are letters, literary readings and guests who play recurring characters.

Adams was hired by MPR soon after Keillor announced he would leave *PHC* (BROADCASTING, Feb. 23). MPR has taken three additional staff members from NPR: Andrew Bowers, who will be director and co-producer of Adams's show; Deborah Dane, who will be an associate producer, and Neenah Ellis, a producer. A number of the new program's staff members worked on *PHC*: Steve Barnett, music director; Helen Edinger, an associate producer; Kate Gustafson, unit manager; Scott Rivard, technical director; Dan Rowles, writer; Preston Smith, senior audio engineer, and Sally Swift, an associate producer. The executive producer of the new broadcast is Tom Voegel.

Two of the scheduled programs, on Nov. 21 and Dec. 19, will also air nationally over American Public Radio. Once *Good Evening* begins airing in January, stations will no longer be allowed to carry *Prairie Home* rebroadcasts in the Saturday evening time slot (BROADCASTING, May 4). Rights fees for national carriage of the program have yet to be worked out; they are dependent on whether MPR receives money from the Corporation for Public Broadcasting's Program Fund.

switched to "The Wave" under the new call letters of KCWV(FM).

## Stateside

Westwood One Radio Networks has picked up U.S. distribution rights to *Rock Over London*, a weekly, 60-minute news/interview-

/music program on the British rock scene, produced by London-based Steven Saltzman. It is hosted by Graham Dene of Capital Radio, London. According to Westwood, its agreement to carry the show goes into effect in January. The four-and-a-half-year-old series is currently distributed to U.S. stations by Radio International, New York.

# In Sync

## And the winners are

Three of eight honorees at the 10th annual Academy of Television Arts and Sciences' Engineering and Scientific Awards in New York's Sheraton Center hotel ("In Brief," Sept. 21) were companies recognized for their parts in colorization technology. Color Systems Technology Inc., Colorization Inc. and Dubner Computer Systems Inc. were each awarded Emmys for "contributions to the development of the technology for the conversion on videotape of original black and white images into color."

Two other organizations, the Department of Communications of Canada's Communications Research Center and NASA, were recognized for pioneer research in the use of ku-band communications satellites. The Society of Motion Picture and Television Engineers and the European Broadcast Union won awards for their parts in the development of standards for digital component videotape recording. The Public Broadcasting Service received an Emmy for contributions toward developing more efficient UHF transmitters.

## Debate connection

A digital fiber optic link was used by Iowa Public Television last Wednesday (Sept. 23) in the transmission of a debate among Democratic presidential candidates in Davenport, Iowa. The debate was sent over a 45 Mb/s fiber optic landline from Northwestern

Bell's television operating center in Davenport to a similar facility in Des Moines, Iowa. From there, a second fiber link was set up to Iowa PTV's Johnston, Iowa, headquarters outside Des Moines, where the signal was distributed to the network's eight Iowa non-commercial stations and uplinked to public television stations around the country.

Iowa PTV and Northwestern Bell took part in the project with Teleconnect, a Cedar Rapids, Iowa-based common carrier, and Stromberg-Carlson, Lake Mary, Fla., which manufactured the digital coder-decoder units.

According to Don Saveraid, director of engineering and telecommunications for Iowa PTV, the debate transmission experiment demonstrated that "digital technology/fiber optics is a viable medium and it causes the relationship between two major players in the state to come together to provide this service for broadcast." He said that the project could lead to greater involvement in digital fiber optics by Iowa PTV. The network has recently been given responsibility by the Iowa legislature, Saveraid said, for narrowcast educational video exchanges throughout the state. "Instead of building, owning and operating phenomenal amounts of microwave equipment for this educational activity, we're hoping we can create an environment where the telephone industry in the state of Iowa can and will provide fiber optic capability to us at competitive rates," he said.

## Strike update

With the contract between CBS and the International Brotherhood of Electrical Workers running out this Wednesday (Sept. 30), the two sides have agreed to negotiate until then with no contract extension or strike authorization voted upon yet by the membership. The talks have been under way since Aug. 31 at The Point hotel in Phoenix.

John Mondello, business representative for IBEW's Local 1220 in Chicago, said: "They are discussing practically every clause in the contract...There's very little in this agreement that isn't being discussed at this point." He said that among the topics discussed were wages and daily hires. According to published reports, CBS has proposed unlimited daily hires.

Otherwise, both sides have strictly observed a news blackout. James Sirmons, vice president, industrial relations, who is taking part in the talks for CBS, directed all inquiries to Alice Henderson, CBS spokeswoman in New York. Henderson said that CBS executives are "in negotiations...They are still carrying on and as far as they knew neither side would have a comment." Reggie Gillam, director, broadcasting and recording for IBEW, said that the union has always "negotiated under the basis that we don't talk about the negotiations with the press." The negotiations affect about 1,500 workers at CBS and its owned radio and TV stations in seven cities.

## NAB conference: small markets, big issues

**Association's second annual idea exchange for markets 100 and smaller addresses range of concerns**

Everyone had advice for the small-market broadcasters who attended the National Association of Broadcasters' second annual Hundred Plus Exchange last week (Sept. 20-22) in Washington: The NAB exhorted them to take responsibility for lobbying Congress; Representative Al Swift (D-Wash.) warned them that they would feel the effects of the FCC's fairness doctrine rebellion; FCC Commissioner Patricia Diaz Dennis urged them to protect their newly won First Amendment freedoms; cable operators and broadcasters offered tips for better cable-broadcast relationships. The FCC's repeal of the fairness doctrine was by far the main topic of discussion at the conference, which also featured panels on advertising and local sales.

Broadcasters heard tough talk from NAB's Bill Turner, acting director, congressional relations, who told them: "We can talk all we want about the lobbying job that the NAB does, but...when it comes to getting the vote and getting a commitment, [broadcasters are] the ones who get it...If we've got a problem with lobbying in Washington, take a look at yourselves in the mirror, because that's where the calls are not being made."

Turner urged the participants to write or call their congressmen and to insist on a 'yes' or 'no' answer to the question of whether they will support broadcast bills. Station managers should tell their news departments that they want to be notified any time a congressman is on the station premises, said Turner, because managers need to make themselves known. And it is every manager's responsibility to make a contribution—and to get their employees to contribute—to the NAB political action committee, Turner said. If every station contributed \$100, NAB would have \$1.1 million, said Turner. "It's your profession, and we need your help."

Friction between the FCC and members of Congress is certain to affect broadcasters, said NAB President Eddie Fritts. "On the one hand we've been the beneficiary of many of the things that have taken place at the Federal Communications Commission," he said. "On the other hand, there are many other things which have been proposed by members of Congress which would either layer back on some regulation or which would cause some problems for this industry."

Fritts, along with NAB's John Summers, senior executive vice president for government relations, and Jeff Baumann, senior vice president and general counsel, updated



Fritts, Turner, Summers, Baumann

the broadcasters on the status of several issues affecting the industry, including must carry, channel repositioning, syndicated exclusivity, children's television, high-definition television and a congressional proposal to eliminate tax deductions for advertising expenses. The Florida Association of Broadcasters' Bill Brooks gave an update on the status of the Florida tax on services.

### Dennis says: Hold tight to freedoms

FCC Commissioner Patricia Diaz Dennis told small-market broadcasters it was up to them to preserve the First Amendment freedoms they were given in August by the FCC (BROADCASTING, Aug. 10). To do so, she said, they must prove to Congress and the courts that they are committed to public service and that the fairness doctrine has chilled their operations in the past.

Speaking at an FCC breakfast during the NAB's 100 Plus conference, Dennis was joined by members of the FCC staff. Small-market broadcasters have been at the greatest risk of "adverse consequences" from fairness doctrine complaints, Dennis said. She urged the members of the audience to "jealously guard [their] rights. Vigilance is always necessary," she said.

The FCC's Aug. 4 decision to eliminate the fairness doctrine, said Dennis, was based on its belief that broadcasters should have much the same First Amendment protections as newspapers. Dennis said the odds of a court eventually upholding the FCC's opinion that the print model should apply to broadcasting were 50-50, "maybe 60-40, if we get a break."

Speaking from the audience, NAB President Eddie Fritts said members of Congress must be convinced that broadcasters "should not be presumed guilty," in advance, of fairness doctrine offenses, but instead should be given a chance to prove that they can operate responsibly without the requirement of law. If broadcasters fail the test, he said, a law can be enacted later on to correct the situation.

One member of the audience observed that the fairness doctrine issue has become partisan because of President Reagan's veto

(BROADCASTING, June 29), but Dennis responded that not all Democrats are against repeal. "I do know Democrats, and I am certainly a Democrat, who believe that the First Amendment is the First Amendment," she said.

According to Peter Pitsch, chief of staff, office of the chairman, FCC, there is much confusion on Capitol Hill over the difference between the fairness doctrine and the political equal time rule contained in Section 315 of the Communications Act. The FCC, in ruling on the fairness doctrine in the *Meredith* case, was not trying to strike down Section 315 of the Communications Act, he said. Pitsch stressed: "There's no need for the Hill to recodify 315."

Commenting on the issue of advanced television systems, Dennis said she personally has "an inordinate interest" in high-definition television and that the members of the FCC "are not going to do anything that will jeopardize the ability of broadcasters to compete technologically...It's like going from black and white to color—it's that important a development," she said.

Asked about a recent report that the FCC may fine stations that have not complied with its request for information about minority ownership ("Closed Circuit," Sept. 21), Pitsch responded: "Obviously, we take compliance with our mandatory request very seriously."

Also participating in the breakfast on behalf of the FCC were the newly named chief of the Mass Media Bureau, Alex Felner, who began serving Sept. 18; Thomas Stanley, chief, Office of Engineering and Technology; Ralph Haller, deputy chief, private radio bureau; and Richard Bozelli, special assistant to Diane Killory, general counsel's office.

### Swift says broadcasters must live with 'very unhappy Congress' in wake of FCC's 'fairness doctrine' repeal

The FCC's decision to repeal the fairness doctrine has soured Congressman Al Swift (D-Wash.). The repeal, the congressman said last week, is "the lemon juice that's been squeezed into the milk of the climate of

opinion in Congress toward broadcasters. If it looks a little curdled to you, it's because it is."

According to Swift, broadcasters are caught in the middle of a test of wills, and they must live with the decisions of a "very unhappy Congress." More than two-thirds of one house and nearly two-thirds of the other voted to codify the fairness doctrine, Swift said. "The FCC, in the face of this demonstrable, measurable, unarguable directive, this policy statement on the part of Congress, chose to go 180 degrees in the opposite direction."

According to Swift, the FCC has lost sight of its role as a creature of Congress created to handle day-to-day regulation. The question in the minds of congressmen as a result of the fairness doctrine decision is whether "the FCC is going to go back to doing its job, or whether it's going to try to usurp Congress's job," Swift said. "The behavior of this commission over the past six years is almost inviting Congress, it is daring Congress, to legislate."

The fairness doctrine issue will be revisited, Swift said, but the merits of the case are no longer the focus. Many members of Congress are not interested in resolving any other broadcast issues until the matter of the doctrine is resolved, he said. And there are other members of Congress, according to Swift, who have not paid attention to the fairness issue but who might take notice if the commission were to attempt to remove its rules governing personal attacks and political editorializing. "Republicans think all on-air media people are Democrats," he said, "and Democrats think all stations are owned by Republicans."

Swift offered his own opinion of the principal defense against the fairness doctrine: "I think the chill argument is pure nonsense. I never heard such crap."

Asked to comment on his introduction of a bill that would reinstate the rule requiring stations be held for three years before being sold, Swift said the rule, which was repealed in 1982 (BROADCASTING, Nov. 22, 1982), "worked very well." It tended to discourage speculation while allowing waivers for hardship cases, he said.

Asked to comment on the increasing power of the cable industry, Swift said: "Some of the most influential folks today are over at the NCTA [National Cable Television Asso-



Swift

**A Swift kick.** Representative Al Swift (D-Wash.) again lambasted the FCC (see story, this page) for its repeal of the fairness doctrine at a luncheon of the Federal Communications Bar Association last week. Calling the FCC "wholly untrustworthy" in fulfilling its role of carrying out congressional policy, he accused the current commission of trying to further ideology rather than business, and advised: "Leave the purity of ideology to the priests and get back to communications policy."

Saying the broadcasting industry is undergoing enough change as a result of technological innovations, Swift claimed the FCC was "irresponsible" in trying at the same time to bring about changes in communications policy. "If there was ever a need for a commission that viewed its role essentially as a problem-solving role, rather than as a role of setting up perfection, the time is now during this transition," he said.

Although the FCC directly contradicted Congress's wishes on the fairness issue, Congress is not blameless, said Swift: "Both sides of that debate managed to exaggerate their arguments all out of realistic proportion." Swift called the "chill" rationale used by the FCC "poppycock," but also admitted that it's not likely chaos would result instantly from the repeal, as Congress has cried.

Still, the fact remains that relations between the two bodies have deteriorated almost beyond repair. Using the analogy of a sinking ship, Swift said: "I fear the relationship between the FCC and Congress has gotten so bad that there's nothing to throw overboard."

Asked how Congress will treat broadcasters who support the FCC's decision, Swift said: "It's a free country; they can do anything they want. I am not personally offended if they lobby on [the FCC's] side." But, he said, broadcasters need to know that the fairness doctrine is no longer the issue in the Congress-FCC fight. "What is at issue is the governance of communications policy," he said. "And if they want to get in the way of Congress asserting its rightful and constitutional role in establishing that policy, that is certainly their business. But they could also walk in front of a truck."

ciation]." The members of the cable industry have gained success by being "very shrewd, by being extremely unified, by taking a lot of direction from their trade association," he said. Congress has the impression that broadcasters are trying to back away from the legal requirements of responsibility, said Swift, and that they are asking that the cable industry be regulated while requesting deregulation for themselves. The one area in which the two services differ is broadcasters' mandate to serve the public interest, he said. Thus the real question to present in asking for reregulation of cable is: Has cable become so disencumbered that it is posing problems for the public interest?

According to Swift, some members of Congress are unaware of the "esoteric" problems broadcasters face, and "sometimes issues have to get a lot worse before they get better." On getting relief through must carry, he advised broadcasters to talk and complain, but not to anticipate a solution right away.

### Cable-broadcast cooperation urged

The members of a panel on cable-broadcast relations acknowledged that there is a basic conflict between cable operators and broadcasters, but said the industries can get along if they communicate and cooperate.

Cable provides a terrific opportunity for broadcasters, said Timothy King, president of King Line Media, a New York company that helps broadcasters build relationships with cable operators. According to King, cross promotion can make cable viewers aware of a TV station's programming and channel number. And a station manager should "get personally involved" in contacts with cable system managers, he said, so that the cable operator wants to continue offering the station even if he is not required to. "Do everything you can to create a good, solid, working, friendly relationship," he said.

George Devault, president and general manager of WKPT-TV Kingsport, Tenn., said he visited more than 100 cable systems on behalf of his station and offered to sell local availabilities for the cable companies. Broadcasters are "much better equipped to sell this advertising and produce these spots than is the cable operator," Devault said.

According to Garrett Girvan, senior vice president, California operations, Viacom Cable, "There's a fear problem" that is hampering relations between broadcast and cable companies. "We have both done some nasty things to one another," he said. But lack of communication is both the biggest problem and the biggest opportunity facing the groups, Girvan said. Cable operators have many channels to fill with programming, and they would like to have broadcast programming so that viewers perceive cable service as more attractive, he said.

In fact, broadcasters provide cable's most popular programming, said Robert Thomson, vice president of government affairs for Telecommunications Inc. Broadcasters "come into your relationship with cable with some strengths—some strengths which maybe cable has not been as quick to realize as it should," he said. But the cable industry has begun to show "more of an intention to get along" with broadcasters and other industry groups, said Thomson, and "it behooves us all to try to get along."

Probably the biggest source of tension between broadcasters and cable is the channel repositioning issue, the panel members said. The cable industry doesn't understand the impact repositioning has on broadcasters, said Girvan, and is simply trying to position programming so that viewers can find it, "as opposed to hunting and pecking, which is what they're doing now."

According to Thomson, TCI supports the must-carry compromise because it provides "an objective standard" for carriage of services, but TCI does not believe it has an obligation to do more than the federal gov-

ernment did in assigning television stations to the lower numbered cable channels that are more frequently watched.

TCI, after attempting to group services by content, has decided that on-channel carriage is the best solution to the problem, said Thomson. Girvan favored making carriage decisions locally, and said Viacom relies on audience research. In some markets where network affiliate signals are available from two different cities, duplicate programming is offered because "that's what our customers want," he said.

But what should broadcasters do when they are unhappy with their cable placement? Session moderator William Duhamel, president and general manager of KOTA-TV Rapid City, S.D., said his station had a great deal of trouble determining whom to contact at a cable system when it was threatened with repositioning. "We played ping pong until we finally talked to some people in Washington," he said. King urged broadcasters to join their state cable associations to improve their leverage in the cable industry, and Thomson said broadcasters should remember that cable managers must play a variety of roles, including engineer, construction manager, programmer and politician. "It is hard to get a person who can do all these things perfectly well," Thomson said. "Consequently, you may walk in expecting to talk with a sophisticated manager, when as a matter of fact all he's really interested in is traps."

## Decker Anstrom to replace Bert Carp as NCTA executive

Former Carter White House staffer, most recently with Washington public policy consulting firm, joins cable association

The National Cable Television Association has once again awarded its number-two job to an alumnus of the Carter White House.

NCTA President James P. Mooney named Decker Anstrom to replace Bert Carp as executive vice president. Carp left the association last month to become the chief Washington lobbyist for Turner Broadcasting System Inc. Anstrom, president of Public Strategies, a public policy consulting firm, said, in a telephone interview last week, that he will join NCTA in late October or early November—as soon as he has finished some pending projects for Public Strategies.

Carp and Anstrom served together in the Carter White House—Carp as deputy director of the domestic policy staff; Anstrom as assistant director of the White House Office of Presidential Personnel.

As executive vice president, the 37-year-old Anstrom will be the chief administrator, responsible for managing the staff and the annual budget of around \$7.5 million. In addition, he will be part of the team that plots



Anstrom

and carries out NCTA's legal, regulatory and legislative strategies.

In a prepared statement, Mooney said Anstrom's "strategic planning and policy experience will be particularly valuable at a time when we face a number of increasingly complex public policy issues that directly affect the business."

The announcement of Anstrom's hiring was accompanied by the announcements of two other personnel moves at NCTA headquarters. General Counsel Brenda L. Fox, another member of the public policy team, was given the additional title of vice president for special policy projects. Phylis Eagle, executive director, administrative services, was named vice president,

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administrative services.

Anstrom founded Public Strategies after leaving the White House in 1981. For its clients, he said, the firm has conducted public policy and economic analyses and provided advice on strategic planning, organization and management and government relations. Anstrom said the firm has never directly been involved in lobbying.

Its principal client has been Shearson Lehman Brothers, for which Public Strategies functioned "informally as the Washington office." Public Strategies' other clients have included the American Association of Retired Persons, American Retail Federation, Levi Strauss, National Education Association and the Urban Institute.

After graduating from Macalester College, St. Paul, Minn., in 1972, Anstrom attended Woodrow Wilson Graduate School of Public and International Affairs at Princeton University, 1972-73. From there, he went to Washington to work for Arthur Flemming, the commissioner of aging, in the Nixon and Ford administrations' Department of Health, Education and Welfare (now Health and Human Services).

After the election of Jimmy Carter, Anstrom joined the Office of Management and Budget, where he worked to create the Department of Education. In 1978, he joined the White House staff as assistant director of the White House Office of Presidential Personnel, a job Anstrom described as "one of

the President's headhunters."

Anstrom said he knew of Mooney, but did not really know him until the NCTA president contacted him and asked him to come in for an interview. He said he did not know who recommended him for the job, but said he has known Carp well since their days together in the Carter White House.

Anstrom concedes that he has little knowledge of cable or the other electronic media, but such knowledge has never been a qualification for NCTA's top jobs. Neither Mooney nor Carp knew much about cable when they were hired, yet both quickly learned to represent cable's interests in Washington. □

## ABC News show links U.S.-Soviet officials

**Hosted by Jennings in U.S., ABC says it is first time unedited program has been shown live in both countries**

ABC News last week presented *Capital to Capital*, the first program of a three-part series, *Congress to Congress*. The broadcast last Tuesday in ABC's usual *Nightline* time period (11:30 p.m., NYT), held the distinction, according to ABC News, of being the first to be shown live in both the United States and the Soviet Union. The series brought together members of the U.S. Congress, from the House of Representative's Rayburn office building, and members of the U.S.S.R.'s Supreme Soviet, from the Kremlin.

The American feed, hosted by ABC *World News Tonight* anchor Peter Jennings, lasted until 1:30 a.m. Wednesday. The show was originally scheduled to run an hour and a half, but the decision was made during the broadcast to extend the time. The Soviet broadcast, aired by Gostelradio in Moscow, reached audiences there at 7:30-9:30 a.m. Jennings's Russian counterpart was Gostelradio's Leonid Zolotarevsky.

The topic of *Capital to Capital* was mutual security. American panelists were Senator Sam Nunn (D-Ga.) and Representatives Les Aspin (D-Wis.) and Trent Lott (R-Miss.). From Moscow, the participants were Marshal Sergei Akhromeyev, chief of the general staff and first deputy minister of defense; Lev Tolunov, chairman of the Soviet of the Unions, one of the Supreme Soviet's two houses; Yevgeniy Velikhov, vice president, Academy of Sciences, and Georgi Kornienko, international deputy to the Central Committee.

The show began with brief video segments produced by both sides, to explain the fears the two nations have of each other. Some of the sharpest debate came in disagreements between the two moderators on what the scope of the discussion should be.

Early in the program, Jennings asked Velikhov a question about last week's attack by American helicopters of an Iranian mine-laying boat in the Persian Gulf. The Velikhov response, as related through an interpreter, was that "I think we should start by discussing our main theme," which was mutual security. Jennings responded by pointing to "suspicion and mistrust" reflected in the earlier taped segments, and said that in



Aspin, Lott, Nunn and Jennings

light of them, responses on the Persian Gulf would be "interesting." Following Jennings's comment, Zolotarevsky turned the topic to arms control with a question to Marshal Akhromeyev.

About 45 minutes into the broadcast, contact was lost briefly as the American program returned from a commercial break. After the transmission was restored, Akhromeyev was asked a question from the audience by Senator Alan Cranston (D-Calif.) on whether a conventional war between the two countries would inevitably escalate into nuclear war. Again Zolotarevsky protested. "Once again, I appeal to you very strongly to follow the agreement which we reached," the Russian moderator said. Jennings replied: "You and I on this program are mere journalists. The question to Marshal Akhromeyev came from the senator from California. Senator Alan Cranston, and I don't believe, quite frankly...that you and I should tell the senator or for that matter members of your audience, what questions they should

ask. I'm sorry to be belligerent."

Technically, things appeared to run relatively smoother. The simultaneous broadcast involved three satellites and two uplinks, according to ABC's executive producer of *Congress to Congress*, Richard Kaplan. The signal from the Soviet Union was what he called "a Russian composite feed," which involved two satellite paths. On the signal for the first path, a Russian director controlled the six cameras used. This primary feed was sent by satellite from Moscow and downlinked at an earth station in West Virginia. It then reached Washington by landline.

On the second path, Kaplan was able to communicate with an American photographer in Moscow. The second signal took "a double hop path," Kaplan said, from Moscow by satellite to Reistig, West Germany, to another satellite, and then down to West Virginia. That routing "was the only thing available," Kaplan said. Because of the extra uplink, the signal from the second path



took about two seconds to reach Washington. However, Kaplan's communications with the photographer in Russia, over a telephone landline, were almost instantaneous.

Signals to the Soviet Union operated the same way, except that direction for the secondary, double-hop feed with a camera controlled by a Russian cameraman, was done with the assistance of an American director here.

The primary feed from Russia was received without English translation. Translators were housed in a special room with headphones designed to put Russian audio in the left ear and audio from Jennings and the English-speaking panel in the other. Pauses were created in the English-to-Russian translations sent to Moscow because it was necessary for an interpreter to hear an entire context of the sentence before beginning to translate. "If you just went by words, you'd be translating incorrectly," Kaplan said. "The delay is not necessarily in the satellites."

The last two broadcasts of *Congress to Congress* are scheduled for Oct. 14, on human rights, and Nov. 18, on regional conflicts. □

## Wireless cable: looking for a few good shows

**Meeting of MMDS operators this week will focus on difficulty of obtaining programming for delivery service**

Representative Charles E. Schumer (D-N.Y.), in a speech prepared for the Wireless Cable Association convention this week in Washington (Sept. 27-29), is expected to rebuke the cable industry for what he characterizes as illegally retarding the growth of potential competitors—wireless cable and home satellite—by denying them access to cable programming.

Wireless cable operators, otherwise known as multichannel television or MMDS operators, use a combination of microwave channels—MDS, ITFS and OFS—in the 2 ghz band to broadcast multiple channels of programming to paying subscribers.

Schumer, who has become the wireless cable industry's champion on Capitol Hill, is the author of a 19-page report concluding that efforts by the home satellite and wireless cable industry to create competition in the distribution of cable programming "have been stunted by what appears to be an industrywide attempt on the part of the cable industry to squash any competition. The competition-killing efforts of the cable industry have seemed to cross into the realm of antitrust and collusion."

The report is not only the basis for Schumer's speech but also for a letter to U.S. Attorney General Edwin Meese urging the Department of Justice to launch an investigation into the question of access to programming. "Are wireless cable businesses illegally denied the programming? Is the cable industry guilty of antitrust violations?" Schumer asked.

The convention's other principal speaker—former FCC Chairman Mark Fowler—will also touch on the difficulties wireless cable operators are having in securing cable programming. Fowler will tell the operators or would-be operators that they may have to turn to government—the Justice Department, the Federal Trade Commission or the FCC—for relief if cable programmers refuse to deal with them.

Programming or the lack of it is "a major problem," said Jim Clark, of Conifer Corp., who is president of the association. "The operators have been having trouble getting what they feel is adequate programming not only to compete with cable, but also to be effective in the marketplace," he said. "A year ago, many of the programming services were available. But, in the last year, as MMDS appears to be growing, we are seeing more and more programming services changing policies and not making services available to us."

Clark said Schumer's interest in alternative delivery modes for cable programming stems from the controversy that arose earlier this year in New York involving SportsChannel. When the number of New York Yankees and New York Mets baseball games increased on SportsChannel and decreased on broadcast television, baseball fans living in the many cableless areas of the city cried foul.

Programming is expected to be the subject of a convention panel session this morning (Sept. 28) featuring Phillip Merrill, project director, People's Choice TV; Doug Malmgren, president, Telecast Inc.; Chuck Mautzycki, president, Family Entertainment Network; Todd Rowley, project coordinator, People's Choice TV, and Jim Theroux, Metro TEN.

The programming problem is not the only subject on the convention's three-day agenda, which is expected to attract 300 or 400 people to Washington's Ramada Renaissance hotel.

Also on the agenda: regulatory and public policy issues, building and maintaining relationships with ITFS licensees that lease capacity to wireless cable operators, technical problems and solutions and implementing stereo and pay per view.

Judging from his report, Schumer's principal interest is seeing that consumers have a choice in subscribing to cable programming. "The only competition that a cable company

faces is when that company is vying for a franchise," the report said. "Once a cable franchise for an area has been awarded, there is no competitive pressure to provide a quality service at a reasonable price."

According to Schumer, the cable industry has suddenly become concerned about wireless cable because individual operators have been able to amass a sufficient number of channels and enough capital to pose a threat. "The cable industry saw the availability of programming as the last weapon in their war to thwart competition," the report said. "With control of the programming the cable industry has conspired to choke off competition by denying the wireless services the access to the programming."

The report said the cable MSO's have been able to exert control over cable programming through direct ownership of the services and through "awesome economic pressure." Some services not owned by MSO's would "like to sell to noncable companies, but cannot risk upsetting their cable clients," the report said. "One company, ESPN, has actually admitted privately that such pressure has been brought to bear on them," it said. "In fact, ESPN has quietly urged one [wireless cable] company to sue them so that they could get out from under the cable pressure and begin to do business with the wireless cable companies."

The report concluded that the MSO's' pressure on programmers not to deal with wireless cable is illegal. "In short, if there is an agreement, spoken or unspoken, that programmers not deal with [wireless cable] dealers, then those programmers are participating in anti-competitive activity and are in violation of existing antitrust laws."

The report cited several services that are refusing to deal with wireless cable operators for one reason or another. Among them: Arts & Entertainment Network, American Movie Classics, The Black Entertainment Channel, Turner Broadcasting System's CNN and CNN Headline News, ESPN, the Discovery Channel, The Disney Channel, Lifetime and the Pro-Am Sports Service (Detroit).

The report said that Showtime/The Movie Channel will deal with wireless cable operators, but only in Phoenix and Cleveland, where it was sued on antitrust grounds. And, it said, "when HBO does agree to sell to an alternative technology it is almost always at a rate higher than those for regular cable." □

## VOA modernization under fire

**USIA report, leaked to newspaper, charges agency with mismanagement; officials say report was preliminary**

Voice of America officials last week were on the defensive regarding progress and costs of the agency's massive, multiyear program to modernize its aging transmitters. A report by the inspector general of the U.S. Information Agency, charging that mismanagement was causing an increase in costs and leading to a stretch-out of the program, was leaked to *The Washington Post* and caused VOA officials to characterize the report as "preliminary" and poorly done.

"It was done by an accountant [on the IG staff] not qualified to judge a project of this magnitude," said Morton S. Smith, VOA's deputy director in charge of the modernization program. What's more, although the IG's report was not made public, Smith released copies of studies by outside consultants that generally found the project soundly managed.

The inspector general, Anthony Gabriel, would not respond to requests for comment. But through a spokesman, he said that the *Post* was correct in describing the report—which VOA Director Richard Carlson said was prepared in 1985 and issued in 1986—

as "preliminary." He was quoted as refusing to comment on it further. But he was also reported to have said another study is being prepared. He refused to estimate a completion date. At one time, it was expected earlier this year.

The multiyear project initiated in 1983 ostensibly carries a \$1.3-billion price tag, affixed by the Office of Management and Budget. But Smith says a more realistic cost, given the impact of inflation and costs "not anticipated," is \$1.7 billion. And although the modernization program had been expected to be completed before the end of the decade, Smith acknowledges that the job will not be done until after 1994. Although the IG report is said to blame the administrators, Smith cites, as officials have in congressional testimony, the length of time required to reach agreements with foreign governments on transmitter sites. He also says that congressional appropriations are a problem; for instance, nothing is being provided for the modernization program in the 1988 budget. However, that is due in part at least to the availability of \$142 million in unobligated funds that VOA could spend in

1988. All told, Smith says, \$300 million has been appropriated for the project.

An example of the conflicting approaches to the project taken in the IG report and by VOA officials is the basic one involving concept. As reported in *The Post*, Gabriel said, "VOA's approach to modernization has been too time-consuming and may be unnecessarily delaying the achievement of the proposals." Smith said the strategy now being pursued was recommended by the General Accounting Office in a 1982 report. The report criticized VOA for undertaking modernization in "fits and starts." That was taken seriously, Smith said. And in 1983, comprehensive studies were made before work was begun. "It took longer than anticipated, but what we're doing is based on serious engineering studies," Smith said. "It will work well."

Smith also rejected the IG's reported criticism of the agency for refusing to buy "off-the-shelf" equipment. "There is no such thing as an 'off-the-shelf' 500 kw transmitter," he said. "You have to build each one individually." He said VOA has tested four different transmitters as a means of develop-

ing standards. Now, he added, the transmitters are being purchased.

The reports by outside consultants that Carlson and Smith cite as rebuttal to the IG's "preliminary" paper tended to back up their defense of the manner in which the project is being managed. Indeed, the decision to purchase 50 kw transmitters—rather than 250 kw outlets—and to acquire four of them for test purposes was specifically endorsed in one of them by the USIA Radio Engineering Advisory Committee. The committee, which is headed by Walter E. Morrow Jr., president of Lincoln Labs, at the Massachusetts Institute of Technology, also said it had reviewed the engineering organization and concluded "its overall structure was sound." It even said the committee "frequently expressed [its] satisfaction with the impressive success in negotiations for new relay station sites." One sharp criticism dealt with VOA's failure to install already acquired computer equipment. A footnote in the report that was approved by the committee on June 10 noted that the engineering computer had been installed and acceptance tests completed in August. □

## Gain claimed for USIA and Voice

### But Reagan, Shultz also cite upbeat in Soviet propaganda and decry budget cuts

President Reagan and Secretary of State George Shultz participated in a celebration of the 40th anniversary of the United States Advisory Commission on Public Diplomacy. It was an occasion for not only praising America's international information programs and complaining about cuts Congress has made in the U.S. Information Agency budget, but for holding up the Soviet Union as a serious competitor in the battle for support of the peoples of the world. It was left to Charles Z. Wick, director of USIA, to denounce Soviet leader Mikhail Gorbachev's "glasnost," or openness, as designed to disguise "an essentially closed society."

Reagan hailed the advances his administration has made in public diplomacy in the six-and-a-half years of his Presidency: the USIA budget nearly doubled; the emergence of the international television network, Worldnet (which he called a wedding of satellite technology to public diplomacy); the start of Radio Marti broadcasts to Cuba, and the five shortwave broadcasts over the Voice of America, in which he has directly addressed the Soviet people. He also used the occasion to call attention to what he said were the accomplishments of his administration. He said it had "shaken off the malaise" he has in the past identified with the administration of President Jimmy Carter.

The bipartisan commission, whose seven presidentially appointed members are responsible for assessing the policies and programs of the USIA, took as the theme for the two-day conference at the State Department, "public diplomacy in the information age." And Reagan cited "the tremendous progress we're seeing in communications—a virtual riot of new technology." But he said the Soviets also are "serious about using the new

technologies for their own purposes." As an example, he noted that Soviet television can be received in Western Europe, North and Central America, Southeast Asia, North Africa and the Middle East. "The Soviet message—even if it is propaganda—now reaches around the globe," he said.

Shultz talked of the importance he attaches to public diplomacy. "The need for instantaneous, reliable communications links around the globe is perhaps the most obvious and immediate demand we must continue to meet," he said. But he said, "The draconian cuts Congress has made in the foreign affairs budget over the past three years now threaten the lifeblood of our entire foreign policy effort, including our public diplomacy programs." He noted that public diplomacy has "no true domestic constituency, much less a national consensus upon which to forge budgets in Congress that do justice to the needs of America's international public diplomacy," adding: "We must do more to convince the public and their congressional representatives of the importance of meeting those

needs."

Although both Reagan and Shultz dismissed the Soviet Union's foreign broadcasts as propaganda, Wick went further. He attacked Gorbachev for having "focused international attention on a myth—the myth of 'openness'"—and for having "raised the manipulation of truth to new heights. Novosti—the Soviet worldwide wire service—TASS, and Radio Moscow daily blast outrageous falsehoods about the United States, its officials and institutions." Wick said Gorbachev's "glasnost continues to be 'gloss-over-nost,' and seeks the triumph of deceit and deception over truth and honesty."

The concerns of the Reagan administration regarding the problems budget cuts are causing the U.S.'s "public diplomacy" are shared to a degree by at least some in Congress. Representative Dan Mica (D-Fla.), who as chairman of the House International Operations Subcommittee is responsible for foreign affairs authorization measures, was among those speaking at the 40th anniversary celebration. In keeping with House leadership strategy on the budget, his subcommittee had drafted an authorization bill providing for \$820 million for USIA in fiscal year 1988, less than it received in fiscal year 1987 and a cut of some \$120 million in the administration's request. (The measure was later passed by the House, which is waiting for the Senate to act on its version of the legislation). But Mica indicated he would like to try again.

"The communications battles we have begun to fight are not a skirmish like Nicaragua," he said. "It's the equivalent of nuclear war—a battle for the hearts and minds of the world. We've been losing that battle." Then he said, "I'll try to increase funding for some of our programs. For every dollar in international telecommunications, we can spend up to \$50 in military hardware." □





## Debate coverage

The Cable News Network last week said it would air live the eight League of Women Voters presidential debates scheduled for 1988. Each party will hold four debates; four of the eight debates have been scheduled: in Manchester, N.H., on Feb. 13 and 14, and in Nashville on March 5 and 6. The other debates will be scheduled later. CNN will also air live the presidential debates sponsored by the *Atlanta Journal-Constitution* on Feb. 27-28.

CNN and *USA Today* will participate in a joint polling effort throughout the political election season, with the first results to come this week. Gordon Black Corp. will do the surveys, which will be a regular feature of CNN's *Inside Politics '88* program, a half-hour political show that begins airing weekdays on Nov. 2. CNN plans to open a Des Moines, Iowa, bureau in mid-October in anticipation of the caucuses in that state that kick off the 1988 campaign. The bureau will operate for about four months, CNN said, and will be staffed by four full-time employees, in addition to personnel who will rotate through.

In other news, CNN reported last week that its *CNN World Report*, which debuts Oct. 25, has signed with sources in 70 countries to provide material for the program.

## Wiring New York

Cablevision Systems cleared the final hurdles last week to begin wiring the New York boroughs of the Bronx and Brooklyn, after Mayor Ed Koch approved the start of construction. Cablevision won the franchises in 1983, but the process had been delayed because of criminal investigations into violations of bribery laws as part of the franchise process, investigations that turned up no

wrongdoing on the part of the cable company.

Cablevision Systems New York City Corp. plans to begin wiring the million homes in the two boroughs early next spring. The construction cost for the seven-year project is estimated to be \$350 million. The 550 mhz, 77-channel system will include a proposed basic package of 50 channels for \$14.95. The Cablevision-owned Sportschannel regional pay service, which has the cable rights to the Yankee baseball games, will be part of the Rainbow package of HBO, Showtime and The Movie Channel that will be priced in the \$40 range. It is anticipated that premium services will also be offered on a stand-alone service. General Manager Norm Kellogg said phase one of the construction will be aerial, but there will also be some underground work. In all, 1,700 miles of plant will be laid.

## National Cable Month

The National Cable Television Association has prepared a booklet outlining what companies and programers missed by not participating in last April's National Cable Month. The booklet reviews the industrywide and individual company successes—a 19% increase in cable viewership and 13% in pay over the previous year, plus awareness increases for HBO, Showtime and Disney ranging from 32% to 41%. It also found that 50% of the audience tuned in to cable programs they had not previously watched.

And it contains a number of case studies for promotional and advertising campaigns that increased viewership and subscriptions under the categories of programing tie-in events, corporate incentive programs, direct mail cooperatives, advertising blitzes, contest promotion, community events, incentive programs and awareness campaign and acquisition co-op.

## Viewing variations

Figures released by the Cabletelevision Advertising Bureau comparing July-August ratings for 1987 versus 1986 show the loss of audience by television broadcast networks was cable's gain. CAB reported that the advertiser-supported networks' ratings rose 40%, showing a gain of 866,000 homes per average quarter-hour (AQH) in the period. Pay service ratings were up 18%, or 288,000 homes per AQH. Those figures are based on a 24-hour, Monday-through-Sunday survey of total television households. Broadcast network affiliates were down 8%, or 969,000 homes. Independent television stations were down 3% or 61,000 homes and superstations were flat.

"From all indicators, it is clear that this summer viewers found cable provided an attractive alternative to broadcast network reruns as they move around the dial in search of new programs," said CAB President Robert Alter.

By daypart, the basic cable networks fared best in early fringe, up 48%, and daytime, up 47%. Pay's greatest growth was in the same two dayparts, 27% and 22%, respectively. Pay's smallest growth was in prime time, where it was up 3%. The basic services were up 33% in prime time. The affiliates fared best in early and late fringe, down 6%. They showed the greatest drop in daytime, down 13%. Independents fared best in prime time, up 2%, and in daytime, where there was no change. Their early and late fringe totals were each off 9%.

## Exception taken

The September issue of *Consumer Reports*, which rated cable programing and customer service, has drawn a response from a former Entertainment Channel executive about *CR*'s assertion that the service died because of a lack of audience. Arnold Huberman, executive vice president, Goldman Group, who was senior vice president, programing, at the Entertainment Channel, said in a letter to the editor in the October issue of *CR* that the channel died because the Rockefeller family pulled its financial support from the network. Huberman writes: "The Rockefeller family, the principal financial supporter, elected to recapture its investment funds and place them in areas where the rate of return was accelerated. More importantly, the concept of The Entertainment Channel, along with much of its programing, still lives as the Arts & Entertainment Network," wrote Huberman.

## Funny business

Showtime has signed 30 comedy clubs nationwide to form the Showtime Comedy Club Network, including the Funnybone chain with 14 clubs. Executive producer Ken Weinstock and KMW Productions will travel to about 15 cities this fall and winter, videotaping performers at member clubs, said Steve Hewitt, vice president, original programs, for Showtime.



**Sponsored by.** ESPN has signed Purolator Products to a \$1-million advertising contract to sponsor auto races on the cable sports network in 1988 and 1989. At the signing were Carroll Warner (l), president of Purolator, and J. William Grimes, ESPN president and chief executive officer. Purolator will be the sole advertiser of oil filter products on the 12 ESPN NASCAR races expected in 1988. Over all, ESPN plans to carry at least 133 auto races in 1988.

## Viacom reported looking for help with debt load

**New head of company subsidiary also calls for cheaper movie packages, tells operators to rely less on program service promotions**

In his first appearance before a cable industry group since taking over as chairman and chief executive officer of Showtime/The Movie Channel in August, Winston (Tony) Cox last week revealed that Viacom Chairman Sumner Redstone is looking at the major studios, system operators and NBC as possible equity partners in Showtime's parent company.

Speaking at a Los Angeles meeting of the southern California chapter of Women in Cable, the former Time Inc. and HBO executive also reaffirmed Showtime's commitment to The Movie Channel, called on the studios to lower the price for exclusive movie packages or face stepped-up efforts by pay services at creating original programming, and asked cable operators to depend less on programming service promotions.

Leading off his informal speech, Cox said



Cox

that during the next 18 months, the company will need to raise funds to cover a \$400-million repayment on Arsenal Holdings' \$2.32-billion bank loan commitment. Redstone used the loan to merge the entity with Viacom. The company "has some hard choices to make in the near future and our success is by no means a sure bet," Cox said.

Redstone opposes spinning off assets to raise the needed capital, and would prefer to stay away from a stock offering, according to Cox. "If we could find an investor who not only brought cash to solve our problem but who would provide some strategic advantages to us as well, that's a much more appealing prospect," he said. "Equity partners for some of our businesses is a real

## Fifth Estate Earnings

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Adams-Russell	Third	\$12,761	14	\$372	51	\$0.05
ATC	Second	\$177,008	12	\$11,900	(5)	\$0.11
Capital Cities/ABC	Second	\$1,126,795	6	\$99,732	49	\$5.88
Comcast	Second	\$74,185	127	(\$3,484)	NM	(\$0.08)
Gulf + Western	Third	\$1,150,000	10	\$103,000	25	\$1.66
Malrite	Second	\$31,576	9	(\$410)	NM	(\$0.03)
News Corp.	Year	\$3,503,417	31	\$544,426	643	\$3.72
	Fourth	\$981,303	25	\$394,402	249	\$1.16
New World	Second	\$87,612	171	(\$3,629)	NM	(\$0.34)
SCI Holdings	Second	\$168,458	NM	(\$21,742)	NM	(\$0.31)
Tele-Communications	Second	\$394,488	144	\$25,958	NM	(\$0.15)
Tribune	Second	\$561,735	5	\$48,555	18	\$0.61
Viacom	Second	\$254,300	12	(\$4,718)	17	(\$0.13)

Increased revenue for **Adams-Russell** was due to 15,600 additional customers and 5% increase in average revenue per customer, company said. Operating cash flow was up 13% to \$4.4 million over year-ago period. ■ **American Television & Communications Corp.** said second-quarter earnings were affected negatively by higher interest costs principally related to recapitalization in conjunction with initial public offering in 1986. Cable system operator attributed record operating income of \$39.8 million and record operating cash flow of \$70.2 million in quarter to increasing basic and pay subscriptions and basic price increases. ■ **Capcities/ABC** broadcasting operations reported increase in net revenues of 6% to \$875 million, with television network revenue increasing "slightly" in second quarter, "continued local advertising growth for most of the company's major-market television stations" and gains at cable sports network, ESPN. Broadcasting costs for quarter, excluding purchase price adjustments, decreased 3% from 1986. Operating income for broadcasting was up 34% to \$226 million. Average shares outstanding increased 805,000 to 16,975,000. ■ **Net loss** reported by **Comcast Corp.** was due, according to company, to financing costs associated with Group W Cable and Indianapolis Cablevision acquisitions. Comcast reported operating cash flow (defined as income before interest, depreciation, amortization and income taxes) of \$24.9 million, up 95% from \$12.8 million in second quarter 1986. More than \$247 million of company's \$1 billion in assets, Comcast said, is in "cash, short-term investments and marketable securities." Company has approximately 1,257,000 subscribers as of June 30. ■ **Gulf + Western** reported lower results from Paramount TV operations, reflecting decline in revenue from sales of features to network TV and from prior-year quarter's strong syndication sales of *Happy Days*. ■ **Malrite Communications Group** reported second-quarter losses down from first-quarter losses of \$4.3 million, but still below \$634,000 net income year-ago quarter. Broadcasting cash flow for quarter was \$6.4 million. ■ **New World Entertainment** attributed "significant portion" of net loss to \$3-million bond portfolio drop this quarter. Domestic television revenue was \$36.2 million for quarter. ■ **News Corp.** net income after taxes and before extraordinary item (sale of television stations in Australia) was \$241 million for year, \$94.3 million for quarter. In U.S., trading profits for year rose approximately 34% from \$295.1 million (Australian) to \$396.8 million, although seven Fox-owned television stations reported results "slightly below expectation," company said. ■ After exclusion of \$14.8 million in second-quarter 1986 revenue for cable systems since sold, **SCI Holdings** said total revenue increased 10% over same period last year, with cable division revenue up 16% to \$104 million. TV division revenue was up 2% to \$64 million. ■ Net earnings were down from \$51.6 million in year-ago period, according to **Tele-Communications Inc.**, due primarily to decreased gains on sales of assets in 1987. Operating income was up to \$89.3 million from \$37.5 million in year-ago period. Increase in revenue and funds provided from operations reflect acquisition of United Artists Communications Inc. and portion of Group W Cable at end of 1986, plus growth in subscriber levels and increase in rates, company reported. ■ **Tribune Co.** broadcasting and entertainment business segment reported operating revenue up 2% to \$142.6 million, with operating profit flat at \$32.4 million. ■ Results for **Viacom** reflect impact of acquisition by National Amusements last June. Total operating income (earnings from operations plus depreciation and amortization) was up 20% to \$66 million over second quarter last year; broadcast group revenue was \$36 million, with operating income of \$17 million; cable TV division revenue was \$71 million, operating income \$27 million; entertainment reported revenue of \$20 million, operating income of \$7 million, and cable networks had revenue of \$130 million, with operating income down to \$20 million.

## BottomLine

**Buyout bid.** Lorimar Telepictures has agreed to \$143.2-million management buyout of its advertising agencies, Bozell, Jacobs, Kenyon & Eckhardt and Poppe Tyson, both to BJK&E. Move was part of restructuring by Lorimar, which has also recently sold TV stations and publishing businesses, leaving it in entertainment distribution and production. BJK&E, with \$1.4 billion in billings, making it 12th largest U.S. agency, has retained Merrill Lynch Capital Markets to assist in arranging finances for buyouts. Of purchase price, \$22.2 million will be paid in future installments, company said. Poppe Tyson has billings of \$70 million. Closing is expected by end of November.

**Merger monitor.** Cable companies Western Tele-Communications and Marcus Communications will merge into single multiple system operator serving more than 265,000 subscribers in seven states. Transaction, scheduled for January 1988, assuming regulatory approval, will involve exchange of shares, but no cash. WTCL, former subsidiary of MSO Tele-Communications Inc., has common shareholders with TCI. TCI also owns 80% of Marcus Communications, with remainder held by Marcus President Jeff Marcus. Marcus is expected to become second largest individual shareholder in new entity, behind Bob Magness, TCI chairman, and will also become chairman and chief executive officer of new firm. WTCL executive vice president, Larry Romrell, will succeed Carter Page as new company president. Firm will be headquartered in Denver, with Marcus retaining regional office in Dallas. Central and Eastern state cable systems are to be run by Lou Borrelli and mountain and Western state systems headed by Dell Matthis.

**Rejected suitor.** Chyron Corp. has rejected unsolicited bid to buy company for \$8.50 per share, or approximately \$87 million. Broadcast equipment maker, which received offer from undisclosed source last month, also said board of directors has adopted shareholder rights plan to protect against hostile takeover and has established severance plan for corporate officers. Investment banking firm Thomson McKinnon Securities, retained by Chyron as financial adviser after receiving bid last month, characterized offer as "inadequate from a financial point of view," but said shareholder rights plan "is not intended to prevent an acquisition of the company in the future on terms that are fair and in the best interests of all shareholders." Chyron Chairman and Chief Executive Officer Alfred Leubert has declined to name bidder.

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possibility," he added.

Elaborating on his comments, Cox later told reporters: "We're talking to all the major studios [and] we're talking to our other customers, the cable operators." The discussions, he said, are at a "superficial level" and "everybody's interested."

Viacom, he noted, has also had some conversations with NBC, which owns a minority interest in the Arts & Entertainment cable service and earlier made a couple of unsuccessful attempts to enter the cable news business, first on its own and later through a stake in CNN.

NBC President Robert Wright opened up the possibility of participation in cable during a speech in August at the Cable Television Administration and Marketing Society convention (BROADCASTING, Aug. 24). Wright told cable programmers and operators there that NBC wants to create product for cable and participate in system ownership. He sought the industry's help in overturning prohibitions against network-cable cross-ownership and suggested the industry provide incentives to attract network participation in program production.

"Bob Wright's CTAM speech sure seems to open the door," Cox said. "I think the cable industry seems a little less concerned about network involvement than they have in years past."

If Redstone cannot find a suitable deal with an equity partner, Cox said he is not willing to give up control of the company and would likely go to the public equity market to raise the money.

There has been speculation that The Movie Channel, which has suffered mounting subscriber losses in the last year, would be a prime candidate for Viacom to spin off. But Cox attempted to put the divestiture rumors to rest, saying the new management of Viacom is "very bullish" on The Movie Channel. "It is certainly not an orphan," he said. "It's not going to go away despite what some people may be saying about it."

There are no inherent problems with the service, according to Cox. The subscriber losses, he said, stem from the fact The Movie Channel has been underpromoted "by us and by the cable industry." It can be revived, he noted, without "any massive tinkering" by initiating an industry and consumer education campaign. Cox said he is working hard at bringing the commercial effort "up to speed."

Both The Movie Channel and the larger Showtime service are locked in an expensive competitive battle with HBO over exclusive rights to first-run theatrical titles. The most recent incident occurred when HBO beat Showtime out of its exclusive deal with Paramount Studios for a series of first-run theatrical releases. "We're probably fools for letting it happen and I think that's going to change," said Cox, who formerly served as vice president, corporate planning for HBO parent, Time Inc. "I don't think our viewpoint is any different from HBO's."

He told the gathering of cable programmers, operators and members of the Hollywood production community "the studios are going to have to rethink their relationships with us. Gone are the days when our friends at the studios could gleefully collect

money from four national pay networks for the right to show the same movie."

With the emerging pay-per-view field and home video diminishing the value of movies on the pay side of the business, Cox said the studios must remember that first-run theatrical films "are not the only strong programming elements. And by keeping prices high I think the studios are giving the real impetus to our increasing the amount of original programming on our services."

Showtime and HBO have both stepped up spending on original programming fare, according to Cox. "I would call on the studios to look more long term at the pay television marketplace and realize that if their policies and practices continue, our industry will simply buy less—not out of vindictiveness but rather out of necessity," he said. Showtime can afford to compete with HBO's larger programming budgets in the made-for-pay television area because it can recoup the costs through the back end with Viacom's syndication unit, he said.

More original programs on the pay services would lead to "dramatically lower studio revenues," Cox said, adding, "We are committed to exclusivity and hope that first-run theatrical movies will continue to be a major point of differentiation for us."

In the local promotion of original programming and movies, Cox said it has become "glaringly apparent that cable operators have nearly given up their responsibilities for marketing to program suppliers. The spate of timelock promotions, in which systems give up their markets to program suppliers covering the prime selling periods, leaves them little time to sell what they have."

The program service promotions are attractive to the cable operator "for the short-term" because they can bring additional subscribers, marketing dollars and, in some cases, the elimination of the pay license fee, Cox said. But he asserted that operators are giving control over their systems to a third party.

Cox suggested system operators turn down requests from program suppliers for the "timelock" promotions and do their own marketing, which would allow systems like Showtime to sink more money into better programming. "The cable guys have historically been less judgmental when it comes to programming and a lot more judgmental when it comes to saving a nickle," he told reporters following the meeting. □

**Sky underwriting.** Rupert Murdoch's News Corp. will underwrite \$37 million rights issue for pan-European satellite service, Sky Channel. News Corp. holds just under 82% of Sky's operating company, Satellite Television PLC of London. Move, to help finance operation through 1988 follows denial of published reports that News Corp. would sell out its interests in Sky. News Corp. Chairman Richard Searby, in statement issued from Sydney, Australia, said Sky has been seeking European "partner" since spring and is currently holding discussions with European investors. He dismissed reports company would "quit" channel.

## Changing Hands

PROPOSED

**WPHL-TV Philadelphia** □ Sold by Providence Journal Broadcasting Corp. to Dudley Taft Communications Inc. for \$71,978,400. Seller is Providence, R.I.-based publisher of *Providence Journal-Bulletin*, operator of 14 cable systems in five states and owner of KMSB-TV Nogales, Ariz. and KGSW-TV Albuquerque, N.M. It is headed by Steve Hamblett, president and CEO. Chairman, Michael Metcalf was killed last week (see "Fates and Fortunes," page 94). Buyer is principally owned by Dudley Taft, former vice chairman of Taft Broadcasting. It is also in negotiations to acquire WGHP-TV Greensboro, N.C. (see story, "Top of the Week"). WPHL is independent on channel 17 with 2,340 kw visual, 300 kw aural and antenna 1,313 feet above average terrain.

**WBMX-AM-FM Oak Park, Ill.** □ Sold by Egmont Sonderling to Sky Broadcasting of Chicago, Inc. for \$27 million. Seller has no other broadcast interests. Station was reported sold ("Changing Hands," Jan. 26) for \$28 million, but deal fell through. Buyer is subsidiary of Dallas-based Sky Broadcasting Corp., owner of four AM's and three FM's. It is headed by Joe Dorton, chairman. WBMX is on 1410 khz with 1 kw day and 250 w night. WBMX-FM is on 102.7 mhz with 6 kw and antenna 1,170 feet above average terrain.

**WFON(FM) Fond Du Lac, Wis.** □ Sold by Cos-

tas Enterprises, Inc. to Independence Broadcasting of Wisconsin Corp. for \$3.3 million. Seller is owned by Don Rabbit, who has no other broadcast interests. Buyer is principally owned by John Goodwill and Peter Sullick. It also owns KSAL(AM)-KYEZ(FM) Salina, Kan., and KOEL-AM-FM Oelwine, Iowa. WFON is on 107.1 mhz with 3 kw and antenna 312 feet above average terrain.

**WCCU-TV Urbana, Ill.** □ Sold by Urbana Channel 27 Inc. to Springfield Independent TV Co. for \$1,169,100 plus assumption of liabilities up to \$1,851,432. Seller is owned by Gerald Fitzgerald, who also owns KCOR-TV Cedar Rapids, Iowa. Buyer is subsidiary of Bahakel Communications, Charlotte, N.C.-based group of six AM's, seven FM's and seven TV's owned by Cy N. Bahakel. WCCU is independent on channel 27 with 2,188 kw visual, 218 kw aural and antenna 854 feet above average terrain.

**KHFM(FM) Albuquerque, N.M.** □ Sold by CHE Broadcasting to New Mexico Classical Radio Inc. for \$850,000. Seller is owned by J.D. Hopperton and William Weinrod. It has no other broadcast interests. Buyer is principally owned by F. Michael Langer, station's manager, and Roxanne Allen, station's sales manager. It has no other broadcast interests. KHFM is on 96.3 mhz with 15 kw and antenna 4,110 feet above average terrain.

**WNQQ-FM Blairsville, Pa.** □ Sold by WNQQ Inc. to Pennsylvania Broadcast Affiliates

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Inc. for \$540,000. **Seller** is owned by Ray Gusky, no other broadcast interests. **Buyer** is principally owned by Arnold Rapoport and Bruce Loch. Rapoport is attorney, and Loch is CPA, both in Allentown, Pa. WNQQ-FM is on 106.3 mhz with 2.4 kw and antenna 363 feet above average terrain. *Broker: Kozacko-Horton Co.*

**KLSZ-AM-FM Van Buren, Ark.** □ Eighty percent of RMR Broadcast Media, Inc., licensee, sold to LKR Communications, Inc. for \$366,000. **Sellers** are Robert E. Miller and Alan M. Risener, who have no other broadcast interests. **Buyer**, Larry K. Ruth owns

remaining 20% of stations and has interest in KAMO-AM-FM Rogers, Ark. Ruth is KLSZ-AM-FM general manager. KLSZ is daytimer on 1060 khz with 500 w. KLSZ-FM is on 102.3 mhz with 3 kw and antenna 295 feet above average terrain.

**WHAW(AM)-WSSN(FM) Weston, W.Va.** □ Sold by Central West Virginia Service Corp. to Stonewall Broadcasting Corp. for \$363,500. **Seller** is owned by Ruth Brown, who has no other broadcast interests. **Buyer** is owned by Bruce Beam, general manager of WPOZ(AM)-WKKW(FM) Clarksburg, W.Va. WHAW is daytimer on 980 khz with 1 kw.

WSSN is on 102.3 mhz with 940 w and antenna 490 feet above average terrain.

**WKNR(AM) Battle Creek, Mich.** □ Sold by WKNR Broadcasting Corp. to Triad Communications Co. for \$300,000. **Seller** is headed by siblings, Jane, Janelle and Jeffrey Hicks. It has no other broadcast interests. **Buyer** is principally owned by C. Wayne Wright and family. It also owns WALM(AM) Albion and WELL-FM Marshall, both Michigan. WKNR is on 1400 khz full time with 1 kw.

*For other proposed and approved sales see "For the Record," page 70.*

## Law & Regulation

### Court upholds FCC's Citizens Party candidates decision

**Says FCC's denial of participation in 1984 presidential and vice presidential debates is within law and Constitution**

It took almost two years to reach its decision, but a panel of the U.S. Court of Appeals in Washington last week affirmed the FCC's decision in the summer of 1984 rejecting the claim of the Citizens Party candidates for President and Vice President that year that they were entitled by law and the Constitution to participate in the 1984 presidential and vice presidential debates. They contended that the three major television networks, the major political parties and the League of Women Voters—sponsors of the debates—had violated the Communications Act and the First Amendment in denying their participation in the debates that featured President Reagan and his Democratic opponent, Walter Mondale, and their vice presidential running mates.

Essentially, the claim of Sonia Johnson, the party's presidential candidate, and her running mate, Richard Walton, was that the televised presidential and vice presidential debates had become so institutionalized as to be a prerequisite for election. As a result, they said, their exclusion from the debates would restrict their access to the ballot and impinge on the kind of associational choices

protected by the First Amendment.

The panel, which heard arguments in the case in October 1985, cited a substantial body of case law for the proposition that the commission had acted within the law and the Constitution in denying the complaint—and made clear it would be reluctant to upset it. "We decline petitioners invitation to embark upon the complex and hazardous task of recasting the First Amendment balance embodied in the Communications Act and the policies of the commission," the panel said. While it would not ignore "any plausible assertion of constitutional right," it said, it would be circumspect "in any effort to vindicate an alleged constitutional infraction at the expense of constitutional interests at least equally valid and compelling."

The panel, in the opinion written by Judge Spottswood Robinson III, noted that the Communications Act affords candidates several avenues by which to gain television exposure—but that the televising of a debate sponsored by a nonnetwork third party does not itself trigger access for competing candidates under provisions of the act.

Robinson cited a decision the appeals court had reached in a 1976 case involving a candidate's complaint about being denied participation in a televised debate. In that opinion, the court affirmed a commission

decision that debates between qualified political candidates initiated by nonbroadcast parties are exempt from the equal-time requirements of Section 315(a) of the act. One of the exemptions involves coverage of spot news. "We concluded that Congress, in crafting the exceptions to the equal-time rule of Section 315(a), intended that the commission play a large role in fine-tuning the Section 315(a) exemptions," Robinson wrote.

That opinion did not directly address the First Amendment issue. But Robinson said the appeals court in a 1980 case had dealt directly with the question of whether the exceptions to the equal-time law violated the free speech/free press provision after a candidate had complained about being denied an opportunity to respond to an opponent's statements made in an exempt program. The court held then, Robinson said, that "no individual member of the public [has a right] to broadcast his own particular views on any matter." What's more, the panel said, quoting from a Supreme Court decision affirming broadcasters' rights to control access to their facilities, "petitioners' demand for inclusion in a particular program raises 'the risk of an enlargement of government control over the content of broadcast discussion of public issues.'"

The petitioners argued that exclusion from the debates had the effect of excluding them from the ballot: They said the television exposure would enable them to gain the signatures needed to gain a place on ballots in individual states. And that, in turn, they said, would deny voters sympathetic to their cause their First Amendment right to associate through the election to vote for the candidate of their choice.

Robinson said that if that argument were valid, it "could affect the balance of First Amendment rights struck in the Communications Act, and might force a reappraisal of competing interests." But the panel concluded the argument was not valid. Exclusion from the debates, Robinson wrote, has far less effect than would exclusion from the ballot. "The former removes only one of the great number of avenues for candidates to gain publicity and credibility with the citi-

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zenry, while the latter drastically restricts voters' ability to choose the omitted candidate." Robinson noted that, although excluded from the debates, the petitioners waged an effective campaign, and voters had an opportunity to vote for them. They appeared on the ballot in 19 states, qualified for public campaign financing, and the Citizens Party candidate finished fifth among the 228 presidential candidates.

Although the opinion stresses broadcasters' First Amendment rights, it contains language likely to be comforting to those disputing arguments that those rights are the same as those enjoyed by the print press—and, specifically, that the fairness doctrine is unconstitutional. At one point, for instance, Robinson writes, "The [Supreme] Court concluded that Congress, by denying the public an unlimited right of access in the Communications Act, and the commission, in developing the fairness doctrine, had attempted to strike a balance that would satisfy the First Amendment interests of all concerned."

At another point, Robinson appears to validate the scarcity argument long used by the courts to justify regulation of broadcast content. Quoting an earlier decision by the appeals court, Robinson wrote, "Congress, we noted, has chosen to protect the public's First Amendment rights in broadcasting 'by relying on broadcasters as public trustees, periodically accountable for their stewardship, to use their discretion in insuring the public's access to conflicting ideas.'" Then he noted that the Supreme Court had found in an earlier broadcast-access case that the congressional choice of a public trustee system over one in which everyone had access to the media "was reasonable in view of the scarcity of broadcast frequencies."

Robinson was joined in the opinion by Judge Harry T. Edwards. Judge Antonin Scalia was a member of the panel that heard the case but was elevated to the Supreme Court before he could participate in the opinion.

## Senate committee approves FCC, USIA funding

Legislation would prevent FCC from using funds to repeal tax certificate, distress sale and minority preference rules; USIA money for 1988 includes funding for study of television counterpart to Radio Marti

A Senate Appropriations Committee last week approved legislation establishing funding levels for a number of communications agencies, including the FCC and the United States Information Agency.

The FCC's allocation—\$104.9 million—comes with a stipulation aimed at preventing the FCC from repealing its policies on tax certificate, distress sale and minority and women's preferences. The provision—the work of Senators Frank Lautenberg (D-N.J.) and Lowell Weicker (R-Conn.)—would

keep the FCC from using any funds to repeal the rules.

Senator Lawton Chiles (D-Fla.) did not offer a proposed amendment that would have required the FCC to hold a hearing on WSVN(TV) Miami's objections to GE-NBC's purchase of WTVJ(TV) Miami before the FCC's approval becomes final (BROADCASTING, Sept. 21). Apparently he lacked enough support to get it through. Another provision in the bill would prohibit the FCC from permitting noncommercial VHF stations to swap their spectrum for UHF spectrum in exchange for money. The same prohibition was included in last year's appropriations bill.

On the international side, the committee approved an \$822-million appropriation for the U.S. Information Agency for fiscal year 1988. The amount is \$26 million more than was approved by the House, and contains \$100,000 for a study of the possibility of developing a television counterpart of Radio Marti, the Voice of America service that broadcasts news and entertainment to Cuba.

Senator Chiles, a strong backer of Radio Marti, had offered the provision for a study of a television counterpart. The provision parallels a suggestion made by Representative Dan Mica (D-Fla.), chairman of the House International Operations Subcommittee, in a letter to USIA. As a result, a USIA official said, "we're already looking at the proposal." However, he said it would "not be easy to get a television signal into Cuba."

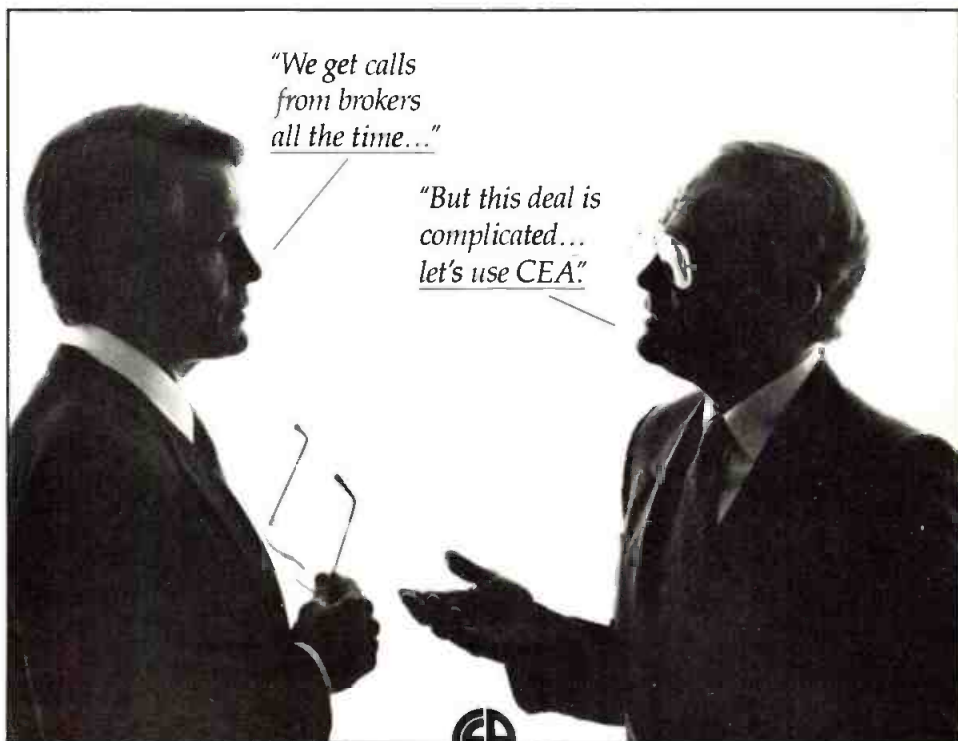
It is clear that USIA, like the State Depart-

ment, will undergo a severe case of belt-tightening in 1988. The larger figure approved by the Senate committee is some \$5 million less than Congress appropriated for the agency in 1987—and some \$118 million less than the administration requested for USIA.

There is, however, one bright spot for USIA Director Charles Z. Wick in the manner in which Congress is crafting the 1988 budget. Indications last week were that, although there was no definite word on its schedule, the Senate might run out of time before it can enact an authorization bill for the USIA. That would mean agencies will operate on funds provided for in a continuing resolution based on Senate and House appropriations bills.

And that would mean managers of the authorization bill that was passed by the House would be unable to include language in a reconciliation measure that would deny the agency the flexibility it now has for allocating funds among various USIA services. It would expressly bar USIA from diverting funds the House Foreign Affairs Committee wants earmarked for VOA to, say, Worldnet, the international television network that is a favorite of Wick's.

The Senate committee, in another matter involving the U.S.'s communication with foreign countries, approved \$200 million for the Board for International Broadcasting, which oversees and funds Radio Free Europe/Radio Liberty, stations that broadcast to Eastern Europe and the Soviet Union. That



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**Fairness square-off.** Four individuals expert in, and possessors of strong opinions on, the fairness doctrine discussed that oft-discussed subject last week in a colloquium sponsored by the Annenberg Washington Program. Shown above, they are (l-r), Ford Rowan, former broadcast journalist now a partner in the Washington law firm of Rowan & Blewitt, who wrote a book to express his opposition to the doctrine, "Broadcast Fairness: Doctrine, Practice and Prospects"; Henry Geller, a former FCC general counsel, and Charles D. Ferris, a former chairman of the FCC, both of whom argued the doctrine passes constitutional muster, and Timothy Dyk, a partner in Wilmer, Cutler & Pickering, who represents CBS in First Amendment matters and is lead attorney in the litigation brought by the Radio-Television News Directors Association and other media groups to have the doctrine declared unconstitutional.

Their arguments last week followed generally well-worn paths. Newton Minow, a partner in Chicago-based Sidley & Austin law firm, who served as chairman of the FCC in the early 1960's and is now director of the Annenberg Washington Program, asked the panelists to predict the fate of the doctrine now that it is at issue both in Congress and the courts.

Hopes seemed to be father to the predictions:

"I'd be optimistic and say the fairness doctrine is going to be held unconstitutional, based on the arguments of the FCC [in its 1985 report on the fairness doctrine]," said Dyk. It would be difficult to predict what Congress will do, he added. Ferris, who was an aide to the Senate and later the House leadership before becoming chairman of the FCC in 1977 and who has strong ties to Democrats in Congress, expressed confidence that Congress will vote to codify the fairness doctrine into law—if not in the current Congress then in the next one, which convenes in January. The necessary veto-proof bill simply has not yet come along, he said. President Reagan vetoed a codification bill in the spring, and the doctrine's opponents in the Senate could not muster the votes for an override. Ferris said the report that accompanied the vetoed bill provided a justification of the doctrine that would persuade the courts to defer to the Congress on the issue. Geller predicted that a majority of the Supreme Court, "as it now stands," would vote to uphold the constitutionality of the doctrine. Rowan disagreed. "The Supreme Court will knock it down," he said. "With Judge Robert Bork," he said, referring to the appeals court judge whose nomination to the Supreme Court is being extensively examined in hearings before the Senate Judiciary Committee, "it will certainly knock it down."

One new angle seemed to have been introduced into the speculation about the future of the fairness doctrine. Dyk mentioned the possibility of a "compromise" being worked out. But he said later he was only repeating speculation for which he had no source. But even the thought was not pleasant. He said a compromise would be "unfortunate."

is slightly less than the \$203.6 million requested by the administration and \$39 million more than was approved by the House in its appropriations bill. However, Senate staffers have advised BIB not to seek another in what has been annual series of supplemental requests to make up for currency losses because of the continued fall of the dollar. And BIB officials believe the \$27 million in the administration's request for accommodating such losses will prove far from sufficient. BIB officials are also holding off cheers for the Senate committee action until the reconciliation with the House bill is completed.

Other agencies funded by the legislation include the Federal Trade Commission, \$69.8 million, the National Telecommunications and Information Administration, \$14 million and \$22.2 million for NTIA's public telecommunications facilities program. □

## NewsBeat

**Funding approved.** Senate's Labor, Health & Human Services subcommittee has agreed to fund Corporation for Public Broadcasting at \$248 million for FY 1990, \$10 million more than amount decided upon last month by full House (see "Where Things Stand," Sept. 21). Senate Appropriations Committee and full Senate still must approve amount, and then House and Senate will have to confer. □

**TV preachers.** Issue of whether television evangelists are complying with tax laws will be examined at hearing next month in House. Ways and Means Subcommittee on oversight, chaired by J.J. Pickle (D-Tex.), has invited more than dozen religious broadcasters to testify: Jerry Falwell; Jim and Tammy Bakker; Pat Robertson; Jimmy Swaggart; Billy Graham; Oral Roberts; Robert Schuller and Ernest Angley. □

**1,000 degree.** Flor Vasquez is the 1,000th graduate of the five-year-old U.S. Telecommunications Training Institute, a joint venture of private sector and federal government that shares the U.S.'s advances in communications technology with qualified professionals from Third World countries. Michael R. Gardner, Washington lawyer and chairman of USTTI board, is shown presenting a special certificate to Vasquez. Over the past five years, engineers, managers and technicians from 96 developing countries have attended USTTI's short-term technical and training courses in telecommunications and broadcasting at no cost. Thirty-six courses are being offered by 24 U.S. corporations and four federal agencies. USTTI plans to offer 37 courses next year to as many as 500 students.

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## Engineers search for HDTV standards

### IEEE meeting in Washington focuses on importance of setting criteria for advanced television systems

The future of advanced television transmission systems and the question of where to get the spectrum space to accommodate them and the other technologies that are increasingly making demands upon spectrum was a central topic of the 37th annual broadcast symposium of the Institute of Electrical and Electronic Engineers. The two-day gathering was held in Washington at the Hotel Washington, near the White House.

The FCC's newly appointed chief of program management, Larry Petak, spoke on the purpose and intent of the commission's notice of inquiry into high-definition television (BROADCASTING, July 20). "The objective of the proceeding is to consider technical and public policy issues surrounding the use of advanced television technology," Petak said. He said that the commission wants to "be in a position to decide whether adoption of some form of advanced broadcast service is in the public interest." The FCC is seeking to identify the technical, economic and regulatory issues that may come out of the adoption of an advanced TV system. The commission, he said, has defined advanced TV in a broad sense as "any system that improves audio or video qualities or enhances in any way the current NTSC system."

He said that the FCC will establish criteria to determine which ATV systems might qualify for adoption. "Audio and video quality performance, transmission bandwidth and NTSC compatibility are very important," Petak said. He said that implementation of an ATV system could take one of three forms: a service that could co-exist with the NTSC system as AM radio exists with FM, a system that improves NTSC or one that replaces it. "Depending upon the expected demand... it's conceivable that one scenario will be more desirable than any other," Petak said.

Whether additional spectrum will be needed for an advanced system and where it would come from will be the most important issue, he said. The FCC is considering three options for providing more spectrum for an HDTV system, according to Petak. "The first option entails the use of the existing VHF and UHF television allocations," he said. The second entails sharing spectrum with other broadcast or nonbroadcast services for the use of reallocating spectrum, and third, of course, would be a combination of the first two options." Another possibility is to share 12 ghz microwave spectrum now allocated for broadcast ENG applications.

He said that compatibility will also be an issue. The commission, Petak said, will consider an ATV system compatible "if it oper-

ates within the present 6 mhz channel relation scheme and if an ATV signal can be tuned and viewed on a traditional NTSC receiver." He said that the FCC will determine if systems are compatible by this definition and examine what would be needed to make them compatible if they are not.

The commission is further considering whether relaxation of the NTSC transmission standard is in the public interest or whether it could become a voluntary standard.

At the time it issued the notice of inquiry, the FCC also announced that it would form an advisory committee to advise and submit recommendations to the commission on the technical, economic, legal and regulatory issues of advanced TV systems. "The trick here is to provide a balanced representation of appropriate points of view without creating an administratively cumbersome entity," Petak said. A two-tiered structure is being planned with the first tier designed as a sort of upper house, made up of senior FCC officials and experts in the HDTV field, as well as broadcasters, programmers and academi-

cians, to sit on one committee to advise the commission. The second tier will be made up of three working subcommittees on planning, systems and implementation, representing interested organizations. FCC Chairman Dennis Patrick has endorsed this plan, Petak said. An announcement of the makeup of the committee is expected soon.

The use of the 12 ghz band for added HDTV spectrum was taken up during a panel discussion on the restrictions of broadcast auxiliary microwave systems and the FCC's proceeding on whether to expand use of that spectrum by cable and other sources. Julius Knapp of the FCC's Office of Engineering and Technology said that the commission will complete its studies on the possible need for added spectrum by HDTV systems before making decisions on the support spectrum in the microwave proceeding. Both Andy Haas of Capacities/ABC and Richard Rudman, president of the Society of Professional Broadcasters, appeared on the panel to assert a need for sufficient support spectrum for broadcaster's ENG purposes.

Also appearing at the symposium was

AUGUST, 1987

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E.B. Crutchfield, manager, technical information services, National Association of Broadcasters. He said that the latest estimates have the Japanese transmitting high-definition television to the U.S. via satellite by the year 1990, about the same time consumer receivers will be available here. That's why he felt that the work of the ATSC in searching for a U.S. HDTV transmission standard to be so important.

Crutchfield spoke to the engineers on the work of ATSC's subcommittee on terrestrial HDTV transmission which he chairs. He said that "very soon" the subcommittee would begin testing to find the extent of multipath distortion when sending HDTV signals with a VHF-UHF split. He speculated that multipath could be a bigger problem for HDTV signals than for conventional transmission. "No one has come up with a magic black box or a chip to solve this," he said.

Crutchfield said that he hoped these tests would be done within a year so that the subcommittee could move on to further tests of spectrum and receivers. He emphasized that the entire television industry should get more involved in the ATSC studies saying that industries such as cable, DBS and receiver manufacturing all have a stake in the organization's work. He said that contributions of money from the major TV networks have helped in his subcommittee's trials, but more would be needed from other sources to continue the work. ATSC must be able to complete its investigations and find an HDTV standard, Crutchfield said, or "a *de facto* standard will be thrust upon us." □

## Satellite Footprints

**International connections.** Washington International Teleport and Comsat International Communications Inc. have announced that their international video earth stations in Washington and New York, respectively, are operational. WIT's 13-meter earth station, located at its teleport in Alexandria, Va., is available to uplink or downlink video from five of the six Intelsat satellites over the Atlantic Ocean—those orbiting at 307, 325.5, 332.5, 335.5 and 341.5 degrees. WIT has been providing international service to a host of customers by double-hopping—sending feeds via domestic satellite to one of Comsat's international earth stations.

CICI's 13-meter dish is located at New York's Teleport on Staten Island. Since Sept. 1 it has been downlinking feeds for ABC and CBS, whose Manhattan offices are linked to the teleport by a fiber optics network. In December the European Broadcasting Union will begin using the earth station to transmit programming to its members in Europe. CICI and its earth stations have been sold, subject to FCC approval, to Contel ASC. According to a spokeswoman, the FCC OK and the closing of the deal are expected within the next few weeks.

**From the ashes.** After Group W's TVSC decided to shut down its Synsat satellite services operation in Hollywood a few months ago, former employees led by Jim Tuverson formed a new, independent company to pick up where Synsat left off. Skylink Satellite Communications Inc., with the backing of private investors assembled by Tuverson, has taken over Synsat's lease of offices and satellite facilities at Fox Television's KTTV(TV) Los Angeles and hopes to take over various satellite service contracts. "We expect to retain all of the former Westinghouse clients," said Tuverson, who is president of Skylink. "They number over 200 and are representative of the top producer/syndicators in the television industry. We should have no problem in generating in excess of \$2 million in gross sales in our first year." Tuverson said that during his eight years with TVSC, the West Coast sales volume grew from \$60,000 to \$1.6 million a year.

According to Tuverson, the company now provides the same services Group W provided, although not necessarily in the same way. The services include satellite distribution of first-run network programming to Canadian television stations, domestic and international teleconferencing and ad hoc networking, distribution of video press releases, backhaul of sporting events and concerts and satellite newsgathering. Synsat and now Skylink also handle some distribution of syndicated programming to domestic stations, but Tuverson said it's not a business he wants to pursue because of the competition and the resulting low profit margins.

## Business Briefly

### RADIO

**Wilkinson Shave Cream** □ First advertising support for new shaving cream products placed on market in July will consist of network radio and spot radio in 15 major markets, starting last week. Second flight of radio advertising is planned for early 1988. Commercials will be used primarily in drive time. Target: men, 18 and older. Agency: Friedman Benjamin, New York.

**Brigham's Ice Cream** □ Four-week flight began last week in Hartford, New Haven, both Connecticut, and Springfield, Mass. Commercials were placed in all dayparts. Target: women, 25-54. Agency: Clarke, Goward, Fitts, Boston.

**Bill Knapp's Restaurants** □ Flight covering late September and October will be mounted for advertiser in five markets including Detroit and Flint, Mich. Commercials will appear on weekend and evening drive. Target: adults, 35-54. Agency: Fortis & Fortis, Chicago.

**McCauley Office Products** □ Two-week flight is set to begin in late September in Detroit and Lansing, Mich. Commercials will be carried in drive

times. Target: adults, 25-54. Agency: Simons, Michelson, Zieve, Troy, Mich.

**Citizens Insurance** □ One-week flight is set to kick off in mid-October in about 35 radio markets and 10 television markets. Commercials will appear in all time periods. Target: adults, 35 and older. Agency: Walton, Kleene & Jensen, Southfield, Mich.

**Jacobson's Men's Stores** □ Fall campaign will consist of two- and three-day flights, starting in late September and continuing through October, November and December in about seven markets, including Detroit, Grand Rapids, Mich., and Toledo, Ohio. Commercials will be carried in all dayparts. Target: Men, 25-54. Agency: Simons, Michelson and Zieve, Troy, Mich.

### TELEVISION

**Audi of America** □ Ongoing campaign through early 1988 will be waged by Audi on network television with expenditure of \$17 million and will be reinforced by spot television in advertisers' top 10 markets in early 1988.

Television blitz follows six-week, \$3 million radio campaign ending in late August. TV commercials will be placed in all dayparts. Target: adults, 25-45. Agency: DDB Needham Worldwide, New York.

**Fay's Drug Stores** □ Campaign has been launched in New York, Pennsylvania



and Connecticut and will continue in flights of several weeks through fall and winter. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: ICE Communications, Rochester, N.Y.

**Community Coffee Inc.** □ Various types of coffee will be spotlighted in radio and television campaign kicking off in late September in 10-11 markets, including New Orleans, Beaumont, Tex., and Baton Rouge, La. Commercial will be slated in all dayparts. Target: women, 25-54. Agency: Liller Neal, Atlanta.

**Jamaican tourism probe.** Executives from Young & Rubicam and public relations firm of Ruder, Finn & Rotman in New York, acknowledged they have been cooperating with federal authorities in investigation of allegedly illegal dealings in Jamaican tourism contracts from 1981 to 1985. U.S. Attorney's office in New Haven, Conn., is looking into alleged bribery scheme in which account executives of advertising and public relations firms paid more than \$1 million to receive estimated \$40 million in contracts from Jamaican government. George Schweitzer, vice president and director of corporate relations for Y&R, said agency has been cooperating with federal government in year-long investigation, and agency has found no evidence of improper transactions. Spokesman for Ruder, Finn & Rotman said public relations company has supplied all records required by government and added that its own investigation has found no evidence of wrongdoing.

## For the Record

As compiled by BROADCASTING, Sept. 16-23, 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.

C&C Communications Inc. to Vanir Communications Inc. for \$4.2 million. Seller is principally owned by Chester Tart and Christopher Murray. It has no other broadcast interests. Buyer is subsidiary of Vanir Group, San Bernardino, Calif.-based diversified company owned by H. Frank Domingas and headed by Brett Miller, president. It has no other broadcast interests. Filed Sept. 10.

■ KBOQ-FM Marina, Calif. (92.7 mhz; 910 w; HAAT: 550 ft.)—Seeks assignment of license from Compass Communications to Model Associates Inc. for \$2,980,000. Seller is principally owned by Herb Victor. It has no other broadcast interests. Buyer is principally owned by Stanley A. Marks and family. Filed Sept. 15.

■ WCCZ(AM) New Smyrna Beach, Fla. (1550 khz; 1 kw-D)—Seeks assignment of license from Volusia Advertising Inc. to Pelican Broadcasting Inc. for \$92,000. Seller is owned by Brian Tilby, who has no other broadcast interests. Buyer is principally owned by Robert H. Belz, who has no other broadcast interests. Filed Sept. 11.

■ WMPZ(AM) Soperton, Ga. (1000 khz; 1 kw-D)—Seeks assignment of license from Terry D. Meeks to Holiday Broadcasting System Inc. for \$100,000. Seller has no other broadcast interests. Buyer is owned by James H. Halford, who has no other broadcast interests. Filed Sept. 11.

■ KTEE(AM) Idaho Falls, Idaho (1260 khz; 5 kw-D)—Seeks assignment of license from Communications Corp. of Idaho Inc. to AJP Communications Investment Co. for \$180,000. Seller is headed by Barney Goodwin. It has no other broadcast interests. Buyer is owned by Allen J. Potts and Fred M. Hall. It has no other broadcast interests. Filed Sept. 9.

■ WBMX-FM-FM Oak Park, Ill. (AM: 1410 khz; 1 kw-D; 250 w-N; FM: 102.7 mhz; 6 kw; HAAT: 1,170 ft.)—Seeks assignment of license from Egmont Sonderling to Sky Broadcasting of Chicago Inc. for \$27 million. Seller has no other broadcast interests. Station was reported sold ("Changing Hands," Jan. 26) for \$28 million, but deal fell through. Buyer is Dallas-based group of four AM's and three FM's.

## Ownership Changes

### Applications

■ WYEA(AM) Sylacauga, Ala. (1290 khz; 1 kw-D)—Seeks assignment of license from Action Communications Enterprises, Inc. to Spirit Communications of Sylacauga, Inc. for \$200,000. Seller is headed by David C. Phillips. It has no other broadcast interests. Buyer is owned by Robert L. Sprayberry, John H. Vogel and Benson L. Head, Jr. Vogel has interest in WWBR(AM)-WRGZ(FM), Harriman, Tenn. Filed Sept. 11.

■ KOPA(AM)-KSLX(FM) Scottsdale, Ariz.; WZGC(FM) Atlanta; WUSN(FM) Chicago; WPGC(AM)-WCLY(FM) Morningside, Md. (Washington); WZLX(FM) Boston; KFMK(FM) Houston; KFMY-AM-FM Provo, Utah, and KUBE(FM) Seattle (KOPA: 1440 khz; 5 kw-D. KSLX: 100.7 mhz; 100 kw; 1,847 ft. WZGC: 92.9 mhz; 100 kw; 919 ft. WUSN: 99.5 mhz; 6 kw; 1,170 ft. WPGC: 1580 khz; 10 kw-D. WCLY: 95.5 mhz; 50 kw; 500 ft. WZLX: 100.7 mhz; 100 kw; 500 ft. KFMK: 97.9 mhz; 100 kw; 1,920 ft. KFMY: 96.0 khz; 5 kw-D; 1 kw-N; KFMY-FM: 96.1 mhz; 55 kw; 2,620 ft. KUBE: 93.3 mhz; 100 kw; 300 ft.)—Seeks assignment of license from First Media Corp. to Cook Inlet Region Inc. for \$177 million. Seller is Washington-based group principally owned by brothers, J.W. and Richard Marriott. Buyer is partnership of Anchorage-based group of native Alaskans established to manage awards for illegally seized native lands and Whitcom Partners, owned by Whitney Communications, New York-based cable MSO and publisher. Filed Sept. 10.

■ KLSZ-AM-FM Van Buren, Ark. (AM: 1060 khz; 500 w-D; FM: 102.3 mhz; 3 kw; HAAT: 295 ft.)—Seeks assignment of license from RMR Broadcast Media Inc. to LKR Communications Inc. for \$366,000. Seller is owned by Robert E. Miller. Alan M. Risener and buyer, Larry K. Ruth. Buyer is owned by Ruth, stations' general manager, who also has interest in KAMO-AM-FM Rogers, Ark. Filed Sept. 8.

■ KNZS(AM) Aptos-Capitola and KMBY(FM) Seaside, both California (AM: 1540 khz; 10 kw-U; FM: 107.1 mhz; 910 w; HAAT: 1,570 ft.)—Seeks assignment of license from

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■ Englewood, Fla.—Sarasota-Charlotte Broadcasting Corp. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: PO Box 2908, 34295. Principal is owned by E.J. "Ted" Ewing, Clyde & Leah Lasbury, Ruth B. Kuykendall, Leah B. Lasbury and Lois Tracy. It also owns WENG(AM) Englewood, Fla. Filed Sept. 10.

■ Englewood, Fla.—South Florida Broadcast Partnership seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 22190 Laramore Ave., Port Charlotte, Fla. 33952. Principal is owned by Judith Ann French, who has no other broadcast interests. Filed Sept. 10.

■ Englewood, Fla.—A.P. Walter, Jr. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 235 Catalonia Ave., Coral Gables, Fla. 33134. Principal has no other broadcast interests. Filed Sept. 10.

■ Englewood, Fla.—William A. James seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: Mango St., Englewood, Fla. 34223. Principal has no other broadcast interests. Filed Sept. 10.

■ Englewood, Fla.—Seafoam Broadcasters, Ltd. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 1110 Clara St., Port Charlotte, Fla. 33981. Principal is owned by Constance Whitaker and Warren Koerbel, who have no other broadcast interests. Filed Sept. 10.

■ Englewood, Fla.—Harbor Sounds, Inc. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 1705 Cordell Dr., Tallahassee, Fla. 32303. Principal is owned by Israel Teitelbaum, Sandra N. Teitelbaum, Donald L. Crosby and Mary D. Crosby. It has no other broadcast interests. Filed Sept. 10.

■ Englewood, Fla.—New South Communications, Inc. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: PO Box 5797., Meridian, Miss. 39302. Principal is owned by Frank E. Holladay, who owns WVM(AM)-WQID(FM), Biloxi, Miss., KWEZ(AM)-KJLO(FM), Monroe, La., WYGC-(FM), Gainesville, Fla., and has interest in WALT(AM)-WOKK(FM) Meridian, Miss. Filed Sept. 10.

■ Englewood, Fla.—Englewood Broadcasting Associates seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 2110 Walton Way, Apt. 106., Augusta, Ga. 30904. Principal is owned by Richard J. Bellairs and Vivian L. Bellairs, who also has interest in WJFX-AM-FM Aiken, SC. Filed Sept. 10.

■ Englewood, Fla.—Englewood Radio Inc. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 100 Twiggs St., Tampa, Fla. 33602. Principal is owned by Leslie J. Barnett, Sam J. Blum, James W. Cole and Herb Swarzman. It has no other broadcast interests. Filed Sept. 10.

■ Englewood, Fla.—Sandpiper Broadcasting INC. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 4840 Givens Court., Sarasota, Fla. 34242. Principal is owned by John E. Piper and family. It has no other broadcast interests. Filed Sept. 10.

■ Englewood, Fla.—J.L. Sylvester seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 2004 Chicot Park Rd., Ville Platte, La. 70586. Principal has no other broadcast interests. Filed Sept. 10.

■ Opelousas, La.—R&D Partners seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: C/O 1615 Kerr. #101., Opelousas, La. 70570. Principal is owned by Gant N. Dejean and Beverly C. Robertson, who has no other broadcast interests. Filed Sept. 10.

■ Opelousas, La.—St. Landry Broadcasters Ltd. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 739 S. Railroad Ave., Opelousas, La. 70570. Principal is owned by Patrick Fontenot, who has no other broadcast interests. Filed Sept. 10.

■ Honolulu, Hawaii—Kasa Moku Ka Pawa Broadcasting, Inc. seeks 105.9 mhz; 100 kw; HAAT: 600 m. Address: 3341 Kaohinani Dr., Honolulu 96817. Principal is owned by Edward F. Tilton, Jr. and Jacqueline L. Lindse. It has no other broadcast interests. Filed Sept. 10.

■ Honolulu, Hawaii—Daniel & Denise Lamaute seeks 105.9 mhz; 100 kw; HAAT: 445 m. Address: 60 E. 42nd St. Rm 1336, New York 10017. Principal has no other broadcast interests. Filed Sept. 10.

■ Honolulu, Hawaii—Gene A. Folden Broadcasting of Honolulu, Inc. seeks 105.9 mhz; 100 kw; HAAT: 345 m. Address: PO Box 1796., Boca Raton, Fla. 33432. Principal is owned by Gene A. Folden, William J. Thompson and William F. Sherry. It has no other broadcast interests. Filed Sept. 10.

■ Honolulu, Hawaii—Radio Representatives, Inc. seeks 105.9 mhz; 100 kw; HAAT: 345 m. Address: PO Box 420., Santa Ynez, Calif. 93460. Principal G. Dawn Delgatty, Sharon A. Patterson, Myrlyn C. Patterson, N. James Patterson Jr., and Sherwood H. Patterson. Pattersons own KIRV(AM) Fresno, Calif. Filed Sept. 10.

■ Honolulu, Hawaii—Echonot Corp. seeks 105.9 mhz; 100 kw; HAAT: minus 60 m. Address: 2500 S. Raritan.,

Englewood, Colo. 80110. Principal is owned by Charles Ergen, David M. Drucker, and Candy M. Ergen. It has no other broadcast interests. Filed Sept. 10.

■ Honolulu, Hawaii—United Network, Inc. seeks 105.9 mhz; 100 kw; HAAT: 594 m. Address: 921 Douglas Ave., Altamonte Springs, Fla. 32714. Principal is owned by William C. Norton, who has no other broadcast interests. Filed Sept. 10.

■ Honolulu, Hawaii—Mahalocolo, Ltd. seeks 105.9 mhz; 100 kw; HAAT: 538 m. Address: 2240 Mesa Rd., Colorado Springs, Colo. 80904. Principal is owned by James Pinkston and Charles Burgess, who have no other broadcast interests. Filed Sept. 10.

■ Honolulu, Hawaii—La Kio O Ka Po'e Hawaii Nei seeks 105.9 mhz; 100 kw; HAAT: 594 m. Address: 161-A Kalua-moo St., Kailua, Hawaii 96734. Principal is owned by Victor H. Opiopio and Robert C. Landegger. Landegger has interest in KWNK(AM) Simi Valley, Calif. Filed Sept. 10.

■ Honolulu, Hawaii—Pacific Tropical Broadcasting Inc. seeks 105.9 mhz; 89 kw; HAAT: 630 m. Address: 500 Kapalua Dr, #15g4., Kapalua, Maui, Hawaii 96761. Principal is owned by Shirley I. Gordon and John E. Kelly. It has no other broadcast interests. Filed Sept. 10.

■ Honolulu, Hawaii—Santee Broadcasting Inc. seeks 105.9 mhz; 75 kw; HAAT: 683 m. Address: 1 North Guignard Dr., Sumter, S.C. 29150. Principal is owned by Henry T. Everett and George R. Tindal. It has no other broadcast interests. Filed Sept. 10.

■ Honolulu, Hawaii—Hazen Communications seeks 105.9 mhz; 79 kw; HAAT: 644 m. Address: 41-921 Laumilo St., Waimanalo, Hawaii 96795. Principal is owned by John D. Hazen and Zoe Hazen, who have no other broadcast interests. Filed Sept. 10.

■ Honolulu, Hawaii—Jean Yang seeks 105.9 mhz; 93.3 kw; HAAT: 627 m. Address: 685 E. California Bl., Pasadena, Calif. 91106. Principal is owned by Jean Yang, who has no other broadcast interests. Filed Sept. 10.

■ Honolulu, Hawaii—Honolulu FM Associates seeks 105.9 mhz; 79 kw; HAAT: 649 m. Address: 46-054 Puulena St. Apt. 916., Kaneohe, Hawaii 96744. Principal is owned by Graham B. Gambill, who has no other broadcast interests. Filed Sept. 10.

■ Whitley City, Ky.—Tim Lavender seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: Box 69., Whitley City, Ky. 42653. Principal has no other broadcast interests. Filed Sept. 10.

**New TV**

■ Columbia, La.—Woods Communications Group, Inc. seeks ch. 11; 316 kw vis.; HAAT: 329 m. Address: 3000 Cherry St., Springfield, Mo. 65804. Principal is owned by Charles Woods, who also owns WTVW(TV), Evansville, Ind.; KARD-TV, West Monroe, La.; KDEB-TV Springfield, Mo.; KZZQ(FM), Amarillo, KJBZ(FM), Laredo, both Texas; WTVY-FM-TV Dothan, WACV(AM), Montgomery, and WAYE(AM), Birmingham, all Alabama. Filed Sept. 4.

**Call Letters**

**Applications**

**Call** **Sought by**

**New AM**

WDRQ Juarez Communications Corp., Kingsley, Mich. (AM)

**New FM's**

WTYF Central Fla. Educational Network, Gainesville, Fla. (ED-FM)

WBPT Central Florida Educational Network, Naples, Fla. (FM)

KWMW Woodrow Michael Warren, Majamar, N.M. (FM)

WGRC Salt and Light Media Ministries, Inc., Lewisburg, Pa. (FM)

**New TV**

WLCB-TV Central Florida Educational Television, Inc., Leesburg, Fla. (TV)

**Existing AM's**

WJGR WJXW Potomac Florida Broadcasting Co., Inc., Jacksonville, Fla. (AM)

WECA WEKS Roswell Street Baptist Church Foundation of Marietta, Inc., Marietta, Ga. (AM)

KGBX KTTX KGBX Communications, Inc., Springfield, Mo. (AM)

KTTS KGBX Springfield Great Empire, Springfield, Mo. (AM)

WOKO WWCN Team One Radio, Inc., Albany, N.Y. (AM)

KESI KHUG Line of Sight Broadcasting, Phoenix, Ore. (AM)

**Existing FM's**

WCTH WXOS Sounds of Service Radio, Inc., Plantation Key, Fla. (FM)

KBUZ KSPG-FM KIKZ, Inc., El Dorado, Kan. (FM)

WNYJ WNYQ WNYQ Associates, Rotterdam, N.Y. (FM)

WSYN WAZX Beach Broadcasting of South Carolina Inc., Georgetown, S.C. (FM)

**Grants**

**Call** **Sought by**

**New AM's**

WVZN Seven Hills Media, Lynchburg, Va. (AM)

KAIG Ms. America Broadcasting Inc., Gretna, La. (AM)

WAFK Alabama Broadcasters., Spanish Fort, Ala. (AM)

KGGN Michael Ginter, Gladstone, Mo. (AM)

WBA/ Barry & Claudia Cummings, Farragut, Tenn. (AM)

WMIW Michael B. Ginter, Atlantic Beach, S.C. (AM)

WMVU Merrimack Valley Broadcasting, Inc., Nashua, N.H. (AM)

WTWF Tallahassee Radio, Woodville, Fla. (AM)

**New FM's**

KNAI National Farm Workers Service Center, Phoenix, Ariz. (FM)

KWBF Wade Axell, Colusa, Calif. (FM)

KAJB AJB Broadcasting, Inc., Mt. Bullion, Calif. (FM)

KWIS Santa Cruz Educational Broadcasting Foundation, Santa Cruz, Calif. (ED-FM)

WCNO National Christian Network, Inc., Palm City, Fla. (FM)

WPNI Pennington Communications of Indiana, Kentland, Ind. (FM)

KCKJ Iowa Community Radio, Inc., Fairfield, Iowa (FM)

**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 141.6 m. 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 86 m. 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 820 m. 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 577 m. Filed Sept. 2.

KGCC Grace Communications, Goodland, Kan. (FM)

WEUL Mrs. Alice M. & Dr. Edward J. Slater, Kingsford, Mich. (FM)

KFBA Franklin Broadcasting, Billings, Mont. (FM)

KBSV Beartooth Stereo FM, Red Lodge, Mont. (FM)

KEAA Kearney Educational Broadcasting, Kearney, Neb. (FM)

KJAT Jicarilla Apache Tribe, Dulce, N.M. (ED-FM)

KCAV Caprock Educational Broadcasting Foundation, Amarillo, Tex. (FM)

KEHC Family Stations, Inc., Odessa, Tex. (ED-FM)

KSMH Smith Media Corp., Blanding, Utah (FM)

WTRH Trans Caribbean Broadcasting Co., Charlotte Amalie, VI. (FM)

KIVS Ken Bradick, Goldendale, Wash. (FM)

KFKQ Frederick W. Kinlow, New Holstein, Wis. (FM)

WDCW Boyd W. Fellows, Sturgeon Bay, Wis. (FM)

KLWG Laramie Womens Hispanic Network, Inc., Laramie, Wyo. (FM)

KRLU Roy L. Bliss, Lost Cabin, Wyo. (FM)

**New TV's**

WCLU Chan. 68, Inc., Clermont, Fla. (TV)

KXSK Hefty Communications, Salina, Kan. (TV)

WSNR-TV Christian Discerner, Inc., Syracuse, N.Y. (TV)

KEVU Telecaster of Eugene, Inc., Eugene, Ore. (TV)

KGCO Golden Communications, Inc., Mineola, Tex. (TV)

WPGD Peggy Gutierrez, Hendersonville, Tenn. (TV)

WPMC Pine Mountain Christian Broadcasting, Inc., Jellico, Tenn. (TV)

WAIG Broadcast International Inc., Charlotte Amalie, VI. (TV)

WMWK Family Stations, Inc., Milwaukee, Wis. (ED-FM)

**Existing AM's**

KMRR KHYT Golden State Broadcasting Corp., South Tucson, Ariz. (AM)

KXDC KIDD Carmel Broadcast Associates, Inc., Monterey, Calif. (AM)

KRYN KIKX KRYN Communications Corp., Maniton Springs, Colo. (AM)

WSSY WEAW Polnet B'c'g. Co., Ltd., Eyanston, Ill. (AM)

KCWW KCLO Wodlinger Broadcasting Co., Leavenworth, Kan. (AM)

WPNS WCAT P&S B'c'g. Inc., Orange, Mass. (AM)

WELO WWPR Big Thicket Broadcasting Co., Tupelo, Miss. (AM)

WLNH WMRS WLNH Radio, Inc., Laconia, N.H. (AM)

KJBX KRLB The Dowe Co., Inc., Lubbock, Tex. (AM)

KNET KYYK Hawthorne Broadcasting Co., Inc. dba Gregg Broadcasting Co., Palestine, Tex. (AM)

KRGE KRGV Daytona Group of Texas, Inc., Weslaco, Tex. (AM)

WMMM WTVL Blue Ridge Broadcasting, Inc., Ashland, Va. (AM)

WRGF WENZ Nionna Communications, Inc., Highland Springs, Va. (AM)

KHIT KZZU Highsmith Broadcasting Corp., Spokane, Wash. (AM)

**Existing FM's**

KHYT KHYT-FM Golden State Broadcasting Corp., Oracle, Ariz. (FM)

KXDC-FM KWST Carmel Broadcast Associates Inc., Carmel, Calif. (FM)

KMPC-FM KUTE Golden West Broadcasters, Glendale, Calif. (FM)

KTLD-FM KSKE Grand Lake Broadcasting, Inc., Kremmling, Colo. (FM)

WMSL WPBS Prnce Avenue Baptist Christian School, Athens, Ga. (ED-FM)

WFXM-FM WIBB-FM Davis Broadcasting, Inc., Forsyth, Ga. (FM)

KWK KWK-FM Chase Broadcasting of St. Louis, Inc., Granite City, Ill. (FM)

WGRT-FM WATI Universal Broadcasting of Indiana Inc., Danville, Ind. (FM)

KCWW-FM KZZC Wodlinger Broadcasting Co., Leavenworth, Kan. (FM)

KISD KLOH-FM Wallace Christiansen, Pipestone, Minn. (FM)

KUNQ KSCM-FM Broadcasters of Texas County, Inc., Houston, Mo. (FM)

KKWK KRLQ All American Broadcasting Inc., Muskogee, Okla. (FM)

KRXX KLMT Midwestern Broadcasting Inc., Marlin, Tex. (FM)

KYYK KNET Hawthorne Broadcasting Co. Inc. dba Gregg Broadcasting Co., Palestine, Tex. (FM)

KCY Y KLLS-FM Swanson Broadcasting, Inc., San Antonio, Tex (FM)

WTYC WCWI Palm Beach Group Broadcasting Co., St. Thomas, VI. (FM)

**Existing TV's**

WAVE WAVE-TV Cosmos Broadcasting Corp., Louisville, Ky. (TV)

KHSP KWWT Silver King Broadcasting of Oregon, Inc., Salem, Ore. (TV)

KXAN-TV KTVW Kingstrip Communications, Inc., Austin, Tex. (TV)

Pursuant to the request of Foster Communications Co., Inc., San Angelo, TX, grant of the call sign for AM station KQSA to KIXY has been set aside. Call sign KQSA remains assigned.

Pursuant to the request of Constant Communications Co. of Oregon, Inc., Florence, OR, grant of the call sign for FM station KDUK to KWOW has been set aside. Call sign KDUK remains assigned.

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See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**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.

**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.

**General manager:** South Central Kansas small market AM near Wichita. Energetic, sales and programming ability. Resume, references. Contact Lea Firestone, 316-342-1400, P.O. Box 968, Emporia, KS 66801.

**General manager** for healthy Southern California small market wanted. Sales oriented, high energy leader desired. Resume Box Y-88.

**GSM - WRCN/WRHD Long Island.** Experienced, disciplined, successful manager who can train, motivate and develop a local sales team. Build local/retail sales. Will also handle some key accounts on national/regional level. Compensation open. Call Dick Adrian, Pres., 516-727-1570. EOE.

**Station manager/WSIU-FM:** Southern Illinois University at Carbondale invites applications for the position of station manager for its 50,000 watt, stereo, NPR/APR affiliated public radio station. WSIU-FM broadcasts to all of Southern Illinois, with a format consisting primarily of classical music and news, supplemented by jazz, folk, informational and other types of programs. The station manager is responsible for programming, and all day-to-day operations of the radio station. Qualifications include a college degree, five years experience in broadcasting, management experience in public radio and extensive knowledge of the national public radio system. The successful candidate must also be able to demonstrate strong leadership and management capabilities. Send letter of application, resume, and three professional references to: Lee D. O'Brien, Executive Director, Broadcasting Service, Southern Illinois University at Carbondale, 1048 Communications Bldg., Carbondale, IL 62901.

### HELP WANTED SALES

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

**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.

**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.

**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.

**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.

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

**Sales manager** for long established AM-FM combo in beautiful Arkansas Ozarks. Must have proven sales ability and able to teach and motivate a veteran sales force of four people. Our present general manager will be retiring in a few years and we want a person capable of taking his place. Send resume, salary history, and if possible a recent picture to: Harvey Graves, KAMO Radio, Route 2, Rogers, AR 72756.

**Sales manager** for sunny Southern California small market. Must be super motivator, leader and salesperson. Resume Box Y-89.

**Sales manager:** Immediate opportunity for local sales manager within twin city top third radio station market. Prefer 4-5 years radio sales & management experience; agency experience a must. Send resume & salary requirement to: Personnel Dept., Spartan Radiocasting Co., PO Box 1717, Spartanburg, SC 29304.

**Bright, energetic, experienced salesperson** needed for station in beautiful south central Indiana community celebrating its 40th year. We're still growing. Grow with us! Outstanding benefits package too. Resumes only to Box Y-81. EOE.

**Sales manager: Tampa.** Leading Tampa Bay combo, adult contemporary FM & oldies AM, is looking for a "world class" sales manager. This is a rare opportunity to join Metroplex Communications at the hottest properties in beautiful Tampa Bay. Management experience necessary. Resume and references to: Jonathan Pinch, WNLN/WHBO, 51 S. Main Avenue, Clearwater, FL 34625. MF, EOE.

**South Florida FM,** seeking very experienced account executive, strong on direct & agency sales. Top list - the right person will earn \$50-\$60,000 in '88. Hottest format in South Florida, new CHR soon to be #1 in market. Immediate opening. Nothing but growth ahead. Excellent benefits. One of nation's 3 fastest growing areas. Make money & enjoy beautiful location. Call Len 305-335-9748.

**Sales manager:** Arbitron rates us #1; so can you! If you have 2+ years sales/sales management exp. and want to make it big in the beautiful Shenandoah Valley, send complete resume and references to: Sales Manager, Box 1606, Winchester, VA 22601. Deadline: Friday, Oct. 9th.

**Northern New York's top two radio stations** are seeking a professional in radio sales to manage a four person local department. This high-growth market and respected company offer the right person a unique opportunity in this newly created position. Compensation commensurate with desire and experience. Send resume to James Brett, WTNV-193FM, 134 Mullin Street, Watertown, NY 13601. EOE.

**GSM/SM:** immediate opening, for experienced (3 years minimum) CRMC, RAB street leader. Excellent compensation package. Booming California market. Reply Box Y-92.

**Sales manager.** Philadelphia 50,000 watt AM. Rapidly expanding contemporary Christian station seeks sales manager that can keep the pace. Must be challenged by leading, training, and motivating newly formed sales team. Five years broadcast sales a must, management experience preferred. Non-corporate setting with a hardworking, talented staff. Impressive compensation package offered. Send resume to: WZZD, 117 Ridge Pike, Lafayette Hill, PA 19444. EOE.

**Sales professionals needed** at two different Florida country FM's. Only highly motivated, experienced, hard working pros need apply. Call Ron Kight 904-785-9549. EOE/MF.

**Looking for salesperson** dedicated to broadcasting. 20% commissions on cash receipts. We will train. Small market AM-FM operating for 30 years. If you would like to sell for a professional organization, call Tom Albrecht 612-629-7575. A Minnesota opportunity. Former newspaper preferred.

**Sales executives:** Are you Jennings/Lytie-trained? Willing to learn? You can make a bundle of money and enjoy spending it in this resort market near Washington, DC. If you're ready to break some records, send your resume and references to: Sales Exec, Box 1606, Winchester, VA 22601. Do it today!

### HELP WANTED ANNOUNCERS

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

**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.

**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/EOE.

**Virginia AM/FM combo** has immediate opening for announcer and announcer/salesperson. Good stations & benefits, a great place to live. T & R to WLCC/WRAA, P.O. Box 387, Luray, VA 22835. Females and minorities encouraged to reply. EEO.

**Personalities needed** at two different Florida country FM's. We need communicators and entertainers who know and understand country music. Tape and resume to Ron Kight, WJST, P.O. Box 880, Panama City, FL 32402. EOE/MF.

### HELP WANTED NEWS

**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.

**Anchor/program host:** KANU, NPR affiliate at the University of Kansas seeks a "Morning Edition" host. Position demands experienced broadcast news professional; a good communicator with a pleasant speaking voice. Competitive salary. Tape, resume and 3-current references to: Jim McLean, News Director, KANU-Radio, Broadcasting Hall, University of Kansas, Lawrence, KS 66045-2672. Application deadline, October 7, 1987. EO/AA employer.

**DuPont Columbia award winning 100,000 watt National Public Radio station** is seeking a self motivated professional broadcast journalist to take the leadership of an award winning news department as news director. Demonstrated KOSU management support for quality news. Salary competitive. For consideration send audition tape, references, script examples and resume to: Craig Beeby, GM, KOSU-FM, PM Bldg., Oklahoma State University, Stillwater, OK 74078. Deadline October 9, 1987. An affirmative action, equal opportunity employer.

**Producer Award** winning news department seeks quality producer. Successful applicant must have minimum three years professional experience in radio news with emphasis on news production, announcing, enterprising journalistic skills, and supervisory ability. Candidates must demonstrate that they would be able to make a significant contribution to WAER as a whole and the news department in particular. This is a demanding, multi-faceted position with a very competitive salary and benefits. If you qualify, please submit cover letter, resume, and non-returned cassette containing examples of your best work including documentary and series style reports, newscasts and live interviews to: Office of Human Resources, Skytop Office Building, Syracuse, NY 13244. Attention: Jim Johnston, News Director. Deadline: October 9, 1987. Syracuse University is an AA/EO employer.

**News director:** Work with the #1 station in market to build the best local news department in the Sunbelt. You must have experience and very good presence on-air. Send cassette & resume to: News Director, Box 1606, Winchester, VA 22601. Deadline: Friday, October 9th.

#### HELP WANTED TECHNICAL

**South Texas powerhouse** combo seeks experienced C.E. to maintain first class coastal facilities just minutes away from Mexico. Salary range \$18-22,000 commensurate with experience. Successful candidate must be neat, budget conscious, and relate well to others. If this is you, and you enjoy sun, surf, and sand, send your resume to Don Wolfe, c/o KRUX, 2100 Boca Chica Blvd., #305, Brownsville, TX 78521. EOE.

**Chief engineer needed** for our Southern California stations. SBE certificate helpful. Great staff; great working conditions; great markets. Resume to Jeff Salgo, VP Operations, Anaheim Broadcasting, 1190 E. Ball Road, Anaheim, CA 92805. EOE.

**Upper Midwest AM/FM seeks chief engineer** to handle successful operation. Satellite, automation, and remote operation experience helpful. Resume, salary requirements to Box Y-79.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**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.

**Sunny Southeast powerhouse FM country station** seeking P.D. with motivation, talent and burning desire to direct winning staff to top ratings in major market. Only qualified individuals with impressive credentials need apply. Resume & salary requirements. Box Y-80.

**Program director** for Southern California small market. Good production, on-air, and creativity. Team player. T & R to KSZL, Box 250, Barstow, CA 92311.

**Midwest AM & FM** needs creative copy writer suitable for moving into management job. Send resume to Box Y-83.

#### 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.

**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.

**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.

**GM, top 100 market,** with success in all facets of radio looking for perfect station/group to grow with. Family man, under 40, lots of experience, energy, and positive results. Box Y-84.

**Successful small market GM/GSM** looking for new opportunity. No miracles - just nuts and bolts basics along with steady increases. Prefer mountains or ocean. Call John, 315-539-8238.

**Experienced general manager** with strong background in business management; sales direction, programming and on-air announcing desires a GM position in small to medium market. Start up situations welcomed. Call Jack 507-537-0871.

**Years of GM/ownership** have taught the sales, expense, bottom line equation in small medium-markets. I can recruit, train, and lead. Turnarounds/start-ups welcome. Call Mike Hassan, 505-296-8112, Albuquerque.

**18 year pro,** 10 years management, seeks new challenge in medium market. Great track record in sales, programming, personnel and profits. Presently GM, available 1/1/88. Box Y-85.

**Performance:** currently billing over 1 million annually in a market of 50,000. Successful general manager, former station owner, and superior sales trainer. If you need a GM that is a dynamic motivator, exceptionally organized and a promotional genius, then I believe we should talk if making more money interests you as much as it does me. Box Y-94.

**Need a GM?** Twenty years of experience in management, sales, promotion and programming. Currently employed. Box Y-95.

**10 year pro** with GM/OM/PD experience. Winning track record! New owner running stations himself. I desire med or small market GM position. Box Y-42.

**If it ain't broke, don't fix it...** but if it is, it's best to fix it right the first time. Will take complete charge of your trouble situation. Hire, train, motivate career staffers. In 18-24 months you will have a respected and profitable broadcast facility. Our remuneration can be tied to cash flow. Full details to principals only. Vicki - 305-923-5111.

**GM/GSM** with family who loves the challenges of small markets looking for the best opportunity to put my talents to work in a community with economic growth and high quality of life. Box Y-100.

**Experienced, employed, dynamic GM looking.** Current combo leads market in ratings and revenue. I'm very good at what I do. I'm well paid. If you're interested in a winner, I'll tell you why I'm seeking a new career opportunity. Box Y-103.

**Broadcast pro 18 yrs.** experience, seeking full charge management of small to medium market FM or combo. Experienced in all facets of the business. Stable background, looking for permanent position in the Western, Southwestern, Northwestern U.S. Call Jack - 214-723-2605.

#### SITUATIONS WANTED SALES

**Experienced broadcaster** seeks small market sales/announcing combo! Now employed in Midwest but all areas considered! Box Y-101.

#### SITUATIONS WANTED ANNOUNCERS

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

**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.

**Columbia School of Broadcasting graduate.** Beginning level position-will even mop floors! Good production and news. Prefer Midwest, but will consider elsewhere. John Dickson, 316-852-3347.

**Experienced announcer** with good production, copywriting and continuity skills. Anytime, call Bill 308-534-1211.

**Adult communicator** looking for responsible position in small/medium market. Six years experience. A/C, country, and Christian formats. Dave 214-258-1819.

#### SITUATIONS WANTED TECHNICAL

**Director of engineering,** energetic, dedicated engineering manager. Background includes experience in all phases of broadcast engineering from construction/maintenance to administration including expert as a consulting radio engineer. Seeking management position with group or operation oriented upper medium/major market broadcaster. 804-744-7271 or 904-744-4771.

#### SITUATIONS WANTED NEWS

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

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

#### 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.

**Creative, ambitious, strong writer** seeks assistant production/copywriter. B.S. in communications. Two years radio. Currently doing news but tired of chasing ambulances. I have more to offer. 215-565-4694. Great voice potential!

## TELEVISION

#### HELP WANTED MANAGEMENT

**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 calis. 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.

**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.

**General sales manager** needed. Small market affiliate. National/local sales experience required. Send resume to: General Manager, P.O. Box 22268, Billings, MT 59104 EOE.

**Design director.** Now accepting applications for a qualified design director to manage 6 person department. Must have strong management and organizational skills, plus an extensive print and video design background. The ability to accomplish marketing goals through creative design concepts is a necessity. We are one of the country's top VHF independents. If you are a team player who wants the opportunity to be the best...send resume to: Steve Grzyb, KPLR-TV, 4935 Lindell Boulevard, St. Louis, MO 63108.

**Vice president for programming.** Help PBS station launch new era of service with new transmitter and studios in nation's 20th market and fastest growing economy. Senior management position with primary responsibility for developing and implementing programming philosophy and operating procedures. Play key role in corporate strategic and marketing planning. Supervise program scheduling, public information, production and separate cable channel functions. Higher education degree and five years successful broadcast management experience required. Public television experience and local programming emphasis preferred. Salary: \$51,000+/yr. and generous benefits. Send letter of application and resume to Personnel, KVIE, P.O. Box 6, Sacramento, CA 95801 by October 23, 1987. EOE/AA.

#### HELP WANTED SALES

**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.

**National/regional sales.** Number one affiliate in Northeastern market. Must be aggressive and have solid knowledge of national sales and rating services. Send resume, career goals and salary history to: Ken Jarvis-GSM, WCAX-TV, P.O. Box 608, Burlington, VT 05402. No phone calls.

**Senior account executive needed.** Minimum two years independent local sales experience required. Highly competitive market dictates candidates be aggressive, energetic and knowledgeable. Send resumes to: Nancy McNeil, Local Sales Manager, KHTV, P.O. Box 1439, Houston, TX 77251-1439. Gaylord Broadcasting is an equal opportunity employer.

## 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.

**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 4050MZ CATV television system. Salary is \$20,333-\$22,033. Applications must be received by October 9, 1987. Submit to Dr. Tom Cyr, Box 3CED, NMSU, Las Cruces, NM 88003. AA/E OE.

**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.

**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.

**Remote maintenance engineer.** If you want to work in the most exciting and challenging part of the television industry, we want you. As a result of internal promotions, F & F Productions, Inc. has a need for remote maintenance engineers. Our Florida location gives you our excellent living environment. Our acclaimed mobile units and technical staff give you an excellent working environment. Contact Bill McKechney, Director of Engineering at F & F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. A division of Hubbard Broadcasting, Inc. EOE, M/F.

**Maintenance technician.** F & F Productions, Inc., known for excellence in mobile television, now has post production. If you are up to the challenge of maintaining our two edit suites, studio, and animation equipment, we want you. F & F has only one opening for a qualified maintenance technician. Respond by mail to Bill McKechney, Director of Engineering, F & F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. A division of Hubbard Broadcasting, Inc. EOE M/F.

**Allocation and RF system engineer:** Capital Cities/ABC, Inc., immediate opening. Responsibilities include: FCC licensing of network facilities (TV pickup, fixed microwave, two-way communications, satellite earth stations), and evaluation of network installations and operations for compliance with FCC rules. Will provide engineering support to operations in planning field events. Will also participate in design and construction of network RF facilities. Review of FCC publications for matters impacting the network. Preparation of engineering statements for filing in FCC regulatory proceedings. Must have BSEE or equivalent. Operation experience (microwave path evaluation, field production etc.) Knowledge of FCC rules and licensing procedures. Good writing skills required. Send resume to: Capital Cities/ABC, Inc. Attn: Daphne Bowe, 40 West 66th Street, New York, NY 10023. Capital Cities/ABC, Inc., is an equal opportunity employer. M/F/H/V.

**Senior maintenance engineer** opening in upstate New York. Large facility loaded with the newest state-of-the-art equipment. Must be capable of troubleshooting studio equipment to the component level. Experience in maintaining digital and microprocessor-based equipment required. UHF experience a plus. Send resume and salary history to: WXXI, Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

**Director of engineering.** WOED, WOEX and WOED-FM need an outstanding manager for the engineering department. The ideal candidate will have good hands-on experience and at least five years engineering management experience in all aspects of broadcasting, production and post-production. BS in EE and PBS-related experience a plus. FCC first or general license required. We offer a competitive salary commensurate with experience and an outstanding benefits package. Please send resume and salary history to WOED, Human Resources Department, 4802 Fifth Avenue, Pittsburgh, PA 15213. EOE, M/F/H/V.

**Assistant chief engineer:** Technical maintenance and administrative skills required. Must have hands-on broadcast equipment repair and supervisory experience. Excellent salary and benefits. Resumes to WROC, 201 Humboldt St., Rochester, NY 14610, Attn: John Coon, Chief Engineer. EOE - M/F.

**Maintenance engineer.** Studio or transmitter maintenance engineer wanted for network affiliate in Midwest. Candidate must have general radiotelephone license and minimum three years experience in television maintenance and installation. Send resume to Greg Surma, WNEM-TV, Box 531, Saginaw, MI 48806. EOE.

**Broadcast engineer II:** KAEF-TV/Phoenix has a position opening calling for a broadcast engineer who is an RF specialist with experience in the maintenance and repair of transmitters and associated equipment. Responsibilities include installation and maintenance, including tuning and calibration, of equipment for a number of transmission systems including ITFS, microwaves, two-way radios, translators and VHF transmitters. Some night work and travel within state required. Minimum qualifications: Two years technical schooling and three years practical transmission experience. Society of Broadcast Engineers (SBE) certification desirable. Salary: \$25,150 DOE. Application deadline: September 30, 1987. Apply or send resume to the employment section, Personnel Department, Arizona State University, Tempe, AZ 85287-1403. Please state job title for the position for which applying in application. An equal opportunity/affirmative action employer.

**TV maintenance tech** for growing southern New-England station. Great benefits and working environment. At least 7-8 years experience required in studio, production and air control. Some transmitter/field experience a plus. Salary commensurate w/experience. Call Paul Rossi at 203—547-1818, M-F business hours. EOE.

**Video engineers.** Polycom Teleproductions, one of the largest video production companies in the Midwest, has an opening for an experienced engineer for installation and maintenance of on-line edit suites and digital effects equipment. Submit resume to Jerry Weiland at 142 E. Ontario, 4th Floor, Chicago, IL 60611 or call 312—337-6000.

**TV maintenance technician.** For repair and maintenance of studio, transmitter and satellite equipment. Require an enthusiastic individual who is capable of working with minimal supervision and takes pride in his/her work. Send resume to Marty Peshka, Maintenance Supervisor, WTNH, P.O. Box 1859, New Haven, CT 06508 or call 203—784-8888. EOE.

**TV maintenance technician/satellite truck operator.** Requires self-starter with valid drivers license and a good driving record. Two or more years maintenance experience on 3/4" tape, IKE cameras, microwaves, audio equipment, satellite transmission and communications systems. A two year electronics degree or equivalent and FCC license preferred. Some travel required. Contact Marty Peshka, Maintenance Supervisor, WTNH, P.O. Box 1859, New Haven, CT 06508 or call 203—784-8888. EOE.

## HELP WANTED NEWS

**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 Billy Gavitt, KWTV, 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 WMBD-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.

**Photographer/reporter,** NBC affiliate. Proficient at shooting, reporting, and editing. Send demo to: P.O. Box 1219, Great Falls, MT 59403. EOE.

**Black female: GAR/Anchor,** attractive, intelligent, articulate. Give me the chance, I'll show you results. Looking for challenging spot in competitive small mkt. station, 2 yrs exp. BA, very talented. Box Y-87.

**Strong net affiliate in Midwest** needs an experienced news producer with good writing skills and news judgment. Send resume and cover letter to Box Y-98. EOE, M/F.

**Kiplinger Fellowships.** Broadcast journalists with three or more years' experience are invited to apply to Kiplinger Graduate Program in Public Affairs Reporting at Ohio State University. Yearlong mid-career program, beginning Sept. 22, 1988, leads to a master's degree. Fellows produce news documentaries and minidocs for air. Reporting trip to Washington included. The ten appointed receive free tuition plus monthly stipends. Selection is competitive. Write or call Prof. John Wicklein, Director, Kiplinger Program, School of Journalism, OSU, 242 W. 18th Ave., Columbus, OH 43210, 614—292-2607. Prospective candidates may schedule interviews with the director at Chicago Hilton Nov. 11-14 during SPJ, SDX convention.

**Documentary producer.** Experienced news documentary producer sought for New Jersey network documentary unit. Applicants must possess journalism credentials, with specific emphasis on the creative development and production of television documentaries. Exceptional writing and reportorial skills are essential. Interested applicant's please submit resume and an example of your best work to William Jobs, News Director, New Jersey Network, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. EOE, M/F.

**News cameraperson** for dominant station in top-fifty northeast market. Looking for shooter-editor who can tell stories on tape. Letter and resume only to Box Y-106.

**Weekend weather/general assignment combo:** Unique person for a crucial spot on winning news team at CBS affiliate. Tape, resume to Aries Hendershott, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE, M/F.

**ABC affiliate looking for ENG photographers.** One year experience. College degree preferred. Resumes and tapes to News Director, KOLO-TV, Box 10,000, Reno, NV 89510. EOE.

**ABC affiliate looking for assignment editor.** Must be people oriented. Three years news experience, minimum 1 1/2 years in television. College degree preferred. Resumes to News Director, KOLO-TV, Box 10,000, Reno, NV 89510. EOE.

**ABC affiliate looking for parttime reporter.** Able to work weekends and do fill-in. One year experience and college degree preferred. Resumes and tapes to News Director, KOLO-TV, Box 10,000, Reno, NV 89510. EOE.

**Producers, editors, writers.** Headline News seeks top-quality, experienced producers, copy editors, news writers and tape editors. Staff being added to handle CNN's new daily news feed service Newsourc. Great opportunity for advancement. Growing, trend-setting news-gathering operation. Send resume and tape to Paul Amos, Vice President, Headline News, One CNN Center, P.O. Box 105366, Atlanta, GA 30348-5366.

**News producer.** Top 30s Sunbelt station seeking experienced producer with good management skills. Must have strong commitment to journalism, exceptional skill with video, familiarity with latest technology and superb writing talent. Desire a producer with a creative mind, but feet on the ground. Send resume and references to Box Y-102. EOE.

**Reporter/photographer** to share bureau duties with current reporter/photographer in Ocala, FL. Experienced applicants should send resume, non-returnable tape and salary requirements to Steve Hunsicker, News Director, WCJB-TV, 6220 NW 43rd St., Gainesville, FL 32606. No phone calls. An equal opportunity employer.

**Co-anchor.** Work with female now on board. Seeking candidates with 2-3 years experience. Must have good writing and producing skills. Resume, references and tapes to Bill Wagman, News Director, WANE-TV, Box 1515, Ft. Wayne, IN 46801. EOE, M/F.

**Reporter needed** for top rated ABC affiliate. At least two years experience doing wide variety of stories as well as "live" shots. Send tape and resume (no phone calls) to Jeff Bartlett, KTUL, P.O. Box 8, Tulsa, OK 74101. EOE.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**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.

**Commercial producer/announcer/writer.** If you are a senior director with experience, talent, enthusiasm, and skills in location or studio tape production, send resume to Box Y-91.

**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.

**EFP 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.

**Producer/director.** If you are at home in a state-of-the-art production facility...if you can develop breakthrough creativity in service of specific marketing objectives, this major market Midwest PBS affiliate is ready to welcome you. Position requires extensive television experience. PBS experience is not necessary, but a background in promotion or marketing is helpful. Send a short tape of your best work by October 23rd to: Development Producer/Director, P.O. Box 24130, St. Louis, MO 63130. Equal opportunity employer.

**TV production manager:** NBC affiliate seeks talented, experienced person to lead well-equipped three person department. Resume, demo reel, and salary requirements to G.M., W VIR-TV, Charlottesville, VA 22902. No phone calls. EOE, M/F.

**ABC affiliate** is searching for a producer/director with the following skills: (1) Minimum 2 years directing experience for commercial TV. (2) Strong pre-production and graphic experience. (3) Hands-on experience with production equipment. (4) Producing experience for local programs. Send resume and tape to: Jim Briggs, Production Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. Deadline for applications: October 15, 1987. No phone calls, please.

**Now staffing a unique television magazine.** SEGMENT PRODUCERS. Able to bring cinematic values to re-actments of true-life drama. A creative challenge for products who love to improvise with actors, select props, costumes and coordinate multi-city shoots. Staff positions available in Washington, DC: freelancers needed in major markets. VIDEOGRAPHERS. Staff and freelance, able to shoot and edit with exceptional skill and bring a new dimension to audio tracks. An opportunity to stretch your EFP talents to feature film levels. MANAGER EDITOR/WRITER. We need a solid, veteran print or electronic journalist to supervise a research staff in developing stories, to edit segment producer scripts and to write crisp anchor continuity. A Washington, DC, position. RESEARCHERS. Based in Washington, DC, we need relentless diggers with excellent news credentials to prospect stories and track down details of complex crime material. PRODUCTION COORDINATOR. Must be able to coordinate crew, post production and studio facilities with clockwork precision from our Washington, DC, base. Tapes and resumes (no phone calls, please) to: Michael Linder, Executive Producer, "America's Most Wanted" STF Productions, Inc., 5151 Wisconsin Ave., NW, Washington, DC 20016. An equal opportunity employer.

**Full solar eclipses happen more often** than openings at WJXT and this time we're looking for a graphic services manager who shines; an excellent manager of people and resources; who's fluent in all aspects of contemporary television design. Three years supervisory experience is essential. Versatility is key. You'll be managing people, resources, and designing for on-air, print, and studio. If you've got the skills, we've got the facilities: Quantel paint box, 2 channel ADO, 2 Grass Valley 300s, and Macintosh desktop publishing. And the best part: We're a Post-Newsweek station. That means you'll work with broadcasters who are enthusiastic about design. We have an invigorating hands-on environment where the sky's the limit for the right person. Please send tape and resume to Ann Pace, WJXT, P.O. Box 5270, Jacksonville, FL 32207. Please, no phone calls. EOE.

**Producer/director:** Needed for ABC affiliate, West Coast. Position requires strong leadership and client skills, concept to completion commercial producing, directing live newscasts. Paint box and CMX skills a plus. Send resume to Box Y-99.

**Program manager.** Reports to the president and general manager. Responsibilities include the following: Set goals, determine plans for program, production and public affairs. Monitor systems and daily activities. Administer station program schedule. Negotiate terms, purchase and schedule local programs. Liason with network regarding programs. Work with sales in developing opportunities and increasing ROI. Maintain FCC license commitments. Manage program, production and public affairs budget and program amortization controls. Overall station positioning in the market; on-air image (short-term and long-term), goals, planning. EOE, M/F. Send resume to: Nancy S. Schachnovsky, Director of Human Resources, WMMR-TV, 6400 York Rd., Baltimore, MD 21212. No phone calls, please.

**Producer/director:** Create, produce and direct local and national programs for topnotch PBS affiliate. Strong production skills a must with the ability to creatively package segments & programs. Minimum two years professional experience required. Competitive salary and excellent benefits package. Resume to: WXXI Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

#### 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 manager** of 7 television stations, including 2 groups; major-market independent, since 1966. Outstanding achievements! Has produced spectacular sales, profits, prestige; escalating market-values! Thoroughly knowledgeable all aspects! Compensation based on performance. Box Y-93.

**Executive producer: News and public affairs.** Manages both documentary and studio specials and series for both local and network distribution, on a strict budget. National awards include Emmy and nominations in both "news" and "community affairs". Top twenty market. Seeking similar position in South or Midwest. Box Y-86.

**Proven, professional performance.** Experienced, dedicated manager looking for a GM/GSM position with an aggressive/progressive broadcaster. Experienced in local/regional/national/rep TV sales plus station operations both affiliate & indy. Bottom line oriented. Reply Box Y-96.

#### SITUATIONS WANTED SALES

**National sales manager** with RF/video broadcast manufacturer seeks new challenge. Travel no problem. Reply Box Y-97.

#### SITUATIONS WANTED TECHNICAL

**Master control room operator,** over two years exp. 3/4" format, 2" and live satt. exp. Contact P. Hughes, Rt 2, Box 62, Huntington, TN 38344.

#### SITUATIONS WANTED NEWS

**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 GAR/anchor position in small/medium market. Broadcasting degree and valuable commercial news experience. Call 419-531-7848 mornings.

**Young, attractive female anchor/reporter** seeks first full time job; news, sports or weather. Any market. Dartmouth, Columbia Masters. Can shoot, edit. Overseas wire experience. Christy 216-835-3447.

**Female sports anchor/reporter** who shoots & edits. Looking to relocate anywhere. Sue: 714-974-0088.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**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.

**Traffic manager.** 20 years experience radio/TV traffic. Computer compatible. Willing to relocate. Box Y-82.

#### MISCELLANEOUS

**Entry-level opportunities nationwide!** News, sports, production, sales, promotion, public relations. Media Marketing. P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

**Career videos.** Make an impact and move up. Major market broadcast team will analyze your on-air performance and produce your personal video resume tape that will excite the person that hires. 312-272-2917.

## ALLIED FIELDS

### HELP WANTED TECHNICAL

**Video maintenance.** Hollywood post facility has immediate opening for an experienced maintenance engineer. Familiarity with Sony VTRs, ADO, CDL switchers &/or Quantel paint box is helpful. Evening hours. Great company with excellent benefits & competitive salary. Please send resume to: Gerry Dunham, Video Transitions, 910 N. Citrus Ave., Hollywood, CA 90038. 213-465-3333.

### HELP WANTED INSTRUCTION

**Assistant professor** (tenure-track) available August, 1988. Salary range competitive. Ph.D. required; university level teaching and television production experience preferred. Applicants should have well-integrated theoretical and applied backgrounds. Responsibilities include teaching television production and writing and other courses in the candidate's area of specialty, such as history and criticism of broadcasting, media management, and broadcast regulation. Additional areas of instruction are to be based on the candidate's unique qualifications and interests. Individuals will be expected to teach at both the undergraduate and graduate level. Possible supervision of internships. The applicant is expected to develop and maintain a substantive personal research program in telecommunications. Minorities and women are encouraged to apply. Submit letter, curriculum vitae, examples of scholarly research, and/or creative productivity no later than October 30, 1987 to Ronald J. Matton, Ph.D., Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204.

**Instructor/assistant professor** to teach beginning and advanced television production, small format video, advisement duties, and possible film production course. Tenure track appointment. Master's required in broadcasting or related field, terminal degree necessary for tenure. Evidence of quality teaching and scholarly competence in subject matter area. Available January 1988. Rank and salary commensurate with experience. Send letter of application, resume, names and phone numbers of three references by October 30, 1987 to: Dr. Robert Craig, 345 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. All persons including members of minority groups, women, handicapped persons, disabled veterans and veterans of the Vietnam era are encouraged to apply. CMU is an AA/EEO institution.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Here's an excellent ground floor opportunity** to work with a great bunch of people in this major post-production community. We need an experienced editor for evening operations in our Sony 1" (and Betacam and 3/4") edit suite. You'll need to have prior experience with a Grass Valley editor and Ampex ADO; Chyron Scribe experience is desirable. Excellent salary, benefits and opportunities for the right forward-looking individual. Send resume and salary requirements in confidence to: Neal Kesler, Edit Express, 727 N. Hudson, Chicago, IL 60610.

### PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962, World Wide Bingo. P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

### EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000 Ext. R-7833 for current federal list.

### EDUCATIONAL SERVICES

**On-air training:** For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. 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.

**FM antenna(s):** will buy used FM broadcast antenna(s) - any make - any model - call 806-372-4518.

### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

**25/20KW FM** \*Harris FM 25K (1986), Harris FM 25K (1983), \*CS; 25000E (1979), \*AEL 25KG (1977) \*\*20 KW FM-CCA 20000DS (1972) \* Transcom Corp. 215-884-0888, Telex 910-240-3856.

**1KWAM** \*\*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.

**50KWAM** \*\*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.

**Microtime Act 1 squeeze zoom** for sale. All up-grades. 3 mo. old. \$16K/offer, currently on-line. 303-698-1145.

**Building a new AM/FM radio station?** Our turnkey specialists save you money. Nationwide! 602-979-9068.

**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.

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.49. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

**Low power UHF transmitters.** 1000 watts, 100 watts, 2kw, and 5kw, used clean UHF transmitters needed immediately! Cash paid. Call Kidd Communications first before you buy new transmitters for maximum trade in value. 916-961-6411.

**Used 5 pot McMartin consoles, Russco/QRK turntables** with tone arms/pre-amps and professional Teac C-3 cassette decks. Good condition, must sell. Lewis 213-659-5779.

**Computer editor.** Four serial interfaces, GPI, latest software, switcher interface convergence-104. \$4,000.00. Excellent. 205-837-6659.

**Sony BVU-800 recorder**, with time-code, excellent condition. 350 hours total usage, never used in the field. \$8,750. Call Danzing Studios 609-654-8276.

**Must sell:** Grass Valley 1600-3G only \$19,500. Grass 1600-7K with EMEM and DVE only \$67,000. BVH-1100s totally refurbished with new TBCs and warranty. We still need TK-45 and 46 remote controls. We also need RCA PM-85 or 86 dubbers and one TK-28 film camera. Complete remote truck with 3 cameras, 3/4" VCR. Grass 100. Nice truck call now - Lynwood or Marvin 919-977-3600.

**WGBF has a plethora** of great used broadcast equipment and good condition used carts, various lengths priced at 90¢ each. Call Steve Chandler or Ann Hill at 812-477-8811.

**1983 Ford Econoline 350 EFP van**, less than 3,000 miles. With two Honda EV-4000 generators, dual air cond. system, Hitachi HR-200 with Microtime 2525, Hitachi HR-211 with HST/slo-mo, Ikegami color monitors, 3 Hitachi SK-91 cameras with base stations, 12:1 Fuji glass, 600' cable. Also Ramsa audio, Quanta Q-7B CG, Clearcom 4 channel ICM, A/V patch bays, full Tek & Hitachi waveform and vector monitoring. Ready to roll! Make offer. Steve Coulam, KDVR TV, 100 Speer Blvd., Denver, CO 80203. 303-831-8831.

For Fast Action Use  
**BROADCASTING'S**  
Classified  
Advertising

## RADIO

### Help Wanted Programing, Production, Others

**50,000 WATT WRUF-FM COVERING 3 STATES FROM RUTLAND VT. & WSYB-AM WANTS TO ADD 3 EXPERIENCED: MORNING DRIVE CHR-AC DJ, PRODUCTION-COPY DIRECTOR, & NEWS DIRECTOR. RUSH TAPES & RESUMES TO A. ROBERTS, 22 HILLTOP RD., LONGMEADOW, MA 01106.**

### Help Wanted Sales

#### GENERAL SALES MANAGER CALIFORNIA MAJOR MARKET

This is the DREAM career move you've been waiting for...

A chance to really make a difference...

A chance to build your own team...

A chance to "coach" your team...

A CHANCE TO "OWN" YOUR JOB

If you're a successful direct retail sales person—a "killer"—

And...if you can teach your people what you know...

You've got the first requirement.

The others are:

Enthusiasm  
A Positive Belief System  
and  
Integrity

You'll be paid well. There's a lot of potential for personal and professional growth. And you'll be living in one of America's great cities.

Write.

Box Y-71

An Equal Opportunity Employer

## Help Wanted Management

### UNIQUE & RARE OPPORTUNITY

To work for one on the mid-south's most aggressive operations. Taking applications now for General Sales Manager for stations WZYP-FM/WJMW-AM Huntsville, Alabama. We're looking for an action/people oriented person who can help keep our 9 person sales staff and co-op department on competitive EDGE in broadcast selling and service. Integrity, honesty, and vision a necessity. Send resumes immediately to: Bill Dunnivant, P.O. Box 389, Athens, Alabama 35611. EOE.

### WANTED: GENERAL MANAGER TOP-RATED, TOP 50 EAST COAST FM

If you're happy where you are, and are achieving good results because you develop team work... if you're powerful enough to develop subordinates to be good enough to take your job... if you're hungry for top compensation and equity in the business... let's talk. Let me know about yourself, your career goals and how you achieve them. EOE.

Box Y-105.

### THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,  
Dept. P.R., Ann Arbor, MI 48106

## Broadcasting Company Seeks VP of Sales

**A**n established national broadcasting company is looking for a key person in one of our industry's most vital markets, Detroit. We're reshaping the way the industry thinks of radio and we represent a truly unique opportunity for the right person.

This special individual will build and manage our sales team, charging it with energy and innovation.

To qualify, you must have detailed knowledge of radio station operation, extensive experience in selling broadcast advertising, and well-developed human relations skills. Knowledge of the Detroit market is a strong plus, as well as computer literacy and strong communications skills. We prefer a college degree and 3-5 years successful sales management experience in a top-10 market.

This position commands excellent salary and benefits. If you have the ability and qualifications, we encourage you to send your current resume promptly to:

## RICHARDSON-WILTON & ASSOCIATES

P.O. Box 3502 Church Street Station  
New York, NY 10008-3502

All replies will be handled in strictest confidence.

Principals Only  
Fee Paid

## Help Wanted Management Continued

### GM WITH RIGHT STUFF

Dominant CHR in Midwest State Capitol in search for GM with "right stuff". We need an organized, aggressive general manager who can continue to lead a marvelous property. Our candidate will possess strong marketing, sales, and business skills. In exchange we offer independence and an excellent income opportunity with this group owned station. We promise confidentiality with no background calls made without your permission. Reply to Box Y-109.

### SWEAT EQUITY

Ground floor opportunity for well rounded radio professional to serve in key front line position with exciting young group. If you are a successful fast tracker with an entrepreneurial bent and the desire to have major impact and gain an ownership position, send your resume to Box Y-104. EOE, M/F.

## Help Wanted Announcers

### SportsTalk WWWE Cleveland 50Kw

#### First time in 20 years!

Are you ready to guide the nations #1 SportsTalk Show to even higher ratings? Good enough to be heard in 38 states and half of Canada! Up-to-date on ALL Sports, not just the pros? If you are creative, controversial, highly stylized and above all a great entertainer, you are ready for our opinionated, knowledgeable sports audience. We are serious about sports, if you are, send resume & tape to; Jim Glass, 1250 Superior, Cleveland, Ohio 44114. An EEO Company.

## 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.

## Employment Services

### 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.

## TELEVISION

### Help Wanted News

### NEW HAMPSHIRE PUBLIC TELEVISION REPORTER/PRODUCER

Great opportunity for journalist who wants more than the 1:30 story New Hampshire Public Television seeks reporter responsible for 1-2 news stories for weekly, in-depth, half-hour TV news magazine and other specials. Keen news judgement and strong journalism skills a must. Knowledge of New Hampshire preferred. Minimum qualifications: Bachelor's degree, preferably in journalism; two years experience in radio, television, or print. Salary range: \$18,250-\$28,350 commensurate with experience. NHPTV is a growing three-station network with 423,000 viewing households in portions of four states. NHPTV is located on the seacoast 60 miles north of Boston. Send resume and demo tape ASAP to: Cynthia Fenneman, NHPTV, Box 1100, Durham, NH 03824. An EEO/AA employer.

## Situations Wanted News

### PUT ME ON TRIAL

Intelligent, informed attorney with radio, television and print experience in #1 market can add clout to your newscast with insightful reporting of trials and legal issues. Does not speak legalese. Presently employed, but will relocate. Call Gary at 201-472-1692.

## 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.

## Situations Wanted Technical

Engineering consultant/director of engineering position sought by seasoned professional. BSEE degree, 10 years experience in radio, TV, microwave/satellite. Los Angeles area preferred. Box Y-107.

## Help Wanted Sales

# Sales Promotion Manager

## ENTERTAINMENT

Viacom International represents the best in television, film and cable entertainment—and we actively recruit people who share our dynamic vision.

As a Sales Promotion Manager for the Viacom team, you will be responsible for the creation, production and direction of sales materials for our feature film and series product. This will include developing marketing pieces for both print and video, coordinating outside production services, writing sales promotion materials and monitoring internal production costs.

To qualify, you should have at least 3-5 years of proven success as a Promotion Writer in the TV or film industry and experience in creative/promotional copywriting.

Our benefits include medical, dental and full tuition reimbursement. Please send your resume and salary history to the Department of Human Resources, Viacom International, Inc., 1211 Avenue of the Americas, New York, NY 10036. An equal opportunity employer M/F.



**Viacom  
International,  
Inc.**

### TvB TERRITORY SALES EXECUTIVE

Sell to local and regional advertisers; work with TvB member station sales management and sales staffs; represent the TV industry on platforms. Must have station and/or rep sales experience and knowledge of competitive media. Chicago office location. Send resume to: Wallace Westphal, TvB, 477 Madison Ave., NY, NY 10022 or Mike Smythe, TvB, 155 N. Michigan Ave., Suite 360, Chicago, IL 60601. No phone calls. EEO.

## Help Wanted Management

### MARKETING MANAGER

The Grass Valley Group, Inc., a world leader in manufacturing broadcast production and distribution systems, is looking for an experienced **DIVISION MARKETING MANAGER**. Qualified candidates should possess a strategic business outlook and a technical degree or equivalent technical experience. Video and television broadcast industry experience is highly desirable.

Located in the foothills of Northern California, Grass Valley Group offers a unique living environment combined with stimulating challenges and a competitive benefits package. Interested and qualified applicants send resumes to

**The Grass Valley Group, Inc.,**

Dept. MP07S, P.O. Box 1114, Grass Valley, CA 95945. An equal opportunity employer, m/f/h/v.



### MANAGER/ON-AIR PROMOTION

Growing cable network seeks a well organized, hands-on manager/on-air promotion to supervise staff of writers, producers and freelancers and to oversee promotion scheduling functions. Position requires 3-5 years of on-air promotion experience, strong conceptual skills and demonstrated leadership abilities. Full benefits, discounts. Equal opportunity employer. Send resume, salary history and demo tape for consideration to:

Ms. Erin McGrath  
Director of Creative Services  
Lifetime Cabletelevision Network  
1211 Avenue of the Americas  
New York, NY 10036

## 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 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.

## Help Wanted Programing, Production, Others Continued

### SPECIAL PROJECTS PRODUCER

WFSB TV, a Post Newsweek station, is looking for a talented, versatile producer who can produce documentaries, live events, sports specials, and vignettes. Responsibilities will also include developing program concepts for specials and station projects and producing, writing, and directing. Minimum three to five years experience in producing a wide variety of programing formats. Submit resume or letter stating qualifications to Jim Lutton, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06115. EOE, M/F.

### DESIGN DIRECTOR WANTED

WBBM-TV, CBS in Chicago, seeks a highly qualified design director to head its staff of five designers. Electronic graphics experience and extraordinary design skills required. A minimum of five years art directing experience is necessary. EEO employer. Women and minorities are encouraged to apply. Send resume with letter of interest to:

Jan Gray  
Director of Communications  
WBBM-TV  
630 North McClurg Court  
Chicago, IL 60611

## ALLIED FIELDS Help Wanted Technical

### VIDEO PRODUCTION ENGINEER

This position offers an excellent wage and benefit package and a variety of challenging work assignments.

Must have experience in video facility design implementation, "hands-on" remote production, troubleshooting and repairing hardware in the field and studio and ability to light studio and remote scenes. Computer-editor knowledge helpful. Will operate video cameras on location and must have fine sense of aesthetics. Requires 50% travel.

Requires a bachelor's degree with related technical emphasis and five or more years experience or equivalent experience/training.

Please submit resumes and salary history by October 9, 1987, to Human Resources, Phillips Petroleum Company, 5 D4 Phillips Building, Bartlesville, OK 74004.

**PHILLIPS PETROLEUM COMPANY**



An Equal Opportunity Employer

### OPERATIONS MANAGER

NBC affiliate in Florida seeking individual with minimum of three years broadcast management experience as an operations manager to oversee production and engineering departments.

Must be an aggressive self-starter who can work with and effectively manage a large department. Good organizational skills and technical background necessary. College degree preferred.

We offer excellent benefits package and salary commensurate with abilities and experience.

Send resume to:  
**Box Y-108**

An equal opportunity employer, M/F

### Senior Producer PROGRAMMING

Be part of a successful show in America's #1 city. Seasoned, creative, hardworking field producer needed for senior position on Evening Magazine. Responsible for development through post-production of weekly segments. Must have three years experience in field feature production. EOE

**MUST SUBMIT RESUME, WRITING SAMPLES AND VIDEO CASSETTE OF 3-5 FEATURE SEGMENTS TO:**



**KDKA-TV  
ONE GATEWAY CENTER  
PITTSBURGH, PA 15222**



**Editor-in-Chief**

We are looking for a creative, energetic manager to direct the operations of a new enterprise - a consumer magazine in video cassette format. Should have 3-5 years of management experience in video production. Experience in magazine management would be a big plus. Will have complete control of operations, hire and train staff, help determine style of the publication, and assist the president of the publishing corporation in developing new products. Must be a strong self-starter, and be comfortable in an entrepreneurial environment. Opportunity for career advancement in the publishing corporation. Equity participation for performance.

**Advertising Manager**

Do you have the creativity to visualize the approaches to advertising needed for a consumer magazine in video cassette format? Must be good at conceptualizing and developing a marketing plan, have excellent abilities to train a sales staff in a new medium. Will also require organization of a production facility for ad production for clients who do not currently use video. We can promise you a exciting career with plenty of potential for growth, in addition to a good salary, benefits, and an opportunity for equity participation based on performance.

Resumes and salary history to:

**American Video Publishing Corp.**  
P.O. Box 92571  
Rochester, NY 14692  
An Equal Opportunity Employer

**Help Wanted Sales**

**SALES MANAGER**

VIZWIZ Film/Video in Boston needs someone who will do whatever it takes to train, lead, and inspire a ten person sales staff to greatness. Must be able to establish plans and goals and make things happen. This is a demanding, leadership position working with top management, and is not for the faint of heart. Solid production background, integrity, and a track record are musts. We're a very strong service operation with a stellar reputation and a terrific story to tell. Send resume, references, and compensation requirements to:

**Peter Fasciano, President,**  
Vizwiz, Inc. Film/Video  
115 Dummer St., Brookline, MA 02146

**JOB HUNTING?**

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, and engineering. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P. O. Box 10167, Columbia, MO 65205-4002.



**Programing**

**IN SEARCH OF NEW AND INVENTIVE PROGRAMING FOR JAPAN**

Our company, CLASS ACT INC., is located in Tokyo and delivers overseas television information to a Japanese advertising giant, DENTSU. We have a delivery network which reaches commercial and independent TV stations and advertisers. We are seeking American TV and video programs for introduction to Japanese traders. If you are interested in the Japanese market, if you have new and inventive programs, please contact our company by FAX, 011813 546-6019.

We also welcome the works of independent producers. 3-4-15 #404, Mita, Minato-Ku, Tokyo, Japan.



**Lum and Abner Are Back**

... piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737 Jonesboro, Arkansas 72403 ■ 501/972-5884

**Business Opportunities**

**INVESTMENT OPPORTUNITY**

- If you dreamed of an equity position in radio consider this opportunity.
- 4% to 8% equity position in AM/new FM combo on air. Requires 70K to 140K - top 52 market. This equity position was specifically reserved to generate dollars for facility upgrading.
- The markets economy is very stable and growing - low unemployment.

Call: Mr. Waish 518-377-7604

**ESTABLISHED MOTION PICTURE/VIDEO TAPE PRODUCTION STUDIO FOR SALE. GOOD NET, LONG TERM LEASE, GREAT POTENTIAL. CALL 303-758-1752 9AM - 9PM DAILY.**

**VENTURE CAPITAL DEBT FINANCING**

For broadcasters  
**Sanders & Co.**  
1900 Emery St., Ste. 206  
Atlanta, GA 30318  
404-355-6800

**CAPITAL AVAILABLE \$50,000 to \$50,000,000 LOBECK FINANCIAL**

3296 S. Mooney Blvd., Suite 187  
Visalia, CA 93277  
209-733-5083

**Wanted to Buy Stations**

**WE'RE READY TO BUY!**

**Curt Gowdy Broadcast Management Inc.** is representing a large financially responsible Corporation and we are ready to acquire radio properties in medium to large markets.

Please call **Curt Gowdy or John Bassett at 617-685-9500.**

Brokers protected

**For Sale Stations**

**BROADCAST MEDIA ASSOCIATES**

RENO • 702-789-2700 • SEATTLE • 206-643-2116

**WASHINGTON**

AM/FM - \$495,000 with \$75,000 down  
Nice college town - excellent owner/operator situation

FM/C1 - \$475,000/Soft Terms  
Big coverage area  
Solid opportunity for sales oriented "Go Getter"

**OREGON**

FM/C1 - \$525,000 with \$150,000 down  
University market with great format & ratings  
Need owner/operator for turnaround

**CLIFF HUNTER**

**Nationwide Media Brokers Chapman Associates**

**CAROLINA**

Full-time AM with good cash flow. Asking \$975,000 with terms available. Call:

**ED SHAFFER**  
404/998-1100



## HURRY!

- CLASS A FM upgrade to 50 kw \$450,000
- 100,000 w FM turnaround \$4,250,000
- SPANISH AM good cash flow \$4,500,000
- 10,000 w AM/CP land, offices \$450,000

Several good AM stations in medium markets in FL, KY, TX, NV. Ideal for Mom / Pop or first time owners.

**Donald K. Clark, Inc.**  
Media Broker  
813-949-9311  
P. O. Box 340617, Tampa, FL 33694

East Texas Class A in growth area. \$400K. excellent terms.

Extremely solid AM in good South Central medium market. Exceptional cash flow \$950K with terms available.

Mississippi combo in solid market. ratings leader. \$1.2M with good cash flow.

Texas Class A. Unrivaled facility for market this size. \$325K.

NUMEROUS PROPERTIES IN ALL MARKET SIZES.. MOST ON TERMS.

John Mitchell or Joe Miot  
**MITCHELL & ASSOCIATES**  
Box 1065, Shreveport, La. 71163  
318-868-5409 318-869-1301

I am authorized to accept proposals for the purchase of

## KFYE FM Fresno, California

Please call or write for details.

**W. John Grandy**

BROADCASTING BROKER  
1029 PACIFIC STREET  
SAN LUIS OBISPO, CALIFORNIA 93401  
805-541-1900 • RESIDENCE 805-544-4502

## FOR SALE

Fulltime AM station. One of Wisconsin's most rapidly growing cities. \$450,000 w/ \$150,000 down. Write VR Business Brokers, 2701 University Ave., SE, Suite 203, Minneapolis, MN 55414.

## ATTENTION: BLIND BOX ADVERTISERS

Effective with the November 2, 1987 issue of BROADCASTING, the following rate structure for the blind box service will apply:

### BLIND BOX FEES

(in addition to basic advertising cost)

Situations Wanted: \$4.00 per issue.  
All other Classifications: \$7.00 per issue

The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number.

BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to the sender.

Nationwide Media Brokers  
**Chapman**  
Associates

**MIDWEST AM/FM**  
Profitable small market  
combo. Priced at 2x gross:  
\$600,000 w/ terms available.

**BILL LYTLE**  
816/941-3733

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcripts, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcripts, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Nationwide Media Brokers  
**Chapman**  
Associates

**PROFITABLE AM/FM**  
Class C FM with full-time AM;  
inner-mountain West. Asking 7  
x CF: \$1.1M; \$275K down.

**GREG MERRILL**  
801/753-8090

Profitable Class "C" in Top 100 Gulf area market. The Spring book made this station among the market leaders. Excellent demos. Great technical facility. Asking \$6.25 million. Principals only. Box 19057, Alexandria, VA 22320.

## FOR SALE

AM/FM in South Mississippi. Ideal owner/operator situation. \$150,000 or best offer. Up to \$125,000 in financing available to qualified buyer. For complete details call Paul at 318-559-2340.

- Fulltimer near S. Georgia southern city. Good real estate. \$150,000. Terms.
- 100,000 watt. Southern Nebraska. Good real estate. \$590,000. Terms.
- 3 AM's in lagre TN cities.

**Business Broker Associates**  
615-756-7635. 24 hours

## FLORIDA SEASIDE AM

FULLTIME - 5 ACRES OF GROUND.  
PROFITABLE - HIGHLY RATED - OWNER  
MOVING TO FM. PRICE 4X CASH FLOW.  
WRITE BOX Y-90.

## NEW CHAPTER XI SALE JOHNSTOWN, PA AM

Fulltime AM 1kw. in Major Pa. Market.  
\$195,000 with terms

Call Ray Rosenblum 412-836-0399.

## MEDIA BROKERS • APPRAISERS

Put my over 30 years of service to work for you ...

BURT **SHERWOOD** INC.

3125 Maple Leaf Dr • Glenview, IL 60025

312-272-4970



## Media



Barr



Terboss

Appointments at NewCity Communications, Bridgeport, Conn.-based owner of six AM's, nine FM's and American Comedy Network, radio comedy programming syndicator: **Hugh Barr**, general manager, NewCity's WSYR(AM)-WYYY(FM) Syracuse, N.Y., to group VP and general manager, NewCity's KKX(AM)-KLLS-FM San Antonio, Tex.; **John Terboss**, general sales manager, WYYY, to general manager, WSYR-WYYY.

**Bob Rose**, regional manager, affiliate relations, Eastern region, USA Network, New York, named VP, affiliate relations, Eastern region.

**Stephen R. Woodbury**, sales manager, WCCO-TV Minneapolis, joins WAYL-AM-FM there as VP and general manager.

**Marc Kaye**, VP and station manager, Gannett Radio's KKBQ(AM) Houston, joins Gannett's KNUA(FM) Seattle as VP and general manager, replacing **Lee Douglas**, resigned.

**Fred R. Barber**, VP and general manager, WTAE-TV Pittsburgh, announces resignation over "differences in management philosophy" with station's owner, Hearst Corp.; will continue until replacement is named.

**Bill Gilreath**, former VP, western sales, Arlington, Va.-based Mutual Broadcasting, joins WHQT(FM) Coral Gables, Fla., as general manager.

**Richard Hinshaw**, general manager, WAES(AM)-WROQ-FM Charlotte, N.C., joins WNYR(AM)-WEZO(FM) Rochester, N.Y., in same capacity.

**John Orr**, station manager, KSPR(TV) Springfield, Mo., named general manager.

**Skipp Moss**, director, sales, WBFS-TV Miami, joins WCAV-TV Nashville as general manager.

**Joe Mule**, general manager, WNCT-AM-FM Greenville, N.C., joins WVBS-AM-FM Burgaw, N.C., in same capacity.

**Rita Silke**, research coordinator, special projects, ABC Radio Network, New York, named manager, RADAR surveys and special projects.

**Julia McGrath**, telemarketing manager, TKR Cable Co., Warren, N.J., named direct sales manager.

**Elizabeth Losinski**, former legislative assistant, Representative Timothy Penny (D-Minn.), joins Cablevision Systems Corp., Woodbury, N.Y., as director, regulatory affairs.

## Marketing

**Bob Hoffman**, president and creative director, Mojo MDA Advertising, San Francisco (formerly Allen & Dorward), named president and chief executive officer; **Bob Riddell**, senior VP, finance and administration, named executive VP.

Appointments at W.B. Doner & Co., Detroit: **Rick Friday**, account executive, Young Rubicam, Detroit, to senior VP and group management supervisor; **Jane Hickman**, account supervisor, to VP; **Howe Burch**, VP and account supervisor, to VP and management supervisor; **Kevin Holowicki**, associate media planner, W.B. Doner & Co., Detroit, to media planner.

**George Reinhart**, manager, business development, fountain beverage division, Pepsi-Cola USA, New York, joins William Esty Co., New York, as VP and account supervisor.



Whalen

**Jack Whalen**, manager, New York team, Blair Television, named division VP, independent station division.

**Jarvis D. Fiedler** and **Michael M. Phillips**, executive art directors, BBDO, Chicago, named VP's.

Appointments at Mannheim Advertising, Cleveland: **Bob Volek**, VP, copy, radio spot creative and production, to senior VP; **Buz Buzogany**, director, advertising and promotion, KTLA(TV) Los Angeles, to creative director.

**John P. Leonardi**, creative director, Venet Advertising, Union, N.J., named VP and creative director.

**Larry N. Schneiderman**, VP and associate media director, Wunderman Worldwide, New York-based direct marketing firm, joins Corinthian Communications, New York, as VP, direct marketing.

Appointments at TeleRep: **Andy Feinstein**, VP and general sales manager, Tigers stations, New York, to same capacity, Lions stations there, succeeding **Merritt Rose**, to director, sales/marketing, WSOC-TV Charlotte, N.C.; **Lisa Brown**, account executive, Tigers stations, New York, to VP and general sales manager there.

**David Halberstam**, VP and manager, Katz Communications' radio sports group, joins Madison Square Garden Network as indepen-

dent contractor to sell New York Knicks and Rangers radio coverage advertising there.

**Alan Koenke**, senior VP and senior creative director, Tracy-Locke/Dallas, named executive creative director, Tracy-Locke/Denver.

**Paul J. Brennan Jr.**, art director, FitzGerald & Co., Cranston, R.I.-based advertising, marketing and public relations firm, named senior art director.

**John Ohmer**, account supervisor, Arocom Marketing Group, Cleveland, joins Flair Communications Agency, San Francisco, as senior account manager.

**Suzanne Molinet** and **Frank Hoffman**, assistant account executives, Tatham-Laird & Kudner Advertising, Chicago, named account executives.

**John Ahlin**, account executive, Katz Television, Chicago, joins Petry Television there in same capacity.

**John Reichart**, account executive, Bernard Hodes Advertising, Cambridge, Mass., joins FitzGerald & Co., Cranston, R.I., as assistant advertising account executive.

Appointments at NewCity Communications, Bridgeport, Conn.-based owner of six AM's, nine FM's and American Comedy Network, radio comedy programming syndicator: **Chuck Toglias**, general sales manager, NewCity's WSYR(AM) Syracuse, N.Y., to VP, sales; **Joel Delmonico**, local sales manager, NewCity's WYYY(FM) Syracuse, to general sales manager.

**Luis Alvarez**, former general sales manager, Spanish-language WKDM(AM) New York, joins Spanish-language WADO(AM) there as VP, sales.

**A. Jay Fisher**, salesperson, WXXX(FM) South Burlington, Vt., named local sales manager.

**Jim Gustafson**, retail sales manager, WTTG(TV) Washington, joins WFTY(TV) there as regional sales manager.

**Ron Grisham**, general manager, KIZN-FM New Plymouth, Idaho, joins KTRV(TV) Nampa, Idaho, as national sales manager.

**Lynda Peterson**, local sales staff, WEYI-TV Saginaw, Mich., named regional sales manager.

**Christopher J. Dierker**, account executive, WEEK-TV Peoria, Ill., named national sales manager.

**Jim MacDonald**, VP and general sales manager, WUPW(TV) Toledo, Ohio, joins WGBS-TV Philadelphia as national sales manager.

**Bill Haegele**, account executive, WBRE-TV Wilkes-Barre, Pa., joins WCIX(TV) Miami in same capacity.

**Debra Braman**, account executive, KODA (FM) Houston, joins WBBM(AM) Chicago in same capacity.

**Tom Sarofeen**, assistant executive director, Cape Ann Chamber of Commerce, Cape

Ann, Mass., joins WNCG(AM) Newburyport, Mass., as account executive.

**Michael Mastrullo**, traffic manager, WRGT-TV Dayton, Ohio, joins WAND(TV) Decatur, Ill., as account executive.

**George Chirogene**, VP, marketing, Philadelphia Computermall Inc., Bristol, Pa., joins WPMT(TV) York, Pa., as account executive.

**Cheryl Semerad**, account executive, KMRY(AM) Des Moines, Iowa and KJY(FM) Ankeny, Iowa, joins WHO-TV Des Moines in same capacity.

**Rebecca McElaney**, buyer, Filenes Department Stores. Boston, and **Hilary Offenber**, intern, WZLX(FM) Boston, join WMEX(AM)-WMJX(FM) there as account executives.

**Vincent V. Arminio**, sales representative, WCL(AM) Corning, N.Y., joins WSYT(TV) Syracuse, N.Y., as account executive.

**Andie Fatool**, account executive, local sales, KTKS(FM) Denton, Tex., joins Hillier, Newmark, Wechsler & Howard, Dallas, as account executive.

**Lisa R. Pesanello**, sales promotion manager, WCVB-TV Boston, named retail sales account executive.

**Thomas E. MacArthur**, general sales manager, Teleguide Inc., Atlanta, joins KDFI-TV Dallas as national sales manager.

**Deborah Williams**, assistant marketing director, Huntington Mall, Huntington, W.Va., joins WSAZ-TV there as marketing and research coordinator.

City, Calif.: **Bill Rosolie**, director, operations-sales, to VP, planning and administration; **Eric Weiss**, director, business and legal affairs, to VP, business and legal affairs.

Appointments at The Discovery Channel, Landover, Md.-based basic cable service: **Kathleen Clinton**, VP, advertising sales, Petry Television. New York, to senior VP, advertising sales, there; **Sandra McGovern**, former VP, affiliate sales, The Weather Channel, Atlanta, to senior VP, affiliate sales and relations, San Francisco; **Shirley Davis**, advertising sales representative, Turner Broadcasting, Atlanta, to director, sales, there; **Thomas Lucas**, director, marketing, VH-1, MTV Networks, New York, to same capacity, Landover; **Dawn McCall**, former regional director, The Weather Channel, Atlanta, to senior regional director, Western region, San Francisco; **Nancy Stover**, regional sales manager, The Weather Channel, Atlanta, to regional director, central region, Landover; **Barbara Lowe**, national sales manager, Cable Networks, New York, to account executive; **Lisa Delligatti**, account representative, Institutional Communications Co., McLean, Va., to account manager, central region, Landover.

**Leigh Brecheen**, director, business affairs and legal, domestic television division, Paramount Pictures, Los Angeles, joins Republic Pictures as VP, business affairs and legal there.

Appointments at Premiere Radio Network, Los Angeles-based radio program syndicator:

**Bob Borquez**, production manager, KFSG(FM) Los Angeles, to production director; **Mark Vaughn**, former news director and morning drive personality, KOZZ(FM) Reno, to director, marketing research; **Tony Hudson**, music researcher and production assistant, KIIS-AM-FM Los Angeles, to writer and talent booker.

**Michael Hughes**, manager, program administration, The Source, NBC Radio's young adult radio network, joins WRDU(FM) Wilson, N.C., as program director.

**Leah Chauncey**, assistant news director in charge of operations, WRAL-TV Raleigh, N.C., named manager, local productions.

**Robert Atkins, M.D.**, director, Atkins Center, New York, and author, joins WOR(AM) as host, nutrition and health program, *Design for Living*.

Appointments at WNEV-TV Boston: **Tom Ritchie**, senior producer, programming, Healthcare Telecommunications, Harrisburg, Pa., to producer, public affairs program, *Saturday at Seven*; **David Nelson**, production assistant intern, to production assistant, *Boston Common*.

**Thomas L. Merklinger**, director, production and manager, meridian telecommunications services, noncommercial WFYI(TV) Indianapolis, joins noncommercial WMHT(TV) Schenectady, N.Y., as director, production.

**Stella L. Fields**, programming assistant, film management, WREG-TV Memphis, named manager, program traffic.

**Steven Bailey Williams**, former morning show host, KSSY(FM) Denver, joins KRQR(FM)

## Programing

**David Neuman**, director, current comedy programs, NBC Entertainment, Los Angeles, named VP, current comedy programs.

**William Saunders**, senior VP, 20th Century Fox Television International, Los Angeles, named executive VP.



Saunders



Wechsler

Appointments at The Disney Channel, Burbank, Calif.: **Winifred Wechsler**, director, sales strategy and analysis, to VP, sales analysis and business development; **Karen Rogatz**, manager, affiliate operations, East Coast, HBO, New York, to manager, national accounts; **Victoria Fraser**, television packaging representative, International Creative Management, Los Angeles, to manager, program development.

**Andrew L. Spitzer**, former VP, national sales, Group W Productions, New York, joins Viacom Enterprises, New York, as VP, first-run syndication.

Appointments at Westwood One Radio Networks/Mutual Broadcasting System, Culver



**Public progeny.** The four public broadcasters selected as Production Fellows by the Corporation for Public Broadcasting received certificates commemorating their participation in the first year of the program at a reception in Washington. CPB acting chairman Howard Gutin; President, Don Ledwig, and director, human resources development, Mildred Morse, commended the fellows for their work in public broadcasting and for their selection from a field of 200 applicants. The winners of the 1987 awards, which are designed to further the careers of talented women and minorities, began their fellowships in June.

Above, (l-r): Akili Ramon Tyson, serving an 18-month term as associate producer, *Mountain Stage*, West Virginia Public Radio, and formerly acting director, Pacifica Program Service/Radio Archive, Los Angeles; CPB Acting Chairman Gutin; Kaye Lavine, serving a two-year term as producer with *Great Performances*, New York, and formerly executive producer, cultural and community affairs, KRMA-TV Denver; Nondas Voll, serving a 15-month term as assistant to the producer, *American Playhouse*, New York, and formerly a producer with Auburn Television, Auburn (Ala.) University; CPB President Ledwig; Vidal Guzman, serving an 18-month term as producer/writer, *Annenberg/CPB Audio Course* WHA-AM-FM, Madison, Wis., and formerly producer of National Public Radio's *Panorama Hispano*, produced by WHA.

San Francisco in same capacity.

**Dave Saint**, midday air personality, WLS(AM) Chicago, named evening air personality, replacing **John Landecker**, named afternoon drive air personality.

**Randy Marsh**, afternoon drive air personality, WSTF(FM) Orlando, Fla., joins WFOX(FM) Gainesville, Ga., in same capacity.

## News and Public Affairs

Appointments at WESH(TV) Daytona Beach, Fla.: **Steve Ramsey**, news director, WRAL-TV Raleigh, N.C., to VP and director, news; **Ed Heiland**, general assignment reporter, to *Healthcast* reporter.

**Michael Vettor**, producer-director, Buffalo Sabres hockey, WBRZ-TV Buffalo, N.Y., joins ESPN, Bristol, Conn., as national assignment editor.

**Mark Webster**, news director, WTKO(AM) Ithaca, N.Y., joins WBBF(AM) Rochester, N.Y., as news director and morning anchor.

Appointments at New Jersey Network, Trenton, N.J.-based group of noncommercial stations: **William Jobs**, executive producer, news, to director, news and public affairs; **Phil Bremen**, senior correspondent, to co-anchor and chief correspondent.

**Steven C. Crabtree**, reporter, anchor and news director, WKYT-TV Lexington, Ky., joins WBKO(TV) Bowling Green, Ky., as news director and co-anchor.

**Adam P. Bradshaw**, executive producer, KVBC(TV) Las Vegas, joins KCST-TV San Diego as assignment editor.

**Sue Lindeman**, assistant assignment editor, WTMJ-TV Milwaukee, joins WIFR-TV Freeport, Ill., as assignment editor.

Appointments at KEVN-TV Rapid City, S.D.: **Tyler Watson**, anchor, KXII(TV) Ardmore, Okla., to co-anchor and co-producer, 5:30 p.m. and 10 p.m. news; **Courtney Knapp**, reporter, KFNB-TV Casper, Wyo., to reporter and weekend weathercaster; **Brad Wood**, photographer and videotape editor, noncommercial KUSM(TV) Bozeman, Mont., to same capacity.

**Shellie Tackett**, reporter and anchor, KAMR-TV Amarillo, Tex., joins WOWT(TV) Omaha as anchor, noon news.

**Larry Sparano**, co-anchor, WTVH(TV) Syracuse, N.Y., joins WYOU(TV) Scranton, Pa., in same capacity.

**Mark Williamson**, 6 p.m. anchor, WAKC-TV Akron, Ohio, named 6 p.m. and 11 p.m. anchor-producer.

**Gene Kapp**, 11 p.m. news reporter, WTKR-TV Norfolk, Va., named 11 p.m. co-anchor and reporter, succeeding **Ed Hughes**, named anchor, 5 p.m. news.

**Diane Roberts**, reporter and morning anchor, WHO-TV Des Moines, Iowa, joins WIS-TV Columbia, S.C., as co-anchor and consumer reporter.

**Denise Yamada**, field correspondent and substitute host, ABC-TV's *Good Morning America*, New York, and **Marty Levin**, anchor, KFMB-TV San Diego, both to co-anchors,

KCST-TV San Diego.

**Ben Cate**, former *Time* magazine bureau chief, Chicago and Los Angeles, joins KCRW(FM) Santa Monica, Calif., as political editor, producer and co-host, series of specials, *Running for the President*.

Appointments at Louisiana Network, Baton Rouge-based regional radio network: **Debra Holden**, anchor-reporter, to state capital correspondent; **Roger Sockman**, sports reporter, KDEN(AM) Denver to reporter and afternoon anchor.

**Paul Runnels**, sports director-anchor, WMDT(TV) Salisbury, Md., joins WHSV-TV Harrisonburg, Va., as weekend sports anchor and sports reporter.

Appointments at WOWK-TV Huntington, W.Va.: **Brenda Ann Bryan**, producer, 6 p.m. and 11 p.m. news, WYMT-TV Hazard, Ky., to producer, 11 p.m. news; **Tom Schaad**, news reporter and producer, WDTV(TV) Weston, W.Va., to news reporter.

**Marty Matthews**, weekend news anchor and producer, KPOM-TV Fort Smith, Ark., joins KAKE-TV Wichita, Kan., as news and weather reporter.

**Elizabeth Robinson**, anchor and reporter, KHBS(TV) Fort Smith, Ark., joins WBRE-TV Wilkes-Barre, Pa., as reporter.

**Warren Moon**, quarterback, National Football League's Houston Oilers, joins KTRH(AM) Houston as Friday co-host, *KTRH Sports Beat*.

## Technology

**Tom Taylor**, former senior VP, business systems and services, Telenet, subsidiary of U.S. Sprint, equipment manufacturer, Reston, Va., joins Avanti Communications Corp., equipment manufacturer, Newport, R.I., as president.

Appointments at Centro Corp., Salt Lake City-based equipment manufacturer: **John Harris**, national manager, professional representative program, Sony Broadcast, Teaneck, N.J., to executive VP and general manager;



Harris



Chan

**Curtis J. Chan**, product manager, Sony Communications Products Co., Park Ridge, N.J., to VP, marketing and product development.

**Byron E. Fincher**, sales manager, Broadcast Systems Inc., Austin, Tex.-based equipment manufacturer, joins Comark Communications, Colmar, Pa.-based equipment manufacturer as regional sales manager, Southeast.

**Glenn A. Sanderson**, manager, RF engineering, Moseley Associates Inc., Goleta, Calif.-based equipment manufacturer, joins Nurad,

Baltimore-based equipment manufacturer, as director, commercial research and development.

Appointments at Polycom Teleproductions, production and postproduction facility, Chicago: **Gene Cosentino**, operations manager, named production manager; **John McGrath**, editor, to operations manager.

**Richard N. Yelen**, unit manager, noncommercial KQED(TV) San Francisco, joins Golden Gaters Productions, Corte Madera, Calif.-based television sports production facility, as director, operations.

**Eithne Larkin**, client service manager, VCA Teletronics, production and duplication facility, Lonia, N.J., named operations manager.

Appointments at Chyron Corp., Melville, Ky.: **Roi Agneta**, executive engineer, to VP; **Mary Ahern**, demonstration graphics designer, to sales manager, Northeast region, there.

**Ned Packer**, manager, Eastern region, Keithley Instruments, Boston, joins Kikusui Corp., Torrance, Calif.-based equipment manufacturer, as Eastern region sales manager, Boston.

**C. Ellsworth Neff**, chief engineer, WVA(AM)-WQPO(FM) Harrisonburg, Va., joins WMRA(FM) there in same capacity, succeeding **Rex C. Houser**, retired after 40 years in broadcasting.

**Keith Board**, technician, KAME-TV Reno, joins KUTP(TV) Phoenix as master control technician.

**Pat Gabriel**, news graphics designer, WLVI-TV Cambridge, Mass., named senior graphics designer.

## Promotion and PR

**Warren W. Spellman**, VP, media services, CBS Inc., New York, named VP, advertising and promotion, CBS/Broadcast Group there.

Appointments at NBC media relations department, New York: **Paul Wang**, VP, media planning and promotion services, to VP, program and media planning; **James Johnston**, special projects producer, news department, NBC's WKYC-TV Cleveland, to manager, media services, production; **Cynthia Young**, photo editor, *TV Guide* magazine, Los Angeles, to director, media services, photography, West Coast, Los Angeles.

Appointments at ESPN, Bristol, Conn.: **Edward Padin**, senior VP and management supervisor, Geers Gross Advertising, New York, to director, advertising and promotion.

**Thomas Hagopian**, director, planning and analysis, Capital Cities/ABC, New York, to manager, administration and special markets.

**Carl J. Bauman**, manager, advertising and promotion, KVBC(TV) Las Vegas, joins WREG-TV Memphis in same capacity.

**Susan Harmon**, advertising and promotion manager, WTVF(TV) Nashville, joins KRCC(TV) Jefferson City, Mo., as promotion manager, succeeding **Duane Lammers**, named account executive.

**Eric Thom**, promotion director, WEBE(FM) Westport, Conn., named director, marketing

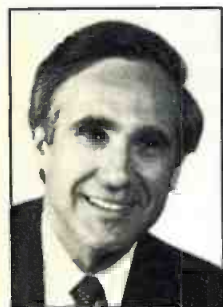
and communication.

Appointments at WHSV-TV Harrisonburg, Va.: **Katrina Grundy**, creative services assistant, to promotion/community relations director; **Mary Birmingham**, creative services assistant, to creative services coordinator.

**Mary Ann Gillott**, programing-promotion assistant, WOLF-TV Scranton, Pa., joins WBRE-TV Wilkes-Barre, Pa., as promotion assistant.

**Grant Dobbins**, studio and field producer, WPTZ(TV) North Pole, N.Y., named senior sales creative director; Burlington bureau.

## Allied Fields



Gennet

**Michael C. Gennet**, VP, marketing, Sealy Inc., Chicago-based home furnishings manufacturer, joins SMY inc., Chicago-based media planning and buying consultancy, as president.

**Daniel Gold**, president, Knight-Ridder Broadcasting Inc., Miami, named to National Association of Broadcasters board of directors, filling seat vacated by **William Moll**, president and CEO. Harte-Hanks Television, named president. Television Bureau of Advertising; term expires June 1989.

**Irving Goldstein**, chairman and CEO, Comsat Corp., Washington, elected to additional office of president.

**Kenneth L. Hatch**, president and CEO, KIRO-AM-TV Seattle, to chairman, Television Information Committee, Television Information Office, New York. Other members named to TIC: **David C. Fuchs**, senior VP, corporate and broadcast affairs, CBS/Broadcast Group, New York; **Thomas L. Goodgame**, president, TV Station Group, Westinghouse Broadcasting Co., New York; **Cullie Tarleton**, senior VP and general manager, WBT(TV) Charlotte, N.C.; **Leslie G. Arries Jr.**, president, WIVB-TV Buffalo, N.Y.; **Richard J. Connelly**, VP, public relations, Capital Cities/ABC Inc., New York; **Thomas Dargan**, executive VP, broadcasting, KATU(TV) Portland, Ore.; **James C. Dowdle**, president and CEO, Tribune Broadcasting Co., Chicago; **Betty Hudson**, VP, corporate and media relations, NBC, New York; **Dr. William F. Baker**, retired president, non-commercial WNET(TV) Newark, N.J.

Appointments at Television Bureau of Advertising's Sales Advisory Committee, New York: **John Long**, VP and director, sales, WJLA-TV Washington, to chairman; **Ron Collins**, president and general manager, KAKE-TV Wichita, Kan., to co-chairman; both one-year terms; **Larry Landaker**, station manager, WEVU(TV) Naples, Fla., **Gary Plumiee**, general sales manager, KTNV-TV Las Vegas and **David Sankovich**, general sales manager, KENS-TV San Antonio, Tex., all to two-year terms, executive committee.

**Bob Bender**, former news director, WBEC(AM) Pittsfield, Mass., and WDFI(AM) Riverside, Calif., joins Community Healthcare Network, Smith Clinic, Marion, Ohio, as direc-

tor, public relations.

Appointments at Children's Television Workshop, magazine group, New York: **Marge Kennedy**, editor, *Sesame Street* magazine, to editor-in-chief; **Jonathan Rosenbloom**, editor, *3-2-1 Contact* magazine, to editor-in-chief.

**Pat McCrummen**, former director, research, Minneapolis-based Vaughn Broadcasting, joins Programing Consultants Inc., Albuquerque, N.M., as Northeast regional manager.

**Jan Baaden**, marketing coordinator, retail sales department, KABC-TV Los Angeles, joins Arbitron Ratings there as client service representative, Western television sales.

**Jonathan Cohen**, attorney, Fleischman & Walsh, Washington, joins Arter & Hadden there as senior associate, communications practice group.

**James Robertson**, executive assistant, Center for Telecommunication Services, University of Texas at Austin, named assistant director, administration.

**Sandra Pastoor**, program director, WTTG(TV) Washington, resigns to form Washington-based advertising-marketing firm specializing in satellite and other technology.

**Mark Stevens**, program director, WKLR(FM) (formerly WEAG-FM) Indianapolis, joins Atlanta-based talent-search firm, Talentmasters, as associate, operations.

## Deaths



Rowan in 1974

**Dan Rowan**, 65, straight-man half of comedy team, Rowan and (Dick) Martin, stars of 1960's-1970's television comedy series, *Rowan and Martin's Laugh-In*, died Sept. 21 of lymphatic cancer at his home in Englewood, Fla. Jerry Lewis gave enduring comedy duo its television start as guests on

his June 1957 variety special on NBC—network for which they would star in 1966 summer replacement, variety series, *Rowan and Martin Show*, later, weekly *Rowan and Martin's Laugh-In*. Show created phrases that became every-day American conversation, such as "Sock it to me" (Presidential hopeful Richard Nixon said it in 1968 episode) and "You bet your bippy." Program became number-one-rated show in first year and ran through 1973, winning 1968-69 Emmy for outstanding musical or variety series. Rowan is survived by wife, Joanna, daughter and son.

**Bob Fosse**, 60, stage, television and film dancer and choreographer, died Sept. 23 of massive heart attack suffered on street outside Willard hotel, Washington, where he stayed while directing National Theater revival of his 1966 musical, "Sweet Charity," co-directed this time by first wife, Gwen Verdon, who was with him when he was stricken. Vaudeville performer from age 13, Fosse appeared

as dancer on CBS-TV's *54th Street Revue*, 1949-1950 showcase for new talent including Carl Reiner; was featured dancer on NBC-TV's *Your Hit Parade*, 1950-1958, and was awarded Emmy, outstanding directorial achievement in comedy, variety or musical for 1972 NBC special, *Singer Presents Liza with a Z*, which also won outstanding single program, variety or musical. He began career as choreographer in 1954 Broadway production of "Pajama Game," and went on to win Tony awards for six more musicals, including "Sweet Charity" and "Pippin," 1972—year he won Emmy, Tony and Oscar (for "Cabaret") all as director, a one time, "triple-crown" feat. 1975 heart attack provided storyline for 1979 autobiographical film, "All That Jazz," in which Fosse character, played by Roy Scheider, suffers heart attack but cannot slow down. He also directed "Lenny," 1974 biographical film on comedian, heroin overdose victim, Lenny Bruce. He is survived by ex-wives Mary Ann Miles, Joan McCracken and Verdon and daughter.

**Michael Metcalf**, 54, chairman, CEO and publisher, Providence (R.I.) Journal-Bulletin, parent company of *Providence Journal-Bulletin* daily newspaper, four TV's and Colony Communications, Providence-based MSO, died Sept. 20 from head injuries received in a biking accident near his Providence home. Progeny of past Providence Journal-Bulletin presidents Stephen O. Metcalf, 1904 to 1941, and George Metcalf, 1941 till death in 1957, Michael Metcalf worked as print journalist from 1958 until he became administrative assistant to C.A. Watkins, president of parent company. He became executive vice president in 1971, succeeded Watkins, who moved to chairman, in 1974, became president and publisher in 1979 and chairman in 1985. He is survived by wife, Charlotte, two daughters and son.

**J. Colby Lewis III**, 75, broadcaster and educator, died of emphysema Sept. 10 at Sparrow Memorial hospital, Lansing, Mich. Author and illustrator of "The TV Director/Interpreter," and editor of *National Association of Educational Broadcasters Journal*, 1964-1967, he began broadcasting career as assistant program manager, WTMJ-TV Milwaukee, 1948 to 1954, when he became program director, noncommercial WGBH-TV Boston, helping to put station on air. From 1955 to 1968, he served as associate professor, then professor emeritus, television and radio; coordinator, university closed circuit TV and manager television broadcasting, noncommercial WKAR-TV, all Michigan State University, East Lansing. He is survived by wife, Jean, three daughters, son and five grandchildren.

**Jerry R. Chapman**, 60, VP-general manager, WRTV(TV) Indianapolis, died of apparent blood clot in lung Sept. 21 at Community North hospital, Noblesville, Ind. He began career while in high school as announcer, WIRE(AM) Indianapolis. In 1960 he joined WYIC(AM) (then WFBM(AM)) Indianapolis as promotion manager, became program manager in 1963 and, two years later, public affairs manager, WFBM-AM-FM-TV. He was manager, WFBM-AM-FM from 1966 until his appointment at WRTV in 1973. He is survived by two sons.

## EZ Communications' Art Kellar: Doing what he does best

With Wall Street's recent love affair with broadcasting has come the advent of the multistation chain created—sometimes seemingly overnight—with bank money and big-business financial backing. It is easy to forget the broadcaster who began with fascination with the medium, often sparked by crystal sets built in the workshop or with late nights tuning in distant clear channels; who perhaps started out as a journeyman disk jockey, moved into sales, saved for that first station and built it over time, slowly stretching it into a station group. Has he become an anachronism?

Meet Art Kellar, 65-year-old chairman and principal owner of Fairfax, Va.-based EZ Communications. This one-time DJ from Roncevert, W.Va., has not only built one of the largest station groups in the country but has done so with a constant eye to innovation, learning to wear the hats of engineer, manager, financier and very soon—when EZ makes its first public offering later this year—as chairman of the board of a multimillion-dollar, publicly traded company.

EZ Communications was a very quiet, very profitable, group, not well known inside the broadcasting industry until last year, when it purchased one of the oldest groups around, Affiliated Broadcasting, for \$65 million. The former Affiliated stations are KFLR(AM)-KAMJ(FM) Phoenix; KFYE(FM) Fresno, Calif.; KRAK-AM-FM Sacramento; WOKV(AM)-WAIV-FM Jacksonville, Fla.; and KPMS-AM-FM Seattle. Of those, Kellar has sold only KFYE. Before the well-publicized group purchase, EZ had quietly filled its full complement of stations in a service, FM. That was before the lifting of the multiple ownership limit to 12-12-12, giving Kellar the opportunity to expand further in that service.

EZ's relatively low profile reflects that of its owner. Kellar's operating philosophy: "We always controlled our operating costs and tailored those to fit our revenue. If we didn't have the revenue, we didn't spend the money."

Kellar's fiscal attitude may be conservative, but he has not been afraid to take risks when his instincts convinced him he was correct.

The \$125,000-purchase of an FM—WCRW(FM) Manassas, Va.—in 1967 was a risk at the time. Profitable FM stations were uncommon in 1967. "I can still picture the moment in my mind," said Kellar, "I read this article in a magazine about the new medium of FM. The article so stimulated me that I knew, in 1964, that FM could and would be the dominant radio medium. No question in my mind about it. It took me



ARTHUR CHARLES KELLAR—chairman and principal owner, EZ Communications, Fairfax, Va.; b. May 15, 1922, New York; First Sergeant, U.S. Army, 1942-45 (awarded Bronze Star); attended American University, Washington, 1946; air personality, WRON(AM) Roncevert, W.Va., 1947; WAND(AM) Canton, Ohio, 1947; WGER(AM) Goldsboro, N.C., 1948; WFLB(AM) Fayetteville, N.C., 1949; WKWK(AM) Wheeling, W.Va., 1950; WJLS(AM) Beckley, W.Va., 1950; WRON, 1951; account executive, WEAM(AM) Arlington, Va., 1951; sales manager, WPIK(AM) Alexandria, Va., 1952; built WEEL(AM) Fairfax, Va., 1955; bought WCRW(FM) [now WBMW(FM)] Manassas, Va., in 1967 and formed EZ Communications; bought WEZS(FM) Richmond, Va.; bought WEZC(FM) Charlotte, N.C.; WEZB(FM) New Orleans, 1972; sold WEEL(AM) Fairfax and bought WJOI(FM) [now WBZZ(FM)] Pittsburgh, 1977; bought WHOT(FM) Miami, 1983; bought KYKY(FM) St. Louis, 1984; bought nine radio stations from Affiliated Communications, 1986; sold wezs, 1987; KFYE(FM) Fresno, Calif., 1987. m. Elizabeth Patton, February 1948; children: Judith, 36; Mary, 31; Helen, 27.

three years, because of limited financial capabilities, to buy that first FM property. It was just a bare license, no equipment, no programming, no tower site, nothing." That station, now WBMW, sold 20 years later to Infinity Broadcasting for \$13 million.

Confidence with caution has always been Kellar's trademark. The Affiliated purchase—which required outside financing arranged by Paine-Webber—still causes Kellar to pause: "It was quite a bite, \$65 million, but we felt we had the organization and the people capable of handling the deal. We felt we were ready to tackle something larger."

Kellar's broadcasting career began after World War II, when, as a GI just returned

from France—where he won the Bronze Star—he was listening to an Arthur Godfrey radio program. "Godfrey had several young broadcast students on the program," says Kellar, "and he asked them to read some copy. One of the fellows was really quite good, but the other fellow stumbled and fumbled and fell all over himself, and I thought, 'that's my career.' I thought I could do better than the fellow who fell all over himself—though I later found I couldn't." Kellar got a job as an air personality at WRON(AM) Roncevert, W. Va., and began the rounds of a journeyman DJ that took him to six stations in four years, winding up back at WRON in 1951.

Although he enjoyed the life of a broadcast personality, Kellar found that being on the air was "good for the ego, but not very good for the pocketbook. Unless you're good, it's hard to make a lot of money as an air talent. That's when I got into sales and found that I could do it and do it well."

He did it well enough to move into station ownership in only a few years. Kellar still speaks with pride of the first station he owned and built, WEEL(AM) Fairfax, Va. "When we built WEEL in 1955 we worked that radio station as I think a community active station should be worked," says Kellar. "WEEL had a very limited signal, but it didn't seem to matter, we were important to the community and we tried to be," he says proudly.

WEEL was what Kellar describes as "an immediate but modest success." It set the Kellar formula of unspectacular but steady growth. "We only sell a station when we need money," said Kellar, explaining why he has hung on to properties that could be sold for many times their original prices. "We're in the business to run radio stations. This is such an exciting field, broadcasting and communications," said Kellar. "There are so many great opportunities that I think that it's as exciting today as it was 40 years ago. Every time I have the opportunity I encourage young people to get into it. There is something new and exciting going on all the time."

New ideas find homes at EZ. "Research is a new tool that broadcasters are only beginning to use," said Kellar. "Programming techniques are fascinating; computers, of course, are playing such a great part in the way we operate now. We've put aside the old quill pen and we're doing things in a very sophisticated manner."

At 65, Kellar has delegated much of the day-to-day responsibility of the group to others, allowing himself more time to spend working on his golf game. "One of the things I'm most proud of is the team of professional people we've built, very capable, talented, energetic, dedicated people. People dedicated to broadcasting, to EZ, to success, to being the very best there is." So much for anachronisms. ■

Following success of its *Miami-Vice-a-Thon*, broadcast of three episodes of *Miami Vice* and half-hour special on WWOR-TV New York (Sept. 1-2), **MCA TV made presentations to at least two broadcast outlets** last week, WGN-TV Chicago and Fox Station group. According to those present, MCA TV is considering number of marketing plans for show, but "number one plan" according to one source, is to sell show in one-year deal beginning September 1988 on weekly, barter basis. Stations would get 92 episodes, two per week—five two-part episodes, and 82 one-hour episodes with seven minutes of commercial time, while MCA TV retains five minutes. Mel Smith, VP-director of programming for Tribune stations, called plan "refreshing."

**MTM is entering first-run syndication business with three new projects.** First is *Rumors*, half-hour Monday-Friday strip magazine that will be available in fall 1988. Program, to be sold for cash plus one minute of barter, will track down origin of old and new rumors through bureaus in New York, Los Angeles, Chicago, Nashville and London. *Rumors* will be done in association with Procter & Gamble, Carson Productions and 3B Associates (producers Donald Bell, Dennis Bogorad and Michael Branman). MTM Distribution Group will syndicate program that, according to Joe Indelli, who heads MTM's syndication unit, will be earmarked for early fringe

**Careful coverage.** *C-SPAN*, in a typically passive way, played an important role in the demise of Delaware Senator Joseph Biden's drive for the Democratic presidential nomination. It was a *C-SPAN* camera that captured Biden's outburst at a coffee klatsch in Claremont, N.H., last March in which he exaggerated his academic record. Newsweek's report of Biden's misrepresentations last Monday (Sept. 21) confirmed for many their hunch that Biden lacks what Newsweek called a "crucial synapse between brain and tongue, the one that makes the do-I-really-want-to-say-this decision" and, on top of earlier charges of plagiarism in law school and in campaign speeches, led to Biden's decision to drop out of the race last Wednesday. Following the Newsweek report, the *C-SPAN* phones started ringing and it began supplying dubs of the Claremont incident to just about every major television news organization in the country. By that evening, not only could Americans read about Biden's

faulty synapse, they could see it in action.

Newsweek uncovered Biden's misrepresentations just three days before the story hit the newstands. According to *C-SPAN*'s Nan Gibson, Newsweek reporter Eleanor Clift contacted her on Friday, Sept. 18, asking to listen to the Claremont tape over the phone. She called a second time



a short while later for another playback and a third time to order a dub for her editors.

Biden's troubles began a week earlier with charges that the candidate was using long passages from the speeches of others in his own speeches without attribution. According to a Sept. 16 New York Times story, *C-SPAN*'s telecast of Biden's February speech to the California State Democratic convention prompted a Reagan White House official and admirer of Robert F. Kennedy to complain to the Times that Biden was "repeating the exact language" of Kennedy in the speech without attribution. When Biden's liberal use of the words of others became news two weeks ago, *C-SPAN* supplied tapes to broadcast and print journalists of the California speech and one at the Iowa State Fair on Aug. 23, in which Biden lifted passages from a speech by British Labor Party leader Neil Kinnock.

*C-SPAN* coverage of Biden was a part of its "Road to the White House" series, which began last January. The series features coverage of speeches, debates and interviews with the candidates and their staffs and the reporters covering them.

(news lead-ins and lead-outs) and late night (as independent alternative to affiliate news). Sales begin in early November once pilot is completed. Remaining two MTM projects will be announced shortly, Indelli said.

Industry sources report that **Group W is in "serious" negotiations to purchase NBC's news/talk WMAQ(AM) Chicago.** Industry analysts estimate price to be in \$12-million range. Station is one of three radio properties placed on block by NBC in June ("In Brief," June 29). Acquisition would bring to 16 number of Group W-owned radio outlets. "We do not comment on speculation concerning possible future business plans," Group W spokesman said.

**Home Shopping Networks filed \$1.5-billion lawsuit against GTE Corp.** last week alleging phone company provided faulty equipment and covered up problems that HSN said cost it \$500 million in revenue this year. HSN said in suit that GTE "misrepresented the capabilities of switching equipment... and covered up failures" in equipment. Shopping network said it discovered in April that 50% of incoming calls were not reaching HSN. Suit, filed in state court in Clearwater, Fla., seeks compensatory and punitive damages.

**Multimedia Entertainment will have pilot ready by end of October for Sweethearts,** comedy game show hosted by Charles Nelson Reilly that is planned for fall 1988. *Sweethearts* is Multimedia's first game show. Show is co-production of Richard Reid Productions and Createl Ltd. *Sweethearts* currently airs on weekly basis in UK on ITV's Anglia TV. U.S. strip will be separate production. Sales of 39 weeks of first-run episodes and 13 weeks of repeats will be on cash-plus-barter basis with Multimedia keeping one minute.

**CBS has moved Frank's Place** to Monday, 8-8:30 p.m., beginning Sept. 28, from its current spot on schedule at same time on Saturday. *Kate & Allie*, originally scheduled in 8-8:30 slot, will now follow at 8:30-9. To make room on Mondays, *Everything's Relative* will move to Saturday, 8:30-9. *My Sister Sam*, originally scheduled at 8:30-9 on Saturdays will now run at 8-8:30.

For first time in 18 years, **Aaron Spelling Productions has signed with network other than ABC-TV.** Spelling has entered nonexclusive production deal with CBS-TV for pilots, series and made-for-TV movies. Deal includes 13-episode commitment for one series and two movies for airing in 1988-89 season. Company's exclusive pact with ABC ended in August, but it continued producing on nonexclusive basis.

Richard Smith, chief of FCC's field operations bureau, said FCC investigators believe that **jammings of satellite feeds of Playboy Channel and American Exxtasy** on Sept. 6 were caused by same person or persons. Incidents affecting two adult-oriented pay services occurred less than two hours apart and were similar in nature, he said. Playboy's signal on GE Americom's Satcom IV was overpowered at 9:55 p.m. NYT for around 10 seconds by another video signal containing the message: "THUS SAYETH THE LORD THY GOD. REMEMBER THE SABATH (sic) AN KEEP IT HOLY. REPENT FOR THE KINGDOM OF HEAVEN IS AT HAND." American Exxtasy's signal was overpowered twice at 8:03 and 8:04 NYT, also for about 10 seconds each time, with similar message. Smith said he couldn't provide details on American Exxtasy incidents because he hadn't yet seen a tape of it (GTE Spacenet, which operates Spacenet I transponder that American Exxtasy uses, said no tape of incidents was made). Smith also said it was "a safe bet" that jammings were caused by someone at controls of large commercial earth station which would be only kind with enough power to preempt regular satellite feeds of commercial networks. FCC nabbed John MacDougall—Captain Midnight—in August 1986 after he use uplink at Florida teleport where he worked to overpower one of Home Box Office's feeds with anti-scrambling message.



**BIB budget battle.** The Board for International Broadcasting was hoping the Reagan administration would change its mind and request \$50 million in start-up funds for a massive shortwave relay station BIB and the Voice of America plan to build in Israel. Deputy Secretary of State John C. Whitehead, whom Secretary George Shultz has given responsibility for coordinating foreign affairs budgets, has told the Office of Management and Budget that, in view of steep cuts Congress is making in the administration's request for \$19 billion for foreign policy operations, it would be better to defer the start of funding for the \$300-million, multiyear project. It is being designed to relay the programming of BIB's Radio Free Europe and Radio Liberty and of the VOA deep into the Central Asian regions of the Soviet Union.

Whitehead said the initial funding should be delayed until summer, when the administration makes annual requests for supplemental appropriations. However, BIB Chairman Malcolm Forbes Jr., in a letter to Whitehead that was leaked to the press, protested his decision. The BIB in June superceded the VOA's lead agency on the project.

Forbes, noting that President Reagan had initiated the project in 1984 in a handwritten letter to then-Israeli Prime Minister Shimon Peres, said "it is the linchpin of a transmitter modernization program that will enable the United States to reach 10's of millions of new listeners in the USSR, Eastern Europe and elsewhere." Forbes said the new station's signal would help overcome the Soviet jamming to which RFE/RL—but not VOA—signals are now subject. Furthermore, Forbes said, "a failure to act now may result in delaying the project by as much as a full year." And that, Forbes said, would "only increase its final cost." Forbes urged Whitehead to reverse his "bolt-from-the-blue action."

A BIB source noted last week that the OMB has not made a final decision on the request for \$50 million. "So we're still hoping that Whitehead will see this should not wait for the administration's supplemental request, that he will lift his objection and that OMB will go ahead [with a request to Congress for \$50 million]," the source said. That, however, would require "offsets"—that is, offsetting cuts in the foreign policy budget.

**Anxious over ad tax.** The Florida legislature resumes its special session today (Sept. 28), with the fate of the controversial 5% tax on services—including advertising—with which it is dealing as uncertain as when the legislators assembled in Tallahassee last week. Some observers saw a majority in favor of outright repeal, while others saw a majority building for revision of the tax, one that would simply eliminate some of the more controversial provisions, like that involving advertising.

Florida broadcasters have been fighting the tax as it applies to advertising, with heavy lobbying among the state legislators. William Brooks, VP and general manager of WPTV(TV) West Palm Beach and president of the Florida Association of Broadcasters, last week said he was "optimistic" that the broadcasters' favored position—revision, with "hot spots" like the advertising section removed—would prevail. That is also the position favored by the Democratic leadership of the state Senate and House.

The special session was called by Governor Robert Martinez, who had originally fought for the service tax but is now seeking repeal in view of surveys showing mounting opposition to it—and criticism of him—within the state. Florida is also losing revenue as out-of-state organizations, like the Radio-Television News Directors Association, cancel conferences there in protest to the tax. Martinez has urged repeal as of Dec. 31. The tax went into effect on July 1, the start of the 1988 fiscal year.

Those favoring revision, like the FAB, point to the substantial revenue loss Florida would suffer—up to \$500 million between January and the end of the fiscal year on June 30, if the measure were repealed. Since the Florida constitution mandates a balanced budget, the legislature would have to make substantial cuts in the existing budget or raise taxes elsewhere.

The legislative session is scheduled to end on Friday.



Martinez on WCTV(TV) Tallahassee

**China Central Television** to sell commercial time for 1988 summer Olympics to foreign advertisers.

**CBS Morning News** co-anchor **Forrest Sawyer** resigned last week. Sawyer's final appearance on program was Thursday, Sept. 24. Sawyer's agent said Sawyer was leaving the show because after three years, he was tired of early hours. Agent also said that Sawyer is not in negotiations with another network or syndicated show. Sawyer reportedly earned \$550,000 annually. CBS News president Howard Stringer added that Sawyer would be welcomed "back at any time."

**FCC has split function of its office of congressional and public affairs** by creating two separate divisions. Under reorganization, which is subject to congressional approval, **Sherrie Marshall Cooksey**, now FCC's associate director for legislative affairs, becomes director of office of legislative affairs and **John Kamp**, who was director of OCPA becomes director of office of public affairs.

**Storer announced** last Friday (Sept. 25) that **Ken Bagwell**, executive VP, operations, and president of Cable Communications division of Storer, will succeed **Terry Lee** as president-CEO of SCI Holdings and Storer Communications upon completion of management buyout of WTVG(TV) Toledo, Ohio, in which Lee participated. Lee led investor group in buyout of WTVG and will become chairman-CEO of WTVG Inc. Station's president and general manager, Buddy Ray, will also be officer in WTVG Inc. Lee will remain as consultant to Storer.

**Proponents of House copyright legislation that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners (H.R. 2848) presented petition last week in support of bill** containing 1,700 signatures to House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), who is one of bill's co-sponsors. Signatures were collected at Satellite Broadcasting and



Communications Association/STTI convention in Nashville over Labor Day weekend. On hand for presentation (l-r): Mark Ellison, of SBCA; Todd Hardy, of Satellite Broadcast Networks; Kastenmeier; Bob Corazzini, attorney for Tempo Enterprises; Bob James, attorney for United Video, and Terry Bracy, consultant for National Rural Telecommunications Cooperative. SBN and Tempo believe they can offer broadcast signals to dish owners under current copyright law, but are pushing legislation in case courts don't agree.

**CBS Broadcast International** has signed exclusive agreement with

# Editorials

## No breather

The National Association of Broadcasters has set out to deter the Congress from passing another Fairness in Broadcasting Act of 1987. As explained by the NAB president, Eddie Fritts, the hope is that a one-year moratorium on legislation would give broadcasters time to demonstrate an inherent observation of fairness, without a law, and thus prove no need for legislation.

Nobody expects this reasonable argument to prevail with the fairness doctrinaires. Fritz Hollings in the Senate, John Dingell in the House, to name two of the most unreasonable. It just may appeal to less fossilized minds on Capitol Hill. Conceivably, it was a factor in the persuasion of the venerable John Stennis (D.-Miss.), chairman of the Senate Appropriations Committee, to announce he would brook no fairness attachment to any appropriations bill this year. The chairman of Appropriations has thus closed one important vehicle to Holling's plans to ride into the White House with a fairness pimple on a larger act that the President won't veto.

As has been noted more than once in this space, broadcasters can pursue no higher principle than a defense of the First Amendment protection that this FCC granted in its repeal of the misnamed fairness doctrine. In this Congress, however, principle is hard to find. The suggestion of a year's moratorium is wantonly political, and should be, considering the circumstances.

If the NAB can bring off a year of fairness respite on the Hill, it may give legislators an inducement to think of other things, the national debt, for instance, not to mention the 1988 elections. It should not, however, encourage broadcasters to forget that the codification of the doctrine will be a threat as long as incumbents on the Hill think that a federal requirement of that kind will give them political protection.

The marching orders are: Go for a year's delay on legislation; commit to an unrelenting campaign against legislation after that; hire the best lawyers that can be found to carry on the defense of the FCC's action in the appellate courts.

Nobody ever said that freedom comes easily or cheap.

## Language problem

A panel of the U.S. Court of Appeals in Washington last week affirmed a 1984 FCC order rejecting a complaint that candidates of something called the Citizen's Party had been illegally excluded from presidential and vice presidential debates on the broadcast networks in the 1984 campaign.

The case, the court said, came down to a request for broadcast access, which the networks, in this case, had the right to deny. So far, so good.

The decision was a victory for broadcasters, even if it took almost two years to reach a conclusion others had reached far sooner. The language of the court in granting that victory, however, leaves this page less than sanguine.

The court decided the case on narrow grounds: "While the Communications Act affords candidates several avenues by which to gain television exposure, the televising of a debate sponsored by a third party [in this case the League of Women Voters] does not itself trigger access for competing candidates under the provisions of the act."

Although broadcasters dodged the bullet this time, the court treated with near reverence the provisions of the Communications Act that trigger access requirements, requirements that, by way of illustration, it contrasted with the lack of regulated access to

the print medium: "Even if endorsement by a prominent newspaper were shown to correlate mathematically to electoral success, the First Amendment not only would not assure access to this successful campaigning forum, but would forbid such an access requirement."

But the court had no trouble according broadcasting an inferior position, in light of what it cited as the "immutable scarcity of broadcast frequencies." (Is this court, seemingly content to embrace the limitations on broadcasters' First Amendment rights, the same one [different panel] that sent the *Meredith* case back to the FCC last January with the option of scrapping the fairness doctrine entirely?) This panel, apparently feeling the need to defend its decision not to allow this particular abridgement of broadcasters' freedoms, said: "While broadcasters do not have the same First Amendment journalistic freedom as newspapers, Congress and the courts have been reluctant to recognize an unlimited right of governmental interference in the affairs of broadcasters." Thanks a bunch.

## Homework

The Electronic Media Ratings Council, which monitors the conduct of audience measurement services and their use, has issued some new guidelines defining the difference between station promotion and ratings distortion. The guidelines advise rating companies on practices that should be proscribed and suggest a range of penalties for abuse—anywhere from an explanatory note to delisting the offending station for an entire sweep period. The guidelines are as instructive to stations in practices to avoid as they are to ratings companies. Surely they will be read by all broadcasters and observed by those who value their business and their reputations.

With \$25 billion in advertising riding on the apportionment of ratings/shares, broadcasters should know the gamble they are taking if they cross the line between promotion and distortion. The new EMRC directive is in part a response to several recent cases of controversial practices during rating periods that provoked ill will and court actions among stations.

Promotion is a part of doing any business. Attracting viewers is the name of the broadcasters' game. Finding clever and effective ways to do that is the promoters' challenge. But when that effort, through overzealousness or calculation, becomes an attempt to tamper with the accuracy of the sampling process to inflate ratings and pad rates, it is distortion, and it gives broadcast promotion, and the broadcast industry, a black eye.



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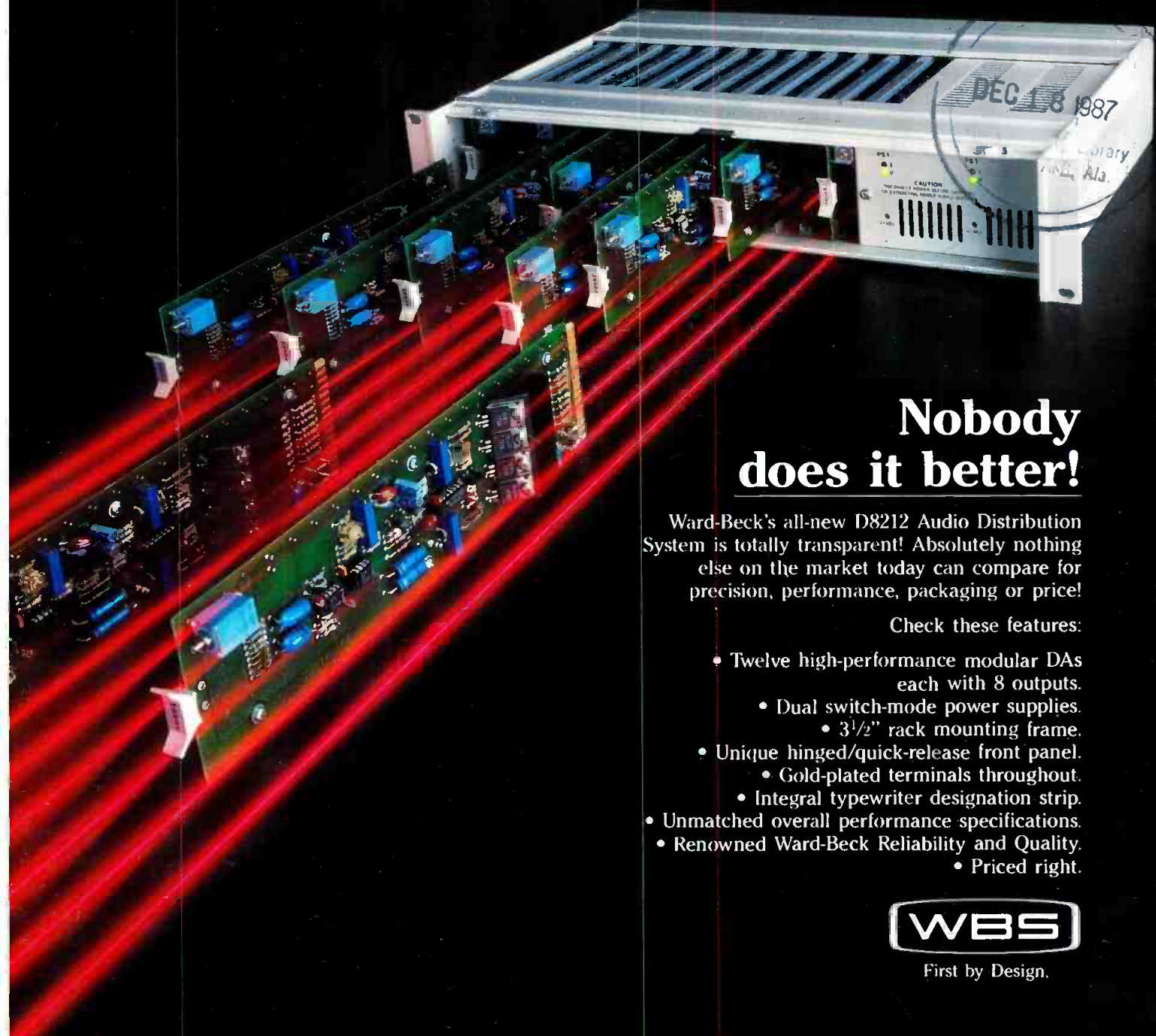
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