

Broadcasting Dec 28

Do you believe DBS is:

- Pie in the sky?
- Way off in the future?
- Regularly broadcasting HDTV today?
- Going to happen in the U.S.?
- Important to your business?

No matter how you answered,
get the straight answers by calling (612) 645-4500.



United States Satellite Broadcasting Company, Inc.

T 2364 1ZK NOV/90

AL 36112

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AUL-SAS
ROOM 122
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MAXWELL

57th Year 1987

FIRST AMENDMENT TRIUMPH
Reagan carries
the day
on fairness

FRAMEWORK

All your movie programming needs in one versatile package.

23 titles carefully selected from the libraries of Hollywood's finest producers.

- Exploitable, highly promotable stories
- Major stars—viewer proven favorites
- Strong ratings performance—18.6/30* package average

**At INTV:
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Hotel**

FRIES DISTRIBUTION COMPANY
a subsidiary of Fries Entertainment Inc.

LOS ANGELES (213) 466-2266
NEW YORK (212) 593-2220
CHICAGO (312) 751-3483

*Source: N



Blood
Vows



The
Alamo:
Parts I & II



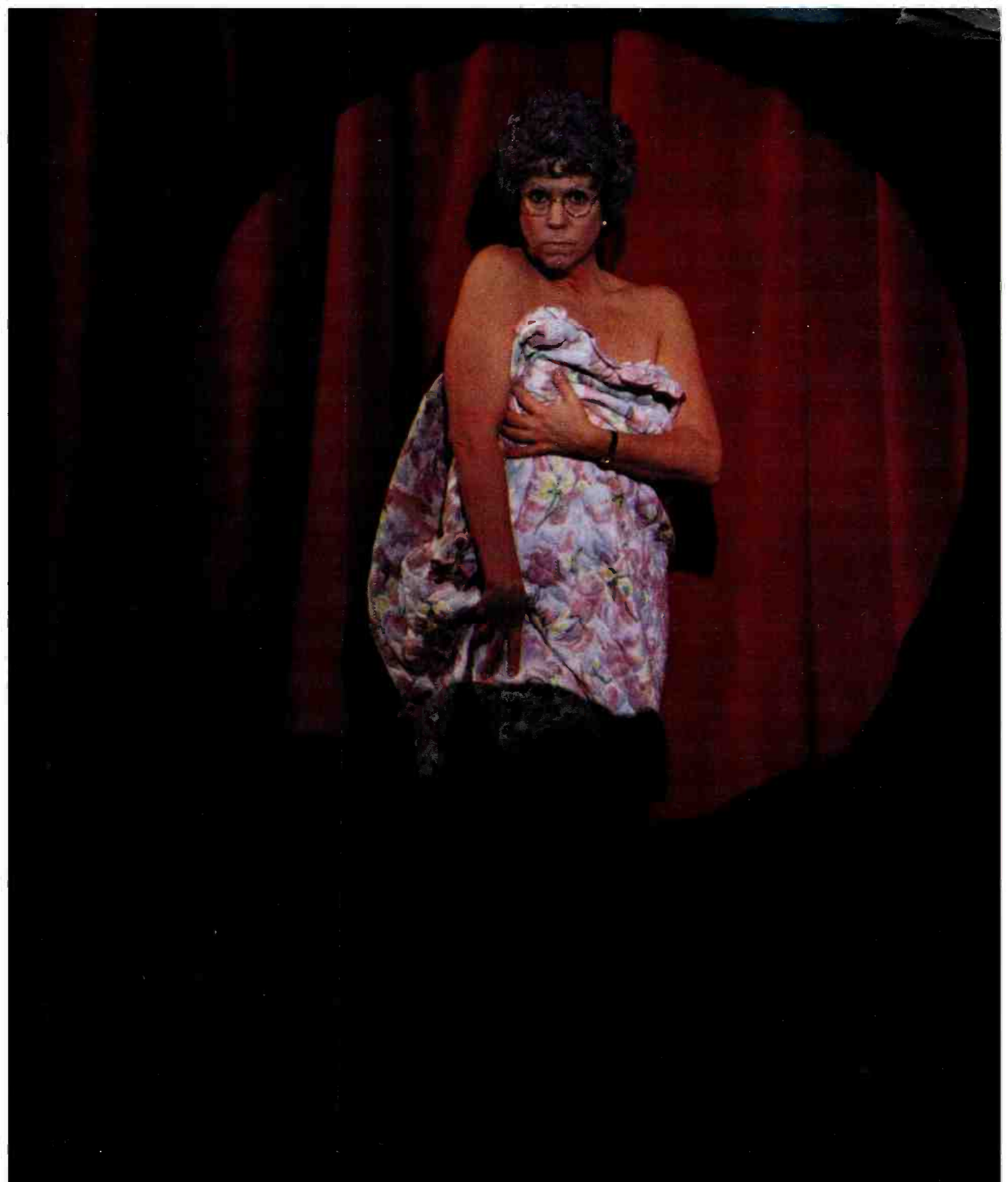
The
Jericho
Mile



Inside the
Third Reich:
Parts I & II



Mafia
Princess



LORIMAR
SYNDICATION

Mama's Ready To Strip!

She's the #1 continuing first-run comedy. And that's the naked truth. A talent like Mama's deserves the maximum exposure. And with 110 great half-hours available in Spring '89, she can have it five days a week. So put her on, sit back and watch her take off.

**MAMA'S
FAMILY**

A JOE HAMILTON PRODUCTION

Watch Her Take Off!

Broadcasting **Dec 28**

Fairness revival fails at the finish...page 31.

Where things: stood '87, stand '88...page 33.

The independent marketplace: INTV 1987...page 39.

FAIRNESS FALLS AGAIN □ Not wanting to risk White House veto, congressional proponents of reinstating fairness doctrine opt out of including it in spending bill. **PAGE 31.**

WHAT 1987 WROUGHT, 1988 PROSPECTS □ Although in many respects, 1987 was a disappointing year for broadcast television networks and syndicators, cable television passed 50% penetration and radio's sales revenues grew 4.3%. All in all, it was year of change for everyone, with more expected in 1988. **PAGE 33.**

INDEPENDENT PREPARATION □ Association of Independent Television Stations gets set for its annual convention Jan. 6-9 in Los Angeles, at which time a new logo will be unveiled (see page 37). Convention advance, agenda and list of exhibitors begin on **PAGE 39.**

PULLING RANK □ Half of top 50 markets change positions in Nielsen's and Arbitron's new rankings for their respective TV markets. **PAGE 50.**

HIGH HOPES ON HOLD □ Noncommercial KEEF-TV Los Angeles's plans for serving minority viewers and developing two-way data transmission service seemed all but dashed last week. FCC has removed station from air, charges of armed takeover have been

made in battle for its control, and KEEF-TV has been threatened with eviction from its studios and repossession of its equipment. **PAGE 52.**

RECORD YEAR □ Industry executives say 1987 will be remembered as year of record changes in television rep business. **PAGE 60.**

HOLIDAY LEFTOVERS □ When Congress returns Jan. 25 for second session of 100th Congress, full agenda of communications issues is expected to be brought up or revived, including copyright, TVRO's, fairness, must carry, Cable Act and crossownership. **PAGE 62.**

UNDER PAR □ Study published by Gannett Center for Media Studies shows that media litigants in Supreme Court lose more often than does general population of litigants. **PAGE 63.**

HSN'S SKY BUY □ Home Shopping Network Inc. buys one of its cable shopping competitors—Jones Intercable's Sky Merchant. **PAGE 67.**

FOR LOVE OF RADIO □ Ed Christian decided he wanted to be in radio when he was nine. Thirty-four years and eight stations later, he has a reputation as one of radio's most knowledgeable owners, heading Detroit-based Saga Communications. **PAGE 87.**

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“IF YOU NEED ANYTHING,
JUST [REDACTED]. YOU KNOW
HOW TO [REDACTED], [REDACTED]
YOU, STEVE? [REDACTED] JUST PUT
YOUR LIPS [REDACTED]
[REDACTED] BLOW!”

Silence
The Competition.

In the lead

Group of minority buyers, led by former WRQX(FM) Washington General Manager Ernie Fears, reportedly has inside track on purchase of WKYS(FM) Washington from NBC. Preliminary agreement, with price approaching record \$45 million paid for WROQ(FM) Los Angeles in 1986, is expected within next two or three weeks. By selling to minorities, NBC will receive tax certificate, allowing it to defer \$12 million-\$14 million in capital gains tax.

Have a chair

National Association of Broadcasters group radio committee will recommend to association's radio directors when they meet in Hawaii next month that two group operator seats be made permanent addition to board. Also, committee would like to see up to three seats allotted for group heads, if after January election there is indication of inadequate representation by that segment. Addition would bring board total to 62 (after elimination of four so-called NRBA board seats).

New Year's package

Look for 20th Century Fox's domestic syndication unit to release Century 14 film package shortly after Association of Independent Television Stations convention in January. Package includes major theatrical titles from Fox from last two years, including "Jewel of the Nile," "The Fly" and "Predator."

Looking up

Radio rep executives may have something to celebrate this New Year's Eve if November was any indication of how year-end advertising sales will fare in otherwise dismal year for national spot business. According to Radio Expenditure Reports (RER), which collects financial data each month from all major rep companies, just-compiled billings for November were up 4.6% over November 1986 to \$100,028,500. Year-to-date, however, spot sales continued to lag behind last year's pace. For first 11 months of 1987, expenditures totaled \$844,394,000, off 1.6% from same period year ago.

Holding pattern

More than three months after announcement that National Association of Broadcasters would establish Broadcast Technology Center, for-profit research lab concentrating

on HDTV development (BROADCASTING, Sept. 28), no date has been set for opening. According to John Abel, NAB executive vice president, operations, start-up depends upon gaining support from broadcasting companies and equipment manufacturers in form of cash and donated equipment. NAB President Eddie Fritts announced last fall that budget for first two years would be \$2 million. Search also continues for site of center. Downtown Washington location was reserved, said Abel, but relinquished last Tuesday (Dec. 22) because "a competing group was looking at the space." NAB will now expand its search to suburban Maryland and Virginia.

Hitting home

ABC-TV affiliate relations staff will put full-court press on affiliate body to clear new *Home Show*, combination how-to/talk format, which debuts Jan. 18, at 11:30 a.m.-noon, currently poorest time slot for daytime clearances (about 70%). Producers, including Woody Fraser, and co-hosts, Sandy Hill and Rob Weller, are expected to make appearance at affiliate meeting at NATPE in Houston in February to pitch program. At least one major market station that has not been clearing 11:30 a.m. slot, WJLA-TV Washington, has agreed to give *Home Show* shot in time period. But, said station executive, "we'll be watching very carefully" for any fall-off in audience because of need for solid lead-in for noon newscast.

One step

In exploring ways to reinstate FCC's must-carry rules, there is strong chance that National Association of Broadcasters will petition Supreme Court for review of U.S. Court of Appeals decision declaring rules violation of cable operator's First Amendment rights. Big Danger: loss in court would destroy hope of help from Congress. NAB's court strategy will depend in large part on what action FCC takes on matter.

Author, author

Portions of appeals court decision that threw out second set of must-carry rules borrowed heavily from arguments submitted in proceeding by Richard Leghorn, former cable operator and now investor in industry. Leghorn, in arguing against A/B switch rules as configured by commission, said FCC put forth "no attitudinal surveys, polls or other evidence in support of 'misperception'" that commission said consumers would have over switch. Court agreed, incorporating in its decision similar

language that appeared in Leghorn's briefs concerning FCC's belief about consumers' "misperceptions."

Court, in footnote, also referred to Leghorn's proposal about inclusion of switch technology in future manufacturing of television sets. It said "we are unconvinced... that the FCC was correct to dismiss peremptorily the less restrictive alternatives to the must-carry rules proposed during rulemaking," in referring to Leghorn's built-in-switch suggestion.

Time buying

Beginning Jan. 1, down time on Discovery Channel's satellite slot—Galaxy 1, transponder 22—will be picked up by Synchronal Media, which markets self-improvement programs in infomercial format. Synchronal, headed by former Young & Rubicam executive Gerald Baldwin, has placed programing on several cable networks as well as 600 broadcast stations, but six-hour block on Discovery (3 to 9 a.m.) is its largest cable carriage to date. Direct response company, which has been in business for two-and-a-half years, has annual product sales of \$50 million.

It beat out several bidders for slot, including Video Mall Network, which had Discovery's overnight slot for two years.

Keeping tabs

USIA director Charles Z. Wick seems determined to press Soviets on idea he presented at Washington summit for eliminating what each side sees as "disinformation" and lying in other's media. (BROADCASTING, Dec. 14). Wick had suggested establishment of bilateral committees by which each side could monitor output of other's radio, television, books, newspapers and magazines and seek corrections they think warranted. Wick had told politbureau member Aleksandr B. Yakovlev that it would be up to Soviets to set time and place for meeting to discuss proposal. But last week, Wick was reported planning to prod Yakovlev, to tell him in letter next month that U.S. expects to hear from Soviets on their suggestions for discussing idea. If letter does not generate response, Wick is prepared to discuss matter in public speech.

Wick envisages bilateral committee on which representatives of each side's media would be represented. But last week, Wick aide indicated not all American media would be involved. He said Wick was referring, on U.S. side, to USIA media, not those in private sector. However, aide noted that Soviets have objected to material in them, as well, and that Wick might ask them to participate.

P R E M I E R E S

JANUARY 4 CBS

BLACKOUT

Starring Bob Goen

From The Producer Of

Trivial Pursuit

A Jay Wolpert Production

in association with

Taft Entertainment Television

A Subsidiary of Great American Broadcasting Company

©Trivial Pursuit and the Trivial Pursuit logo are registered trademarks of Horn Abbot Ltd.

BLACKOUT

Where Things Stand

A weekly status report on major issues in the Fifth Estate

Copyright 1987 Broadcasting Publications Inc. May be quoted with credit.

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

AM-FM allocations. FCC on Nov. 19 amended its rules to allow approximately 800 AM stations on regional channels and 940 khz and 1540 khz to operate at night with 500 watts. Earlier, commission had authorized 21 of 41 AM's on foreign clear channel 1540 khz to operate at night. Actions are part of series of steps commission is taking to allow nighttime or service near lowest post-sunset power for 1,600-1,800 of country's 1,900 daytime-only AM stations. According to commission, more actions will follow to clear several hundred more AM's to operate at night. National Association of Broadcasters filed comments at FCC in July supporting authorizations, but saying FCC should authorize new nighttime service on interim basis until comprehensive review of AM interference standards in separate proceeding is completed. Others said FCC should defer action until review is completed and new interference standards are adopted.

In response to inquiry, NAB told FCC Aug. 31 not to permit FM stations to use directional antennas, 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.

AM Stereo. Principals in issue have been waiting for FCC action on recommendation of Aug. 12 report by National Telecommunications and Information Administration that C-Quam AM stereo system's pilot tone be protected from possible interference. AM stereo issue was to be taken up at November FCC meeting, but was taken off agenda.

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—C-Quam and Kahn Communications' single-sideband. NTIA 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 system in international marketplace.

In filing with FCC early this month, Kahn Communications charged that, in 1985, Motorola improperly blocked Sony from selling multisystem radios by asserting two AM stereo patents. Kahn further alleged that patents in question were improperly obtained by Motorola.

Motorola dismissed Kahn's charges and asserts 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.

Antitrafficking. Broadcasters have succeeded in beating back congressional efforts to crack down on perceived trafficking in broadcast licenses. Industry gained enough support to sink Senate Commerce Committee Chairman Ernest Hollings's (D-S.C.) proposal to impose 4% transfer fee on broadcast licenses transferred within three years of last sale (BROADCASTING, Dec. 14). Congressional interest in reinstating FCC's antitrafficking rule has been building, with other legislation offered earlier this year in House and Senate that would resurrect rules requiring broadcast stations to be owned three years before sale.

Cable regulation. National Cable Television Association has unveiled survey that shows cable rates rose 6.7% in first six months of 1987. Results from 598 cable systems found that basic rates rose, on average, 10.6%, while pay rates declined 2.5%.

On Capitol Hill, survey may crop up when House Telecommunications Subcommittee convenes oversight hearings next year on status of cable industry three years after deregulation—passage of Cable Communications Policy Act of 1984. Subcommittee postponed hearing scheduled for Oct. 29 as result of Wall Street slide and to take time for private briefings on matter.

As for cable's standing in courts, two federal 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.

FCC has received comments in rulemaking to define more narrowly those television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available, but it said that definition of available was too broad. Upshot of rulemaking is that fewer cable systems are likely to escape rate regulation.

Children's television. In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC has launched broad inquiry into children's advertising. Among questions to be addressed: Should FCC reimpose time limits on children's advertising similar to those dropped in 1984, and are children's programs based on toys no

more than so-called program-length commercials and, if so, should they be somehow restricted?

U.S. Court of Appeals in Washington set stage for inquiry when it remanded to FCC its 1984 elimination of time limits on children's advertising on ground that FCC had failed to justify action with either facts or analysis.

Some of impetus behind FCC inquiry came from Capitol Hill, where likelihood of Congress bringing up issue this year is good, especially in House, where Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Representative Terry Bruce (D-Ill.) have introduced bill to limit children's advertising.

Compulsory license. FCC is conducting inquiry into cable compulsory license and, if views of FCC Chairman Dennis Patrick on subject are any guide, inquiry could lead to recommendation that Congress abolish license. Patrick's latest comment on license came last month when he said FCC's proposal to reimpose syndicated exclusivity rules are based on assumption that license is flawed. Reexamination of license on Capitol Hill could occur in context of broadcasters' effort to resurrect must-carry requirements there ("Closed Circuit," Dec. 21).

In comments on license inquiry, cable supported retention of license, while program producers opposed it. National Association of Broadcasters softened its long-standing opposition, arguing that license should be left alone for time being.

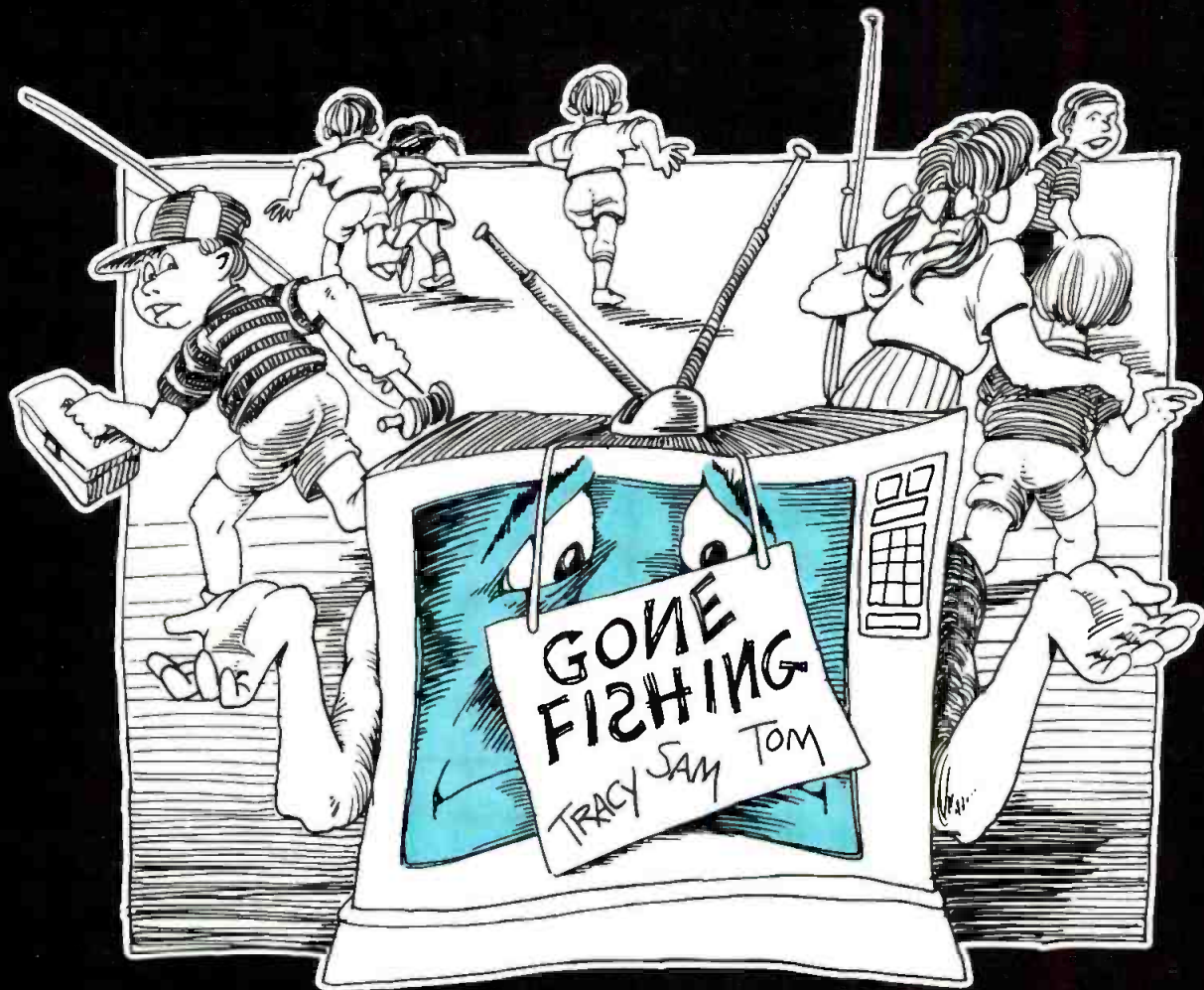
Crossownership. Should telephone companies be allowed to offer cable service within their telephone service areas? That's central question in FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress that it eliminate redundant prohibition in Cable Communications Policy Act of 1984.

Not waiting for FCC, Representative Howard Nielson (R-Utah) is preparing to introduce bill to eliminate statutory ban.

Prohibitions have been in place for nearly two decades. FCC's telco-cable crossownership rules were adopted in 1970 and codified by Congress in 1984.

In initial round of comments at FCC, telcos said competition between telcos and cable would spur technological developments and reduce cable subscriber fees. Cable groups, opposed to letting telcos into their markets, said that telcos would be unfair competitors because of their control of poles and underground conduits and their ability to cross-subsidize.

Even if FCC and Congress drop prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final



**LOOKING FOR WAYS
TO WIN THEM BACK?**

TURN THE PAGE

20 "WIN BACK THE KIDS" IDEAS FROM A GROUP THAT HAS A VESTED INTEREST IN YOUR SUCCESS.



We're both all too familiar with the problem: Kids are deserting television; viewership has dropped more than 15% in the last two years; and there's no turn-around in sight. So what can you and we do to win them back? We considered that question, and came up with 20 suggestions we felt you might find useful. None is a cure-all. But who knows? One may lead you to The Answer for your station. We hope so.



STOP DRIVING THEM AWAY.

1 Take a kid's-eye look at the programs you're running. Do they all have a similar visual appearance? When you're a kid, that's a turn-off.

2 Take a parent's-eye look at your programs. Do any seem scary, violent or mean-spirited? When you're a concerned parent (as most are), that's a turn-off.

3 Check your programs' production quality. Kids sense production short cuts intuitively, and tire of them over time.

4 Do schedule changes make it hard for kids to find their favorite shows? If so, you're probably losing a lot of them.

5 Are you betting on untested programs at the expense of your "tried's and true's?" If so, you're probably missing some good bets.

6 Are you ignoring "flow?" Don't. Follow an older-boy program with a younger-girl program and you're likely to lose both groups.

SELECT THE BEST.

7 Don't be seduced by "fad" programs. They fade fast... and leave you with the daunting task of re-attracting kids who think you're *passé*.

8 Imagine that each program in your line-up is a chapter of a novel. Then ask yourself how they hang together. This is a good way to spot weak spots.

9 Now ask what sorts of programs you should add to make your novel hang together better. Look for shows that complement your winners... and outclass your competition.

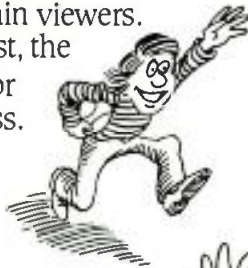
10 When you look at an existing show, pay close attention to its track record. If it hasn't run in your market recently, insist that the syndicator provide hard data for current clearances.



SCRUTINIZE NEW ANIMATED OFFERINGS CAREFULLY.

- 11** Insist on seeing an actual episode, not just a glitzy sales reel.
- 12** Give priority to programs produced by experienced people. Now is not the time to bet on rookies.
- 13** Pay close attention to the show's premise. Is it solid, clear and compelling? If not, kids will pass it up. And so should you.
- 14** Ask who's writing it, then check the story editor's credits. There are a lot of pretenders out there.
- 15** Check its production schedule, and make sure at least 13 weeks are budgeted for each episode's animation. Anything less and quality suffers.
- 16** Satisfy yourself that the producer's first creative priority is to attract and entertain viewers.

If toys are placed first, the best you can hope for is short-term success.



MAKE THE MOST OF WHAT YOU HAVE.

- 17** Put your strength where the kids are. Your best show will do you the most good in your best slot.
- 18** Pay attention to transition programs. Be sure, for example, that your 4:30 offering is a show adults can watch too.
- 19** Promote your kid shows where kids are watching. Try promoting outside your animation blocks, for example, or in cable systems' kid programming.
- 20** Consider using local hosts to introduce your half hours... to ease the kids through line-up changes.

OUR INTEREST.

We represent General Mills, an advertiser who seeks to reach kids, and we also distribute some two dozen quality children's programs across the United States.

We've worked with you and your colleagues for over 25 years now, and we intend to continue. So the more we can help you "win back the kids" through smart programming, the better we fare.

THE PROGRAM EXCHANGE

A division of Saatchi & Saatchi DFS, Inc.

Week 13 lucky for NBC

Nielsen	Net	Show	AGB	Nielsen	Net	Show	AGB
1.	29.3/46	N Cosby Show	1.	29.3/45	N Valerie's Family Special	27.	16.3/26
2.	26.9/42	N Different World	2.	27.5/43	A Dolly	36.	14.5/22
3.	25.5/40	N Cheers	3.	25.2/39	N NBC Friday Movie Special	38.	14.2/24
4.	25.1/40	N Night Court	5.	23.3/36	N Jack Paar is Alive and Well	32.	15.1/28
5.	22.1/40	N Golden Girls	4.	23.9/40	N J.J. Starbuck	34.	14.9/23
6.	21.9/37	A Monday Night Football	11.	19.9/34	C Equalizer	29.	15.6/27
7.	21.1/31	N ALF	6.	21.8/32	N Crime Story	46.	12.8/23
8.	19.9/34	C 60 Minutes	7.	20.2/33	N Year in the Life	59.	10.4/16
9.	19.8/34	N L.A. Law	14.	19.3/33	C Frank's Place	45.	13.1/19
10.	19.2/30	C CBS Sunday Movie	8.	20.1/31	C Falcon Crest	40.	13.5/22
11.	18.8/28	A Moonlighting	25.	17.1/26	A Thirtysomething	50.	11.6/20
12.	18.4/34	N Bob Hope Special	16.	19.2/33	C Beauty and the Beast	52.	11.4/20
13.	18.2/26	A Growing Pains	13.	19.4/28	A Christmas Memory	47.	12.2/21
14.	18.1/34	N Amen	9.	19.9/34	C Cagney and Lacey	41.	13.5/23
15.	17.7/27	C Candid Camera Christmas	10.	19.9/31	C Simon and Simon	43.	13.2/20
16.	17.4/26	C Rudolph the Reindeer	19.	18.3/27	A Disney Sunday Movie	56.	10.9/18
17.	17.2/26	A Who's the Boss?	12.	19.5/29	A Mr. Belvedere	49.	11.9/20
18.	17.1/27	N Family Ties	15.	19.2/29	A Buck James	55.	11.1/17
19.	17.1/25	N Matlock	21.	17.9/26	C Tour of Duty	51.	11.5/18
20.	16.6/26	C Murder, She Wrote	18.	18.3/28	A MacGyver	63.	9.4/14
21.	16.6/24	C Newhart	23.	17.8/26	A I Married Dora	58.	10.6/19
22.	16.6/24	C Designing Women	20.	18.2/27	C Oldest Rookie	57.	10.6/17
23.	16.4/25	N My Two Dads	24.	17.7/26	A Spenser: For Hire	61.	9.8/15
24.	16.1/25	A Muppet Family Christmas	42.	13.4/22	A Hotel	54.	11.2/21
25.	15.7/25	N Family Ties Special	17.	18.4/30	A Full House	53.	11.3/20
26.	15.3/26	C Knots Landing	35.	14.5/24	A Pursuit of Happiness	60.	10.3/17
27.	15.3/22	C Kate and Allie	31.	15.2/23	N Rags to Riches	48.	12.2/20
28.	15.1/24	C 12th Circus of the Stars	22.	17.8/29	A ABC Thursday Movie	62.	9.5/15
29.	14.9/26	N St. Elsewhere	44.	13.1/23	A Sledge Hammer!	67.	8.1/13
30.	14.8/22	N Motown Merry Christmas	37.	14.5/21	C CBS Saturday Movie	68.	7.8/13
31.	14.7/25	C Dallas	33.	15.1/25	A Ohara	69.	7.3/13
32.	14.6/23	A Julie Andrews Christmas	30.	15.5/24	A Charmings	66.	8.2/13
33.	14.5/25	A 20/20	28.	16.2/27	C West 57th	64.	9.2/17
34.	14.5/24	N Secrets Women Never	39.	13.8/23	A Sable	65.	8.3/14
35.	14.5/23	N NBC Sunday Movie	26.	16.6/26			

judgment in consent decree that led to break-up of AT&T and creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, which include cable. And President's Cabinet-level Economic Policy Council is considering legislation that would take shackles off BOC's.

■ **Direct broadcast satellites.** High-power DBS, which would use Ku-band spectrum set aside for it, has foundered in U.S. because of high start-up costs and programing dearth.

But European governments have gone ahead with system launchings. Seemingly hitchless ArianeSpace launch of TV-Sat 1, first in French-West German DBS series, took place Nov. 20 (BROADCASTING, Nov. 30), but four-channel bird may now be beyond help. German Information Office in New York said last week that latest reports from Germany include problems in addition to still undeployed solar array. That problem had German postal and telecommunications service, administrators of bird, resigned to operating only two of four transponders. Now it appears that incomplete deployment of antenna, if uncorrected, means no operations at all. "The antenna has not been extended full length," said information

office's Jeorg Merkel. Builders of bird plan to use engine burns to "shake the satellite" sometime in February. Apparently much fuel has already been used in emergency orbital maneuvers.

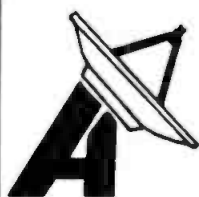
Low power variety of satellite broadcasting resulting from scrambling of cable programing on C-band satellites has emerged from home satellite market. It got start in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (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 one-meter dishes.

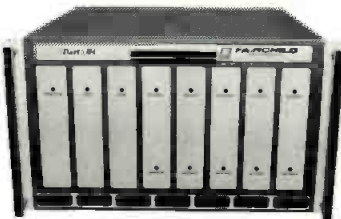
Despite costly failure of Comsat's high-power DBS plans, Hubbard Broadcasting's United States Satellite Broadcasting and Hughes Communications are still trying to launch systems in U.S. Hughes is trying to rally support of cable programers around concept.

■ **Equal employment opportunity.** FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to

DIGITAL AUDIO



**FOR SALE
FOR LESS**



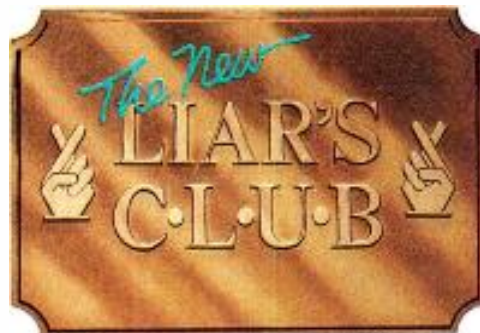
FAIRCHILD DART 384

Call The Experts
317-962-8596

ALLIED
Satellite Equipment

Beats The Super Bowl.*

* (We're lying...again!)



4
FOUR STAR
Call (818) 840-7186

Coming for Fall '88.

Fairness doctrine update

Congressional attempts to reinstate the fairness doctrine were soundly defeated last week (see "Top of the Week"). The doctrine's proponents, faced with the threat of a presidential veto were unable to muster enough support to keep a fairness doctrine provision in a catch-all spending bill (the continuing resolution) during a House-Senate conference on the measure. The House had added fairness to the spending bill thinking that the Senate would accept it and that President Reagan would hesitate to veto the measure, which keeps the government operating (BROADCASTING, Dec. 7).

Fairness was also addressed in a revenue-raising proposal included in a Senate budget bill aimed at reducing the federal deficit. But during the floor debate, fairness was stripped from the bill and the entire proposal, which also would have imposed a tax on the transfer of broadcast properties, was killed (BROADCASTING, Dec. 7).

The fairness doctrine was repealed by the FCC on Aug. 4. President Reagan had earlier vetoed a bill codifying fairness and the doctrine's proponents had lacked the votes to override the veto in the Senate.

Editor's note: Copies of BROADCASTING'S The Decline and Fall of the Fairness Doctrine, which comprises a full text of the decision, including footnotes, plus blow-by-blow coverage of the historic decision and industry reaction, are available for \$5 from the BROADCASTING Book Division, 1705 DeSales Street N.W., Washington, D.C. 20036.

review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers. Stations with five or more employees are required to file detailed reports.

FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984. Under broadcast license renewal legislation offered by Congressman Al Swift (D-Wash.), EEO formula applicable in Cable Act would also apply to broadcasting.

□

■ **Federal Trade Commission.** Ongoing Antitrust investigation of National Football League television rights contracts now includes testimony from top network executives, including ABC President Daniel Burke, CBS Sports President Neil Pilson, NBC Sports President Arthur Watson and Fox President Jamie Kellner, as well as NFL Commissioner Pete Rozelle. Contradictory claims about negotiation process for Monday night games from Kellner and Val Pinchbeck, NFL broadcasting director, are among central issues. League's contract with ESPN for package of Sunday-night games was also subject of hearing in Senate and Senate request that Justice Department examine impact of NFL's antitrust exemption as it applies to cable and to look at ABC's ownership of ESPN and possible antitrust implications (BROADCASTING, Dec. 7).

Ogilvy Group has requested reopening of 1983 FTC case in which company was ordered to discontinue employment of Aspercreme or any other trade name for any drug that implies presence of active ingredient not actually present.

Calling FTC "nation's number-one consumer agency," Chairman Daniel Oliver said Dec. 16 that "present regulatory burden on the American economy is estimated at over \$100 billion a year." Past year, he said has included action on over 65 cases involving "truth and fairness in the marketplace."

□

■ **High-definition television.** FCC involvement in future of HDTV grew with first meeting of blue ribbon advisory panel on Nov. 17. Panel of top executives of TV industry is upper tier of FCC's Advanced Television (ATV) Services Advisory Committee. Lower tier is made

up of three subcommittees that are divided into working parties. ATV committee will produce its first set of recommendations for commission, involving spectrum allocations, on May 17, 1988. Committee was formed as part of July 16 FCC order that also included notice of inquiry into HDTV systems. First round of comments received revealed that opinion of broadcast and cable industries is that some form of advanced TV standard should be adopted and that system compatible with NTSC receivers is preferable.

Executive committee of National Association of Broadcasters has approved formation of Broadcast Technology Center dedicated to HDTV research. Center will be under control of NAB Technologies Inc., for-profit subsidiary.

Advanced Television Systems Committee's T3 group voted Sept. 30 to approve formal document outlining standard devised by working group of SMPTE on high-definition electronic production. Standard will next be voted upon by entire ATSC membership. Mail-return balloting will end Dec. 31. Standard sets parameters for HDTV production at 1,125 lines, 60 hertz field and 16:9 aspect ratio. SMPTE's full membership must also approve standard after which it will be submitted to American National Standards Institute.

□

Indecency. At November open meeting, FCC reaffirmed its get-tough broadcast indecency policy, but, in doing so, created midnight-to-6 a.m. safe harbor during which indecent programming can be broadcast because of perceived minimal risk of children in audience. FCC is now examining several indecency complaints substantiated by either tapes or transcripts. If it decides complaints have merit, it will send inquiry letters to stations in question asking them to answer complaints. Once responses are evaluated, FCC could impose sanctions.

FCC decided last April to apply broader definition of indecency than seven dirty words of 1978 Pacifica Supreme Court decision, giving it far greater latitude in determining what is indecent. At same time, FCC sent out warning letters to three stations. FCC reaffirmation and creation of safe harbor came in response to petition for reconsideration from broadcasters seeking clarification of April policy.

□
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 what prosecutors said was siphoning \$4.8 million from Intelsat during construction of addition to its headquarters building. Colino and Deputy Director General Jose L. Alegrett were fired by Board of Governors in December 1986 after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. And in September, U.S. District Judge Gerhard A. Gesell, saying loss to Intelsat had been \$4.5 million, sentenced Colino to six years in minimum security prison and ordered him to make restitution of \$865,000. Colino began serving his sentence on Oct. 31 in Petersburg, Va., prison camp. 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 in U.S. district court in Maryland, claiming his activities resulted in damage to organization of \$11.5 million (BROADCASTING, May 25). Colino at about same time filed for bankruptcy to protect his assets. Both cases are pending.

Intelsat members in April confirmed Board of Governors selection of Dean Burch as successor to Colino as director general.

□

Land-mobile. In response to petition from Association of Maximum Service Telecasters, National Association of Broadcasters and other broadcast groups, FCC has agreed to delay decision on reallocation of UHF channels in eight markets in land mobile radio until completion of its study on advanced television systems (ATV) (see High-definition television, above). FCC wants to ascertain whether UHF channels in question will be needed for broadcasting ATV systems.

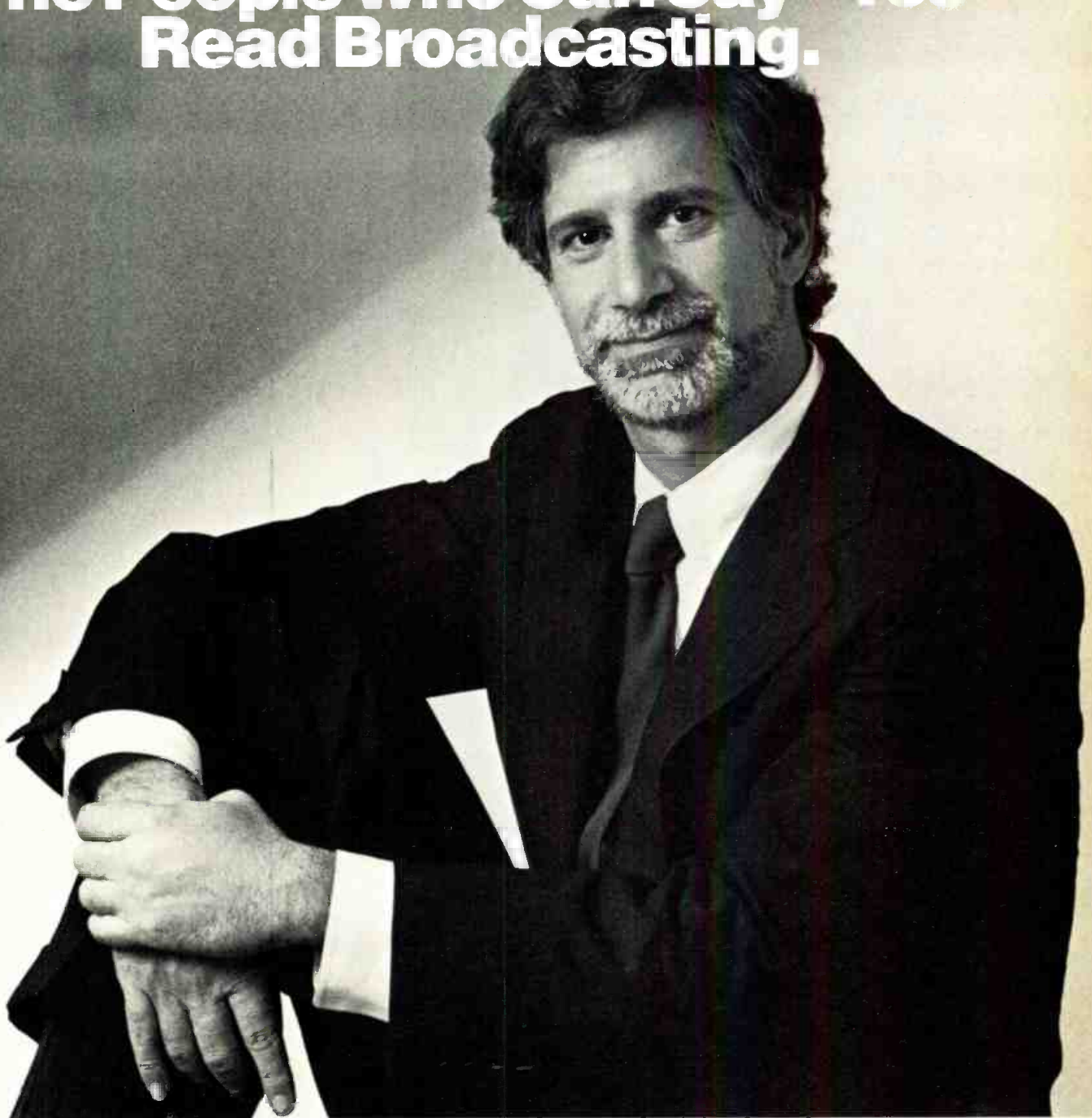
In related proceeding, FCC has proposed minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. If new station cannot meet spacing requirements, FCC also proposed, station may try to negotiate settlement with mobile radio operator.

□

Low-power television. Community Broadcasters Association, which represents budding LPTV industry, has hired Joseph Laughlin, former general manager of WGN-TV Chicago, to head CBA Programming Cooperative. Under Laughlin's direction, co-op will try to buy programming that individual stations could not afford. So far, more than 50 stations have indicated interest in co-op.

FCC's freeze on LPTV applications and major changes—in effect since 1983—thawed with opening of filing window, June 22-July 2. Some 1,350 applications were received, far fewer than FCC officials had expected. FCC has proposed granting 483 applications, and has so far granted about third of that number. Those not challenged by petitions to deny

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should be granted by end of year.

□

Mergers. Kohlberg Kravis Roberts & Co.'s SCI Holdings, which disengaged three investment banks hired last summer to explore divestiture of its 1.4 million-subscriber cable systems, is now in discussions to sell majority interest to cable consortium of TCI, ATC, Comcast and Bass Group. KKR's Storer Television has also closed on \$1.3 billion transfer of six TV stations to company managed and 55% held by George Gillett Jr. □ U.S. Cable Television Group, new limited partnership headed by ML Media principals Martin Pompadour and Elton Rule, has set \$225 million as price for 135,000-subscriber cable systems of Essex Communications Corp. Amount was down \$8 million from initial offer and is subject to further change at closing in 1988. □ Cablevision Systems' \$470 million purchase of Adams-Russell, approved by A-R shareholders in November, is expected to close shortly. General Electric Credit Corp. will finance deal, Cablevision will invest \$40 million in buy and Kidder, Peabody & Co. will provide \$125 million in senior subordinated notes. □ Early 1988 closings are expected for following deals: Continental Cablevision acquisition of American Cablesystems for \$481.7 million; radio group Summit Communications \$200 million purchase of DKM Broadcasting in second-largest radio-only sale, and Adams Communications purchase of Forward Communications' five TV stations for \$126.5 million from Wesray Capital Corp. □ Deals called off in wake of October stock market decline include proposed merger of cable system operators United Artists and United Cable and \$114 million TV station sale by United Broadcasting Corp. to ML Media Partners.

□

Must-carry. U.S. Court of Appeals has struck down latest incarnation of FCC's must-carry rules, holding that they are unconstitutional—violation of First Amendment rights of cable operators.

Ruling on Dec. 11 was replay of court decision two years ago when it eliminated FCC's original must-carry rules on same ground.

Broadcasters who have fought hard to preserve some form of must carry rules were upset and disappointed at ruling. They are now planning legal and legislative strategy for bringing back rules through appeals or act of Congress.

□

Public Broadcasting. With death this month of legislation that would have provided estimated \$300-million-per-year public broadcasting trust fund beginning in 1990 (BROADCASTING, Dec. 14), noncommercial community was left to look at 1990 figures worked out by House-Senate conferees. Compromise between higher Senate figure and lower House figure: \$232.65 million, up from \$228 million for 1989. Same conferees settled on 1988 figure of \$19.59 million (down from current \$20.5 million) for NTIA-administered Public Telecommunications Facilities Program, annual equipment grants.

Many public broadcasters feel they suf-

fered another serious blow when U.S. Court of Appeals in Washington threw out FCC's must-carry rules, which require cable systems to carry local broadcast signals. Court did not rule out possibility of constitutional must-carry rule. Although National Cable Television Association President Jim Mooney said most cable systems are unlikely to drop any local broadcast signals they are now carrying, some members of noncommercial broadcasters community fear rise in number of stations dropped.

National Public Radio board this month adopted unbundling Option II resolution presented last week in written ballot to member stations for advisory vote. Ballots are due Jan. 12. Final decision rests with board, which plans adoption of a policy in February. Option II would split NPR programming into morning news, evening news and performance segments, creating new distribution and member dues structures. Board also this month began \$32-million FY 1989 budget proposal deliberations.

David J. Brugger, senior vice president at Corporation for Public Broadcasting, will, effective Jan. 1, become president of National Association of Public Television Stations, lobbying arm of public TV system. He succeeds acting president, Baryn Futa, and former president, Peter Fannon, latter which resigned in August. Eric Friesen, senior VP, programming, remains acting president of American Public Radio.

Replacement of satellite interconnection system is major item on agendas at both PBS and NPR, with current Western Union satellite space due to expire in 1991.

With new CPB chairman, Howard Gutin, and president, Donald Ledwig, in place—as well as new board members William Lee Hanley, Archie Purvis, Marshall Turner and Sheila Tate—two openings remain on CPB board; still under consideration are former Tennessee First Lady Honey Alexander (not yet official nominee) and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding. CPB is also reviewing propriety of PBS bonus awarded President Bruce Christensen in 1986 (BROADCASTING, Nov. 30) for efforts since 1984 fire that destroyed former headquarters.

□

Scrambling. Last month, Senate Commerce Committee passed legislation that would regulate home satellite marketplace (BROADCASTING, Nov. 23). It would mandate that cable programmers permit any qualified third party—inside and outside cable industry—to distribute their services to backyard dish owners. Bill is not expected to hit Senate floor until next March at earliest. Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose it and his views are laid out in committee report. Controversial nature of legislation is evident by revisions accepted by Commerce, and those yet to be made.

On other front, House legislation (H.R.2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners was focus of hearing last month (BROADCASTING, Nov. 30). Broad coalition of industry groups is backing bill, but modifications suggested by motion picture

industry (mainly suggestion that compulsory copyright license for carriers be limited to C-band retransmissions) did not go over well at hearing and could splinter support.

□

Syndex. In comments to FCC, cable operators opposed, and broadcasters and program producers supported, FCC proposal to reimpose rules requiring cable systems to black out syndicated programming on distant signals if it appears on local stations. FCC action is expected early next year.

Cable industry argued that FCC lacks jurisdiction to reimpose syndex, that absence of rules over past seven years has not harmed broadcasters and producers and that rules would violate cable operators' First Amendment rights.

Most broadcasters and producers contended that rules are needed to protect sanctity of their exclusive programming contracts. And, contrary to cable's claim, they say they have been hurt by cable's importation of duplicative distant signals into their markets.

□

■ **Unions.** Technical union, International Brotherhood of Electrical Workers, ratified offer from CBS for new three-year contract by vote of 947 to 352 in balloting that ended Monday, Dec. 14. Contract was Dec. 20 and become effective immediately. Contract contains 3% ratification bonus, 3% raises for last two years of contract and changes in jurisdiction and daily hire provisions. Affected are 1,500 technicians at CBS-owned stations in seven cities, who had been working without contract since Sept. 30.

□

Wireless cable. Using mix of ITFS and MDS channels, delivery system is now available in New York. Microband Companies Inc. has begun marketing six-channel wireless cable service in outer boroughs that have not yet been wired for conventional cable. It has ability to expand to 14 channels, but is having difficulty securing rights to carry cable programming it desires.

Cablevision Systems, MSO with franchise for about one million homes within Microband-targeted market, has asked FCC to bar Microband from offering its service until other MMDS and ITFS channels now hung up in interference disputes become available so that Cablevision can offer competitive wireless cable service. Microband responded with charge that Cablevision is trying to use FCC to block competition. It also alleged three cable programming services affiliated with Cablevision—SportsChannel New York, American Movie Classics and Bravo—have refused to deal with Microband in effort to weaken Microband's ability to compete.

Microband, which also plans to introduce wireless cable services in Detroit and Washington within next few months, is biggest, but not the only wireless cable operators. Services are currently being offered in several other markets, including San Francisco, Milwaukee and Cleveland.

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This week

Dec. 31—Deadline for entries in 13th annual Commendation Awards, sponsored by *American Women in Radio and Television*, for "positive and realistic portrayal of women in all media forms." Information: (202) 429-5102.

Dec. 31—Deadline for radio members of *National Association of Broadcasters* to nominate radio industry individuals for NAB's Broadcasting Hall of Fame, which is replacing the Radio Hall of Fame. Information: (202) 429-5422.

January 1988

Jan. 6-9—*Association of Independent Television Stations* annual convention. Theme: "Independents '88: The Real Superstations." Century Plaza, Los Angeles.

Jan. 7—Deadline for receipt of applications for *Associated Press Television Radio Association*-Clete Roberts Memorial Journalism Scholarship Awards. Recipients of two \$1,000 scholarships will be students with broadcast journalism career objective, studying in California or Nevada. Information: (213) 746-1200.

Jan. 7—*NBC advertising and promotion task force* meeting. Century Plaza Towers, Los Angeles.

Jan. 7-10—International winter consumer electronics show, sponsored by *Electronic Industries Association*. Las Vegas Convention Center, Las Vegas. Information: (202) 457-4919.

Jan. 8—Deadline for entries in Alexander Hamilton/Ohio State Awards program competition, sponsored by *Ohio State University Institute for Education by Radio-Television*. Information: (614) 292-0185.

Jan. 11—*Indiana Cable Television Association* annual seminar and legislative reception. Columbia Club, Indianapolis.

Jan. 12—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

Jan. 12—*Southern California Cable Association* monthly dinner meeting/public relations workshop. Pasadena Hilton, Pasadena, Calif.

Jan. 13—*International Radio and Television Society* newsmaker luncheon, "Super Bowl XXII." Waldorf-Astoria, New York.

Jan. 13—"Investigative Reporting: What's the Real Story?" session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

Jan. 14-15—*Virginia Association of Broadcasters* winter meeting and legislative reception. Richmond Marriott, Richmond, Va.

Jan. 15—*Cabletelevision Advertising Bureau* cable television political advertising workshop. Caucus Room, Cannon House Office Building, Washington.

Jan. 15—Deadline for entries in Achievement in Children's Television Awards, for "significant contributions toward improving service to children on broadcast and cable television (recently extended to home video)," sponsored by *Action for Children's Television*. Information: (617) 876-6620.

Jan. 15—Deadline for entries in Angel Awards for "most outstanding productions of moral and/or social impact in communications." Beverly Wilshire, Los Angeles. Information: (213) 731-1600.

Jan. 15—Deadline for entries in Broadcast Media Awards, sponsored by *International Reading Association*. Information: (302) 731-1600.

Jan. 15—Deadline for entries in 36th annual *Associated Press Television Radio Association of California-Nevada* news competition. Information: (213) 746-1200.

Jan. 15—Deadline for entries in fourth annual HAWRT Awards, recognizing "outstanding women in Bay Area communications industry," sponsored by *American Women in Radio and Television, Florida Hurricane chapter*. Information: (813) 579-9119.

Jan. 15-17—*Alabama Broadcasters Association* win-

ter convention. Sheraton Capstone, Tuscaloosa, Ala.

Jan. 15-22—*National Association of Broadcasters* joint board meeting. Mauna Lani Bay hotel, Kohala Coast, Hawaii.

Jan. 18-19—*Washington State Cable Communications Association* annual convention and legislative conference. Sheraton Tacoma hotel, Tacoma, Washington. Information: Kari Spencer, (206) 851-6290.

Jan. 19-21—Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Georgia Center for Continuing Education, Athens, Ga. Information: (404) 993-2200.

Jan. 20—*Federal Communications Bar Association* luncheon. Speaker: Judge Kenneth Starr, U.S. Court of Appeals for D.C. Circuit, Marriott, Washington.

Jan. 22-23—*Colorado Broadcasters Association* winter meeting and awards banquet. Hyatt Regency Tech Center, Denver.

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

Jan. 24—Ninth annual ACE (Awards for Cable Excellence) Awards presentation, sponsored by *National Academy of Cable Programming*, on HBO.

Jan. 24-25—*California Broadcasters Association* radio and television management conference. Palm Springs Plaza hotel, Palm Springs, Calif.

Jan. 26-28—*South Carolina Broadcasters Association* winter convention. Columbia, S.C.

Jan. 27—"Chicago's Hispanic Media: Influence and Opportunity," sponsored by *Media Institute*. Chicago Hilton and Towers, Chicago. Information: (202) 298-7512.

Jan. 29—Deadline for entries in "Best of the Best" campaign saluting top radio promotions conducted by NAB member stations. Information: (202) 429-5422.

Jan. 29-30—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville. Information: (914) 761-1100.

Jan. 30—Deadline for entries in National Media

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. 27-31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

Feb. 11-13, 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-

Major Meetings

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 10-13, 1988—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va.

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.

May 18-22, 1988—*National Public Radio* annual public radio conference. Adams Mark hotel, St. Louis. Information: (202) 822-2000.

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* 32d annual seminar. Bonaventure, Los Angeles. Future meeting: June 21-25, 1989, Renaissance Center, Detroit.

June 18-21, 1988—*American Advertising Federation* annual convention. Century Plaza, Los Angeles.

July 31-Aug. 3—*Cable Television Administration and Marketing Society* 15th annual meeting. Westin Copley Place, Boston.

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.

Oct. 14-19, 1988—*Society of Motion Picture and Television Engineers* 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

Nov. 30-Dec. 3, 1988—*Radio-Television News Directors Association* annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510.

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

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Awards sponsored by *American Diabetes Association*, for excellence in reporting on diabetes. Information: (703) 549-1500

Jan. 30-Feb. 3—*National Religious Broadcasters* 45th annual convention and exposition. Sheraton Washington. Information: (201) 428-5400.

February 1988

Feb. 1—Deadline for entries in sixth annual JC Penney-University of Missouri Television Awards for Community Leadership, sponsored by *School of Journalism, University of Missouri-Columbia*. Information: (314) 882-7771.

Feb. 1—Deadline for entries in Silver Gavel Awards, sponsored by *American Bar Association*, honoring American news and entertainment media. Information: (312) 988-5000

Feb. 2-3—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 257-9338

Feb. 3-7—*International Radio and Television Society* faculty/industry seminar. Roosevelt hotel, New York.

Feb. 4—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Feb. 7-9—*Arkansas Broadcasters Association* winter meeting. Arlington hotel, Hot Springs, Ark.

Feb. 7-12—*National Association of Broadcasters* 23d annual management development seminars for broadcast engineers. "Achieving Personal and Professional Excellence." University of Notre Dame, South Bend, Ind. Information: (202) 429-5346.

Feb. 10—"Success in Radio and TV Sales," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494

Feb. 11-13—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville. Information: (615) 327-4488.

Feb. 12—*Southern California Broadcasters Association* 3d annual Sunny Creative Radio Awards presentation. Registry hotel, Los Angeles. Information: (213) 466-4481.

Feb. 16-17—*Wisconsin Broadcasters Association* annual convention and legislative reception. Madison, Wis.

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

Feb. 18-19—*Broadcast Financial Management Association* board of directors meeting. San Diego Marriott, San Diego.

Feb. 18-20—"Minorities and Communications: A Preview of the Future," conference sponsored by *Howard University School of Communications*. Howard Inn and Blackburn Center, Howard University campus, Washington. Information: (202) 636-7491.

Feb. 24—Deadline for entries in Edward R. Murrow Brotherhood Awards, which "pay tribute to the finest in television and radio news production that best promotes human understanding and good relations among people," sponsored by *Cinema/Radio/TV unit of B'nai B'rith*. Information: (212) 686-3199.

Feb. 24—*Federal Communications Bar Association* luncheon. Speaker: Diane Killory, FCC general counsel. Marriott, Washington.

Feb. 25-28—*NATPE International* 25th annual convention. George Brown Convention Center, Houston.

March 1988

March 3—*International Radio and Television Society* Gold Medal banquet. Recipient: CBS's *60 Minutes*. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 6—Ninth annual *Academy of Television Arts and Sciences* college awards presentation. Registry hotel, Los Angeles. Information: (818) 763-2975.

March 8—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

March 9—"Issues Before the FCC: An Evening with

Errata

In Nov. 30 photo of winners of American Children's Television Festival's Ollie Awards, caption omitted names of three people at far right of first row: **Nicki Weaver-Nixon**, Churchill Films, for *ABC Weekend Special: The Mouse and the Motorcycle*; **Eda Hallinan**, ABC Television, for *ABC Weekend Special: The Mouse and the Motorcycle*, and **Judy Stoia**, wcvb-TV Boston, for *Rapmatazz: Prejudice*. Also, **Jay Ray-vid**, executive director of *Wonder-Works*, is with WQED(TV) Pittsburgh, and the *HBO Family Playhouse* series winner was *The Truth About Alex*.

□

"Riding Gain" headline in Dec. 21 issue, "ABC out of RADAR," may have been misleading. As story said, ABC pulled its long-form entertainment programming out of network radio ratings service. But ABC, as well as most other major radio networks, continues to use RADAR as standard for measuring over-the-air daypart listening (audiences to all commercials) in addition to shorter form programming, particularly news and information broadcasts.

Diane Killory," general counsel, FCC, sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

March 9-10—*Association of National Advertisers* television advertising workshop. Plaza hotel, New York.

March 13-15—First Amendment Congress, organized in 1979 by *Jean Otto Society of Professional Journalists*, who is now with *Rocky Mountain News*. Marriott City Center hotel, Denver. Information: (303) 492-6480.

March 13-15—*West Virginia Broadcasters Association* spring meeting. Marriott hotel, Charleston, W. Va.

March 14-15—*National Association of Broadcasters* group fly-in for radio group heads. Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

March 15—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

March 15-16—*American Advertising Federation* spring government affairs conference. Willard hotel, Washington.

March 17-20—*Alpha Epsilon Rho, National Broadcasting Society*, national convention. Sheraton Center, New York.

March 20-24—*National Computer Graphics Association* conference and exposition. Anaheim Convention Center, Anaheim, Calif.

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

March 22—13th annual Commendation Awards ceremony, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 25-26—*Oklahoma Associated Press Broadcasters Association* annual convention. Marriott, Oklahoma City.

April 1988

April 8-10—*Broadcast Education Association* convention. Las Vegas. Information: (202) 429-5355.

April 9-12—*National Association of Broadcasters* 66th annual convention, international exposition and 42d annual broadcast engineering conference. Las Vegas Convention Center, Las Vegas.

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

April 10-13—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va. Information: (202) 739-5082.

April 13—"Calling the Shots: Producing and Directing in Washington," session sponsored by *American Women in Radio and Television*, Washington chapter. National Association of Broadcasters, Washington. Information: (202) 659-3494.

April 14—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 14—Presentation of Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Cambridge, Mass. Information: (617) 876-6620.

April 16—20th annual Golden Reel Awards ceremony sponsored by *International Television Association*. Caesars Palace, Las Vegas. Information: Kelly J. Bell, (214) 869-1112.

April 18-20—*Broadcast Financial Management Association*

Continues on page 72.

Open Mike

Marketplace fight

EDITOR: Your Dec. 14 article which revealed that Motorola had threatened Sony with patent infringement over AM stereo, answered a question that had been troubling me for months: Sony had increased their line of super hi-fi sounding multi-mode AM stereo radios from one model to 16. So why did they disappear so suddenly? Consumer resistance? Obviously not. Sony realized it would be almost impossible to defend against all-American, single-mode Motorola in a U.S. courtroom...even if the suit was frivolous. I guess that's how American companies compete against higher-technol-

ogy Japanese companies.—Tom Greenleigh, president, KJQ(AM) Ogden, Utah.

Tax man

EDITOR: Your attitude towards Senator Hollings' innovative approach to contribute to a solution of our nation's budget problem is the attitude which has already brought us to the edge of financial disaster. "Always get the other guy to pay the bill."

It should be clear to you, as it is to every thinking person, that new sources of revenue must be found if our nation's ever mounting debt is to be contained, and that

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they must not undermine worthy or needy causes.

If ever there was a lucrative industry that does not carry its fair share it is broadcasting. Witness the occupied spectrum—comparable to nationally owned real estate—for which the broadcaster pays no rent. And note the hundreds of million dollar price tags at which stations change ownership, plus their ever increasing stock values. Are these not indicative of handsome profitability and an ability to pay modest taxes without serious consequence?—*John B. Bullcock, RCA Broadcast Systems, retired, Vincentown, N.J.*

Sports fan

EDITOR: Seven years ago I was operations manager at KULF(AM) Houston and after researching and searching for an answer to the question "How can an AM compete effectively in a major market... particularly after 7 p.m.?" we launched "Sportsradio." From 7 p.m. until midnight we aired "The Anita Martini Show," a locally originated sports talk show. From midnight to 5 a.m. we carried an ill-fated network sports talk show (I can't remember the name). Many of my contemporaries must have thought the concept was half-baked, however, the audience and client reaction was extremely favorable.

It is gratifying to see that concept finally gaining more acceptance. With the success of WFAN(AM) New York and now the format change by WIP(AM) Philadelphia, I believe

broadcasters are finally seeing the light of day about what it takes to make our AM stations profitable...imagination and courage.

Best wishes to WIP.—*John C. Long, general manager, WEL(AM)-WZLQ(FM) Tupelo, Miss.*

Lampley no new hire

EDITOR: Contrary to the Dec. 7 article on *CBS This Morning*, Jim Lampley was not "hired from the outside"—and is very much part of CBS.

Since September 1987, Jim has been sports director of KCBS-TV, the CBS-owned station in Los Angeles. In that role, he handles sports duties on four daily news broadcasts, anchors a Sunday late evening sports wrap-up program and hosts numerous station specials on local teams and events. In addition, he's been doing play-by-play all season on CBS Sports NFL games, and will have a role in the network's NBA coverage.

If that's not enough, Jim continues hosting a daily two-hour program on WFAN(AM) New York sports radio, which he began last summer before joining CBS.

Since we at KCBS-TV are proud that *CBS This Morning* found such talent in-house, we'd appreciate the correction. And if you're wondering how Jim manages to keep up such an impressive schedule...we think he's actually triplets.—*Andi Sporkin, director, press information, KCBS-TV Los Angeles.*

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J**Westwood One acquires Radio & Records****f** ebruary

- WW1 co-sponsors Heart and The Judds concert tours with Sun Country Cooler
- Westwood One celebrates *Rolling Stone Magazine's* 20th Anniversary with 4 specials in 1987
- Westwood One Inc. announces record 1986 earnings
- *Rock & Roll Never Forgets* premieres
- Norman Pattiz named 1986 Executive Of The Year by *Executive* magazine

m arch

- Westwood One and Cherry Coke team up for summer concert promotion
- Westwood One and Milky Way co-sponsor REO Speedwagon tour
- The Pretenders live via satellite
- *Moonlight, Memories & Miller* with James Stewart
- Westwood One announces 3-for-2 stock split

a pril

- Westwood One announces multi-year affiliation with Legacy Broadcasting
- *Puttin' On The Ritz* celebrates Big Bands on Mutual
- Elton John on *BBC Concert Classics*
- Mutual wins Ohio State Award for *America In The Morning*
- *American Dance Traxx* premieres on WW1
- 10th Annual Prince's Trust Concert

m ay

- Westwood One announces affiliation with VOA-Europe
- Dr. Toni Grant Day proclaimed in L.A.
- Mutual PM debuts
- *60's At The Beeb* broadcast on WW1
- *New Faces In Country Music* on Mutual
- Westwood One & Showtime simulcast Paul Simon
- *The Next President With David Frost* on Mutual
- Norm Pattiz delivers keynote speech at Music Symposium

■ une**J**

- *Amnesty International Concert* broadcast
- Mutual News wins 1987 Janus Award for Best Radio Documentary
- Former President Jimmy Carter guests on *The Larry King Show*

J uly

- Westwood One acquires KM Records
- Robb Weller, Sugar Ray Leonard join Mutual PM lineup
- Westwood One/Oxy 10 co-sponsor Starship tour
- Westwood One/Showtime simulcast Elton John
- Bob Hope guests with Larry King

a ugust**NBC RADIO NETWORKS**

A Division of Westwood One Inc.

Westwood One announces acquisition of NBC Radio Networks**S** eptember

- *The Beatles: Rubber Soul To Sgt. Pepper* on WW1
- *Isle Of Dreams* on WW1
- *Superjam '87* on WW1
- *Working Class Heroes* on Mutual
- Cinderella performs in Monroe, La. for Rockin' Cherry Thunder Contest
- Mutual unveils Notre Dame, NFL schedules

O ctober

- *Steve Allen Show* debuts on NBC Radio Network
- Westwood One and Coors co-sponsor Four Play tour
- Westwood One/Kenwood USA co-sponsor Fleetwood Mac tour
- Mutual presents Country Music Assn. Awards
- Westwood One to distribute *Rock Over London* series

n ovetember

- *A Very Special Christmas* on WW1
- *Kenny Rogers—Two Portraits Of A Superstar* on WW1 & Mutual
- *CMA Winners Circle* on Mutual
- Jethro Tull, Supertramp headline *BBC Concert Classics*
- *Fleetwood Mac Live Album Party* on WW1

d ecember

- Donald Regan joins NBC Radio Network
- *John Lennon Remembered* on WW1
- Dara Welles joins Talknet
- Two-part Doors special on NBC Radio Entertainment
- *Stars of Superstar Concert Series* on WW1
- *Christmas In The Heartland* with The Judds on Mutual

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R&R

A commentary on the FCC's comparative process from Vincent Curtis, Fletcher, Heald & Hildreth, Washington

The other side of the comparative process

A short time ago, a fellow colleague in a "Monday Memo" indicated that it would be difficult to find a single member of the Communications Bar who would disagree with the statement that the FCC's comparative hearing process for new broadcast frequencies "is a sham, a shambles and a farce" (BROADCASTING, Oct. 5). While I can certainly agree that the hearing process, like most things in life that are created by man, should undergo an updated revision, I take exception to the contention that the entire process is a "sham, a shambles and a farce."

First of all, the process is working. For example, based on information provided to me by the offices of the chief administrative law judge, approximately 75% of all hearings for new stations are settled prior to the issuance of an initial decision. This is an excellent record and speaks favorably, particularly when compared with civil litigation in other areas. Moreover, while no one can deny that there has been a series of sham situations presented to the commission in hearing situations, it is also clear that the review board, the judges and even the commission itself has recognized that in its rush to "deregulate" the process, it has opened the opportunity for groups of individuals to extract unseemly monies in settlement and overall, added to delay in the process.

However, changes are under way. A review of recent decisions by the administrative law judge and the review board indicates that they are closely scrutinizing the entities and proposals that have been presented. The commission itself recently has recognized that a number of applicants have caused a certain delay in the process by coming to the application table without the proper financial wherewithal. Thus the commission has warned all applicants that they must carefully review their financial situations prior to the signing of their application and certifying financial qualifications and has directed its staff to randomly review those applicants that appear, by the large number of applications that they have filed, to be less than fully qualified, and seek additional information.

The Federal Communications Bar Association is also active in seeking changes in the process. A special *ad hoc* committee has recently, together with the administrative law judges and members of the review board, as well as members of the commission's own processing staff, put together a proposal for changes at the application level that should result in an efficiency of both time and money for those involved. These proposals, which are listed below, have been presented to the general counsel and to the office of the chairman of the FCC for their



Vincent J. Curtis Jr. is the managing partner of the Washington-based law firm of Fletcher, Heald & Hildreth. He joined the firm in 1968 after returning home from Vietnam as a captain in the U.S. Army Transportation Corps. He is currently co-chairman of the Federal Communications Bar Association's Adjudicatory Practice Committee and is co-chairman of the FCBA's *ad hoc* committee dealing with the hearing process.

consideration. These changes, which essentially require applicants to become more aware of the responses that they are providing in the application, do not add to the processing burden of the commission, nor do they add to the burden of the applicant. For all of the changes proposed, applicants should have, at the time that they sign off on the application, gone through the steps necessary to provide the additional responses.

The proposed changes include:
Modifications to the FCC Form 301.

A. *Ownership.*

Applicant Information. Corporate applicants should be required to state the date and place of incorporation and partnership applicants, the type of partnership (general or limited) and the date and place of organization.

Ownership of Applicant. Section II, Item 4 should not be limited to principals with attributable interests. It should require information with regard to *all* equity owners, whether voting or nonvoting stockholders, as well as officers and directors. It should be recognized that this is a factor that is considered in almost every comparative hearing.

Documents Pertaining to Ownership. Add to the current form, Section II, Item 9 from the former Form 301 ("Are there any documents, instruments, contracts or understandings relating to ownership of future ownership rights [including but not limited to, nonvoting stock interests, beneficial stock ownership interests, options, warrants, debentures]?). It should be noted that this information is required in the current editions of FCC Forms 314 and 315.

B. *Financial Qualifications.*

Applicants should be required to (a) list the estimated cost of (i) construction and (ii) three months' operation and (b) identify the source of its funds, including name, address, amount and relationship, if any.

Add detailed instructions as to the showing necessary to demonstrate financial qualifications, such as those in the Form 301 before financial certification was permitted. This is only fair since the commission has already taken the position that all applicants are required to go through the steps to determine financial qualification but does not provide clear instructions on specifically what is considered adequate.

C. *Integration Proposal.*

Applicants should be required to specify *each* principal who proposes to work at the station; the minimum number of hours per week, and a brief description of the proposed duties.

Procedural Modification.

A. Amendment Deadline. All tenderable applications should be placed in the same public notice and the deadline for filing amendments as a matter of right should be 30 days from the date of such notice *with no exceptions*. Applicants whose applications have been returned as nontenderable (and who intend to file or have filed petitions for reconsideration) should be required to file provisional amendments by the amendment deadline.

B. Random Financial Check. The commission should pursue aggressively its policy to review financial showings on a random basis.

C. Procedural Rule Change. As an interim measure pending modification of the application form, or in the event the suggested changes are not adopted, the commission's rules on practice and procedure (47 C.F.R. Part 1) should be amended to require each applicant involved in a comparative hearing to submit to the administrative law judge prior to the initial prehearing conference (or, if none, within a specified time after designation) a statement setting forth (1) its integration proposal, (2) the estimated cost of (a) construction and (b) three months' operation and (3) the identity of the source of its funds, including the name, address, amount and relationship, if any. The commission should release a public notice in conjunction with the adoption of the new rule directing all applicants in hearing status to comply with the rule by a specified date.

While it is true, therefore, that it is perhaps time for the commission to revisit its 1965 statement on comparative broadcast hearings, it is equally true that the system, in the great part, is working and that there are elements throughout the system, both in and out of the commission, that are working hard to make the process more efficient and less costly to all parties involved. ■

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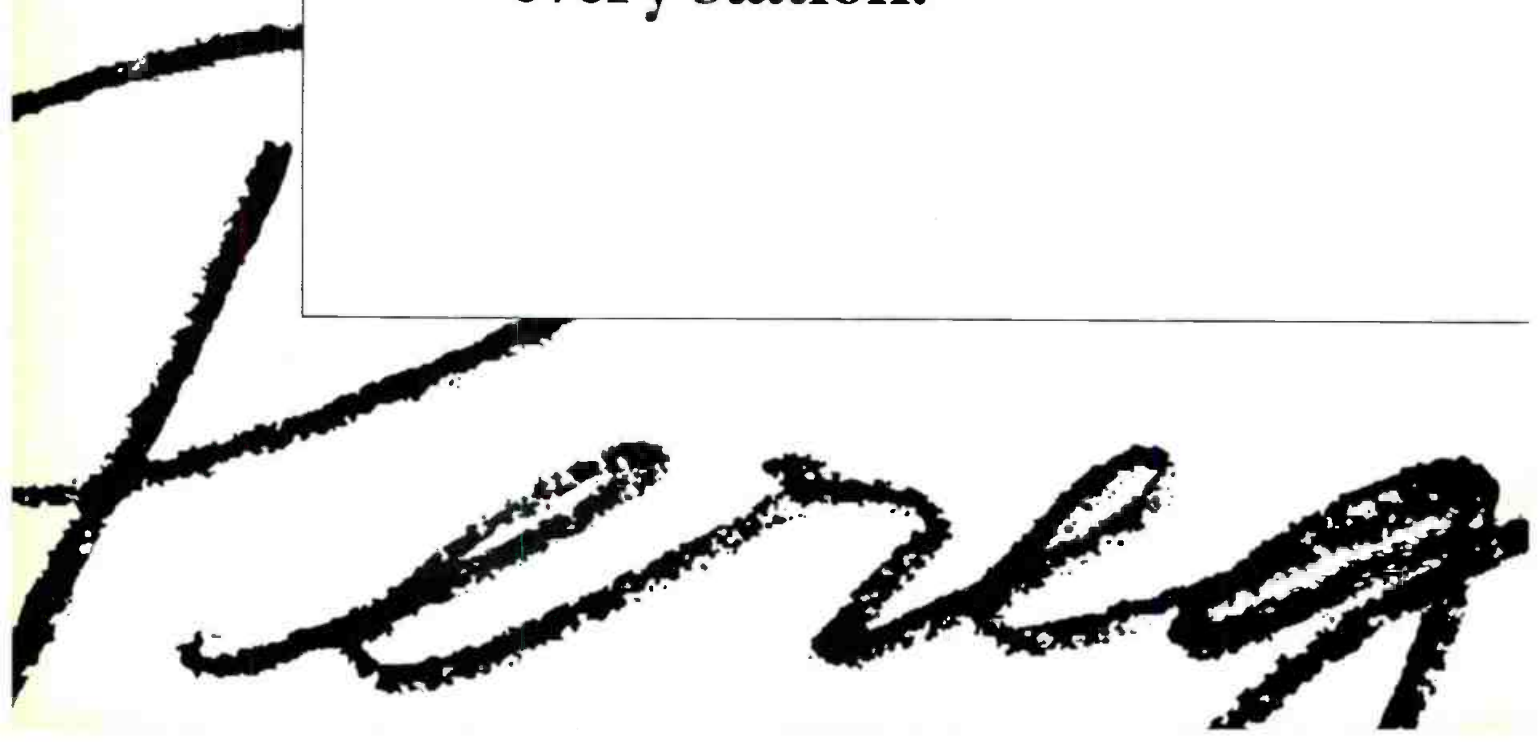


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TOP OF THE WEEK

“The Rise and Fall of the Fairness Doctrine”

Part III

The President Stands Firm

Threat of Reagan veto—even at the cost of shutting down the government—deters doctrine's proponents from attempt to attach codification to money bill; it's third major victory in year for broadcast First Amendment advocates.

A threatened reinstatement of the fairness doctrine failed to materialize last week as congressional proponents acquiesced to the White House and abandoned an effort to revive the doctrine. It was a dramatic time for broadcasters as the lawmakers and President Reagan engaged in what was described by observers as a “high stakes game of chicken.”

They were at a standoff last Monday: Reagan was threatening to veto a catch-all spending bill if the doctrine was included while House Democrats wanted it in. At one point, the only thing standing in the way of congressional adjournment and passage of the \$600-billion appropriations bill (the continuing resolution needed to keep the government running) was fairness.

Supposedly there was a last-ditch attempt on the part of the House leadership to strike a compromise with the White House. Among the suggested solutions: limiting the application of the doctrine to TV or to small markets; a moratorium on enforcement of the doctrine to determine once and for all whether the rationale still applies, and a fairness law that would sunset. But those efforts, said to originate from the office of House Energy and Commerce Committee Chairman John Dingell (D-Mich.), failed.

The President would not budge, and the House, not wanting to risk a veto of the massive spending bill, opted out on fairness. (Reagan signed the measure last Tuesday.) There were those like Representative David Obey (D-Wis.), however, who thought Reagan was bluffing. “I don't think he would have vetoed it. Even Ronald Reagan is not that irresponsible,” said Obey.

Despite the President's victory, the ad-

ministration refrained from much ballyhoo. Rather, the White House would say only that Reagan was “pleased” with the outcome. The administration may have wanted to play down its win so as not to alienate Congress any more over the matter.

“Of course, we're pleased the President stood firm in his commitment to fundamental First Amendment freedoms,” said FCC Chairman Dennis Patrick. “In the end, the interests of the American people are best served by the unfettered debate insured by a free press, both print and electronic.”

While the White House tempered its remarks on fairness, the doctrine's congressional supporters did not. “We'll be back,” promised Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), who with Dingell has been a chief defender of the doctrine. “We are going to keep on pressing. We have been and will be patient and persis-

tent,” the senator said.

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), another proponent, also indicated the issue was not dead. He predicted fairness would again trigger a “major political confrontation.” Markey attributed the administration's success to one thing; the lawmakers had grown weary and wanted to go home. “The White House played a waiting game and members smelled the Christmas turkey. This in no way should be construed as predicative of the support as it exists in the House,” said Markey.

Others shared Markey's view. “In the rush to adjourn for the holidays, Congress knuckled under to the President,” said Beverly J. Chain, director of the office of communication for the United Church of Christ. “But the fairness doctrine hasn't faded away like the ghost of Christmas past,” she said, adding that without “the budget pressure, we think the votes are there to override a veto.”

The outcome on fairness could result in what Markey called a “reappraisal of [the subcommittee's] 1988 agenda.” Any broadcast legislation will have to be re-evaluated to “determine whether fairness is a proper addition,” he said.

There also was a general recognition within the broadcast industry that the issue will return. National Association of Broadcasters President Eddie Fritts certainly thinks it will be a “dominant” issue in 1988. Said Fritts in a statement: “We appreciate the President's insistence that the language to codify the doctrine not be included in the continuing resolution.” Broadcast journalists, he added, “strongly believe in fairness and will continue to provide it as part of



Reagan

their professional responsibility. They now have been afforded the opportunity to continue presenting all sides of controversial issues without the chilling effect of government oversight."

"Broadcasters cannot yet celebrate a final victory. The doctrine has powerful supporters in both houses of Congress. It should come as no surprise if the fairness doctrine reappears in some form in the next session," said a statement from Ernie Shultz, president of the Radio-Television News Directors Association. "The doctrine should never have been included in the continuing resolution because it has nothing to do with appropriations. The doctrine was eventually defeated by the narrowest of margins because of the steadfast determination of President Reagan not to accept a regulation he knew to be bad public policy," stated Shultz.

Fairness has been a source of contention between lawmakers and the administration since Reagan vetoed legislation codifying fairness and the doctrine's proponents lacked the votes to override the veto in the Senate (BROADCASTING, June 29). Exacerbating the situation further was the FCC's decision last August to repeal the rule.

Two weeks ago members of the House and Senate Appropriations Committees began sorting out their differences over the spending bill. Reagan told GOP congressional leaders at the time that he would veto the measure if fairness were added (BROADCASTING, Dec. 21). There were other conditions the President insisted the bill meet: It must contain humanitarian aid to the Nicaraguan contras and reflect the agreement Congress and the White House reached last month on an overall budget deficit package. One by one those disputes were settled (House Democrats agreed to some \$8 million for the contras) leaving only fairness for the House and Senate conferees to contend with last Monday morning.

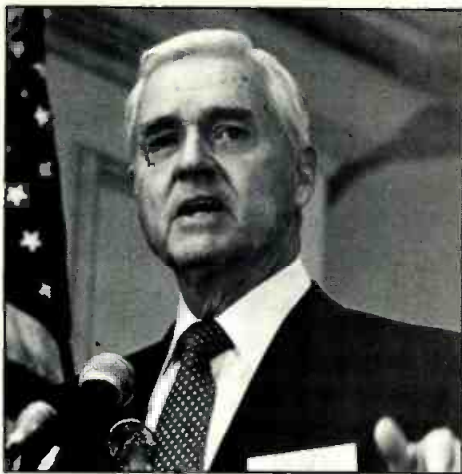
Initially, the Senate negotiators accepted fairness, which was slipped into the spending bill when the House approved a version of the measure earlier this month (BROADCASTING, Dec. 7). But when they met last Monday, Senate Republicans wanted fairness out.

Senator Ted Stevens of Alaska, a senior Republican on Appropriations, told the conferees that Senate Republicans could not live with the fairness provision. Senator Bob Packwood (R-Ore.) would filibuster if it stayed in, he promised.

A heated debate ensued and after several close votes they were in a stalemate because House conferees insisted on the provision and the Senate called for its removal.

"I thought contra aid and fairness were settled," commented Hollings, who also said he was willing to "be here until Christmas," if Packwood was. By a vote of 15 to 12 the Senate conferees adopted a motion to reconsider their position on fairness. Then, by a vote of 14 to 13, they dropped their support.

Several factors were said to have swung the vote. For the most part it was a partisan split, although Senator Charles Grassley (R-Iowa), who has backed the doctrine in the past, came out against it. A Grassley aide



Hollings

said the senator "did not feel fairness should become a stumbling block" toward passage of the spending bill. Also hurting Democrats was the absence of Senator Lawton Chiles (D-Fla.) and Patrick Leahy's (D-Vt.) decision not to participate. And Democrat William Proxmire of Wisconsin, a long-time foe of fairness, sided against it.

It was then up to the House to make the next move. "It's incredible we're holding up the CR because of fairness," said Representative Neal Smith (D-Iowa). "Fairness has been with us for many years; it's not a burden for broadcasters," he said. Smith chairs the House Appropriations Subcommittee with jurisdiction over the FCC.

House Republicans protested. "Here we are fiddling around. Don't jeopardize this bill—everyone is tired and worn out," said Silvio Conte (R-Mass.), the ranking minority member on Appropriations. By a vote of 11 to 9, the House insisted on the fairness provision. Republicans then called for a vote to reconsider and this time the tally was 10 to 10. But because it was a tie, fairness stayed in. Representative Ralph Regula (R-Ohio) had switched his vote. He sided in favor of fairness only as a parliamentary tactic to enable him to later make a motion for reconsideration.

"If this remains an issue of disagreement, I'll re-offer my contra amendment," threatened Stevens. Senator Pete Domenici (R-N.M.) argued that fairness was not part of the budget agreement reached during the White House-congressional budget summit.



Stevens and Proxmire

But that was disputed by House members who maintained that was not the case. As one House Democrat shouted out, "we're having contra aid shoved down our throat."

Judging from other remarks it seemed House Democrats felt they had given the President contra aid and in exchange he should accept fairness.

At noon they recessed and a final vote on the issue did not occur until after 10:30 that evening. Not only were members tired, but there were some, although they favor the doctrine, who did not think it belonged in an appropriations bill. That's how Representative C.W. (Bill) Young (R-Fla.) felt. Young had missed the morning session (he was in Florida with a son who had undergone surgery), and when he returned later that day he was prepared to break the deadlock if another roll call was taken. But when it reconvened, the House receded to the Senate by a voice vote.

Although the fairness issue has been disposed of on Capitol Hill—at least for the time being—it remains ongoing in the U.S. Court of Appeals in Washington, which is being asked to pass on the doctrine's constitutionality. The FCC's decision in August that the doctrine is contrary to the public interest and unconstitutional (BROADCASTING, Aug. 10) was appealed by the Syracuse Peace Council. It was SPC's fairness complaint against Meredith Corp.'s WTVH(TV) Syracuse in 1982 that led to the constitutional challenge. No one involved in the litigation thinks the appeals court decision will settle the matter; the losing side is regarded as certain to appeal to the Supreme Court.

The litigation has been entwined with the efforts of Hollings and Dingell to write the doctrine into law. That movement was sparked by the appeals court's TRAC decision, in 1986, which held that, contrary to conventional wisdom at the time, the doctrine is not mandated by law but is merely policy the FCC is free to repeal. The appeals court in *Meredith* cited that holding in remanding to the commission its action on SPC's complaint; the FCC had held that WTVH had violated the fairness doctrine, but it had refused to deal with the constitutional issue Meredith had raised in its defense. That refusal, the court said, was reversible error. After inviting comments on the issue and considering it further, the FCC in August removed from its books the doctrine with which broadcasters had lived since 1949.

Lawyers on both sides expect the court to issue a briefing schedule soon and to see the case set for argument by June. However, the commission has yet to clean up all of the loose ends associated with its August decision. Critics have asked the commission to reconsider the decision. And supporters, like the RTNDA and the NAB, have asked the commission, in effect, to finish the job and repeal the personal attack and editorializing rules that were adopted as elements of the fairness doctrine. They said that could be accomplished by making clear the August order applies to those rules—the commission's order did not address that question—or by acting on a petition, filed in 1983, for repeal of those rules. □

A visit with Fifth Estate past and yet to come

Broadcast and cable industry observers and major players review the past year and preview 1988. How has the industry fared and what are the prospects for program producers, advertisers and networks—radio, television and cable—in a business climate charged by heated competition for audience and chilled by the stock market's October plunge?

Networks encountered "year of change" with peplemeters, audience erosion and focus on future of programing, marketing and costs

In many respects, the broadcast television networks took it on the chin in 1987.

Audience erosion continued, exacerbated by the transition to the peplemeter. Since the start of the new prime time season, network viewing levels declined about 10%. The three-network revenue result for the year is expected to show a gain of 1% or 2%, although that picture varies sharply among the networks.

NBC-TV is collecting its best yearly revenues ever, according to NBC President Robert Wright. CBS/Broadcast Group revenues were down 1.5% for the first nine months, while profits dipped 8%. At Capcities/ABC, broadcasting operating income was up 29% on revenue gains of 3%.

While layoffs were a fact of life at all three networks in 1987, the upcoming Olympics and presidential election may stave off other cuts, at least temporarily.

As Wright suggested last week, any future downsizing is likely to be determined by network audience patterns—the truest barometer of conditions at all three networks. And next year is seen as one that will allow the networks to catch their breath and continue to plan for 1989 and beyond.

CBS/Broadcast Group President Gene Jankowski, who termed 1987 a year of change, also saw the period as one in which CBS repositioned itself, in terms of both organization and programing for the future, he added.

Jankowski said that the network's new prime time entertainment schedule is focusing on a younger and more urban audience, areas where CBS previously has been criticized as weak. Among the shows he cites as answering that criticism are *Tour of Duty*, *Frank's Place* and *Beauty and the Beast*, all of which have received a measure of critical acclaim. Jankowski views these shows as "stepping stones" to a better prime time lineup.

Jankowski also cited the addition of CBS News' *West 57th* and *48 Hours* as further signs of the network's commitment to higher quality programs, as well as to the search for a younger audience.

At ABC, 1987 has been designated the year of improving the network's perfor-



Wright



Jankowski

mance in prime time. According to George Newi, vice president, affiliate relations, ABC Television, the entertainment division under Brandon Stoddard has made some strides toward that goal.

He cited new programs this season which have been well received by critics and viewers, including, *Hooperman*, *Slap Maxwell*, and *Thirtysomething*. Newi also cited a general improvement this year in ABC's delivery of key demographics in prime time. "There is still a long way to go," he said, adding that shoring up prime time will continue to be the network's top priority in 1988.

Early in the year, he noted, the network will have two very strong special program vehicles behind which to promote new se-

ries—the Super Bowl and the winter Olympic games in Calgary. As for the three-network outlook, said Newi, much depends on how the economy holds up. For now, he said, "all the signs look pretty good."

At CBS, the new year will also see greater emphasis on marketing. To that end, David Poltrack has been named to head a separate marketing unit.

At NBC, Wright said that he views 1987 as "a year of contrasts. The network had its best year ever and the stations did very well." He also noted that NBC was able to endure "a long and difficult strike" by the National Association of Broadcast Employees and Technicians.

Wright continues to be concerned with the decline in the three-network share, which he said will force the networks to "continue to watch expenses." In addition, he said that NBC will take steps to make the company's "base of business as broad as possible."

The network's negotiations with Turner Broadcasting have been widely publicized. Wright predicted more industry-wide discussions between broadcasting and cable executives on how the two media can "co-exist" in the pursuit of higher audience levels.

Wright also said that NBC plans to do more entertainment production, as evidenced by the recent co-production agreement with Stephen Cannell Productions for the mid-season replacement series, *Sonny Spoon*.

Network production agreements with Hollywood to pick up deficit financing and other programing arrangements may improve changes for long-standing dispute on reruns

Audience fragmentation, peplemeters, a dwindling market for hours in syndication and cost-conscious network owners combined to make 1987 a difficult year for the Hollywood television production community.

Amid the turmoil, however, there are signs that the networks and packagers could move closer in the coming year to resolving difficult issues that have caused deep divisions between the two groups.

From Hollywood's view, the most encouraging signs are recent production agreements with ABC and NBC in which the

networks agreed to pick up the deficit financing for both hour and half-hour series. ABC's long-term \$10 million deal with producer-writer Steven Bochco reportedly calls for the network to pick up the full costs associated with his programs. NBC's arrangement for *Sonny Spoon*, is estimated to cost \$8 million. In both cases, Bochco and Cannell will retain the syndication rights.

With more producers refusing to take on unprofitable ventures, Mel Harris, president of the Paramount Television Group, said the new network managements have come to the "realization that one-hour productions, with their questionable syndication values on the back end, has to be dealt with in a different manner if you are going to continue to get on the screen what you want on the screen."

For 1988, Harris foresees "more unique financial arrangements in order to continue [to supply] the 9 p.m. and 10 p.m. hour product that networks need."

John Agoglia, executive vice president of business affairs for NBC Entertainment, and executive vice president of NBC Productions, said that during the past year both packagers and the networks "have come to the realization we have to find a better way of doing our business."

The two sides will have to find some more answers since producers of sitcoms could soon find themselves in the same position as hour suppliers when it comes to the off-network marketplace, he said.

Major inroads can be made in 1988, he added, if the networks and Hollywood could reach some compromise on the controversial financial interest and syndication rules.

Willingness by the networks to cover deficit financing is viewed by some observers as one way to obtain concessions from producers on financial interest, thereby permitting the networks to step up in-house production.

Without some solution to the dilemma that is squeezing both programmers and the networks, Agoglia fears a further fractionalization of the marketplace. Since no one would have a dominant role in such a world, Agoglia said the end result could be a reduced production quality—a scenario he finds "very scary."

The fragmentation has also brought about "a growing recognition that what was historically mass appeal programming, except for the kind of breakthrough hit represented by a *Cosby*, is not going to perform at levels that are considered to be acceptable."

Such was the case this season when no breakthrough hits appeared on the new prime time network schedules. "It's harder to have breakthrough hits when there are other places to turn," Harris said.

"Everyone is looking for alternative outlets for revenue," said Ed Vane, president and chief executive officer of Group W Productions. The fragmentation has made it difficult for any program to attract an audience large enough to capture the market, he said. "It is very difficult to be profitable these days."

As network HUT levels decreased in 1987 and the television audience shifted

more to cable and home video, the networks and programmers came to the realization that conventional television program fare no longer works. The result, Harris said, is that more affiliates next year will become cognizant of their markets and "take control of their own destiny" in terms of scheduling, product purchases, marketing and promotion.

Syndicators report disappointing year with first-run sitcoms and off-network hours, and hope for upturn in advertising in 1988 with Olympics and presidential election

Syndicators attending the 1987 Association of Independent Television Stations convention earlier this year, were expecting an "extremely competitive year" in programming sales (BROADCASTING, Jan. 5), due to projections of decreased national advertising, combined with relatively few holes in station schedules.

Interviews with a number of syndicators showed those early projections were borne out. For most syndicators, 1987 has been a



Newi

disappointing year.

Dick Robertson, office of the president, Lorimar-Telepictures, blamed the bad year on a depressed television advertising market and not on a lack of empty holes for syndicators to fill.

Despite a strong upfront marketplace for the networks, "the advertising business didn't bounce back from 1986" for stations, Robertson said. "When that is sluggish, everything is."

With few exceptions in first-run programming (*Wheel of Fortune* and *Jeopardy*, renewed through 1992, and *The Oprah Winfrey Show*, renewed through 1990), and off-network programming (*The Cosby Show* and *Who's the Boss*), those early predictions for a tough year came true.

Among successful first-run launches were two hours from Paramount, *Star Trek: The Next Generation*, and *Friday the 13th: the Television Series*. *Star Trek: the Next Generation* made news because a substantial number of affiliates, especially ABC stations, preempted network programming to carry it.

The past year was also a difficult one for first-run sitcoms. Going into the last INTV

and NATPE conventions, some 20 to 25 such shows were either officially announced or on the drawing board. By fall, that number had dropped substantially. Disappointing ratings led to the cancellation of the NBC checkerboard, a once promising scheduling strategy.

This year also proved difficult for syndicators of off-network action-adventure hours. After repeated unsuccessful attempts at sales in syndication, *Miami Vice* (MCA TV) was sold to the USA Network, a basic cable service. Shortly thereafter, Orion Television announced the sale of *Cagney & Lacey* to Lifetime. Cable services are said now to be a market for hours.

Half-hour animated shows, used principally by independents to counterprogram affiliate soap-operas in the afternoon, also suffered a drop in viewers. A drop of 12.9%, first noted in the November 1986 Nielsen Cassandra report, has increased 10%-15% since then and has been blamed on an oversupply of "robotic" animated strips.

At the upcoming INTV convention in Los Angeles in early January, INTV and Lorimar Syndication will both release studies on the decrease in the number of children watching these shows.

Syndication has seen some ratings success in the children's area for softer animated shows (e.g. *Duck Tails* from Buena Vista Television), along with the birth of a new form of children's programming, game shows designed to segue between blocks of animation and blocks of sitcoms. The first show, *Double Dare* from Viacom, debuts in February.

As for 1988, several syndicators predicted an upturn in advertising with the Olympics and the elections. At Lorimar, Robertson said internal predictions show that "1988 should be better in the advertising business. We see things picking up."

The competitive nature of the business will also have an impact. At one point, there were as many as 20 magazine or game shows on the drawing board for fall 1988. Competition for major market clearances has already resulted in the withdrawals of *Today's People* by Buena Vista and *TV Guide* by Lorimar.

Bob Jacquemin, senior vice president, Buena Vista Television, was less upbeat about an upturn in advertising in 1988 compared with past Olympic and election years. "What is commonly believed to be a major upswing may not be as great as what is expected," he said.

He said that syndication for the approaching year won't get any easier for two reasons: fewer time periods to program and more competitors. "It's not a business for the weak at heart," he said.

Cable television passes 50% penetration in 1987 and forecasts continued healthy growth in 1988, including more than \$1.5 billion in advertising revenue

In the cable television industry, the future appears to be coming up roses.

While 1988 may not include a major breakthrough such as the 50% penetration of homes, the momentum continues for increasing viewership, ratings and advertising.

"Things are very positive," said Robert Alter, president and chief executive officer of the Cabletelevision Advertising Bureau.

"I think basic penetration will continue to grow at a very healthy rate," he said. "Even mature systems are finding they are pushing their penetration up."

CAB predicts that penetration will increase 3% to 4% in 1988, with cable reaching 47 million homes, or 52% of the country by the end of the year. That will be driven, he said, by "much more aggressive program acquisition by the cable networks, both basic and pay."

Alter also looks for "more aggressive audience promotion" as cable operators seek to increase viewership with cross-promotions and innovative marketing campaigns.

According to CAB, total cable advertising will surpass \$1 billion in 1987 and push the \$1.5-billion mark in 1988. The cable networks alone, CAB says, will take in more than \$1 billion in advertising next year, with local sales reaching close to \$400,000.

"MSO's are accelerating their local sales efforts," Alter said, adding that they are also "beginning to integrate their advertising sales efforts into the total operation."

More advertising dollars can buy better programming, which increases penetration and viewership and brings in even more advertising dollars.

"We're seeing a lot of additional advertising revenues," said Glenn Jones, president and chief executive officer of Jones Interchange. He said that advertising and pay-per-view are becoming two important revenue sources.

Jones looks ahead to 1988 as another good year for cable. "Our saturations will increase," he said, and "we'll be successful in bringing still new services to our subscribers."

He also hopes for guidance from the courts on where cable stands on issues such as First Amendment rights. "The reality is that we are becoming more and more First Amendment speakers," he said.

Alter also predicted that cable's increased viewership in 1987, which came primarily at the expense of network affiliates, will continue in 1988. In the 1986-87 television season, cable's share of viewing in cable homes was 33% and CAB expects that to increase to 36% in the 1987-1988 season.

CAB also projects that the viewing of network affiliates in cable homes will increase from 53% in 1986-87 season to 50% in the 1987-88 season.

In pay households, "cable is really reaching parity with network affiliates in terms of time spent by viewers," Alter said. In the 1986-87 season, affiliates had 48% of the audience and cable networks 40% in the 27 million pay households. Alter expects that gap to narrow even further.

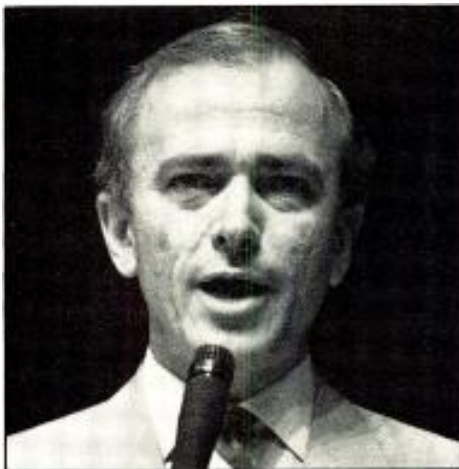
Results of the first two months of the new season tend to support those predictions. In total television households for September

and October, on a 24-hour, per-average-quarter-hour basis, basic cable viewing grew 16% (480,000 homes) while pay jumped 24% (328,000 homes), CAB said. Network affiliate viewing was down 9% (off 1,273,000 homes) and independents were off 4% (down 110,000 homes).

In prime time, cable's share of viewing has increased more dramatically. According to CAB, basic viewing was up 30% (1,343,000 homes) and pay was up 22% (611,000 homes). Independents were up 8% (771,000 homes), while affiliates were down 9% (off 3,252,000 homes).

An even more dramatic drop in affiliate viewing, CAB said, has taken place on the weekends, noon-7 p.m. While basic and pay viewing were up 16% and 14%, respectively, network affiliate viewing was off 21%, or 4,186,000 homes.

"Getting higher ratings is now being perceived by cable operators as being very important," said Alter. In addition to driving advertising sales, he said that there "is definite evidence that the higher the viewing of cable programming, the higher the subscriber satisfaction and the less likelihood there is



Harris

for a disconnect."

Increased promotion and better programming also fuels those ratings. One prime example was ESPN's landing of a portion of the National Football League contests. Through Sunday, Dec. 20, the seven-game package averaged a 12.5, three rating points above the 9.5 promised advertisers. ESPN has not decided what ratings guarantee or commercial pricing it will set for 1988.

Next year will also see continued emphasis on original and exclusive programming. There is mounting evidence that NBC and ABC want to increase their programming for cable. And the cable networks are also expected to increase their original programming.

As evidence of the industry's programming push, National Cable Month organizers have received industry commitments of \$26 million in promotional and advertising time for the month-long promotion of cable programming. It kicks off with a 56-hour weekend preview, April 1-3, to be fed over the C-SPAN II transponder, and will include programming from 40 cable networks.

For radio, 1987 sales revenues will increase 4.3% in a year of soft advertising sales and consolidation of national sales forces

For radio, 1987 will be remembered as a year of major acquisitions and a rapid-fire succession of consolidations in national sales forces.

Among the most significant moves was Westwood One's purchase of the NBC Radio Network for \$50 million, including a stock transaction that gave NBC five-year warrants to purchase one million shares of Westwood common stock at \$36.40 per share.

The deal solidified Westwood's place as a major network radio player, and with its ownership of Mutual Broadcasting, it is solidly in second place for billings behind ABC's radio networks. The sales operations for all three Westwood networks—NBC, Mutual and the Westwood One Radio Networks—have been combined.

There were also two network radio ventures, both occurring in the fall. In October, the United Stations Radio Networks, New York, signed an agreement to takeover all of Transtar Radio Networks' advertising sales efforts (previously handled by the Katz Radio Group). Transtar is a 24-hour satellite-delivered format service based in Colorado Springs. The agreement gave the principals of United a minority interest in Transtar.

One month later, The ABC Radio Network took over the sales of Satellite Music Network, the Dallas-based 24-hour satellite-delivered format service, with an option to acquire a minority interest in SMN.

On the national spot representation side, Reliance Capital Group Ltd. Partnership, the parent of John Blair & Co., sold Blair's radio representation division to Katz and Interep, the industry's two "megareps." Katz purchased Blair Radio in May for a reported \$10 million and renamed it Banner Radio Sales. Interep acquired both Torbet Radio and Select Radio Representatives in June for \$9.5 million.

Throughout most of the first half of 1987 Katz had also been negotiating to purchase Eastman Radio, then the largest independent radio rep company (others include CBS Radio Representatives and Roslin Radio Sales). But those negotiations fell through in June. Two months later, Jacor Communications, a publicly held, Cincinnati-based radio group, acquired Eastman through an \$8 million stock transaction.

In October, Jack Masla, president and founder of the 30-year old Masla Radio representation firm, sold the major portion of his client list to Katz Communications and the remainder to Shelly Katz Radio Sales. Total consideration was said to be about \$3 million.

This heavy consolidation activity was primarily spurred by a soft national advertising market, particularly during the second half of the year, coupled with a closer adherence to "bottom line" operations. According to the Radio Advertising Bureau, the industry will close out 1987 with total radio sales

revenue up 4.3% over 1986 to \$7.324 billion (compared to 1986's 7% increase over 1985 to \$7.025 billion). As in previous years, the strongest segment will be local advertising with gains of 6.3% over last year to \$5.647 billion. Meanwhile, national spot and network radio, the two sales segments hardest hit this year, are both projected to finish down 2%, to \$1.305 billion and \$372.4 million, respectively. But RAB projects total radio revenues in 1988 to grow by 7%-8%.

There is at least one major radio executive who doesn't see the consolidation process stopping at the national level. Ralph Guild, Interep chairman, said there will be consolidating among some local radio sales forces next year. "In this way, local advertisers [much like many national spot advertisers] can go to one major source for buying a group of stations," said Guild.

A record price for an AM-FM combination station was set in 1987. Infinity Broadcasting, New York, bought KVIL-AM-FM Dallas in April from Sconnix Broadcasting (which had acquired the two outlets in March as part of its buyout of the John Blair radio group stations) for just over \$82 mil-



Alter

lion. Despite today's uncertain economy, many industry executives see high-billing major market stations still priced at high multiples of cash flow.

In the programming arena, the industry witnessed a "new wave" of specialized formats on the AM band. That list included all-sports and all-business formats. One industry programming veteran, Rick Sklar, who heads his own New York-based firm, Sklar Communications, did not dismiss the possibility that some of the new specialty formats, including talk radio, may "overlap" onto the FM band next year because of what he sees as the growing sameness of some of the FM music formats, especially adult contemporary. "Programmers will begin to think of FM as 'total radio,'" he observed.

Sklar also expects 1988 to see a "heavier reliance" on satellite-delivered programming, rather than the typically more costly local programming. "There is no question that economics will play a bigger role in radio station programming," he said.

This year's budding format star was new age, a mostly instrumental, light jazz sound. Although the format began to pick up steam

mid-year, there are still a relatively small number of stations nationwide airing it 24 hours. In August, Satellite Music Network signed a deal with Metropolitan Broadcasting and its KTWV(FM) Los Angeles to deliver KTWV's "Wave" (new age/light jazz/soft rock) format nationally. Major markets that now have new age outlets include Chicago and Washington.

The byword for the business side of broadcasting and cable in 1987 was 'change'

Change in viewership levels as cable siphoned viewers from the broadcast networks. *Change* in the types of programs that succeed. *Change* in how network audiences are recorded. *Change* in the way Hollywood produces and finances its product. *Change* in the financial arena for many companies. And *change* in the relationships between various players that will alter the television and radio landscape for years to come.

In the fall of 1987, the business of buying and selling cable and broadcast properties looked to be closing on another in a string of excellent years. Cable property values were skyrocketing (partly on the strength of rate deregulation), and TV and radio station values were holding their own in the face of increasing competition for ad dollars, and were anticipating increased advertising spending with the 1988 presidential election and the Olympics.

That was before "Black Monday", Oct. 19, 1987, when the stock market took its deepest plunge.

That nose dive took with it many media companies, and caused a dramatic pause in merger and acquisition activity while the financial markets sorted out confusion over private market valuations and a host of funding mechanisms.

The crash also triggered concern about the overall strength of the U.S. economy and the direction of consumer spending, casting a shadow of uncertainty over media growth projections, both for cable—which depends largely on an expanding subscriber base paying higher monthly fees—and for broadcasting, which relies on advertisers spending more dollars to reach freer-spending consumers.

The picture, however, is entirely bleak. Media analysts, bankers, brokers and others interviewed by BROADCASTING say the cable and broadcasting businesses are fundamentally sound and should continue to grow ahead of the overall economy, keeping them among the best of investments.

In the media business, the volume of merger and acquisition activity for the past several years has been staggering, hitting what many believe was its peak in 1986 when relaxed FCC ownership regulations, the increased flow of financing dollars, the flood of buyers and sellers and the impending tax law changes combined to create an estimated \$13 billion in cable and broadcast transactions.

BROADCASTING's annual tally of station sales illustrates the extent of that expansion. In 1984, \$2.1 billion in station business was done on some 860 transactions; 1985 saw \$5.7 billion in more than 1,800 transactions

and 1986 peaked at \$6.1 billion from nearly 1,300 transactions.

That year, 1986, accounted for one-quarter of all the station business done in the past 33 years.

Cable television transactions grew even faster, according to cable analysts. In 1984, there were 254 transactions valued at \$2.834 billion; that dollar figure jumped to \$8.446 billion on 311 transactions in 1985 and again rose to \$8.979 billion on 456 transactions in 1986.

The prices for cable properties enjoyed a spectacular rise, according to cable industry figures, growing from an estimated \$946 per-subscriber average in 1984, to \$1,092 in 1985, \$1,419 in 1986, and topped the \$2,000-per-sub mark by mid-1987.

The cash-flow multiples used to price systems have also increased over the same period from 10-11 times cash flow to 12-14.

TV station prices, measured by investment bank, Morgan Stanley, in its *Communications Industry Databook* as average-price-per-station-viewer for transactions over \$20 million, showed values peaking in 1985 at just over \$2,000 per viewer, dropping just below that figure last year.

While the level of 1987 station and cable trading has not yet been determined (the 1987 tally is due in BROADCASTING's Feb. 8 special report on station and cable trading), many predicted earlier this year that it was not likely to surpass 1986.

However, some bankers and brokers now believe that this year's volume of transactions may exceed 1986 totals, particularly in cable, despite the market downturn.

Steve Rattner, an investment banker with Morgan Stanley, said that 1987 was "still a very active year" by historical standards. "My general sense is that 1987 was marked by less of a sense of merger frenzy than 1986, but the smaller, less visible bread-and-butter transactions were just as active, more so in cable than in broadcast, which has been slow, particularly with network affiliate TV's," he said.

John Waller, a cable broker with Waller Capital, said he believed business this year equaled or surpassed that of 1986. Phil Hogue, president of investment banking for Daniels & Associates, put the volume of deals this year at closer to 1984-85 levels.

If 1987 was a peak cable year, it could well be the result of what Morgan Stanley analyst, John Tinker, called "an explosion" for cable business prompted by price deregulation that allowed per-month subscriber fees to climb to an average \$23 per month for basic and pay combined.

The average fee increase was 6.7% this year, according to a National Cable Television Association study, and Tinker predicted that they would rise at least that much in 1988.

Broadcast trading had a solid year as well, although there were none of the giant TV network deals that dominated 1986. According to investment banker Jeff Epstein of First Boston, there was a "steady stream of \$30 million-\$300 million deals throughout the year."

But this was all before the October stock market crash. Although there is little con-

census about how seriously the plunge de-railed the media merger and acquisition business, there is little doubt that it forced most buyers and sellers to step back, at least temporarily, to assess its impact.

Part of the fallout was due to the wrenching losses suffered by public companies in their stock values.

Among the first effects of the crash were the evaporation of the high-yield, high-risk junk bonds used to finance some media transactions and the slowing of all purchases using outside financing. According to Tinker at Morgan Stanley, raising funds in the public markets through convertible debt will be considerably more difficult for much of the next year. In addition, few companies will attempt new stock issues while their share prices remain low.

John Suhler, president of the investment banking firm Veronis, Suhler & Associates, said that the overall effect of the crash on media transactions has been an "unequivocal change that reels in prices and [reduces] financial flexibility from those transactions requiring [outside financing]."

Disagreement remains, however, on the extent of harm to the active market for cable mergers and acquisitions. George V. Grune, Jr., executive vice president of the Acquisition Funding Corp. of GE Credit Corp., said "the crash had the effect of essentially slowing down the level of mergers and acquisitions in cable."

John Waller, of Waller Capitol, said he viewed the situation as more of a "pause" in the highly active cable trading market. He argued that cable mergers and acquisitions may actually pick up in the wake of the crash as those operators undecided about whether to sell their systems lose confidence in the economy's performance in the next 12-18 months.

Prices of cable and broadcast properties, and how they have been affected by the stock market shift are also subject to various interpretations. Some brokers and bankers appeared encouraged by some recent sales, such as two Harte-Hanks TV stations sold to Gannett Broadcasting for \$155 million and its recent cable sales reportedly exceeding \$2,750 per sub.

Others, however, noted a break in cable prices and predicted a similar drop for radio and television stations. At Morgan Stanley, Rattner suggested that the cash-flow multi-

ples used to price cable systems may already have taken a 5%-10% hit.

Matti Prima, senior vice president at investment bank, Henry Ansbacher Inc., said that he sees a "lack of consensus on what private value is. The financial community is very cautious. They're asking: 'Should the crash impact private market values and if so to what extent? Or is cable so much a cash-flow driven business that I should be comfortable with pre-October prices?'"

If anything should keep cable prices rising, industry observers suggested, it is cable's predictable, rapid cash-flow growth. Waller said that, while there is "no question some of the marginal deals have been hurt in price, the bulk of the market has not changed significantly."

As for broadcasting, many believe it remains a fundamentally strong business. However, the cash flow from advertising revenues for television are less predictable than for cable and even less predictable for radio.

Financial analyst Alan Gottesman of L.F. Rothschild said that "well-run properties in good markets, like affiliate V's in top 20 markets, have not seen their value diminished, except to the extent the market has become less liquid."

In the coming months, brokers and bankers expect to see a greater gap between the kinds of prices and cash-flow multiples paid for properties.

As for cable, Hogue said that the most desirable systems will be those in markets with the greatest forward cash-flow growth potential. Hogue also included the potential for natural market growth, system size and potential penetration growth, the potential for improving profit margin through better management and the opportunity for repackaging rate structure.

By contrast, highly penetrated, mature markets with better than 50% profit margins and more expensive rate structures would draw lesser per-subscriber prices or multiples.

Rothschild's Gottesman said that TV ad revenue growth, after slowing in 1985 and 1986, had picked up in 1987, particularly in the fourth quarter when the TV networks showed the first effects of strong upfront selling for the 1987-1988 season.

Despite three weak quarters, national spot projections were improving in the wake of network strength, and local advertising also showed little sign of deteriorating, he added.

Network advertising earnings, which declined in 1985 and 1986 after a decade of double-digit increases, are expected to be higher than were anticipated earlier this year, based on the strength of the 1987-1988 upfront market and scatter markets in the second and fourth quarters of 1987, according to analyst Francine Blum of Wertheim Schroeder.

Blum estimated 1987 profits for ABC-TV to be \$132 million on network sales of \$2.1 billion, with 1988 profits projected at \$174 million on \$2.5 billion in sales. CBS network operating profit in 1987 should be \$70 million-\$75 million, she added. (More elusive are figures for NBC-TV, a relatively

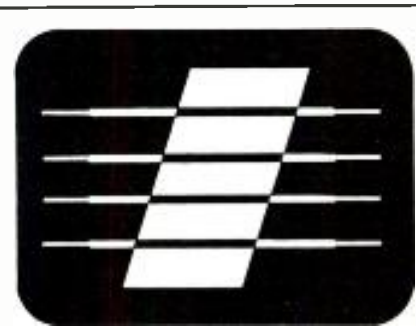
small part of corporate parent General Electric. As the leading network, however, its profits are expected to exceed those of ABC and CBS.)

Radio advertising remains dominated by local dollars, which this year saw an estimated 6.3% increase and next year should increase by 7.5%, according to Radio Advertising Bureau projections. National spot and network radio, both down 2% this year, should both be up more than 5% in 1988, RAB projects.

And there were mixed feelings about the expected boost from 1988 political campaign and Olympic-related advertising, which forecaster Robert Coen of McCann-Erickson recently said should introduce into national and local broadcast budgets at least \$500 million, and \$200 million-\$260 million, respectively.

"For two years, people have been saying 1988 revenues were going to be strong," said First Boston's Epstein. "And while they'll be better than 1987, they won't be as high as hoped. People are also concerned 1989 is not going to be a banner year."

Tinker believes the stock market is al-



Independent Television

Out with the old... The Association of Independent Television Stations will unveil its new logo (above) at its annual convention in Los Angeles next week (Jan. 6-9). "The sense was that the old logo was a little dated," said INTV President Preston Padden, and there was "the desire to come up with a symbol for this growing business of independent television, a symbol that could be recognized rather than read."

Although the logo was not necessarily designed for literal translation, said Padden, the elements of a television screen, the independent "I" and scanning lines are apparent.

The design is the creation of Pat Pattison, former promotion director at WTTG(TV) Washington. It was further refined by Dale Palechek, promotion director at KTVT(TV) Dallas, and INTV chose it over a number of other designs this fall.

The logo will be unveiled at the convention in an animated video package, which includes the lyric: "We're taking the audience away."



Grune

ready looking ahead to 1989, with fears that recession could combine with a post-1988 decline to effect a "double whammy" on broadcast ad growth.

Gottesman dismissed these concerns, noting that since 1975 the trend has been for broadcast advertising to exceed the growth of the national economy. He believes the overall long-term trend will continue.

Suhler agreed, saying that "TV will continue to outpace the GNP, not at multiples like those of 1975-1985, but maybe 10%-20%." GECC's Grune said that "the media industry should benefit on a relative basis in difficult times, because of the greater predictability of cash flows than for most industries; advertising continues in recessionary times."

What then is the media merger and acquisition outlook for 1988?

For cable properties, the consensus is more of the same.

"I see 1988 essentially as an extension of 1987; a lot of competition for properties, the

auction approach continuing to produce very competitive results, a lot of buyers continuing to aggressively pursue properties in competitive market," said Daniels' Hogue.

Cable broker Waller also takes a positive approach. "There are a lot of buyers and buyers with money, enough to keep prices high," he said. "Cash flow projections are more conservative now, but there's got to be more rationality in cash flow projections."

As for broadcast station trading, First Boston's Epstein expects trading to continue in 1988 in the top 100 markets, but with little of the major public company transactions that accounted for much of the trading dollar volume in 1985 and 1986. Epstein said the industry may see a substantial number of TV stations, especially mid-sized affiliates and those purchased two or three years ago, coming onto the market by mid-year.

He also noted that the first three-to-six months of 1988 will see a relative advantage

in the buying market for group broadcasters with strong balance sheets. Competing leveraged-buyout bidders face the escalating cost of high-yield and public funds, which would force them to borrow less money at a higher cost, and could see them outbid by established broadcasters borrowing at a falling prime rate.

Ansbacher's Prima predicts a wave of sell-offs this year by over-leveraged TV stations no longer getting double-digit returns. Radio will maintain an active trading pace, he said.

And, while cable and broadcast property values may fluctuate along with the amount of buying and selling, observers still see media companies excelling compared to other investments.

"Broadcast, like cable, is a particularly good place to be," said GECC's Grune. "It may not be a home run like it was, but it's still a triple, while everything else has gone to the bunt category." □

Congress's Christmas present to women, minorities

Spending bill signed by Reagan last week requires FCC to continue to promote station ownership by those groups; it also upholds commission's distress sale policy

The FCC's distress-sale policy and preferences for women and minorities are back, and its related tax-certificate policy is secure.

The catch-all spending bill passed by Congress and promptly signed into law by President Reagan last week contained language calling on the FCC to affirm the policies, which are designed to increase minority and female ownership of broadcast stations; terminate a year-long inquiry re-assessing the constitutionality of the policies on remand from the federal courts, and lift the suspension of the distress-sale policy and minority female preferences.

The courts may still strike down the distress-sale and minority and female preference, but that is seen by proponents of the policies as less likely given Congress's strong endorsement of them.

The congressional action "provides a degree of stability with regard to minority-sensitive deals," said Tom Hart, the Washington attorney who led the coalition of women's, black and Hispanic groups that lobbied for the language. Large investors as well as small minority ones interested in taking advantage of the policies have been troubled by the "high degree of uncertainty" caused by the FCC inquiry, he said.

Under the distress-sale policy, the FCC allows stations whose licenses have been designated for administrative hearing for some violation of the FCC rules to sell to minority groups prior to the start of the hearing at 75% of fair-market value. The minority and female preferences were given in comparative broadcast license proceedings. And, under the tax-certificate policy, broadcasters who sell stations to minorities

are eligible for a tax certificate that allows them to defer (and often avoid) capital gains tax.

After the distress-sale and women preference policies were challenged in three separate cases in the U.S. Court of Appeals in Washington, the court remanded the cases to the FCC with instructions to conduct an inquiry to assess the constitutionality of the two policies as well as the tax-certificate program. And, in launching the inquiry a year ago, it suspended implementation of the distress-sale and minority-women preference policies at least until it ended its deliberations (BROADCASTING, Dec. 22, 1986).

With the inquiry cut short by the congressional action, the court must now decide the question of constitutionality on its own. According to Hart, the cases against the policies have "become substantially weaker because we have a clear affirmation from Congress that they accept, endorse and promote these policies in the public interest.... For the court to overturn a congressional action of these federal policies would be

somewhat unusual."

The interests of women and minorities are usually championed by members of the House of Representatives, but the Senate was responsible for affirmation of the FCC's minority ownership policies. Ernest Hollings (D-S.C.), Lowell Weicker (R-Conn.) and Frank Lautenberg (D-N.J.) added the language to the Senate version of the continuing resolution and were able to keep it there.

"We feel good about the effort and we applaud the legislators who endorse it and kept it out of the political hardball arena...with the fairness doctrine," Hart said. "It's significant that through all of the controversy and all of the political posturing over a number of issues, the Senate and the House pretty much unanimously endorsed this idea."

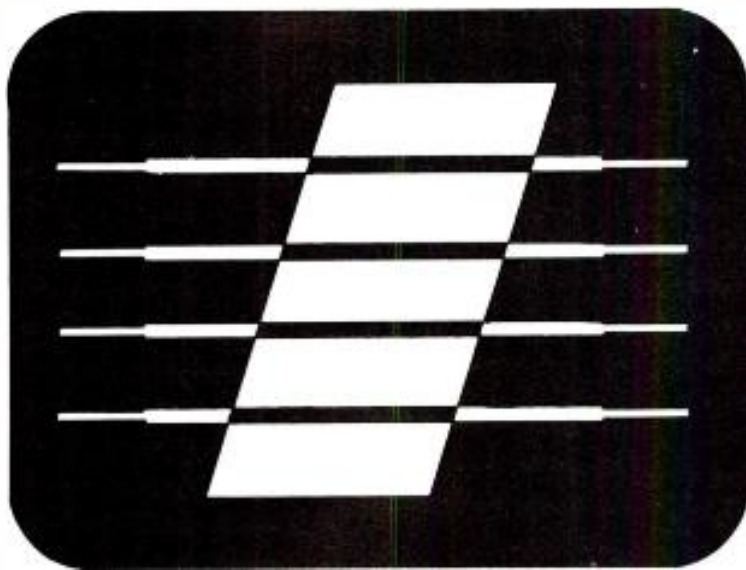
Hart added that Hollings can take some solace in sheparding the language onto President Reagan's desk. Hollings did not get the fairness doctrine, Hart said, but he "should feel very good" about what he did for women and minorities.

Congressional kibosh on crossownership. The catch-all spending bill not only had instructions for the FCC on its minority ownership policies (see above), but language also was inserted that would restrict the commission from abolishing or modifying the 12-year old newspaper-broadcast crossownership rules. The rules prohibit common ownership of newspaper and TV stations in the same market. It would also prohibit the FCC from granting waivers to the rule or extensions of existing waivers.

The immediate effect of the congressional action will be to stop progress on Freedom of Expression Foundation's petition to launch a rulemaking to eliminate the crossownership restriction. The FCC had put petition out for comments. The congressional prohibition against a waiver extension is apparently aimed at Rupert Murdoch, who was reportedly seeking an extension of waivers allowing him to retain the *New York Post* and *Boston Herald*.

Inserted at the last minute by the Senate Communications Subcommittee's majority counsel, Tom Cohen, the language is consistent with a broadcast license renewal legislation offered last June.

Also attached to appropriations bill was a provision preventing the FCC from allowing noncommercial VHF broadcasters to swap their channels with commercial broadcasters.



Independent Television

INTV 87: The program's the thing

When the Association of Independent Television Stations convention gets under way next week in Los Angeles, syndicators of first-run programming will once again find themselves vying against a handful of successful first-run and off-network series. "First-run is a tough sell in today's market," said Barry Thurston, president of syndication for Columbia Pictures Television. With a glut of talk, game and news/information shows in the market, Thurston noted that "there is a very limited opportunity at the present time for first-run strips of any consequence," because *Wheel of Fortune*, *Jeopardy*, *The Oprah Winfrey Show*, *The Cosby Show* and *Who's The Boss* occupy the most desirable time periods.

"The marketplace is being very deliberate this year and there is not a rush to sign for any one program," added Edwin T. Vane, president and chief executive officer of Group W Productions.

The real test will occur in early fringe, where there is intense competition to fill a void in the children's market left by a flood of "high-tech" shows, whose ratings have plummeted in recent books. Lorimar Syndication will release a study during INTV showing children want more adult-oriented, reality-based programming—par-

ticularly live action, youth-oriented game shows—according to Jim McGillen, president of station sales for the division. The increasingly popular format is designed to demographically bridge afternoon animation blocks and early evening sitcom blocks on independent schedules (BROADCASTING, Nov. 2). "There seems to be a lot of interest in the kidvid marketplace," McGillen said. Lorimar has pre-sold its offering, *Fun House*, to the TVX Broadcast Group.

Although many syndicators have been quick to grab onto these transitional vehicles and stations appear willing to experiment with the format, some remain doubtful of their chances for success. Although 20th Century Fox Television is working in conjunction with Fox Television Stations on the development of two children's game shows, Michael Lambert, Fox executive vice president, domestic syndication, said he thinks that off-network comedies are still the best transition pieces.

Bob Jacquemin, senior vice president of Disney's Buena Vista Television, said the form is "not something we would want to get into." Jacquemin expressed doubts over how well such new entries will fare against traditional animation shows. "It's something sta-

tions are willing to experiment with...but we are seeing a return to a more stable animation marketplace," he said.

Buena Vista hopes to cash in on the popularity of its frontrunning *Duck Tales* strip, which averaged a 5.4 Nielsen Television Index rating for the week ended Dec. 13. To coincide with INTV, the syndication unit is launching sales for *Chip & Dale Rescue Rangers*. The 65 half-hours, available in fall 1989, are intended as a companion piece to *Duck Tales*. With the introduction of a new story line in 1988, the second year of a two-year contract, *Duck Tales* will expand by 30 episodes in the fall of 1989.

Group W's Filmation subsidiary will also offer two new animated strips for fall 1989, *Bravo* and *Bugsborough*. Vane hopes the early sales push beginning with INTV will help Group W gain the advantage next year when he expects the crowded animation market to thin out. Under existing conditions, he said, "it is difficult for any shows to garner sizeable ratings."

Despite a ratings decline that has led to a decrease in the number of toy-based animated shows, critics of the form say they will not give up their battle to have the FCC reinstate guidelines repealed in 1984 that limit commercial time in children's programming. Peggy Charren, president of Action for Children's Television, said marketplace conditions could change as toy manufacturers step up efforts next year to create more interactive animation series.

In early fringe and access, comedies will continue to be the dominant form, according to distributors. But whether new entrants can break in remains to be seen. Buena Vista has begun to gauge the crowded off-network marketplace to determine when to release *The Golden Girls* into syndication, according to Jacquemin. In the next couple of years a plethora of new off-network sitcoms will be released into the syndication marketplace, including *Kate & Allie*, *Who's the Boss?*, *Growing Pains* and *Head of the Class*. And still to be offered are *227*, *ALF*, *Designing Women*, *Amen* and *Perfect Strangers*.

The first-run aftermarket is also getting more crowded. The most prolific producer of first-run shows, Lorimar, is selling 110 episodes of *Mama's Family* for stripping in March 1989, while 20th Century Fox Television is offering the backend strip of *Small Wonder*—96 episodes in all—for fall 1989.

With independents turning to first-run hours such as *Star Trek: The Next Generation*, Lucie Salhany, president of domestic television and video programming for the show's producer, Paramount, said: "The line is blurring between affiliate and syndicated programming." Paramount has increased its investment in hours with *War of the Worlds*, 24 one-hour episodes plus a two-hour pilot based on the movie that is intended for early fringe and prime access.

Although many in the industry continue to express doubts about the near-term potential for hours, CPT's Thurston is optimistic despite the recent sales to cable of *Miami Vice*, *Cagney & Lacey*, *Riptide* and *Mike Hammer*. With stations in the second year of their *Magnum, P.I.* contracts, he said there is "still a marketplace for some action/adventure series in syndication." Fox's Lambert said he is hopeful *L.A. Law* will be the vehicle to turn around the hour market, but he declined to discuss when the studio is prepared to make it available.

One of the latest attempts to crack the difficult late-night daypart is Casablanca IV's *Hit Squad*, an unscripted first-run comedy strip premiering Jan. 11 in 70% of the country. Company President Dick Gold said the program, designed for independents, will have a hidden-camera format. Group W is also experimenting with another unscripted comedy, a revival of *Life's Most Embarrassing Moments*, a half-hour version geared to play between 5 p.m. and midnight on weekends.

Most syndicators agree that comedy stands the best chance of succeeding in late-night periods, but that will not keep others from experimenting with new forms there. "Every conceivable format will be tried in late night," said Dick Cignarelli, executive vice president of domestic syndication for MGM/UA.

Among the other INTV offerings: 30 new half hours of the *Twilight Zone* from MGM/UA that will be combined with off-network episodes from the canceled CBS series for a total of 90½ hours available for stripping in fall 1989; a strip from Turner

Program Services which, for the first time, has created a show for syndication that will not appear on superstation WTBS(TV) Atlanta or CNN. Twenty-four episodes of the weekly adventure/mystery series from Turner, *The Secret World*, will be available for fall 1988, according to Russ Barry, president of Turner Program Services. In the light-news magazine genre, 20th Century Fox Television will distribute Fox Television Stations' *A Current Affair*. Targeted to network affiliates, the show has been sold in 46% of the country and will compete with Fox Broadcasting affiliates, Lambert said.

While syndicators will be offering independents an array of programs for different dayparts, station managers stress that the biggest money-maker for the foreseeable future will continue to be off-network sitcoms. "That's still the staple of an independent," said Donita Todd, director of operations, WDCA-TV Washington.

Station executives contacted last week did not expect to receive many surprises in the programming suites at INTV, although it is possible that a couple of projects could be unveiled at the show. Syndicators have been extremely busy in the past two months trying to clear at least the top-20 markets for their new offerings, the executives said.

"We have been previewing a lot of programming," said Farrell Meisel, program director of WWOR(TV) New York. Meisel said he was hard pressed to name any new or emerging programming trends, and suggested that the market will continue to be sluggish. "By and large, people are being more cautious about acquisitions," he said. Stations are focusing more on programming "needs," and passing on product they might like to have but don't feel they absolutely need.

Milton Maltz, chairman and chief executive of Malrite Communications, also suggested stations will exert tighter control over program budgets, given the financial outlook for 1988. During the few years before 1987, said Maltz, a number of independents were too aggressive in program purchasing, spending beyond their means. "They were more interested in being number one than in surviving," he said. With an "uncertain" revenue picture for independents in 1988, prudence and caution will be the guidelines for many independent program buyers, said Maltz.

According to Ed Aiken, general manager of WTOG(TV) Tampa, Fla., independents in the larger markets will be "looking forward to two things." First, he said, they will be "assessing what I think will be a very large pool of available off-network half-hour sitcoms." They may not all pop up at this INTV, but there will be "an awful lot of them in next couple of years."

The other big story to unfold in the coming months, said Aiken, will be the shaking out of the first-run sitcom market, especially in light of the announced cancellation of the checkerboard schedule on the NBC owned-and-operated stations two weeks ago. The NBC checkerboard was seen as a litmus test for the first-run comedy market and its growth potential. It appears now that the market will shrink substantially and the question now is which first-run comedies will survive. "There is some marketplace for them," said Aiken, "although that seems to have narrowed considerably with the NBC decision."

Changes are also in the wind for children's programming, the second most important program staple for independent television. The boom in so-called "high-tech" animated fare (such as *Transformers*, *Saber Riders* and *Silverhawks*) has gone bust. Stations attribute the problem to too many syndicators jumping on the bandwagon after the success of *He-Man and the Masters of the Universe*, and introducing poorly scripted and poorly animated imitations.

But other factors contributed to the decline of the high-tech form, including the cyclical nature of programming, as well the unpredictable viewing behavior of children. "Kids are the hardest to program," said Tom Spitz, program director of KBHK-TV San Francisco. "They are the easiest audience to gain and the easiest to lose." In his market, said Spitz, such high-tech vehicles as *Transformers* and *He-Man* have "clearly eroded, but they still hold an important position." And softer animated fare, such as Disney's *Duck Tales*, have done very well. "Heathcliff and Scoobydoo continue to be strong," he said. An indication of where the market may be going might be gleaned from Spitz's new children's program purchases for next

year: *Snorks*, *Gumby* and *Claster's Cops*.

Meisel agreed that children are "the least loyal audience." But the falling interest in high-tech shows is attributable to the "bandwagon" syndrome, he said. "That's the problem with every trend. There has to be something in between."

Live action children's programming is gaining momentum as a so-called "transition" vehicle between afternoon cartoons and early evening sitcoms. Viacom was first out of the box with a syndicated version of *Double Dare*, the children's game show that started its run on Nickelodeon two years ago. The Fox Station Group has picked up the program, and Lorimar is selling a similar show, *Fun House*.

But some question the need for a new transition vehicle. "I don't have much of a feel for it," said Spitz of KBHK-TV. He said that sitcoms such as *Diff'rent Strokes* and *Brady Bunch* have done the job quite nicely. "You can't be something for everybody," he said.

But *Double Dare's* is important for two reasons. Not only may it be spearheading a new syndication program form, it is another demonstration that the program flow between the broadcast and cable media is two-way. Last year Viacom syndicated the *MTV Top-20 Countdown* in syndication, and that network's new game show, *Remote Control*, is now being considered for syndication as well, according to Joseph Zaleski, president, domestic syndication, Viacom Enterprises.

The daily schedule at INTV

Wednesday, Jan. 6

Continental breakfast. 8:30 a.m. California lounge.

Opening session. 9 a.m., Los Angeles room. *Welcome:* John A. Serrao, convention chairman, WATL(TV) Atlanta. *Chairman's report:* Charles L. Edwards, INTV board chairman, KTVU(TV) Fort Worth. *President's report:* Preston Padden, INTV president.

The Business of Independent Television. Presentation by Paul Kagan, Paul Kagan & Associates. *Reaction panelists:* Barry Thurston, Columbia Pictures Television; Milton Maltz, Malrite Communications Group; Sandy Freschi, Frazier, Gross & Kadlec, and Fred Segal, Shearson Lehman Brothers.

General managers meeting and luncheon. (Closed.) 11 a.m.-2 p.m. Century I room (tower). *Anatomy of an Independent financial survey:* John Serrao, WATL(TV) Atlanta. *Meter/Diary Calibration Project Update:* Sue Rynn, INTV, New York. *Washington Report:* Jim Hedlund, INTV Washington. *Marketing Report:* Ron Inman, INTV, New York.

Sales managers meeting and luncheon. 11 a.m.-2 p.m. Beverly Hills Room. *Moderator:* Christopher Jackson, Christopher Jackson Inc., New York.

Program directors meeting and luncheon. 11 a.m.-2 p.m. Pacific Palisades room. *Takeover Survival Kit:* Moderator: Rob Friedman, INTV, New York. *Panelists:* Ron Ninowski, Gammon & Ninowski; Curt Bertsch, Meridian Communications; Bob Beizer, Schnader Harrison Segal & Lewis, Washington, and Mel Smith, programming, Tribune Broadcasting Co.

Program Schedule Thursday, Jan. 7, 1993: Moderator: Rob Friedman, INTV, New York. *Panelists:* David Simon, Fox Television Stations; Jon Gluck, MMT Sales Inc.; Perry Simon, NBC Entertainment; David Kenin, USA Network, and George Back, All American Television.

Screening suites. 2-6 p.m. (5th, 6th and 7th floors).

Reception. 6:30-7:30 p.m., California lounge.

Opening night dinner and show. 7:30-10 p.m., Los Angeles ballroom.

Great American beach party. 10 p.m.-midnight, California showroom A.

Thursday, Jan. 7

Washington public policy power breakfast. 7:30 a.m., Santa Monica room. *Moderators:* Shaun Sheehan, Tribune Broadcasting Co., Thomas Herwitz, Fox Television Stations. *Panelists:* Senior FCC, congressional and administrative staff.

Session. 8:45 a.m., Beverly Hills room. *The Political Advertising Process.* Moderator: Ron Inman, INTV, New York. *Panelists:* Victor Ferrall, Crowell & Moring; Cathy Egan, Katz Independent Television, and Patty Frierson, Vote America.

Session. 10:15 a.m., Santa Monica room. *The Grand Inquisition: Government*

Leaders Interrogate the Telecommunications Industry. Moderator: Eddie Fritts, National Association of Broadcasters. *Inquisitors:* James Quello, FCC; Diane Killory, FCC; Alfred Sikes, National Telecommunications and Information Administration, Commerce Department. *Panelists:* John Siegel, KBHK-TV San Francisco (broadcasting); Dick Robertson, Lorimar Telepictures (production); Kay Koplovitz, USA Network (satellite program services); John Cole, Cole Raywid & Braverman (cable), and Gerry Lenfest, The Lenfest Group (cable).

Keynote luncheon. Noon-2 p.m., Los Angeles ballroom. *Speaker:* Dennis Patrick, FCC chairman.

Screening suites. 2-6 p.m. (5th, 6th and 7th floors).

Friday, Jan. 8

Breakfast: INTV Political Action Committee. (Closed.) 7:30 a.m., Century I room (tower). *Speaker:* Edward Markey (D-Mass.), chairman, Subcommittee on Telecommunications and Finance.

Continental breakfast. 8 a.m., California lounge.

Session. 8:45 a.m., Beverly Hills room. *Politics and Public Policy.* Moderator: Jim Hedlund, INTV, Washington. *Panelists:* John Bryant (D-Tex.); Dan Coats (R-Ind.); Dennis Eckart (D-Ohio); Edward Markey (D-Mass.); Michael Oxley (R-Ohio).

Promotion awards presentation. 10 a.m., Los Angeles room. *Presenter:* Steve Bell, KTLA(TV) Los Angeles.

Session. Noon-2 p.m., Los Angeles ballroom. Luncheon session. *Programming: Betting the Whole Bundle.*

Screening suites. Open 2-6 p.m. (5th, 6th and 7th floors).

Gala studio party. 7 p.m., Lorimar Telepictures Studio.

Saturday, Jan. 9

Continental breakfast. 8 a.m., California lounge.

Distributor breakfast. (Closed.) 8 a.m., Century room.

Session. 9-10:15 a.m., Los Angeles room. *Where Have All the Children Gone—And Why?* Introduction: Sue Rynn, INTV, New York. *Presenters:* Marvin Schoenwald and Elaine Morgenstein, M/E Marketing and Research Inc.

Session. 10:30 a.m., Beverly Hills room. *HDTV, Fiber Optics and Our Future.* Moderator: Harry Pappas, Pappas Telecasting. *Presenters:* Steve Bonica, NBC Operations and Technical Services; Masao Sugimoto, NHK (Japan Broadcasting Co.), and William Glenn, New York Institute of Technology. *Reactors:* Ben Crutchfield, NAB; Greg DePriest, Association of Maximum Service Telecasters, and Hal Protter, wTV(TV) Milwaukee.

Adjournment. 11:45 a.m.

Who's who on the INTV exhibit floor

* indicates new product

ABR Entertainment Company 722
32123 W. Lindero Canyon Rd., Westlake Village, Calif. 91361

First run: Lingo; Yahtzee; Tell It to Harvey; Animated Classics; Candid Kids.
Syndication: ABR Feature Collection; Yes Virginia, There is a Santa Claus; Crosswits; Roller Derby Gold; Raquel; The Ann-Margaret Show from Hollywood with Love; The All Star Swing Festival; The Darin Invasion; The Fifth Dimension; The Lou Rawls Show; The Sonny & Cher Nitty Gritty Comedy Hour; Saga of Sonora; Old Faithful; Dr. Jekyll & Mr. Hyde; Once Upon a Wheel; The London Bridge Special; Rollin' on the River; Half the George Kirby Com-

edy Hour; The Barbara McNair Series; The Ann-Margaret Show; Story Theatre.
Animated classics: Robin Hood; 20,000 Leagues Under the Sea; The Hunchback of Notre Dame; The Man in the Iron Mask; Ivanhoe; King Solomon's Mines; Tom Sawyer; Kidnapped; The Three Musketeers; Dr. Jekyll & Mr. Hyde; The Last of the Mohicans; Don Quixote; Rob Roy; Treasure Island; Black Beauty; Prisoner of Zenda; Peter Pan; The Odyssey; Alice in Wonderland; Hiawatha; Westward Ho; Black Arrow; Wind in the Willows; Around the

World in 80 Days. **Series:** Sherlock Holmes and the Baskerville Curse; Sherlock Holmes and the Sign of Four; Sherlock Holmes and a Study in Scarlet; Sherlock Holmes and the Valley of Fear. **Staff:** Alexander Burt Rosen; Roger B. Adams; Jack Donahue; Bobbie Marcus, Ron Johnson.

Acama Films, Inc. 711, 715
14724 Ventura Blvd. #610, Sherman Oaks, Calif. 91403

Staff: William Morrison; James Sowards; Ed Hawkins; Lon Fishback; Art Brala, John Cosgrove.

Access Syndication 527, 529
12345 Ventura Blvd., Suite H, Studio City, Calif. 91604

All American Television Co. 738, 740

Blair Entertainment 528, 530

Broadcast Management Plus 551
1451 California Ave., Pala Alto, Calif. 94304

Staff: Roger Cooper; David B. Ludwig III; Brian Brady; Chuck Briggs; Steve Michaud; Richard Lamb; Robert Collins.

Buena Vista Television 710-716
500 South Buena Vista Street, Burbank, Calif. 91521

Staff: Rich Frank; Peter Affe; Jamie Bennett; Bill DeWert; Larry Frankenburg; Rich Goldman; Mary Kellogg; Mike Mellon; Peter Newgard; Mike Tanner; Kit Simon; Bob Jacquemin; John Attebery; Bruno Cohen; Ken Dubow; Lisa Gamboa; Matt Jacobson; Janice Marinelli; David Morris; Jim Packer, Mark Zoradi.

Cable Link 1700
280 Cozzins St., Columbus, Ohio 43215

Staff: Bill Holehouse; Mark Romero; Abdollah Zekri; Mike Kiehl; Dennis Cimorelli; Brenda Rowe.

Claster Television Inc. 656-660
9630 Deerco Road, Timonium, Md. 21093

Animated programs: My Little Pony and Friends; Glo Friends Save Christmas; G.I. Joe; Jem; Visionaries*; Transformers, C.O.P.S. **Children:** Romper Room and Friends. **Staff:** John Claster; Sally Claster Bell; Janice Carter; Terri Akman; John Russel; Peggy Powell, Bambi Nevel.

Joel Cohen Production/Distribution 640

Coca-Cola Telecommunications 650-654
2901 W. Alameda Avenue, Burbank, Calif. 91505

Columbia/Embassy Television, Columbia Pictures Television 601-605
3300 Riverside Drive, Burbank, Calif. 91505

Off-network series: Archie Bunker's Place; Barney Miller; Benson; Carson's Comedy Classics; Carter Country; Dif-

f'rent Strokes; The Facts of Life; Fish; Good Times; The Jeffersons; Maude; One Day at a Time; Sanford & Son; Silver Spoons; Soap; Square Pegs; The Three Stooges; Charlie's Angels; Fantasy Island; Hart to Hart; Police Story; Police Woman; S.W.A.T.; Starsky and Hutch, T.J. Hooker. **Features/packages:** Columbia Night at the Movies; Entertainer of the Year; Embassy II; Embassy III; TV 20; Volume IV; Volume V; Volume VI; Columbia Gems, Columbia Gems II. **Staff:** Gary Lieberthal; Barry Thurston; Michael Zucker; Leslie Tobin; David Mumford; Meade Camp; Terry Mackin; Jeff Gallop; William Clark; Leslie Glenn; Alan Daniels; Deborah Willard; Francine Beougher; Joseph Tulloch; Susan Grant, Joe Kissack.

Dallas Post Production Center 731

D.L. Taffner/Ltd. 531
31 W. 56th Street, New York 10019

Direct Response Marketing 517
17609 Ventura Blvd., Encino, Calif. 91316

Staff: Elaine Roth, Gary Wetter, Bentley Wolfe, Melanie Davis, Gwen Gowan, Liz Rodriguez.

Enterprise Systems Group 542
2790 N. Academy Blvd., #210, Colorado Springs 80917

Programs: BMS Traffic; Bullseye Demographics*; Film Management. **Staff:** Janet Giese, Bill Phillips, Greg Calhoun.

Fries Distribution Co. 629, 631
6922 Hollywood Blvd., Los Angeles 90028

Series: Queen for a Day; The New Generation. **Mini-series:** Queen of the South Seas. **Features/packages:** Fries Frame 4; Fries Frame 3; Fries Frame 2; Fries Frame 1. **Special:** Born Famous. **Staff:** Ave Butensky; Peter Schmid, Lou Wexner.

Genesis Entertainment 717-721
5743 Corsa Avenue #210, Westlake Village, Calif. 91362

Programs: The Best of National Geographic; The Judge, The Great Escape. **Staff:** Gary Gannaway; Phil Oldham; Don Springer, Betsy Green.

The Samuel Goldwyn Company 633, 635
10203 Santa Monica Blvd., #500, Los Angeles, CA 90067-6403

Group W Productions 612-616
3801 Barham Blvd., Los Angeles 90068

Programs: Getaway*; Life's Most Embarrassing Moments*; Bugsburg*; Brave Starr*; Hour Magazine; The Wil Shriner Show; Lifequest; Ghostbusters; He-Man and the Masters of the Universe; She-Ra: Princess of Power. **Staff:** Edwin Vane; George Resing Jr.; Kevin Tannehill; Tony Dwyer; David Jacquemin; Gerard Farrell, Owen Simon.

Hal Roach Studios, Inc. 702-706

345 No. Maple Drive #210, Beverly Hills, Calif. 90210

Programs: T and T*; Flip*; The Family Show*; Laurel & Hardy; Crossbow; The New Leave It to Beaver. **Staff:** Mort Marcus; Jody Shapiro; Tim Noonan; Mike Russo; Paul Puskar; Bill Marcus; Rob Word; Delilah Loud, Sherri Levy.

Harmony Gold 511-515
8831 Sunset Blvd., Los Angeles 90069

Mini-series: King of the Olympics*; The Man Who Lived at the Ritz*; Shaka Zulu; William the Conqueror; The Count of Monte Cristo; Sandokan. **Magazine/talk:** The Rita Davenport Show*. **Documentaries:** Animals of Africa*. **Features/packages:** Harmony Golden I; Bonzai Theater. **Animated series:** Robotech; Capatani Harlock and the Queen of a Thousand Years. **Animated features:** Storybook Theater*; Lensman; Gigi and the Fountain of Youth. **Animation adventure theater:** Robotech: The Sentinels*; The World of the Talisman*, Once Upon a Time*. **Staff:** Robert Lloyd; Paul Wischmeyer, Linda Hindley.

Home Shopping Network 639
1529 U.S. 19 South, Clearwater, Fla. 33546

Raymond Horn Syndication 621
38 West 32d St., #1610, New York 10001

Series: It's Showtime at the Apollo; Essence: The Television Program; Curly's Kids; America's Black Forum; The Doomer, The Dance Connection. **Specials:** Tribute to Eddie Robinson; The Making of a Holiday; Essence: Superstar Specials; The Auto Show; Talented Teens International, Legends of Malibu. **Inserts:** Essence Moments. **Staff:** Raymond Horn; Gloria Horn, Chuck Wicker.

INN—The Independent News 534
220 E. 42d Street, 10th floor, New York 10017

Programs: Index Election '88* (convention news service); USA Tonight; USA Tonight Primetime Newsbriefs; INDX—The Independent Exchange, The Christian Science Monitor Reports. **Staff:** John Corporon; Barbara Mortimer, Christine Gebhardt.

INTV 649
5455 Wilshire Blvd. #1209, Los Angeles 90036

ITC Entertainment, Inc. 723
115 East 57th Street, 11th Floor, New York 10022

Programs: TIKO: Pride of the Rockies*; Entertainment Volume Seven*; Entertainment Volume Six; Entertainment Volume Five; Entertainment Volume One; Entertainment Volume Two. **Staff:** Jim Stern, Charlie Keys.

ITF Enterprises, Inc. 548
2 Greenwich Plaza, 4th Floor, Greenwich, Conn. 06830

Independent Television Network 648

747 Third Ave., New York 10017

Staff: R. Michael Kammerer; Kevin P. Murphy; Michael C. Murphy; Steve Templeton; Marie LeFevre; Jack Rafferty; Steve Everitt.

Lester Kamin & Co. 728
6100 Corporate Drive, Houston 77036

Kidder, Peabody & Co. 1902
42d floor, 101 Park Ave., New York 10178

Brokerage company. **Staff:** David Siegel, Tammi Wolf.

King World 701, 703
12400 Wilshire Blvd. #1200, Los Angeles 90025

Programs: Wheel of Fortune; Jeopardy; Oprah Winfrey. **Features:** Comedy Club; Classic Detectives; Epics; Spotlight; Popcorn Theatre; Little Rascals; Guns of Will Sonnett and Branded; Topper, Mr. Food. **Staff:** Roger King; Michael King; Sid Cohen; Marianne Catalano, Lee Leddy.

LBS Communications 521-526
9220 Sunset Blvd., #101-A, Los Angeles 90069

First run series: Family Feud; The New American Bandstand; The New Gidget; Tales from the Darkside. **Features/packages:** LBS spectrum I; Hope Diamonds. **Specials:** LBS Live Event specials; Scared Straight! Ten Years Later; Treasures of the Titanic; Smithsonian Treasures; Long Hot Summer; Test Series, It Came Upon The Midnight Clear. **Documentaries:** The Story of Rock 'n' Roll. **Off-network series:** Hardcastle & McCormick; I.C.E. Classics, Family. **Children:** The Adventures of Teddy Ruxpin; Powermasters; Care Bears and Friends at the Movies; Heathcliff; Superfriends; Mask, Inspector Gadget. **TV Horizons Advertiser Sales Programs:** What's Happening Now!; The Real Ghostbusters; Hollywood Squares; MGM/UA Premiere Network; Hal Roach Colorization Network; The Bells of St. Mary's; The Sands of Iwo Jima; \$100,000 Pyramid; Small Wonder, A Current Affair. **LBS International Programs:** **Features:** Bonanza; The Next Generation, Vietnam War Story. **First-run series:** New American Bandstand, Our Group. **Specials:** A Child's Christmas in Wales; Forever James Dean; Scared Straight! Ten Years Later; Smithsonian World. **Children:** Care Bear Family. **Situation Comedies:** You Can't Take It with You. **Music Series:** The Story of Rock 'n' Roll, Music Machines. **Drama:** Horror Trilogy (Night Elevator, Akhbar's Daughter, Attic Suite). **Staff:** Henry Siegel; Alan Bennett; Phil Howort; Paul Siegel; Mike Weiden, John Storrier; Tony Intelisano; Jon Nottingham; Ira Bernstein; Andrew Holtzman; John Mansfield; Louise Perillo; Rand Stoll; Lou Israel; Joanne Burns; Carl Dietze; Richard Goldsmith; Debbie Hirschinger; Mark Mascarenhas; Bill Smither; Jesse Weatherby;

Don Barnett; Joni Alheim; Gene McGuire; Julie Judge; Marcy Abelow; Jon Barovick; Gordon Young; Marion Lockett-Egan; Don (Jake) Jacobson; Joanne DeRicco, Elise Goyette.

Don Lewis Advertising 708
405 Riverside Drive, Burbank, Calif. 91506

Programs: Freedom from Fat; Think and Grow Rich; Mindpower; National Superstars, Dare to be Slim. **Staff:** Leeann Johnson; Don Lewis; Donn Carper; Gene Williams; David Lewis; Suzanne Clark; Theresa Spalding; Rick Raposa; Goldie Williams; Michael Clark; Claire McCance; Sandra Bruno; Imane Elia; Susi Gellinck, Rachael Tullio.

Lionheart Television 642
1762 Westwood Blvd., #320, Los Angeles 90024

Lorimar Syndication 502-512
10202 W. Washington Blvd., Culver City, 90232

First-run series: TV Guide*; Nightmare on Elm Street, Freddy's Nightmare*; Funhouse*; Mr. Moes*; Gumby*; She's the Sheriff; Mama's Family; It's a Living; The People's Court; Superior Court; Love Connection; The Comic Strip; Thundercats; Silverhawks. **News service:** N.I.W.S. **Off-network series:** Mama's Family; It's a Living; Alvin & the Chipmunks; Knots Landing; Dallas; Eight Is Enough; The Greatest American Hero; The New Dick Van Dyke/Mayberry R.F.D.; More Real People; My Favorite Martian; Here's Lucy; The Blue Knight; Flamingo Road; Tenspeed and Brown Shoe. **Features/packages:** Lorimar Family Classics; Mint Edition; Ultra 4; Telepictures 3; Telepictures 2; Telepictures 1; Masters of Fury; 22 Karat; Lorimar I; Lorimar II; Sci-Fi Horror; Cowboys and Indians; Bomba the Jungle Boy; Deja Views. **Staff:** Merv Adelson; Michael Garin; Richard Robertson; David Salzman; Michael Solomon; Barbara Brogliatti; Barry Stagg; Jim McGillen; Don Ross; Dalton Danon; Bruce Genter; Jim Moloshok; Bruce Rosenblum; Keith Samples; Scott Stone; Yelena Lazovich; Leon Luxenberg; Vince Messina; Jeri Sacks; Alicia Windroth; Cynthia Stanley; Jeff Pryor; Jim Burke; Mary Markarian; Ed Wasserman; Andy Weir; Jeff Brooks; Bill Hague; Deborah Robin; Scott Carlin; Karl Kuechenmeister; Tom Byrnes; Rob Barnett; Jeannine Kadow; Mark O'Brien; Marc Solomon; Damien Riordan; Scott Weber; Eric Strong; Mary Voll; Jim Engleman; Mark Robbins; Jeff Hufford; Steve Knowles; Nicole Sabathie; Jacqueline Hartley; Casey Lanken; Chris Smith; Stuart Graber; Jeff Schlesinger, Margo Raport.

MCA-TV 622-632
445 Park Avenue, New York 10022

Series: Murder, She Wrote*; The Munsters Today*; American Heartline*; Tender Loving Care*; Secret Identity*; The Street*; Out of This World; Bustin'

Loose Year 2; The Bionic Six; Home Shopping Club Overnight*; Charles in Charge Year 3. **General series:** Kate & Allie; Puttin' on the Hits; Knight Rider; The A Team; Simon & Simon; Black Sheep Squadron; Gimme a Break; Magnum; That's Incredible; Quincy; Buck Rogers; Kojak; The Rockford Files; House Calls; BJ/Lobo Show; The Incredible Hulk; Emergency!; Leave It to Beaver; The Munsters; McHale's Navy; The Jack Benny Show; Whiz Kids/Voyagers; Street Hawk/The Insiders; Baretta; Alias Smith & Jones; The Six Million Dollar Man; The Bionic Woman; Five Star Mystery; The Bold Ones; Ironside; It Takes a Thief; The Name of the Game; Rod Serling's Night Gallery; Run for Your Life; Rich Man, Poor Man Book 1; Rich Man, Poor Man Book 2; Operation Petticoat; Harper Valley; Best Sellers I; Best Sellers II; The Deputy; Mickey Spillane's Mike Hammer; Thriller; Men from Shiloh; Wagon Train. **Features:** Universal Pictures Debut Network; Universal Pictures Debut Network II; Film Fest I; Universal's Marvelous Ten; Universal Pictures Prestige 13; Universal Pictures Exploitable 13; Universal's Most Wanted List; The Columbo/McCloud/McMillan Mystery Movies; Banacek; The Hit List; Universal Network Movies 85; Battlestar Galactica; Champagne Movies 34; Ninety Minute Movies; Universal Grand 50; Universal Star Spangled 33; Universal World Premieres; Comedy Festival I; Comedy Festival 11; Universal 40; Universal 49; Universal 52; Universal 50; Paramount Pre '48; Paramount 100 Select; Universal 53; Universal 123; Universal 260 Select List; Universal Color One Hundred; Universal 36 Black and White Elite; 77 Horror Greats; Western Roundup; Reserve; Diabolic Dozen; Dead End Kids Movies; Abbott & Costello. **Staff:** Al Rush; Don Menchel; Robert Harris; Shelly Schwab; Marc Grayson; Richard Nailling; Paul Hoffman; Tom Maples; Jim Kraus; David Brenner; Bobbi Fisher; Bill Trotter; Gary Wendt; Don Micallef; Mort Slakoff; Kate Kelleher, Steve Hackett.

MGM/UA TV Syndication 514, 516
1350 Avenue of the Americas, New York 10019

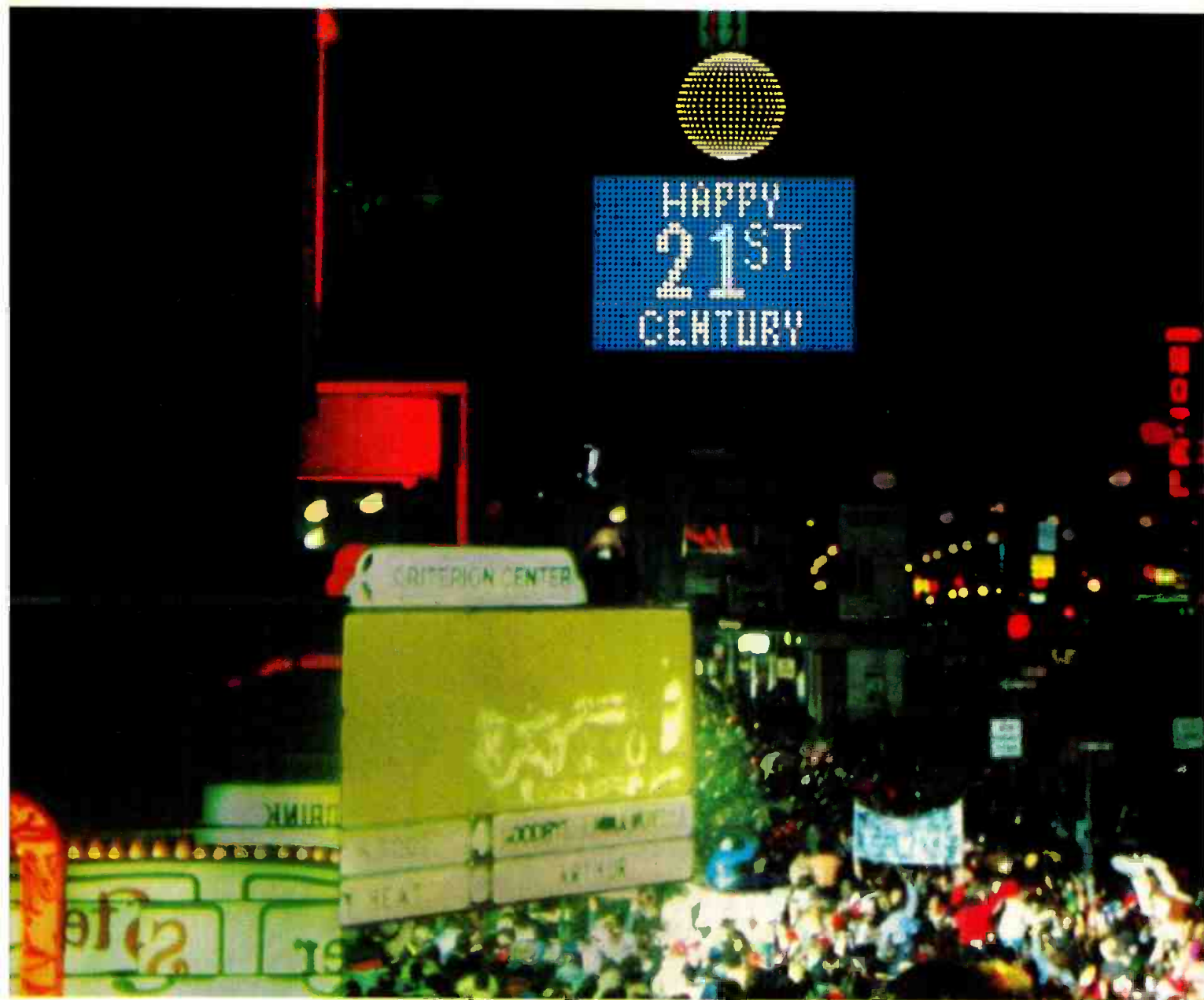
MTM Television Distribution Group 558, 560
12001 Venture Place, #600, Studio City, Calif. 91604

Programs: Newhart; St. Elsewhere; Remington Steele; Rumors*; Clashpoint*. **Staff:** Joe Indelli; Dick Woollen; Tom Straszewski; Jim O'Neill; Laureen Ong; Suzanne Horenstein; Ken Doyle, John Bryan.

MTS Entertainment 532
5150 Rosecrans Ave., Hawthorne, Calif. 90250-6692

Programs: Captain Power and the Soldiers of the Future. **Staff:** John Weems, Gene Garlock, Kaaren Lee Brown, Joe

Our fleet will still be in orbit when the ball drops in Times Square.



We can't predict what the cable TV business will be like when the twenty-first century rolls around. But we at Americom predict that we'll still be carrying your programs to the cable industry. We'd like to fill you in on our plans so that you can start making yours.

Americom currently has four cable birds in the sky. The flagships of our fleet, Satcom III-R and IV, are now fully booked. (No wonder. They reach about 40 million subscribers.) But as programmers move to our new Ku-band birds, transponders on III-R may become available. And customers on our other C-band satellites will be at the top of the waiting list.

Space is also available on our C-band Satcoms I-R and II-R. (But maybe not for long: Both are half sold out.) They round out a delivery system that includes the industry's best-watched birds. This year over 15,000 cable headend dishes will be aimed at our satellites.

The satellites we have in the sky are only half the story. We can also build new satellites to satisfy your transponder requirements.

We've made a bigger investment in the future of the cable business than any other satellite company. And we're taking steps to help reduce the investment you have to make. New programmers can take advantage of our "grow-with" rates that



allow them to pay less now and more later. And we're offering discounts on satellite "end-of-life" contracts for programmers who want to control their own destinies.

And now that we're a part of GE there's even more reason to believe we'll continue as a strong contender in the cable business.

Now that you know our plans, you might be wondering what other satellite carriers have up their sleeves. So far, they're not committing much. And there's probably a good reason why.

As you choose a satellite company for the future, you can be sure of one thing: When the ball drops on New Year's Eve 2000, and the band

starts to play, this old acquaintance *won't* be forgot.

To find out more about your delivery options for the future, contact Bill Berman, Director, CATV Services, Americom Video and Audio Services, 4 Research Way, Princeton, NJ 08540. (609) 987-4073.

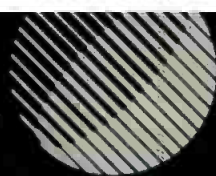


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Morrison.

Muller Media, Inc. (MMI) 623
23 East 39th Street, New York 10016

Packages/features: The Great Escapes*; Top Guns*; Rainbow Family*; The Godzilla All Stars*; Reels of Fortune; Super Action 10; Cinema Greats; Scattergood Baines, Above and Beyond*. **Animated:** Mr. Magoo*. **Cartoons:** The New Three Stooges. **Specials:** Halloween—Which Witch is Which; Thanksgiving—The Turkey Caper; Christmas—The Christmas Tree Train, Easter—A Chucklewood Easter, Action I & II*. **Series:** The Making Of... **Mini-Series:** The Chisholms. **Off-network series:** Mr. & Mrs. North. **Staff:** Bob Muller; Daniel Mulholland, James Ricks.

New World Television Distribution 545, 547
16 W. 61st Street, New York 10023

Programs: New World Two*; Marvel Universe*, What should I Do?*, Zorro*. **Staff:** Tony Brown, Joe Middelburg, Jim Weathers, Monte Lounsbury, Tony Fasola, Sandy Lang, Frank Browne.

Orbis Communications 553
432 Park Ave. South, New York 10016

Programs: Love Court, Public People, Private Lives. **Staff:** Robert Turner, John Ranek, Neil Russell, Hilary Hendler, David Spiegelman, Paul Williams, Frank Hussey, Brian Byrne.

Orion Television Syndication 617, 619
1888 Century Park East, #600, Los Angeles 90067

First-run series: *Crimewatch Tonight**. **Off-network series:** *Cagney & Lacey*. **Features/packages:** Orion III; Orion Starview I; Orion II; Orion I; Born Wild; Chrome & Hot Leather; Filmways I; Monsters on the Prowl; Films for the 80's; Young Adult Theatre; The Winning Hand; Ghoul-a-Rama; The World of the Macabre; Films for the '70's. **Mini-series:** Louisiana. **Staff:** J. Scott Towle; Larry Hutchings; Steve Mulderrig, Robert Oswaks.

PNC Television 634, 636
444 Madison Avenue, New York 10022

Programs: Lone Ranger Series; Lone Ranger Cartoons; Lassie Series; Timmy & Lassie; Jeff's Collie; Sgt. Preston of the Yukon; Skippy; The Bush Kangaroo. **Features:** Power Pack; Primitime One; Primitime 90's; Primitime Plus; Janus Films; Lone Ranger Features; Lassie TV Movies; Lassie Features, The Big 21. **Staff:** Nathaniel Kwit Jr.; Harvey Reinstein; Stacey Valenza; Gene Lavelle; Paul Franklin, Jim Wilson.

Paramount Television 602-610
5555 Melrose Avenue, Los Angeles 90038

Staff: Lucie Salthany; Steve Goldman; Greg Meidel; Dick Montgomery; Al Rothstein; Ed Wilson; Gerry Noonan; Helen Ricketts, Mel Harris.

Peregrine Film Distribution Inc. 730, 732

9229 Sunset Blvd., 9th floor, Los Angeles 90069

Programs: Terror Zone; Alien Encounters; Vanguard; Adventure World; The Spectacular World of Guinness Records; Dynamagic; Reels of Fortune; Warriors; Heroes & Heroines; The American Diary; Rainbow Family Theatre; Alice's Adventures in Wonderland; Premier Showcase, Eaglet 1. **Staff:** Hal Brown; Dennis Gresham; Lindsey Duveoir; Judith Bernat; Jack Swindell; Amelia Colvin, Dick Block.

Pro Wrestling This Week 713
c/o WATL-TV, One Monroe Place, Atlanta 30324

Producers Marketing Group, Ltd. 726

Republic Pictures 527
12636 Beatrice Street, Los Angeles 90066-0930

Domestic distribution: First-run series: On Trial. **Packages/features:** Color Imaged Specials; Hollywood Stars; Hollywood One; John Wayne Collection; Popcorn Theatre; Serial Movies; Action Packed Features; Home of the Cowboys; Holiday Features; Animated Features; Classic Comedy, Republic Series. **Off-network series:** Bonanza; Get Smart; High Chaparral; African Patrol; Animal Secrets; Blue Angels; Boots and Saddles; Byline: Steve Wilson; Cameo Theatre; Captain Nice; Captured; Car 54: Where Are You?; Commando Cody; Continental Classroom; Falcon; Fibber McGee & Molly; Fireside Theatre; Frontier Doctor; Gencannon; Grand Jury; Great Gildersleeve; How to Marry a Millionaire; International Playhouse; Jim Backus Show; Kentucky Jones; Klondike; Leredo; Lilli Palmer; Loretta Young Show; Man Without a Gun; My World and Welcome to It; Not for Hire; Official Detective; Outlaws; Panic; People are Funny; Pony Express; Richard Boone Show; Sheriff of Cochise; Silent Service; Steve Donovan, Marshal; Stories of the Century; Stryker of Scotland Yard; T.H.E. Cat; Temple Houston; The Third Man; Theatre of Stars; This is Alice; U.S. Marshal; Union Pacific; Victory at Sea, Walter Winchell File. **Cartoons:** including Betty Boop; Little Lulu; Puppets, Color Classics. **International distribution:** Mistress; Indiscreet; Promised a Miracle; Eye on the Sparrow; When the Time Comes, Family Sins. **First-run series:** Beauty and the Beast. **Off-network series:** Bill Cosby Show; I Spy; Bonanza; Get Smart; High Chaparral; Press Your Luck; Dr. Kildare; T.H.E. Cat; Car 54, Where Are You?, My World & Welcome to It. **Packages/features:** Hollywood Stars; Champions; Holiday Features; John Wayne Classic Westerns; Horror Features; Republic Cowboys; Roy Rogers: The Great Movie Cowboys, Science Fiction Features. **Other Product:** Travel Tips; Cartoons, Loving You.

Staff: Russell Goldsmith; Chuck Larsen; Marlynda Salas; Rob McAllister; Dain Fritz; Lisa Woodcock, Diana Foster.

Sachs Finley 734
12301 Wilshire Blvd., #611, Los Angeles 90025

Programs: Teenage Mutant Ninja Turtles. **Staff:** Jerry Sachs; Bill Vertin; Barbara Schwecke, Richard Sallis.

Select Media Communications 733, 735

Silverbach-Lazarus Group 625, 627
9911 W. Pico Blvd., Suite PH-M, Los Angeles 90035

Domestic programs: **First-run series:** The Littlest Hobo; Faerie Tale Theatre*. **Off-network series:** Cimarron Strip. **Mini-series:** For the Term of His Natural Life. **Specials:** The Last Days of Marilyn Monroe; The Best Christmas Pageant Ever; Terror!; Full Circle Again. **Documentaries:** Hillary's Adventures*; Britannica Films—Phenomenal World; Explore. **Feature package:** Visual One. International program catalogue: **Telefeatures:** A Christmas Carol; A Time to Triumph; Brotherhood of Justice; Children in the Crossfire; Child's Cry; Mrs. Delafield Wants to Marry; The Execution of Raymond Graham; Doing Life; Full Circle Again; The Last Days of Patton; Nobody's Child; Right of Way; Six Against the Rock; Special Friendship; Stone Pillow; Teddy; Thompson's Last Run. **Series:** Abbot and Costello; Explore; Faerie Tale Theatre; The Littlest Hobo; Phenomenal World; Shelley Duvall's Tall Tales & Legends; Adventures with Edmond Hillary; Mutual of Omaha's Wild Kingdom; Mutual of Omaha's Spirit of Adventure. **Specials:** Terror; Best Christmas Pageant Ever; Quincy Jones—A Celebration in Seattle; The Identity Crisis; Your Money or Your Life; In the Name of God; Return to Iwo Jima; The Last Days of Marilyn Monroe; The Princess and the Goblin. **Movie packages:** Classicolor I; Hollywood's Best. **Children's programming:** Felix the Cat; Mighty Hercules; Wizard of Oz. **Staff:** Alan Silverbach; Herb Lazarus; James Francis; Michael Noval; Nicole Wonica; Toby Rogers, Amy Witt.

SyberVision Systems, Inc. 727
6066 Civic Terrace Ave., Newark, Calif. 94560

Programs: Neuropsychology of Weight Control; Natural Weight Loss; Your Right to be Lean; Neuropsychology of Self Discipline; Journey of Discovery, Neuropsychology of Staying Young. **Staff:** Bill Gonzales; Dan Danielsen; John Cablinha, Eric Ivory.

Synchronal Media 709
1515 Broadway, New York 10036

Programs: Can You Be Thinner?; Look At Me Now; Love Your Skin; Beauty Secrets from Arlene Dahl*; Science and Beauty*. **Staff:** Jerry Baldwin; Ira Smolev; Leslie Hartzell, Larry Dawley.

Teletrib 555-559
875 Third Avenue, New York 10022

First-run series: At the Movies; Bustin' Loose; Charles in Charge; Cop Talk*; Dick Clark's Golden Greats*; Entertainment Tonight/This Week; Geraldo; High Rollers; Lifestyles of the Rich and Famous; Monsters*; Runaway with the Rich and Famous; Soul Train; Star Search; T&T; Triple Threat*. **Animated:** Captain Power; Ghostbusters; G.I. Joe; JEM; Marvel Universe*; Smurfs Adventures (off network). **Off-network series:** Fame, Fortune & Romance*. **Specials:** At the Movies Oscar Special; Best of National Geographic; Dayton International Airshow; The Geraldo Rivera Specials; G.I. Joe Movies; Heidi's Song; Hollywood Christmas Parade; Kenny & Dolly: A Christmas to Remember; Legend of Sleepy Hollow; Little Troll Prince; Living the Dream: Let Freedom Ring*; Mouse on the Mayflower; The Rich & Famous 1988 World's Best; Santa Claus Is Coming to Town; Scrooge; Soul Train Music Awards; Supermodel of the World; Star Search to Stardom; Tournament of the Roses Parade; Ultraman. **Mini-series:** De Lorean*; On Trial: Lee Harvey Oswald*; Operation Prime Time; Emma: Queen of the South Seas*; Hoover vs. the Kennedys: The Second Civil War; Ford: The Man and the Machine; Hold the Dream; Sadat; Blood Feud; A Woman of Substance; The Key to Rebecca, Jenny's War. **Features/packages:** American First Run*; Embassy Night At the Movies; Nadia, TV Net. **Program inserts:** Black History Notes*. **Staff:** Philbin S. Flanagan; Mary Jane Hastings; Rick Meril; Anne Rodgers; Dick Brown; Gayle Dickie; John Weiser; Marc Brody; Clark Morehouse; Harvey Gamm.

TeleVentures 611-615
1925 Century Park East, #2140, Los Angeles 90067

Off-network series: Hunter; Sha Na Na. **Features/packages:** TV-1. **First-run series:** Scandals. **Staff:** Patrick Kenney; William Kunkel IV; Douglas Friedman; Drew Hallmann; Ed Youngmark; Kathy Zeisel; Noranne Frisby; Maury Lanke, Jerry Leifer.

Television Program Enterprises 555-559
875 Third Ave., New York 10022

Series: Star Search; Lifestyles of the Rich and Famous; Runaway with the Rich and Famous; Entertainment Tonight/This Week; Dick Clark's Golden Greats*; Triple Threat*. **Off-network series:** Fame, Fortune & Romance. **Specials:** Star Search to Stardom; The Rich and Famous 1988 World's Best; Supermodel of the World, The Dayton International Airshow. **Mini-series:** Operation Prime Time; Emma: Queen of the South Seas*; Hoover vs. the Kennedys: The Second Civil War; Ford: The Man and the Machine; Strong Medi-

cine; Hold the Dream; Sadat; Blood Feud; A Woman of Substance; The Key to Rebecca; Jenny's War. **Staff:** Al Masini; Philbin S. Flanagan; Mary Jane Hastings; Noreen Donovan.

TEN—The Entertainment Network 705

11111 Santa Monica Blvd., Suite 1210, Los Angeles, CA 90025

Turner Program Services 549
One CNN Center, Atlanta 30303

Features/packages from MGM library: Premiere One; Premiere Two; Turner Entertainment One; Premium One; Prime One; Color Classic Network Two; That's Entertainment; Vintage One; Family Fair; Lion One; Lion Two; Theatre 15; Turner Entertainment Ten; Extra-Extras; 10 More Extra-Extras; 13 Tailor Mades; MGM Pre-48 Library; RKO Film Library; Warner Brothers Library. **First-run series:** Secret World; Premiere Four; Portrait of the Soviet Union; National Geographic "On Assignment" (Years I, III); Couteau's Rediscovery of the World (Years III, IV, V); Rocky Road, Safe At Home. **Off-network series:** Gilligan's Island; Medical Center; CHiPs; The Courtship of Eddie's Father; The Man from U.N.C.L.E.; Please Don't Eat the Daisies; Daktari; Then Came Bronson. **Children's programming and cartoons:** Tom & Jerry Friends; Popeye; Our Gang; Warner Brothers' Cartoon Library; MGM Cartoon Library. **Staff:** Jack Petrik; Henry Gillespie; W. Russell Barry; John Walden; Robert Schuessler; Ken Christensen; Bob Rier-son; David Skillman, Bob Morris.

20th Century Fox Film Corporation 501-509
10201 W. Pico Blvd. Trailer 747, Los Angeles 90035

USTV 729
11601 Wilshire Blvd., #1410, Los Angeles 90025

Programs: Great Weekend*; The Funniest Joke I Ever Heard*; New Celebrity Bowling*; The Beach Boys' "Bring on the Summer" and "D.C. Beach Party"; The Professionals*. **Staff:** Lionel Schaen; Kent Fredericks; Jerry Greenberg, Brian Pussilano.

Vestron Television 550, 552
60 Long Ridge Road, P.O. Box 4000, Stamford, Conn. 06907

Features/packages: First Images*; Empire of Terror; Lovely & Deadly, Heroes, Pirates & Warriors. **Special:** The Beach Boys: An American Band. **Staff:** David Armstrong; Lisa Gaiser; Bruce Casino, Tim Lavender.

Viacom Enterprises 537-541
1211 Avenue of the Americas, New York 10036

Programs: Double Dare*; Business This Morning*; Hawaii Five-O; The Cosby Show; I Love Lucy; All in the Family; Andy Griffith; Bizarre; The Bob Newhart Show; The Beverly Hillbillies;

Cannon; Clint Eastwood in Rawhide; Rawhide; Dempsey & Makepeace; December Bride; Dick Van Dyke; Family Affair; Gomer Pyle; Gunsmoke; Have Gun Will Travel; Honeymooners; Hogan's Heroes; The Life and Times of Grizzly Adams; Marshall Dillon; The Mary Tyler Moore Show; My Three Sons; Our Miss Brooks; Perry Mason; Petticoat Junction; Rookies; Split Second; Twentieth Century; The Twilight Zone; Whirlybirds; The Wild, Wild West; Terrytoons; Harlem Globetrotters; The Alvin Show; Viacom Features I through XII; Viacom Movie Greats; Exploitable I, III, IV; Viacom Movie Greats; Viacom Special Delivery; The Legend Group; Gasp Science Fiction; Gasp Horror; Thematics; TV Net (Tonight Only), Young and Reckless. **Staff:** Henry Schleiff; Arthur Kananack; Joseph Zaleski; Paul Kalvin; Dennis Gillespie; Elissa Lebeck; Toby Martin; Andrew Spitzer; Scott Kolber; Lisa Merians; Gloria Rella; Brooks Carroll; Dennis Emerson; Frank Flanagan, David Campbell.

Video Media Marketing 724
530 West 23d St., New York 10011

Features/packages: Knockout; Hotel Colonial; Ordinary Heroes; Tuareg, the Desert Warrior; Shadowlands; Survivor. **Network Showcase; Cinemagic. Children's programming:** Elm-chanted Forest. **Staff:** Brian O'Daly; Larry Casey, Bonnie Williams.

Warner Brothers TV Distribution 657, 659
4000 Warner Blvd., Burbank, Calif. 91522

Domestic: Cartoons: Bugs Bunny & Friends; Porky Pig & Friends. **Features/packages:** Volume 27*; TV4; Volume 26; TV3; Volume 25; TV2; Volume 24; 13 Classic Thrillers II; TV1; Volume 23; Volume 22; Volume 21; The FBI Story; Volume 20; Volume 19; Volume 18; Volume 17; Volume 16; Volume 14-15; Volume 13; Volume 2-A; Volume 1-A; 13 Classic Thrillers; Tarzan Features; The Bowery Boys; Starlite 6; Starlite 5; Starlite 4; Starlite 3, Special Features. **Mini-series:** Hollywood Wives; V; Bare Essence; The Thorn Birds; Pearl; Scruples; Roots, Roots: The Next Generations. **Off-network series:** Head of the Class*; Growing Pains; Night Court; Scarecrow and Mrs. King*; Matt Houston; Private Benjamin; The Dukes of Hazzard; Alice; Welcome Back, Kotter; Chico and the Man; F Troop; Superman; Batman/Superman/Aquaman; Harry O; Wonder Woman; Kung Fu; The Waltons; The FBI; Tarzan, Maverick. **Specials:** The Phenomenon of Roots; David L. Wolper Specials of the Seventies. **Staff:** Charles McGregor; Mauro Sardi; William Hart; Ed Donaldson; Bill Seiler; John Louis; John Laing; Gary Cozen; Paul Simon; Ken Fournier; John Chickering; Dee Eulberg; Dan McRae; Sharon Kneller; Elea-

nor Liebs; Erwin Markisch; Joe Kivlehan; Louis Marino, Bruce Hoffman.

The Wrestling Network 707
LB 14-5001 Spring Valley Rd., Dallas
75244-3910

World Events Productions, Ltd. 535
4935 Lindell Blvd., St. Louis 63108

Programs: Denver, The Last Dinosaur*; The Pet Vet*; Vytor, The Starfire Champion*; Bogus*; Voltron: Defender of the Universe—Fleet of Doom; Saber Rider and the Star Sheriffs, Shorts. **Staff:** Edward Koplak; Brian Lacey; Peter Keefe; William T. Crowell; Susan C. Bae, Susan

Kalishman.

World Wrestling Federation 538, 540
1055 Summer St., Stamford, Conn. 06905
Staff: Joe Perkins; Basil DeVito, Michael Ortman.

Worldvision Enterprises, Inc. 727
660 Madison Avenue, New York, NY 10021

The Media

U.S. according to Nielsen and Arbitron

Half of 50 biggest markets change positions in latest Nielsen and Arbitron lists

Nielsen and Arbitron have published new rankings for their respective television markets (effective January 1988) and, in the top 50 markets for both services, about half the markets changed positions. However, only one market fell out of the top 50 Nielsen's Charleston-Huntington, W.Va., fell from 49th to 51st. It was replaced in the top 50 by Greensboro-High Point-Winston Salem, N.C., which was 50th, up a notch from last year. No markets were displaced from Arbitron's top 50. However, two markets were deleted, reducing the total number of Arbitron markets to 212. (Sarasota, Fla., was merged into Tampa-St. Petersburg, and Farmington, N.M., was merged into Albuquerque). The total number of Nielsen markets remains at 209.

In the top 10 markets, there was one change on the Nielsen side. Houston climbed a notch to 10th, knocking Cleveland down to 11th. As a result, both Nielsen and Arbitron have identical rankings for the top 12 markets: New York, Los Angeles, Chicago, Philadelphia, San Francisco, Boston, Detroit, Dallas-Fort Worth, Washington, Houston, Cleveland and Atlanta.

Nielsen's Pittsburgh dropped four notches to 17th and was replaced by Tampa-St. Petersburg, which climbed from 14th to 13th. Seattle-Tacoma climbed a notch to 14th, and Minneapolis-St. Paul rose two positions to 15th. Rounding out Nielsen's top 20: Miami-Fort Lauderdale remains 16th; Pittsburgh falls to 17th; St. Louis and Denver remain in place at, respectively, 18th and 19th, and Phoenix moved up a notch to 20th.

Arbitron has ranked Minneapolis-St. Paul 13th, up two slots, followed by Tampa-St. Petersburg, up three slots to 14th; Seattle-Tacoma up a notch to 15th, and Miami, down two positions to 16th. Pittsburgh also slipped four places to 17th by Arbitron's count, while the last three top 20 Arbitron markets remained the same: St. Louis (18), Denver (19), and Sacramento-Stockton, Calif. (20).

Nielsen's Sacramento-Stockton fell a slot

to 21st, followed by Baltimore, Indianapolis and Hartford-New Haven, Conn., which remained 22d, 23d, and 24th, respectively. San Diego was up one slot to 25th, exchanging positions with Portland, Ore. (26th). The next two markets remained the same on the Nielsen list: Orlando-Daytona Beach-Melbourne, Fla. (27th) and Kansas City, Mo. (28th). Cincinnati and Milwaukee continued their see-saw battle, with Cincinnati climbing to 29th, displacing Milwaukee (30th). According to Arbitron, Phoenix rose a notch to 21st, switching places with Baltimore (22d). The next five Arbitron markets remained in place: Hartford-New Haven, Conn. (23), Indianapolis (24), San Diego (25), Portland, Ore. (26), and Orlando-Daytona Beach-Melbourne, Fla. (27). Rounding out Arbitron's top 30, Kansas City was 28th, displacing Cincinnati, 29th, while Milwaukee remained 30th. According to Nielsen, markets 31-34 remained the same: Nashville (31), Charlotte, N.C. (32), New Orleans (33) and Greenville-Spartanburg-Ashville, N.C. (34). Columbus, Ohio, was 35th, up two slots, followed by Raleigh-Durham, N.C., at 36th (up two) and Oklahoma City, down a notch to 37th. Grand Rapids-Kalamazoo-Battle Creek, Mich., was up two to 38th, and Buffalo, N.Y., was down four slots to 39th. Birmingham, Ala., was down one to 40th.

Arbitron ranked Charlotte, N.C., 31st, off one position, switching places with 32d-ranked Nashville. Columbus, Ohio, was ranked 33d, switching places with New Orleans. Raleigh-Durham, N.C., remained 35th and Greenville-Spartanburg-Ashville, N.C., was 36th, up two, while Oklahoma City remained 37th. Buffalo was down two to 38th, Grand Rapids-Kalamazoo-Battle Creek was up a notch to 39th, and Salt Lake City was up one position to 40th.

Nielsen said Memphis was up two slots to 41st, and Salt Lake City was down one notch to 42d. San Antonio, Tex., was down one slot to 43d, and Providence, R.I.-New Bedford, Mass., was down two slots to 44th. Norfolk-Portsmouth-Newport News was up one notch to 45th, switching with Harrisburg-Lancaster-Lebanon-York, Pa., 46th. Wilkes Barre-Scranton, Pa., was even at 47th, and Louisville, Ky., remained

48th, while Dayton, Ohio, rose a notch to 49th. Greensboro-High Point-Winston Salem, N.C., broke into the Nielsen's top 50 at 50th.

Arbitron reports Memphis dropping two places to 41st, while San Antonio, Tex., gained two places at 42d. Norfolk-Portsmouth-Newport News-Hampton, Va., is ranked 43d, up three places, while Providence, R.I.-New Bedford, Mass., is down two to 44th. Harrisburg-York-Lancaster-Lebanon, Pa., remains 45th, while Charleston-Huntington, W.Va., climbed a notch to 46th. Louisville gained two slots to 47th, while Dayton remained 48th and Birmingham, Ala., fell six places to 49th. Greensboro-Winston Salem-High Point remained 50th.

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Nielsen

'87-88	'86-87 market	TV households
1	1 New York	6,878,100
2	2 Los Angeles	4,652,700
3	3 Chicago	3,077,150
4	4 Philadelphia	2,579,340
5	5 San Francisco-Oakland	2,143,990
6	6 Boston	2,065,130
7	7 Detroit	1,679,940
8	8 Dallas-Ft. Worth	1,645,980
9	9 Washington	1,611,630
10	11 Houston	1,449,610
11	10 Cleveland-Akron	1,446,960
12	12 Atlanta	1,263,120
13	14 Tampa-St. Petersburg	1,229,570
14	15 Seattle-Tacoma	1,225,010
15	17 Minneapolis-St. Paul	1,213,140
16	16 Miami-Ft. Lauderdale	1,200,520
17	13 Pittsburgh	1,180,580
18	18 St. Louis	1,060,370
19	19 Denver	1,007,950
20	21 Phoenix-Flagstaff	938,830
21	20 Sacramento-Stockton, Calif.	933,610
22	22 Baltimore	896,300
23	23 Indianapolis-Lafayette	874,330
24	24 Hartford-New Haven, Conn.	869,980
25	26 San Diego	806,120
26	25 Portland, Ore.	805,610
27	27 Orlando-Daytona Beach-Milbrn	777,350
28	28 Kansas City	723,320
29	30 Cincinnati	712,380
30	29 Milwaukee	702,480
31	31 Nashville	685,840

'87-88		'86-87 market		TV households		'87-88		'86-87 market		TV households		Arbitron		'87-88		'86-87 market		TV households		
32	32	Charlotte, N.C.	669,960	121	122	Joplin, Mo.-Pittsburg, Kan.	175,500													
33	33	New Orleans	641,780	122	121	Terre Haute, Ind.	173,960													
34	34	Grnvlle-Sprtnbrg-Ashvl, N.C.	634,890	123	123	Corpus Christi, Tex.	173,590													
35	37	Columbus, Ohio	616,190	124	131	Reno	170,950													
36	38	Raleigh-Durham, N.C.	613,650	125	124	Duluth, Minn.-Superior, Wis.	170,190													
37	36	Oklahoma City	606,880	126	126	Whing, W.Va.-Stubnville, Ohio	169,240													
38	40	G Rpdvs-Klmzto-Btl Crk, Mich.	596,200	127	127	Beaumont-Port Arthur, Tex.	168,080													
39	35	Buffalo	596,030	128	128	Yakima, Wash.	167,620													
40	39	Birmingham-Anniston, Ala.	595,110	129	130	Wausau-Rhineland, Wis.	162,900													
41	43	Memphis	582,910	130	129	Tallahsee, Fla.-Thmsvll, Ga.	162,600													
42	41	Salt Lake City	578,840	131	133	Wchta Falls, Tex.-Lwtn, Okla.	158,490													
43	44	San Antonio	549,290	132	132	Sioux City, Iowa	157,380													
44	42	Providence, R.I.-N Bed, Mass.	543,510	133	137	Traverse City-Cadillac, Mich.	157,330													
45	46	Nflk-Prtsmth-Nrt Nws, Va.	536,940	134	125	Binghamton, N.Y.	157,160													
46	45	Harrisburg-York-Lanc-Leb, Pa.	529,980	135	136	La Crosse-Eau Claire, Wis.	156,870													
47	47	Wilkes Barre-Scranton, Pa.	518,210	136	135	Eugene, Ore.	156,320													
48	48	Louisville, Ky.	504,220	137	143	Cmbs-Tplo-Wst Pnt, Miss.	155,440													
49	50	Dayton	500,060	138	142	Bakersfield, Calif.	155,030													
50	51	Grns-Wnstn Slm-Hgh Pt, N.C.	496,300	139	140	Boise, Idaho	153,760													
51	49	Charleston-Huntington, W.Va.	495,700	140	134	Macon, Ga.	153,340													
52	52	Albany-Schenectady-Troy, N.Y.	483,030	141	138	Erie, Pa.	151,330													
53	53	Tulsa, Okla.	461,680	142	139	Odessa-Midland, Tex.	150,990													
54	58	W Plm Bch-Ft. Prce, Fla.	459,770	143	144	Chico-Redding, Calif.	150,100													
55	54	Rhmnd-Ptrsbrg-Chrlsvl, Va.	458,380	144	141	Bluffd-Bckly-Oak Hill, W.Va.	148,380													
56	57	Shreveport, La.	450,910	145	145	Minot-Bsmrck-Dcknsn, N.D.	144,550													
57	55	Little Rock-Pine Bluff, Ark.	447,840	146	147	Ft. Smith, Ark.	143,900													
58	56	Flint-Saginaw-Bay City, Mich.	445,610	147	148	Msn Cty-Rchstr-Astn, Minn.	143,070													
59	61	Jacksonville, Fla.	438,850	148	149	Lubbock, Tex.	135,410													
60	59	Mobile, Ala.-Pensacola, Fla.	432,550	149	150	Topeka, Kan.	134,740													
61	62	Wichita-Hutchinson, Kan.	423,580	150	152	Medford-Klamath Falls, Ore.	130,180													
62	63	Fresno-Visalia, Calif.	419,940	151	153	Albany, Ga.	128,750													
63	60	Knoxville, Tenn.	419,010	152	146	Columbia-Jefferson City, Mo.	128,220													
64	64	Toledo, Ohio	412,890	153	151	Bangor, Me.	126,120													
65	65	Albuquerque-Santa Fe	410,050	154	155	Tyler, Tex.	124,210													
66	67	Green Bay-Appleton, Wis.	374,020	155	154	Quincy-Hannibal, Mo.	122,270													
67	66	Syracuse	372,090	156	157	Anchorage	116,820													
68	69	Rochester, N.Y.	363,080	157	156	Abilene-Sweetwater, Tex.	116,180													
69	68	Des Moines-Ames, Iowa	362,910	158	158	Florence, S.C.	111,980													
70	71	Roanoke-Lynchburg, Va.	350,850	159	159	Dothan, Ala.	103,630													
71	70	Omaha	348,330	160	164	Billings, Mont.	101,400													
72	74	Pdch, Ky.-Cp Grd, Mo.	340,340	161	160	Utica, N.Y.	99,940													
73	77	Austin, Tex.	336,800	162	161	Idaho Falls-Pocatello	99,320													
74	72	Honolulu	333,380	163	165	Palm Springs, Calif.	94,100													
75	75	Chmpgn-Sprngfld-Dctr, Ill.	322,790	164	163	Alexandria, La.	88,760													
76	79	Lexington, Ky.	319,700	165	167	Salisbury, Md.	87,840													
77	78	Spokane, Wash.	319,620	166	166	Laurel-Hattiesburg, Miss.	87,620													
78	76	Cdr Rpdvs-Wtrloo-Dbqe, Iowa	319,480	167	162	Rapid City, S.D.	87,060													
79	73	Davenport-Rock Is-Moline, Ill.	313,850	168	175	Elmira, N.Y.	84,560													
80	80	Portland-Auburn, Me.	306,090	169	169	Greenwood-Greenville, Miss.	81,670													
81	83	Springfield, Mo.	299,810	170	170	Gainesville, Fla.	81,640													
82	82	Chattanooga	296,220	171	168	Clarksburg-Weston, W.Va.	80,800													
83	84	Jackson, Miss.	292,180	172	171	Lake Charles, La.	75,730													
84	81	Tucson	287,120	173	173	Panama City, Fla.	74,830													
85	86	South Bend-Elkhart, Ind.	286,050	174	172	Meridian, Miss.	74,340													
86	85	Johnstown-Altoona, Pa.	285,370	175	174	Missoula, Mont.	73,170													
87	87	Brstl-Kngspt-Jhnsn Cty, Tenn.	280,940	176	176	Ardmore-Ada, Okla.	70,770													
88	88	Youngstown	277,170	177	179	Biloxi-Gulfport, Miss.	67,690													
89	89	Huntsville-Decatur, Ala.	271,860	178	178	Jonesboro, Ark.	67,620													
90	91	Columbia, S.C.	266,030	179	181	Yuma-El Centro, Ariz.	67,550													
91	90	Brngtn-Pttsbrgh, N.Y.	264,930	180	182	Watertown, N.Y.	66,560													
92	94	Evansville, Ind.	264,910	181	177	Roswell, N.M.	66,220													
93	92	Baton Rouge	258,190	182	180	Great Falls, Mont.	65,910													
94	93	Lncln-Hstngs-Krny, Neb.	257,340	183	183	Parkersburg, W.Va.	61,860													
95	95	Grnvlle-New Brn-Wash, N.C.	247,300	184	184	St. Joseph, Mo.	58,680													
96	97	Las Vegas	238,610	185	185	Grnd Jncton-Mntse, Colo.	54,330													
97	98	Waco-Temple, Tex.	237,290	186	186	Casper-Riverton, Wyo.	53,180													
98	100	Colorado Springs-Pueblo	234,880	187	187	Mankato, Minn.	52,620													
99	99	El Paso	234,680	188	188	Marquette, Mich.	51,410													
100	101	Sioux Falls-Mitchell, S.D.	223,920	189	189	Eureka, Calif.	51,380													
101	103	Ft. Myers-Naples, Fla.	223,010	190	191	Alexandria, Minn.	50,450													
102	102	Ft. Wayne, Ind.	222,430	191	197	Bowling Green, Ky.	50,300													
103	107	Augusta, Me.	220,650	192	190	Cheyenne-Scottsbluff, Wyo.	50,090													
104	105	Lansing, Mich.	215,970	193	192	Butte, Mont.	47,000													
105	108	Madison, Wis.	215,140	194	193	Jackson, Tenn.	46,230													
106	96	Springfield-Holyoke, Mass.	213,720	195	195	San Angelo, Tex.	44,880													
107	106	Fargo-Valley City, N.D.	213,640	196	194	Ottumwa-Kirksville, Iowa	43,870													
108	109	Charleston, S.C.	211,480	197	196	Lima, Ohio	40,180													
109	104	Peoria-Bloomington, Ill.	211,400	198	198	Laredo, Tex.	34,270													
110	110	Savannah, Ga.	210,020	199	199	Harrisonburg, Va.	32,980													
111	111	Montgomery, Ala.	207,810	200	200	Zanesville, Ohio	31,340													
112	115	Rockford, Ill.	205,250	201	201	Presque Isle, Me.	29,380													
113	112	Monterey-Salinas, Calif.	202,870	202	202	Victoria, Tex.	26,630													
114	114	Snta Brbra-Sn Mar, Calif.	197,320	204	204	Bend, Ore.	25,850													
115	113	Lafayette, La.	196,980	205	203	Twin Falls, Idaho	25,490													
116	116	Wilmington, N.C.	185,790	206	206	Helena, Mont.	20,630													
117	119	Hrlngr-Wslco-Brnsvll, Tex.	184,270	207	207	Alpena, Mich.	15,330													
118	118	Columbus, Ga.	183,460	208	208	North Platte, Neb.	14,590													
119	117	Monroe, La.-El Dorado, Ark.	181,830	209	209	Glendive, Mont.	5,270													
120	120	Amarillo, Tex.	176,070																	

87	88	Columbia S.C.	278,900
88	87	Youngstown, Ohio	276,700
89	89	Huntsville-Dctr-Flrnce, Ala.	273,200
90	90	Evansville, Ind.	260,500
91	91	Baton Rouge	258,800
92	92	Lincoln-Hastings-Krney, Neb.	257,200
93	95	Waco-Temple, Tex.	245,600
94	94	Las Vegas	236,000
95	96	Grnvle-N Brn-Wshngtn, N.C.	233,600
96	93	Brngtn-Pittsbrgh, Vt.	227,300
97	100	Colorado Springs-Pueblo	223,200
98	101	Ft. Myers-Nples, Fla.	223,000
99	97	Ft. Wayne, Ind.	221,800
100	98	Sioux Falls-Mitchell, S.D.	217,900
101	108	Montgomery, Ala.	217,600
102	99	Augusta, Ga.	216,900
103	110	Savannah, Ga.	216,800
104	105	El Paso	216,600
105	102	Lansing, Mich.	216,300
106	107	Madison, Wis.	214,800
107	104	Fargo, N.D.	214,200
108	106	Springfield, Mass.	213,800
109	109	Charleston, S.C.	212,000
110	103	Peoria-Bloomington, Ill.	211,000
111	111	Salinas-Monterey, Calif.	202,300
112	112	Lafayette, La.	197,900
113	113	S Brbr-S Mar-S L Obsp, Calif.	196,600
114	114	Rockford, Ill.	192,200
115	116	McAllen-Brownsville, Tex.	186,700
116	115	Monroe, La.-El Dorado, Ark.	182,600
117	117	Amarillo, Tex.	181,900
118	121	Columbus, Ga.	176,800
119	118	Joplin, Mo.-Pittsburg, Kan.	176,300
120	119	Corpus Christi, Tex.	175,100
121	124	Reno	172,200
122	120	Duluth, Minn.-Superior, Wis.	171,100
123	125	Tyler-Longview, Tex.	170,900
124	122	Beaumont-Port Arthur, Tex.	170,000
125	123	Sioux City, Iowa	169,500
126	129	Tlshsee, Fla.-Thomasville, Ga.	166,500
127	128	Yakima, Wash.	163,300
128	130	Wausau-Rhineland, Wis.	161,900
129	127	Terre Haute, Ind.	161,200
130	144	Florence, S.C.	159,800
131	126	Wchra Fils, Tex.-Lawton, Okla.	159,800
132	132	Binghamton, N.Y.	156,800
133	135	Columbus-Tupelo, Miss.	156,700
134	136	La Crosse-Eau Claire, Wis.	156,200
134	131	Macon, Ga.	156,200
136	138	Boise, Idaho	156,100
137	133	Eugene, Ore.	155,900
138	139	Traverse City-Cadillac, Mich.	155,800
139	134	Whling, W.Va.-Sibnvlle, Ohio	154,000
140	141	Chico-Redding, Calif.	152,300
141	143	Bflld-Bckley-Oak Hill, W. Va.	151,400
142	144	Topeka, Kan.	150,900
143	137	Erie, Pa.	150,600
143	140	Odessa-Midland, Tex.	150,600
145	148	Bakersfield, Calif.	147,100
146	146	Minot-Bsmrck-Dcknson, N.D.	145,100
147	149	Rchstr-Masn City-Austrn, Minn.	143,300
148	147	Ft. Smith, Ark.	140,600
149	150	Lubbock, Tex.	136,900
150	152	Wilmington, N.C.	136,100
151	153	Albany, Ga.	131,800
152	142	Columbia-Jefferson City, Mo.	129,000
153	155	Medford, Ore.	125,500
154	151	Quincy-Hannibal, Mo.	122,200
155	157	Abilene-Sweetwater, Tex.	116,400
156	154	Bangor, Me.	112,400
157	160	Dothan, Ala.	104,000
158	158	Utica, N.Y.	102,200
159	159	Idaho Falls-Pocatello, Idaho	99,800
160	161	Alexandria, La.	89,600
161	162	Laurel-Hattiesburg, Miss.	89,200
162	166	Clarksburg-Weston, W. Va.	88,300
162	164	Salisbury, Md.	88,300
164	163	Billings-Hardin, Mont.	87,600
165	165	Elmira, N.Y.	84,300
166	169	Gainesville, Fla.	83,100
167	167	Rapid City, S.D.	82,800
168	168	Greenwood-Greenville, Miss.	81,300
169	170	Watertown-Carthage, N.Y.	79,600
170	172	Lake Charles, La.	76,400
171	171	Panama City, Fla.	75,300
172	174	Ardmore-Ada, Okla.	74,500
173	173	Missoula, Mont.	74,400
174	176	Jonesboro, Ark.	67,900

175	177	Meridian, Miss.	67,100
176	175	Grand Junction-Drngo, Colo.	66,100
177	178	Great Falls, Mont.	65,900
178	181	Palm Springs, Calif.	65,400
179	179	Biloxi-Glfrpt-Pscglia, Miss.	65,300
180	191	Jackson, Tenn.	62,400
181	182	El Centro-Yuma, Ariz.	60,300
182	183	Alexandria, Minn.	59,300
183	192	Chyne-Scitlsbf-String, Wyo.	57,400
184	185	Marquette, Mich.	54,600
185	186	Tuscaloosa, Ala.	52,400
186	187	Eureka, Calif.	51,400
187	189	St. Joseph, Mo.	49,900
188	184	Casper-Riverton, Wyo.	49,800
189	188	Butte, Mont.	48,700
189	190	San Angelo, Tex.	48,700
191	197	Bowling Green, Ky.	45,500
192	—	Anniston, Ala.	44,200
193	192	Lafayette, In.	42,000

194	180	Roswell, N.M.	41,400
195	194	Hagerstown, Md.	40,900
196	195	Lima, Ohio	40,100
197	196	Charlottesville, Va.	39,100
198	198	Parkersburg, W. Va.	35,600
199	199	Laredo, Tex.	34,500
200	200	Harrisonburg, Va.	33,900
201	202	Zanesville, Ohio	31,200
202	203	Twin Falls, Idaho	30,300
203	205	Presque Isle, Me.	29,100
204	204	Ottuma-Kirksville, Mo.	28,800
205	206	Flagstaff, Ariz.	27,800
206	207	Victoria, Tex.	26,800
207	208	Bend, Ore.	25,200
208	209	Mankato, Minn.	23,200
209	210	Helena, Mont.	18,900
210	211	North Platte, Neb.	18,300
211	212	Alpena, Mich.	15,000
212	213	Glendive, Mont.	5,100

CP controversy turns messy in L.A.

FCC takes minority formatted KEEF-TV off air; charges of armed takeover made in battle for control of station

Noncommercial KEEF-TV Los Angeles debuted last May with hopes of serving black and Hispanic viewers and providing a vehicle for the development of an innovative two-way data transmission service.

Things have not quite worked out as planned. The station has been ordered off the air by the FCC for overstepping the bounds of its construction permit, has become embroiled in a bitter battle for control that has included an alleged "armed takeover" of the studio and transmission facilities, has been threatened with eviction from its studios and repossession of its studio equipment and has been reduced to a skeleton operation with just two parttime employees.

At the center of the battle for control are Booker T. Wade, the disputed president of Black Television Network, the permittee of KEEF-TV, and Mary V. Woodfork, an original BTW board member now leading the effort to oust Wade and take over the station.

Caught in the battle is Radio Telecom & Technology, the developer of T-NET, a two-way data transmission service designed to use the first adjacent channel of a host UHF or VHF television station. RTT paid for KEEF-TV's transmission plant (a \$400,000-investment) in exchange for the right to offer its T-NET service in Los Angeles over the station's facilities. As long as KEEF-TV is out of action, so is RTT.

The FCC ordered KEEF-TV off the air on Aug. 8 for broadcasting from a different location with different power and antenna height than authorized in its construction permit. Despite repeated pleadings and filings from Wade, the FCC has refused to allow the station to resume operation.

The lengthy stop-broadcasting order is without precedent, said Peter Tannenwald, an attorney representing RTT. "The travesty is that the decision is being made by the commission by virtue of keeping it off the air and starving it until the merits won't matter," he said. The FCC "should either let [Wade] back on the air subject to FCC approval with conditions as they deem fit, or

they should let a third-party trustee run it until a [Los Angeles] court decision [on the ownership questions]."

In the past, Tannenwald said, stations have been taken off the air only two to three weeks for facilities reasons. "Whatever the deviation [from the original permit] might be," he said, "it could be easily and quickly remedied if the commission would grant the modification."

"Although there may have been some commission rules violations," said Stephen Yelverton, Wade's attorney, "they were unintended and minor and, in any event, would not warrant keeping the station off the air pending resolution of the allegations."

According to Yelverton, FCC Mass Media Bureau Deputy Chief Roderick Porter told Wade late last July that a request for facilities modification would remedy the station's problems with the FCC. That request was filed a few days after the stop-broadcasting order and was "ripe for grant" within a month, he said. "We have constructed a facility," Wade said last week, "that is technically capable of operating at the authorized power. We propose to operate at less than authorized power, a 3% reduction in coverage," a difference between 97% and 100% of authorized power, he said.

Wade believes the station is being kept off the air not because of the operating variances, but because of the control question. "The real underlying problem," he said, "is that the commission has been unable to separate the private interests—of who owns the station—from the public interest in the station's services. Solomon doesn't allow the baby to starve while he decides who the parents are."

Porter told BROADCASTING he denies that the dispute over control was a factor in the FCC's decision to order the station off the air. "If no other issues [outside of facilities variances] existed," he said, "commission action would have been no different." Asked why the FCC had not left the station on the air during its deliberations over the station's noncompliance with FCC rules, Porter said: "The right question is, 'Should the station have been on the air in the first place?' Or, rather, 'Should we allow them to remain on the air illegally?' If they were operating

legally, we wouldn't have taken them off the air.

"You can't construct, go on the air with program test authority, then file both a request for modification and application for license, then another request for modification and another application for license and expect to...move from status as a permittee to a licensed, operating station," he said. "You have to comply with commission rules and regulations" to make that jump.

Nonetheless, the FCC itself seems to have brought the control question into the deliberations. In a footnote in the letter ordering KEEF-TV off the air, Porter said, "In a previous filing on behalf of the board of directors, it was indicated that Mr. Wade was not an officer and director of the permittee corporation and that he had not authority to execute documents on its behalf. All future filings should be made by duly authorized principals of the permittee."

Attorneys for Wade consider Porter's use of the word "unlawfully" pejorative, coming all too close to a "factual and legal finding" before all the facts are in.

Despite the footnote, the California Superior Court of Los Angeles county issued a preliminary injunction on Oct. 20 denying Woodfork's claim of control and leaving Wade in control of the station for the time being.

The Superior Court action followed what Wade alleges was an "armed takeover" of the station by Woodfork.

Wade claims the takeover attempt began on Sept. 6 after the station's security guard left the station at 6 a.m. and before a station

employee showed up for work two hours later. During that time, Wade charged, "five or six men," some of them armed, forcibly entered the station and removed files and computer records from the premises.

By Wade's account, after the station employee arrived, Wade and Woodfork were called and arrived at the station shortly after the arrival of three Los Angeles police officers. Woodfork showed the police a copy of Porter's Aug. 3 letter, claiming the footnote gave her authority at the station, he said, and police made everyone leave the station. Wade then went to court, obtaining the injunction against Woodfork. Asked about pressing criminal charges, Wade said the situation was made irrevocably civil, not criminal, because of an agreement on the scene to go to court.

Peggy Wilcox of Wilcox Security, contracted by Wade at the time, confirmed Wade's account, saying she had witnessed one of the "intruders" wearing a security guard-like uniform and carrying a holstered handgun. She had been called to the station by Wade and came with one armed and one unarmed guard, arriving around 9 a.m. She recalled the presence of four men initially, including the armed man and a locksmith, and said Woodfork and another man arrived later that morning. After the agreement was made that 24-hour, unarmed security would be shared until the court made a decision, she said, the armed man not employed by her disappeared.

Mark Ehring, a sergeant with the Los Angeles Police Department, was the third officer on the scene. He said last week that

the police ordered no one out of the station. "We have no authority to order someone off his property," said Ehring. Instead, he said, the parties agreed to take the matter directly to court. "There were allegations—'He has a gun,' and 'He has a gun.'" The only arms I saw were carried by uniformed security guards," and those arms were "secured away" on request. "If any allegations of criminal activity had been made, we would have acted on them. [But] it boiled down to a civil matter."

Woodfork said she was called to the station that morning. The only people she saw with weapons, she said, were "Wade's security people." She refused further comment on details of the incident, calling it "another long, drawn-out situation that is separate and that has been seriously misrepresented" by Wade and his attorneys in their filings at the commission. "I choose not to mix [the incident] up with the issues before the FCC at this time."

The ownership issues and numerous allegations by Woodfork aimed at disqualifying Wade from becoming the station's licensee have created a mountain of BTW-related filings now before the commission.

Woodfork's 39-page October filing with the commission includes these allegations: Wade transferred control of the station without FCC approval (using unratified by-laws to install relatives and friends in place of the original board); the unauthorized board appointed Wade director and officer and that Wade knowingly failed to disclose deviations from FCC facilities authorizations (those changes noted in Porter's Aug. 3

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order).

Woodfork also charges that Wade misused station funds, and that he seeks to operate the station for profit, having entered into an unauthorized program lease agreement with United Studios and into the agreement to provide spectrum for RTT.

"This is not just an issue of ownership," Woodfork said last week, saying that she did not speak as an officer or director of BTW. "There are serious questions concerning character that must be considered before it can be determined whether Wade has been, or will be, operating the station "in the public interest."

Disputed facts about when Wade submitted the by-laws to the board, and about the length and dates of terms served by seven of the original eight board members, lie at the center of the control question, according to Woodfork. "To my knowledge," said Woodfork, "no board member ever saw a copy of the by-laws that included terms. And definitely, no one ever ratified any version. It's clear now that, from the beginning, Wade planned to control," she said. "Once the board members started exercising our independence, he acted."

Wade, in his equally lengthy response to Woodfork's allegations, makes some concessions: no transfer of control application was filed (but argues the requirement does not clearly apply to noncommercial stations and were, nonetheless, reported in a February 1987 ownership report to the FCC); other FCC filings were submitted late (but argues that Woodfork and other directors, not he, were responsible from 1983 to 1985, the period in question); two current directors do not reside in Los Angeles, and some board members are related to each other (but argues that the new board is "broadly representative" of the community); station funds were used for Wade's personal needs (a one-time \$600 move-in expense for Wade, in lieu of direct salary, that was inappropriate but not "improper") and that an unauthorized program leasing agreement with United Studios was signed (but later superseded).

Wade provides no answer to whether by-laws were ratified. They were "duly constituted" before appointment by him of the original board, says the response, and they were not withheld from directors.

Even if the FCC found any of these actions in violation of rules and regulations, Wade said in his response, "shutting down the station is too severe a sanction."

"The only impediments to the immediate commission grant of Workshop's pending facilities application are the petitions filed by Woodfork," said Yelverton in a Nov. 27 motion for expedited grant. "These petitions are a calculated attempt to destroy the station by keeping it off-the-air until it is forced into bankruptcy. The commission should not allow its processes to be abused in this manner."

"Yes, we do intend to operate the station if we gain control," Woodfork said last week.)

As far as Tannenwald is concerned, the FCC is being unduly punitive. Wade "didn't mind his p's and q's, no question," he said. "The question is whether it's worth the death penalty." □

Intelsat parts from U.S. on pricing

It sets domestic fees after being asked to wait; Panamsat's Anselmo upset over action, looks to Congress for help

The Intelsat board of governors demonstrated, as it has on previous occasions, its independence of the U.S., despite this country's 25.6% ownership of the organization. The issue was pricing of planned domestic service (PDS), a subject of controversy in view of the charge of Pan American Satellite Corp. (PAS) that Intelsat is engaging in predatory pricing to deny PAS access to the market. The U.S. had urged the board to postpone action until its next meeting, in March. It refused. The prices the board adopted were in most cases those proposed by the U.S.—and were substantially higher than those recommended by the Intelsat staff. The one price on which the board parted company with the U.S. was for service on which PAS intends to compete with Intelsat.

The decision to act on the issue was a demonstration not only of the board's independence of the U.S. It was also a demonstration of the independence of Intelsat's new American director general, Dean Burch, as well. Burch, a former chairman of the FCC, was elected to head the organization in April. U.S. officials who attended the debate on the PDS issue said Burch was determined to conclude action on a matter that had been on the agenda of past board meetings. "He wants to start looking at pricing of the [next generation of Intelsat satellites]," said one official who had been present. There apparently was another reason. "He was miffed at Panamsat's actions on the issue in the U.S." PAS has been sharply critical of Intelsat's pricing policies.

The U.S., in seeking postponement on the issue, wanted additional time to examine the issue, according to officials. They also noted that Intelsat is beginning a year-long study of its pricing scheme for the 1990's. Accordingly, they said, it would be well not to set PDS prices until the results of that study are known.

Although it was unable to win a postponement, the U.S. felt it had come away with something when the board accepted all but two of the U.S.'s proposed prices. "We'd never won on a pricing issue before," said one official. In achieving the success it did, the U.S. had the support of some board members, including the United Kingdom. And in prevailing to the degree they did, they overcame a proposal of some board members that the Intelsat staff and U.S. proposals be averaged. The U.S. sought the higher prices, one official said, to protect American customers of other services against the increased prices that the U.S. feels would be required to make up for current PDS charges.

One of the U.S.'s proposed prices that was not accepted was for a global beam transponder. That was left for future consideration. But the one that concerned PAS was for 72 mhz C-band hemi and zone transponders. PAS anticipates competing with Intel-

sat in offering those transponders. And although the U.S. had proposed a price of \$10.1 million over a 14-year period for each of the transponders, or \$1.922 million on an annual lease basis, the board adopted a price of \$9.4 million, or \$1.777 million on an annual lease basis.

PAS's counsel, Henry Goldberg, saw in the written submission by Venezuela on the PDS issue, as well as in reported discussions at the meeting, evidence that the board's concern was in underpricing PAS. Venezuela, which was responding to the U.S. position, said Intelsat should not be expected to act "in a self-destructive manner in order to protect the competing interests of other organizations while ceasing to promote the interests of its signatories ..." Indeed, the Venezuelan governor reportedly wanted to reduce the price even further when he learned that PAS intended to charge \$9.2 million. According to U.S. officials present, the Venezuelan accepted the Intelsat proposal only after being assured that conditions attached to the PAS price—among other things, it covers only a 10-year period—make it less attractive.

The other benchmark sales prices adopted were \$6.435 million (or \$1.215 million on an annual lease basis) for a 36 mhz C-band hemi and the same price for a 36 mhz C-band zone; \$14.053 million (or \$2.676 million on annual lease basis) for a 72 mhz K-band spot, and \$26.498 million (or \$5.049 million on annual lease basis) for a 150 mhz K-band spot.

The dispute over the board's action on the pricing issue could spill over into Congressional debate on the broader question of Intelsat's proper role. PAS Chairman Rene Anselmo appears determined to generate such a debate. "Everyone assumes PDS is what Intelsat should be doing," Anselmo said. "Did we set up Intelsat as a provider of domestic service? In 10 years, they'll be knocking off domestic satellites with their pricing." He noted that the United Kingdom had forecast that domestic service would constitute the largest single element of Intelsat business in the 1990's. "So they'll have a monopoly in international service and dominate domestic. There should be," he added, "a national debate on this." Would he try to stimulate Congress in that regard? "That's why I'm in town," said Anselmo, who had arrived in Washington from his office in Greenwich, Conn. □

Access action. Intelsat board at its quarterly meeting ("In Brief," Dec. 21) approved Project Access, a new program designed to stimulate service to rural and remote areas while emphasizing the potential for a follow-on commercial service. Project Access is the successor to Intelsat's Project SHARE (Satellites for Health and Rural Education). Project SHARE was initiated in August 1984 as a 16-month project but its life was extended twice. It will be operational through the end of 1987.

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Stock Index

	Closing			Net	Percent	P/E	Market
	Wed	Wed					
	Dec 22	Dec 16					zation
BROADCASTING							
N (CCB) Capital Cities/ABC	348	332	3/4	15	1/4	04.58	24 5,626
N (CBS) CBS	161	1/2 151	3/8	10	1/8	06.68	9 3,811
A (CCU) Clear Channel	12	3/8 12	3/8			00.00	23 39
O (INFTA) Infinity Broadcast	15	1/2 14	3/4			3/4 05.08	-119 130
O (JCOR) Jacor Commun.	4	9/16 4				9/16 14.06	25
O (LINB) LIN	44	1/4 42	1/2	1	3/4	04.11	23 2,372
O (MALR) Malrite	6	1/4 5	3/4	1/2		08.69	-8 85
O (MALRA) Malrite 'A'	6	1/4 5	1/2	3/4		13.63	-8 85
O (OBCCC) Olympic Broad.	3	1/2 3	1/2			00.00	8
O (OSBN) Osborn Commun.	4	3/4 4		3/4		18.75	-4 19
O (OCOMA) Outlet Commun.	9	1/4 10	1/4	-1		-09.75	60
A (PR) Price Commun.	9	7/8 9	5/8	1/4		02.59	-4 84
O (SAGB) Sage Broadcasting	5	1/4 5	1/4			00.00	-7 17
O (SCRIP) Scripps Howard	76	1/2 76	1/2			00.00	25 790
O (SUNN) SunGroup Inc.	1	1				00.00	-1 2
O (TLMD) Telemundo	7	1/4 5	1/2	1	3/4	31.81	-1 41
O (TVXG) TVX Broadcast	2	3/4 3	1/2	-3/4		-21.42	-1 16
O (UTVI) United Television	22	22				00.00	36 241

BROADCASTING WITH OTHER MAJOR INTERESTS							
N (BLC) A.H. Belo	48	7/8 48	3/4	1/8		00.25	15 526
A (AAR) Adams Russell	42	7/8 42	1/8	3/4		01.78	714 285
O (ASTV) Amer. Comm. & TV		1/8 1/8				00.00	9
N (AFI) American Family	14	3/4 15		-1/4		-01.66	14 1,188
O (ACCMA) Assoc. Commun.	23	23				00.00	219
O (BMAC) Bus. Men's Assur.	28	7/8 29	1/4	-3/8		-01.28	-11 302
N (CCN) Chris-Craft	18	18	7/8	-7/8		-04.63	20 363
N (DNB) Dun & Bradstreet	54	1/4 55		-3/4		-01.36	22 8,249
O (DUCO) Durham Corp.	21	1/4 21	3/4	-1/2		-02.29	12 181
N (GCI) Gannett Co.	38	1/4 36	1/2	1	3/4	04.79	20 6,180
N (GY) GenCorp	67	64	1/2	2	1/2	03.87	11 1,496
N (JP) Jefferson-Pilot	26	3/4 26	3/8	3/8		01.42	9 1,075
N (KRI) Knight-Ridder	41	40	1/8	7/8		02.18	16 2,352
N (LEE) Lee Enterprises	22	1/4 24		-1	3/4	-07.29	13 553
N (LC) Liberty	35	3/4 36		-1/4		-00.69	12 342
N (MHP) McGraw-Hill	48	1/4 49	3/4	-1	1/2	-03.01	16 2,438
A (MEGA) Media General	33	1/2 31	3/8	2	1/8	06.77	49 944
N (MDP) Meredith Corp.	28	7/8 29		-1/8		-00.43	15 554
O (MMEDC) Multimedia	49	1/2 45		4	1/2	10.00	4950 544
A (NYTA) New York Times	31	31	5/8	-5/8		-01.97	17 2,539
O (NWS) News Corp. Ltd.	16	1/8 14	3/8	1	3/4	12.17	10 2,043
O (PARC) Park Commun.	24	24				00.00	21 331
O (PLTZ) Pulitzer Publishing	27	1/2 26	1/4	1	1/4	04.76	22 288
N (REL) Reliance Group Hold.	6	1/4 5	3/8	7/8		16.27	6 468
O (RTRSY) Reuters Ltd.	52	7/8 48	7/8	4		08.18	24 21,950
T (SKHQ) Selkirk	20	1/2 20	1/2			00.00	44 166
O (STAUF) Stauffer Commun.	135	135				00.00	22 135
A (TO) Tech/Ops Inc.	23	1/2 22	5/8	7/8		03.86	9 50
N (TMC) Times Mirror	73	1/2 72	3/4	3/4		01.03	15 4,740
O (TMC) TM Communications		3/4 11/16		1/16		09.09	3 5
O (TPCC) TPC Commun.		3/16 3/16				00.00	2
N (TRB) Tribune	38	3/8 39	1/2	-1	1/8	-02.84	14 3,023
A (TBSA) Turner Bcstg. 'A'	10	3/8 11	1/8	-3/4		-06.74	-1 225
A (TBSB) Turner Bcstg. 'B'	8	8	1/4	-1/4		-03.03	-1 174
A (WPOB) Washington Post	192	191		1		00.52	20 2,466

PROGRAMING							
O (SP) Aaron Spelling Prod.	4	3/8 4	3/4	-3/8		-07.89	3 81
O (ALLT) All American TV	1	1/4 1	1/4			00.00	1
O (BRRS) Barris Indus	7	8	1/4	-1	1/4	-15.15	3 62
N (KO) Coca-Cola	39	5/8 40		-3/8		-00.93	15 14,978
A (CLR) Color Systems	3	3/8 3	3/8			00.00	-1 17
O (CAVN) CVN Cos.	8	1/8 8	3/4	-5/8		-07.14	-24 148
A (DEG) De Laurentis Ent.	1	1/8 1	3/4	-5/8		-35.71	12
O (dcpl) Dick Clark Prod.	6	5	3/8	5/8		11.62	15 49
N (DIS) Disney	60	3/8 59	1/8	1	1/4	02.11	21 7,931
N (DJ) Dow Jones & Co.	30	5/8 31	1/8	-1/2		-01.60	15 2,965
O (EM) Entertainment Mktg	3	5/8 3	7/8	-1/4		-06.45	12 44
O (FNNI) Financial News	7	1/4 7		1/4		03.57	45 85
A (FE) Fries Entertain.	2	1/4 2	3/8	-1/8		-05.26	9 11
N (GW) Gulf + Western	74	72	1/2	1	1/2	02.06	17 4,496
O (HRSI) Hal Roach	4	3/8 4	1/4	1/8		02.94	-10 30
A (HHH) Heritage Entertain.	3	3				00.00	3 13
A (HSN) Home Shopping Net.	5	7/8 6		-1/8		-02.08	16 504
N (KWP) King World	17	1/2 17	1/2			00.00	18 523
O (LAUR) Laurel Entertain.	1	3/4 1	7/8	-1/8		-06.66	3 4
A (LT) Lorimar-Telepictures	9	8	3/4	1/4		02.85	-6 411
N (MCA) MCA	33	5/8 35		-1	3/8	-03.92	15 2,555
N (MGM) MGM/UA Commun.	6	1/2 6	3/8	1/8		01.96	-8 325
A (NHI) Nelson Holdings	9	1/16 11	1/16	-1/8		-18.18	-5 15
A (NWE) New World Enter.	3	3/8 3	1/4	1/8		03.84	2 36

	Closing			Net	Percent	P/E	Market
	Wed	Wed					
	Dec 22	Dec 16					zation
PROGRAMING							
N (OPC) Orion Pictures	10	7/8 10	7/8			00.00	17 187
O (MOVE) Peregrine Entertain.	1	5/8 1	5/8			00.00	-54 3
N (PLA) Playboy Ent.	13	1/2 12	5/8			7/8 06.93	-9 126
O (QVCN) QVC Network	5	5	1/2	-1/2		-09.09	32
O (RVCC) Reeves Commun.	7	5/8 6	3/8	1	1/4	19.60	762 95
O (RPICA) Republic Pic. 'A'	4	1/4 4	1/4			00.00	47 18
O (RPICB) Republic Pic. 'B'	5	5	1/2	-1/2		-09.09	35 3
A (RHI) Robert Halmi	1	1/2 1	1/2			00.00	6 33
O (SMNI) Sat. Music Net.	211	1/6 2	3/4	-1/16		-02.27	-67 24
O (TRSP) Tri-Star Pictures	8	8	3/4	-3/4		-08.57	14 246
N (WCI) Warner	29	1/4 28	3/4	1/2		01.73	17 3,658
O (WWTW) Western World TV.		7/16 3/8		1/16		16.66	2
O (WONE) Westwood One	20	19	3/4	1/4		01.26	27 248

SERVICE							
O (BSIM) Burnup & Sims	7	5/8 7	3/8			03.38	15 121
O (CVSI) Compact Video	2	1/4 2	1/2	-1/4		-10.00	-1 14
N (CQ) Comsat	28	1/8 25	5/8	2	1/2	09.75	-11 515
N (FCB) Foote Cone & B.	44	1/8 42	1/2	1	5/8	03.82	13 183
O (GREY) Grey Advertising	98	106		-8		-07.54	14 118
O (IDBX) IDB Communications	8	1/4 7	3/4	1/2		06.45	33 33
N (IPG) Interpublic Group	31	28	3/4	2	1/4	07.82	15 688
A (MOV) MovieLab	6	3/4 6	3/4			00.00	11
O (OGLI) Ogilvy Group	23	1/2 24		-1/2		-02.08	12 324
O (OMCM) Omnicom Group	19	16	7/8	2	1/8	12.59	-86 465
O (SACHY) Saatchi & Saatchi	23	3/4 23	7/8	-1	1/8	-00.52	12 3,460
O (TLMT) Telemation	2	2				00.00	8 9
A (TPO) TEMPO Enterprises	7	6	5/8	3/8		05.66	23 40
A (UNV) Unitel Video	7	3/4 8	1/4	-1/2		-06.06	11 16

CABLE							
A (ATN) Acton Corp.	13	1/8 13	1/8			00.00	15
A (ACN) American Cable	44	1/8 44		1/8		00.28	-86 414
O (ATCMA) Amer. TV & Comm.	21	3/4 19	3/4	2		10.12	83 2,380
A (CVC) Cablevision Sys. 'A'	24	21		3		14.28	-41 504
N (CNT) Centel Corp.	36	1/4 36		1/4		00.69	14 1,051
O (CCCOA) Century Commun.	15	14		1		07.14	1500 433
O (CMCSA) Comcast	23	1/8 23	1/4	-1/8		-00.53	-105 959
O (ESSXA) Essex Commun.	16	16	1/2	-1/2		-03.03	-36 59
A (FAL) Falcon Cable Systems	16	3/4 15	7/8	7/8		05.51	-52 107
O (JOIN) Jones Intercable	9	5/8 8	3/4	7/8		10.00	30 122
T (MHRQ) Maclean Hunter 'X'	19	7/8 19	5/8	1/4		01.27	27 732
O (RCCAA) Rogers Cable A.	22	5/8 22	1/2	1/8		00.55	116
O (TCAT) TCA Cable TV	28	3/4 25		3	3/4	15.00	58 311
O (TCOMA) Tele-Commun.	22	1/8 20	1/8	2		09.93	36 3,210
N (TL) Time Inc.	80	3/4 78	3/4	2		02.53	12 4,793
O (UACI) United Art. Commun.	22	1/2 20	1/2	2		09.75	187 924
N (UCT) United Cable TV	20	7/8 20	7/8			00.00	-347 788
N (VIA) Viacom	17	3/4 17	7/8	-1/8		-00.69	946
N (WU) Western Union	1	7/8 2	1/8	-1/4		-11.76	45

ELECTRONICS/MANUFACTURING							
N (MMM) 3M	64	1/4 64	3/8	-1/8		-00.19	17 14,713
O (AMCI) AM Communications		1/4 5/16		-1/16		-20.00	0
N (ARV) Arvin Industries	17	3/4 17	1/2	-1/4		01.42	6 331
O (CCBL) C-Cor Electronics	5	5	3/4	-3/4		-13.04	13 10
O (CATV) Cable TV Indus.	2	3/8 2	1/4	1/8		05.55	-15 7
A (CEC) Cetec	4	1/4 4	5/8	-3/8		-08.10	141 7
N (CHY) Chyron	4	1/2 4	1/8	3/8		09.09	17 46
A (CXC) CMX Corp.		7/8 15/16		-1/16		-06.66	12 6
A (COH) Cohu	6	3/4 6	3/4			00.00	16 12
N (EK) Eastman Kodak	49	1/2 50	3/4	-1	1/4	-02.46	12 11,183
N (GRL) Gen. Instrument	32	3/4 33		-1/4		-00.75	-14 1,066
N (GE) General Electric	47	1/4 46	5/8	5/8		01.34	18 43,187
O (GETE) Geotel Inc.	1	1/8 7/8		1/4		28.57	-3 4
N (HRS) Harris Corp.	26	1/8 26	3/8	-1/4		-00.94	14 766
N (MAI) M/A Com. Inc.	8	3/4 9	1/4	-1/2		-05.40	4 282
O (MCDY) Microdyne	3	1/16 3	1/16				

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Format feud

Radio Today, a New York-based radio program supplier, and Dan Formento, company president, have initiated a \$7.6-million lawsuit in U.S. District Court for the Southern District of New York, against NBC Radio Entertainment, and its parent company, Westwood One, Culver City, Calif., alleging that, among other things, Westwood "borrows extensively" from the format and content of Radio Today's weekly classic rock series, *Flashback*, for the first installment of its new *Backtrack* program, which premiered in November. Radio Today said it produced *Flashback* for NBC Radio Entertainment, but that it was dropped from distribution when *Backtrack* premiered. (Radio Today said it has a one-year production and licensing arrangement with the NBC Radio Networks, which expires on Dec. 30, for *Flashback*. (If not renewed, the series reverts back to Radio Today in 1988.)

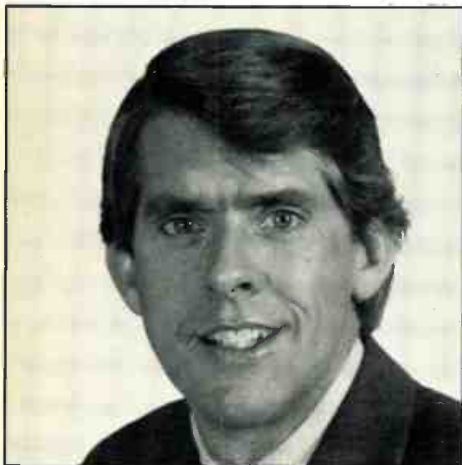
Radio Today also claims that Westwood "is engaged in a campaign to pass off their program as the creative work of Radio Today and Formento." When contacted about Radio Today's suit, Bill Battison, Westwood One president, said the company does not comment on legal proceedings.

Radio Today said its subsidiary, Radio Today Entertainment, will begin redistributing *Flashback* during the week of Jan. 4, with advertising sales handled by LBS Communications.

On Etc.

Denny Adkins, president of Drake-Chenault, a full-service radio format production and distribution firm that is a unit of Wagontrain Enterprises, Albuquerque, N.M., will leave his post at the end of December to launch his own radio company, called Radio, Etc.

The new company, which will be based in Simi Valley, Calif., a suburb of Los Angeles, shortly after the first of January, will "develop, introduce and distribute new ser-



Adkins

vices and concepts" for radio stations, said Adkins, adding that his firm will be involved in various aspects of station operations including programing, sales and promotion. "But it will not be a program syndication company," he said.

Adkins, 40, who is also an executive vice president of Wagontrain, has held various positions with Drake-Chenault over the past 12 years. He has been in his present post since March 1985.

Adkins told BROADCASTING that he will have a minimum one-year consulting agreement with Drake-Chenault. "The reason I chose the name, Radio, Etc., is because I also want to look at areas outside of broadcasting," Adkins said.

(Wagontrain Enterprises acquired Drake-Chenault, Los Angeles, and TM Programing, a Dallas-based radio format supplier, in 1985 and 1986, respectively. Both companies moved to Albuquerque in 1986, and TM Programing was renamed The Programing Consultant [TMC]. Drake-Chenault and TMC operated as independent entities until October of this year when TMC was merged with Drake-Chenault to eliminate increasing duplication in program production and distribution.)

News dosage

National Public Radio has begun a national print media campaign promoting NPR as a twice-daily news service as part of NPR's five-year audience-building effort which started in 1985. The ads promote *All Things Considered* using the phrases, "Twice a day we mean the world to you" (featuring a person holding a globe), and "Consider a whole new beginning to the end of the day" (featuring a man loosening his tie). A *Morning Edition* ad urges "Let your ears open your eyes," showing a man or a woman stretching and yawning upon awakening. (Male and female versions of the ad have been circulated.) The "twice a day" ad appears in the December issues of *Atlantic Monthly*, *Ms.*, *Harpers*, *Psychology Today* and *Governing*. Beginning in January, the ads, which were designed with the Denver-based Winter Group, will run monthly throughout next year in *Atlantic Monthly*, *National Journal* and *Governing*; twice a month for six months in *The Christian Science Monitor*, and on an irregular basis in *Psychology Today*, *Ms.*, and *Harpers*. Slicks of the ads have been sent to individual NPR affiliates for their uses.

New shows for New Year

Look for the following premiers on noncommercial radio next month: National Public Radio will debut a two-part series, *Vietnam: Radio First Termer*, a documentary examining the impact of radio on American troops in Vietnam, and *National Native News*, Alas-

ka Public Radio Network's series of daily five-minute news feeds about native Americans.

American Public Radio will launch *Prairie Home Companion*'s replacement, *Good Evening: From Minnesota with Noah Adams* (BROADCASTING, Dec. 7); and the debut of



"Vietnam"

Soundprint, noncommercial WJHU-FM Baltimore's weekly, half-hour radio documentary series. It is described as "the aural equivalent of photojournalism," said Bill Siemerling, executive producer. (The Jan. 2 premiere examines the West Point class of 1987 in *Tomorrow's Generals*).

On funding

American Public Radio has received a \$500,000 grant from the MacArthur Foundation in support of APR's Program Fund (established September, 1983), which provides development, production and distribution support to producers of new programs.

Also, the Corporation for Public Broadcasting has selected seven independent productions, five minority productions and four public radio productions as beneficiaries of its annually administered \$3.3-million Radio Program Fund. The fund, in its second round since its 1986 founding, received 129 proposals by the Sept. 15 deadline. All the programs will be available for distribution in 1988, CPB said.

Additionally, CPB has issued request for proposals to assist stations in testing and/or implementing audience-increase projects. Jan. 15, 1988 is deadline for \$500,000 project.

Signing on

CBS Radio Network will air a three-minute daily (Monday-Friday) series recaping pro football action leading to the Super Bowl, beginning Monday, Jan. 4. Called *The Road to the Super Bowl*, the series will be anchored by CBS sportscaster, John Rooney. It will continue through Jan. 29, two days prior to the championship game.

Separately, RadioRadio, CBS's youth-oriented network, said it is offering its stations a short-form "countdown special" for New Year's Eve (Dec. 31) that will originate from four locations in four time zones (New York,

Chicago, Salt Lake City and Los Angeles) at midnight. The special, anchored by different RadioRadio reporters, will count down the final seconds to the new year.

Night of the live Dead

DIR Broadcasting, the radio program unit of Lorimar-Telepictures, will distribute a live, four-hour Grateful Dead concert special on New Year's Eve from the Oakland (Calif.) Coliseum. The broadcast, which will begin at 10 p.m. (Pacific time) is expected to be cleared by some 140 stations. Already signed to air the broadcast are WNEW-FM New York, WXRT(FM) Chicago, WMMR(FM) Philadelphia, KFOG(FM) San Francisco, WBCN(FM) Boston and WRIF(FM) Detroit.

This will be the 19th consecutive year that the Grateful Dead has performed at the Oakland Coliseum on New Year's Eve.

Signing on

The Wall Street Journal Report, an eight-year-old radio programming service of Dow Jones, has signed MOR powerhouse, WCCO(AM) Minneapolis-St. Paul, to an affiliation agreement, said Bob Rush, director of broadcast services for Dow Jones. The service, which now has 89 affiliates including outlets in St. Thomas, V.I., Mexico City and San Juan, P.R., distributes 18 two-minute financial reports each weekday (fewer on weekends). Other major *WSJ Report* affiliates include WNEW-AM-FM New York; WJR(AM) Detroit, KFNB(AM) Los Angeles, WMAQ(AM) Chicago, WEEI(AM) Boston and KTRH(AM) Houston.

□

MJI Broadcasting, New York, will expand its weekly *Metalshop* program from one to two hours beginning the week of Jan. 4, said Josh Feigenbaum, company president. "The increasing popularity of 'metal' rock music means we now have a wealth of material for a two-hour show," Feigenbaum said. January will also mark the series' fourth anniversary.

Children's cutback

The WNYC Communications Group, New York, said it will drop its daily (Monday through Friday) *Kids America* show, which was distributed nationally each weekday evening to 26 public radio stations by American Public Radio, after Friday, Jan. 1. *Kids America*, an instructional/entertainment call-in series, has been airing for about two years.

"The decision to cancel *Kids America* came following notification that the Corporation for Public Broadcasting did not include *Kids America* among the projects to be funded for next year through the national radio program production fund," according to Mary Perot Nichols, WNYC president.

Nichols said WNYC will remain "committed" to the development of children's programming, "but we must find a way to convince more radio stations to carry a program like *Kids America* in addition to creating a broader base of funding support to be able to continue our efforts."

Steering wheel

Dick Ferguson, president of NewCity Communications, a Bridgeport, Conn.-based radio group operator, has been named chairman of the National Association of Broadcasters' Radio '88 steering committee. The convention is scheduled for Sept. 14-17 in Washington. The first committee meeting is slated for NAB headquarters in February.

Rosa roundup

The Lotus Satellite Network, an in-house Spanish-language programming distribution service, will air the 74th annual Rose Bowl game from Pasadena, Calif., on New Year's Day (Jan. 1) over a core network of six Spanish radio stations that are owned and operated by its parent company, Lotus Communications, Los Angeles. The stations are WMDO(AM) Wheaton, Md. (Washington); WTAQ(AM) La Grange, Ill. (Chicago); KXET(AM) San Antonio, Tex.; KOXR(AM) Oxnard, Calif.; KGST(AM), Fresno, Calif., and the originating Lotus Rose Bowl outlet KWKW(AM) Pasadena (Los Angeles).

The game is also being offered to Spanish client stations of Lotus Hispanic Representatives, a national radio representation firm, in "high density Latin areas throughout California, Nevada, New Mexico, Arizona, Utah, Colorado, Florida, Illinois and New York," Lotus said.

Lotus acquired the Spanish-language radio rights to the Rose Bowl from Videospec International Ltd., a worldwide producer, packager and distributor of sports and event programming.

VOA's role in Haiti

With some Haitian radio stations knocked off the air and others denied access to news sources, Voice of America has become a

major source of news for people of Haiti in the wake of violence that caused the cancellation of elections scheduled for Nov. 28. A VOA spokesman said that independent radio stations in Haiti are picking up off air and retransmitting VOA's Creole broadcasts to that nation, either in full or in excerpted form. VOA had been providing Creole programming, either feeding it by telephone or by over-air broadcasts, since Jean-Claude Duvalier left Haiti in February 1986. VOA reported that several of its correspondents, in Haiti to report on the elections, narrowly escaped violence themselves. One of VOA's two correspondents and several stringers were chased from one polling station by "pistol-firing marauders," according to VOA, "but managed to elude them." Later, the reporters resumed filing stories.

Radio goes Hollywood

Starmagic, a Teaneck, N.J.-based radio programmer, is planning to enter the radio "movie" field with *Radio Theatre*, a new, 90-minute, weekly series of original Hollywood classic movie soundtracks. The program, targeted for AM stations, is scheduled to kick off next January with the soundtrack of the 1947 film, "It's A Wonderful Life," featuring Jimmy Stewart and Donna Reed.

Olympic report

Starstream Communications Group, Houston, Tex., is readying a daily (Monday through Friday) two-and-a-half-minute sports program, hosted by Olympic Decathlon Champion Rafer Johnson, for a February debut. Called *The Rafer Johnson Report*, the series will focus on today's "dominant" summer Olympic athletes, according to Gary Firth, Starstream president. It will run from Feb. 29 through Sept. 16, which marks the beginning of the 1988 summer Olympics in Seoul, South Korea.



Fiske featured. Noncommercial WAMU(FM) Washington talk show host, Fred Fiske, was honored by the station's licensee, The American University, for Fiske's 40 years in Washington broadcasting. More than 225 guests attended a dinner in Fiske's honor at which he was presented with the first Fred Fiske Award which will be given annually "to a broadcaster who best exemplifies the professional excellence and concern for the community that have characterized Fiske's career," according to the station.

Shown above at the dinner at the National Press Club are (l-r): Sanford Ungar, dean of AU's school of communication; Fiske, and WAMU(FM) general manager, F. Kim Hodgson.

Among those honoring Fiske on the program were Ed Walker, WRC(AM) Washington; Susan Stamberg, National Public Radio, and Elizabeth Board, special assistant to the president, White House office of media relations. The honorary chairman was NBC's Willard Scott.

Record changes for rep firms in 1987

Station sales and management shifts prompt reassessment of rep firms

1987 will go down as a record year of changes in the television rep business with accounts worth at least \$800 million either changing hands or up for grabs, according to industry executives.

"This has been the most chaotic year since I've been in the business," said TeleRep founder and president Al Masini, a 31-year rep veteran.

For stations, this year's account changes have been far from incidental. Most stations derive roughly half of their advertising revenue from national sales of their broadcast time.

Among the major accounts that changed hands this year were three Belo Broadcasting stations represented by Petry and two stations represented by HRP to TeleRep (total annual national spot billings of \$90 million); five Fox Television stations from Katz Communications to Petry, one to HRP, and one from ITS to Petry (annual national spot billings of \$125 million); four Tribune Broadcasting stations from Petry, and one from Blair, to TeleRep, with one remaining at Petry (total annual national spot billings of \$110 million); three Chris-Craft Industries' stations from TeleRep to Katz, two from TeleRep to MMT, and another one from MMT to Katz (a total of annual national spot billings of over \$100 million, and the six TVX stations represented by MMT and the six stations represented by TeleRep all to Seltel Inc. (annual national spot billings of \$107 million).

As for the rep business, the changes have created what a number of rep-firm executives describe as a three-way tie between Petry, TeleRep and Katz for top annual billings. Presently, the individual firms' billings are \$750 million-\$800 million.

Katz, which led in billings at the end of 1986, represents 191 stations (versus 197 at the end of calendar year 1986). Petry represents 89 stations (versus 75 at the end of 1986) while TeleRep represents 51 (versus 47 at the end of 1986).

Industry executives also found themselves dealing with a new business environment. Masini mentioned the aftershocks of 1985's record year of television station sales (\$3.2 billion) and 1986's total sales (\$2.7 billion) (BROADCASTING, Feb. 9) as paving the way for some "changes in the rep environment."

"What we saw in 1987 was a manifestation of ownership changes in 1985 and 1986," said Pete Goulazian, president of Katz Television Group.

One direct result of those ownership changes has been the increased attention by new management to the stations' bottom

lines. In addition, the sale of a station often results in a reassessment of the rep firm. As one example, CBS considered whether to continue with its own rep division, CBS Spot Sales, or to hand the national sales duties for its four stations over to one or more independent firms. In the end, CBS kept representation of four stations. Bill Breda, senior vice president and general sales manager at Blair Television, said that stations "are looking at their rep relationships closer these days. It's business reality. More is expected of managers," he said.

Adding to those pressures, he said, is the growth in spot dollars at a slower rate than in the past. "Today we're looking at increases of 6%-10% versus the double digit" increases of the past. "Plus competition for national advertising dollars is up," he said.

Katz's Goulazian said that management changes at stations and re-evaluations of rep relationships spurred many of this year's rep switches. There was also something of a domino effect as station groups moved to place all of their stations under one representative.

Dennis Fitzsimons, vice president and general manager of WGN-TV Chicago and former vice president of operations for Tribune Broadcasting, said that the consolidation of the Tribune stations under TeleRep resulted from a desire to "consolidate the station group under one rep." (Tribune could not move the representation of its WGNX-TV Atlanta, because TeleRep represents WSB-TV, which is owned by its parent corporation, Cox Enterprises, in that market.

"We saw a situation with Blair [the former rep for WGN] sold twice, and we didn't like the turmoil going on in the rep business," said Fitzsimons.

Tribune's move to TeleRep was accelerated when the two companies joined their barter sales divisions to form Teletrib, which Masini claimed is now the largest barter sales organization with billings of \$800 million.

Today, a number of rep-firm heads say that the "salad days" of the business may be over with the increased demands on the level of service provided to stations, which in turn have increased the costs of the business. In addition, the competition to attract more and better stations has forced rep firms to increase the quality of the "support services," such as programming departments, computer services connected with sales and the number of sales offices and sales people.

In combination with that have been pressures on the rep firms against raising their commission rates.

"The number of changes does not reflect a significant shift in overall rates of commission," said Katz's Goulazian. Moreover, stations are now demanding longer contracts because of their desire for stability.

"Our margins are down," he said. "In the last two years our expenses are increasing faster than our revenues because of soft sales years."

Goulazian was sanguine about long-term business, however, saying that despite increased costs, competition for stations can still be rewarded with more in billings. □

Bottom Line

Signed and sealed. Tele-Communications Inc., country's largest multiple system operator, and Tempo Enterprises have signed definitive merger agreement. Deal involves exchange of TCI class A common stock for Tempo common stock and gives Tempo shareholders option of receiving \$8 per share or converting to TCI stock by getting .381 TCI share per Tempo share. Parties expect the deal to close next year. Tempo is in wide range of cable-related services. It is common carrier for superstation WRBS Atlanta, owns program network Tempo Television plus number of cable systems and broadcast stations. Tempo, through its Tempo Development Corp., is also packager of services to backyard earth station industry. TCI has interest in Netlink, which also markets to dish owners, but TCI is expected to keep operations separate. In addition, Tempo has announced that Learning Channel has been added to its TVRO package. □

On the dotted line. Coca-Cola and Tri-Star executives signed papers Thursday, Dec. 17, officially creating Columbia Pictures Entertainment. Expected move followed approval by Tri-Star shareholders earlier in week for plan creating new public company that will be 49% owned by Coca-Cola after stock distribution. Remainder of CPE will be split up among Coca-Cola shareholders (31%) and Tri-Star shareholders (20%). Additionally, Coca-Cola board approved previously approved plan to buy up to \$100 million of CPE adjustable rate preferred stock.

Satellite Footprints

Full, half full...empty? West Germany's TV-Sat 1, first European direct broadcast satellite (BROADCASTING, Nov. 30), may now be beyond help. West Germany's Bundepest, administrator of the bird, has been resigned to operating only two of the satellite's four transponders because of an inability to fully deploy its solar array. But the West German Information Office in New York said the latest reports from home are of an additional problem: an inability to fully deploy its antenna. If uncorrected, reports say, the problem means no operation at all. According to the information office's Jeorg Merkel, builders of the bird plan to use engine burns to "shake the satellite" sometime in February in an effort to free the antenna.

Hold on. The success or failure of TV-Sat 1 will affect related industries and manufacturers, among them plastics specialist Borg-Warner Chemicals Europe (BWCE) in Amsterdam. BWCE, along with the former parent company, PA Technology, has developed a DBS antenna. Billed as inexpensively manufactured, more accurate and aesthetically appealing than existing counterparts, the 60-centimeter (approximately two feet) antenna, according to BWCE, can be installed and put into service in less than an hour. The company "is currently actively seeking the cooperation of organizations with an interest in bringing this product to the marketplace," said BWCE's Clive Antioch, before news of TV-Sat 1's latest trouble (see above).

All systems go. Arianespace's Guiana Space Center in Kourou, French Guiana, will be busy in 1988 with eight launches scheduled. Customers next year include GTE Spacenet, Intelsat and operators in France, Sweden and the UK. Customers over the next two to three years are almost all European.

The November launch of West Germany's TV-Sat 1 direct broadcast satellite suffered delays attributed to inadequate test results of a third-stage electronic guidance system component on an Ariane 2 rocket (as of last week, that satellite's manufacturer had not yet been able to deploy the faulty solar array and had also discovered additional problems that may mean the end of the bird, but no one has attributed TV-Sat 1 troubles to a launch or launch vehicle).

Although Arianespace's next launch—of GTE Spacenet's hybrid Spacenet III-R—had been postponed from December to January, and now to late February or early March, the guidance component is not related to those delays. Spacenet III-R replaces the Spacenet III lost in 1985 when a problem Ariane vehicle was destroyed. The Associated Press has already signed for capacity aboard Spacenet III-R. All four GTE Spacenet satellites have been launched by Arianespace. "We're going through the usual testing process," of the Ariane 3 vehicle for that launch, said Arianespace's Joanna Oldfield. Component failure and replacement so far encountered in testing of that vehicle, while responsible for the latest rescheduling, are not unusual or major, she said. "Sometimes you just get a bad apple, and you replace it." France's Telecom 1C will be launched on the same vehicle with III-R.

According to GTE Spacenet, III-R will carry on it Geostar I, the first half of a package that can track transmissions to and from moving vehicles. Expected uses include search and rescue operations. The first half is receive-only; the transmit-only half will ride on GTE's Ku-band GSTAR III—originally scheduled with space shuttle—to be launched in May 1988. GSTAR IV, to launch in 1989 or 1990, will carry a second, complete Geostar package.

PanAmSat's "Simon Bolivar" bird is the next on Arianespace's manifest. Calling it the "first privately owned international satellite," PanAmSat delivered an RCA Astro series 3,000 communications satellite to Kourou earlier this month. "We took a U.S. domestic satellite," said PAS Chief Scientist Philip Rubin in a prepared statement, "and turned it into a highly efficient international satellite capable of linking all of Latin America, the U.S. and Western Europe." In addition to international transponders, high-powered spot beam transponders will be leased to countries and entities in Latin America for domestic purposes.

It ain't so. As Major League Baseball and the Hughes Television Network decide this month which scrambling system to use for 1988 backhaul transmissions (BROADCASTING, Dec. 14), Scientific Atlanta is busy fighting industry rumors that its B-Mac has already been broken by pirates in Australia using a cloning method. MLB has long made known its desire for an unpirateable system.

Last week, Bob Murphy, Scientific Atlanta's director of corporate communications, said that because of a tamper-proof microprocessor that "virtually self-destructs" if tampered with—and because Australian software and hardware were intentionally designed to be incompatible with their U.S. counterparts—cloning and infiltration of the Australian version into the U.S. are both impossible. "We have 10's of thousands of decoders around the world," he said, "and we've never heard of a single incidence of someone creating a pirate decoder. I'd like to see somebody show us one."

John Parks, president of Houston-based Prostar, said his company is Scientific Atlanta's only U.S. customer leasing B-MAC gear for closed-circuit television operations. Prostar is the common carrier responsible for ESPN's NFL backhauls, special events like last April's Sugar Ray Leonard-Marvin Hagler fight and various private networks, and uses B-MAC to encrypt its transmissions of horse racing for off-track betting parlors. Following Scientific Atlanta's offer to buy any illegal decoder Prostar could locate, Prostar has made the same offer to its users. "There have been enough rumors that they're available on the black market" that Prostar has made it known in underground that anyone who can buy an illegal box can resell it to Prostar for a profit, Parks said. There have been no takers so far, he said. "We believe the system is totally secure."

Status quo. Despite Western Union's having passed on last September's filing deadline for the next generation of birds, the company is not planning an end to its satellite operation business, Fred Knipp, assistant vice president, said last week. With four orbital slots authorized for C-band satellites, and with Westars III, IV and V orbiting in three of them and VI-S on the ground ready for launch, there was no need to file this time around, he said. Westar VI-S will replace VI, which was launched on the shuttle in 1984 and retrieved by a later shuttle after its perigee assist motor failed to take the satellite into its elliptical orbit. Western Union has postponed the launch of that bird until completion of "market analysis," Knipp said. Arianespace and China Great Wall Industries Corp. are both possible launchers. In the meantime, the company is doing what it can to extend the life of the fuel-low Westar III. Westars IV and V will be replaced down the road, he said.

The company has "migrated full-time users off of III" over the past year or more; four of the 12 transponders are used for telephone services, one has failed and the remainder are for video. The company now has ceased inclination control maneuvers on the bird, resulting in a drift pattern described as a slowly widening figure-eight pattern. Tracking antennas used in telephone services will be able to follow the drift full-time, but the other services using stationary antennas will be able to tune in without tweaking for a few hours at a time. As the drift grows over the next two years, said Knipp, the company will opt toward telephone service only.

As for its business plans, Knipp said: "You win some, you lose some," in reference to losing AP's new service bid. Noting that UPI is continuing service, he said Western Union will probably bid on the Public Broadcasting Service interconnect replacement, saying: "Their needs fit us to a tee." PBS has used Westar I, then IV, since its first satellite interconnection in the late 1970's. Proposals to spin-off the Westar division into a joint venture are still possible, but the company is not in any hurry. Describing the division as already "separable from other Western Union services," Knipp said the original spin-off plan two years ago with British Unilease International never materialized.

Congress has full plate of communications issues waiting for its return from holidays

Among issues likely to be brought up or revived in January are copyright, TVRO's, fairness, must carry, copyright, transfer tax, Cable Act, crossownership

The Fifth Estate can anticipate congressional oversight of communications policy issues to accelerate next year. The lawmakers return Jan. 25 for the second session of the 100th Congress and while enactment of specific legislation may not occur, broadcasters can expect to come under heavy fire on several fronts including efforts to tax the industry for its use of the spectrum.

For cable, its battle against legislation (S. 889) that would regulate the home satellite industry will resume, possibly moving from the Senate to the House for consideration. Interest in copyright issues could also pick up and the desire on the part of cable's competitors to see the industry's power in the marketplace eroded could establish a base from which the next Congress might act.

Congress adjourned last Tuesday (Dec. 22) after battling for days among the members and with the White House over a \$600-billion catch-all spending bill and tax measure that together will reduce the federal deficit by some \$33 billion in fiscal 1988. It was touch and go as to when—and even if—Senate and House negotiators could reach an agreement on the spending bill. Additionally, President Reagan was threatening to veto the omnibus appropriations measure if the fairness doctrine was included. And a heated debate over fairness erupted; initially the House refused to remove the doctrine from the bill, but eventually agreed to drop it (see "Top of the Week").

Many industry observers believe the outcome on fairness has set the tone for next year's legislative agenda. Passage of a fairness bill is still considered a chief priority for Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and House Energy and Commerce Committee Chairman John Dingell (D-Mich.). The lawmakers have

emphasized that until fairness is resolved, broadcasters can forget about any action on issues they care about.

"If I were the broadcasters," commented one Hill aide, "I would not ask for too much too soon. They may have poisoned the well for a long time."

Broadcasters were hoping to gain Hill support for legislation to reinstate the FCC's must-carry rules, which require cable systems to carry local broadcast signals. The industry would also like to have Hill backing in its efforts to convince the FCC not to reallocate any UHF or VHF spectrum until it is determined that the spectrum will not be needed for broadcasting high-definition television.

Even if congressional leaders agreed to act on those matters, it is expected that broadcasters would have to accept fairness or perhaps mandatory children's television programming and stricter EEO requirements in exchange for must carry. "There's going to be a lot of defensive posturing," said one broadcast lobbyist.

National Association of Broadcasters President Eddie Fritts foresees another active year on Capitol Hill. Fairness, he concurs, will remain a dominant issue. And he thinks the industry will encounter efforts to again impose some sort of tax on the sale of broadcast properties or a spectrum fee or auction proposal.

NAB successfully defeated a Senate proposal to levy a 2% to 4% transfer tax on station sales (BROADCASTING, Dec. 14) but Hollings, the transfer tax's author, has already indicated he has not totally abandoned the idea. Hollings finds the proposal appealing since the tax would have been used to establish a trust fund for public broadcasting. Furthermore, the issue is bound to resurface when Congress convenes hearings next spring on reauthorizing legislation for the Corporation for Public Broadcasting.

There are other areas Congress may revisit next year. NAB anticipates proposals to reduce or eliminate tax deductions for ad-

vertising expenses as well as deny deductions for beer, wine and tobacco advertising will again come before the House Ways and Means Committee and the Senate Finance Committee (BROADCASTING, Oct. 19). Campaign finance reform legislation on hold this year may come to life. Although the Senate measure offered by Majority Leader Robert Byrd (D-W.Va.) poses no problems for broadcasters, movement by the upper chamber on this issue could revive a similar bill offered in the House by Representative Al Swift (D-Wash.). The measure would create a 30% discount on broadcast political ad time.

NAB may also find itself spending more time on copyright issues. Legislation that would eliminate the blanket license broadcasters pay for the music rights in syndicated television programs is pending before both the House and Senate Copyright Subcommittees.

Furthermore, House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) will hold hearings early next year on a bill (H.R. 2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners (BROADCASTING, Nov. 23). Broadcasters are troubled by the measure, they don't like the establishment of another compulsory license and would prefer some sort of exclusivity protection. Efforts to work out a compromise were under way but reports indicate no progress has been made.

On the copyright front, the issue of must carry could also arise and the House and Senate Commerce Committees are not likely to be responsive to the industry's position. It appears some broadcasters like the idea of tying must carry to cable's compulsory copyright license. There may be a move to amend the Copyright Act to grant cable operators a license on the condition they carry local broadcast signals. However, such a measure would also wind up before Commerce, where members are apt to load it down with other regulation.

Cable, therefore, will be on guard to protect its interests on Capitol Hill. A major confrontation with the backyard dish industry (TVRO) over S. 889 will probably occur as the bill's proponents push for a vote on the Senate floor. However, Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has pledged to fight the measure and his clout with Senate leaders is considerable.

Nonetheless, if the TVRO forces succeed in the Senate, the issue will be given a boost in the House, where a companion measure, H.R. 1885, is pending. But most observers think passage of a TVRO bill in the House is

BIB confirmations. The Senate, during its unusual Saturday (Dec. 19) session, confirmed the nominations of Malcolm S. Forbes and Kenneth Tomlinson to the Board for International Broadcasting. Forbes, who has been serving without confirmation since his appointment to a three-year term on April 28, 1986, is chairman of BIB. He is also chairman and chief operating officer of Forbes Inc. and deputy editor-in-chief of *Forbes Magazine*. Tomlinson, who was appointed to a term expiring April 28, 1990, is the former director of Voice of America and currently an editor at *Reader's Digest*. He succeeds Arch Madsen, president emeritus of Bonneville International Corp., who served two terms on BIB, which oversees the operations of Radio Free Europe/Radio Liberty. The White House appointments of Forbes and Tomlinson were cleared by the Senate Foreign Relations Committee on Dec. 17 without a hearing.

an uphill battle. The National Cable Television Association seems confident S. 889 won't make it to the lower chamber.

Cable will come under congressional scrutiny next year when the House Telecommunications Subcommittee convenes oversight hearings (beginning in February) on the status of the industry three years after enactment of the Cable Communications Policy Act of 1984. NCTA President Jim Mooney thinks cable "may be under rhetorical pressure to some degree" next year, but doubts any legislative action will result.

The hearings should provide a forum for discussion of various issues including cable rate deregulation, cable's role as a First Amendment speaker and the vertical and horizontal integration within the industry.

Cable may face a tough challenge on the cable-telco crossownership front. House Telecommunications Subcommittee member Howard Nielson (R-Utah) says he will introduce a bill eliminating the statutory ban to encourage cable in rural areas and promote competition. The administration has jumped in on this issue. The President's Economic Policy Council is reportedly working on a legislative proposal to permit the seven Bell Operating Companies to enter cable television and other so-called "information services" businesses (see page 64).

Both cable and broadcasting will keep a close watch as Congress is expected to pass further legislation aimed at trimming the federal deficit. A proposal that would have denied the industries from depreciating "intangible assets" such as cable's subscriber lists and broadcasters' advertiser lists, cropped up this year and although it was dropped, it could be revived. Network affiliate agreements and licenses, which in some cases can be amortized, also came under assault. □

Supreme Court study finds no historical bias toward media

Gannett Center for Media Studies findings show media litigants lose more often than average for general population

To media enterprises and their lawyers, the Supreme Court is generally looked to as the most reliable protector of media rights. Given the First Amendment and its constitutional guarantee of a free press, many in the media feel, there is no need to appeal to legislators for help. But a study published by the Gannett Center for Media Studies provides another perspective on the high court as the media's defender. It shows that media litigants in the Supreme Court lose more often than do the general population of litigants. Indeed, the study says, "a litigation strategy based on an assumption that the

Positive note. Media defendants in libel cases are continuing to do well in winning summary judgments in their favor. A study published by the Libel Defense Resource Center, an information clearinghouse organized by leading media groups to monitor libel and privacy litigation, found that more than three out of four media libel cases were dismissed summarily without the need for a full trial during the 1984-1986 period.

The report, based on a review of 143 motions for summary judgment made by media defendants in that two-year period, parallels previous findings by LDRC in two earlier studies of 389 such motions made between 1980 and 1984. The report also provides a bright counterpoint to a Gannett Center-funded study on the media's success in litigating cases before the Supreme Court (see above).

The new study makes the following points: Media defendants' summary judgment motions prevailed in 76% of the 143 cases studied. (1) The success rate is higher than the four-year average of 74% documented in the earlier studies. (2) Defendants' success rate for summary judgment motions at the trial court level remains at the 80% mark achieved by defendants covered in the earlier studies. (3) On appeal, the summary judgment success rate is up from 66% during the previous two-year period to 73%. The figure includes appeals both by plaintiffs from grants of defendants' summary judgment motions and by defendants from denials of their motions.

Not only are the statistics for the last two years studied, LDRC offers hope that the media's success rate in libel cases will improve as a result of the Supreme Court decision in *Anderson v. Liberty Lobby* in June 1986. The court, in a 6-3 decision, held that public figures suing for libel must provide "clear and convincing" evidence of the alleged libel in order to overcome a defense motion to dismiss the case (BROADCASTING, June 30, 1986). "From all appearances," the study concludes, "Anderson is, if anything, likely to increase the frequency with which courts grant summary judgment in public-figure defamation actions...."

Supreme Court generally or historically is solicitous of media interests...would be misguided."

The study, by David A. Anderson, professor of law at the University of Texas at Austin and a specialist in Communications law, covers every media case reviewed by the Supreme Court since 1791. It shows that during only one period in the history of the U.S. were the media net winners in Supreme Court cases—during the years when Earl Warren was chief justice, from 1954 to 1969. The media won 68% of their cases in those years, or 5% more than would have been expected had the litigants won at the same rate as the general population of Supreme Court petitioners and respondents. By way of comparison, the win index for media litigants during the years Warren Burger was chief justice, from 1970 until 1986, was -2. Over the 186 years covered by the study, the success index for media litigants was -7.

For broadcasters, the figures are slightly better, over all. Their success index was -3. But when restricted to types of issues, the study shows that broadcasters' success rate was +5 in cases involving regulation. The record indicates newspaper publishers would do well to think hard before going to the Supreme Court for relief; the study shows the success index for newspapers, including news services, was -12. Book publishers have had an even worse success rate—26. Only pamphleteers, according to the study, beat the odds in litigating before the Supreme Court: Their record was 2 points above the norm.

Those results, however, include all cases, not only those involving the First Amendment. Some turn on such constitutional issues as due process of law, on statutory schemes such as copyright or the Federal Communications Act, or on judicial doctrines. And in those cases resting squarely

on First Amendment grounds, the media do better. They have won 63.8% of such cases, for a success index of +3. In other than First Amendment cases, they have won 50% of the time, for a success index of -4.

And when cases are restricted to those arising out of traditional press issues—the gathering or dissemination of news and commentary—and exclude such media as motion picture theaters and such issues as copyright—the results are more encouraging for journalists—though not broadcast journalists. While newspapers' success index improves from -12 to -3, broadcasters' falls from -3 to -4. And in press cases, broadcasters' success index in matters involving regulation falls from +5 to 0. The study offers no explanation for the fall off of broadcasters' success rate in those types of court cases.

The success index is based on what Anderson says is the probability of media litigants' success, given the volume of media cases the Supreme Court agrees to hear. Anderson notes that about 71% of all cases accepted for review by the high court are destined for reversal or modification. And if a particular class of litigants is equally distributed between petitioners and respondents, he adds, the differences will cancel out and the class will win 50% of the time. But media types are particularly litigious. Anderson says they seek—and are granted—Supreme Court review about three times as often as their adversaries. Thus, in decided cases, they are petitioners about 75% of the time and should, therefore, win more and lose less than the normal 50-50 ratio. But, the study shows, they do not.

Although the overall figures are not encouraging for media enterprises considering appeals to the Supreme Court, there are some bright spots in the Anderson study. For instance, they have won 72.7% of suits involving prior restraint, for a +9 success

index, and 61.3% of cases involving libel or privacy, for a +8 success index. On the other hand, media litigants fare poorly in some important areas—for instance, editorial control, which includes confidential sources, newsroom searches, scope of discovery (in court cases) and the right to refuse to publish or broadcast. The media's success index in those cases is -30. Nor do the media do well in cases involving access to news—they have won only 44.4% of such cases, for a success index of -13.

And in cases involving obscenity—currently a subject of more than passing interest given the attention the Reagan administration and the FCC have focused on it—the media have won in 30 of the 49 cases studied, for a success index of -1. But again, the media's success rate in that field was highest in the years of the Warren court, when their success index was +7. In the years of the Burger court, it was -10. And in all the years studied except for the Warren years, the success index was -11.

Another of the breakouts included in the report is a comparison of the results of Supreme Court decisions resulting from appeals from lower federal courts and those from state courts. The media do much better in cases reaching the Supreme Court from state courts; the success index is +5. In cases reaching the Supreme Court from U.S. district courts and U.S. courts of appeals, the media's success index is -17. The study says an explanation for this "most startling difference of all in media win rates" is hard to determine, though it suggests one reason stems from the fact media litigants are petitioners 94% of the time in appeals from state courts, and only 55% of the time in appeals from federal courts.

The study does not provide statistics on the numbers of media cases the Supreme court is asked to review—only those it accepts and decides. But it does indicate, according to Anderson, that there is no advantage for media litigants in being a petitioner. For media do much better, in comparison with other litigants, as respondents. For as petitioners, they win 59% of the time, compared with 71% for litigants generally, according to the study. As respondents, they win 36% of the time, compared with 29% for all litigants. "Media," Anderson says, "appear to be no better than their adversaries at picking cases that are more likely to produce media victories in the Supreme Court."

Anderson adds a postscript to his study which allows him to add on a generally encouraging note. He points out that the study ended as William Rehnquist became chief justice, a development he says generated speculation that the "Rehnquist Court" would be more hostile to the media than its predecessor. But, while one term could not be considered conclusive, Anderson says, a study of that term "shows no hostility to media litigants." Indeed, he says the media "did remarkably well, winning five of the six cases" decided. The chief justice himself voted with the media in three of those cases. Adding those figures to the earlier data increases the media's overall winning percentage from 53 to 54 and raises the success index from -7 to -6. □

Mooney objects to EPC's effort to allow BOC's into cable business

National Cable Television Association President James P. Mooney, in a letter to Treasury Secretary and President's Economic Policy Council Chairman James A. Baker last week, expressed concern about a legislative proposal the EPC is reportedly working on that would allow the seven Bell operating companies to enter cable television and other so-called "information services" businesses.

"Our concerns with this decision relate not only to the substance of the legislative package under consideration, but also to the process that has led to its development," Mooney said. "In particular, we are deeply disturbed that the administration would undertake to craft legislation in this extremely sensitive area without first seeking input from the affected industries."

The BOC's were created by the modified final judgement (MFJ) that broke up AT&T and put an end to the government's anti-trust



Mooney

suit against the telecommunications giant in the federal district court of Judge Harold Greene. Under the MFJ, the implementation of which Judge Greene continues to oversee, the BOC are barred from manufacturing and from providing "information services"—a broad category covering everything from videotext to cable television.

According to a National Telecommunications and Information Administration official, the EPC is considering a legislative proposal that would lift the information services and manufacturing restrictions to some extent, and shift jurisdiction over AT&T's long-distance business from Judge Greene to the FCC and the state public utility commissions.

But, the NTIA official stressed, nothing is final. "The pen has not been put to paper to draft a bill," he said. In fact, he said, a decision to do so will not be made for a few weeks.

The NTIA is a branch of the Commerce Department. Commerce Secretary C. William Verity sits on the EPC. Alfred Sikes,

assistant secretary for communications and information, who heads the NTIA, is head of the EPC working group that oversees telecommunications.

Mooney said in his letter that according to press reports, the EPC is contemplating a proposal that would allow the BOC's into information services without restrictions.

Solicited or not, Mooney provided Baker with some cable industry "input." "In light of the Regional Holding Companies continued control over essential facilities and the ongoing potential for cross subsidization by the companies between regulated and unregulated services, the risk of anticompetitive behavior in the area of information services remains strong."

Because the BOC's "perceive cable television as a potential competitor in providing transmission facilities, there is every reason to believe that if the [BOC's] are permitted to offer cable services they will use their bottleneck control to throttle the growth and development of cable service," he said.

Mooney also said the proposal was too broad. "Even if it could be established that the American public would benefit from the entrance of the [BOC's] into certain information services fields, it is by no means the case that it is in our nation's interest to permit the [BOC's] into all areas encompassed by the term information services." □

NAB asks FCC for comparative hearing preference for channel finders

The National Association of Broadcasters has joined in an effort to give broadcasters or would-be broadcasters who persuade the FCC to allocate a channel for FM or TV, a preference in any comparative hearing for the channel.

The trade association filed a three-page letter in support of a petition to launch a rulemaking to establish such a preference. The petition was filed by Gerald Proctor of Tulsa, Okla., a former broadcaster who is now a media broker with Clifton Gardiner & Associates

The NAB said that its members have long been concerned with the "patent unfairness" of the current process in which no preference is given for having earned the channel allocation. "Under this process, one party does all the legal, engineering and related work to initiate new service while future competing applicants sit back and wait," the NAB said.

"Once the commission allocates the channel in question, competing applicants suddenly appear and the initiator stands a very real chance of completely losing out in a hearing for the long sought-after channel... While NAB recognizes that the commission is restrained from granting the license outright to the successful petitioner, we feel it would be appropriate and in the public interest to grant some form of special consideration to these applicants," the NAB

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said.

The NAB suggested that the FCC could add the preference in the same way it added a preference for AM daytimers. Proctor first filed a petition for rulemaking last April, but the FCC Mass Media Bureau rejected it in August, saying there is no "nexus" between a party's getting a channel allocated and its ability to provide the "best practicable service" as a broadcaster.

Undaunted, Proctor filed a second petition. "Having worked to bring a new broadcast service to a community, there is an especially strong likelihood that such individuals will operate the resulting broadcast facilities in a manner that will advance the public interest," the petition said.

In a telephone interview last week, Proctor said he believed not giving the preference discouraged individuals from finding new channels. Over the years, he has identified at least 20 new channels, but has not

Wire troubles The Wire Service Guild, the union representing UPI employees, has filed a complaint with the National Labor Relations Board, charging that UPI has engaged in "surface bargaining" on a new contract in an effort to eliminate the union as a "meaningful bargaining agent." The Action follows demonstrations by guild members at UPI offices in 15 cities during which copies of new work rules were burned (BROADCASTING Dec. 14). The guild also alleged in its filing that UPI "implemented unilateral changes in the employees' wages, hours and working conditions, and misrepresented to the employees the nature of these changes for the purpose of eliminating the union as an effective bargaining agent for the employees in the unit." Guild President Kevin Keane said, "It became clear early in the negotiations that UPI never intended to reach a contract agreement with its employees. The action "comes as no great surprise," said Christopher Smith, director of corporate communications, UPI. "We are fully prepared, and we feel confident that when the [NLRB] board calls us, we will prove the work rules were properly implemented and are legally enforced."

bothered to ask the FCC to allocate them. "In each case, one to 20 competing applicants would file on top of me and I would

have no chance of winning," he said. "So why bother? You get none of the credit for doing all of the work." □

Changing Hands

KEZO-AM-FM Omaha □ Sold by Albimar Communications to Narragansett Broadcasting for between \$8 million-\$8.5 million. **Seller** is owned by Bertram M. Lee and E.W. (Skip) Finley. It also owns KDAD(FM) Ogden, Utah. **Buyer** is Providence, R.I.-based group of one AM, three FM's and one TV, headed by John Franks, president, and Jonathan Nelson and Greg Barbara, manag-

ing directors. KEZO is on 1490 khz full time with 1 kw. KEZO-FM is on 92.3 mhz with 100 kw and antenna 1,250 feet above average terrain. *Broker: R.C. Crisler & Co.*

WAMX(AM) Huntington, W.Va., and WAMX-FM Ashland, Ky. □ Sold by Stoner Broadcasting System to Fifth Avenue Broadcasting Co. for \$1.9 million. **Seller** is

Annapolis, Md.-based group of six AM's and nine FM's principally owned by Tom Stoner. **Buyer** is owned by Tom Wolf, Huntington-based operator of McDonald's franchises. He has no other broadcast interests. WAMX is on 930 khz with 5 kw day and 1 kw night. WAMX-FM is on 93.7 mhz with 100 kw and antenna 741 feet above average terrain.

KTQQ(FM) Sulphur, LA □ Sold by Lafayette Broadcasting, Inc. to KSIG Broadcasting Co. for \$615,000. **Seller** has no other broadcast interests. **Buyer** is principally owned by Louis M. Basso. It also owns KSIG(AM) Crowley, La. KTQQ is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain.

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CABLE

System serving Islip and Babylon, both New York □ Sold by Paragon Communications to Cablevision Systems Corp. for estimated \$20 million-\$27 million. **Seller** is publicly owned, Denver-based MSO, with systems in six states serving approximately 550,000 subscribers. It is headed by David R. Van Valkenburg. **Buyer** is publicly traded, Woodbury, N.Y.-based MSO with 1 million subscribers in seven states. It is headed by Charles F. Dolan. System serves 14,000 subscribers with 236 miles of plant.

System serving Ft. Gibson, Okay, Vian, Gore, Porum and Webbers Falls, all Oklahoma □ Sold by Cable TV of Ft. Gibson to Eagle Cable Partners for estimated \$2 million-\$3 million. **Seller** is headed by Terry Thomas, who also has interest in four systems in South Dakota. **Buyer** is headed by Bob Price. It also owns systems in 11 communities in Oklahoma. System passes 3,155 subscribers with 1,600 subscribers. *Broker: Hardesty, Puckett, Queen & Co.*

For other proposed and approved sales, see "For The Record," page 72.

HSN's latest shopping spree

Home shopping service buys competing Sky Merchant, increasing HSN's reach to 24 million cable homes

Home Shopping Network Inc. has bought one of its cable shopping competitors, Sky Merchant, which had been owned and operated by cable multiple system operator Jones Intercable. No terms for the deal were disclosed, which will close on Dec. 28. A number of Sky Merchant's assets are said to be included in the deal.

Sky Merchant reaches a million cable homes on systems principally owned by Jones and Post-Newsweek. It is also available to two million home dish owners, which represented 20% of Sky Merchant's business. As part of the deal, Sky Merchant will be replaced by HSN I in the million cable households. Jones also has committed to carrying HSN's other home shopping service, HSN 2, to 500,000 homes in Jones systems where HSN broadcast stations are located. The deal will mean HSN will reach nearly 24 million cable homes through its two home shopping services.

Channel capacity was clearly one problem Sky Merchant faced in growing. In a prepared statement, James Krejci, president and chief executive officer of Sky Merchant, said "in a highly competitive marketplace with limited channel capacity, cable customers are better served by having more kinds of programming from which to choose."

Jones, for instance, has launched Galactic Radio and Mind Extension University, which are under Krejci's command. Those two areas, cable radio and college-level coursework, he said, "are not nearly as crowded." Sky Merchant, which operated in the crowded home shopping arena, had yet to break even, said Krejci.

Glenn Jones, president and chief executive officer of Jones Intercable, said of Sky Merchant's reach: "We could see getting to two million, but getting to three would have taken quite a while." The company tried its own version of home shopping, said Jones, "to see how it all sorted itself out and how the entrants fared." When it became apparent that "the business was here to stay," said Jones, it was "time to make our commitment." He said also that "We are very happy with them," referring to HSN's programming.

HSN I is the second-largest cable home shopping network with some 14 million homes, ranking behind Cable Value Network (which has 19 million subscribers and is backed by a number of cable operators, led by Tele-Communications Inc.). HSN is ahead of the other major broad-based service, QVC Network, which reaches 11 million homes and is also backed by a number

of cable operators, led by TCI and Comcast.

Lowell Paxson, president of Home Shopping Network, said negotiations between the two companies "had gone on for some time," but surfaced in November when the two sides were discussing an affiliation agreement with a Jones system. Paxson did not comment on the terms of the deal, but said Jones's affiliation agreement calls for

the standard 5% commission for the cable operator. Paxson said Jones's carriage of HSN 2 in areas where HSN operates broadcast stations helps in cross-promotion efforts. "We like to be on cable just like any other broadcaster in the markets where we are," said Paxson.

The HSN-Sky Merchant marks the second time in two weeks that a home shopping

Summit summary. ABC, CBS and NBC news operations painted a more positive image of Soviet leader Mikhail Gorbachev than they did of President Reagan during the Washington summit. Researchers for the Center for Media and Public Affairs came to that conclusion after examining all summit-related stories on the three television networks' evening news programs from Monday, Nov. 30 (the night of Gorbachev's interview on NBC) through following the Thursday, when Gorbachev left Washington.

The study also found that more time was devoted to Gorbachev in those programs than to Reagan. According to the study, in the 11 days covered, the three networks ran 168 summit-related stories, accounting for more than six hours of airtime, or almost 60% of the total news hole. Soviet sources were cited 124 times, more than 11 times each night. Gorbachev was quoted 44 times; Reagan, 40 times. What's more, four out of five sources spoke well of Gorbachev (79% to 21%), while the majority of those quoted spoke negatively of Reagan (53% to 47%). The study found that Gorbachev got his highest marks on CBS (where the remarks were 97% positive).



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service has dropped from the market. Two weeks ago, Entertainment Marketing,

which ran the Consumer Discount Network I and II, two other shopping networks, an-

nounced it would shut them down by year's end. □

Syndication Marketplace

New World Television has cleared *Highway to Heaven* on KTLA-TV Los Angeles for its September 1989 syndication debut, bringing clearances to 25, including KPNX-TV Mesa, Ariz. (Phoenix); WTVK-TV Knoxville, Tenn.; KOB-TV Albuquerque, N.M.; WLUK-TV Green Bay, Wis.; KHQ-TV Spokane, Wash., and KYTV-TV Springfield, Mo.

Select Media Communications reports clearing *World Class Women*, a 13-part weekly sports anthology series, on WNBC-TV New York, KABC-TV Los Angeles, WXYZ-TV Detroit and WLA-TV Baton Rouge. The series is hosted by Randi Hall (former sports reporter for KABC-TV Los Angeles, and ESPN's *Sportswomen*) and features Olympic gold medalist Evelyn Ashford as a reporter. The series is available on a barter basis with four minutes for stations and two-and-a-half minutes for Select. Select also recently announced the celebrity panel for *Relatively Speaking*, its game show strip hosted by John Byner that debuts in fall 1988. That panel will consist of Suzanne Pleshette, Dick Martin, Doug Barr and Annie Bloom. *Relatively Speaking* is a joint venture of Select and Atlantic/Kushner-Locke Inc. and is available on a barter basis with four minutes for stations and two-and-a-half minutes for Select.

Samuel Goldwyn Television said that it has cleared *Body by Jake*, a half-hour health and fitness show starring Jake Steinfeld, on WNBC-TV New York, and WLS-TV Chicago. The show will run in early morning, the time period it was designed for, on both of those stations. Barter sales give stations four minutes and Goldwyn three minutes.

Turner Program Services will make the WTBS-TV Atlanta special, *Portrait of the Soviet Union*, available in syndication for a July-September 1988 window. Hosted by Roy Scheider, the seven-hour series explores the various nationalities of the Russian people. TPS programming for the next year will also include a new half-hour adventure/mystery weekly series, *The Secret World*, in which host Christopher Lee leads viewers through explorations of nature's mysteries. The program will also use footage from classic horror films along with original footage. Produced in Los Angeles by Alan Sloan Productions, *The Secret World* is available for fall 1988 on a cash basis. TPS is also now syndicating "Premium One," a package of 20 made-for-television films.

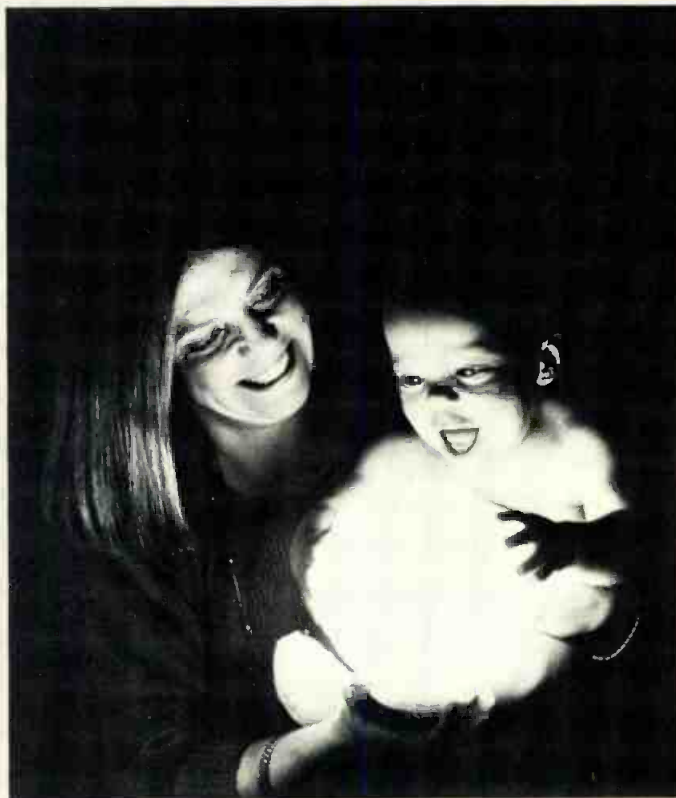
D.L. Taffner Ltd. has cleared *Hollywood*, a 13-part series exploring early American cinema, on 39 stations, and the 36-part *World at War* series on 35 stations. Both series are productions of Thames Television. Taffner also recently announced that nine more stations have cleared *The Benny Hill Show*, which as part of the "Fresh" package is now supplemented by 10 one-hour specials and the two-hour special, *The Crazy World of Benny Hill*.

Lorimar Television will offer stations *A Nightmare on Elm Street: Freddy's Nightmares*, the tentative title of a one-hour series based on the New Line Cinema "Nightmare on Elm Street" movie series. The television series will be produced by New Line Cinema Corp. which recently reached an exclusive two-year agreement with Lorimar Television to produce programming in all areas of television. The three "Nightmare on Elm Street" movies have grossed \$97 million at the box office. Dick Robertson, office of the president, Lorimar-Telepictures, said that the television series will be targeted to both affiliates and independents for late night on weekends. He said that the series is not aimed at affiliates for network preemptions. Robertson said that in initial sales calls on markets, stations have been bidding time periods for the show. Lorimar will produce a minimum of 22 episodes of the series which will be cleared on a barter basis with six minutes for stations and six minutes for Lorimar. New Line President Bob Shaye, producer of the films, will be executive producer of the television series.

Group W Productions recently bought the rights to *Good Company*, a one-hour talk/entertainment show that runs on KSTP-TV Minne-

apolis. Group W will sell the show for early fringe time periods on a cash-plus-barter basis keeping two minutes for itself. *Good Company* was previously in syndication through Hubbard Broadcasting (owner of KSTP-TV) in 1986, but was competing against Paramount's *America* for clearances and could not get on the air. Group W currently has two other talk shows in syndication—*The Wil Shriner Show* and *Hour Magazine*—but both of those shows are now experiencing difficulties in ratings. In the case of *The Wil Shriner Show*, ratings since its debut in September have been lower than expected. *Hour Magazine*, now in its ninth year, has also been experiencing a decline in ratings. Since *Good Company* is targeted to a Minneapolis audience, Group W will do national versions of the show for a presentation tape.

Group W Television Sales reports clearing 101 markets covering over 65% of the country for the second year of its *For Kids Sake*, a



"For Kids Sake"

total station campaign on issues affecting the quality of life of young people. *For Kids' Sake* includes prime-time programs, public service announcements, commercial vignettes and other material. The first of the packages' prime-time specials is *The Discovery Year*, which debuted this month. Hosted by Christopher Reeve, the special looks at the first 12 months of life. It was produced by Group W's KDKA-TV Pittsburgh.

Viacom Enterprises has now cleared *Double Dare* in 57 markets including all the top 20. Viacom will produce all new episodes of the hit Nickelodeon game show for its run in syndication that begins Feb. 22, 1987. The syndicated version of the show is a co-production with the Fox Television Stations and is cleared on a barter basis with four minutes for stations and two-and-a-half minutes for Viacom. Clearances for the series include WKBD-TV Detroit, WOIO-TV Cleveland, WATL-TV Atlanta, KCPQ-TV Seattle, WDLZ-TV Miami and KXNV-TV Phoenix.

First Amendment forum

The battle that the law firm of Farrow, Schildhouse & Wilson has been waging in the courts against local cable franchising authorities will be featured in the issue of an American Bar Association journal to be published next month. The title of the article, written by Sol Schildhouse, sums up the piece and gives the flavor: "Can Local Franchising of Cable TV Be Trusted? Not if You're Serious About the First Amendment and Are Leery of the Harm That Can Be Caused by the Sincere Who Would Do Good."

The article, written for *Communications Lawyer*, a publication of ABA's Adjunct Committee, holds no real surprises for those who have followed the firm's representation of cable systems claiming a First Amendment right to serve communities—specifically including communities already served by franchised cable systems. It makes clear that its view is "that the local franchising of cable television has developed into a licensing of the press, an authorizing process that is slowly but certainly bringing to the forefront in local political life all the least desirable elements of government."

Schildhouse describes the current franchising system as "a partnership" between the system and the city. For its part, he notes, the cities prevent other systems from entering the market. As payment, he adds, the cities "extract their extensive concessions," in terms of access channels and universal service. And by labeling the franchise nonexclusive, he says, cities "amplify their control by reserving the intimidating menace of opening the market to competition."

The article also damns mainstream cable interests for what he suggests is their collaboration with the franchising interests—while calling attention to the efforts of those (presumably like the Farrow, Schildhouse firm) he says are attempting to protect cable's First Amendment rights. The opposition to "overreaching local regulators and their monopoly clients" has not come from "the power center of the cable industry," he says, adding that "it has been absorbed with playing the franchise game in order to get on with the business of wiring the nation." Rather, Schildhouse says, the opposition has come from "free-speech voices that for years have been patiently questioning the legality of the process."

And, Schildhouse says, the First Amendment issue involved affects not only the cable industry. For the central question, he argues, "is whether government may ignore traditional First Amendment principles simply by virtue of a technological change in the means of communicating speech." The resolution of that issue is critical, he says, for, given the development of technology, face-to-face conversation will be the only kind of communication not transmitted electronically. He says newspapers will be largely electronic and "will become indistin-



Scissors please. Great Media Cable opened its \$3.5-million cable operations center earlier this month with a ribbon-cutting ceremony that was cablecast live to the 18,000 subscribers it has on line. The company has one of the four franchises in Philadelphia and plans to complete construction of its 165,000-home system by 1990.

Present for the ceremony were Peter Bordes, chairman and chief executive officer, Greater Media Inc.; Thomas Sharrard, vice president/general manager, Greater Media Cable Philadelphia; Walter Veth, group vice president, cable division, GMI; Sam Merion, Greater Media local partner, and Frank Kabela, president and chief operating officer, GMI.

guishable from cable and other electronic media," and adds: "Thus, if cable is denied the traditional protections of the First Amendment, virtually all speech will be vulnerable to governmental attack."

Top 10

The National Academy of Cable Programming has announced the finalists for its "Golden

ACE" award, the industry's highest programming honor. The academy previously chose individuals—Shelley Duvall in 1985 and Ted Turner in 1986—to receive the award. This year, the award has been shifted to "a network, company, project or program that distinguishes cable communications by its unique contribution to the viewing public in the current year." The academy said individual contributions will be honored through a "Governor's Award."

Winners in both categories will be announced in mid-January, and honored during the ACE awards ceremony in Los Angeles on Jan. 24. It will be carried on HBO that evening from 9 to 11 p.m.

The nominees are:

- Black Entertainment Television for its "unique programs," including its gospel music show and *BET News*.

- Comic Relief '87, the second HBO special that gathered comedians for a fundraising effort for the homeless.

- C-SPAN for its programming that carries the proceedings of the House of Representatives and the Senate.

- The Discovery Channel for its "Soviet Television Week, 66 hours of programming that gave Americans an exhaustive look at life inside Russia.

- ESPN for its coverage of the America's Cup yacht race that included an on-board camera filming the crew of the "Stars & Stripes."

- FNN for its coverage of the stock market upheaval on Monday, Oct. 19, 1987.

- The Learning Channel for its GED on TV, a high school equivalency program that "has helped thousands of the 72 million Americans" prepare for those exams.

- News 12 Long Island for being the first 24-hour regional news service on cable.

- Nickelodeon for its "pro-social television" including the program, *Double Dare*, recently licensed for broadcast syndication.

- The Weather Channel for its "life-saving information and live location coverage in dangerous weather situations."

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TELECASTINGS



Pledge numbers

As noncommercial television stations continue to experiment in refining the art of the on-air pledge drive, they also continue to seek a happy medium between too much and too little of a good thing. The Public Broadcasting Service last week reported one-fifth decreases in on-air pledge time at most noncommercial television stations in December. Viewer contributions were down approximately one fifth from December a year ago. Ninety-four stations pledging this December spent 19.7% fewer minutes on on-air pledge campaigns than 98 stations reporting last year. The number of pledges dropped 14.4%, from 280,451 to 239,982. And with the average pledge holding almost exactly steady—\$56.20 this year (compared to \$56.31 last year)—total dollars dropped 14.6% from \$15,790,851 to \$13,486,724 tallied so far. Among 84 stations airing pledging both years, pledge time dropped 11.1%, and dollars dropped 12.6%.

Pledge drive time is down by design, with consequent income drops, but weekly viewership from October 1986 through September 1987 was up by four million viewers (to 96.8 million per week), and voluntary viewer support—from pledge drives as well as other avenues including telemarketing and direct mail projects—was up \$30 million (to \$230.2 million for FY 1987 ending June 30), from the previous year, according to PBS. "By commercial standards, of course, the audience for individual public TV programs may be small," said PBS President Bruce Christensen, "but public TV doesn't dance to the commercial tune. With viewership and membership as signs, we're succeeding very well." Public support, at 22% of total support to stations, is now the single largest source of funding.

Focusing on children

Children's Television Workshop's international division is busy. The producers of public television's number one children's program, *Sesame Street*, have announced the release of a five half-hour videotape set, *Shalom Sesame*, an adaptation of Israeli Educational Television's *Rechov Sumsum*, aimed at "the learning of Hebrew as a second language in America" and at a cultural exchange. The tapes, which cost \$150 for the set, \$34.95 each, can be ordered from The American Friends of Rechov Sumsum, One Lincoln Plaza, New York, N.Y. 10023.

On the co-production front, CTW has signed with Turkish Radio and Television (TRT) to produce a version of that show for Turkish audiences. Actual production of the program, to be undertaken at a new studio

now under construction in Ankara, will begin in November 1989. The series, set to launch in February 1990, will consist of original segments produced in Turkey and segments from the American show. TRT, with an eye toward improving its own production capability, is funding the entire co-production.

CTW has also joined Radiotelevisao Portuguesa, Lisbon, in a co-production of 130 half-hour programs based on *Sesame Street*. Described as a cultural and educational link among Portugal and Africa's Portuguese-speaking countries—Angola, Mozambique, Cape Verde, Guinea Bissau and St. Tome—the production will also include borrowed and natively-produced *Sesame Street* material. Begun last June, the project should be completed by mid-1989.

In other children's television news, Action for Children's Television has published "TV News and Children," a booklet designed to encourage parents to help children understand news broadcasts and to encourage broadcasters and cablecasters to commit "even a small percentage" of news time to the 2 million children under age 12.

"TV news should be neither censored nor sanitized merely because children are watching," says the booklet, which suggests that "parents and adults must be

ready with explanations and reassurances when children ask questions about worrisome news—and should volunteer relevant interpretations even when they don't." As for television executives, ACT President Peggy Charren says, "It should be obvious to [them] that children have a need to know about something besides toys."

Giving due credit, the booklet points readers toward CBS's *In the News*, NBC's *Main Street* and PBS's *Children's Express* scheduled for a fall 1988 debut. The booklet costs \$5 and is available from ACT, 20 University Road, Cambridge, Mass., 02138.

Newman to moderate. Edwin Newman, former NBC anchor and veteran debate moderator, has been chosen to moderate the first two League of Women Voters' 1988 presidential debates, announced League President Nancy Neuman. The debates will take place at St. Anselm College in Manchester, N.H., on Feb. 13 (Democratic) and Feb. 14 (Republican). They fall in the period between the Iowa caucuses and the New Hampshire primary and will be the only nationally televised debates scheduled that week.

In Sync

'Smart' simulation

The Del Rey Group, developer of a proposed one-channel, enhanced television transmission system, HD-NTSC, has for the first time simulated color pictures with a computer using the system's TriScan subsampling technique. The Marina Del Rey, Calif.-based company has been performing computer simulations since last July with black and white images.

"Imagine a 'smart' television camera," Del Rey founder Richard Iredale said when describing the TriScan technique when introducing HD-NTSC in a paper delivered to the 1986 fall conference of the Society of Motion Picture and Television Engineers. The camera would subdivide the pixels—the dots that make up a television image—into three subpixels. During the first progressive scan, only "subpixel 1" would be read. "After finishing the frame 1/30th of a second later, it would begin again, but this time just hit the 'subpixel 2' areas, and

finally 'subpixel 3' areas. What we would have done was to have tripled the number of pixels transmitted through the system," he said.

The resulting signal, according to Iredale, sends a higher resolution picture with 828 scanning lines, 770 lines vertical and 790 horizontal. It will have a 14:9 aspect ratio, wider than the present NTSC aspect ratio. The proposal also calls for digital stereo sound.

Like NBC's proposed advanced compatible television (ACTV) system, HD-NTSC is designed to fit into a conventional 6 mhz channel. In a statement released with the announcement of the color computer simulation advancement, Iredale said: "We believe a single 6 mhz channel could be all we're going to get to play with—it's likely there's just too much demand for spectrum from a half-dozen directions to consider adoption of one-and-one-half- or two-channel systems."

Last fall, Iredale predicted that a comput-

er simulation of HD-NTSC would be ready for display in spring 1988 with no timetable set for the completion of prototype hardware (BROADCASTING, Oct. 26). But a constant difficulty in the advancement of HD-NTSC is lack of financial backing. Contacted by BROADCASTING last week, Iredale said that "everything revolves around money." Holding to the timetable for a spring demonstration will depend upon the amount of funding Del Rey is able to gather in the next 60 days. "It is very important to show how the thing looks in a real simulation," he said, emphasizing the need for the TV industry to see how his system has progressed.

NBC, which has been demonstrating computer simulations of ACTV since last October, plans to have a complete prototype system by July 1988 (BROADCASTING, Dec. 21).

Cable improvers

John C. Malone, president and chief executive officer of the largest U.S. multiple cable system operator, Tele-Communications Inc., Denver, has been named chairman of the National Cable Television Association's new research and development committee. The group was created to coordinate the research in the industry to improve cable TV technology. Members of the committee, announced last week by NCTA, include: Gary Bryson, executive vice president, American Television & Communications Corp.; Edward Horowitz, senior vice president, technology, Home Box Office; Richard Leghorn, president, Leghorn Telepublishing Corp.; John Rakoske, senior vice president, Continental Cablevision; Joseph Gans Sr., president, Cable TV Co., and Brian L. Roberts, executive vice president, Comcast Corp. Richard Roberts, president and chief executive officer of Telecable Corp., and chairman of the NCTA blue ribbon committee on high-definition television, and James O. Robbins, president, Cox Cable Communications, and chairman of the NCTA telecommunications committee, will act as liaisons between their committees and the research and development committee.

Video gear selling well

With 1987 drawing to a close, it appears it will have been a good year for merchants of consumer video products. After 11 months, the figures gathered by the Electronics Industries Association show that sales of almost all categories of home TV equipment are up for the year.

Through November a total of 17,412,163 color TV sets had been sold to U.S. dealers, an increase of 6.7% over 16,323,082 sold at the same point in 1986. Total television sales in 1987 rose 4.2% to 20,678,004, an increase of 825,183 over last year. A slight increase of 2.5 was set in videocassette recorders—11,828,406 compared to last year's 11,535,412. A more dramatic rise of 37% was in home camcorders. The 37% increase to 1,352,966 outpaced the 1986 figure by 365,476. Except for black-and-white TV sales, the only EIA category showing a decline was projection TV units (not

included in the total television figure). Sales in 1987 are 261,942, down 5.7%.

The 11-month numbers were summed up after heavy sales to dealers in October and sluggish sales in November. All categories showed increases last October over October 1986, including a 6.9% gain in color sets and 11% for total TV. Black-and-white sets had their best single-month sales ever at 456,944, a gain of 32.2 over October 1986. But all categories except for camcorders showed losses in November 1987. The declines included a 9.7% drop in VCR sales to retailers at 26,779. That was 8,440 fewer than November 1987.

EIA spokeswoman Cynthia Saraniti said last week that the early figures for December show increases in all categories except for black-and-white TV's. They also show a very heavy increase in projection TV sales. The year-end sales for color TV's and VCR's will be over their records set last year "but not up dramatically," she said. About one million more color TV's will have been sold. Final 1987 sales figures should be available by mid-January.

Belgium to Switzerland

The European Broadcasting Union (EBU) has tentatively decided to move its technical center from Brussels to Geneva. The administrative council meeting at EBU's Geneva headquarters made the decision which will now be submitted for formal ratification during an extraordinary session of its general assembly in February 1988. Plans are for the move to be completed in

1989.

EBU is a professional association of broadcasting companies throughout Europe which also serves as a standard setting body. EBU decided to move its technical center in part because of the difficulty it had in attracting non-Belgian employees because of the high personal income tax rates there. It was also felt that coordination of the center could be more efficient if it were co-located with EBU headquarters. The technical center has been located in Brussels since 1950.

Gearing up

The AIR-790, on-air audio production desk, has been introduced by Harrison Systems Inc., Nashville. The system features two main stereo outputs, two main mono outputs and a clean-feed bus. It also will support two separate tape machines with A/B input selection. It costs \$12,000-\$28,000, depending on which of three main-frame sizes it must fit.

Hayden Lake, Idaho, manufacturer of solid-state overvoltage protection systems, Transsector Systems Inc., has introduced the ACP5000-120MV surge suppressor. The \$24,500-device is designed for mobile electronic newsgathering vans. According to the company, its compact dimensions, 14.5-inches by 10-inches by six-inches, combined with its 1 megawatt surge-suppression capability, make the unit ideal for ENG vehicles.



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ciation annual meeting. Hyatt Regency, New Orleans. Information: (312) 296-0200

April 22—New Jersey Broadcasters Association annual engineering seminar. Wood Lawn, Douglass College, Rutgers University, New Brunswick, N.J. Information: (201) 247-337

April 28-30—Texas Associated Press Broadcasters Association annual convention. Hilton, Odessa

April 28-May 3—24th annual MIP-TV, *Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 967-7600

April 30-May 3—National Cable Television Association annual convention and exposition. Theme: "Cable '88: Seeing is Believing." Los Angeles Convention Center, Los Angeles. Information: (202) 775-3629

May 1988

May 1—Deadline for entries in *National Association of Broadcasters' Crystal Awards* for excellence in local radioachievement. Information: (202) 429-5417

May 1-8—International Public Television Screening Conference, Input '88, sponsored by *Philadelphia*

Input '88 Alliance. Philadelphia. Information: (215) 351-1200.

May 10—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

May 10-13—Communications '88, supported by *International Telecommunications Union and European Economic Community*. National Exhibition Center, Birmingham, England. Information: (301) 657-3090.

May 11—"Starring In Your Own Show: Owning and Operating a Broadcast Station," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

May 17—*International Radio and Television Society* Broadcaster of the Year luncheon. Waldorf-Astoria, New York.

May 18-19—Sports Conference. New York Marriott Marquis hotel, New York. Information: (212) 213-1100.

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

May 18-22—*National Public Radio* annual public radio conference. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

May 25—*New Jersey Broadcasters Association* annual spring managers conference. Wood Lawn, Doug-

lass College campus, Rutgers, New Brunswick, N.J.

June 1988

June 5-7—*NBC* affiliate promotion executives conference. Registry hotel, Los Angeles.

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

June 8-12—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 32d annual seminar. Bonaventure hotel, Los Angeles.

June 10-12—*National Council for Families and Television* annual conference. Four Seasons Biltmore, Santa Barbara, Calif. Information: (213) 876-5959.

June 15—"Public Relations: Behind the Washington Scene," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

June 17-19—*Alabama Broadcasters Association* spring/summer convention. Gulf State Park, Gulf Shores, Ala.

June 18-21—*American Advertising Federation* annual convention. Century Plaza, Los Angeles. Information: (202) 898-0089.

For the Record

As compiled by BROADCASTING, Dec. 17 through Dec. 22 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. ch.—channel. CH—critical hours. chg—change. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. H&V—horizontal and vertical. khz—kilohertz. kw—kilowatts. lic.—license. m or M—meters. MEOC—maximum expected operation value. mhz—megahertz. mi.—miles. mod—modification. N—night. pet for recon—petition for reconsideration. PSA—presunrise service authority. pwr—power. RC—remote control. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U or unl—unlimited hours. vis.—visual. w—watts. *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. 1 meter—3.28 feet.

Ownership Changes

■ WKNI(AM) Lexington, AL (BAL871207EA; ; 250 w-D; HAAT: 440 ft.)—Seeks assignment of license from Allen Carlisle to Country Boy Communications Inc. for \$97,554.11. Seller and buyer have no other broadcast interests. Filed Dec. 7.

■ KRRA(FM) Huntsville, AR (BAPH871113GT; 95.9 mhz; ERP vis. 500 kw, aur. 61 kw; HAAT: 960 ft.)—Seeks assignment of license from Niblock Law Firm to Demaree Media Inc. for \$90,000. Seller has no other broadcast interests. Buyer is owned by Patrick Demaree and his wife, Reba Pearl. It also owns KFAY(AM)-KKEG(FM) Fayetteville; KZNG(AM)-KQUS(FM) Hot Springs; KWCK(AM)-KSER(FM), Searcy, all Arkansas; KXUS(FM) Springfield and WMBH(AM)-KKUZ(FM) Joplin, both Missouri, and KKID(AM)-KKID(FM) Sallisaw, OK. Filed Nov. 13.

■ WBGW-AM-FM Tallahassee, FL; WSBY(AM)-WQHQ-FM Salisbury-Ocean City, Md.; WGUS-AM-FM Atlanta and WWQQ-FM Wilmington, NC (WBGW: 1410 khz; 5 kw-D; WBGW-FM: 98.9 mhz; 100 kw; HAAT: 365 ft. WSBY: 960 khz full time; 5 kw. WQHQ-FM: 104.7 mhz; 3 kw; HAAT: 610 ft. WGUS: 1380 khz; 5 kw-D. WGUS-

FM: 102.3 mhz; 3 kw; HAAT: 265 ft. WWQQ-FM: 100.9 mhz; 2.1 kw; HAAT: 370 ft.)—Seeks assignment of license from Woolfson Broadcasting Corp. to HVS Partners Inc. for \$11.4 million. Seller is owned by Mark L. Woolfson, who has no other broadcast interests. Buyer is owned by Gisela B. Huberman, who also owns WLVW(FM) Salisbury, MD, and WMNX(FM) Tallahassee, FL, both of which will be spun off. Filed Dec. 9.

■ WKZI(AM) Casey, IL (BTC871207ED; 800 khz; 250 w-D)—Seeks assignment of license from Paul Dean Ford and his wife, Eleanor, to John McDaniel and his wife, Joyce McDaniel, for \$210,076.69. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Dec. 7.

■ KTQQ(FM) Sulphur, LA (BALH871204GW; 100.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Lafayette Broadcasting, Inc. to KSIG Broadcasting Co. for \$615,000. Seller has no other broadcast interests. Buyer is principally owned by Louis M. Basso. It also owns KSIG(AM) Crowley, LA. Filed Dec. 4.

■ KDAL-AM-FM Duluth, MN (AM: BAL871207EB; 610 khz; 5 kw-U; HAAT: 803 ft.; FM: BALH871207EC; 95.7 mhz; 100 kw; HAAT: 803 ft.)—Seeks assignment of license from Radio Station of Duluth, Inc. to Shockley Communications Corp. for \$2 million. Seller is Elmhurst, Ill.-based group of three AM's, five FM's and one TV owned by Richard L. Duchossois and Roland Johnson. It recently bought WNAV(AM)-WHFS(FM) Annapolis, MD. ("Changing Hands," Oct. 12). Buyer is owned by Terry Shockley, who also owns WLIV(FM) Madison-Baraboo, WI. Filed Dec. 7.

■ WFMV(TV) Greensboro, NC and WLTV(TV) Jacksonville, FL (WFMV: ch. 2; ERP vis. 100 kw; aur. 19.5 kw; HAAT: 1842 ft.; WLTV: ch. 12; ERP vis. 316 kw, aur. 31.6 kw; HAAT: 1,049 ft.)—Seeks assignment of license from HHC Holding Inc. to Gannett Co. for \$155 million. Seller is publicly owned, San Antonio, TX-based group headed by Bob Marbut, president, that is in process of divesting most of its media interests. It retains interest in KENS-TV San Antonio, TX. Buyer is Rosslyn, VA-based group of eight AM's, 10 FM's and eight TV's. Filed Dec. 10.

■ WBZW(AM) Powell, TN (BTC871208EA; 1040KHZ; 2.5 kw-D; HAAT: 2593 ft.)—Seeks assignment of license from GMX Communications, Inc. to Kevin Dean Littleton for \$52,500. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Dec. 8.

■ KNDO(TV) Yakima and KNDU(TV) Richland, both WA (KNDO: ch. 23; ERP vis. 500 kw, aur. 61.5 kw; HAAT: 960 ft.; KNDU: ch. 25; ERP vis. 163 kw, aur. 16.3 kw;

HAAT: 1271 ft.)—Seeks assignment of license from Columbia Empire Broadcasting Corp. to Farragut Communications Inc. for \$13,250,000. Stations have been sold twice before, first to Beam Communications for \$16,250,000 ("Changing Hands," Oct. 16, 1986), later to Adams Communications for \$14 million ("Changing Hands," July 20); both deals fell through. Seller is owned by Hugh E. Davis, who has no other broadcast interests. Buyer, through subsidiary, North Star Communications, owns KSTU-TV Salt Lake City. It is 90% owned by All State Insurance Co. and headed by Bill Lincoln and Katy Glakas. Filed Dec. 10.

New Stations

Applications

■ Orange Beach, AL (BPH871203MV)—Gulf Shore Radio Associates seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 506 Mobile St., Mobile, AL 36607. Principal is owned by Felicia Rowe, John H. Angell, H. Bruce Boyce, Billy G. Briley, Duncan Campbell, Thomas E. Clark, John A. Colontrelle, Robert W. Compton. It has no other broadcast interests. Filed Dec. 3.

■ Orange Beach, AL (BPH871203MR)—Quaz Communications, Inc. seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 11 Caisson Trace, Spanish Fort, AL 36527. Principal is owned by Jeffrey Charles Batley, Michael N. Schulte and Yukari Yamada. It has no other broadcast interests. Filed Dec. 3.

■ Orange Beach, AL (BPH871203MO)—Pleasure Island Broadcasting, Inc. seeks 105.7 mhz. Address: 417 Wedgewood Drive, Gulf Shore, AL 36542. Principal is owned by Michael J. Pollock, Elizabeth B. Sanders and James H. Garrison. It has no other broadcast interests. Filed Dec. 3.

■ Orange Beach, AL (BPH871203NM)—June J. Miller seeks 105.7 mhz; 3 kw H&V; 99 m. Address: 606 Silver-shoredrive, Pensacola, FL 32507. Principal has no other broadcast interests. Filed Dec. 3.

■ Orange Beach, AL (BPH871203NW)—Pete Wolff, III seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 109 Merriewood Drive, Evergreen, AL 36401. Principal also owns WEGN-AM-FM Evergreen, AL. Filed Dec. 3.

■ Orange Beach, AL (BPH871203MX)—RNG Communications seeks 105.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 928, Fairhope, AL 36532. Principal is owned by

Betty P. Barnhill, who has no other broadcast interests. Filed Dec. 3.

■ Orange Beach, AL (BPH871203NO)—Coastal Alabama Broadcast Associates seeks 105.7 mhz; 3 kw H&V; 100 m. Address: Box 1434, Gulf Shores, AL 36542. Principal is owned by Robert M. Garner and Charlotte W. Layne. It has no other broadcast interests. Filed Dec. 3.

■ Atwater, CA (BPH871207MA)—Gregory S. Genetti seeks 92.5 mhz; 3 kw H&V; 100 m. Address: 231 Arroyo Grande Way, Los Gatos, CA 95030. Principal has no other broadcast interests. Filed Dec. 7.

■ Coral Cove, FL (BPH871203NH)—Christine Harvel seeks 107.9 mhz; 3 kw H&V; 100 m. Address: 2710 18th Ave S.E., Cape Coral, FL 33904. Principal has no other broadcast interests. Filed Dec. 3.

■ Coral Cove, FL (BPH871203NJ)—Coral Cove Radio Associates seeks 107.9 mhz; 3 kw H&V; 100 m. Address: 4668 Oak Forest Dr., Sarasota, FL 34231. Principal is owned by Kathleen Bell Haider, who has no other broadcast interests. Filed Dec. 3.

■ Coral Cove, FL (BPH871203NI)—Florida Radio Broadcasting seeks 107.9 mhz; 3 kw-H; 100 m. Address: P.O. Box 915049, Longwood, FL 32791. Principal is owned by William Walker, David Larsen and Richard L. Vega. Filed Dec. 3.

■ Coral Cove, FL (BPH871203MS)—M&M Broadcast Partnership seeks 107.9 mhz; 3 kw H&V; 100 m. Address: 6200 Gabriel St., Bowie, MD 20715. Principal is owned by Patricia G. Mahaffey, Redge Mahaffey, Randall Mahaffey and Jill Hochman. It has no other broadcast interests. Filed Dec. 3.

■ Coral Cove, FL (BPH871203MJ)—Wayne L. Dilucente seeks 107.9 mhz; 3 kw H&V; 100 m. Address: 455 38th Court, Vero Beach, FL 32962. Principal has interest in WCXL(FM) Vero Beach, FL. Filed Dec. 3.

■ Coral Cove, FL (BPH871203MT)—Southwest Florida Radio Associates seeks 107.9 mhz; 3 kw H&V; 100 m. Address: 4343 South Shade Ave., Sarasota, FL 34231. Principal is owned by Martha N. Robertson, who has no other broadcast interests. Filed Dec. 3.

■ Watertown, FL (BPH871203NR)—Ray W. Forester seeks 105.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1646, High Springs, FL 32643. Principal has no other broadcast interests. Filed Dec. 3.

■ Watertown, FL (BPH871202MF)—Louis D. Bolton seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 3821 Cove Dr., Birmingham, AL 35213. Principal has no other broadcast interests. Filed Dec. 2.

■ Ashburn, GA (BPH871203NB)—Aubrey Smith seeks 105.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 2569, Ashburn, GA 31714. Principal owns WAOS(AM) Austell, GA. Filed Dec. 3.

■ Attica, IN (BPH871130MD)—Attica Community Radio Corp. seeks 95.7 mhz; .5 kw H; 35 m. Address: 824 S. Hamilton St., Delphi, IN 46923. Principal is owned by Bruce N. Quinn and Gerald N. Quinn, who have no other broadcast interests. Filed Nov. 20.

■ Eminence, KY (BPH871203MI)—Bass Fm Broadcasting Ltd. Partnership seeks 105.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 194, Eminence, KY 40019. Principal is owned by Stuart A. Bass, Martin H. Bass, Edward A. Rothschild. It has interest in WKXF(AM) Eminence, KY. Filed Dec. 3.

■ Hawesville, KY (BPH871203MM)—Tower Communications Inc. seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 105 Geneva Drive, Tell City, IN 47586. Principal is owned by Jay R. Brewer, who has no other broadcast interests. Filed Dec. 3.

■ Hawesville, KY (BPH871203NN)—Hancock Communications Inc. seeks 105.7 mhz; 3 kw H&V; 100 m. Address: US Hwy 60, P.O. Box 1160, Hawesville, KY 42348. Principal is owned by Bayard Walters. It also owns WKCM(AM) Hawesville, KY. WHRM(AM)-WFM(FM) Winchester, KY and WVLE(AM)-WGLO(FM) Pekin, IL. Filed Dec. 3.

■ Hawesville, KY (BPH871202MB)—Ruth H. Steele seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 1007 Griffith Ave., Owensboro, KY 42301. Principal has no other broadcast interests. Filed Dec. 2.

■ Hawesville, KY (BPH871203MQ)—Hancock Media, Inc. seeks 105.7 mhz; 3 kw H&V; 100 m. Address: Star Route, Harned, KY 40144. Principal is owned by Joe Wright, Jimmie A. Wooley, Thomas C. Brite and Ben Wright. Filed Dec. 3.

■ Alexandria, LA (BPH871203NL)—Central Louisiana Radio Partnership seeks 93.9 mhz; 3 kw H&V; 100 m. Address: 3803 Dubon Lane, Alexandria, LA 71302. Principal is headed by Gary Butler, managing general partner. It

has no other broadcast interests. Filed Dec. 3.

■ Alexandria, LA (BPH871203NG)—Fryar Communications seeks 93.9 mhz; 3 kw H&V; 100 m. Address: Rt. 2, Box 363, Pollock, LA 71467. Principal is owned by A.E. Fryar, Jr., who has no other broadcast interests. Filed Dec. 3.

■ Alexandria, LA (BPH871203ND)—Central Broadcasting Co. seeks 93.9 mhz; 3 kw H&V; 100 m. Address: 3712 Cornell Drive, Shreveport, LA 71107. Principal is owned by Alfred T. Moore Jr., William D. Franks and A.T. Moore. Franks and Moore own KWDF(AM) Ball, LA. Moore owns KFLO(AM) Shreveport, LA. Filed Dec. 3.

■ Eden Prairie, MN (BPH871203NE)—N. Walter Goins seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 931 Lake Shore Dr., Big Lake, MN 55309. Principal has interest in KXLI(TV) St. Cloud, MN and KXLT(TV) Rochester, MN. Filed Dec. 3.

■ Eden Prairie, MN (BPH871203MN)—Crimiel Communications Inc. seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 1920 South First St., Suite 205, Minneapolis. Principal is owned by Hansel Hall, who has no other broadcast interests. Filed Dec. 3.

■ Eden Prairie, MN (BPH871203NF)—JH Broadcast Ltd. Partnership seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 10860 Forest View Circle, Eden Prairie, MN 55344. Principal is owned by Jean L. Harris, who has interest in WKIE(AM) Richmond, VA. Filed Dec. 3.

■ Eden Prairie, MN (BPH871203ML)—Eden Prairie Broadcasting Co. seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 1038 Neilson St., Albany, CA 94706. Principal is owned by Nicholas Henderson and Raveesh Kumra, who have no other broadcast interests. Filed Dec. 3.

■ Eden Prairie, MN (BPH871203MP)—Eden Prairie Broadcasting Inc. seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 5109 Grove St., Edina, MN 55436. Principal is owned by Barbara J. Diana, Donald A. Storm and Stanley M. Stotz, who have no other broadcast interests. Filed Dec. 3.

■ Eden Prairie, MN (BPH871202MC)—Archie Givens seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 625 E 16th St., Minneapolis, 55404. Principal is owned by Archie Givens, his wife, Roxanne and Ezell Jones. It has no other broadcast interests. Filed Dec. 2.

■ Eden Prairie, MN (BPH871203ME)—G-F-I Broadcasting, Inc. seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 1701 Reaney Ave., Saint Paul, MN 55106. Principal is owned by Steven J. Peters, and his wife, Julie. It also owns KKCM(AM) Shakopee, MN. Filed Dec. 3.

■ Eden Prairie, MN (BPH871202NQ)—Tyler Broadcasting of Eden Prairie seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 2438 Grand Ave., South, Ste 206, Minneapolis, 55405. Principal is owned by Deborah K. Schlenker, Bruce Pearson and Scott M. Fridlund. It has no other broadcast interests. Filed Dec. 2.

■ Eden Prairie, MN (BPH871203NQ)—Anne M. Counihan and Sidney J. Pauly, A General Partnership seeks 105.7 mhz; 3 kw H&V; 81 m. Address: 17450 W 78th St., Eden Prairie, MN 55344. Principal is owned by Anne M. Counihan and Sidney J. Pauly. It has no other broadcast interests. Filed Dec. 3.

■ Eden Prairie, MN (BPH871203NT)—Lisa F. Bittman seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 5221 37th Ave South, Minneapolis 55417. Principal has no other broadcast interests. Filed Dec. 3.

■ Eden Prairie, MN (BPH871203NU)—Eden Prairie FM seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 5001 W. 80th St., Ste 901, Bloomington, MN 55437. Principal is owned by Sheldon A. Johnson and Steven C. Fritchman. It has no other broadcast interests. Filed Dec. 3.

■ Eden Prairie, MN (BPH871203MU)—Twin City Radio Partnership seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 13096 Glenhurst Ave., Savage, MN 55378. Principal is owned by Dan Carlson, who has no other broadcast interests. Filed Dec. 3.

■ Eden Prairie, MN (BPH871203NA)—Echonet Corp. seeks 105.7 mhz; 3 kw; 100 m. Address: 2500 S. Raritan, Englewood, CO 80110. Principal is owned by Charles Ergen, David M. Drucker and Candy M. Ergen. Drucker and Ergen have interest in KUBD(TV) Denver. Filed Dec. 3.

■ Eden Prairie, MN (BPH871203MY)—Spacecom Inc. seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 444 Pine St., St. Paul, MN 55101. Principal is owned by S.W. Richey, F.A. Koscielak, W.E. Barsness, M. Deane Johnson, W.B. Hockensmith, M.W. McDonald, H.G. Mcneely Jr., Richard L. Engebret. It owns KOSO(FM) Patterson, and KKNU(FM) Fresno, both California. Richey has interest in WCWC(AM)-WYUR(FM) Ripon, WI and KQEU(AM)

Olympia, WA, and with Barsness, owns WKHY(FM) Lafayette, IN. Filed Dec. 3.

■ Eden Prairie, MN (BPH871203MF)—Nancy Jean Peterson seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 725 Windmere Curve, Plymouth, MN 55441. Principal has no other broadcast interests. Filed Dec. 3.

■ Eden Prairie, MN (BPH871203MH)—Southwest Suburban Broadcasting Inc. seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 1748 20th Ave., NW, New Brighton, MN 55112. Principal is owned by Jack I. Moore and his wife, Emily. It has no other broadcast interests. Filed Dec. 3.

■ Elizabethtown, NC (BPH871202MG)—Robert G. Hester seeks 105.7 mhz; 2.13 kw H&V; 118 m. Address: P.O. Box 458, Elizabethtown, NC 28337. Principal has no other broadcast interests. Filed Dec. 2.

■ Marysville, OH (BPH871203MW)—Elyria-Lorain Broadcasting Co. seeks 105.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 4006, 538 Broad St., Elyria, OH 44036. Principal is owned by Arthur D. Hudnutt, Molly H. Young, Otto B. Schoepfle and Phillip W. Kelly. It also owns WEOL(AM)-WVWV(FM) Elyria, OH and WMEL(AM) Melbourne, FL. Filed Dec. 3.

■ Marysville, OH (BPH871203NV)—Central Broadcasting Co. seeks 105.7 mhz; 3 kw H&V; 100 m. Address: 5412 Flintrock Ct., Westerville, OH 43081. Principal is owned by Freeman Edwards II and Jerome L. Ray. It has no other broadcast interests. Filed Dec. 3.

■ Mountaintop, PA (BPH871203MK)—Felicia Ann Oliver seeks 97.1 mhz; 400 w H&V; 272 m. Address: RD #4, Box 658K, Washington Park Drive, Mountaintop, PA 18707. Principal has no other broadcast interests. Filed Dec. 3.

■ Mountaintop, PA (BPH871203NK)—Fairview Communications, Inc. seeks 97.1 mhz; 0.25 kw H&V; 336 m. Address: 37 Race St., Wilkes-Barre, PA 18702. Principal is owned by Robert Crawford, who has no other broadcast interests. Filed Dec. 3.

■ Mountaintop, PA (BPH871203MG)—Mountaintop Radio Inc. seeks 97.1 mhz; 0.3 kw H&V; 318 m. Address: Greco Bldg, 101-105 N. Main St., Wilkes-Barre, PA 18701. Principal is principally owned by Mary J. Greco and family. It has no other broadcast interests. Filed Dec. 3.

■ Mountaintop, PA (BPH871203NC)—Crystal Lake FM Partnership seeks 97.1 mhz; 3 kw H&V; 100 m. Address: 392 Northampton St., Edwardsville, PA 18704. Principal is owned by Sampson Jackson Jr., who has no other broadcast interests. Filed Dec. 3.

■ Mountaintop, PA (BPH871202ME)—Northeast Pennsylvania Fine Music Broadcasting Co. seeks 97.1 mhz; 0.36 kw H&V; 293 m. Address: 80 Frederick St., Wilkes-Barre, PA 18702. Principal is owned by Robert M. Zampetti and his wife, Jean. Filed Dec. 2.

■ Mountaintop, PA (BPH871202MD)—Burnett Broadcasting, Ltd. seeks 97.1 mhz; .35 kw H&V; 294 m. Address: 32 Lockhart St., Wilkes-Barre, PA 18702. Principal is owned by Kenneth Burnett, who has no other broadcast interests. Filed Dec. 2.

■ Mountaintop, PA (BPH871203NP)—Mountaintop FM Ltd. seeks 97.1 mhz; .40 kw H&V; 270 m. Address: 118 Rice St., Trucksville, PA 18708. Principal is owned by Ronald F. Balonis, his wife, Elisabeth, and James E. Morgan and his wife, Rozanne. Filed Dec. 3.

■ Portage, PA (BPH871202MA)—Mainline Media Inc. seeks 105.7 mhz; 3 kw H&V; 98 m. Address: 609 Main St., Portage, PA 15946. Principal is owned by Vincent Kane, Frank Gaeta and William J. Henderson. It also owns WWML(AM) Portage, PA. Filed Dec. 2.

■ Fajardo, PR (BPCT871208)—Hector Nicolan seeks ch. 34; ERP vis. 95.5 kw. HAAT: 108 m. Address: As-15 Rio Orocovis Street, Urb. Valle Verde, Bayamon, PR. Principal has no other broadcast interests. Filed Dec. 8.

■ Rockwood, TN (BPH871203MZ)—Roane Broadcasting Co., seeks 105.7 mhz; .6 kw H&V; 222 m. Address: P.O. Box 387, Rockwood, TN 37854. Principal is owned by David R. Ledford and Wilma J. Eblen. It also owns WOFE(AM) Rockwood, TN. Filed Dec. 3.

■ Salem, WV (BPH871203NS)—Salem Broadcasters seeks 105.7 mhz; 1.3 kw H&V; 146 m. Address: Rte. 3, Box 10, Salem, WV 26426. Principal is owned by Richard L. Frame and his wife, Betty Lou. Filed Dec. 3.

Actions

FM's

■ Hot Springs, AR (BPED861015SZ)—Granted app. of Applied Life Educational Broadcasting Foundation for 91.5 mhz; 1 kw H&V; 86 m. Address: Star Rte 10, Box 512, Hot Springs, AR 71909. Principal is headed by Timothy L Brooks, Steve Edwards, and Martha Landfair. It has no

other broadcast interests. Action Dec. 10.

■ **McFarland, CA (BPH860707OG)**—Granted app. of Caballero Spanish Media, Inc. seeks 102.9 mhz; 3 kw (H&V); 100 m. Address: 18 East 53rd St., New York, 10022. Principal is owned by Eduardo Caballero, and Rosa Maria. Action Dec. 14.

■ **Duluth, MN (850712NP)**—Dismissed app. of Asian American Broadcasting Group seeks 101.7 mhz; 1.26 kw (H&V); 132 m. Address: 213 Hugo Ave., North, Duluth, MN 55811. Principal is owned by E. Roxana Sifuentes, who has no other broadcast interests. Action Dec. 12.

■ **Bay City, MI (BPED840629IC)**—Granted app. of Family Stations for 89.1 mhz; 8.4 kw H&V; 202 m. Address: 290 Hegeberger Rd., Oakland, CA 94621. Principal is nonprofit corporation headed by Harold Camping. It owns five AM's, 14 FM's, one TV and CP's for 11 other FM's. (Many of Family's FM's are noncommercial, to which FCC cap of 12 stations in service does not apply.) Action Dec. 14.

■ **Miles City, MT (BPED870320MA)**—Granted app. of Miles Community College for 90.7 mhz; 0.5 kw H&V; 153 m. Address: 2715 Dickinson St., Miles City, MT 59301. Principal is educational institution headed by Dr. Judson Flower, Milton Bengel, Kenneth Bowar, and James Lucas. Action Dec. 15.

■ **Sarles, ND (BPH870817MJ)**—Returned app. of Timothy D. Martz for 105.9 mhz; 100 kw; H&V; 302 m. Address: 187 Brookmere Dr., Fairfield, CT 06430. Principal owns WDHP-FM Presque Isle and WFST(AM), Caribou, both Maine and WYSS-FM Sault Ste. Marie, MI. Action Dec. 15.

■ **McConnellsville, OH (BPH870727MG)**—Returned app. of Peak Media, Inc. for 100.9 mhz; 3 kw H&V; 300 m. Address: 400 W. Richards Rd., McConnellsville, OH 43756. Principal is owned by Rick C. Shriver, Jon R. Shriver and James Strohl. It has no other broadcast interests. Action Dec. 16.

■ **Sioux Falls, SD (870312MO)**—Returned app. of Jeffco for 101.9 mhz; 50 kw H&V; 234 m. Address: 318 South Main, Sioux Falls, SD 57102. Principal is owned by Jeff Jay Jacobsen, who has no other broadcast interests. Action Dec. 15.

TV

■ **Eagle Pass, TX (BPCT860728KP)**—Dismissed app. of

Jonoco Broadcasting for ch. 16; ERP vis. 100 w, aur. 1 w 0 m. Address: 10006 Los Palmas, Grand Prairie, TX 75851. Principal is owned by Melvin Jones, who has no other broadcast interests. Filed Dec. 14.

Facilities Changes

Applications

AM's

■ **Cuyahoga Falls, OH, WCUE, 1150 khz—871214**—Application for CP to increase day power to 2500 watts; change day TL to: Bellaire Lane, Northampton Twp, OH and make changes in ant sys. 41 12 05N 81 31 25W.

■ **Durant, OK, KSEO, 750 khz—871211**—Application for CP to change TL to: University Blvd, 2.65 mi. W of Bryan County Courthouse, Durant, OK. 34 00 07N 96 25 19W.

FM's

■ **Apple Valley, CA, KAVR-FM, 102.3 mhz—871207**—Application for CP to change TL: 10.39KM, 182 degrees True from Apple Valley, CA; change ERP: 3 kw H&V; change HAAT: 100 m. H&V. 34 24 41N 117 10 56W.

■ **King City, CA, KRKC-FM, 102.1 mhz—871210**—Mod of CP to change TL: Lockwood Army Communications Facility at Williams Hill; change ERP: 2.6 kw H&V; change HAAT: 554.8 m. H&V. 35 57 06N 121 00 03W.

■ **Ojai, CA, KMYX, 105.5 mhz—871211**—Application for CP to change TL: 3 km W of Foster Park at 256 degree True; ERP: 0.102 kw H&V; change HAAT: 414 m. H&V. 34 20 57N 119 20 07W.

■ **Oseola, IA, KJJC, 107.1 mhz—871208**—Application for CP to change FREQ: 106.9MHz (Per Docket #86-281); change TL: alongside US Hwy 34, approx. 4KW W of KJJC present location; change ERP: 27 kw H&V; change HAAT: 198.3 m. H&V; change to Class C2. 41 01 34N 93 51 43W.

■ **Camdenton, MO, KCVO-FM, 90.7 mhz—871208**—Application for CP to change: FREQ: 91.7 mhz; change ERP: 10 kw H&V; change HAAT: 132.6 meters H&V; change ant

sys from 2-Bay to 4-Bay system.

■ **Manilus, NY, WAQX-FM, 95.3 mhz—871207**—Application for CP to change FREQ: 95.7 MHz (Per Docket #87-23); change ERP: 25 kw H&V; change to Class B1.

■ **Toledo, OH, WOTL, 90.3 mhz—871209**—Mod of CP to change ERP: 1.068 kw H&V and change HAAT: 114.8 m. H&V.

■ **Durant, OK, KLBC, 107.1 mhz—871211**—Application for CP to change TL: University Blvd, 2.65 mi. W of Bryan County Courthouse, Durant, OK; change ERP: 2 kw H&V; change HAAT: 108 m. H&V. 34 00 07N 96 25 19W.

TV

■ **Montgomery, AL, WKAB-TV, ch. 32—871211**—Application for CP to change ERP vis.: 4603 kw; HAAT: 547.76 meters; ANT: Andrew ATW25H4-HTT-32 (DA); TL: 2.52 mi. from Mosses, AL bearing 309.26 degree from site to Mosses. 32 09 06N 86 38 22W.

Actions

AM's

■ **Mechanicville, NY, WMV1, 1160 khz—871210**—Application (BMP870331AQ) returned for Mod of CP to change city of license to Clifton Knolls; change TL: Grandview Dr, East Greenbush, NY; increase nighttime power to 50KW & make changes in ant sys. 42 38 34N 73 41 34W.

■ **Greenville, SC, WHYZ, 1070 khz—871210**—Application (BP870327AK) granted for CP to change hrs of oper to unlit by adding night service with 50 kw; change city of license to Sans Souci, SC.

FM's

■ **Birmingham, AL, WKXX, 106.9 mhz—871215**—Application (BPH870924IB) granted for CP to change HAAT: 350.68 m. H&V.

■ **Porterville, CA, KIOO, 99.7 mhz—871209**—Application (BPH870303NC) granted for CP to change ERP: 24 kw H&V.

■ **Pueblo, CO, KUSN, 107.1 mhz—871215**—Application (BPH871006ID) granted for CP to change TL: Twr #2 of KCSJ(A m.), 1.6 km W of US Hwy 25, 7.7 km N of Pueblo, Pueblo Co, CO; change ERP: 2.8 kw H&V; change HAAT: 103 m. H&V. 38 21 30N 104 38 13W.

■ **Marianna, FL, WJNF, 91.1 mhz—871208**—Application (BPED870518MH) granted for CP to change HAAT: 47 m. H&V; change studio location outside community of license. 30 48 12N 85 11 48W.

■ **Santa Rosa Beach, FL, WWAV-FM, 102.3 mhz—871208**—Application (BPH870313MI) granted for CP to change TL: Off Gulfview Dr, 0.1 km W of Hwy 30A, Santa Rosa Beach, FL. 30 21 35N 86 15 50W.

■ **Vero Beach, FL, WCXL, 101.7 mhz—871208**—Application (BPH870331IJ) granted for CP to change ERP: 1.48 kw H&V; change HAAT: 143.5 m. H&V.

■ **Albany, GA, WGPC-FM, 104.5 mhz—871214**—Application (BPH870211ID) granted for CP to change TL: 0.4 mi. N of Fleming Rd, near Acree, GA; change ERP: 92.6 kw H&V; change HAAT: 306 m. H&V. 31 32 57N 84 00 19W.

■ **Girard, KS, KFRB, 101.1 mhz—871216**—Application (BMPH870331JS) returned for Mod of CP to change TL: 3 km SSW of Crawford County C.H., Girard, KS on County Rd. 9 km W of KS Rte 7; change HAAT: 99.09 m. H&V. 37 29 02N 94 50 08W.

■ **Hutchinson, KS, KHUT, 102.9 mhz—871215**—Application (BPH870224IQ) dismissed for CP to change TL: 3 mi. S and 1/2 mi. W of Plevna, Plevna, KS; change HAAT: 315 m. H&V and make changes in ant sys. 37 55 50N 98 19 04W.

■ **Weir, KS, KRPS, 89.9 mhz—871216**—Application (BPED870522MC) granted for CP to change ERP: 100 kw H&V; change HAAT: 305 m. H&V; change TL: 2 mi. W of Weir on County Hwy 103, Weir, KS. 37 18 44N 94 48 58W.

■ **Glasgow, KY, WGGC, 95.1 mhz—871209**—Application (BPH870224IC) granted for CP to change TL: 1.6 mi. N of Meador on Hwy 101, Meador, KY; change HAAT: 301.3 m. H&V.

■ **Winchendon, MA, WINQ, 97.7 mhz—871211**—Application (BPH870918IC) granted for CP to change ERP: 1.75 kw H&V.

■ **Collins, MS, WKNZ, 101.7 mhz—871216**—Application (BPH860721IB) granted for CP to change ERP: 1 kw H&V; change HAAT: 165 m. H&V.

■ **Meridian, MS, WJDQ-FM, 101.3 mhz—871215**—Application (BPH860402IF) granted for CP to change TL: 1.5 mi. E of the Newton County Line & 0.35 mi. S of the Kemper County Line, near Post, MS; change HAAT: 319 m. H&V. 32 34 18N 88 53 20.

Nationwide Media Brokers
Chapman
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We wish a

Joyous Holiday Season

and a

Prosperous New Year

to our many friends and clients
in the broadcasting community

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- California, MO. KZMO-FM, 94.3 mhz—871210-Application (BMPH8509261B) for Mod of CP to change ERP to: 1.66 kw H&V; change HAAT to: 428' H&V. 38 38 11N 92 35 07. Amended 3/31/86 to change ERP: 1.74 kw H&V; HAAT: 423' H&V coords: 38 38 12N 92 35 05W.
- Liberty, MO. KLTU, 106.5 mhz—871210-Application (BPH8711191R) granted for CP to chg TL: Wallace Ave. S of 27th St. Kansas City, MO. 39 04 23N 94 29 06W.
- Gallup, NM. KUUL, 99.1 mhz—871216-Application (BMPH8702171E) granted for Mod of CP to change TL: 1 mi. N of Gallup near Chiamonte Mine. Gallup, NM; change HAAT: 35 m. H&V and make changes in ant sys. 35 32 26N 108 44 36W.
- Fulton, NY. WKFM, 104.7 mhz—871215-Application (BPH8709281B) granted for CP to change HAAT: 150 m. H&V.
- Patchogue, NY. WBLI, 106.1 mhz—871214-Application (BPH8703021P) granted for CP to change ERP: 50KW (H) 38.9KW (V).
- Wooster, OH. WCWS, 91.9 mhz—871209-Application (BPED8610175Y) granted for CP to change FREQ: 90.9MHZ. #215 & change ERP: 3KW (H).
- Lancaster, PA. WDAC, 94.5 mhz—871215-Application (BPH8703161E) granted for CP to change TL: 683 Lancaster Pike. New Providence, PA; change ERP: 19 kw H&V; change HAAT: 247 m. H&V. 39 53 46N 76 14 22W.
- Goose Creek, SC. WWHT-FM, 94.3 mhz—871215-Application (BPH8702031G) granted for CP to change ERP: 1.43 kw H&V; HAAT: 146 m. H&V; TL: On Bushy Park Rd due East of US Naval Reservation (Berkeley County) Goose Creek, SC; and make changes in ant sys. 33 00 06N 79 55 51W.
- Austin, TX. KKMJ, 95.5 mhz—870925-Application (BMPH8702031G) granted for Mod of CP (BPH830415AO) to change ERP: 86.5KW (V) only and change to directional antenna.
- San Marcos, TX. KEY1-FM, 103.5 mhz—871209-Application (BPH870331JH) granted for CP to change: ERP: 95.5 kw H&V; change HAAT: 383 m. H&V.
- Burlington, VT. WEZF, 92.9 mhz—871209-Application (BPH8702251I) granted for CP to change ERP: 46 kw H&V.

- Walla Walla, WA. KAFR-FM, 97.1 mhz—871210-Application (BPH8612011B) granted for CP to change ERP: 64.8 kw H&V.
- TV**
- Yuma, AZ. KYMA, ch. 11—871211-Application (BMPCT871116KG) granted for Mod of CP (BPC8700306KE) to change HAAT: 493 m.; ANT: Harris TAB-12H; TL: Black Mountain Communications Site. Imperial Co. CA. 40 km (25MI) from Yuma, AZ. bearing 333 degrees True. 33 03 10N 114 49 40W.

Allocations

Applications

- Yellville, AR—At request of Scott Miller, proposal amending FM Table by substituting channel 249C2 (97.7 MHz) for channel 249A at Yellville, and modifying license of KCTT-FM to specify operation on C2 channel. Comments are due Feb. 11, 1988; replies due Feb. 26, 1988. (MM Docket 87-565 by NPRM [DA 87-1814] adopted Dec. 2 by Chief Allocations Branch.)
- Arizona City, AZ—On request of Alpha Group, proposed amending FM table by substituting channel 293A (106.5 MHz) for channel 292A (106.3 MHz) and modifying license of KXMK(FM) to specify operation on new channel. Comments are due Feb. 1; replies Feb. 16. (MM Docket 87-543 by NPRM [DA 87-1774] adopted Nov. 25 by Chief. Allocations Branch. Mass Media Bureau.)
- Seaside, CA—At request of KMBY Radio, Inc., proposed amending FM table by substituting channel 296B1 (107.1 MHz) for channel 296A at Seaside, and modifying license of KMBY(FM) to specify operation of B1 channel. Comments are due Feb. 11, 1988. replies Feb. 26, 1988. (MM Docket 87-566 by NPRM [DA 87-1815] adopted Nov. 25 by Chief. Allocations Branch.)
- Titusville, FL—On request of Frazer Broadcasting Corp., licensee of WSCF(FM) Titusville, proposed amend-

ing FM table by substituting channel 251C2 (98.1 mhz) for channel 252A (98.3 mhz); proposed modifying license of WSCF(FM) to specify operation on new channel; comments Feb. 5, replies Feb. 22. (MM Docket 87-554, by NPRM [DA 87-1807] adopted Nov. 25 by Chief. Allocations Branch.)

- New Richmond, WI—On request of Smith Broadcasting, Inc., licensee of WIXK-FM, New Richmond, proposed amending FM table by substituting channel 296C2 (107.1 mhz) for channel 296A; proposed modifying station's license to specify operation on higher class channel. (MM Docket 87-555, by NPRM [DA 87-1808] adopted Nov. 25 by Chief. Allocations Branch.)
- Ravenswood, WV—On request of Ohio River Broadcasting, proposed amending FM table by allotting channel 284A to Ravenswood as its second local FM service. Comments are due Feb. 1, replies Feb. 16. (MM Docket 87-544 by NPRM [DA 87-1773] adopted Nov. 25 by Chief. Allocations Branch.)

Actions

- Bella Vista, AK—Effective Jan. 29, amended FM table by substituting channel 293C2 (106.5 mhz) for channel 293A; filing window to be announced later. (MM Docket 86-219, by R&O [DA 87-1806] adopted Nov. 25 by Chief. Allocations Branch.)
- Siloam Springs, AR—Effective Feb. 4, 1988, amended FM table by substituting channel *266A (101.1 MHz) for channel *212A (90.3 MHz) at Siloam Springs, and conditionally modifying license of KLRC(FM) to specify operation on new channel. (MM Docket 86-492 by R&O [DA 87-1818] adopted Dec. 1 by Chief. Allocations Branch. Mass Media Bureau.)
- Sedona, AZ—Amended FM table by substituting channel 275C (102.9 mhz) for channel 261A (100.1 mhz) and modified license of KQST(FM) Sedona, to specify operation on new channel; effective Jan. 29. (MM Docket 87-76, by R&O [DA 87-1809] adopted Nov. 25 by Chief. Allocations Branch. Policy and Rules Division. Mass Media Bureau.)
- Cambria, CA—Substituted channel 235B1 (94.9 MHz) for channel 232A (94.3 MHz); modified license of KOTR(FM), to specify operation on new channel. (MM Docket 87-117, Nov. 23.) (DA 87-1731.)

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■ Golconda and Metropolis, IL; Reidland, KY—Allotted channel 286A (105.1 MHz) to Golconda; allotted channel 288A (105.5 MHz) to Metropolis; allotted channel 294A (106.7 MHz) to Reidland; filing window for Golconda and Metropolis is Jan 25-Feb. 24; window for Reidland will be announced later. (MM Docket 86-306, Nov. 20) (DA 87-1735.)

■ Midland and Alpena, MI—Substituted channel 227C2 (93.3 MHz) for channel 228A (93.5 MHz) at Midland; modified license of WKQZ(FM) to specify operation on new channel; substituted channel 257C2 (99.3 MHz) for channel 228A at Alpena; modified license of WATZ-FM, Alpena, to specify operation on new channel. (MM Docket 86-517, Nov. 20.) (DA 87-1736.)

■ HUGO, OK—Substituted channel 238C2 (95.5 MHz) for channel 237A (95.3 MHz); conditionally modified license of KITX-FM, Hugo, to specify operation on new channel. (MM Docket 87-219, Nov. 23.) (DA 87-1737.)

■ Richfield, UT—Effective Jan. 29, amended FM table by allotting channel 248C (97.5 mhz) to Richfield as its second local FM service; filing window Feb. 1-March 2. (MM Docket 87-227, by R&O [DA 87-1810] adopted Nov. 25 by Chief, Allocations Branch.)

■ Danville, VT—Effective Jan. 25, amended FM table by allotting channel 239A (95.7 MHz) to Danville as its first FM service. Filing window will open Jan. 26 and close Feb. 25. (MM Docket 87-229 by R&O [DA 87-1777] adopted Nov. 25 by Chief, Allocations Branch.)

■ Rupert, VT—Effective Jan. 25, amended FM table by allotting channel 281A (104.1 MHz) to Rupert as its first local FM service. Window opens Jan. 26 and closes Feb. 25. (MM Docket 87-226 by R&O [DA 87-1778] adopted Nov.

25 by Chief, Allocations Branch.)

■ Elk Mound, WI—Effective Jan. 25, amended FM table by allotting channel 225A (92.9 MHz) to Elk Mound as its first local FM service. Window opens Jan. 26 and closes Feb. 25. (MM Docket 87-228 by R&O [DA 87-1779] adopted Nov. 25 by Chief, Allocations Branch.)

Call Letters

Applications

Call Sought by

New TV

WTSU-TV New Troy State University, Troy, AL

Existing FM's

KKBB KLYD-FM Clayton Communications, Inc., Shafter, CA

KCLM KFMP Prunedale Educational Association, Prunedale, CA

Grants

Call Sought by

New FM's

KHOX Dennis H. Mitchell, Hoxle, AR

KJBS Vivian Lopez, Julesburg, CO
 WGSK South Kent School, South Kent, CT
 KNJR Minnesota Public Radio, Collegeville, MN
 KWMW Woodrow Michael Warren, Maljamar, NM
 KSFR Santa Fe Community College, Santa Fe, NM
 KYNZ SSS Communications, Inc., Lone Grove, OK
 KIMY Vera L. Dunn, Watonga, OK
 WUCP Central Penn. Business School Alumni, Summerdale, PA
 WODC Virginia Beach Ed. Broadcasting Foundation, Virginia Beach, VA

Existing AM's

WBTG WHCM Statton & Associates, Inc., Sheffield, AL
 KKSJ KBLS Anacapa Broadcasters, Inc., Santa Barbara, CA
 WECA WEKS Roswell St. Baptist Church Foundation of Marietta, Inc., Marietta, GA
 WTBL WMTA Thomas Broadcast Engineering, Central City, KY
 WORL WKNF FM 94, Ltd., Oak Ridge, TN
 KRIL KRIG Clyde Butter, Odessa, TX
 KJUBX KRLB The Dowe Co., Lubbock, TX

Existing FM's

WBTG-FM WBTG Statton & Associates, Sheffield, AL
 WSKS WDJJ Jana-Elizabeth Fogle, Sparta, GA
 WUEZ-FM WCSJ-FM MidWest Broadcasting Inc., Morris, IL
 WASE WSAC-FM W & B Broadcasting Corp., Fort Knox, KY
 WKDB WBMU-FM Asheville Religious Ed Assoc., Inc., Asheville, NC
 WKOS-FM WCYT Salmanson Communications, Inc., Rochester, NH
 WWPR WPLJ WPLJ-FM Radio, Inc., New York
 WYHT WCLW-FM Treasure Radio Associates, L.P., Mansfield, OH
 KLUE KMUS All American Broadcasting, Inc., Muskogee, OK
 KWFX KSIW-FM Fuchs Communications, Inc., Woodward, OK
 WWBE WWMC-FM Hale Communications, Inc., Mifflinburg, PA
 KITE KLLS Guadalupe Communications, Inc., Kerrville, TX
 WVNS WBES West Virginia TV and Radio, Inc., Charleston, WV

Existing TV

KSTV-TV KVES Costa De Oro Television, Inc., Ventura, CA

Notes: Grant of the call sign for FM station KDHM assigned to Dennis H. Mitchell, Hoxie, AR, has been set aside.

Actions

Commission Actions

■ Commission upholds staff action granting assignment of license for WRFK-FM at Richmond, VA (Report MM-286, Mass Media Action)—Upheld grant of assignment of license from Union Theological Seminary in Virginia to Paul T. Lucci and Wayne G. Souza, over objections of Citizens for Public Radio, Inc. Action by commission Dec. 7 by MO&O (FCC 87-380).

■ \$1,000 forfeiture against KVLK(FM) Gunnison, CO,

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upheld (Report MM-287, Mass Media Action)—Denied High Country Communications, Inc., licensee of KVLE(FM), Gunnison, CO, review of staff letter requiring station to pay a \$1,000 forfeiture for allowing spurious emissions. Action by commission Dec. 7, 1987, by Memorandum Opinion and Order (FCC 87-381).

■ FCC upholds disqualification of Christian Children's Network in Corpus Christi TV proceeding (BC DOCKET 80-461 Report DC-1062, Action in Docket Case)—Upheld disqualification because of misrepresentations and an inadequate financial proposal. Action by commission Dec. 7 by Order (FCC 87-382).

■ Phase II of KHJ-TV proceeding held in abeyance pending further FCC action dockets 16679-80 (Report DC-1063, Action in Docket Case)—Held in abeyance phase II of proceeding involving basic qualifications of Fidelity Television, Inc., and comparative qualifications of Fidelity and RKO General, Inc., to hold license of Los Angeles station KHJ-TV. Action by commission Dec. 7 by order (FCC 87-385).

■ Trans-Caribbean digital fiber optic cable plan approved for 1989 (CC DOCKET 83-525 Report DC1064, Action in Docket Case)—Approved plan to introduce trans-Caribbean digital fiber optic cable system in 1989, which will link Florida, Puerto Rico, Jamaica, Dominican Republic, and Colombia. Action by commission Dec. 10 by R&O (FCC 87-386).

■ Corpus Christi, TX—Upheld disqualification of Christian Children's Network, Inc., applicant in Corpus Christi TV proceeding, because of misrepresentations and inadequate financial proposal. (BC Docket 80-461 by Order [FCC 87382] adopted Dec. 7 by commission.)

ALJ Actions

By Chief ALJ Thomas B. Fitzpatrick on dates shown:

■ Nashua, NM (Nashua Educational Broadcasting Foundation and Family Stations, Inc.) ED-FM Proceeding. Designated ALJ Joseph B. Gonzalez to preside in proceeding. Scheduled prehearing conference for Jan. 28 and hearing for Feb. 29, 1988. (By Order, Nov. 25) (MM Docket 87-515).

■ Gaston, NC (George W. Draper, Jr., et al.) FM Proceeding. Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for Jan. 27 and hearing for Feb. 29, 1988. (By Order, Nov. 25) (MM Docket 87-514).

■ Edinboro, PA (Susan B. Klaus, et al.) FM Proceeding. Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for Feb. 25 and hearing for April 20, 1988. (By Order, Nov. 25) (MM Docket 87-511).

By Acting Chief Judge James F. Tierney on dates shown:

■ Pearl City, HI (Timothy Paul Woodward, et al.) FM Proceeding. Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for Jan. 29 and hearing for March 2, 1988. (By Order, Nov. 30) (MM Docket 87-516).

■ Sartell, MN (Marlene Beecroft and Sartell Communications, A Limited Partnership) FM Proceeding. Designated Deputy Chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for Feb. 1 and hearing for March 3, 1988. (By Order, Nov. 30) (MM Docket 87-525).

■ Hatch, NM (Hatch Broadcasting, Inc., et al.) FM Proceeding. Designated ALJ Joseph Stirmer to preside in proceeding. Scheduled prehearing conference for Feb. 1 and hearing for March 3, 1988. (By Order, Nov. 30) (MM Docket 87-518).

■ Irondequoit, NY (Silver Broadcasting Limited Partnership, et al.) FM Proceeding. Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for Jan. 29 and hearing for March 2, 1988. (By Order, Nov. 30) (MM Docket 87-517).

■ West Carrollton, OH (William M. Piner, et al.) FM Proceeding. Designated ALJ John M. Frysiak to preside in proceeding. Scheduled prehearing conference for Feb. 2 and hearing for March 7, 1988. (By Order, Nov. 30) (MM Docket 87-526).

By ALJ Joseph Chachkin on dates shown:

■ Twenty-nine Palms, CA (Carter Broadcasting Corp., et al.) TV Proceeding. Reinstated application of Twenty-nine Palms Broadcasting Co., erroneously dismissed for failure to prosecute. (By Order, Nov. 20.) (MM Docket 87-448).

■ Enfield, CT (A.B.C.D. Broadcasting, et al.) FM Proceeding. By separate orders, granted request by A.B.C.D. Broadcasting and dismissed its application with prejudice; dismissed with prejudice applications of Casey Radio Co., Son-Burst Communications, Enfield Area Radio, Inc., En-

field Broadcasting Co., Franklin D. Graham, John A. McMullin, and Connecticut Broadcasting Limited Partnership for failure to prosecute. (By Orders, Nov. 25) (MM Docket 87-461).

■ Richmond, VA (Seaboard Broadcasting Co., et al.) FM Proceeding. Granted motion for summary decision by Robert Fish and resolved air hazard issue in his favor. (By Order, Nov. 19) (MM Docket 87-352).

By ALJ John M. Frysiak on dates shown:

■ El Centro, CA (Garcia Communications, et al.) TV Proceeding. Granted motion for summary decision by The LatCom Group, Inc. and resolved air hazard issue in its favor. (By MO&O, Dec. 3) (MM Docket 87-354).

■ Woodlake, CA (SEB Broadcasting, Inc., et al.) FM Proceeding. By separate orders, granted requests by FM Woodlake Limited Partnership, Trans-California Broadcasting Co., New Life Enterprises, Inc. and Amigo Broadcasting Corp. and dismissed their applications with prejudice. (By Orders, Nov. 20, 25 and 30) (MM Docket 87-430).

■ Fenwick Island, DE (Key Broadcasting Corp., et al.) FM Proceeding. Granted petition by Key Broadcasting to enlarge issues against Fenwick Island Broadcast Limited Partnership to determine whether Leonard Berger, M.D., is real-party-interest to Fenwick Island Broadcast application; and, in light of Dr. Berger's interest in application for new FM station at Ocean Pines and existence of overlapping contours of Ocean Pines and Fenwick Island proposals, whether continued prosecution of Fenwick Island application violates FCC rules prohibiting inconsistent applications; and, in light of evidence adduced whether Fenwick Island Broadcast possesses basic qualifications to be commission licensee. (By MO&O, Nov. 20) (MM Docket 87-236).

■ Warner Robins and Byron, GA (Warner Robins Christian Academy and Augusta Radio Fellowship Institute, Inc.) ED-FM Proceeding. Granted motion by Warner Robins Christian Academy and added issues to determine if August Radio is financially qualified in light of its subsequent certifications of availability of funds to construct and operate new noncommercial stations at Jessup, Vidalia and Leesburg, GA; and, Florence, SC. (By MO&O, Dec. 3) (MM Docket 87-386).

By ALJ Joseph P. Gonzalez on dates shown:

■ Longmont, CO (John R. Powley, et al.) TV Proceeding. Memorialized dismissal of application of John R. Powley for failure to prosecute. (By Order, Dec. 1) (MM Docket 87-372).

Summary of broadcasting as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Kansas City, MO (Channel 32 Broadcasting Company, et al.) TV Proceeding. By separate orders, granted motions for summary decisions by Kansas City Skywave, Inc. and resolved site availability issue in its favor, and by Kansas City Television, Ltd. and resolved air hazard issue in its favor; granted motion by CMTV, Ltd. and dismissed with prejudice application of Hart and Davis Broadcasting, Inc. for failure to prosecute. (By MO&O, Dec. 1) (MM Docket 87-86).

By ALJ Edward J. Kuhlmann on dates shown:

■ Orlando, FL (B.F.J. Timm, et al.) FM Proceeding. Granted motions for summary decisions by Orlando Skywave, Inc., BMS Communications of Orlando, A Partnership, and Hispanic Radio of Orlando, Inc. and resolved air hazard and city coverage issues in their favor; and by PN Radio Co., Partnership and resolved city coverage issue in its favor. (By MO&O, Dec. 3) (MM Docket 87-305).

■ Hammond, LA (Mack D. Blair, et al.) TV Proceeding. Dismissed with prejudice applications of Mack D. Blair and Airwave Media, Ltd. (By MO&O, Nov. 25) (MM Docket 87-342).

■ Cambridge, MD (Taylor Communications, Inc., et al.) FM Proceeding. Granted request by Taylor Communications and dismissed its application with prejudice; dismissed with prejudice application of Shore Broadcasting, Inc. for failure to prosecute; granted motion by Eastern Shore Broadcasting, Limited Partnership and added issues against D'Adamo Communications to determine whether D'Adamo lacked candor or misrepresented facts when it amended its application to report media interest and made commitment to divest that interest, without disclosing interest had been acquired nine months before amendment was filed; and, if so, whether D'Adamo should be found unqualified. (By MO&O, Dec. 3) (MM Docket 87-421).

By ALJ Edward Luton on date shown:

■ Salinas, CA (San Jacinto Broadcasting, et al.) FM Proceeding. By separate orders, granted requests by Lisa Ann Wayne, P & R Communications Partnership, and Rose T. Casalan and dismissed their applications with prejudice; granted motion by Artichoke Broadcasting Corp. and dismissed with prejudice applications of San Jacinto Broadcasting, Gary T. Rodriguez, Franklin D. Graham, and Innovative Broadcasting, Inc. for failure to prosecute. (By Orders, Dec. 7) (MM Docket 87-338).

By ALJ Walter C. Miller on dates shown:

■ Indianola, MS (Walter Gray Gilbert and Minority Broadcasting Corporation) FM Proceeding. Approved settlement agreement and dismissed with prejudice application of Minority Broadcasting; application Walter Gray Gilbert is retained in hearing status pending resolution of air hazard issue. (By MO&O, Dec. 3) (MM Docket 87-492).

■ Rapid City, SD (William Howard Payne and Tom-Tom Communications, Inc.) FM Proceeding. Approved settlement agreement and dismissed with prejudice application of William Howard Payne; Tom-Tom's application is retained in hearing status. (By MO&O, Dec. 3) (MM Docket 87-420).

By ALJ Richard L. Sippel on dates shown:

■ Ellwood, CA (Addison Broadcasting Co., Inc., et al.) FM Proceeding. By separate orders, granted requests by Ross H. Boyd and Patricia Ann Sauro and dismissed their applications with prejudice; granted motions by KIKJ Co. and Vince Lee Broadcasting, Ltd. and dismissed with prejudice following applications for failure to prosecute: Blair Media; Lorraine L. Chow; Starlight Broadcasting Co., Inc.; Marigold Broadcasting, Inc.; Commercial Broadcast Co.; Baron Broadcasting; and Dos Compadres Communications, Inc. (By Orders, Nov. 23 and 25; and by MO&O, Dec. 3) (MM Docket 87-429).

■ Bay Shore, NY (Warren Price Communications, et al.) FM Proceeding. Granted motion for summary decision by South Shore Media Corp. and resolved air hazard issue in its favor. (By Order, Nov. 24) (MM Docket 87-246).

By ALJ Joseph Stirmer on dates shown:

■ Salisbury, CT (Chartcom, Inc. and Alice Kaltman) FM Proceeding. Approved settlement agreement and dismissed with prejudice application of Alice Kaltman; granted application of Chartcom, Inc. for new FM station on Channel 25.1A (98.1 MHz) at Salisbury; and terminated proceeding. (By MO&O, Dec. 3) (MM Docket 87-163).

■ Karnes, TN (John Strelitz, et al.) FM Proceeding. By separate orders, partially granted motions by Jacob Broadcasting Co., and enlarged issues against Beaver Ridge Communications, Ltd. and John Strelitz to determine if they are in compliance with commission rules concerning engineering requirements, and if not, whether circumstances exist which would warrant waiver. (By MO&Os, Nov. 25) (MM Docket 87-343).

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

Idaho resort A.M. needs G.M. with heavy sales experience. Ownership opportunities for the right individual. Must be organized and promotion minded. Box B-2.

General manager: Growing small group. Top 75 market Pacific coast. Sales ability first priority. Must be trainer and motivator. Send resume, salary history. Confidentiality assured. Box B-51.

Sales manager/station manager to be trained as understudy/replacement for retirement-age Executive V.P. wanted by absentee owner of #1 and #2 rated stations in Rocky Mountain/Sunbelt market. Requires 15 years experience in sales, etc., family man with total respect for the bottom line. Super opportunity in outstanding market. Compensation and benefits commensurate with qualifications of applicant. Box B-71. EOE.

General manager and/or sales manager: young broadcast owner with few dollars spent years building with his own hands, engineering, programming and nurturing metro Green Bay's only FM country station to great sound and ratings, but no experienced sales management. Great opportunity for sales oriented general manager highly experienced in all facets of radio to carry list and complete staffing sales, promotion, and creative services/production departments and run day to day operations. You may be a top medium or larger market GM or SM, tired of having to move when your station is sold after you have made it a top biller or want the opportunity to own equity (stock) determined by how successful you make the gross and net. If you have the years of experience and record to prove it, send your resume to Jack Le Duc, President: WJLW-FM, 133 N. Superior, DePere-Green Bay, WI 54115. EOE

Creative services/production manager. WJLW-FM, 133 N. Superior St., De Pere-Green Bay, Wisconsin 54115 seeks experienced production/copy person to be responsible for on-air sound of this country SMN format; five years minimum experience send resume, references and production, live-drive & news cassette to Rick Kimble, Operations-Finance Director-EOE.

HELP WANTED SALES

Number one FM in growing southeastern N.Y. is expanding its sales force. Only organized, creative entrepreneurs need apply. Proven list plus benefits. Send sales philosophy, resume and income history to Box B-6. EOE.

Sales manager is needed for our Cedar Rapids, Iowa office for the hottest stations in northeast Iowa. KOKZ/KXEL. Send resumes to Ken Hensley, GSM, KXEL, Box 1540, Waterloo, IA 50704.

If you're good enough to work straight commission, contact America's best and hottest jingle company. 1-800-368-0033.

Medium market station in southern New England seeks experienced salesperson. Must be ambitious, creative, bright and charismatic and retail oriented. Confidentiality respected. EOE. Box B-68.

Junction City Communications Company desiring new sales reps with experience in heavy equipment, industrial, or automotive background. Contact General Manager, Box 789, Junction City, KS 66441. EOE.

Come to Florida! Sales position available on Florida's beautiful west coast. Join top contemporary station. Salary plus commission. Contact E. Friedman, WRGI-FM, 950 Manatee Road, Naples, FL 33961. Phone 813-775-3321.

Pennsylvania's statewide radio network seeks Pennsylvania's best young salesperson. Resourceful enough to create your market, and know how to sell it by ratings or just concepts alone. Good written presentation skills a must. Send resume, salary history and cover letter telling us why you're perfect for this job to Sales Dept., Pennsylvania Network, 260 S. Broad St., Philadelphia, PA 19102.

Account execs. Just wanna have fun! And we think they should. But then that depends on what your selling. Right? We're a national radio production and creative group based in Atlanta. And we're looking for a highly motivated account executive/sales rep. Three to five years of broadcast sales experience is desired. Regular travel to sales territory required. We rhyme. We're weird. We make money. We've got a hot new creative product. We've got full service in-house production facilities. We've got a staff of totally berserk pros. All we need is you. Send us your resume, photo and hat size to: Sales Manager, P.O. Box 13043, Atlanta, GA 30324.

HELP WANTED ANNOUNCERS

Part-time/relief announcers needed for New York FM radio station. Big band/standards experience preferable. Combo. Box B-20.

Friendly and upbeat for oldies format in southern New England market. All time slots considered for daytimer going nights. EOE. Box B-67

HELP WANTED TECHNICAL

Chief engineer Wanted for fast growing radio group with combo facilities in the Midwest and Northeast. Candidates should have AM directional pattern experience and be capable of providing clean audio in a high RF environment. Box B-80.

HELP WANTED NEWS

News director: For medium market southern New England station. Must have two years experience, good organizational skills, be a motivator. Anchoring duties included. EOE. Box B-65.

News reporter: For medium market southern New England station. Must be aggressive, impartial, hardworking. One year experience. Good delivery. Advancement possibilities. EOE. Box B-66.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

AM station in top 5 market has an opening for gospel DJ if you can pull big ratings in a major market respond to Box B-1. E.O.E.

Operations manager: Northern Indiana AM-FM combo in small to medium market needs person who can take control. Must have experience in dealing with people, have excellent air, programming and production skills, and willingness to grow with fast, growing company. Send resume to Box B-85.

SITUATIONS WANTED MANAGEMENT

Now available. One of America's premier broadcasters. All markets. Excellent track record with top revenues, cash flow, ratings. Outstanding references. Turnarounds, startups, all facets, formats, 20 years management, ownership. Call Bill Luzmoor 208-342-8406.

22 years experience including high power FM construction/upgrades, FCC rules, have 1st class license. Programming experience in Atlanta management, sales, consultant in Montgomery, Columbus, Macon, Savannah, Little Rock. Former small market owner/GM in Alabamannessee. Available after Jan. 8th. Prefer Southern rated market-general manager or group V.P. programming/operations. Currently general manager with major group successfully turning around small market combo in South. Need new challenge. Box B-58.

Major market sales manager seeks GSM position. Strong trainer, motivator, innovator. Excellent track record includes everything from retail to national sales. Outstanding references. Box B-63.

Want results now? Experienced G.M./S.M. delivers! You get what you pay for. Currently employed. Box B-70.

Large-market station owners/radio division managers: Having serious doubts about the effectiveness of your station management? Getting tired of the "Major Market Mentality", the attitude which says you've got to have big staffs, big budgets, big everything to win in a major market? Here's a manager with extensive top-10 market experience who seeks next GM challenge; a heavyweight who prefers to outwork and outsmart the competition rather than try to outspend them. Impeccable credentials include network and major group assignments...but most valuable talent is a keenly developed profit making ability. Reply: Box 5754, Boston, MA 02114.

SITUATIONS WANTED ANNOUNCERS

Quality easy listening announcer seeks quality easy listening station. 25 years experience. Neil Sher. 518-383-0239.

SITUATIONS WANTED TECHNICAL

Chief engineer for 10 years. Experienced in all phases of FM and AM directional. Seeks company that will share my commitment towards engineering excellence. Box B-86.

SITUATIONS WANTED NEWS

Sports guy. Good writer with solid delivery. Major market experience as producer/stringer. Ready to move. Call Danny, 219-972-1321.

TELEVISION

HELP WANTED MANAGEMENT

Sales management: Midwest affiliate looking for highly motivated person for national sales manager. Local sales management background desirable. Possible GSM for qualified candidate. Apply Box A-96. EOE

General sales manager, local sales manager and national sales manager. The Gillett Group seeks aggressive, innovative leaders to become part of our team. If you have exceptional people skills, a superior track record and are motivated by challenge, send resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

Major cable television network seeks experienced (3-5 years) traffic manager. Must have (1) prior broadcasting/cable television traffic management experience, (2) knowledge of: Columbine, JDS, or Bias traffic systems. Send resume and salary requirements to: T.M. Lawrence, FNN, 2525 Ocean Park Blvd., Santa Monica, CA 90405. EOE.

National sales manager: WCBQ-TV is seeking an aggressive, results-oriented person with 2-3 years national rep experience. Strong communications skills and working knowledge of rating information are required. Station sales experience helpful. Send resume and cover letter to: John McMahon, GSM, POB 879, Charleston, SC 29402. EOE/MF

News director: Applicant should have a minimum of five (5) years experience, have served as a TV news director or executive producer, college degree preferred. Other requirements: good leadership ability, strong on budgeting and ability to be creative. Send resume to John D. Quinlan, Vice President/General Manager, Freedom WLNE-TV Inc., 430 County Street, New Bedford, MA 02741. No phone calls. An equal opportunity employer.

HELP WANTED SALES

The Gillett Group is seeking aggressive, highly motivated, experienced account executives with exceptional track records. Also seeking trainee for challenging career opportunity. Send resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

Vendor support consultant. The Gillett Group is seeking a highly motivated individual for a major market affiliate. Must have at least three years experience conducting vendor programs with strong presentation skills. Send resume to: Judy Somers, 2242 North Great Neck Road, Virginia Beach, VA 23451.

Account executive. Outstanding opportunity at one of the country's leading independent's KTVU-TV/San Francisco. Seeking aggressive highly motivated individual. Excellent compensation. Contact Local Sales Manager, KTVU, 2 Jack London Square, Oakland, CA 94607.

WPMT-TV, the Fox/independent powerhouse serving the Harrisburg-York-Lancaster-Lebanon 45th ADI, is expanding its sales staff and has immediate openings for 2 local account executives. We seek experienced individuals to work with state-of-the-art research and production facilities. If you're one of the chosen two, you'll join a group of positive hard-working professionals who are indeed in the right place at the right time. Send resume, references, and your definition of "commitment" to: Barry Bruce, Local Sales Manager, WPMT-TV, 2005 S. Queen Street, York, PA 17403. EOE/MF.

HELP WANTED TECHNICAL

Maintenance technician: Installation and repair of studio and transmitter equipment. Some design, planning, and training responsibilities. Rotating shift including nights and weekends. Requires associate's degree in electrical technology or equivalent formal training, plus experience in electronic repair/troubleshooting. FCC license or SBE certification. Send resume: Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

Assistant chief engineer wanted. Must be qualified maintenance engineer able to maintain and repair studio EFP ENG, one inch, 3/4 inch, and 1/2 inch Beta-cam. Salary range is \$18,000 to \$21,000 per year depending on qualifications but the right person will be our chief engineer in two years. If you're qualified and ready to be a chief in two years send resume to Box B-84.

Maintenance engineers: South Florida Spanish network affiliate has immediate openings for maintenance engineers experienced in Ampex 1", JVC and Sony 3/4", 1/2", Betacam, Abekas A-42, E-Flex, CMX, Quanta Q-8, GVG 1600, HL-79 and SC-500. Challenging positions. Bilingual helpful. Send resumes to Chief Engineer, WSCV-TV, 4035 N. 29th Avenue, Hollywood, FL 33020. M/F/H/V EOE.

Maintenance engineer: Job duty includes maintenance on ENG 3/4" recorder, cameras, Ampex quads, Vital switchers. RF experience helpful. Union position. Contact Bill Strain, Chief Engineer, KQTV, P.O. Box 247, St. Joseph, MO 64506. EOE.

Assistant chief engineer: radio/television. We require an SBE certified with a minimum of three years experience in the maintenance of radio and television systems. Radio-TV Department at West Windsor campus of Mercer County Community College operates CPB qualified, 3000 watt public radio station WWFM, countywide cable network. ITFS system, state-of-the-art television and radio studios, satellite and micro-wave systems. Your responsibilities will include repair, maintenance and construction of new and existing broadcast systems. Excellent fringe benefits. Send resume and cover letter to: Mercer County Community College, Personnel Services, Dept. WG, P.O. Box B, Trenton, NJ 08690. Affirmative action/equal opportunity employer M/F

Chief engineer: Growing broadcast group seeks hands-on chief. Emphasis on studio maintenance and supervision. Excellent growth opportunity. Call in confidence Ms. Kollstedt collect 513-351-9110

Maintenance engineer with Type 5 experience. General studio maintenance with emphasis on 3/4". Send resume to Jack McGee, KDEB-TV, 3000 East Cherry, Springfield, MO 65802

HELP WANTED NEWS

Producer. Southwestern station looking for an aggressive, experienced producer for 10PM newscast. Must have excellent news judgement and writing skills and be able to make the 10pm newscast new and different. Should be creative and self starter. Two years experience required. Send resume to Box B-57. EOE

Computer graphics producer. News department needs computer graphics and series opens and to help refine overall on-air look. Send resume, references and salary requirement to Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE, M/F

News producers. We are looking for a late news producer who can create fast-paced, highly visual newscasts. Candidates should have 2-3 years producing experience. We also need a weekend show producer. 1 year's experience required. Tape, resume, and references to News Director, WTEN-TV, 341 Northern Blvd., Albany, NY 12204.

Midwest affiliate, 90's market, seeks reporter/photographer. Staff bureau in key city. Writing, interviewing, shooting, editing critical. Live opportunities. Must be able to enterprise, get close to community. We use all the tools; best and brightest only need apply. Tape, resume, writing samples, references to Rick Benjamin, VP/News, NTV, PO Box 220, Kearney, NE 68847

HELP WANTED PROGRAMING PRODUCTION & OTHERS

The Gillett Group is seeking production directors, editors and innovative copywriters to staff expanding sales service departments. Must have two years minimum experience. Send demo tape 1/2" with resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

Top 30 NBC affiliate looking for a very creative, capable, writer/producer. 3 years experience writing news & entertainment promos necessary. Also needs knowledge of editing vital. This person must be a take-charge individual with the ability to complete a project with little supervision. Salary competitive. Send resume to Promotion Manager, Box B-48

Videotape editor. Full service post-production company seeks fulltime post editor for CMX 3600, ADO, A-62, VPR-3, on-line and off-line. Computer graphics experience helpful. Resume to: Scene Three, 1813 Eighth Ave. South, Nashville, TN 37203. Attn: Joe Askins. 615-385-2820.

Photographer/editor. Creative eye with instincts. Editing touch that finds new ways to tell stories. Desire to develop producing skills. The local programming department at the South's premiere television station needs that person to work on documentaries and entertainment specials. Long-form experience preferred. Tape and resume to: Mark S. Engel, WSB-TV, 1601 W. Peachtree Street, Atlanta, GA 30309. Equal opportunity employer

Co-host, to complement our male anchor, young, outdoor-sexy team player. Adventure, travel features for international video magazine. Tapes to: LJ Productions, 11000 Metro Pkwy #2, Fort Myers, FL 33912

Promotion/producer: Responsible for writing, producing, and placing on-air TV and radio. News emphasis. No beginners. ABC affiliate in Southeast top 100 market. Send resume and salary expectations to Box B-72. EOE.

Commercial producer-director. We're looking for a creative individual with strong ability in commercial copywriting and concept. Television production experience required. Send resume and tape to: Tom Murphy, Production Manager, KCOY-TV, 1503 N. McClelland, Santa Maria, CA 93454. EOE

Photographer/editor. Leading TV news syndication company seeks skilled photographer/editor. Tape should demonstrate a keen eye, sound news judgment and creativity. Must be self-motivated. At least two years commercial TV news experience. Send tape, resume and salary requirements to: Glenn Graham, Crowley Financial Services, 2669 E. Commercial Blvd., Ft. Lauderdale, FL 33308.

Videographer for national cable programming network. Position requires extensive travel. Candidate will have 3-5 years experience shooting with Betacam and 3/4", with a minimum of two years on a magazine style program (PM Magazine). Send resume and demo tape to: Videographer Position, Black Entertainment Television, 4217 Wheeler Ave., Alexandria, VA 22304. No phone calls accepted.

SITUATIONS WANTED MANAGEMENT

Hands on Op Mgr and Chief with years of experience wants East Coast market. If you are a TV station or production company, let's talk. Box B-82.

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 and indy. Bottom line oriented. Attending INTV. Reply Box B-81.

SITUATIONS WANTED TECHNICAL

Master control room operator over two years exp. 3/4" format 1", 2" and live saft. exp. P. Hughes, Rt. 2, Box 62, Huntingdon, TN 38344.

SITUATIONS WANTED NEWS

Weathercaster/feature reporter. Creative professional with over two years experience seeks new challenge. Exceptional style, pleasant delivery. Robert 509-4482526.

Meteorologist: Personable, stable, AMS seal. Excellent and fast with colorgraphics. 8 years TV and radio experience. Sincere, credible style. Contract expiring. Seeking move up from medium to higher market. Box B-55.

30-share anchor/producer and award-winning reporter seeks move to medium market. Call Gerry at 817-6924530 or 817-692-1334 for resume and tape.

Award winning sportscaster Show host, with 15 years experience. Great PBP & interviewer. Sports director or weekends. The personality for your newscast. 415-8780716.

Black, female, anchor reporter, articulate, attractive, experienced. Teens and 20's. Call 616-375-4632.

MISCELLANEOUS

Be on TV. Many needed for commercials. Casting info (1) 805-687-6000 Ext. TV-7833.

National home shopping network client will buy last minute air time on TV stations in any US market, large or small. 15 minutes to 24 hours are okay. Please send rate card and ROS closeout prices to: Vincent D'Autorio, VP, FCM Corp., P.O. Box 2527, Sarasota, FL 34230. 1-800-2266660 Florida or 1-800-752-6668 other.

12 minutes of TV time on small stations are available anytime at \$75.00 per 12 minute segment. Contact Vincent D'Autorio, VP, FCM Corp., P.O. Box 2527, Sarasota, FL 34230. 1-800-226-6660 Florida or 1-800-752-6668 outside Florida.

Career Videos. Make an impact on employers with your personalized video resume tape prepared by our major market broadcast team. 312-272-2917.

Primo People is looking for weathercasters. Solid credentials and experience are paramount. Send tape and resume to Steve Porricelli, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistants (3), Miami University, 1988-89, WMUB-FM. Full time 30 kw NPR affiliate, big band-jazz-news format. Need: 2 news reporters/writers, and 1 programming/operations assistants. Work toward masters degree, mass communication. Required: 3.0 GPA, bachelor's degree. Stipend \$5,850 plus fee waiver. Additional \$1,000 summer '89 probable. Qualified only. No phone calls. Immediate application necessary, deadline: March 1, 1988. Contact GA Search Committee, WMUB, Miami University, Oxford, OH 45056. AA/EOE.

Broadcasting. Indiana State University seeks an assistant professor to teach broadcast programming and TV production. Other courses offered will depend upon specialty. A tenure-track position with salary negotiable and good fringe benefits. Ph.D. or near and experience expected. Demonstrated competence in research, scholarship and/or creative activity and teaching expected. Send letter of application, vita, and names of three references to: Joe Duncan, Director of Broadcasting, Department of Communication, Indiana State University, Terre Haute, IN 47809. Materials received after January 29, 1988 cannot be guaranteed consideration. AA/EOE.

HELP WANTED TECHNICAL

Telemation Productions/Denver seeks highly experienced audio engineer with advanced technical and creative skills in audio production and post production. Background should include multi-track mixing, videotape and film recording, and editing support. Salary commensurate with experience. Please send resume and salary history to Production Manager, TMP/Denver, 7700 East Iliff Avenue, Denver, CO 80231.

Maintenance engineer wanted: Television production facility is seeking a maintenance engineer. If you are experienced with Sony & Ampex 1" videotape machines, CMX editing systems, Ampex & Abekus digital effects send resume to Jerry Ebbers, Telemation Productions, 7700 East Iliff, Suite H, Denver, CO 80231.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Premier Colorado post production facility seeks highly experienced video tape editor with advanced technical and creative skills in computer editing, digital effects, and animation systems. Excellent client skills and references is a necessity. Experience on CMX 3400, ADO, Abekas desirable. Salary commensurate with experience. Major benefits and unique creative environment. Send resume and demo tape to Personnel Director, 24769, Denver, CO 80224.

Counselor. Need people-oriented, knowledgeable broadcaster to work as counselor to students. Career position with fringe benefits. Send resumes to Columbia School of Broadcasting, 5808 Columbia Pike, Bailey's Crossroads, VA 22041. Attention Roy E. Blair.

Videotape editor with business sense wanted to help develop new editing facility. Sony BVU/BVE 800. Monthly retainer plus incentives. Send resume: CWI Productions, 43 King Street, Portchester, NY 10573.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Video production. Looking for entry level position in an agency or production house. Have been independent producer during college. Video experience includes producing director, budgeting and live formats. Will relocate. Contact Mark Verduin, 616-429-5358. 1574 Oak Terrace, St. Joseph, MI 49085.

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. Your area. 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. Learn from former ABC Network News correspondent and New York local reporter. Make demo tape. Call 212-921-0774. Eckhart Special Productions, Inc. (ESP).

MISCELLANEOUS

Unity Awards in Media recognizes reporters' outstanding coverage of minority affairs. Entry deadline: 5:00 p.m. January 8, 1988. For entry forms contact: Department of Communications, Lincoln University of Missouri 65101. 314-681-5437.

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.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215—8840888. Telex 910—240-3856.

FM transmitters **Harris FM 25K(1986)-AEL 25KW** RCA BTF-10D** Harris FM-10H3(10KW)** RCA 5B-RCA 3BCCA3000D(3KW)** Syntronics 3.5 FM** Transcom Corp. 215—884-0888, Telex 910—240-3856.

AM transmitters **Transmitters** Harris BC-10H(10KW)** 5KW-Collins Power Rock (1978)** 1KW-Harris MW1AHarris BC1H** Collins 20V2 Gates 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.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans. Financing available. Quality Media 303—665-3767.

1000' Kline tower Good condition Standing in central U.S. Call Bill Kitchen 303—465-4141.

Silverline UHF transmitters new, best price, latest technology, 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303—465-4141.

FM antennas. CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916—383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916—383-1177.

Installations by professionals. Turnkey facilities for AM/FM including complete consulting services. Transwest Broadcast Services 602—978-8278.

Building a new AM/FM radio station? Our Turnkey Specialists save you money, nationwide! 800—221-6941.

39 AM trans. 65 FM trans. in stock. World leader in broadcast trans. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214—226-8967/214—630-3600. Telex # 510—1011-588.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes. \$4.99 each; KCS-20 minutes \$6.49; KCA-60 minutes, \$10.99; 1"-60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1—800—238-4300; in Maryland, call 301—8458888.

980' zone A tower with guys, on ground, 12 bay antenna 93.1 mhz. KQID/Alexandria, Louisiana. 318—445-1234.

Colorgraphics Liveline III system, fully equipped, still being used on air. Available in January. Bill Laughlin, WDSU-TV, 504—527-0632.

AM transmitters: 50, 10, 5, 2.5, 1, .5 and .25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314—664-4497.

FM transmitters: 25, 20, 15, 5, 1, and .25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314—664-4497

IBM System 34 traffic computer line printer and two terminals. Out of service ran JDS traffic in excellent condition. Make reasonable offer 901—664-1600.

Rent, Tek-2710 spectrum analyzer. Proof of performances to coincide with rental. Broadcast Maintenance Assoc., Inc. 417—451-1440.

Harris MW-1, five years old. Excellent condition. On 1330 KHZ. \$8,000 FOB Fort Pierce. Call Jim Chaplin or Fran Sherwood, 305—464-1330. WDKC, Fort Pierce, Florida.

Three 1" C Format VTRs, All Sony BVH 1000s (Two with 1000 TBCs). Very low hours on lower drums. Cared for by the nation's leading engineering maintenance staff. For more information, contact Bill McKechney, Director of Engineering, F & F Productions, 813—576-7676.

Three Hitachi SK91 cameras with Plumbicon tubes and full triax packages. Two have 22x1 Fujinon lenses with EFP kits; One has a 14x1 Cannon lens. Perfect for studio or field use. Well maintained by our engineers. For more information, call Bill McKechney, Director of Engineering, F & F Productions. 813—576-7676.

Sony 1"-BVH 1100 with TBC 3 available, Sony Portable 1" BVH-500A. Sony BVU-820, BVU 950, Sony BVE-800 Editor, Sony VO-6800 portable 3/4" all VTRs in new condition, and with full warranty. Call Video Brokers 305—851-4595.

Vinten Mark: 3 heads and peds 3 available. 45 Sony-VP-5000's, less than 100 hours. All with full warranty. Call Video Brokers 305—851-4595.

Sony color monitors-demo only: 19" PVM 1910, 40 available with warranty call Video Brokers 305—851-4595.

Grass Valley routing switcher: up to 64x64. Grass Valley 1600-7K switcher with DVE. Grass Valley 1600-1x, all with full warranty. Call Video Brokers 305—851-4595.

Tektronix 528 wave form monitor: (new). Tek 520 vectroscopes. Tek 1710, 1740,1750. Call Video Brokers 305—851-4595.

3D graphics system: Cubicomp picture maker 30 (New) special low price-several available. Call Video Brokers, now! 305—851-4595.

RADIO

Help Wanted Announcers

**ANNOUNCER
(\$17,000+ Annually)**

Highly rated Tampa Bay FM & AM seeks announcer with production-copy ability. This is an expansion position to accommodate our very rapid growth. Medium energy, MOR-AC delivery. Liberal benefits & career opportunity. Cassette & letter to:

Station Manager



TAMPA BAY'S MUSIC OF YOUR LIFE

7212 US 19 New Port Richey, FL 34652

Situations Wanted Management

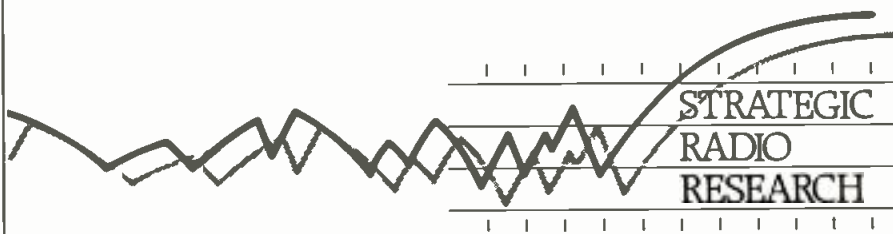
BOB BOLTON

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Jim Brown, Engineering
Turner Broadcasting System, Inc.
One CNN Center, Box 105366
Atlanta, Georgia 30348-5366

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ALLIED FIELDS

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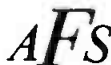
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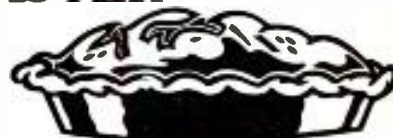
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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

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, and 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.

When placing an ad, indicate the EXACT category desired. Television, Radio or Allied Fields; Help Wanted or Situations Wanted; Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted, \$80 per inch. Situations Wanted: \$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.

Blind Box Service: (In addition to basic advertising costs) 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 sender.

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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 count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

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.


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- Profitable Oregon Coast AM/FM \$1,000,000/terms.
- Oregon Single Station Fulltime AM \$200,000/\$75,000 down.
- Northwest Coast FM \$175,000/financing available.
- Washington AM/FM College town 495,000/\$50,000 down.
- Washington AM/FM metro market \$650,000/\$150,000 down.

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Fates & Fortunes

Media

Joseph Dimino, president, television stations division, Storer Communications. Miami, resigns that post due to sale of television properties. He remains with Storer as programming consultant.

Philip Giordano, senior VP, finance, planning and administration, ABC Radio Networks, New York, named senior VP, affiliate affairs and nonentertainment programming.



Lesourd

Maureen Lesourd, sales manager, WPLJ (FM) New York, joins WRQX (FM) Washington as president and general manager.

Ty Watts, general sales manager, WWAY (TV) Wilmington, N.C., joins WJKA (TV) there as general manager and director of sales.

Christopher Martin, general sales manager, WHTC (AM)-WYXX (FM) Holland, Mich., named general manager.

Paul La Camera, VP for public affairs and programming, WCVB-TV Boston, named VP and station manager.

Joel Friedman, general sales manager, WSEN-AM-FM Syracuse, N.Y. named station manager.

Ken Kohl, program manager, KFI (AM) Los Angeles, named station manager.

Appointments at Sammons Communications, Dallas-based cable MSO: **Don Amick**, **Ed Comstock** and **Sandra Turley**, directors of operations, named VP's, regional operations.

John Ganahl, production director, KGAN (TV) Cedar Rapids, Iowa, named director of operations.

Michael Scalzi, operations manager, WAVZ (AM)-WKCI (FM) New Haven, Conn., joins WRKZ (FM) Hershey, Pa., in same capacity.

Susan Brashears, financial analyst, Texas Instruments, Dallas, joins KOLR (TV) Springfield, Mo., as business manager.

Tina Stancil, assistant to division controller, Scientific-Atlanta, Atlanta, joins KPNX-TV Mesa, Ariz., as assistant controller.

Marketing

Appointments at DDB Needham Worldwide: **Marilyn Kohn**, director of Chicago accounting, named Chicago-based VP;

Robert (Bob) Klein, account executive, Chicago, named VP; **Timothy Hart**, VP, management supervisor, Young & Rubicam, New York, named senior VP, management supervisor, Detroit.

Ed O'Connor, corporate retail sales manager, Legacy Broadcasting, Los Angeles-based group owner of three AM's and five FM's, joins Transtar Radio Network, Colorado Springs, Colo., as VP, major market specialist.

Appointments at Westwood One, Los Angeles: **Nan Heller**, regional advertising sales director to VP, director of sales, Western region; **Jack Patterson**, regional advertising sales director to VP, director of sales, Detroit region.

Appointments at Republic Radio, New York: **Jack Messenger**, manager, Los Angeles office, named VP; **Tom Lawton**, associate media director, Fahlgren & Swink, Atlanta, named Atlanta-based account executive.

Jane Sherwin, local sales manager, WEWS (TV) Cleveland, named general sales manager. She succeeds **Clint Pace**, who assumes full-time corporate sales responsibilities.

Elizabeth Yoder, general sales manager, WGFX (FM) Gallatin, Tenn., joins WLAC-AM-FM Nashville in same capacity.

Jim MacDonald, general sales manager, WGBS-TV Philadelphia, joins WSYT (TV) Syracuse, N.Y., in same capacity.

Rick Morein, local sales manager, WLUK-TV Green Bay, Wis., named general sales manager.

Bob Parente, general-national sales manager, KTXL (TV) Sacramento, Calif., retires.

Bill Saurer, account executive, WHEN (AM)-WRRB (FM) Syracuse, N.Y., joins WSEN-AM-FM there as local sales manager.

Phillip Larson, local sales manager, KZFX (FM) Lake Jackson, Tex., named regional sales manager.

Joseph Hempstead, sales representative, WOTV (TV) Grand Rapids, Mich., named local sales manager.

Judith Hill, regional sales executive, United Press International, Washington, joins The Weather Channel, Atlanta as Eastern division regional manager.

Appointments at Home Team Sports, Washington-based cable sports network: **Orrin McDaniels**, owner-operator, Radio Sounds, Washington-based radio consulting firm, to local advertising sales executive; **Joe Felperin**, creative marketing consultant, Ad Solution, Bethesda, Md., to advertising manager.

Gary Schneider, account executive, Tele-Rep Inc., Detroit, and **Paul Hastaba**, ac-

count executive, WVUE (TV) New Orleans, join KTVT (TV) Fort Worth as, respectively, national sales manager I and II.

John Shannon, director of sports sponsorship sales, Katz American Television, New York, named national sales manager.

Ron Alexander, international broadcast consultant, USIA-Worldnet, Washington, joins International Broadcast Systems, Dallas-based international television program distribution and advertising sales firm, as international sales representative.



Alexander



Block

Jeff Block, national sales manager, KCOP (TV) Los Angeles, joins KTVU (TV) Oakland, Calif., as local sales manager.

John Dawson, local sales manager, WKRC-TV Cincinnati, joins WKRN-TV Nashville as national sales manager.

Nancy Herzog, general manager, Interconnect, Washington, joins Greater Philadelphia Cable Interconnect as sales manager.



Herzog



Evans

Lisa Evans, freelancer in video production, post-production and audio visual production, Dallas and Fort Worth, joins Advertising Graphics, Dallas, as broadcast coordinator.

Janice Gonnella, account supervisor, Wunderman Worldwide, New York-based direct marketing agency, joins Russ Reid Co., Pasadena, Calif.-based direct marketing agency, as manager of strategic planning; **Ellyce Whalen**, traffic supervisor, keye/donna/pearlstein advertising, Los Angeles, joins Russ Reid as traffic manager.

Kathleen Carson, producer, American Television and Radio, commercial production firm, New York, joins Venet Advertising-NJ, Union, N.J., as broadcast producer.

Jeff Stettin, research analyst, Hecht Gray

Associates, Hicksville, N.Y., joins Katz Independent Television, New York, in sales capacity.

Daniel Chambers, senior account executive, Masla Radio, New York, joins Group W Radio Sales as Los Angeles-based account executive; **Greg Holcombe**, account executive, Roslin Radio Sales, New York, to same capacity, Group W Radio Sales, New York.

Zina Meggas, media supervisor, Leo Burnett, Chicago, joins Republic Radio, New York, as Chicago-based account executive.

Sports, effective March 1, 1988. **Michael Gelman**, associate producer, *The Morning Show*, Capital Cities/ABC's WABC-TV New York, named senior producer.



Rosenberg



Frink

Katherine Frink, audience promotion coordinator, Cabletelevision Advertising Bureau, New York, joins The Nostalgia Channel, New York, as affiliate relations coordinator.

Vic Everett, founder and CEO, Christian Broadcasters Association, Tucson joins World Video, San Diego-based production house, as operations manager.

Jack Cannon, production manager, Whidbey Video, Los Angeles, joins YADA-LE-VINE, Los Angeles-based video production company, as associate producer.

Carol Sikorski, production coordinator, Paisley Productions, Hollywood, Calif.-based commercial production company, joins KMTF(TV) Fresno, Calif., as talk show producer and host.

Pat McAndrews, associate media director, Colle & McVoy Advertising, Minneapolis, joins SMY Media Inc., Chicago-based media service, as head of new Minneapolis office.

News and Public Affairs

Donna Nowcid, news editor, WHWH(AM) Princeton, N.J.-WPST(FM) Trenton, N.J., named assistant news director.

Lonnie Lardner, reporter-anchor, KABC-TV Los Angeles, joins KHU-TV Los Angeles as news anchor.

Jim Hollis, news director and 6 p.m. anchor, WIBW-TV Topeka, Kan., relinquishes duties as anchor. He is replaced by **Mary Loftus**, 10 p.m. anchor.

Roy Weissinger, anchor, WREG-TV Memphis, joins WEWS(TV) Cleveland as co-host *Live on Five*.

Bonnie Daws, producer, WMC-TV Memphis, joins KSDK(TV) St. Louis in same capacity.

Joe Kuttenkuler, photographer and videographer, WXEX-TV Petersburg, Va., named assignment editor.

Appointments at Washington Independent News, Washington: **Marc Mooney**, reporter, WBAL-TV Baltimore to same capacity; **Sarah Schulte**, Washington-based freelance reporter, to reporter; **Russ Clarkson**, assignment editor and reporter, Berns Bureau, Washington-based news service, to assignment editor and reporter; **Phil LeCroy**, pho-

tographer and editor, Media General Cable, Fairfax, Va., to same capacity.

Janet Shamlian, general assignment reporter, WOTV(TV) Grand Rapids, Mich., joins KHOU-TV Houston in same capacity.

Technology

Appointments at Motorola Inc., Schaumburg, Ill.: **William Weisz**, vice chairman and CEO continues as vice chairman and adds duties as officer of board; **John Mitchell**, president and chief operating officer, named vice chairman and officer of board; **George Fisher**, senior executive VP and deputy to CEO named president and CEO; **Gary Tooker**, senior executive VP and chief corporate staff officer continues as senior executive VP and becomes chief operating officer. **Christopher Galvin**, corporate VP and general manager of Florida-based Paging Division of Communications Sector, elected VP and succeeds Tooker as chief corporate staff officer.

William Howard Beasley III, chairman of board and CEO, Lone Star Technologies, Dallas-based management and holding company, elected to board of directors, Centel Corp., Chicago.

Edward Miller, engineering supervisor, WEWS(TV) Cleveland, named engineering manager.

Appointments at Sony Communications Products Co., New York: **Scott Westover**, advertising manager to director of advertising. He is succeeded by **Gerrie Schmidt**, account executive, Shaw & Todd Advertising, New York.

Theodore (Ted) Wahlmann, domestic radio sales executive, Harris Corp., Quincy, Ill.-based supplier of communications equipment, named manager-government sales administration for broadcast division.

Promotion and PR

Paul Reader, publicist, corporate media relations, NBC, New York, named media representative, Olympics.

Appointments at Paramount Pictures Corp., Los Angeles: **Tom Connor**, manager, advertising and promotion to director, advertising and promotion; **Erika Swartz**, account executive, Lord, Geller, Federico, Einstein, New York, to manager, advertising and promotion.

George Brenner, corporate director, management information services and telecommunications, Turner Broadcasting System, Los Angeles, joins MCA Inc., Universal City, Calif., as director of corporate information systems.

Arthur Ellis, director of public relations and marketing, Philadelphia College of Textiles & Science, joins WHY-TV Wilmington, Del., as associate director, public information.

Maryann Ridini, senior account executive, Bender, Goldman & Helper, New York, joins Stephen J. Cannell Productions, Hol-

Programing

Appointments at MTV: Music Television, New York: **Judy McGrath**, VP, creative director to senior VP, creative director; **Doug Herzog**, VP, news and special programing to senior VP, programs and development.



McGrath



Herzog



Bergman

Aviva Bergman, director-business affairs, dick clark productions, Los Angeles, named VP-business affairs.

David Wyler, head of packaging for domestic sales, Radio Vision International, Los Angeles, named VP of original programing.

Brian Pussilano, VP, sales, Eastern region, USTV, Minneapolis-based program distributor, named VP of sales.

Appointments at Vestron, Stamford, Conn.-based producers and distributors of film, video and cassettes: **Steve Monas**, director, business affairs to executive director of business affairs based in Los Angeles; **Susan Brooks**, director, business affairs, to executive director of business affairs, based in Stamford.

Andy Schuon, assistant program director and music director, KAZY(FM) Denver, named program director.

Stan Campbell, afternoon drive personality, WSIX-FM Nashville, joins WBVE(FM) Hamilton, Ohio, as program director.

Peter Rosenberg, program attorney, Capital Cities/ABC, New York, named director of compliance and business affairs, East Coast, ABC Entertainment; **Geoffrey Mason**, VP, Olympic production, ABC Sports, New York, named executive producer of ABC

Name recognition. A new name will be appearing on much of the paper emanating from the FCC.

H. Walker Feaster, deputy chief of management, planning and program evaluation in the FCC office of the managing director, has been named acting secretary of the agency, it was announced last week. Feaster will succeed William Tricarico, who is leaving the agency to become executive assistant to the secretary of the Nuclear Regulatory Commission. The moves are effective next Monday (Jan. 4, 1988).

The FCC secretary acts as the agency's paper gateway. Most filings are addressed to the office and most orders are issued over the secretary's name. The secretary also oversees the agenda, dockets and publications branch.

The 44-year-old Feaster, who said he actually received the appointment two weeks ago, is a long-time FCC hand. He joined the agency in 1974 as a management analyst in the office of the executive director (now the office of managing director).

Feaster holds a bachelor's degree in management from Drexel University, Philadelphia (1961); a master's in urban studies from Southern Illinois University, Carbondale (1974), and a master's in business administration in finance from American University, Washington (1976).

Tricarico, 44, also joined the FCC as a management analyst—three years earlier than Feaster. He has been secretary since 1977 ("Profile," June 26, 1978). Tricarico said he enjoyed the years at the FCC, but said he needed a change and felt there was more opportunity for advancement at the NRC.

lywood, Calif., named director of public relations.

Greg Myford, marketing assistant, Home Team Sports, Washington-based cable sports network, adds duties as promotion coordinator.

Matt Sawyers, assistant editor, *Hartford Courant*, Hartford, Conn., joins Mintz & Hoke Advertising and Public Relations, Avon, Conn., as PR account executive.

Allied Fields



Colvin

Jerry Colvin, general manager, WUHQ-TV Battle Creek, Mich., elected president, Michigan Association of Broadcasters, Lansing, Mich. He succeeds **Guy Spitsberg**, who left to become general manager, WEAU-TV Eau Claire, Wis.

Janet Miles, director of television membership, National Association of Broadcasters, Washington, named membership VP.

Robert VanBuhler, director of engineering, WBAL(AM)-WYYY(FM) Baltimore, elected VP, Society of Broadcast Engineers, Indianapolis.

Sam Richardson, public affairs officer, Treasury Department, Washington, joins National Republican Congressional Committee (NRCC), Washington, as communications director.

Lynn Brough Howgate, business development manager, KIRO Inc. Corporate Marketing, Seattle, named president, Sales and Marketing Executives of Seattle Inc.

Harry Shriver, president and general manager, WFBR(AM) Baltimore, elected president, Radio Executives of Baltimore, association of radio station general managers.

Herb Steinberg, consultant and former head of promotion and public relations activities, MCA Inc., Universal City, Calif., named director of communications, Alliance of Motion Picture & Television Producers (AMPTP), Sherman Oaks, Calif.

Jose (Joe) Lopez, sales assistant, Arbitron Ratings, New York, named Los Angeles-based client service representative for radio station sales; **Bill Soule**, salesman, WBBF(AM) Rochester, N.Y., named Atlanta-based client representative for radio station sales at Arbitron.

Jerome Silber, partner, Fly, Shuebruk, Gaguine, Boros and Braun, Washington and New York-based communications law firm, named associate adjunct professor, Iona College, New Rochelle, N.Y.

Deaths



Younts

Jack S. Younts, 70, long-time broadcast station owner and former National Association of Broadcasters board member, died of heart attack, Dec. 18 at his home in Southern Pines, N.C. Younts built WEEB(AM) Southern Pines in 1947 and remained there as president until 1981. During that period, his wife, Elizabeth, served at WEEB as VP. He also constructed WAKN(AM) Aiken, S.C., where he served as executive VP until 1955, and WUSM(AM) [now WCPQ(AM)] Havelock, N.C., where he was president until 1970. From 1970 to 1982 Younts was VP and director of Sandhills Cablevision, Southern Pines, N.C. He was member of affiliates advisory committee for Mutual Network, ABC Network Affiliates Board and FCC's National Defense Executive Reserves. He was adviser to U.S. State Department's U.S.-Mexican Broadcast Allocations Conference from 1960 to 1963. Younts served

three tours as board member of NAB, was president of National Daytime Broadcasters Association and secretary-treasurer of North Carolina Associated Press Broadcasters. In addition, he was member of Broadcast Pioneers, Broadcasters Club of Washington and Overseas Press Club of New York. Survivors include his wife, Elizabeth; one son, Millard (Mitt), who is station broker with Chapman & Associates, and two daughters, Sandra, broadcast sales consultant, and Gerline, reporter-producer for CNN, Moscow.

Robert Hudson, 82, educational programming pioneer, died Nov. 22 of pulmonary failure at his home in Chevy Chase, Md. During his career, Hudson served at CBS from 1945 to 1949 as director of editorial and opinion broadcast. He left network to join University of Illinois-Urbana as associate professor of journalism. In 1953, with funding from Ford Foundation, he helped create National Educational Television (NET), one of first production facilities for public television. He began in Ann Arbor, Mich., and later moved to New York. In 1979 Hudson was recipient of George Foster Peabody Award. He is survived by two sons.

Will Sparks, 63, television producer and former speechwriter for President Lyndon Johnson, died of brain tumor Dec. 16 at Long Island (N.Y.) College hospital. In 1950's, Sparks wrote, directed and produced live documentaries for Dave Garroway's *Wide Wide World* on NBC, in addition to independently producing 152 films. He produced several films for U.S. Army, assignment which included tour of Vietnam. Sparks was executive speechwriter and public affairs adviser to Defense Secretary Robert McNamara, President Lyndon Johnson, ITT Chairman Harold Geneen and Citicorp Chairman Walter Wriston. He retired in 1981 as director of public affairs at Citicorp, New York. Sparks was author of book, "Who Talked to the President Last?," written after his White House service, and "Power and Policy: America's Role in World Affairs" in collaboration with Claiborn Pell. He also wrote for magazines including *Colliers*, *Life*, *Look*, *The Saturday Evening Post* and *Atlantic Monthly*. Survivors include his wife, Zona Kingery, one daughter and two sons.

Alan Mitosky, 53, president of CEL Video Services, division of CEL Communications Inc., died of lung cancer Dec. 14 at Calvary hospital, New York. Mitosky joined CEL in 1985, where he directed all activities of Plainview, N.Y., video duplicating firm, including maintaining and developing account relationships. Prior to CEL he was VP, marketing, at Videoworks Inc., post-production facility in New York specializing in electronic editing, video duplication and related video services. From 1981 to 1983 he served as VP of marketing at TVC Video in New York. He directed advertising, public relations and sales campaigns in both positions. Mitosky also previously held positions as project administrator for National Endowment for The Arts in Washington and as VP, production, for Madison Square Garden, New York. He coordinated exhibition, promotion, advertising, television and recording efforts for both organizations. Mitosky is survived by his wife, Elga.

The saga of Ed Christian

Ed Christian is one of those fortunate individuals who has managed to make his vocation an avocation. A self-confessed radio junkie, Christian claims to have found his course in life at the age of nine as he listened to new FM stations coming on the air around his hometown of Detroit.

But the 43-year-old Christian's love of broadcasting has brought him much further than his early dreams of being a disk jockey. In 1986, he bought out the company he had been running for 10 years, Josephson Communications, the radio subsidiary of publicly owned Josephson International, for \$38.5 million, naming the firm Saga Communications (since Christian Communications might give people the wrong idea about his stations, says Christian). The Detroit-based Saga comprises three AM's and five FM's.

Christian took his first paying job in high school, when he worked part-time for WMIC (AM) St. Helen's, Mich.; he has never strayed far from his hometown. Working in local stations in Roger City, Lansing and Flint, throughout college, Christian saw duties both on air as a weekend anchor and as a salesman. In 1966, after graduating from college, Christian took his first full-time position as an account executive at WCAR-AM-FM Detroit. After a short stint as Detroit manager of LIN Broadcasting's station representative, The John C. Butler Co., Christian returned to Detroit as national sales manager for WCAR and its co-owned WSUN (AM) Tampa-St. Petersburg, Fla.

After another short stint away from Detroit as an account executive at KRDL (AM) Dallas, Christian, at the age of 26, "made the decision most people make around age 50: to own a small-market radio station, and I bought WCER-AM-FM Charlotte, Mich." "I owned the station for about three years," he says. "Year one was neat because I could go out in the back yard and see the tower lights blinking, I could come home and go for walks with my kids. It was a lot of fun. Year two I was very active in the community, chairman of the United Fund, on the board of the chamber of commerce, the board of the Kiwanis and a delegate to the Republican state convention. Year three I realized I had relegated myself to obscurity in a town of 8,230 people where the only elevator in town carried grain. I told my partners I was frustrated with small town radio, that I had done this 20 years too early in my career and I got out."

At that point, Christian was recruited by State Mutual Life Insurance Co. to run a station it had repossessed in Detroit, WNIC-AM-FM Detroit. "My deal with State Mutual was to go in for three years and make the station profitable so they could sell it, since they didn't believe they could recoup any of their investment in it at that time," he says. "I made them the promise that I wouldn't



EDWARD KIERIN CHRISTIAN—President and CEO, Saga Communications Inc., Detroit; b. June 26, 1944, Grosse Pointe, Mich.; BA, mass communications, Wayne State University, Detroit, 1969; MA, management, Central Michigan University, Mt. Pleasant, Mich., 1980; account executive, WCAR-AM-FM Detroit, 1966-68; manager, John C. Butler Co., 1968-69; national sales manager, WCAR-AM-FM Detroit and WSUN (AM) Tampa-St. Petersburg, Fla., 1969-70; account executive, KRDL (AM) Dallas, 1970-71; owner, WCER-AM-FM Charlotte, Mich., 1971-74; president, Josephson Communications, 1974; present position since October 1986. m. Judith Dellaire, Nov. 21, 1966, children: Eric, 19; Dana, 17.

take a dime of their money to fund the radio station," says Christian with a laugh. "It was sheer bragadoccio on my part and when I went in there and realized how bad things were we literally began answering the phone: 'WNIC, the check's in the mail.'" The only way the station survived was through benefits paid through a life insurance policy on one of the station's owners who had recently died. Christian changed the format from one of four beautiful music stations in Detroit to adult contemporary. "It was with the format change that we began to build the station up," says Christian. "Three years later it was sold to Josephson International for \$4 million." For Christian, it was the best of both worlds; he got a bonus for turning the station around and a job from Marvin Josephson, who bought the station on the condition that Christian remain general manager.

Josephson had decided that he wanted to build a communications division and Christian was tapped to help build the group. In 1986, Josephson felt that the wave of increasing prices in broadcast stations had crested, "We disagreed on the way the company was going," says Christian. "He essentially didn't want to buy any more and I felt there were still great opportunities in broadcasting." Josephson met with Christian and told him that the company was being sold and that Josephson wanted him to buy it." He did.

While Christian owns all the voting stock of the company, equity shares of the company were made available to the individual station managers and key personnel in the company. "It's very important for them to feel they have part of the company and part of their radio station." The philosophy of one who has risen through the ranks is integral to the way Saga is run. "My feeling is that the local managers are in control of their own destiny," says Christian. "The company is more of a confederacy than anything else. If you leave [local managers] alone you wind up with a much better manager. I saw it with Josephson and it works."

Christian's interest in broadcasting goes beyond ownership and management. "Ed Christian is an encyclopedia of facts about broadcasting," says Charles Giddens, broker with Media Venture Partners in Washington, "we used to play a game where we'd try to stump each other with obscure call letters...Ed always won." Says another broadcaster: "Ed knows everybody and everything that's going on."

One reason is that Christian does his homework. He was graduated from college with a degree in mass communications, but went back to school later to earn a M.A. in management. Until his duties at Saga made his schedule too hectic, Christian was working on a Ph.D. Christian credits much of his success to his appetite for learning. "A lot of people in broadcasting who aspire to ownership understand the fundamentals of running a station or running a group, but money is totally foreign to them," he says, "I decided that that was an area that I really had to learn something about. So I really started out a project to understand finance as it pertains to broadcasting, long before I was ready to buy stations." That knowledge, he believes, helped in his purchase of Josephson. "I had taken the time to learn how to speak the banker's language," he says.

As for the future, Christian acknowledges some frustration. "We've been really stymied in the last year, probably one of the most frustrating in my life. Because of the tremendous growing capacity of the company we would like very much to have bought more properties," he says. Christian believes that many "nouveau" broadcasters have been paying too much for some stations. "I look at the numbers on a station," says Christian, "and for the sake of the financial health of the company, I can't bring myself to [buy] it." But Christian differs from Josephson in seeing an end to the parade of speculators and is willing to wait for prices to return to more "normal" cash flow multiples: "I see more inventory come to market than I have in several years. I've seen prices become a little bit more realistic because fewer people are rushing in and I think that there are more sellers than there are buyers. There will always be opportunities in radio."

FCC asked U.S. Court of Appeals in Washington to clarify whether it meant to eliminate **A/B switch rules** when it struck down must-carry rules as unconstitutional three weeks ago (BROADCASTING, Dec. 14). In doing so, said FCC general counsel, Diane Killory, **FCC said it believes switch rules should "still stand.** We don't think they should have been knocked out," she said. "I think that absent the must-carry requirement, the input-selector [as FCC calls A/B switch] itself becomes all the more important" because all systems are not carrying all local signals. Switches, which are attached to back of television sets, allow cable subscribers to switch easily between off-air and cable reception. Under rules, cable operators must educate subscribers about use of switches and offer to install them or supply subscribers with do-it-yourself instructions. Rules allow operators to charge for switches and their installation. Deadline for sending out information and offering switches was Feb. 28, but Killory said FCC last week decided to postpone deadline until fate of switch rules is resolved. In related matter, Killory said, FCC has decided not to ask for en banc review of must-carry rulings, believing that three-judge panel that decided case was as sympathetic as any that could have been assembled. She said no decision has yet been made on whether to press for Supreme Court review of decision.

Fox Broadcasting Co. last week confirmed report that two affiliates with contracts up for renewal are leaning toward changing their Saturday night lineup because of low ratings. But FBC spokesman said Chris-Craft stations KMSP-TV Minneapolis and KPTV(TV) Portland, Ore., will wait until after Fox's Jan. 5 affiliate meeting in Los Angeles before making any decisions about whether to substitute other programming for FBC feed. Fox officials are hopeful they can convince KPTV not to go ahead with plans for introduction of movie in time period beginning Jan. 16. Roger Werner, general sales manager of KMSP-TV, said he had not been informed of any upcoming schedule changes and that station would continue to sell FBC's Saturday night lineup to advertisers. FBC also plans to deal with some threatened late-night defections during affiliate meeting. FBC's *Wilton North Report*, late-night satire show has also fared poorly in ratings across country and has been preempted by some affiliates. Poorly-rated show is particular problem for

stations in central time zone, where late night begins hour earlier 10 p.m., and is major source of revenue. Two stations last week confirmed plans to preempt program—KDNL-TV St. Louis and KBVO(TV) Austin, Tex. Executives at both stations cited need for stronger ratings in time period than *North* was delivering.

Los Angeles **federal grand jury investigating suspected payola practices in record industry has turned up evidence showing several independent record promoters paid at least \$1 million to group radio station program directors** from 1981 to 1985, *Los Angeles Times* reported last week. Paper quoted investigators who say payout method may not violate federal anti-payola law, but could lead to tax evasion charges against promoters and programers who are subject of two-year-old probe. According to *Times* sources, system reportedly involved record companies using promoters as middlemen, who in turn would hire programers as "consultants." Without knowledge of station management, program directors would receive regular payments of between 30 and 75% of their salaries, but money supposedly was not tied to adding records to playlists. One promoter told *Times* that he was once paying 15 to 20 program directors amounts ranging from \$10,000-\$30,000 annually, for total over four years of \$700,000.

ESPN said Dec. 20 Washington Redskins-Miami Dolphins game scored 11.0 cable rating (five million homes) and estimated combined cable-broadcast rating of **12.5**, which has been regular season average to date. Combined rating for Dec. 13 Denver-Seattle contest was 12.3.

Edward Fouhy, who has held key news executive positions with each of three major TV networks, is leaving NBC next month to join faculty of John F. Kennedy School of Government at Harvard University for spring semester. He will be associated with school's Institute of Politics, where he will teach study group on presidential election process and press, specifically including television. Fouhy, who was in his second tour with NBC, had been executive in charge of political coverage. He was named to that post yesterday after prime-time documentary he had produced—*America*

RKO sells Washington classical stations

RKO General, as part of an ongoing attempt to sell off its broadcasting properties after it was declared unfit to be an FCC licensee by an administrative law judge, announced last week that it had agreed to sell WGMS-AM-FM Washington to Classical Acquisition Partnership, a group headed by John VerStandig, owner of VerStandig Broadcasting, a Washington-based group of three AM's and three FM's.

The price of the stations is \$33,885,000, with \$23,525,000 going to RKO and the remaining \$10,360,000 going to the competing applicants. Classical will pay a little over \$22 million at closing and the balance within two years. Under the terms of the agreement, competing applicant South Jersey Radio Inc., will be awarded the station, the other competing applicants will withdraw their applications and Classical will buy the stations from South Jersey.

RKO has reached settlement agreements for six of its 14 stations. In the largest of the deals, KHJ(TV) Los Angeles will be transferred to the Walt Disney Co. for \$320 million, with \$103 million going to competing applicant, Fidelity Television Inc. WRKO(AM)-WROR(FM) Boston are to be transferred to Professional Communications Partners for about \$27 million, pending financial certification, and WHBO(AM) Memphis is to be sold to George S. Flinn for \$750,000.

The FCC's disposition of the RKO case, now in its 22d year, is a matter of much speculation in the communications legal community. The consensus among attorneys involved in the RKO General case contacted by BROADCASTING is that the FCC will affirm on

appeal ALJ Edward Kuhlmann's August ruling that RKO was an unfit licensee, but will allow settlement of its comparative renewal proceedings for each of its 14 stations. RKO lawyers are not part of the consensus, however. Tim Dyk, one of those lawyers, said: "RKO believes it has a strong position on the appeal." RKO is, nonetheless, "actively pursuing settlements," he said.

Last year, then FCC Mass Media Bureau Chief, Jim McKinney, attempted to mediate a comprehensive settlement, but was unsuccessful. Bob Thompson, attorney for Future Broadcasting Co., a competing applicant for RKO's KRTH-AM-FM Los Angeles, complained that RKO is not eager to reach settlement agreements and had reneged on an agreement with Future. In comments filed on RKO's appeal, Future asked the FCC to stay decisions on the RKO stations and order final settlement in 60 days, appoint a special settlement attorney to monitor the negotiations and limit RKO to no more than 50% of the fair market value of the stations. "The commission afforded RKO an unprecedented opportunity to negotiate private settlements," said Thompson, and "RKO and its parent GenCorp squandered the opportunity. The commission needs to give RKO some instruction on how to handle the settlements."

VerStandig, on the other hand, had high praise for RKO. He said the deal "was only possible through the diligence of RKO, who was extremely cooperative and open minded, and the competing applicants desire to bring the matter to a close in the public interest," he said, "RKO bent over backwards, as have the competing applicants."

mac, which became 1986—was canceled after two years. e taking on that assignment, Fouhy had been head of ABC s's Washington bureau for three years. From 1978 to 1981, he been chief of CBS News's Washington bureau, and from 1981 1982, CBS vice president, director of news, New York. pt for tour with NBC News in 1976—he served as senior acer of *Nightly News* and director of news in Washington au—he had been with CBS News since 1966.

□

e Computer has purchased \$4-million worth of advertising in -TV's schedule of college football bowl games on New Year's including Rose, Orange, and Fiesta Bowls. For Apple, time in NBC games will be rewarded with exclusivity among com- r advertisers after 1:30 p.m. Move by Apple back to event eting will be accompanied by debut of spots previously only in Sunday morning business shows.

□

er Cable Network Sales said two TBS services it is marketing to O industry, CNN and Headline News, now reach more than ,000 home dish subscribers. TBS licenses two news services ide range of distributors, including cable operators, HBO, wtime/The Movie Channel, Netlink, Tempo Development, onal Rural Telecommunications Cooperative and satellite dish ufacturers, distributors and dealers. TCNS said services h 66% of all homes equipped with videocipher descrambling pment.

□

ident Reagan and Soviet leader Mikhail Gorbachev have taped Year's messages to be shown on television in each other's try on the holiday. However, it was not certain last week ther the messages would be aired. Reciprocity is involved, while the Soviets could guarantee Reagan's appearance on sion in Soviet Union, White House last week said networks declined to give any advance commitment regarding Gorba- /s. However, White House spokesman Marlin Fitzwater said hought networks would broadcast Gorbachev speech. If there o agreement on joint airing of three-to-five-minute tapes, water said, leaders will exchange written messages.

□

Chicago has expanded its weekly local home shopping service 28 hours to 72 hours per week. Local Chicago service is seen x area systems—Chicago Cable TV, Continental Cablevision, p W, Metrovision, U.S. Cable of Northern Indiana and United e of Northern Indiana—serving 350,000 homes. Service, h premiered in April, carries discounted merchandise from retailers, including Chicago Bear items, small appliances, and jewelry.

□

rk Entertainment Television has signed 14 cable systems repre- ing 184,950 subscribers, principally in California and Missou- they include Gill Cable in San Jose, Calif., and Rogers systems outhern California.

□

annel, regional pay movie service, will be added to United Cable tem serving East San Fernando Valley, Calif., in January. New d currently has 25,000 subscribers among 75,000 homes sed. Z Channel, which programs wide range of classic, current l sometimes uncut movies, has 85,000 subscribers in Los jeles area, many of whom work within Hollywood film indus- United franchise will eventually pass 186,000 homes. Com- y plans to price service at \$10.95.

□

d Satellite TV Network, Los Angeles, added two new Casablanca rograms to its syndication pipeline last week, same week Wold , reactivated its Hollywood television production studio. Begin- g in January, Wold network will provide transmission and rdination of Casablanca's half-hour, weeknight strip, *Hit ad*, one-hour weekly series, *Howard Cosell: Speaking of Every- y*, both first run shows. Also in January, Wold reopens produc- t studio—once co-venture with CNN, which built its own dio last year—expecting customers to produce video news



Japan discovers Discovery. The Discovery Channel has signed a multi-year licensing agreement with Mitsubishi Corp., which will market the service's programing to cable operators in Japan. It is the first foreign deal Discovery has made and it calls for Mitsubishi to increase the amount of Discovery programing it will take throughout the contract. Cable is in its infancy in Japan, and Mitsubishi will place Discovery Channel programing in 500,000 homes, which represents most of the cable subscribers in the country. Present for the signing were (l-r, seated): Hiroshi Fukagawa, manager, broadcast business team, Mitsubishi Corp., and John Hendricks, chairman and chief executive officer, Discovery Channel. Standing (l-r): Yasu-hiko Tokuda, manager, systems planning telecommunications, Mitsubishi; Sadaaki Tomioka, vice president and general manager, project coordination center of America (PCCA), Mitsubi-shi; Dan McPhun, manager, PCCA West, Mitsubishi; Yasushi Hotta, executive vice president, Mitsubishi; Clark Bunting, vice president, program acquisitions and development, Discovery; Denise Baddour, director of communications, Discovery, and Kenji Yanagisawa, deputy general manager, PCCA, Mitsubishi.

releases, videoconferences and "satellite star tour" interview segments, all of which can be transmitted to satellite via Wold teleport three miles away. Studio is co-venture with Inter Vi- deo/TTI (TeleTronics Inc.), Los Angeles-based postproduction and production equipment leasing company.

□

According to sources, **Viacom Enterprises' rebidding** of 22 mar- kets in which it did not receive bids for **Cosby Show** went "no smoother" than when it first offered show in those markets. Deadline for new bids was Monday, Dec. 21. In Tampa-St. Peters- burg for example, Viacom did not receive any bids in second go- round. Viacom has eliminated "reserve prices" or minimums used in original bidding this time around. If station bid original reserve price in rebid, Viacom automatically awarded station show.

□

Columbia Pictures Television's "Embassy Night at the Movies," has been renamed "Columbia Night at the Movies," in concert with recent name changes at company. Columbia Pictures Television said last week that according to recent Nielsen data, quarterly movie package seen on 127 stations covering 86% of country remains number-one barter movie package in syndication.

□

CBS confirmed it has received word from Japanese government and U.S. Department of Justice that those governments have no objec- tion to Sony \$2-billion acquisition of CBS Records. Several other governments have yet to sign off on deal, including France and West Germany, both expected soon. CBS executive said last week company is still on target to close deal with Sony in early January.

□

In **November Arbitron Sweeps** chart (BROADCASTING, Dec. 21), TV household figure for Lima, Ohio, should have been **17,000.**

Editorials

The flame grows brighter

Christmas is a time for miracles, and the Fifth Estate got one last week. For the third time this year the (misnamed) fairness doctrine failed to muster enough strength for reincarnation. Broadcasters may not yet realize it—and surely they don't yet feel it—but the chains that were cut away by the FCC last summer have not been reshackled. Broadcasters may not be free, but they are less enslaved than at any time since the 1940's.

The pity is that so few know it and so many more would trade that freedom for some special considerations in the media competition. A better scenario last week, in the view of some, would have been for fairness to be codified—once the danger of a transfer tax was past—so that the Hollingses and the Dingells of the world wouldn't take it out on broadcasting when other issues (must carry conspicuously among them) come around.

Never mind. The reality is that the President of the United States declared to Congress and the world that he would allow the government to be shut down before he would allow the broadcast profession to again be hobbled by a counter-First Amendment rule. There is now no doubt anywhere in the land that Ronald Reagan means to put the power of his office on the line whenever the issue comes up again, and no matter the legislation to which it might be attached. It does not stretch the facts to say that the broadcast media, and particularly broadcast journalists, have never had such a champion in the White House.

Of course, the fight is not over. But its course has been markedly changed.

First, this same President, last June, vetoed the first "Fairness in Broadcasting Act of 1987." Then, in August, the Patrick FCC—risking sure congressional retribution—enlarged on history by declaring the then existing fairness doctrine to be unconstitutional. It was to be expected that Congress—having failed to gain entrance through the front door—would seek a backdoor approach to electronic media control.

Its failure to do so now leaves the issue to the courts, just where it belongs, where the merits of the FCC's decision can be put to the test in an apolitical forum. Had President Reagan not held firm last week, that eventual court test would not have been one of "undistracted scrutiny," as this page has hoped would occur. Instead, the courts would have had to consider a fairness doctrine reembedded in the law, along with a set of congressional findings that radio and television were lesser creatures than the print media in the eyes of the First Amendment. It's possible, of course, that Congress may yet succeed in roiling the waters before the courts can come to their constitutional verdict, but that contingency has been reduced to the diameter of a needle's eye by the events of last week.

When the final chapter is written in "The Decline and Fall of the Fairness Doctrine," a number of names will deserve to be in boldface. Leading all the rest will be that of Ronald Reagan, who made it all possible with his first veto and kept the fight alive with the threat of his second. In 1988, there could be no more worthy recipient of the distinguished service award of the National Association of Broadcasters.

Down to the wire

Speaking of miracles, still another may surface this week, when the delegates to the Advanced Television Systems Committee vote their approval or disapproval of a production standard for high-definition television. It will be no surprise if the 1,125 lines/60 hertz/16:9 aspect ratio system with which we've become so

familiar carries the day, considering prior approval by an ATSC technical committee as well as the standards apparatus of the Society of Motion Picture and Television Engineers. Technical considerations aside, it's appropriate to extend congratulations and appreciation to Washington communications attorney (and former FCC chairman) E. William Henry for his tireless and selfless efforts at the ATSC helm these past four years—a post that has required not only fortitude but, considering the competing interests involved, a heat shield. When the history of HDTV is written, his name too will be among those in bold.

Full plate

As 1987 fades to black, it is appropriate to take stock of some of the high—and not so high—lights of the year in the Fifth Estate.

While it could not match for sea changes a 1986 that saw two of the three networks under new ownership and the third under new management, the year just finished held much to be remembered. Heading the list was the FCC's abolition of the fairness doctrine and a President's willingness to go to the mat to safeguard that victory for Fifth Estate's First Amendment rights. If that decision was the commission's shining hour, its murkier moment, recently clouded further, came in April, when it chose to become the arbiter of indecency.

The past year saw the departure of the commission's deregulatory guiding spirit, Chairman Mark Fowler, to the private sector, and Commissioner Mimi Dawson to further public service, reducing to three—only briefly, it is hoped—the complement of commissioners. It also saw the arrival of the peplemeter, just to assure that the status didn't stay quo.

It was a year that saw the making of a media folk hero in Ollie North, and the making, unmaking, remaking and (stay tuned) of a presidential front-runner in Gary Hart. On the block was NBC Radio, bought by Westwood One in another of the moves and shakes of Norm Pattiz, and CBS Records, spun off to Sony in the continuing sculpting of Black Rock in the Larry Tisch image.

Cable penetration broke the 50% barrier, while a number of court decisions brought the wired medium, somewhat the reluctant bridegroom, to a protection under the First Amendment that remains the envy of broadcasters. This week last year, the FCC, in a dramatic reversal, stayed its must-carry rules, preserving the spirit of the cable-broadcast coalition and its compromise agreement. This holiday season finds those rules struck down by a U.S. appeals court, with only the good faith of all parties to preserve de facto the compromise carriage balance. This time last year, NBC-TV was number one in prime time, with a November sweeps victory in its pocket and *Cosby* topping the weekly ratings. This year...well, some things haven't changed.



Drawn for BROADCASTING by Jack Schmidt

"He was doing OK until the game went into overtime."

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