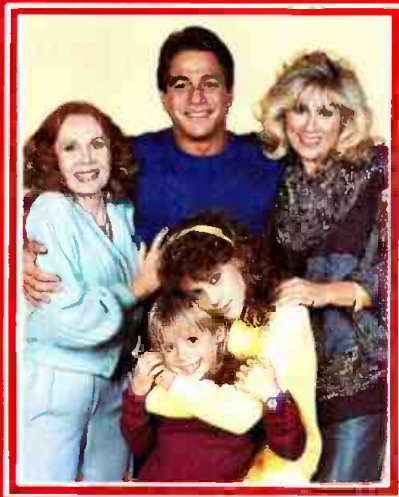


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Jan 25

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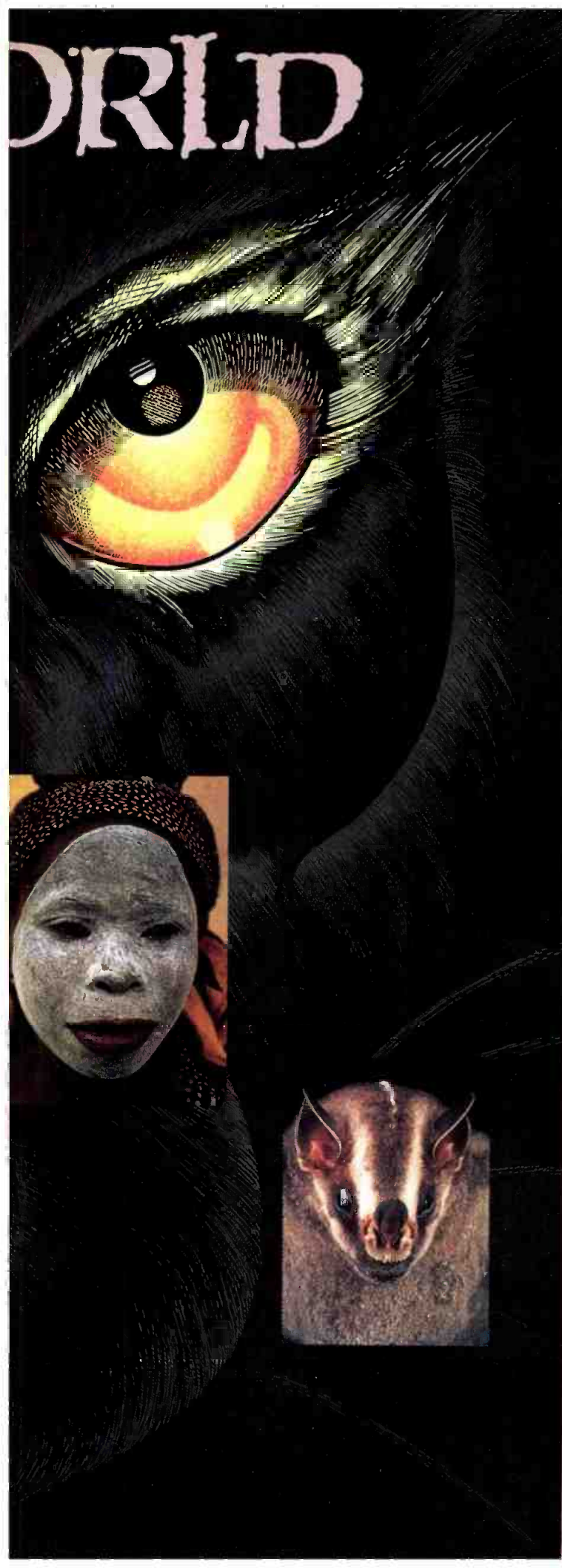
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# THE SECRET V

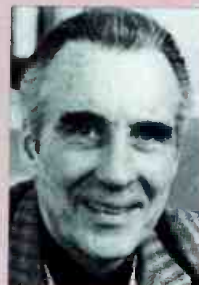




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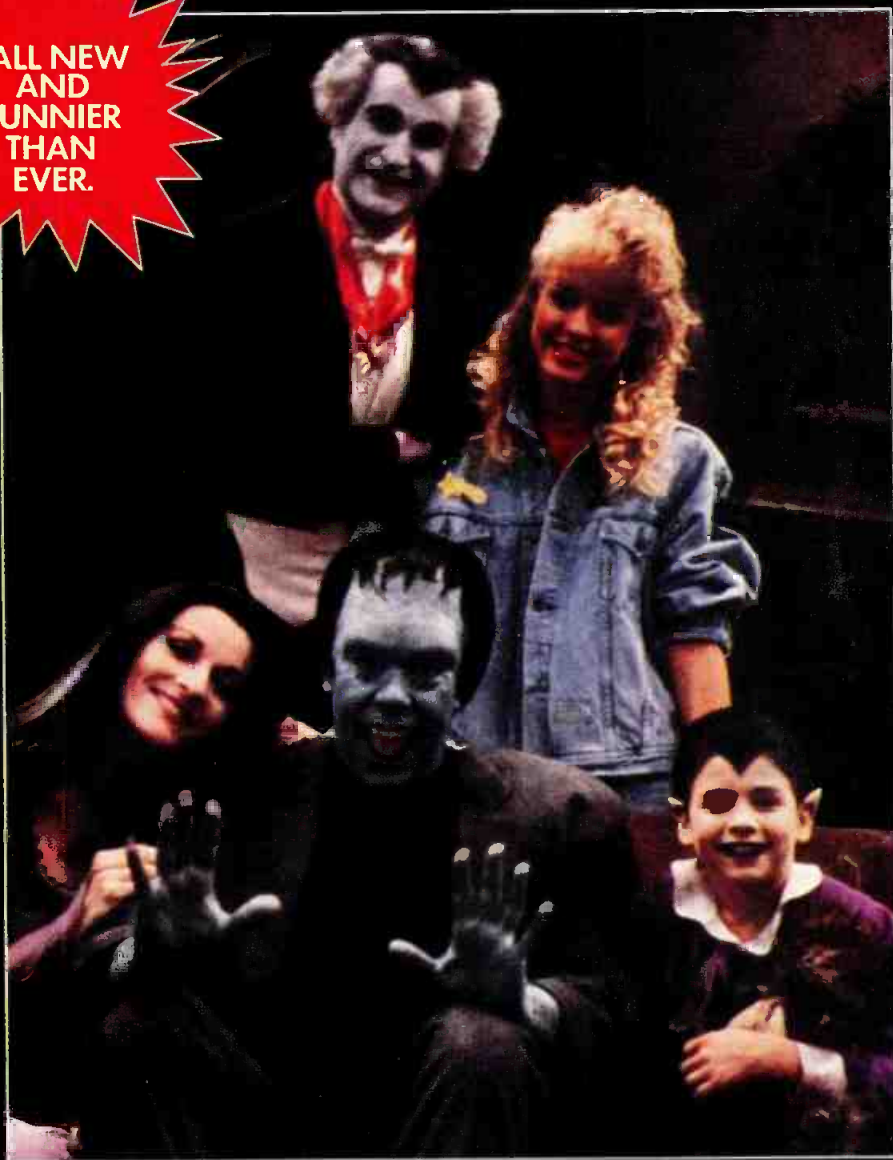
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TODAY®**



# Broadcasting Jan 25

**Robert Wright: bridging broadcast-cable gap...page 44.**

**MPAA and NCTA talk peace in their time...page 47.**

**NAB: Sturm and drang in Hawaii...page 48.**

**THINKING BIGGER** □ Broadcast network interest in cable is growing, with ABC and NBC seeing involvement in cable as hedge against further network erosion. CBS sees it differently. **PAGE 43.**

**WRIGHT MOVES** □ NBC President Robert Wright says his network is out to create "as good a future as is the present." As discussed in this "At Large" with BROADCASTING editors, that includes establishing greater foothold in cable. **PAGE 44.**

**HAWAIIAN NOTES** □ National Association of Broadcasters's joint board of directors meet in Hawaii. Proposed NAB budget is adopted, congressmen tell group to "stay on your toes" and NAB President Eddie Fritts reacts to exclusion from four meetings during week. Coverage begins on **PAGE 48.**

**IN FOCUS** □ President Reagan eases U.S. policy on remote-sensing satellites—what some journalists see as opening new frontier in TV journalism—to permit higher-resolution photographs. **PAGE 50.**

**RADIO FOR SALE** □ Radio Advertising Bureau begins its eighth annual Managing Sales Conference in Atlanta. Among issues to be addressed: grass roots approach to sales; future of national spot radio, and marketing and planning methods. **PAGE 56.** First-quarter radio network sales activity, like that of

national spot, is reported to be off to good start. **PAGES 60, 62.**

**KING PIN** □ With his self-described "native curiosity" and ability to listen, radio talk show host, Larry King, has spent last 10 years making conversation on medium he describes as "limitless." **PAGE 66.**

**CABLE'S MOVABLE FEAST** □ Cable services outline upcoming programming changes—from special on Austrian President Kurt Waldheim to examination of underwater life in Red Sea and more—for TV critics gathered in Redondo Beach, Calif. **PAGE 72.**

**REMEDY FOR DISCRIMINATION** □ Following 1984 court decision that United States Information Agency discriminated against women as class in its hiring for six job categories, judge orders agency to notify more than 4,400 women who may be entitled to compensation. **PAGE 81.**

**SMPTE '88** □ International group of TV engineers and executives meet in Nashville for SMPTE's 22d annual conference (Jan. 29-30), this year focusing on technology in transition. **PAGE 82.**

**AT THE HELM** □ Donald Ledwig combines passion for communication and public service in his role as head of Corporation for Public Broadcasting. **PAGE 111.**

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## Higher tech

Efforts to create broadcast technology center for development of high-definition TV are picking up speed. At last week's National Association of Broadcasters joint board of directors meeting (see page 48), it was announced that three television networks, ABC, NBC and CBS, would participate in project. It's anticipated that Association of Maximum Service Telecasters and Association of Independent Television Stations will also have role, along with some broadcast groups. And scope of center may expand. Broadcasters have approached National Cable Television Association about possibility of joining venture. Matter will come before NCTA's HDTV committee, which meets tomorrow (Jan. 26) following association's board meeting in Los Angeles. Final decision on participation will have to come from board. Cable has been asked to contribute \$700,000 to effort.

## AGB's catch-all

CBS is not only company looking at AGB for ratings data (see page 87). Cable industry is awaiting full-scale cable report that research company hopes to publish in next few weeks. Report will document all viewing sources, including networks, independents and pay and basic cable. As regards superstation-independent ratings, AGB intends to stick with practice of putting WTBS Atlanta and other superstations in independent category. However, AGB will provide separate breakdown for each superstation, giving cable observers flexibility in recategorizing numbers. AGB intends to base first report on December ratings.

## Ears and AM

Methodology for AM radio psychoacoustic study by National Association of Broadcasters is undergoing reexamination. Study will test listener reactions to determine what consumer expectations are and how much signal strength is necessary for AM radio. Tentative plans for testing were submitted last month at meeting of FCC's Radio Advisory Committee by independent consultant Bronwen Jones on behalf of NAB (BROADCASTING, Dec. 21, 1987). But it is not known how many of those ideas will be used and whether Jones, who is heavily involved in high-definition TV research for NAB, will complete study. NAB hopes that research can be finished by mid-spring to meet deadline for comments on FCC notice of

inquiry on AM improvement. Commission extended comment period for some questions in NOI to June 17 at NAB's request.

Timetable for completion of study and details of where research stands are to be announced during next meeting of Radio Advisory Committee this Wednesday (Jan. 27). Another topic to be discussed will be proposal to expand AM band by 10 channels to 1705 khz.

## Teletext goes on

Great American Communications, formerly Taft, has undergone widespread reorganization and some layoffs since acquisition by Cincinnati investor Carl Lindner, but one area that appears to have remained untouched is its experiment in teletext, Electra. Operation, which runs nationally delivered information service on annual budget of only about \$250,000, appears to have parent's commitment at least through 1988. Company is now talking with Zenith and other set manufacturers about prospects for new mid-price digital TV sets with built-in teletext decoders that could help build future markets for technology.

## More news

NBC Radio Network will unveil expanded news programming plans increasing frequency of hourly news reports from one to three as well as number of separate, daily news and sports feeds (actualities, voicers and on-scene reports) from 14 to 23. New NBC schedule is expected to take effect on Monday, Feb. 29.

## Leaner rations

BMI officials say they'll be hosting something at National Association of Broadcasters convention in Las Vegas this year, but it may not be gourmet dinner that's become one of industry's premiere events. Cutting list of invitees as universe grows ever larger is cited as principal problem that could force shift to reception-only event.

## Old timer

CBS is working on plans commemorating 50th anniversary, on March 13, of *CBS World News Roundup*, aired Monday through Saturday at 8 a.m. NYT over CBS Radio Network. Series is currently anchored by Bill Lynch. Past anchors

include such veteran broadcast journalists as Robert Trout, its first anchor, and Douglas Edwards. Among events scheduled is special *Newsmark* broadcast, weekend of March 11-13, dedicated to long-running series. Museum of Broadcasting in New York may also hold reception honoring program.

## Fall and fallout

To dismay of station buyers, Buena Vista Television is now taking additional 30-second spot in animated shows. Buena Vista says move results from increase in cost of production of *Duck Tales* and *Rescue Rangers* (debuting this fall) at animation studios in Japan since fall of dollar. Although move was termed "outrageous" by one programming executive, Buena Vista may have been emboldened to attempt move given top spot *Duck Tales* occupies in ratings among children 2-11.

## Real world word

To underscore need for new must-carry rules, Association of Independent Television Stations President Preston Padden escorted Wendell Triplett and Terry Penrod, owner and manager, respectively, of WWAT-TV Chillicothe, Ohio, around Washington last Friday (Jan. 15). Since appeals court struck down must-carry rules last month, cable systems in WWAT-TV coverage area have dropped or threatened to drop WWAT-TV's signal (BROADCASTING, Jan. 11). Tour included House Energy and Commerce Committee, offices of Ohio Senators John Glenn (D) and Howard Metzenbaum (D), National Telecommunications and Information Administration and FCC.

## British are coming

England's second-largest commercial broadcaster, Central Independent TV, has crossed Atlantic in search of \$40 million-\$100 million stake in American television programming business. Central, whose backers include media magnate Robert Maxwell and British production giant Carlton Communications, has co-produced U.S. broadcast and cable network made-for-TV movies and mini-series. But looking for more permanent off-shore ventures, it has had agents in states during recent months gathering intelligence on potential partners in TV production and syndication.

**This fall we're bringing  
something new to  
kids TV...**

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FOR THE FALL!**

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# Where Things Stand

## A weekly status report on major issues in the Fifth Estate

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

■ **AM-FM allocations.** FCC amended its rules last November 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, 1987, 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.

Plan has been submitted to FCC by New Jersey Class A FM Broadcasters that would allow class A FM stations to double their power limit from 3 kw to 6 kw. NAB is considering whether to file similar petition to allow about 60% of class As to double power.

□

■ **AM Stereo.** On Jan. 14 FCC rejected recommendation of National Telecommunications and Information Administration that Motorola's C-Quam AM stereo system's pilot tone be protected from possible interference. At same time, petitions to adopt single AM stereo system and to mandate multisystem radios were also rejected. As part of explanation for their positions, Chairman Dennis Patrick and Commissioner James Quello said that C-Quam is already close to being de facto standard because 100% of receivers in market can receive it and most AM stereo stations transmit it.

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 C-Quam system

in international marketplace.

In filing with FCC in December, Kahn Communications charged that, in 1985, Motorola improperly blocked Sony from selling multi-system 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 last year 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, 1987). Congressional interest in reinstating FCC's antitrafficking rule has been building, with other legislation offered earlier last 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 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 this year (expected to begin in February) on status of cable industry three years after deregulation—passage of Cable Communications Policy Act of 1984. Subcommittee postponed hearing scheduled for Oct. 29, 1987, 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 1987, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-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 (BROADCASTING, Dec. 28, 1987).

□

■ **Compulsory license.** FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick on subject are any guide, inquiry could lead to recommendation that Congress abolish license. At Association of Independent Television Stations convention in Los Angeles, he said world in which cable can refuse to carry independent's signal while at same time enjoying right to carry any signal it pleases is "intolerable." Reexamination of license on Capitol Hill could occur in context of broadcasters' effort to resurrect must-carry requirements there ("Closed Circuit," Dec. 21, 1987).

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.** Telco-cable—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 this year to eliminate statutory ban.

Prohibitions have been in place for nearly two decades. FCC's telco-cable crossowner-

**35 STATIONS  
HAVE CUT THE  
DEAL OF THEIR  
DREAMS.**



# TALK MARKET PE

KHJ WMAQ WTAJ  
KTXH WLIAB WCIX  
WXIX WKGU WCKT  
WMIW WNAK WDRB  
KRRT WTVZ KTTN  
WUHF KHNL KLTJ  
WETO KRLL KVRT  
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WNOL  
WLIPW  
KDTL  
WMSN

*A Nightmare*

ON ELM STREET  
*Freddy's Nightmares*





ship 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 judgment in consent decree that led to breakup 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.

Broadcast-newspaper crossownership—12-year-old FCC rules barring formation of new co-located newspaper-broadcasting crossownership is in spotlight as result of congressional measure preventing FCC from repealing, modifying or granting any waiver to television-newspaper ban. Senator Edward M. Kennedy (D-Mass.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) attached measure to catch-all spending bill just before its Christmas recess to block Rupert Murdoch from getting extension to waivers that now allow him to own Boston Herald and WFTX-TV in Boston and WNYW-TV and New York Post in New York.

Hollings-Kennedy initiative has created storm of controversy with critics condemning Hollings' and Kennedy's tactics as well as questioning their motive. In wake of controversy, Murdoch's News America has asked FCC for extension of waivers. If request is denied because of Hollings-Kennedy, it said, it will ask court to throw out measure on constitutional grounds.

Meanwhile, FCC received comments on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules. News America stopped short of asking for repeal, said FCC should consider applications of ban on case-by-case basis. In light of Hollings-Kennedy, which applies to television-newspaper only, American Newspaper Publishers Association urged FCC to lift ban on radio-newspaper crossownership to develop record for reevaluating television-newspaper ban when it becomes possible.

□

**Direct broadcast satellites.** High-power DBS, which would use Ku-band spectrum set aside for it, has floundered in U.S. because of high start-up costs and program dearth. But European governments have gone ahead with system launchings. Arianespace launch of TV-Sat 1, first in French-West German DBS series, took place Nov. 20, 1987 (BROADCASTING, Nov. 30, 1987), but four-channel bird may now be beyond help. German Information Office in New York said 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. Engine burns to try and correct problems are planned for February.

Despite troubles, GE Astro-Space, co-bidders with TV-Sat manufacturers MBB-ERNO and Aerospatiale to build Intelsat VII and Ausat-B satellites, expressed confidence in partners' product.

Low power variety of satellite broadcasting resulting from scrambling of cable programming 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 programming has grown as more cable programmers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties.

HBO now wants other major cable programmers 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 programmers 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 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 last year 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 has included testimony last fall 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, 1987).

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.

□

**High-definition television.** Advanced Television (ATV) Services Advisory Committee is now organizing its subcommittee working parties following first meeting of its blue ribbon advisory panel of top executives of TV industry on Nov. 17, 1987. ATV committee will produce its first set of recommendations for commission, involving spectrum needs, on May 17. Those recommendations will be written by planning subcommittee, which will meet for second time on Feb. 2 to receive reports from its six working parties. First systems subcommittee meeting will be held today (Jan. 25) and first implementation meeting will be Feb. 11.

Advanced Television Systems Committee's mail-return voting ended with formal document outlining standard devised by working group of SMPTE on high-definition electronic production approved by a vote of 26 for, 11 against and eight abstained. Standard sets parameters for HDTV production at 1,125 scanning lines, 60 hertz field and 16:9 aspect ratio. Proposal was sent to full ATSC membership following vote of approval by its T3 subcommittee on Sept. 30, 1987. SMPTE's full membership must also approve standard. However, NBC is considering asking for new vote on standard at next T3 meeting in mid-March.

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. Startup of facility now hinges on contributions of money and equipment from TV industry.

□

**Indecency.** FCC gave notice two weeks ago that its get-tough indecency standard applies to television as well as radio, telling KZKC-TV Kansas City, Mo., that it may have violated standard in airing of "Private Lessons" last May. It gave UHF station until March 11 to respond. After evaluating response, FCC could impose sanction, ranging from warning to launching of license revocation proceeding. Most likely action is fine.

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 radio stations.

At open meeting last November, FCC reaffirmed 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 examining several other indecency complaints substantiated by either tapes or transcripts and may issue more letters of inquiry.

FCC reaffirmation and creation of safe harbor came in response to petition for reconsideration from broadcasters seeking clarification of April policy. Unappealed, one or more of petitioners is expected to challenge policy



# Beats The Super Bowl.

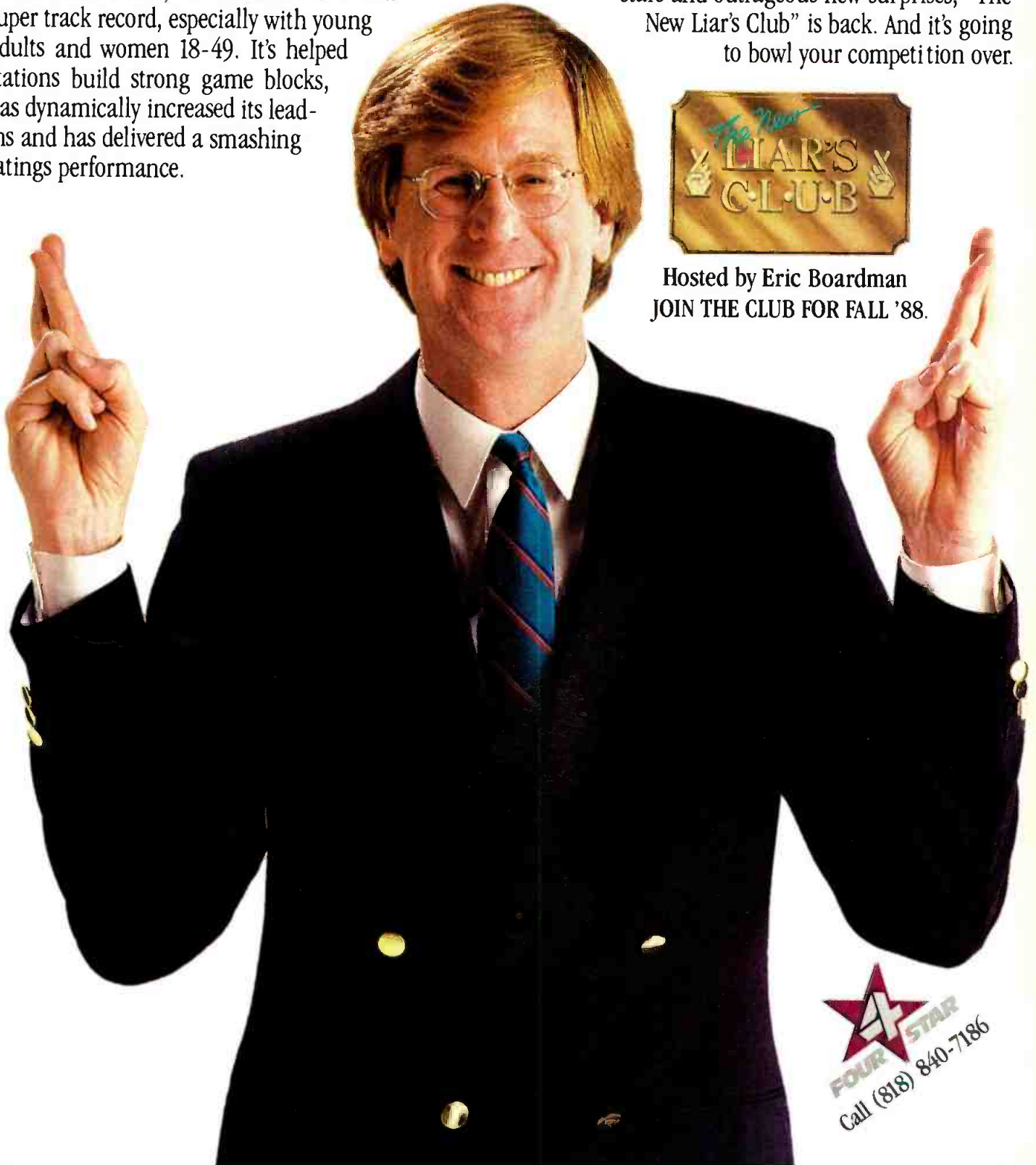
We're pulling your leg again.

But the truth is, "The Liar's Club" has a super track record, especially with young adults and women 18-49. It's helped stations build strong game blocks, has dynamically increased its lead-ins and has delivered a smashing ratings performance.

Now, with its upscale new look, new cast of stars and outrageous new surprises, "The New Liar's Club" is back. And it's going to bowl your competition over.



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ALBANY, NY	WTEN	FORT MYERS	WINK-TV	NASHVILLE	WTVF
ALBUQUERQUE	KNMZ-TV	FRESNO	KJEO	OKLAHOMA CITY	KWTM
AMARILLO	KCIT	GAINESVILLE	WOGX-TV	OMAHA	KPTM
ATLANTA	WAGA-TV	GRAND RAPIDS	WUHQ-TV	ORLANDO	WOFL
AUSTIN	KVUE-TV	GREENSBORO	WFMY-TV	PHOENIX	KPHO-TV
BAKERSFIELD	KGET	GREENVILLE	WHNS	PITTSBURGH	WPGH-TV
BANGOR	WABI-TV	HARRISBURGH	WHP-TV	PORTLAND, ME	WPXT
BIRMINGHAM	WTTO	HARTFORD	WTIC-TV	PORTLAND, OR	KPDX
BOSTON	WSBK-TV	HONOLULU	KHNL-TV	RENO	KAME-TV
CHARLOTTE	WBTV	HUNTSVILLE	WHNT-TV	ROCHESTER	WOKR
CHICAGO	WGN-TV	INDIANAPOLIS	WXIN	SACRAMENTO	KTXL
CHICO	KRCR-TV	JOHNSTOWN	WWCP-TV	SALINAS	KSBW-TV
CLEVELAND	WJW-TV	KANSAS CITY	KSHB-TV	SAN FRANCISCO	KTVU
COLORADO SPRINGS	KKTV	LAS VEGAS	KVVU-TV	SANTA ROSA	KFTY-TV
COLUMBIA	KMIZ	LEXINGTON	WDKY-TV	SEATTLE	KTZZ-TV
DALLAS	KDAF	LOUISVILLE	WAVE-TV	SPOKANE	KXLY-TV
DAVENPORT	KLJB-TV	LUBBOCK	KAMC-TV	ST. LOUIS	KMOV-TV
DENVER	KDVR	MACON	WMGT	TAMPA	WFTS
DES MOINES	KCCI-TV	MADISON	WISC-TV	TUCSON	KOLD-TV
EUGENE	KEZI-TV	MEDFORD	KOBI	WAUSAU	WAOW-TV
EVANSVILLE	WEVV	MILWAUKEE	WTMJ-TV	WEST PALM BEACH	WTVX
FARGO	KXJB-TV	MINNEAPOLIS	WCCO-TV	WILMINGTON	WJKA
		MOBILE	WKRG-TV		

...and more to come!



in federal appeals court on First Amendment grounds.

□  
**International telecommunications satellite systems.** President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but proposal of only one, Pan American Satellite Corp., which has secured Peru as foreign correspondent, has been consulted with Intelsat. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meeting in April 1986. PAS satellite is scheduled for launch in March 1988 aboard Arianespace rocket.

However, it is complaining that European Postal Telephone and Telegraphs are combining to deny PAS access to their markets. Rene Anselmo, PAS chairman, has written to President Reagan to ask him to seek cooperation of British Prime Minister Margaret Thatcher in opening Great Britain to PAS.

□  
**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, 1987. Some 1,350 applications were received, far fewer than FCC officials had expected. FCC has proposed granting some 800 applications. It is currently working on first list of grants—some 483—of which it has granted about 100 for new stations.

□  
**Mergers.** Kohlberg Kravis Roberts & Co.'s SCI Holdings, which began to explore divestiture of its 1.45 million-subscriber cable systems last summer, will sell its assets to cable con-

sortium of ATC, Comcast and Taft Cable (Tele-Communications Inc. and Bass Group joint venture) for total consideration of \$2.8 billion (see BROADCASTING, Jan. 4). 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. □ Cablevision Systems closed on \$473.5 million purchase of Adams-Russell. 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. □ U.S. Cable Television Group, new limited partnership headed by ML Media principals Martin Pompadur 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. □ Early 1988 close 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.

□  
**Must-carry.** Four members of House Telecommunications Subcommittee and FCC Commissioner James Quello have called for congressional hearings to establish record that could justify resurrection of some form of must-carry rules.

U.S. Court of Appeals 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, 1987, 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.

FCC has asked court to clarify whether its action deleted A/B switch rules as well as carriage requirements. The A/B switch rules require cable operators to educate subscribers about switches and to offer to install them or supply them to do-it-yourselfers. Cost of switches and installation would be borne by subscribers.

□  
■ **Public Broadcasting.** With December 1987 death of legislation that would have provided estimated \$300-million-per-year public broadcasting trust fund, beginning in 1990 (BROADCASTING, Dec. 14, 1987), Corporation for Public Broadcasting was left with 1990 appropriations worked out shortly before Christmas 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-

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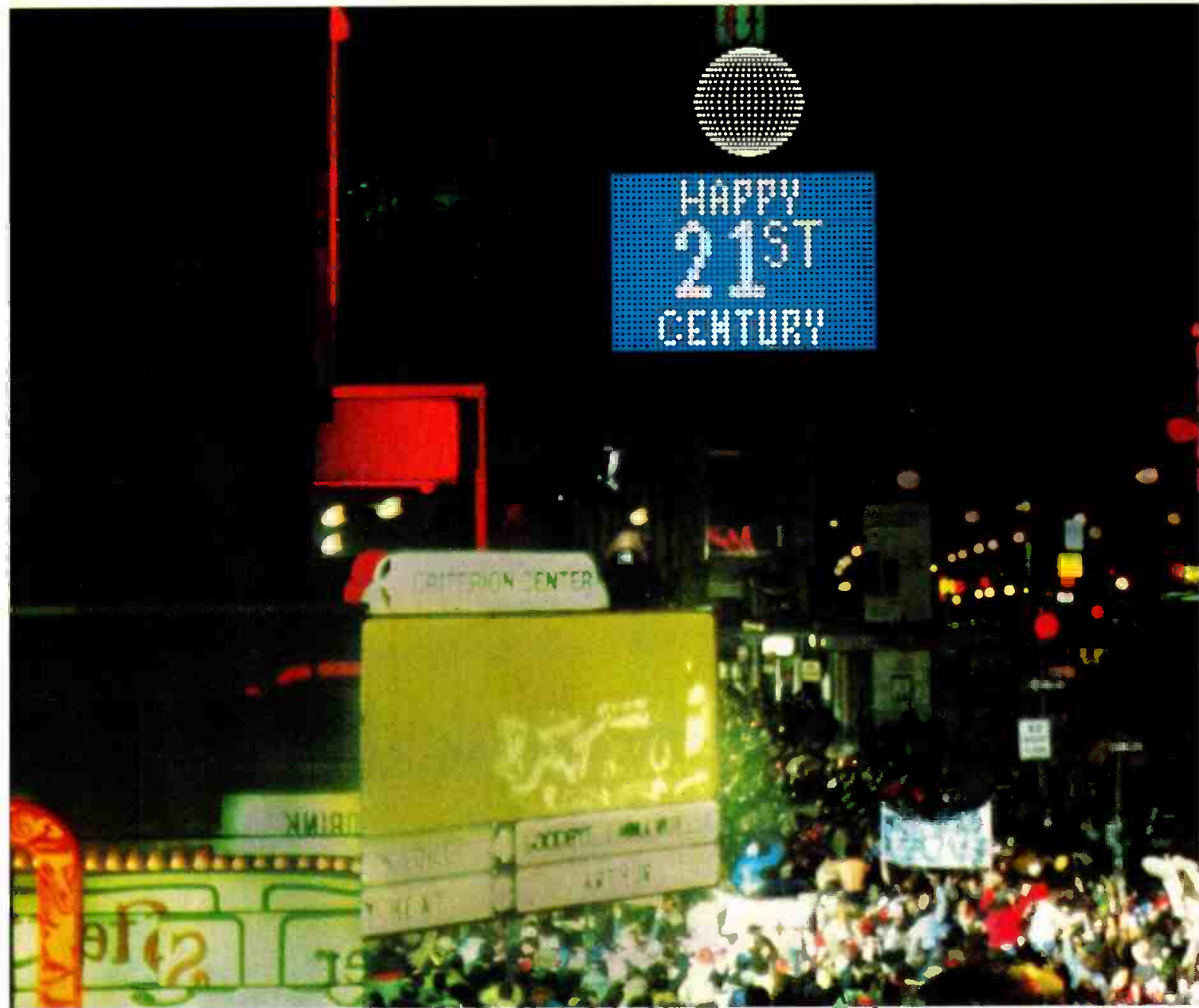
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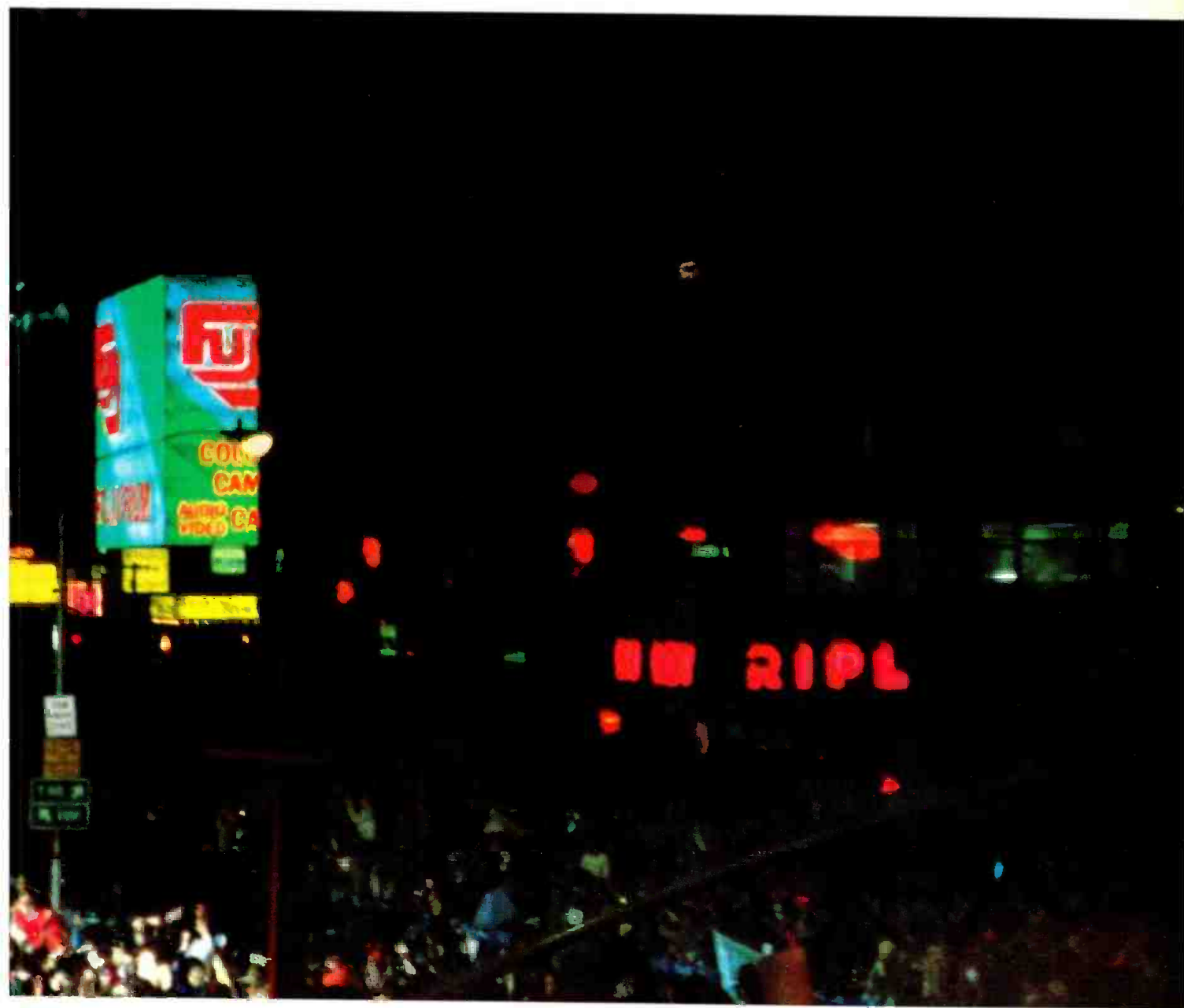
Americom currently has four cable birds in the sky. The flagships of our fleet, Satcom III-R and IV, are now fully booked. (No wonder. They reach about 40 million subscribers.) But as programmers move to our new Ku-band birds, transponders on III-R may become available. And customers on our other C-band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

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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.



*GE American Communications*

ferred another serious blow last year 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. PBS President Bruce Christensen, at Los Angeles press tour this month, said FCC made "asinine decision" in failing to lobby for an exemption for PBS stations. And CPB President Donald Ledwig told BROADCASTING, "the public has a right to see the programs it funds." 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 last month adopted unbundling Option II resolution presented in written ballot to member stations for advisory vote. Ballots are due at NPR Jan. 12. Final decision rests with board, which plans adoption of 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 Fiscal Year 1989 budget proposal deliberations.

Despite host Noah Adam's laryngitis, launch of Minnesota Public Radio's *Prairie Home Companion* replacement, *Good Evening* went off on schedule Jan. 9. More than 150 stations are signed up to carry first six months of show distributed by American Public Radio.

David J. Brugger, senior vice president at CPB, Jan. 1 became president of National Association of Public Television Stations, lobbying arm of public TV system. 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. Requests for proposals were issued by PBS Nov. 25, 1987 and are due Jan. 25.

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 PBS President Bruce Christensen in 1986 (BROADCASTING, Nov. 30, 1987) for efforts since 1984 fire that destroyed former headquarters.

**Scrambling.** Last November, Senate Commerce Committee passed legislation that would regulate home satellite marketplace (BROADCASTING, Nov. 23, 1987). 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 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 late last year (BROADCASTING, Nov. 30, 1987) and will generate further debate as more hearings are convened this year. Broad coalition of industry groups is backing bill (although broadcast industry is opposing measure), but modifications suggested by motion picture industry (mainly idea that compulsory copy-right 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. Action is expected within next few months.

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.

**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.

FCC has turned down request by Cablevision Systems, MSO with franchise for about one million homes within Microband-targeted market, 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.

In responding to Cablevision's petition, Microband charged that Cablevision was 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 operator. Services are currently being offered in several other markets, including San Francisco, Milwaukee and Cleveland.

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

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

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

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## KNOB, FM-RADIO

John R. Banoczi, General Manager  
Anaheim, CA:

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

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

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## KCOB, AM-RADIO

John Carl, General Manager  
Newton, IA:

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

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

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

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## WEAT, AM-RADIO

Bert Brown, Chief Engineer  
West Palm Beach, FL:

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

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

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## WSTQ, FM-RADIO

Al Moll, General Manager  
Streator, IL:

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

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## KHBS, UHF-TV

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

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

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

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

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## WOMA, FM-RADIO

Dale Eggert, General Manager  
Algoma, WI:

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

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

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## WKNO, VHF-TV

Pat Lane, Chief Engineer  
Memphis, TN:

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

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# Datebook

■ indicates new listing

## This week

**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. 25**—*New York Television Academy* drop-in dinner, "Lifestyles of the Rich and Famous—Al Masini and Robin Leach." Copacabana, New York. Information: (212) 765-2450.

**Jan. 26**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Jim Mooney, president, National Cable Television Association, on "The Cable-Hollywood War: Is There Any End to It?" Sheraton-Universal hotel, Los Angeles. Information: (818) 953-7575.

**Jan. 26**—"Campaign '88 and the Media," national conference sponsored by *Gannett Center for Media Studies, Columbia University*. Gannett Center, New York. Information: (212) 280-8392.

■ **Jan. 26**—"The Genesis of Television Soaps," seminar sponsored by *Museum of Broadcasting*. MOB, New York. Information: (212) 752-4690.

**Jan. 26-27**—High-definition television conference, to "consider policy implications of the new technology on satellite television," sponsored by *Satellite Broadcasting and Communications Association*. Pan American hotel, Miami. Information: (703) 549-6990.

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

**Jan. 27**—*New York Television Academy* drop-in luncheon. Speaker: Fred Cohen, executive vice president, Sunbow Productions, on "Changing Patterns in

Production and Distribution." Copacabana, New York. Information: (212) 765-2450.

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

**Jan. 27**—*Illinois Broadcasters Association* winter board meeting. Chicago.

■ **Jan. 27**—"The Television Soap Begins to Change," seminar sponsored by *Museum of Broadcasting*. MOB, New York. Information: (212) 752-4690.

■ **Jan. 28**—"The Making of a Soap," seminar sponsored by *Museum of Broadcasting*. MOB, New York. Information: (212) 752-4690.

**Jan. 28**—Presentation of 46th annual Alfred I. duPont-Columbia University Awards in Broadcast Journalism, televised by WNET(TV) New York. Master of ceremonies: NBC anchor Tom Brokaw. Columbia University's Low Memorial Library, New York. Information: (212) 280-5573.

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

**Jan. 29**—Deadline for nominations for Ralph Lowell Award for outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

**Jan. 29**—Deadline for entries in 20th annual Robert F. Kennedy Journalism Awards for outstanding coverage of the problems of the disadvantaged, sponsored by *Robert F. Kennedy Journalism Awards Committee*. Information: (202) 333-1880.

■ **Jan. 29**—"The Present and Future of the Soaps," sponsored by *Museum of Broadcasting*. MOB, New York. Information: (212) 752-4690.

**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 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

**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. 1**—Deadline for entries in National Media Owl Awards, sponsored by *Retirement Research Foundation*, for "accurate, creative media coverage of issues surrounding aging." Information: (312) 664-6100.

**Feb. 1**—Deadline for entries in *UPI Broadcasters of Florida* awards contest. Information: Doris Frank, UPI, (305) 285-9571.

**Feb. 1**—Applications deadline for *Gannett Center for Media Studies* fellowship. Information: Gannett Center, (212) 280-8392.

■ **Feb. 1**—Deadline for entries in *Radio-Television News Directors Association* regional awards.

■ **Feb. 2**—"Media Coverage of the Crisis in the Middle East: Is It Fair?" forum sponsored by *American University*, Washington. Kay Spiritual Center, AU campus.

**Jan. 29-30**—*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**—*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**—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

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

**Feb. 25-29**—*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**—*National Association of Broadcasters* 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

**April 10-12**—*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.

**April 17-20**—*Broadcast Financial Manage-*

## Major Meetings

*ment 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**—*National Cable Television Association* annual convention. Los Angeles Convention Center.

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

**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.

**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, Los Angeles. Future meeting: June 21-25, 1989, Renaissance Center, Detroit.

■ **June 12-15**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**June 16-18**—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui.

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

**June 18-21**—*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**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

**Sept. 14-17**—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**—*International Broadcasting Convention*. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England.

**Oct. 4-6**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

**Oct. 14-19**—*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.

**Oct. 17-19**—*Television Bureau of Advertising* annual meeting. Bally's, Las Vegas.

**Oct. 23-25**—*Association of National Advertisers* 79th annual convention. Waldorf-Astoria, New York.

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

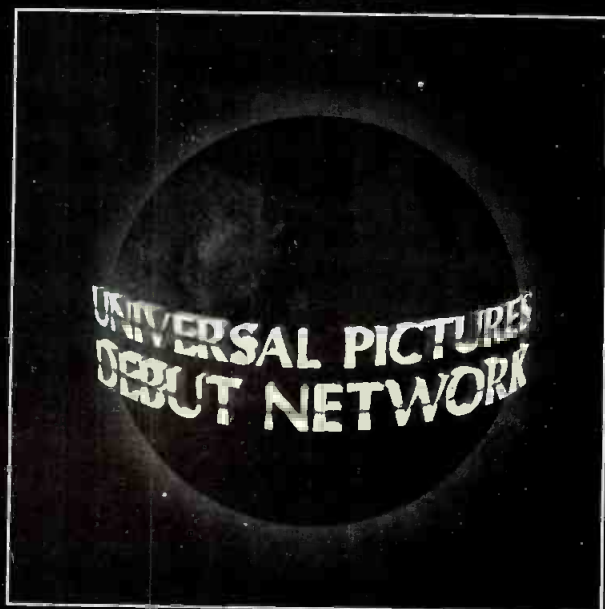
**Dec. 7-9**—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

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



**"THE BREAKFAST CLUB"  
SCORED  
THE HIGHEST RATING EVER  
FOR AN  
ADVERTISER-SUPPORTED  
NETWORK MOVIE.**

**15.1**



**MCA TV**

**FLASH: DEBUT NETWORK'S "BREWSTER'S  
MILLIONS" JUST DELIVERED A WHOPPING 12.8  
NATIONAL RATING IN DECEMBER.**

Nielsen Syndicated Service, National Rating,  
November, 1987. All first-run and/or advertiser-supported  
movies with five or more offerings per year.  
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## Errata

In obituary in Jan. 18 "Fates & Fortunes," **Ralph Novik** was inadvertently identified in second reference as Brown.

Washington. Information: (202) 885-2058.

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

**Feb. 3**—*New York Television Academy* drop-in luncheon. Speaker: Nickolas Davatzes, president and chief executive officer, Arts & Entertainment Network, on "The Growth of a Cable Network." Copacabana, New York. Information: (212) 765-2450.

**Feb. 3-7**—*International Radio and Television Society* faculty/industry seminar, "A Message for the Medium: Programming That Fits." Roosevelt hotel, New York. Information: (212) 867-6650.

**Feb. 4**—*International Radio and Television Society* newsmaker luncheon. Speakers: Brandon Tartikoff, president, NBC Entertainment; Brandon Stoddard, president, ABC Entertainment, and Kim LeMasters, president, CBS Entertainment. Waldorf-Astoria, New York.

**Feb. 4**—*Society of Motion Picture and Television Engineers, New England section*, teleconference "recapping 22d SMPTE winter television conference [Jan. 29-30]. Information: (617) 655-1180.

**Feb. 5**—Deadline for nominations for Edward R. Murrow award for outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

**Feb. 5**—Deadline for entries in 10th annual system ACE Awards, for "achievement in local cable programming in areas such as news and information, sports, entertainment and children's shows." sponsored by *National Academy of Cable Programing*. Information: (202) 775-3629.

**Feb. 5**—Deadline for nominations for Vanguard Awards, sponsored by *National Cable Television Association*, for "outstanding achievement and leadership." Information: (202) 775-3622.

**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. 8**—*New York Television Academy* drop-in dinner, "Black Presence in TV: The New Force and the Economic Reality of the Black Marketplace." Copacabana, New York. Information: (212) 765-2450.

**Feb. 8-10**—*Cable Television Public Affairs Association* third annual membership meeting, Forum '88. Ritz-Carlton Buckhead, Atlanta. Information: (202) 775-3629.

■ **Feb. 9**—*Southern California Cable Association* dinner meeting. Pacifica hotel, Los Angeles.

**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. 10**—*New York Television Academy* drop-in luncheon. Speaker: Morton Downey Jr., host of *Morton Downey Jr. Show* on WWOR-TV New York. Copacabana, New York. Information: (212) 765-2450.

**Feb. 10**—*Illinois Broadcasters Association* winter sales seminar. Galesburg, Ill. Information: (217) 753-2636.

■ **Feb. 10**—*Utah Broadcasters Association* winter sales seminar. Doubletree hotel, Salt Lake City.

**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**—Presentation of Excellence in Media Angel Awards. Beverly Wilshire, Los Angeles. Information: (213) 465-9665.

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

**Feb. 16-17**—*Broadcast Credit Association* credit seminar. San Diego Marriott.

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

■ **Feb. 17-21**—Music Personnel Conference sponsored by *Association of Music Personnel in Public Radio*. Westin hotel, Boston. Information: John Fischer, (319) 335-5730.

**Feb. 18-19**—*Broadcast Financial Management Association/Broadcast Credit 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. 23**—*Television Bureau of Advertising* regional sales conference. Fairmont hotel, New Orleans. Information: (212) 486-1111.

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

**Feb. 26**—Deadline for entries in Community Radio Program Awards competition, sponsored by *National Federation of Community Broadcasters*. Information: (202) 797-8911.

**Feb. 26-28**—*Intercollegiate Broadcasting System* national convention. Penta hotel, New York. Information: (914) 565-6710.

**Feb. 27**—"Television: A Medium Focuses on Itself," panel sponsored by *New School for Social Research*. New School, New York. Information: (212) 741-5690.

## March

■ **March 2**—*Ohio Association of Broadcasters* Ohio congressional salute. Sheraton Grand hotel, Washington. Information: (614) 228-4052.

**March 2**—Fourth annual communications awards dinner, sponsored by *National Association of Black Owned Broadcasters*. Sheraton Washington, Washington. Information: (202) 463-8970.

**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 7**—*Television Bureau of Advertising* regional sales conference. Red Lion hotel, Seattle.

**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 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**—*Television Bureau of Advertising* regional sales conference. Meridian, San Francisco.

**March 9-10**—*Association of National Advertisers* television advertising workshop. Plaza hotel, New York. Information: (212) 697-5950.

**March 11**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael Checkland, director-general, BBC. Beverly Wilshire hotel, Los Angeles. Information: (818) 953-7575.

**March 11**—*Television Bureau of Advertising* regional sales conference. Marriott City Center, Denver.

**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 14-18**—*Gannett Center for Media Studies* technology studies seminar. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**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 15-16**—*New York State Broadcasters Association* seventh annual "call on Congress." Capitol Hill, Washington.

**March 17-19**—Native American Press Association conference, co-sponsored by *Native American Public Broadcasting Consortium*. Regency hotel, Denver.

**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.

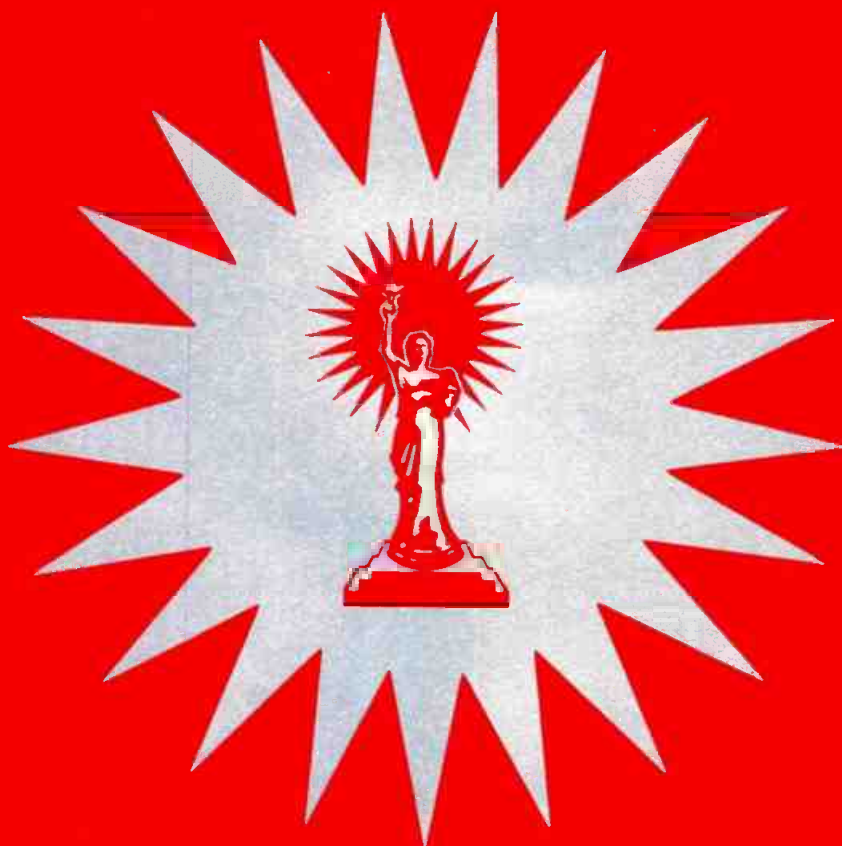


## Head count

EDITOR: Your Nov. 23 "Open Mike" from Joseph B. Martin concerning the FCC's effectively giving up regulation of station identification by allowing so many of what I call "nonID's" (nonidentifications) to proliferate was great. Martin asks how many "FM 100's" there are. Even though the question was asked rhetorically, I thought it would be fun to find out the answer. I have just

counted, and there are 16, ranging in frequency from 99.5 through 100.3 mhz. This does not include numerous stations calling themselves "100 FM," "stereo 100," variations with a letter, such as "Z-100" or even those calling selves "FM 100 Country" or "Hit FM 100." Only stations that use the nonID often during an hour without mentioning call letters qualify for a listing that way.

I am working on an 11th edition of "FM



Columbia/Embassy Television  
and  
Tri-Star Television  
proudly announce  
the formation of  
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# N NETWORK



Who's The Boss?  
 Juarez  
 The Real  
 Ghostbusters



Designing Women  
 Trial & Error  
 Houston Knights  
 The Young &  
 The Restless



227  
 The Facts Of Life  
 My Two Dads  
 Days Of Our Lives



Married...With  
 Children  
 Werewolf  
 Women In Prison



Who's The Boss?



Designing Women



Married...With Children



My Two Dads



227



Houston Knights

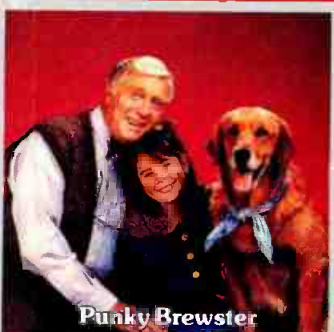
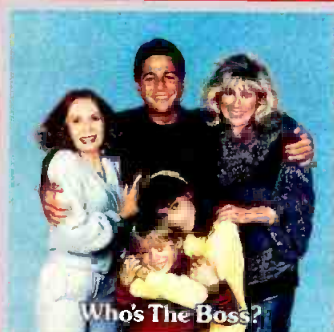
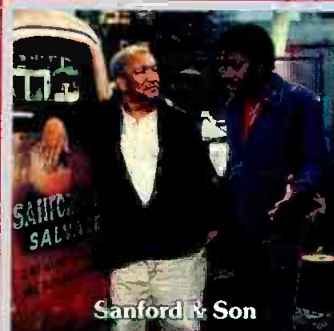
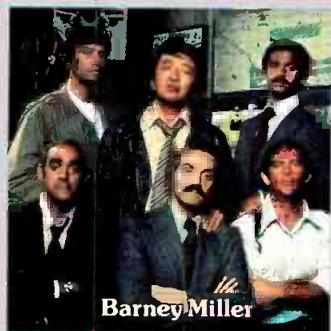


The Facts Of Life



Werewolf

# OFF-NETWORK COMEDY



- Archie Bunker's Place
- Barney Miller
- Benson
- Carson's Comedy Classics
- Carter Country
- Different Strokes
- The Facts Of Life
- Fish
- Good Times
- The Jeffersons
- Maude
- One Day At A Time
- Punky Brewster
- Sanford & Son
- Silver Spoons
- Soap
- Square Pegs
- The Three Stooges
- Who's The Boss?





# OFF-NETWORK **D**RAMA

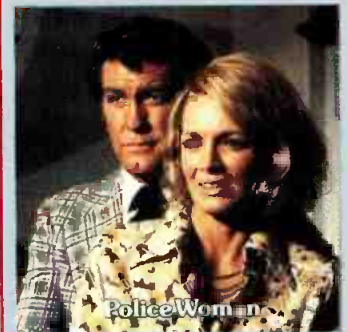
Charlie's Angels  
 Fantasy Island  
 Hart To Hart  
 Police Story  
 Police Woman  
 S.W.A.T.  
 Starsky & Hutch  
 T.J. Hooker



S.W.A.T.



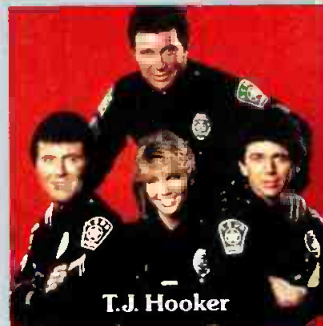
Hart To Hart



Police Woman



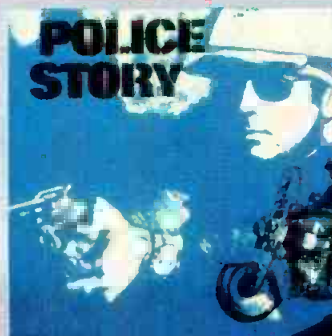
Charlie's Angels



T.J. Hooker



Starsky & Hutch



POLICE STORY

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Fantasy Island



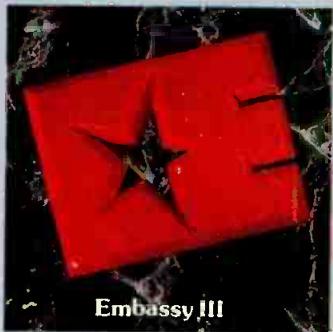
# M & A MOVIES & ANIMATION



Close Encounters



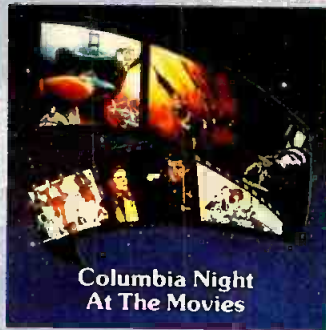
- Columbia Night At The Movies
- Columbia Gems
- Columbia Gems II
- Entertainer Of The Year
- Embassy II
- Embassy III
- TV 20
- Volume IV
- Volume V
- Volume VI
- The Real Ghostbusters



Embassy III



The Real Ghostbusters



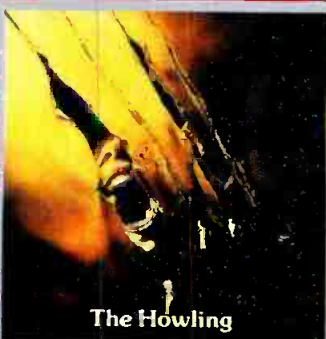
Columbia Night At The Movies



Karate Kid



Stir Crazy



The Howling



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A unit of Columbia Pictures Entertainment, Inc.

# Acquisition Opportunities

## Radio

Profitable Class A FM, Atlantic State. Excellent market  
Revenue \$1.2 million.

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Rural eastern market. Price \$1.75 million.

California AM/FM combo. Great market. Revenue  
\$7 million; cash flow \$2.4 million.

Class C FM, Texas. Good long-term prospects.  
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5,000 watt AM in top East Coast City. Needs an  
entrepreneur. Revenue \$750,000.

Class A FM, Eastern. CP approved to cover additional  
market. Revenue \$800,000.

Class B FM in 100+ metro market. Revenue \$1 million;  
cash flow \$450,000.

## Television

Pair of Northwest Network-Affiliated UHF.  
Revenue \$4 million.

Northwest Network-Affiliated UHF.  
Revenue \$2.9 million; cash flow \$650,000.

Southwest sunbelt independent VHF, only independent  
VHF in market. Revenue \$2.7 million.

Top independent UHF in top 50, two-independent  
southwest market. Revenue \$5.8 million.

Independent UHF in fast-growing southwest market.  
Only on air for two years. Revenue \$1.4 million.

Northwest network-affiliated VHF in 150+ market.  
Good cash flow. Revenue \$750,000.

Sole independent UHF in sunny Atlantic state, top 50 market.  
Three years of operation. Revenue \$600,000.

Established sole independent UHF in Atlantic  
market 50-75. Revenue \$4.0 million.

Sole independent UHF in Atlantic market with CP  
to greatly improve signal. Revenue \$1.5 million.

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Henry Ansbacher Inc.  
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New York, New York 10172  
(212) 688-5544



## Henry Ansbacher Inc.

Atlas," and it is there where I keep track of exactly which stations utilize a nonID. Helping me compile information like this are contributors in many parts of the country who have subscribed through the years.

We in the Duluth-Superior area enjoy the benefits of intermixed K and W call letters. Unfortunately, for one broadcaster slightly outside the area, who asked for the use of a "K" call sign, the FCC refused to grant the request. Even though the station in question is north of the Mississippi River, the commission told it that it has "drawn an imaginary line from the most northerly part of the river to the Canadian border and you are 40 miles east of that line." Despite recent exceptions—including KFKQ(FM) New Holstein, Wis.—the FCC has even more recently turned tough on broadcasters. The north Minnesota broadcaster who found himself unenviably located 40 miles east of an imaginary line will, as a result, use a strict nonID. "K-100," because "we don't like saying 'W.'"

Retention of the artificial K-W distinction based on the Mississippi River is not enough reason to continue a tradition archaic long beyond its time. If the FCC loosens up this policy, and broadcasters become freer to pick the call letters they want, maybe there will be less use of slogans and nonID's on the air.—Bruce F. Elving, Adolph, Minn.

## Tax talk

EDITOR: Broadcasters, if it were part of their deal in obtaining a license to make a commitment to pay back something at a later date when they are eager to sell a license, would be more than willing to agree at the same time a license is issued to enter into such a deal.

Certainly there is a sound argument to be made that those who profit from the use of a government license should be willing to pay something if the venture has proved profitable. And television in particular is profitable.

Why should a broker receive 2% of the sales price of a television property while the government receives zero? Granted that the government benefits from its role as tax collector, shouldn't it benefit to the same degree as the station broker who created zero while in the act of collecting his 2%?

I am a part owner of a television license, although I do not speak for my associates in Golden Orange Broadcasting, holder of channel 56, Anaheim, Calif.—David Levy, president, Wilshire Productions Inc., Beverly Hills, Calif.

## Gratitude

EDITOR: I feel that the repeal of the Florida services tax is one of the greatest accomplishments to take place in our industry in a long time. The impact of this decision will be felt for a long, long time.

On behalf of myself and thousands of other broadcasters; to all of you who worked so hard to change the mind of the legislature of Florida, a big, big thank you. You deserve a big pat on the back.—Shelly Davis, president, WKKX(FM) Jerseyville, Ill.



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**Look who's keeping  
America's youth off the streets.**





## 87% more teens and kids

During the school year, most teens and kids can't watch Cagney & Lacey because it's on too late. But during vacations, the number caught watching nearly doubles! Add to that our loyal men and women viewers, and you have success across the board. Put Cagney & Lacey in your lineup. To settle for anything less is a crime.



7 ft. —

6 ft. —

5 ft. —



caught watching Cagney & Lacey.



*Cagney & Lacey*  
**ORION**  
 TELEVISION SYNDICATION

A commentary on HDTV and spectrum sharing from Gregory DePriest, Association of Maximum Service Telecasters, Washington

## HDTV and spectrum sharing from the TV point of view

In his "Monday Memo" of Jan. 4, Jack Richards, of the Land-Mobile Communications Council, argues in essence that the FCC should immediately reallocate "vacant" portions of the UHF television band to land-mobile radio and abandon the commission's inquiry into possible use of that band for high-definition television.

That's absurd.

To begin with, let's nix the notion that HDTV is nothing more than a last-minute lobbying ploy concocted by the broadcast industry to forestall land-mobile use of the UHF band. Mr. Richards may be right that he and those at the commission who supported the sharing proposal "did not hear much" about HDTV until early last year. Yet, it wasn't for lack of trying on the broadcast industry's part. AMST and other local broadcast organizations have been fighting hard at the commission to preserve local broadcast HDTV options since the preparations for international conferences in the late 1970's. It's easy to check the record. HDTV was a major issue well before the FCC's UHF sharing proceeding was formally initiated in 1985 and was a central focus of that proceeding right from the start.

But regardless of when HDTV first came up, can the land-mobile industry seriously claim that broadcasters even now are merely posturing when they assert that HDTV could cripple or destroy this country's local broadcast system? Is FCC Chairman Dennis Patrick all wet when he asserts that HDTV is the kind of sea change in technology that comes along once in a generation? Is it credible to assert that the question of whether broadcasters will need more spectrum for HDTV is not one of the most important public policy questions the FCC has ever confronted?

Certainly not if one believes the voluminous comments filed in the FCC's proceeding on advanced television systems (ATV). All sectors of the video industry (broadcasters, cable operators, programmers and equipment manufacturers) and the government (the National Telecommunications and Information Administration) were represented. With the admitted exception of the land-mobile interests, virtually every one of the dozens of companies and concerns that filed agreed that HDTV will cause fundamental changes in the video industry. The commenters were also unanimous in agreeing that the life and health of the local broadcast system are at stake and that local broadcasters may need additional spectrum to remain competitive in the HDTV markets of the future.



Gregory L. DePriest is vice president of the Association of Maximum Service Telecasters, Washington. He has been with the association since January 1984. He monitors developments at the FCC that affect the technical quality of the television signal and represents the association before the FCC and Congress. Prior to joining AMST, DePriest was with the FCC for 14 years. He spent his career there in the land-mobile, broadcast and spectrum management areas.

Despite these enormous stakes, land-mobile interests would have the FCC decide *now*, before any of these massive development and evaluation efforts have borne fruit, that broadcasters are to be forever consigned to their current 6 mhz channels. But what if the 6 mhz systems do not enable local broadcast service to remain competitive with other HDTV media? Or what if they provide competitive quality for the short run but not in the long run? And what if the only way broadcasters can supply a competitive HDTV service is to use additional spectrum?

These are not hypothetical questions. NHK, NBC/Sarnoff Laboratories, North American Philips and the New York Institute of Technology, the four leading HDTV system developers and proponents, all have told the FCC that wideband HDTV systems could be essential to the long-term viability of the local broadcast industry. With this kind of evidence the FCC cannot reasonably rely on the *possibility* that there will be a technological breakthrough that will allow competitive quality to be provided compatibly in 6 mhz channels. If land mobile is wrong, there will be no second chance; the spectrum will be gone and so will local broadcasters' audiences.

The land-mobile position articulated by Mr. Richards is incorrect on a number of other important points:

■ *Broadcasters do not want an HDTV system that will require more spectrum.* Using more spectrum presents significant tech-

nical hurdles and could require millions of dollars per station in additional transmitters, antennas and other equipment. Broadcasters do not need the hot breath of the land-mobile industry to spur them on toward compatible 6 mhz solutions to the HDTV problem. But they face the "harsh reality" that additional spectrum may spell the difference between life and death for their industry.

■ *Cable is not a substitute for local broadcasting.* For over two decades land mobile has taken this let-them-eat-cake attitude toward the poor and the rural Americans who cannot afford or will never have access to cable. Moreover, cable simply does not provide the local service that Congress has looked to local broadcasting to provide.

■ *The proposed land-mobile use of the UHF band would cause massive new interference to existing television operations and pose even greater problems for HDTV.* The proposed interference-protection standards are unprecedentedly lax and would degrade all UHF service to the lowest quality level available even at the edge of each station's service area. And if Mr. Richards has his way and broadcasters can carry HDTV in their current channels, those signals will carry far more information and will be even more vulnerable to land-mobile interference. Thus the current sharing proposal could doom broadcast HDTV even if no additional broadcast spectrum is needed.

■ *Land mobile is not "out" of spectrum.* The commission's own monitoring studies show drastic underutilization of land-mobile channels even in the most congested cities and during the busiest times of the day. Moreover, new technologies will enable land mobile operators to get vastly increased usage out of existing frequencies and improve the quality of service.

■ *The fight over land-mobile spectrum is not just a private dispute between the broadcast industry "haves" and the land-mobile industry "have nots"; the interests of the American consumer are paramount.* The land-mobile industry is understandably bitter that the last remnants of the UHF band at least temporarily have eluded its grasp. But the commission's decision to initiate a careful and expedited inquiry into ATV, and temporarily "freeze" the UHF band for both land mobile and broadcasting, was grounded in its recognition of the vast stakes the public has in both sides of this conflict. The commission properly determined that, notwithstanding Mr. Richards's wishes to the contrary, we simply do not know yet whether we can have *both* HDTV and UHF sharing.

It is in the interests of both industries and the American public to quit refighting past battles and get on with the work of developing a local broadcast HDTV system. ■



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how we  
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to the  
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demos, Paramount's got the secret—with  
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In IL: 312-569-3500*

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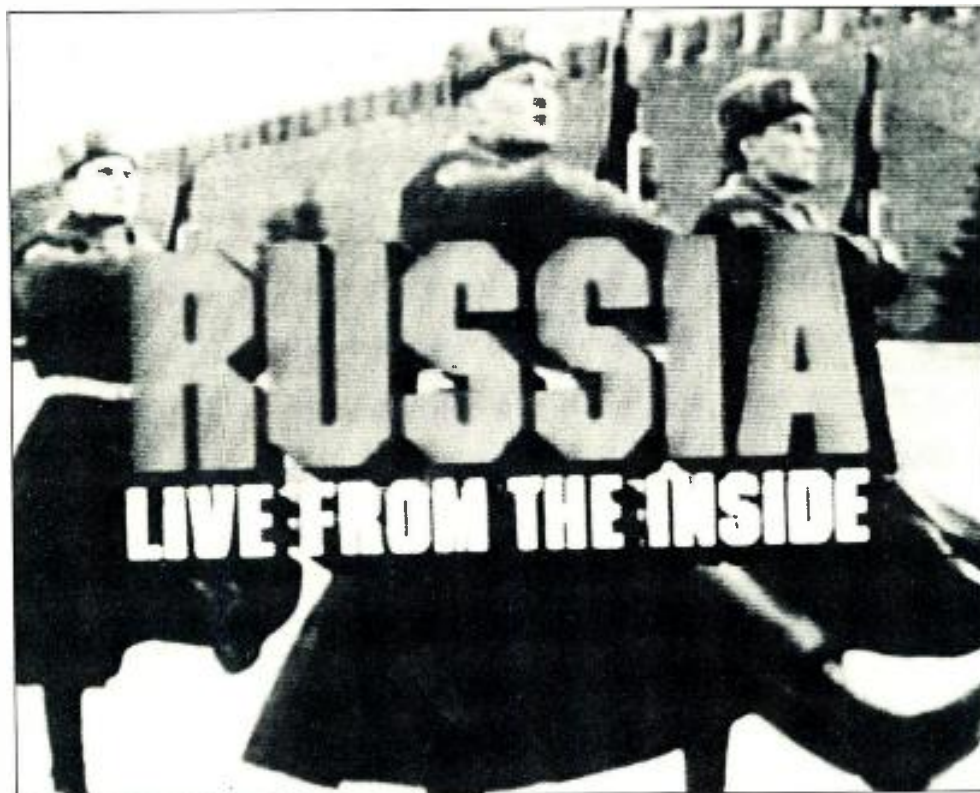
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# 'A RIDDLE WRAPPED IN A MYSTERY INSIDE AN ENIGMA'

—Winston Churchill  
Speaking about the Soviet Union



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# Broadcasting Jan 25

Vol. 114 No. 4

TOP OF THE WEEK

## NBC's radio stations are on the block

NBC acknowledged last week that it is looking to sell all of the seven NBC-owned radio stations. An NBC spokesman said that there have been "talks with a limited number of parties concerning the purchase of the NBC radio group." He added that discussions "are in the early stages." NBC is said to be packaging six of the seven stations together as a group sale. They are KNBR(AM)-KYUU(FM) San Francisco, WNBC(AM)-WYNY(FM) New York, WKQX(FM) Chicago and WJIB(FM) Boston. The price of the six-station package would reportedly fall in the \$140 million-\$150 million range, which includes, according to industry brokers, some \$50 million to \$55 million for the New York combination.

NBC's WKYS(FM) Washington, which has been valued at a record-tying \$45 million, is being sold separately to a minority-controlled group. WKYS has been among NBC's more profitable radio operations. Handling all the NBC radio transactions is Kidder Peabody, another subsidiary of GE, NBC's parent.

The sale would close an NBC station portfolio that was opened in 1926. The move would also mark the final step in what turned out to be a gradual divestiture of the radio division by parent General Electric. And it comes as a reversal of initial

strategy, set last June, when NBC said it was going to place only three of its then-eight radio properties on the block: KNBR(AM), WKYS(FM) and WMAQ(AM) Chicago, while using its remaining five stations as the nucleus for "reconfiguring" its radio station portfolio. Of those three outlets, WMAQ was sold to Group W in November for \$13 million. In July, the NBC radio networks were sold to Culver City, Calif.-based Westwood One, for \$50 million.

Group W and Westwood were mentioned by observers as possible suitors for the NBC stations, particularly if the station package is broken up. Said a Group W Radio spokesman: "Much of what NBC has remaining, would not fit our portfolio." If the NBC stations were sold separately, Group W, which not only acquired WMAQ, but in late 1986 was close to forming a radio partnership with NBC, is considered to be interested in NBC's FM stations in Boston and New York, which would complement its existing AM outlets there. Westwood chairman Norm Pattiz declined to comment on any future purchases.

The NBC Radio division is headed by Randy Bongarten, who also oversaw the divestiture of General Electric's radio group in 1983 when he served as vice president of GE's radio unit.

## Network-cable alliances in works

**Programing discussions cover range of options; production costs, secondary windows are keys to possible deals; CBS keeps its focus on broadcasting**

ABC and NBC, two of the big three in network television, have seen the cable light.

In what may be a fundamental shift in the media balance of power, those networks appear to have decided it is time to seek out alliances with what has come to be their chief competitor. Neither, however, is about to abandon the over-the-air arena in which they have for so long prospered, and to which they remain wed.

All three networks, of course, began exploring the array of new and competing television delivery technologies in the late 1970's and all three have dabbled to one extent or another in the intervening years. (Presently, ABC owns 80% of ESPN, and 33% of Lifetime and Arts & Entertainment. NBC also owns 33% of A&E. CBS, which once owned cable systems, CBS Cable and a piece of Sportschannel, no longer has any cable interests.)

Both ABC and NBC see involvement in cable as a hedge against further network erosion. That runs counter to the view at CBS. "We think the current network affiliate

relationship is the best means of communication in the country," said CBS/Broadcast Group President Gene Jankowski. "Why would we want to detract from that by building up the competition? We would have very little to gain and everything to lose."

Yet the prospect of audience erosion was one reason ABC initially got involved in cable in the late 70's, said Herb Granath, president of ABC Video Enterprises. "We were the most vulnerable to erosion; therefore it made sense to get involved in that which would do the eroding," said Granath.

The network trailblazer in talking with cable programmers and operators in the past year has been NBC President Robert Wright, former president of Cox Cable, who spoke at length last week (see box, pages 44 and 45) on NBC's desire to enter the cable business.

Talks between NBC and Turner Broadcasting System that centered on the network buying a stake in TBS broke off two weeks ago. Still, NBC remains undeterred and continues talks with other cable operators and programmers. Wright said although NBC has been one of many entities to have had talked with Viacom, "we're not the central focus of that discussion...There's nothing going on between NBC and Viacom at the present time relating to those services." Wright said NBC has had discussions with

Tele-Communications Inc. about producing programming for Tempo Television. "We've had discussions prior to and at the time of their sale, and it still remains to be seen if there's anything there for us," Wright said.

NBC also has had talks with Movietime, the fledgling cable service that concentrates on previewing entertainment product, principally theatrical films. "For us to get involved in something that is small to begin with and then to end up a small part of something that's already small—at some point or another it gets to be not worth anyone's while," said Wright. Although Wright would not comment on it, NBC Productions is apparently close to a deal with Disney Channel (BROADCASTING, Jan. 11) for a children's series that would revert to the network after its cable run.

As ABC and NBC are seeking new ways to use their resources in the cable world, they are still faced by the young industry's coming to grips with paying the amount of money it takes to produce programming. That, plus the type of projects being discussed—ranging from individual series or specials to full-blown networks—and ancillary rights windows have been crucial points in discussions between the networks and cable.

Both Wright and Granath agree that despite extended cable industry discussion



# NBC's Robert Wright: On the

## **Why are you out to broaden your business, and what are the options out there for you?**

The answer is that the business is broader. We are trying to create as good a future as is the present, and that requires us to pay attention to elements of the business that are broader than our current business. It's no more complicated than that.

To the extent that cable represents a vast array of programming needs—different networks, different companies—it represents an opportunity for us to broaden that base. In our present universe there are both legal and practical limitations. On the legal side, we have financial interest and syndication rules that severely limit our ability to participate in our own business. And from a practical standpoint, we have limited opportunities to produce network programming for ABC and CBS. And as to ourselves, we can only put on programming on the limited amount of air time that we have available. For instance, if we were to develop five or six very hot programming ideas, it could turn out at the end of that development cycle that we simply wouldn't have room. So the ability to look at other purchasers of programming is a way for us to develop and broaden ourselves.

## **The program world may be broadening, but the world of network television is shrinking. Do you see a continuing erosion in audience share?**

Well, the network world isn't likely to get a lot bigger, and I don't know how far the erosion will go. But I also don't have any doomsday messages. There is an enormous gap between the size of the audiences that we attract and the audiences of other television, whether videocassettes or cable. The fact of the matter is that it is more likely that the cable networks' audiences are going to be larger than it is that our audiences are going to be larger. And that means their needs are going to be great. Ours are pretty well covered.

## **Are you thinking of becoming a programming company like an MCA, which would just produce for all comers, or are you hoping to become a part of the medium, as NBC is on the broadcast side, wherein you participate in ownership, you participate in advertising revenues, as well as in program development?**

We are open to both of those. What we have tried to do is to make it known to the cable industry and to the networks that operate the cable industry that we would like to talk to them about either producing programming or taking an ownership position in a network and perhaps not supplying any programming to it. There are no rules.

## **Let me ask it a slightly different way. What kind of cable channels do you think the cable industry feels it needs? Is the time really ready for a large scale, very general audience cable channel, almost like a fourth or fifth network, that will rival the audiences of the existing networks, but on cable? Or are we talking about niche channels like MTV or sports type channels?**

The MSO's say they want blockbuster channels. It's not entirely clear to me as to why they need them—they already have blockbuster channels. The number-one cable channel is NBC. And as I point out to them all the time, "You already have that, and you don't pay anything for it—it's a hell of a deal, and you already have it, and you sell it. Why do you want to end up paying for that?" Well, they'll say, "We want to make sure we keep it, and basically what we want is an NBC we own."

But there is a lot of money floating around, and cable has become all of a sudden very cash flow oriented, very positive. Cable operators are trying to have more turf control over the programming that appears on their channels, and the programming they think is economically attractive, they want to own. The subscribers aren't looking for blockbuster channels; they already have them. I think cable operators are looking for blockbuster channels that they can own. Subscribers are still looking for niche services that offer programming that is peculiar to their needs, and I don't know that the cable industry is particularly interested in supporting that kind of service economically. So I'm at a bit of a standoff.

## **Are you prepared to go in very small?**

Size isn't all that critical to us; we're prepared to go in small. But then again, if it's small, then our objectives have to be very modest. We're not going to get out of bounds here, we're not going to try and go into something that's small with an enormous objective in mind. It doesn't

have to be any of the above; we don't have to be on the blockbuster side. For us to get involved in something that is small to begin with and then to end up a small part of something that's already small—at some point or another it gets to be not worth anyone's while.

If we are attractive to some service on a purely economic basis, then our investment should be based on economics. If they want us to participate or it's attractive to participate on a programming basis, and a lot of money has to be put into the programming, then we've got to recognize that the economics have to reflect that. In some cases, we've been presented with opportunities that are either uneconomic or the amount of money that has to be expended is enormous, and there's no way to recover it. That doesn't make sense, either.

## **Does cable have the opportunity to bring down the cost of its original programming?**

Cable programming is not as expensive as network programming in any



kind of comparison. Other than HBO and Showtime, there really isn't much done out there that is directly comparable to what would be done on a network. The reason it's cheaper is that it has different production elements in it. Lifetime does things that on the surface appear similar to what we might do on the *Today* show, but in fact they are enormously different. Ours cost a great deal more than theirs, and we wouldn't do what they do because we don't think that would keep the audiences we want to have.

There are lots of tricks that cable networks can use to keep the costs down, and they will, but as soon as they get into the same kind of thing we do their costs escalate dramatically. Most of the people we talk to don't want to have anything to do with that level of cost.

So it isn't a question of doing *Cosby* on cable. It's a question of doing something else that doesn't have the same above-the-line cost. For a couple of years, and maybe it will last for a few more years, above-the-line talent has provided something of a discount when



# leading edge of crossing over

they go to cable, under the theory that maybe it's an investment in the future or it's sort of a different issue. So there's a cheaper rate card for cable than there is for networks—but it's not cheaper by a factor of 95%. It's just cheaper by some percentage.

**What do you see this producing in five years? Do you think it might be 10% of what NBC is, or might it be 25% or 30%?**

No. The variations are too great. We could be struggling along here in five years and have nothing but tiny interests in very small networks—because those are the only real things that have presented themselves to us—in which case it would be insignificant for NBC. Or we could have an opportunity which could be much larger—like the Turner situation—which could make a big difference. But first of all, you have to get through the costs of involvement—it's sort of like an acquisition cost. There is almost nothing out there that I can see in which you can invest a lot of money near term and expect a positive

*The president of the most successful over-the-air television network isn't content to rest on his laurels or his yesterdays—he's out to create a beachhead on the cable side of the medium. That, it turns out, is easier said than done, which may have been the bottom line of this interview with BROADCASTING editors.*

return in the next five years. We will have to survive or fail in the next five years on the strength of our businesses that exist today.

That may be a difficulty with the cable industry today. In theory, you don't think about it that way. People look at cable as a gold mine or something, but the fact of the matter is that there's almost nothing you can get into in cable today that has any really significant near-term returns. Certainly buying cable subscribers isn't going to have a lot of near-term returns, at \$2,000 per subscriber. And buying programming companies and pricing them at the values that are in the marketplace isn't likely to have any positive near-term return. That may be as much a problem for the industry as it is for NBC.

**Can you talk about the specific foray that was made recently with Turner? Has that venture, or potential venture, died with the most recent discussions, or is there a chance that it might be rekindled?**

The issue right now is between Ted Turner and his own board. They

have to come to grips with how they're going to meet the future, and they haven't done that yet. They have a very complicated series of entangled legal arrangements, and you have a unique situation where the CEO of the company is the major shareholder, and the company needs new capital, and the major shareholder doesn't want to sell stock. And there is no ability to add more conventional debt—they've already done that to the limit that is possible.

The board feels relatively comfortable with the market price of the company, the stock, and the major shareholder does not. The major shareholder is not interested in selling stock at the market; the board appears to be relatively OK with selling stock at the market. So you have a kind of standoff.

When you want someone to invest in your company, that investment has to make sense to the investor, and that's a company, unfortunately that, from the outside looking in, is very difficult to make an investment in. It doesn't have any earnings, it's controlled by operators who also control the subscriber fees, and it doesn't generate a lot of cash relative to its debt. So it's not an attractive investment vehicle. You have to come to grips with what it is that would make it attractive to invest in.

**Do you think there is a general tendency to over-value cable programming entities and cable programming prospects within the cable industry?**

If I said yes, I'd also have to say that history has been with the over-valuation because the prices that people have paid for every aspect of the industry over the last 10 years have gone up dramatically. It's always a question of what your time frame is when you answer that question. For somebody who overpaid in 1981 and sold recently, they did real well. Because everybody who has overpaid has basically come out OK.

If you extrapolate that, you say it's impossible to over pay in the industry. Well, you know that has to end at some point—and I think every investor has to make a decision based upon his own view of the future. You can't pay particular attention to the fact that everybody else came out of it pretty well. So I'd say there are no deals out there, and it's a very expensive business to get into.

**Is it only a matter of time? Are you going to press on, and eventually you're going to make it and there will be an NBC presence on the other side—the cable side—of the Fifth Estate, inevitably? Or is there a chance that it just can't be done; that the historical forces are against it? Is this a business problem or is it a cultural problem? Is there a rejection of NBC just because you are NBC, and if you were Gulf+Western, might they feel differently about you?**

In reverse order. I don't think that's the case. No. I've been very positively encouraged by the cable industry issues. We really haven't run into that cultural stumbling block. What we have run into are the basic concerns of people in the programming business in cable, which is that there isn't a lot of money being made in programming. And it is highly subscriber dependent.

You're dealing with the existing economics of the business. The price is so high, and the how-to-get-your-money-back issue is so hard to wrestle with, that's really what we're wrestling with. So it's more of an economic issue than it is a cultural issue.

**Does that suggest that for you to make a breakthrough, you may have to decide to over-pay?**

Well, that's always an option. But it's a question of what your long-term prospects are going to be. The question of the premium is a question of how much we can influence the result. The more you pay as a premium, the more you have to become involved in what it is that this network or programming service is going to do. It's not a question of ego, it's just a question of common sense. If you pay relatively close to the market [price], you can be passive, and say, well, that's an investment. But we're not in there for just a turnover investment. We're not buyers and sellers. So our basic issue is to have a long-term relationship where we can develop the business.

It is going to take time, it just isn't going to happen overnight—that's the best I can say.

**But are you still optimistic that you will eventually prevail?**

Yes, I think so. But we have to be patient.

about the creation of a new high-quality entertainment cable channel to challenge the networks and pull in bigger audiences, such an approach could be a failure.

"There's been a lot of loose talk about investing big money in general entertainment programming for cable," said Granath. "That's good, but I've seen nothing that this business has any better chance of success than the networks have. One billion dollars is a lot of money, but it's nothing if you get into general entertainment programming. Ask the networks. Their development budgets are well over \$1 billion and look where they are."

To cable operators, any programming that enhances the value of existing subscribers and generates new ones is worth exploring. "We feel good about it," said John Sie, senior vice president, Tele-Communications Inc., of NBC's interest in cable, "that the number-one network is interested in expanding their horizons and perhaps facing the future as we do." The question, said Sie, "is how do we tap the creative infrastructure of network programming as well as their news department to enhance the value of cable services?"

Fred Dressler, vice president of programming at American Television & Communications, said cable operators are exploring a number of questions concerning network programming help, such as: "What's the value of the aftermarkets? Where are those markets? What kind of revenue can be expect-

ed? What kind of windows need to be created?" Cable operators, he said, "are trying to get a little smarter about the economics on all these things before a deal is made."

Kay Koplovitz, president of the USA Network, is optimistic that one of the broadcast networks will strike a cable programming deal "some time in the next 12 months." The principal difficulty, Koplovitz said, is that those outside the medium aren't used to producing programs for the kind of dollars that anyone in cable can pay.

Another prime consideration for cable operators is the length of time between when a program is played on cable and subsequently appears elsewhere. Cable operators are stinging from the news that Viacom's sale of Showtime's *It's Garry Shandling's Show* to Fox Television carries with it only a 30-day window. "A 30-day window on a non-sequential episode is not a window at all," said Sie. Dressler called it "atrocious." "What the cable operator has to be concerned about is that we get programming that's ours," said Dressler, "and that it be in a time frame that gives us adequate protection." Referring to *Shandling*, Dressler said "I hate to see that as the precedent."

Details of the NBC-Disney deal remained to be ironed out, but the window that is negotiated will be important to cable. Said Disney Channel President John Cooke: "We think the consumer is better served if he does not find one episode on pay TV and another episode on the network." Disney's arrangement with NBC "should reflect this philosophy," said Cooke. The length of the cable window depends on the number of episodes and the nature of the product involved, according to Cooke, and "could be one, two or five years."

That time frame is closer to the ideal window cable is seeking, according to cable operators. Dressler cites the broadcast model, where shows reach aftermarkets years after the initial run. Echoes Sie: "We certainly want things that we can incubate on cable. If it becomes a winner it better be sure to stay on cable."

Erosion is not the only reason the networks are turning to cable production. "Cable programming looks profitable and it will continue to increase its profit margin," said Sie. ESPN has become so successful, in fact, that some believe it is now worth as

much as the ABC-TV network itself, maybe more, with estimates in the \$1 billion-\$1.5 billion range. Last year, for instance, ESPN revenue, in large part due to the first-time carriage on cable of NFL football, leaped to some \$250 million, \$100 million more than the previous year, and registered operating profits of \$60 million, nearly double the 1986 mark, according to Merrill Lynch analyst Peter Falco. ABC's other cable programming ventures, Lifetime and A&E, are also profitable.

Said Granath: "Our long-term plan worked very nicely. That's very fortunate from our point of view because just about the time when things began to turn, ABC was sold and we got new management. Fortunately CapCities also had done their homework and knew cable was something they should be in." In fact, CapCities owned cable systems, which it had to divest after buying ABC.

There is also the matter of financial interest and syndication rules, which limit the programming the networks can produce for themselves. "Clearly the restrictions in doing it for themselves is leading them in this direction," said Dressler. "It's a way for them to get started that when the financial interest rules are ended or relaxed in a few years, they have a production capability up and running," he said.

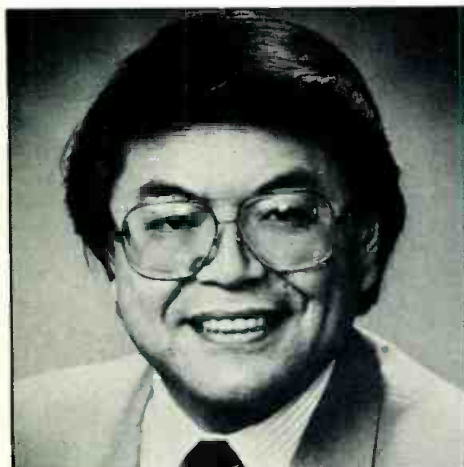
To cable, the network-cable equation also is a two-way street. "The networks can learn a lot from cable," said Sie, "both from a cost



Granath



Jankowski



Sie



Dressler



Cooke



structure [i.e. the cost-efficient success of CNN] to learning new trends," such as Nickelodeon and *Shandling*.

Financial News Network, for instance, has sold a 30-minute early morning business program to the CBS O&O's, produced by FNN, distributed by Viacom and premiering Feb. 29. The narrowcast cable networks, said FNN President David Meister, "can produce inexpensive programming for a niche" that broadcasters can utilize. "If cable, which can produce some kinds of programming very, very efficiently, can work with broadcasters, including the networks, you can really create all kinds of successful co-ventures. Whether or not it's driven by a network or driven by cable really doesn't

matter."

However it works out, it appears CBS is not a player. The network, which in the past year has severed its own last vestiges of efforts in cable and other new technologies, has turned its attention back toward the revival of its once-dominant broadcast TV network. CBS's Jankowski feels that cable still does not make as much fiscal sense as network television. CBS shut down CBS Cable and sold its cable systems and interest in Sportschannel, deciding that none of it could bring the company a profit.

Although one knowledgeable source said CBS never appeared to have developed a plan for its new media ventures and treated investments as management stepchildren,

Jankowski countered that CBS merely saw cable and the other new technologies as investment opportunities, and not as signs of fundamental shifts in the industry. Fundamental to its withdrawal from cable is the view that if well-managed, the business of broadcast networking need not see its audience and economic base shrink while cable and other media grow.

Jankowski explained CBS's intention is the further development and protection of that basic business. "The network business has a long future," argued Jankowski. "A network is a combination of programs, distribution and financial support, yet it doesn't own any of those elements. But what a good network does is to manage that process." □

## Cable and Hollywood passing the olive branch

### MPAA and NCTA meet in New York to discuss range of issues alienating two for past few years

Top executives of the motion picture and cable industries and their leading trade associations met in New York last week to discuss federal communications laws and regulations, giving rise to renewed expectations that the long and often-heated public disputes between the two industries may be on the way to being resolved.

According to informed sources, "everything" that has strained relations between the industries recently was discussed: must carry, compulsory license, syndicated exclusivity, the distribution of cable programming to the home satellite industry, the cable industry's vertical and horizontal integration, telephone-cable crossownership and cable rate deregulation and affiliate-fee discounts for the large MSO's.

The participants were closed mouthed about the meeting. Spokespersons for the National Cable Television Association and the Motion Picture Association of America confirmed only the names of the participants, that "public policy" issues were the subject and that further meetings are likely.

One source described the meeting as "cordial," but added that it ended with MPAA President Jack Valenti telling the cable operators that he would not let up in putting pressure on cable in Washington until the industries came to some sort of accommodation. Another stressed that it was in no way a negotiating session. "It was an armchair discussion."

The meeting took place at Warner Communications' New York headquarters at the urging of Warner Chairman Stephen Ross. Warner is a large and powerful motion picture studio, but its interest in bringing peace with the cable industry has grown along with the cash flow of its cable division, which now serves some 1.4 million homes.

Cable and Hollywood have been at odds ever since a tentative agreement on the re-writing of the compulsory license fell apart in March 1986, after the studio insisted that the deal would have to include an eventual elimination of the license.

Since then, Valenti, with the help of inde-

pendent broadcasters, has mounted an all-out attack on the cable industry, calling for caps on cable's growth, generally less favorable regulatory treatment for cable and regulations that would encourage cable competition. According to Valenti's own rhetoric, Hollywood fears that if cable is allowed to continue to grow unbridled by competition or regulations, its power in the programming marketplace may become too great.

Cable has responded in two ways. It has countered some of MPAA's charges by holding up a mirror to the motion picture industry, exposing what it calls Hollywood's long history of anticompetitive practices. At the same time, cable executives have repeatedly said the industry wants peace with the movie industry. It has foreclosed MPAA from making any legislative headway against it by working with the NAB and leading broadcasters to trying to develop must-carry rules that pass constitutional muster.

The cable executives attending the meeting included NCTA President James Mooney and the head of the three largest MSO's: John Malone, president and chief executive officer, Tele-Communications Inc.; Trygve Myhren, chairman and CEO, American Television and Communications, and Amos Hostetter, chairman and CEO, Continental Cablevision.

The Hollywood contingent included Barry Diller, chairman and CEO, Twentieth Century Fox Film Co.; Lee Rich, chairman and CEO, MGM/UA Communications Corp., and Arthur Barron, president, Gulf + Western Entertainment Group.

Former NCTA Chairman and current NCTA board member Ed Allen, who was not aware of the meeting until contacted by a reporter, said it was not unexpected. The cable industry, weary of the long fight with Hollywood, is ready to compromise, he said. And, he said, Malone has said he felt the inter-industry differences could be hammered out if the principals were able to sit down face-to-face.

To Washington's cable attorneys, the meeting was nothing particularly extraordinary. Jay Ricks, of Hogan & Hartson, said the NCTA came to accept the legislative language creating cable's compulsory license in 1976 after it had been settled on by

industry executives. Jack Cole, of Cole, Raywid & Braverman, said the parties at last week's meeting were "trying to reach some sort of accommodation... and [then] try to push it through the associations."

The issues discussed affect broadcasters as well as motion picture and cable industries, but most broadcasters and their Washington representatives were apparently out of the loop. Most first learned of the meeting after the fact from a *Wall Street Journal* story published last Thursday (Jan. 21).

National Association of Broadcasters President Eddie Fritts was in Hawaii all of last week with top association staff for a board meeting. He was unconcerned that he had no prior knowledge of the meeting. "I have open lines of communication with Valenti and Mooney," he said. "They are both aware of our interests. When, at the appropriate time, they resolved differences, I am confident that we will be able to discuss broadcast issues."

Preston Padden, president of the Association of Independent Television Stations, said he was aware the industries were trying to put together a meeting of principals, but was somewhat surprised when it actually happened. "It appears that the... industries that have been at each other's throats are going to make an attempt to see if they can reach a peaceable accommodation," he said. "We certainly expect that our reasonable and legitimate concerns will be reflected in any ultimate compromise arrangement. I feel very comfortable at this time."

Some of Padden's sense of well-being may stem from Diller's presence at the meeting. Fox not only owns a movie studio, but a string of independent stations and a fourth network to serve other independents.

Allen was not the only NCTA board member who had to learn about the meeting from the media. But those who are in the dark will be able to demand to know what is going on today (Jan. 25) when the NCTA board meets at Los Angeles's Four Season's hotel. The rest of the world may get a clearer picture the following day when Mooney speaks before the Academy of Television Arts and Sciences. The speech, still in its formative stages late last week, is entitled "The Cable-Hollywood War: Is There An End To It?" □



# 'Enough is enough,' Fritts tells NAB board

**President reacts to exclusion from four key sessions in Hawaii; he objects to board and executive committee delving into management of association; meeting ends on happy note as broadcasters get ready to take on such 'life threatening' issues as must carry and syndex**

An 11th hour confrontation between President Eddie Fritts and the board of directors of the National Association of Broadcasters galvanized the final moments of what had been an idyllic meeting on the sunny shores of Hawaii. The issue: whether the executive committee and the board were attempting to "micromanage" the NAB, as Fritts charged in remarks delivered at the closing joint board session last Thursday (Jan. 22).

The crisis was precipitated by the decision to exclude Fritts—along with other members of the association's staff—from four meetings during the week. The action was believed to be unprecedented in recent years and in Fritts's view was illegal; as president he is a member of the board and has a seat on the executive committee. Joint Board Chairman Wallace Jorgenson of Jefferson Pilot Broadcasting, who was chairing his first joint board meeting, said the decision to exclude the president was his alone, made in the interest of administrative procedure.

In so many words, Fritts told the board that "enough is enough." He said he would not tolerate exclusion from councils, and he objected strongly to the board's intrusion into the budget process. (Many board members asked to see the budget in advance of the winter meeting—it's now handed out on arrival—and there were objections that staff salary figures are not available to the board at large.) That is not the board's role, Fritts admonished; the board's mission is to set policy, the president's mission is to execute it, Fritts said.

Fritts, acknowledging the seriousness of the confrontation, said later he was "prepared to let the chips fall where they may."

The Fritts statement was followed by a number of supportive remarks by board members, many voicing the same praise for the president that had been reflected in earlier sessions—and conspicuously during a champagne toast on the opening day. One board member said: "We're in the black, we're on budget, we're winning on the Hill. What the hell's the problem?"

Some board members felt Fritts had overreacted to the exclusions, and others who felt the "micromanagement" issue was drawn too broadly. The question, they said, was whether the board was exercising proper fiduciary oversight over expenses and salaries. Nevertheless, by Friday, all parties were saying the air had been cleared.

Until Thursday's contretemps, the news out of Hawaii was that a more cohesive organization would be returning to the mainland after the board's annual winter meeting. Faced with what directors referred to as "life or death issues," television with radio at its side will embark on an aggressive campaign to restore those federal regulations (must carry and syndex) considered crucial to the medium's survival. Radio also will launch a major grass-roots initiative to educate Congress. NAB hopes to impress upon lawmakers the difference between radio and television and the need to liberate radio from the comparative license renewal process.

Because lawmakers attending a forum preceding the board meeting indicated passage of broadcast legislation was extremely unlikely this year, NAB is setting its political sights for 1989 and beyond. However, said one director, "if the opportunity presents itself [this year], we want to be prepared to strike."

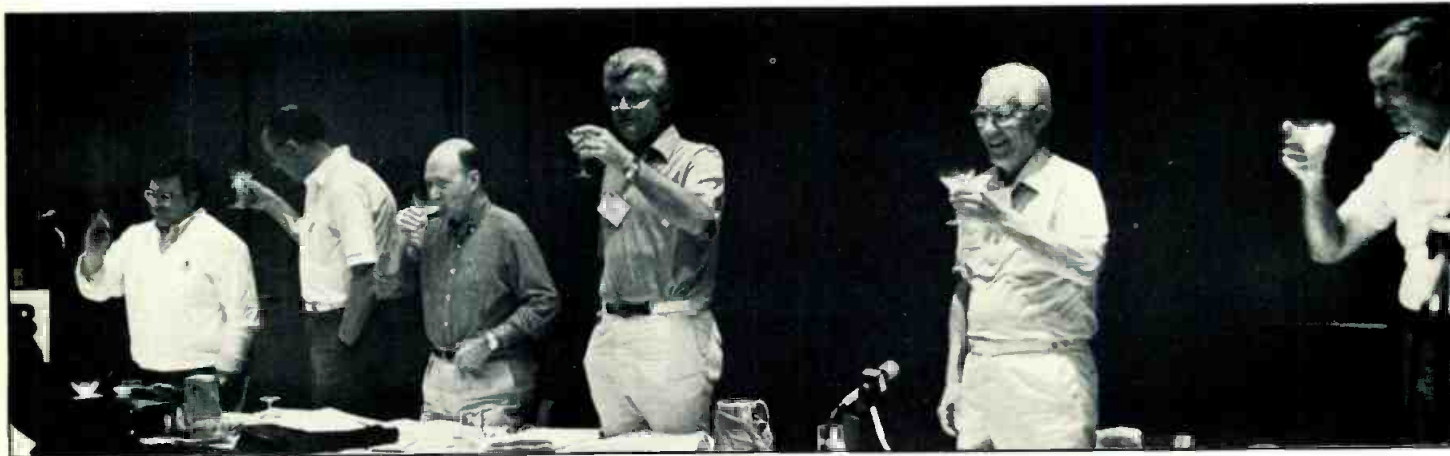
At the close of the four-day meeting, board members were resolute in their conviction that NAB's effectiveness rests with

the association's ability to present a "strong and unified" front. Throughout both the separate radio and television sessions and during the joint meeting, there was a concerted effort to keep the peace and insure TV and radio were in sync when it came to each group's respective goals.

Even the fairness doctrine, an issue thought to divide TV and radio, did not trigger open warfare. Prior to Hawaii there was a possibility NAB might reevaluate its stand on the doctrine. Some directors (chiefly on the TV side) were toying with the idea of using fairness as a "bargaining chip" to help gain passage of certain legislation: a permanent set of mandatory cable carriage rules (must carry) and reimposition of FCC rules requiring cable systems to black out syndicated programming on distant signals if it airs on local stations (syndex). Even a proposal advancing a fairness codification just for TV surfaced but faded before the joint board adjourned its first session.

Directors had come to the realization that fairness was "moot." As Joint Board Chairman Jorgenson said, it is "out of our hands." That view was reinforced by Representative Tom Tauke (R-Iowa), who told the broadcasters fairness is the "President's issue not yours." (Reagan has vowed to veto any fairness bill as long as he's in office.) Only a brief debate ensued. Rising to argue in favor of staying the course on fairness was radio director William O'Shaughnessy of WVOX(AM)-WRTN(FM) New Rochelle, N.Y. While it is imperative for NAB to act on must carry, fairness should not be used as a "bargaining chip," said O'Shaughnessy, as it goes to "our credibility." Broadcasters, he said, are more than "performers and entertainers. . . ." There can be no trade-offs, he said. "If we weaken or wobble or make any calculated trade or if we try to finesse this one we will have lost credibility for all time to come."

But there were those like Westinghouse



**Hail to the chiefs.** Although NAB's joint board of directors spent most of its time in business discussions, there was time for celebration. NAB President Eddie Fritts was saluted with a champagne toast for his role as chief strategist in NAB's successful defeat of a Senate proposal to impose a 2%-4% transfer tax on the sale of broadcast properties last year and for his efforts in the industry's fight against codification of the fairness

doctrine. President Reagan was also honored for his role in defeating imposition of the fairness doctrine.

Pictured (l to r): Fritts; Bill Clark, Shamrock Broadcasting; Robert Fox, KVEN(AM)-KHAY(FM) Ventura, Calif.; Jerry Lyman, president, RKO Radio; Wallace Jorgenson, Jefferson-Pilot Communications, and Ben McKeel, Nationwide Communications.



Broadcasting's Tom Goodgame who thought NAB had expended too much political energy on the fairness fight. Westinghouse is an adamant supporter of the doctrine. And some of the broadcasters urged the association to stay out of the fight and let the issue be resolved in the courts. Later the joint board issued a resolution recognizing President Reagan for his role on the matter.

Despite high spirits, and near euphoria over defeat of the transfer tax threat, there was an overwhelming concern about the future, especially for television. In his status report to the joint board, Fritts laid out those fears: "For the first time in my memory we have some potentially life-threatening issues to confront. HDTV, if not managed properly, could obsolete our current system of television in a few years. Combine this with no must carry or syndicated exclusivity rules and over-the-air television could well become a secondary service to cable, satellite or fiber-optic delivered television."

Fritts stressed the need to "begin sorting out what is really vital to broadcasting and what is merely desirable."

The association intends to continue beefing up its grass-roots performance. The board itself drew some criticism for what Jorgenson characterized as failing to pitch in on the transfer tax fight. "Some of you were wonderful; others did little or nothing. Some were willing to carry the piano, some were satisfied to carry the bench and some seemed content to just sit by and watch it all happen," said Jorgenson, who hopes to see that turn around on the next legislative battle ground.

Also high on television's agenda is the development of high definition television. Directors adopted a resolution restating the association's position that the FCC "preserve all viable spectrum options for U.S. terrestrial broadcast delivery of technically competitive and free over-the-air advanced television to the public."

Tied in with HDTV is NAB's plans to create a center devoted to the new technology. News that the three television networks, ABC, NBC and CBS, would participate in the establishment of the center was released during the board meeting. NAB, which has committed \$700,000 to the project, is looking for funding for the center from the networks and other elements of the industry. The budget for the center's first two years, NAB estimates, would run about \$4 million (\$3 million for operations and \$1 million for capital expenses).

While the problems that beset TV are perhaps more dramatic, radio was not without its own challenges. The view from Capitol Hill, although not wholly encouraging (members said 1988 was not the year to move broadcast legislation) did seem to indicate congressional attitudes toward deregulation of the medium might be changing.

In the past Congress has frowned upon the idea of moving a separate radio-only comparative renewal bill. But this time some of the lawmakers appeared more receptive to the idea. Representative Billy Tauzin (D-La.), author of a license renewal reform bill for both TV and radio, indicated he was "ready to think about it."

On that front, director Jeffrey Smulyan of Emmis Broadcasting, Indianapolis, raised the idea of paying a spectrum fee in exchange for total deregulation. Smulyan says he is not advancing any specific proposal nor is he seeking the radio board's endorsement. He is throwing out the idea as a means of "opening dialogue."

Reaction to a spectrum fee received mixed reviews from directors and congressmen. During the forum both Congressmen Tauke and Al Swift (D-Wash.) voiced serious reservations. "I think the spectrum fee is a slippery slope you want to avoid," said Tauke. Swift told the group it was a concept House Energy and Commerce Committee Chairman John Dingell (D-Mich.) would be hard pressed to approve.

The radio board engaged in a series of robust debates, especially on the future of AM radio. Director Bernie Mann asked the board to authorize \$500,000 for a research project on what the public wants to hear on AM and how to draw people back to the band. A "sense of the board resolution" was adopted authorizing NAB's radio executive committee to "do whatever it can—including the spending of up to \$500,000 if necessary—to take whatever steps necessary to salvage the AM industry."

The board also spent considerable time on a proposal to upgrade class A FM's (BROAD-

CASTING, Jan. 18). Directors accepted the recommendation but at the same time agreed to create a specific committee to study additional proposals to increase power of those FM stations. That action was viewed as significant for broadcasters backing a rival plan submitted by the New Jersey Class A FM Broadcasters Association.

An overall spectrum allocations policy was adopted to protect the integrity of the AM and FM band. The association will also seek a freeze on all AM allocations, except in special cases where relief, for example, from Cuban radio interference is required.

Also in that area, some board members felt there should be more oversight of the budget before the board's final approval is sought. Jorgenson agreed to look into that request. Some hackles were raised over travel and entertainment expenses listed in the budget for association executives (see box below). Again Jorgenson said he would implement procedures for "accountability." He said he would personally approve Fritts's and the executive committee's expense reports. He also said he was implementing a procedure for an annual review of the president's performance.

Other board action included:

■ A decision to appeal the FCC's ruling on indecency. "The board did not challenge

## NAB board's budget business

The NAB board adopted a proposed \$14,185,700 budget for the association's April 1988-March 1989 fiscal year, working from anticipated revenue of \$14,387,050. That represents a 5.1% increase in expenses and a 6.3% increase in revenue. Net income of \$201,350 is budgeted, \$159,970 more than that projected for the 1987-88 fiscal year. NAB experienced a drop in projected net income in the current year due to cost overruns. (Government relations expenditures were over budget by \$48,500 and building operations ran over by \$130,000 due to "delays and costs in implementing cost-cutting actions.") The original budget approved last year anticipated net income of \$382,650, some \$341,270 more than the \$41,380 projected as of March 31, 1988.

Among some of the unbudgeted expenses approved during the '87-'88 fiscal year: \$22,500 for the Radio Marketing Task Force; \$50,000 for the Florida Association of Broadcasters for resistance to a state tax on advertising; \$200,000 for HDTV, and \$30,000 for a network nonduplication filing.

Expenses by department: government relations, \$1,481,400 (\$275,000 going to outside lobbying support); legal, \$1,041,700; public affairs and communications, \$1,091,500; station services, \$991,350; minority and special services, \$129,000; science and technology, \$540,400; research and planning, \$685,500; radio, \$1,156,600; television, \$723,300, and general administrative, \$6,344,950.

Among the other budgeted expenses are \$6,040,900 in overall staff salaries. The June 1988 and January 1989 board meetings are expected to cost a total of \$390,000, down \$5,000 from the \$395,000 projected tab for the June 1987 and last week's board meetings. NAB's legislative forum held in Hawaii was listed at \$80,000, with the association planning to spend less, \$70,000, for next year's legislative forum. NAB's committee meetings are expected to run about \$168,000 and the association's public service initiative projects are penciled in at \$200,000, up by about \$30,000 from last year. Also listed in the 1988-89 budget were expenses of \$238,500 for travel and entertainment. Among the recipients: NAB President Eddie Fritts; Rory Benson, senior vice president, assistant to the president, national campaign coordinator; Michael Harwood, NAB's chief financial officer; Henry (Hank) Roeder, conventions and meetings department vice president, and John Abel, executive vice president for operations.

NAB is expecting revenue of \$3,650,000 in radio dues, \$3,550,200 in television dues, \$3,950,000 from the national convention and \$1,335,250 from NAB services. The association's radio convention is projected to raise \$550,000, up \$50,000 from last year's budget.



the commission's right to act in this area and the board reiterated NAB's belief that broadcasters should reflect their communities' mores and exercise good judgment in the public interest in their selection of material to broadcast.

■ An announcement that former FCC Chairman Mark Fowler would receive the association's Distinguished Service Award at NAB's annual convention in Las Vegas.

■ The appointment of Henry L. (Jeff) Baumann, NAB's senior vice president and general counsel, as executive vice president for legal affairs and general counsel.

### **Congressmen tell NAB to expect broadcast legislation to take backseat to other issues in next session, but fairness, children's TV and spectrum fees will come up**

"I don't expect this to be a big year for broadcast legislation," said House Telecommunications and Finance Subcommittee member Al Swift (D-Wash.), who was one of seven subcommittee members participating in a two-day legislative forum held Jan. 15-17, prior to the NAB's joint board of directors winter meeting in Hawaii. Senator Strom Thurmond of South Carolina, the Judiciary Committee's ranking Republican, also attended the forum. (NAB paid for air fare and hotel accommodations for all the congressmen attending; the association had budgeted \$80,000 for this year's legislative forum (see box, page 49).

Although they foresee no major action, the

congressmen told the broadcasters to "stay on your toes." Anything can happen, they warned. "Children's television is something that is not going away... members feel very strongly and Ed Markey [House Telecommunications Subcommittee chairman (D-Mass.)] will probably want to take a look at it," said Congressman Billy Tauzin (D-La.). Tauzin and the others indicated that as long as Congress must find additional revenues to offset the federal deficit, ideas such as taxing the transfer of broadcast properties or eventually imposing spectrum fees could gain momentum. "The deficit is not going away," said Tauzin. Spectrum fees, he said, are an easier way than raising taxes for Congress to solve the problem.

The Telecommunications Subcommittee's first order of business when Congress reconvenes next week will be securities and finance, predicted Representative Dan Coats (R-Ind.). "This could be good or bad depending on what you want done or don't want done," he said.

But even more important, Swift told industry leaders, "no broadcast legislation will move without the fairness doctrine." Fairness, Swift said, is going to "hang around like a great dark shadow for a long time to come."

Some in the NAB audience wanted to know whether Congress would be receptive to negotiating a deal on fairness. For example, radio broadcasters hope to gain relief from the comparative license renewal process, and television is seeking some form of

must-carry rules. Could fairness be used as a bargaining chip to obtain those legislative goals? Tauke dismissed that view as "foolish."

Fairness, he told the broadcasters, is out of their hands. It is "no longer your issue; it's the President's issue." Fairness is no longer something broadcasters can bargain away, Tauke told the group. Abandoning a principle on fairness, he said, would only give credence to the concept of spectrum fees. He also thinks fairness is not a long-term issue. "While it will affect things in 1988, I disagree that it will affect things in 1989 and 1990," said Tauke.

If broadcasters are looking for a way to "dissipate" some of the emotion and attention surrounding the fairness doctrine debate, Tauke suggested the industry explore the possibility of forming a news council as a means of self-regulation.

Representative John Bryant (D-Tex.), who was slated to attend the forum but was unable to, sent a statement to NAB directors regarding legislation he plans to offer.

Under Bryant's proposal, cable operators would have three choices:

"Carriage of local television broadcast signals—as defined by the most recent FCC must-carry rule—without charge and on a nondiscriminatory basis to qualify for the compulsory license; carriage of any and all television broadcast signals at the cable operator's sole discretion, with normal copyright liability, and carriage of no television broadcast signals." □

## **Sharper pictures promised from space**

### **Reagan to ease U.S. policy that now keeps satellite sensing from high-resolution performance**

President Reagan, in what is seen as a response to commercial imperatives, has decided to permit manufacturers of civilian remote-sensing satellites to provide equipment capable of making photographs as sharp in resolution as those of foreign competitors. That word, originally reported in *The New York Times* and scheduled to be confirmed in detail by the White House this week, was welcomed by broadcast journalists who view remote sensing as opening a new frontier in television journalism. However, there was no indication the government is prepared to set the kind of standards governing the use of remote sensing that the journalists say are essential to preserve First Amendment rights.

The President's new directive is expected to make clear that proposals for remote sensing satellites will be considered on a case-by-case basis—and that equipment that could "see" objects smaller than 10 meters across will no longer be subject to an automatic ban. President Carter is said to have issued a policy statement that remains classified—and whose existence government officials decline to confirm or deny—that set the 10-meter limit as a response to Depart-

ment of Defense concerns that pictures of greater resolution might pose a danger to national security.

However, the Soviet Union now markets satellite photographs of five-meter resolution, and the French market photographs of 10-meter resolution and are working on remote sensing equipment capable of sharper resolution. As a result, the White House was persuaded the 10-meter limit no longer was defensible; removing it was seen as necessary to improve American companies' competitive position. A government official also said the new policy—part of an updated national space policy that the President signed on Jan. 5—will make it clear there will be "no a priori" determination as to the frequency with which pictures may be made or the type of sensors (including those capable of nighttime use) that may be used.

*The New York Times* quoted a summary of the new policy as saying it is intended "to encourage the development of U.S. commercial systems competitive with or superior to foreign-operated civil or commercial systems."

Remote sensing is now used for the benefit, among others, of scientists, geographers, agricultural specialists, cartographers, urban planners and occasionally journalists. And the Radio-Television News Directors Association, which has taken the

lead among media groups in attempting to have the technology fashioned for journalistic purposes, welcomed the word out of the White House. "We are pleased that the Reagan administration is beginning to realize the technological facts of life about remote sensing," said RTNDA President Ernie Schultz. But he added: "Still to be developed are acceptable standards for the licensing and operation of remote sensing satellites for news and information purposes."

The Landsat Act of 1984 establishes the Commerce Department as the agency to regulate and license use of remote sensing satellites. Commerce's National Oceanic and Atmospheric Administration, which will administer the rules, will refer applications to the State and Defense Departments for review and is empowered to deny or condition licenses on the basis of "national security" and "international obligations." Schultz said the standards—which the President's policy statement is not expected to affect—are "so potentially restrictive...that they may preclude U.S. firms from seriously considering launching and operating remote sensing satellites for journalistic purposes." The RTNDA and other media groups had proposed that the government be required to demonstrate in court that proposed picture-taking would pose a clear danger to compelling national interests. □

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**WESTWOOD ONE RADIO NETWORKS**



## RAB's MSC '88: Out to change the sales world

**Stakelin and others at eighth annual gathering will emphasize need for new thinking to boost radio's bottom line**

The operative word for the approximately 1,500 attendees who descended upon Atlanta's Hyatt Regency hotel last Saturday (Jan. 23) for the Radio Advertising Bureau's eighth annual Managing Sales Conference (MSC '88) is "change."

RAB President and Chief Executive Officer Bill Stakelin was planning to open the meeting on Sunday morning (Jan. 24) with the following: "If we don't change our direction, we may end up where we are headed." The translation, according to Stakelin: "The business of advertising is changing so rapidly that if the radio industry doesn't adapt, its way of selling will end up outdated."

As examples of a changing advertising structure, Stakelin was to have noted that many agencies are now working on a fee rather than commission basis and that some national clients are overseeing their creative work in-house. "We have to know where the decisions are being made."

In an interview with BROADCASTING on the eve of MSC '88, Stakelin said his opening remarks would also address what he believes are the two "key elements" to effective radio sales: proper training and recruitment of account executives and "business development."

Radio executives today, said Stakelin, need to "open up their thinking" about recruiting sales people. "Instead of going to a neighboring station, we should also look outside our business for good sales people," he said. "And there has to be a complete training program inside every radio station."

Stakelin said he will push for a "grass roots" approach to selling by first calling for the establishment of local market and state radio broadcast associations throughout the country. "It's radio that has to be sold, before individual stations are sold. There is no guarantee that radio will be part of the media picture in the future," said Stakelin. "Every local and state association should establish a marketing plan to deal with the development of new business."

In his opening address, Stakelin was to have also focused on the future of national spot radio, which is coming off two straight years of sluggish sales. "There needs to be a closer partnership between station and national rep for packaging radio advertising that is desirable to a national client," the RAB president was to say. According to Stakelin, that could mean packaging radio with other media, such as television, into one plan.

Stakelin was to have posed the following question: "Instead of a major unwired [spot] network television arrangement with Procter

& Gamble [BROADCASTING, Oct. 26 1987], why not a broadcast plan incorporating both radio and television?" Repls, said Stakelin, should also look at other ways of "networking," such as a market-by-market promotional tie-in campaign with a major radio group.

Stakelin's planned remarks also underscore the MSC's overall theme: "Team Radio: It's A Whole New Ball Game."

Bob Galen, RAB senior vice president for research, said that some preliminary results of a just-concluded advertising media sales study, conducted by Professor Laurenell Scarfo of the University of Kentucky, are tentatively scheduled to be released during



Atlanta's Hyatt Regency

the conference. The total sample size for the study was 1,134 media executives, approximately 900 of whom were media sales people in radio, television and newspapers (divided evenly) while the remaining portion of the sample was media buyers.

One significant finding from the study points to a fairly tough time for both radio and television account executives—although radio has a higher success percentage—in converting new business calls to orders. Forty-one percent of radio account executives surveyed said they convert 50% or more of their new business calls into orders compared to 38% for television. Having an easier time are newspaper sales executives with 62% converting at least 50% of their business development calls into a buy.

The study also showed that three of four radio sales people feel that their competitive position with other media is either the same

as it was in the past few years or better. Aside from RAB, other organizations responsible for the advertising media study are The New York Times Co., Meredith Broadcasting, Price Communications and Great American Broadcasting (formerly Taft). Full results are expected to be released in the spring.

MSC '88 is featuring 24 workshops and six forums, many of which are being repeated. Among the headliners appearing at the conference are Kelsey Tyson, a management trainer who was slated to address the Sunday luncheon; Gordon Williams, ABC Radio Network economic correspondent, who is scheduled to speak at Monday's breakfast; Andrew Goodman, president of the American Comedy Radio Network, who will present the Monday luncheon keynote address entitled: "How To Create Effective Local Radio Commercials"; Pat Pearson, sales motivational speaker and author of "You Deserve the Sale: The Business of Success," who will speak at Tuesday breakfast, and Herb Cohen, author of the book, "You Can Negotiate Anything," will conclude the meeting Tuesday morning with a two-and-a-half-hour workshop on selling techniques.

Four companies are hosting hospitality suites—down from eight in 1987. They are: Greenwood Performance Systems, Birch Radio, Emmis Research and Interp. There is also an MSC exhibit hall housing about 40 exhibitors.

A dinner concert is scheduled for Monday featuring three acts from the 1950's and 60's: Maurice Williams and the Zodiacs, the Drifters and Archie Bell of the Drells. The concert is sponsored by the United Stations while the dinner is being sponsored by Interp.

Chairman of the MSC '88 steering committee is Ralph (Toney) Brooks, president of a new Denver-based radio company, Radio One. □

## First-quarter radio network sales off to 'good' start

**New RNA president settles in with optimistic forecast for radio sales growth**

Peter Moore, former executive vice president of Masla Radio, the independent sales representation company that sold off its client list to the Katz Radio Group and Shelly Katz Radio Sales, is settling into his new post as president of the Radio Network Association ("Closed Circuit," Jan. 4) with an

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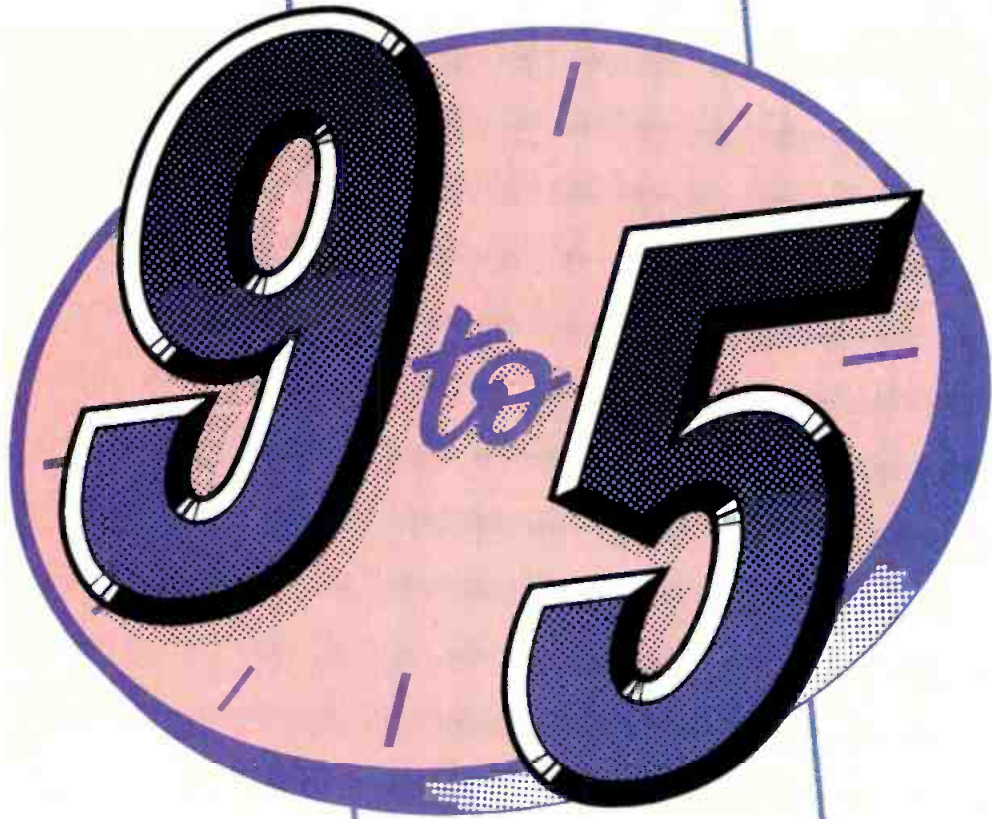
The comedy that works 9 to 5  
is now working M to F.

MONDAY

TUESDAY

WEDNESDAY

THUR





9 to 5, today's comedy of life and love at the office, is now ready to work full time for your station.

In a special test run strip in Charleston, S.C., 9 to 5 was a runaway #1 in its time period, beating The Tonight Show and all others in key women categories.

In Jacksonville, 9 to 5 improved the 7:00-7:30 PM household share by 33% over the previous Sweep, with major gains in key women shares, too.

In Miami, 9 to 5 boosted key female demos dramatically over year-prior numbers, in the 7:30-8:00 PM hot spot.

And now, you can make your whole week stronger with the comedy that already proved it works 'round the clock!

Available to strip  
Fall '88.





optimistic eye toward the future. The reason for this newly found optimism after several months of static sales growth is two-fold: Network radio business for 1987 did not decrease as originally anticipated (BROADCASTING, Nov. 30, 1986), and first-quarter network sales activity, like that of national spot, is reported to be off to a "good" start. (See national spot radio story below.)

That start began in December with expenditures posting a double-digit percentage gain of 11.3% over December 1986 to \$29.5 million. (The RNA relies on financial data submitted each month by association members to the accounting firm of Ernst & Whinney.) The last time there was a double-digit monthly percentage increase (10%) in network radio expenditures was last February.

For total year 1987, network sales were basically flat: \$380,870,000 compared to \$380,024,000 in 1986, an increase of about 0.2%. "That's not bad news," said Moore, noting that in 1987 the medium was void of a "big" network radio advertising category, smokeless chewing tobacco, represented by such companies as Skoal's, Copenhagen and R.J. Reynolds. In August 1986, the Comprehensive Smokeless Tobacco Health Educational Act of 1986, a congressional ban on the advertising of smokeless tobacco products on radio, television and cable, took effect (BROADCASTING, Sept. 1, 1986).

Also missing from Ernst & Whinney's network radio revenue mix, said Moore, is *Rick Dees' Weekly Top 40* program, which switched from United Stations to DIR Broadcasting last January. That went into syndication dollars, he said. (Most syndicated program companies do not submit their data to Ernst & Whinney for network radio tabulations.)

For 1988, network radio business, according to Moore, is projected to be up from 5.5% to 7%. "But we [the RNA] may soon revise that upward," he said. "The first quarter will give us a good indication of how business for the rest of the year could flow," Moore said. "And preliminary reports from RNA member networks is that business is picking up."

Moore attended his first RNA board meeting last Monday (Jan. 18) in New York. The top item on the RNA's 1988 agenda, said Moore, was the development of a new marketing and positioning plan for network

radio. "We want to be responsive to the needs of advertisers and agencies," said Moore. "Our message will be that network radio is a national medium that can be utilized in media plans as an additional reach medium that picks up frequency."

Moore also told BROADCASTING that the RNA will no longer have a separate office on 42d Street in Manhattan. Effective today (Jan. 25), that office is being shifted to the site of the RNA chairman's location. In this case, it is at the headquarters of The United Stations, whose president, Nick Verbitsky, also presides as association chairman. Every two years—the typical term of an RNA chairman—the RNA location will move to

the network site of the current chairman. Verbitsky's role as chairman has been extended for the next two years.

"The RNA president has got to be involved with the chairman," said Moore. "And we want to promote more involvement of board members with the RNA through the chairman's office," he said.

The current roster of RNA member companies is composed of Westwood One, which includes Mutual Broadcasting and the NBC Radio Network division; ABC Radio Network; CBS Radio Networks; United Stations; Satellite Music Network; Transtar Radio Networks; and the Sheridan Broadcasting Co. □

## Sizing up radio advertising

### Panelists at Sillerman-Magee seminar offer suggestions on how to boost spot, network and syndication sales

"National spot radio sales are coming off of a great fourth quarter, the best quarter in nine quarters," said Ken Swetz, president of the Katz Radio Group, speaking at a panel on radio advertising at the Sillerman-Magee Television and Radio 1988 Outlook seminar, held last Wednesday (Jan. 20) in New York. "That pace should carry over into first quarter 1988," he said (see page 62).

"But," said Swetz, "1987 was the toughest business year I have experienced in the last 20 years. "There has been virtually no growth in national spot radio since 1985." That doesn't mean that national radio as a medium is "unhealthy." Rather, it has assumed a "new form" over the years, Swetz said. The Katz executive said the "national radio" pie today is divided into three competitive slices: spot, network and syndication. "I have structured my company to compete in all three areas," he said. Swetz went on to note that in the last three months Katz lost \$2.2 million in operating revenue when the Transtar Radio Networks and Dow Jones *Wall Street Journal Report* both switched sales representation from companies within the Katz Radio Group to the United Stations and the ABC Radio Network, respectively. "They [the networks and syndicators] are my competitors," he said.

Added Swetz: "From a national spot sales

standpoint, we need to replace product-oriented selling with customer-oriented selling. Advertisers want more of a promotional impact; not just C-P-M's [costs-per-thousands] and reach and frequency goals."

Network radio is still the "smallest segment" of the radio business. But it is the fastest growing segment from 1980 to 1986," said Bill Battison, president of Westwood One, which comprises Westwood One Radio Networks, the NBC Radio Networks and Mutual Broadcasting.

Battison noted that network radio sales in 1987 were flat (see page 56). Two primary reasons for the sluggishness, according to Battison: the preoccupation of advertisers and agencies with the introduction of the peplemeter in television and the continuing consolidation among agencies.

Last year was also one of change for the network radio business due, in part, to sales consolidations, said Battison. "With fewer players in network radio today, there will be better utilization of inventory. And I expect the [advertising] demand for network product to be high because of network radio's efficiencies," Battison said.

Asked whether national rep companies today are competing directly with traditional network programming for station inventory (the majority of network long-form programming is distributed on a barter basis), Battison said stations are using network programming to build audiences. "It's a very synergistic relationship; not purely economical," he said. "And I think we go after complementary, rather than the same advertising dollars, as spot," said Battison.

Katz's Swetz said stations "shouldn't be so quick to trade inventory for programming." Stations, said Swetz, need to get "top dollar" for their spots.

Bill Stakelin, RAB president and chief executive officer, stated the association's forecast of a 7% growth for total radio sales in 1988 (5.3% for national spot, 5.5% for network radio and 7.5% for local) compared to 4.3% growth in 1987. "By the end of 1988, radio will be a \$7.8-billion business," he said.

But Stakelin warned that there are many more advertising options for the advertisers due to "fragmentation of the media." There are 241 more independent television stations on the air than 10 years ago as well as 50%

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more magazine titles and 100 more daily newspapers. Stakelin said.

"Advertisers will be looking for more 'bang out of the buck.' And radio is positioned to deliver with local promotional tie-ins," Stakelin said. □

## Planes and autos are bright spots for radio sales

National spot is expected to be up in first quarter after late '87 surge and promising early '88

While surrounded by a sea of economic uncertainty, national spot radio business appears to be breaking out of its two-year doldrums, evidenced by "very active" bookings from the latter part of fourth quarter 1987 through January 1988. That's according to a BROADCASTING survey of several leading rep executives.

The reason for what looks to be a turnaround in sales can be attributed, in part, to a steady flow of dollars from the automotive and airline industries, which historically have been two of the stronger national spot radio advertising categories.

"The old reliable accounts, automotive and airline, are back at higher spending levels than last year at this time," said Stu

Olds, president of Katz Radio. Among the automotive accounts now running national spot radio campaigns, according to Olds, are Chevrolet, Chrysler's Jeep Eagle and Mercedes-Benz.

"There are now greater airline expenditures due to promotional fares. We anticipate that American, United and Eastern will all be spending more money in national radio this year," said Warner Rush, president of Major Market Radio, in addressing national spot's other bustling advertising category.

Rush said there were five major airline mergers during the first half of 1987, which led to an overall cut in ad budgets. Through the first three quarters of 1987, national spot airline dollars were off by \$35 million versus the same period in 1986, said Rush, who based his analysis on data from Radio Expenditure Reports.

Rush is projecting a 3% increase for the first quarter and "no more than a 4% increase" for the year. "And that's bullish," he said, noting that the industry just came off of its worst billings year in many years. Referring to the past 12 years, Rush said that national spot dollars have registered double-digit percentage increases in all but three of those years: 1982, 1986 and 1987—the last expected to post a percentage drop.

According to RER, which tracks national spot radio billings on a monthly basis, business in November was up 4.5% compared to November 1986 to \$100,028,500. (December data is not yet available). The previous up month was July 1987, which was 1.4%

over July 1986. For the first 11 months of 1987, national spot expenditures reached \$844,394,000, off by 1.6% from the same period a year before.

Members of the rep industry are projecting that, after industrywide December figures are totaled by RER, 1987 will be roughly 1% to 2% off its 1986 mark of \$926 million. (The monthly RER figures represent all business reported by the reps. They do not reflect any direct national spot radio business between station and agency or advertiser). The consensus within the rep community for 1988 national spot volume is basically in line with Rush's 1988 projection of single-digit percentage growth.

"We are coming out of the gate a lot more favorably than last year," said Dick Sharpe, president of Hillier, Newmark, Wechsler & Howard. "Business in the top 50 markets is better than anticipated," he said.

"Because radio is less expensive than most other media, it can attract more dollars in an uncertain economy," said Tony Fasolino, president of Torbet Radio.

What are some other factors leading to a brighter national spot outlook? Mitch Klein, vice president and general sales manager for Banner Radio Sales, offered one observation: "The upfront network television buying season was very strong, leading to tighter inventory. Those ad dollars should be trickling down to radio." Added Don Gorski, vice president of sales for CBS Radio Representatives: "The presidential election campaigns will increase the demand on all competitive broadcast inventory. And national spot radio sales have jumped out of the box without the pressure on inventory created as a result of the political races."

Aside from the automotive and airline advertising categories, Gorski said, there is also a renewed advertising interest by financial institutions, particularly banks and computer companies.

"Nineteen eighty-seven was a 'wait-and-see' business year for many of the high-tech companies. But now a lot of them are coming back to radio advertising, predominantly in regions where they are based, like Boston and San Francisco," Gorski said.

McGavren Guild Radio President Ellen Hulleberg warned that, although national client bookings are currently very active, many of those flights are for campaigns in the "second quarter and beyond." Said Hulleberg: "The good news is that there are longer flights being booked, which is a real healthy sign for the industry." March looks to be the "strongest" billing month in the first quarter and February the "weakest," she said.

In Eastman Radio's "Business Outlook for the First Quarter" memo sent to client stations in early January, Carl Butrum, Eastman's newly appointed president, said the company is "sticking to its prediction that 1988 will show overall growth of approximately 4%. Based on dozens of conversations...the bad news from Wall Street has not dampened the enthusiasm of businesses that need to promote to make cash registers ring." Butrum expects the first quarter to be "decent" with a gain of 2% to 3%.

Most rep officials generally agree that,

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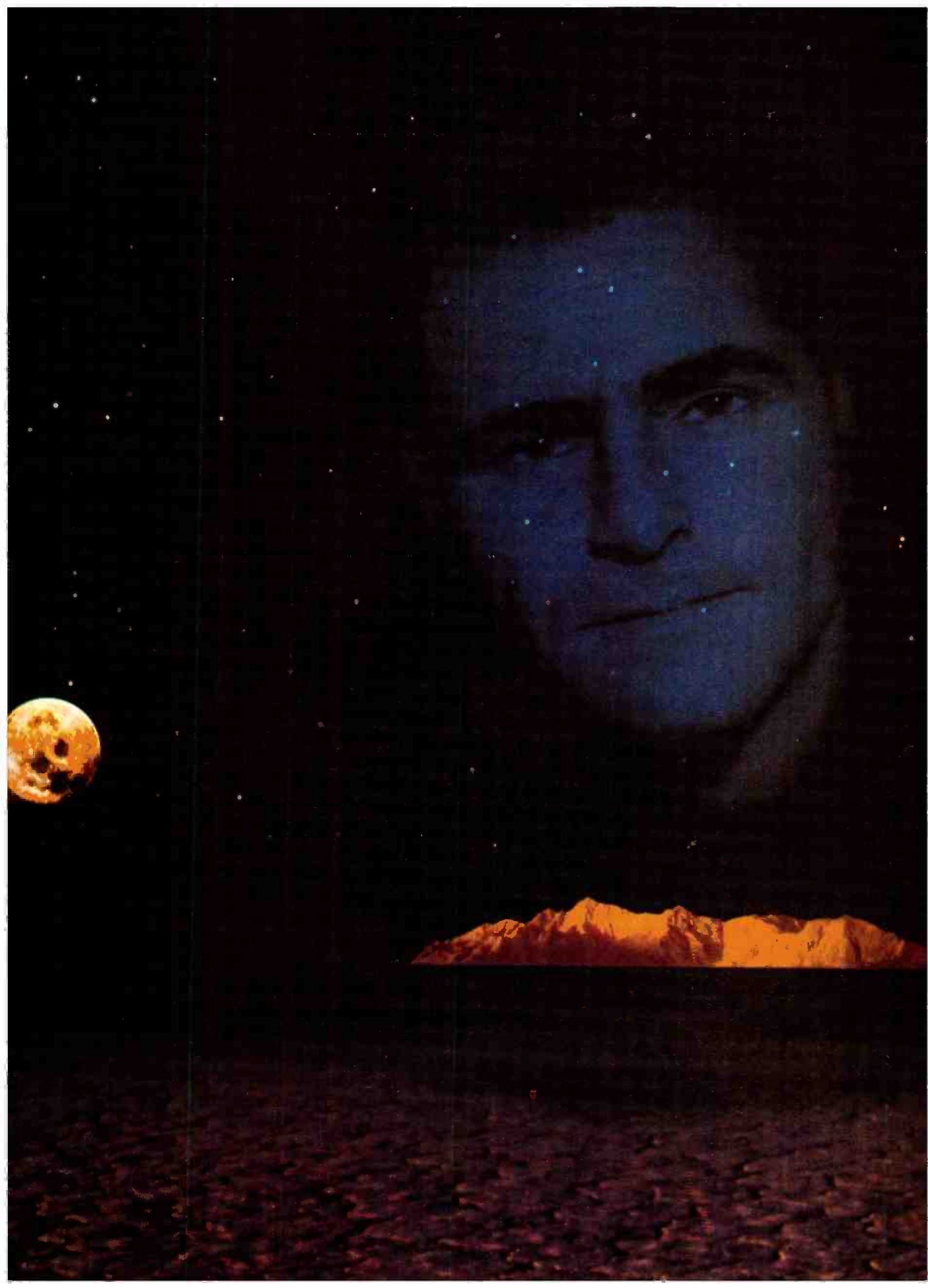


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thus far, the stock market plunge of last Oct. 19 is having no major adverse affect on national radio spending. McGavren Guild's Hulleberg, however, noted that advertisers in 1988 will be looking at "more media value" for fewer dollars. "It will be difficult for stations to increase their rates," she said. Where is most of the national spot business being booked in the first quarter? Almost universally, the reps said, through their West Coast offices.

In some of the top 10 markets, especially New York and Los Angeles, advertisers are currently looking for stations that attract more "mature" demographics than younger ones, observed Bill Fortenbaugh, president

of Christal Radio.

The national radio representation industry is also moving ahead with a cohesive effort to promote spot radio as an effective advertising medium. The one-year-old national spot radio task force, which is part of the Station Representatives Association's (SRA) National Radio Marketing Group and which works in concert with the Radio Advertising Bureau, has collected over \$212,000 from various radio groups for its continuing "action" campaign, according to Don Macfarlane, director of marketing, CBS Radio Representatives, who also serves as task force chairman.

"We [the task force] are introducing a new

resource book for advertisers and agencies at the RAB conference that will provide such information on programing, research, marketing and promotions," said Macfarlane. "It will be integrated with RAB material," he said. The task force will also show its relatively new 15-minute marketing video presentation at the meeting, which, said Macfarlane, is geared specifically to advertisers.

Macfarlane added that the spot group was scheduled to meet late last week on whether to institute a toll-free 800 number that would feature examples of current national radio spots for agencies and for potential advertisers. □



## King of radio: 10 years and counting

Larry King celebrates decade on air with his late night radio show, shot in arm for AM radio

People like to talk at Duke Zeibert's restaurant in Washington. Jimmy the Greek Snyder talked there a little over a week ago. And this Friday, Jan. 29, a large and varied crowd will be there to talk with and about Larry King, as he celebrates 10 years on the air with Westwood One-Mutual Broadcasting's *The Larry King Show*.

The party begins at 9 p.m. (NYT), and will be the site of King's 11 p.m.-to-2 a.m. radio broadcast that night. (King will tape his 9-10 p.m. Cable News Network television show, the for-that-day misnamed *Larry King Live*, earlier that day.) *Cosmopolitan* editor, Helen Gurley Brown, will be there, King told BROADCASTING last week. So will journalists George Will and Sam Donaldson, actress Angie Dickinson and Miami Dolphins coach Don Shula—the guest on the program's first broadcast, Jan. 30, 1978. King will also be joined by other friends, colleagues and past participants in a pro-



King with Steve Martin and Lily Tomlin

gram that has become a mainstay of AM radio.

In 1981, King received a letter from veteran radio commentator Paul Harvey, thank-

ing him for bringing press attention back to radio. "AM was crying for something new," King said. "And that era was the beginning of the true information boom. CNN comes along with 24 hours of news, and that starts to work. Late night blossomed, but also, post-Watergate. People wanted to be in touch with their government." Readily, he says, "I still think I'm in the forefront. Radio is the one constant but varied media, a great form of communication. And I think there will always be new ideas, concepts coming. I think it is limitless."

King claims only a suggestive influence on who his guests are, saying, if it were up to him, he would have baseball and football people on five nights a week. The radio guests are usually booked three weeks in advance; CNN guests are booked day-to-day. He admits he still sometimes forgets who will be on his show. But he has always found unpreparedness desirable. "I have the luxury of time, I've got native curiosity and, above all, the ability to listen. I was forced

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to listen, when I first started 30 years ago, [in a Miami restaurant where he conducted the first *Larry King Show* on WKAT(AM)]; if I didn't know Jimmy Hoffa was going to be there, and he came in, I better listen to what he says."

According to King, Ed Little, Mutual Radio president in 1978, was familiar with King's radio and television work in Miami. "He knew I prided myself in my ability to do interviews well and that I did a wide range of interviews...the wider the better," King said. "That's what he saw as the key. If the show were too political or too sports-oriented, it would be bad."

"Little had an idea that national talk could work," said King, "and thought [the first] network-produced, national radio talk show, if you did it out of Washington, with guests from all walks of life, it could be one of the things that could help AM radio. And he turned out to be right. It works."

The program started with 28 stations; affiliation now stands at 326, 95% of them AM's. "There is virtually no place in the country, or in much of Canada [Westwood One brought to Mutual a network outlet there], we don't reach," said King. "It was seat of the pants," King said. "There was no test marketing. We just did it. It was [Little's] faith when we started."

The program won the 1982 Peabody Award—the only radio talk show to do so, said King—and King himself, who celebrated 30 years in radio last year, won the 1986 National Association of Broadcasters' National Radio Award.

Of talk radio's new generation, says King: "There are helpful shows out there that are not bad; they give you advice; they're OK. All good talk has a place. But it's always great to have been first. I still think I'm the best interviewer. And I don't say that boastfully, because I take great pride in it. I think it's an art form. I think I was born with it."

"The young ones know don't know how to do it. The shock guys have no concept of it. The screamers don't know how to ask questions, because they're too self in-



With Tip O'Neil

**One for Metroplex.** A U.S. district court in southern Florida has ruled in favor of Metroplex Communications in a sexual discrimination and harassment case brought against it by a former employe of the company's WHYI-FM Fort Lauderdale ("Y-100"). The plaintiff was Linda Silverman, who had been terminated in 1981 after serving 11 months as the station's national sales manager. Judge Stanley Marcus held that Silverstein did not demonstrate either that Metroplex "created or maintained an oppressive work environment, or that she was terminated as a result of gender-based bias." Marcus found that Silverstein was terminated "for lawful business reasons relating to her unsatisfactory performance." Metroplex attorneys say Silverstein was the source of problems that have led to the current FCC proceeding in which Metroplex is defending its license for WHYI-FM against a competing application of Southeast Florida Broadcasting. After her termination, in 1981, Silverstein petitioned the commission to deny the station's renewal application, charging that the station had inflated its equal employment opportunity reports. Her complaints led to a license-renewal hearing in which the commission staff sought a denial of renewal. An administrative law judge, in a decision that was not appealed, ultimately found in favor of Multiplex, but granted only a one-year renewal. At the conclusion of Metroplex's one-year term, Southeast filed its competing application.

involved. The secret of being a good interviewer is to leave yourself out of it and reduce your ego. However, there's a place for all of it. I think the FCC sending a letter to Howard Stern was crap. You want to listen, you listen; you don't want to listen, you don't have to listen."

*The Larry King Show's* time slots have changed over the past two-and-a-half years, from midnight to 5 a.m. (NYT) initially to midnight to 4 a.m., then 3 a.m., and now from 11 p.m. to 2 a.m. (At 2-3 a.m., Mutual repeats past interviews, and at 3-5 a.m. repeats that night's first two hours.) Since King's heart surgery last month, his doctors have demanded that he put limits on himself. In March he will begin "intense" physical therapy. But five days a week, in addition to walking for an hour, he writes his column, tapes a daily 90-second sports commentary and hosts four live hours of broadcasts at CNN and Mutual.

His new book, "Tell It to the King," will be released in April, a collection of anecdotes from interviews over the years and a primer on the art of interviewing ("methodology, what I do, how I listen...what works for me")—published by Putnam.

King's new contract with Mutual runs two years beginning next June. Says King: "Sometimes when I wake up in the morning, I pinch myself. If you had told me 10 years ago that I would have the radio show, the television show, a column in *USA Today*..."

And there are memories. Without hesitation, King cites the broadcast on the night of John Lennon's death as the most significant and memorable. "We got the news about a quarter to twelve, canceled the guests, and we did five hours of outpouring from America. When I got through that I was shocked. I never realized the impact of Lennon, but that night the outpouring of emotion from young and old...[from] Seattle and Mexico and Canada. People crying and people offering memories. You could never have done that on television."

There were odd moments too. Television actor Bill Macy once sat through three hours of an interview "high" and nude. King refused to take notice, and when Macy told the audience, King responded, "A lot of my guests do that."

King was in Westwood One's Los Angeles studios last week, taking off last Friday

night to attend the cable industry's ACE awards. *Larry King Live* has been nominated again this year after winning an ACE in 1987. Of the television show, launched June 1, 1985, King says. "It is a radio show on television. You could close your eyes and listen to *Larry King Live*." And he is grateful for the live format. Television often involves taping, he said, and that often means waiting around. "I hate that. I like coming in and doing it." Adds King, quoting television journalist Ted Koppel: "Television often brings the news. And then you listen to *The Larry King Show* on the way home to find out how people feel about it." □

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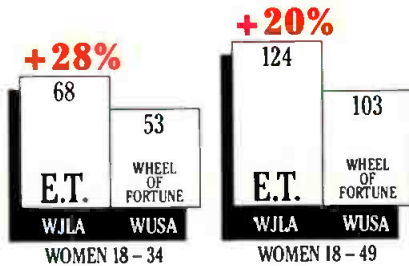
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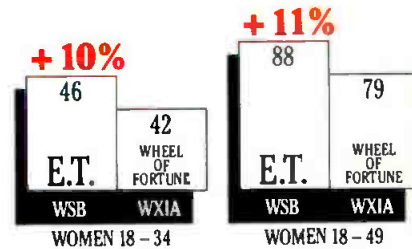


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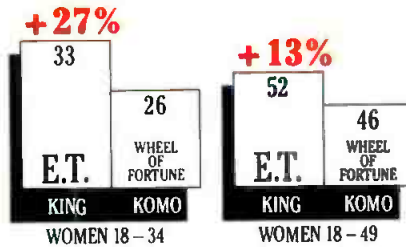
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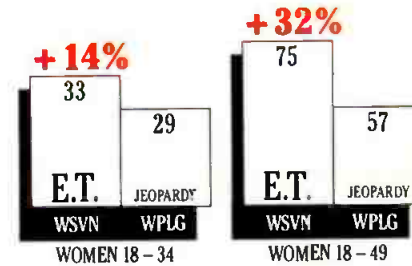
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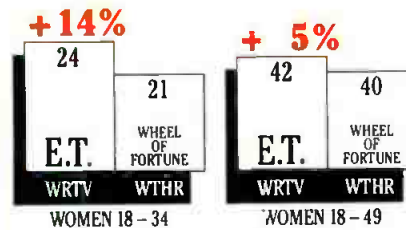
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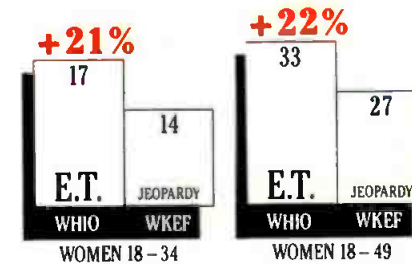
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## DAYTON



Source: NSI, November 1987, station totals (#00).

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## TIME PERIOD RANK

		WOMEN 18 - 49	WOMEN 25 - 54	COMPETITION
San Francisco/KRON	7:30PM	#1	#1	EVENING MAGAZINE, MASH, NEW NEWLYWED GAME
Dallas/WFAA	10:30PM	#1	#1	TONIGHT SHOW, MASH ALL IN THE FAMILY, LATE SHOW-FOX
Washington, D.C./WJLA	7:30PM	#1	#1	WHEEL OF FORTUNE, MASH, CHECKERBOARD, JEFFERSONS
Miami/WSVN	7:30PM	#1	#1	JEOPARDY, MASH, CHEERS, HIGH ROLLERS, TAXI
Phoenix/KTSP	10:30PM	#1	#1	TONIGHT SHOW, ABC NIGHTLINE, LATE SHOW-FOX, BARNEY MILLER
Indianapolis/WRTV	7:00PM	#1	#1	WHEEL OF FORTUNE, CBS NEWS, FACTS OF LIFE
Hartford/WFSB	11:30PM	#1	#1	TONIGHT SHOW, ABC NIGHTLINE, LATE SHOW-FOX
Nashville/WTVF	10:30PM	#1	#1	TONIGHT SHOW, MASH, FAMILY TIES, LATE SHOW-FOX
Harrisburg/WGAL	5:30PM	#1	#1	PEOPLE'S COURT, MASH, MAGNUM, HAPPY DAYS
Dayton/WHIO	7:30PM	#1	#1	JEOPARDY, BENSON, WORLD OF DISNEY
Oklahoma City/KTVY	11:30PM	#1	#1	ABC NIGHTLINE, CBS LATE NIGHT, ODD COUPLE
Mobile/WKRG	5:00PM	#1	#1	DIVORCE COURT, MASH, SILVER SPOONS
Honolulu/KGMB	10:30PM	#1	#1	ABC NIGHTLINE, MASH, LATE SHOW-FOX

Source: NSI, November 1987.

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ENTERTAINMENT  
TONIGHT



## Networks prepare to do battle for February sweeps



Saddledome in Calgary, site of Olympics on ABC



CBS's 'Windmills of the Gods'



NBC's 'Inherit the Wind'

### CBS and NBC unveil specials, mini-series they hope will blunt ABC's winter Olympic attraction

CBS and NBC will throw a slew of prime time specials, movies and mini-series against ABC's coverage of the winter Olympics during the critical February sweeps period. The Arbitron sweeps run from Feb. 3 to March 1, while the Nielsen NTI survey runs Feb. 4 to March 2.

The competition begins long before the games in Calgary, however. Each of the three networks had scheduled mini-series to run at the same time early in February, but NBC finally blinked and rescheduled *Noble House* for later in the month to avoid a potential rating disaster for everyone. The two-part NBC mini-series will go head-to-head with ABC Sports coverage of the Olympics, which run Feb. 13-28.

ABC kicks off February with the four-hour mini-series, *Elvis & Me*. The first epi-

sode airs at 9-11 p.m. Sunday, Feb. 7, with the concluding chapter at 8-10 p.m. Monday, Feb. 8. The network's only other sweeps entry is the movie, "Firefox," 9-11 p.m. Thursday, Feb. 11.

First-place NBC is out of the gate Feb. 4 with the 90-minute *David Letterman Sixth Anniversary Special* at 9:30 p.m. The program marks the first time Letterman's show has appeared on the prime time schedule.

Other sweeps highlights for the network: *Main Event*, 8-9 p.m., and *Unsolved Mysteries*, 10-11 p.m., Friday, Feb. 5; *Super Bloopers and New Practical Jokes*, 10-11 p.m., Saturday, Feb. 6; *Rambo: First Blood Part II*, 9-11 p.m., Sunday, Feb. 7; *Moving Target*, 8:30-10:30 p.m., Monday, Feb. 8; Disney's *Magic in the Magic Kingdom*, 8-9 p.m., Friday, Feb. 12.

Also, *The Dirty Dozen: The Fatal Mission*, 9-11 p.m., Sunday, Feb. 14; *The Return of Desperado: A Town Called Beauty*, 9-11 p.m., Monday, Feb. 15; *Noble House*,

9-11 p.m., Sun.-Wed., Feb. 21-24; *Surprise*, 8-9 p.m., Friday, Feb. 26; *Perry Mason: The Case of the Avenging Ace*, 9-11 p.m., Sunday, Feb. 28, and, "Police Academy II," 9-11 p.m., Monday, Feb. 29.

The CBS sweeps entries begin with *The Smothers Brothers Comedy Hour 20th Reunion Show*, 10-11 p.m., Wednesday, Feb. 3; reruns of *Be My Valentine*, *Charlie Brown*, 8 p.m., and *Bugs Bunny's Valentine*, 8:30 p.m., Friday, Feb. 5; Sidney Sheldon's *Windmills of the Gods, Part 1*, 9-11 p.m., Sunday, Feb. 7; *Windmills Part 2*, 9-11 p.m., Tuesday, Feb. 9; *Hostage*, 9-11 p.m., Sunday, Feb. 14; *Bring Me the Head of Dobie Gillis*, 9-11 p.m., Sunday, Feb. 21; "The Wizard of Oz," 8-10 p.m., Wednesday, Feb. 24; *Bluegrass, Part 1*, 9-11 p.m., Sunday, Feb. 28; *Superman: The 50th Birthday* (working title), 8-9 p.m., and *Bluegrass Part 2*, 9-11 p.m., Monday, Feb. 29, and *The Miss USA Pageant*, 9-11 p.m., Tuesday, March 1. □



'Elvis and Me' on ABC



'Smothers Brothers' on CBS



'Lincoln' on NBC



***DKM Broadcasting Corporation***

*has been acquired by*

***Summit Communications, Inc.***

---

*The undersigned acted as financial advisor to  
DKM Broadcasting Corporation in this transaction.*

***MORGAN STANLEY & CO.***  
*Incorporated*

*January 7, 1988*



# HBO working on Waldheim special

**Pay cable network outlines programing plans for TV critics; push to acquire package of baseball games has stalled; boxing deal with Tyson announced**

Home Box Office's attempts to bring a package of Thursday night Major League Baseball games to the pay service have been hampered by "political problems," said Seth Abraham, HBO's senior vice president of programing operations and sports.

Appearing before television critics and reporters last week in Redondo Beach, Calif., Abraham said that HBO has expressed its interest to MLB Commissioner Peter V. Ueberroth about acquiring 25 interleague games when the existing network television contract expires in two years.

Abraham, however, made repeated vague references to the politics involved in the process, which he indicated could stand in the way of a cable-exclusive agreement.

HBO is striving for an arrangement similar to ABC on Monday nights, with the pay service allowed to choose among a pool of 13 regional games each week. It would run the same risks as ABC by picking games so far in advance, but Abraham said the scheduling is not his biggest worry.

"The political problems with baseball make it far more difficult than the scheduling problems," he said.

HBO Sports has already increased its commitment to boxing with the signing earlier this month of heavyweight champion Mike Tyson. Under the exclusive, multi-million-dollar agreement—the largest ever between an individual and HBO Sports—Tyson will fight a series of seven bouts this year and next, commencing with last week's fight between him and former champion Larry Holmes in Atlantic City. HBO offi-

# HBO

cials said they have retained veto power over Tyson's choice of opponents.

On the programing side, the pay service last week announced a controversial HBO Showcase project titled *Waldheim*, a four-hour co-production with Britain's Thames Television that is scheduled for June.

An international panel of judges on a mock "Commission of Inquiry" will conduct a nine-day probe into allegations that Austrian President and former United Nations Secretary General Kurt Waldheim was guilty of war crimes during World War II. Bridget Potter, HBO senior vice president of original programing said Waldheim declined an invitation to defend himself before the panel, which will review the evidence gathered by two opposing teams of attorneys and decide whether there is enough evidence to warrant requesting an answer from Waldheim.

Asked about the propriety of the special, which will cost between \$3.5 million and \$5 million to produce, Jack Saltman, a Thames TV producer, said Waldheim's status as a world leader should make him accountable for his past actions.

Saltman expressed doubt that Waldheim will ever face trial on the allegations, but an HBO spokesman noted the World Jewish Congress had declined an invitation to participate because it hopes to produce enough evidence to put Waldheim on trial in

Austria.

HBO also previewed the first collaborative project between director Robert Altman and cartoonist Garry Trudeau ("Doonesbury") titled *Tanner '88*, which debuts at 10-11 p.m. on Feb. 15. The first edition, titled *The Dark Horse*, stars Michael Murphy as former Representative Jack Tanner, a last-minute entry into the New Hampshire Democratic presidential primary who scrambles to put a campaign together.

■ Other cable services offered descriptions of their upcoming programing changes. Among them were:

## The Disney Channel

The Disney Channel announced a new special, series and movie at last week's press tour.

The special will be the official film of the winter Olympics in Calgary, which is being done by sports producer Bud Greenspan in association with CTV. Greenspan produced a similar version of the '84 games that ran on the Disney Channel. The two-hour film, highlighting performances at the winter games, will premiere in March 1989.

Disney will premiere a new, half-hour music and dance program aimed at teenagers on Fridays at 5:30 p.m., beginning Feb. 12. *Videopolis* will be filmed at the club of the same name at Disneyland, and feature live acts and dance contests in addition to music videos. There will also be a videogram segment, where a video is dedicated to a member of the Disney audience. The show will be hosted by Randy Hamilton, and will kick off with a one-hour special on Feb. 5, featuring *Family Ties* star Tina Yothers, the Jets and the Miami Sound Machine.

Disney also announced the premiere of a new film, "Night Train to Katmandu," which will premiere in April. The fantasy-adventure tale stars Pernel Roberts.

## The Discovery Channel

The Discovery Channel said it will co-produce *Reef Watch: Live from the Red Sea* with the BBC, that will run live on Friday, May 6, at 11 p.m. It will be followed by another half-hour program on Saturday, and three more half-hours on Sunday that same weekend about underwater life in the Red Sea.

Discovery has also picked up *Nature of Things*, which ran previously on the Public Broadcasting Service. The new season of one-hour episodes will premiere April 28, and air Wednesday at 8 p.m. and Friday at 1 a.m. It is produced by the CBC Science Unit. Also premiering in April will be *Beyond 2000*, a science and technology series from All American Television and International Program Consultants. The Australian-produced hour program will air Monday at 1 p.m., Tuesday at 2 a.m. and Saturday at 9 p.m.

Other series that will premiere include *World of Festivals*, a 12-part, half-hour se-



**Homecoming.** An important segment of CBS television programing history was represented at this Hollywood reception honoring Kim LeMasters (at left), the new president of CBS/Entertainment. With him (l to r): Fred Silverman, who was the network's programing chief before going on to a similar post at ABC and then to the presidency of NBC; James T. Aubrey Jr., a former president of CBS-TV whose career at that network, and its abrupt end, have become legendary, and Harvey Shephard, a former vice president, programs, for CBS/Entertainment. Silverman and Aubrey are now independent producers; Shephard is president, Warner Bros. TV.

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*has sold the stock of its wholly owned  
subsidiary which owns the assets of*

***WPHL-TV***  
*(Philadelphia, Pennsylvania)*

to

## *Taft Broadcasting Company*

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*The undersigned acted as financial advisor to  
Providence Journal Company in this transaction.*

***MORGAN STANLEY & CO.***  
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*December 29, 1987*





ries about international celebrations; *Secrets of Nature*, a 10-part, hour-long series from Japan; *Threat*, a 90-minute special on the Lapp people of Scandinavia; *Festival of the Fire Puppets*, an Italian festival; *Land of the Nomads and Monasteries*, about life in Tibet; *Rio Grande*, about Indian pueblos; *Fire and Ice*, about the volcanoes, geysers, boiling lakes and glaciers of New Zealand, and *The Adventurers*, a six-part series of hour nature programs.

### Lifetime

Sex therapist Dr. Ruth Westheimer will be returning to Lifetime on March 18, with a new half-hour program, *The All New Dr. Ruth Show*. Dr. Ruth will respond to questions from a live studio audience, guest experts and telephone callers. The program, from Lifetime Productions Inc., will run at midnight on Friday and Saturday. A total of 26 episodes have been ordered. In addition, Lifetime will air *Ask Dr. Ruth*, the syndicated program from King Features Entertainment, starting Feb. 29.

Lifetime will air four documentaries as

part of its *Signature* series, which focuses on issues affecting contemporary women. It begins with "Child Abuse: Innocence on Trial," on April 6 at 10 p.m. Other documentaries planned include "What It Takes to be a Woman," in June; "Families Under the Influence," in September, and "Myths of Marriage," in December. As part of the series, Lifetime will conduct a poll about the issues raised in each piece.

Two other new programs relating to motherhood also were announced. A new slate of 39 episodes of *Mother's Day* began production this month with host Joan Lunden. New programs of the series, which runs weekdays at noon and Saturday at 11 a.m., will premiere in April. *Motherworks*, a new half-hour series on parenting, premieres Feb. 9. Hosted by Cyndy Garvey, it will air Tuesday and Thursday at 12:30 p.m. and Saturday at noon.

### The Nashville Network

The Nashville Network will introduce four new original series in April as part of its fifth anniversary celebration.

*American Magazine* will be the network's

first original daytime series, premiering April 4. Hosted by Dan Miller (a female co-host will be named later), the show will offer information and entertainment on house and home, fashion and beauty, food and leisure, health and fitness, and do-it-yourself auto maintenance.

On Saturday, April 2, Nashville will debut a weekly concert series, *Rock 'n' Roll Palace*, from a club in Kissimmee, Fla. Featured will be rock 'n' roll acts from the 50's and 60's.

*Side by Side* will be part of a new 90-minute Saturday programing block geared to travel. The show, presented with the cooperation of the National Tour Association, will explore "captivating travel destinations." The half-hour series will be hosted by Chris Lewis, son of actress Loretta Young.

In addition to the Saturday travel block, the network is scheduling a Sunday, 90-minute outdoor block. Included in that will be the new *Hank Parker's Outdoor Magazine*, which is designed "to help the entire family enjoy nature."

The service will also introduce a series of weekly vignettes, entitled *Nashville Now*, in which a TNN personality will examine "celebrations" across the country.

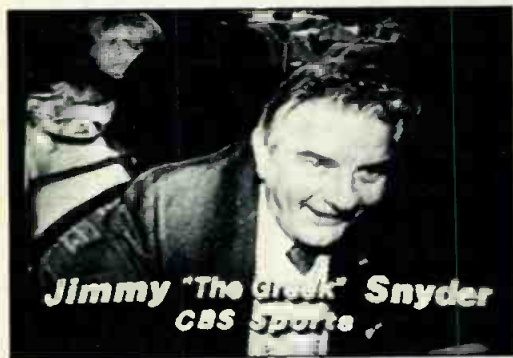
Pat Boone and his wife, Shirley, have been signed as the new hosts of *Wish You Were Here*, which begins its third season on April 2. The recreational vehicle travel show has been switched from Sunday to Saturday, and begins with the Boones traveling to San Diego. They succeed the husband-and-wife team of Kenny and Donna Price, Kenny Price, a musician on *Hee Haw* for 14 years, died last August.

April will culminate with the first *TNN Viewers' Choice Awards* on Tuesday, April 26, at the Grand Ole Opry. Beginning Feb. 8, the public will be invited to vote in one of eight categories each week: favorite male vocalist, female vocalist, group, album, song, video, newcomer and entertainer. Proceeds from the calls—each caller will be charged 50 cents—will be donated to the W.O. Smith/Nashville Community Music School, which makes music instruction classes available to low-income families.

### Arts & Entertainment

Arts & Entertainment announced the introduction of *Evening at the Improv*, 13 one-hour episodes from the Los Angeles comedy club that will premiere on March 11 at 11 p.m. Celebrity hosts for the 13, one-hour episodes include Robin Leach, Bea Arthur, Tim Matheson, Donna Mills, Ed Begley Jr., Cicely Tyson, Lorenzo Lamas, Pia Zadora, Joe Penny, Dick Van Patten, Craig T. Nelson, Robert Conrad and Stacy Keach.

Another comedy offering will be *Police*



**Odds man out.** CBS Sports wasted little time in dismissing *NFL Today* commentator Jimmy The Greek Snyder after he told a reporter for WRC-TV Washington that blacks were "bred" for athletics. Pre-Civil War, said Snyder, "the slave owner would breed his big black to his big woman so that he could have a big, black kid." Snyder's comments on why blacks dominate professional sports received national exposure and condemnation by black leaders and commentators on the evening of Friday, Jan. 15; he was fired (after he refused to resign) the following afternoon.

But there are some that feel CBS may have been too hasty. CBS Sports received hundreds of calls and letters last week from fans saying it has erred in firing the 12-year CBS Sports veteran. Michael Glantz, Snyder's broadcasting agent, also reported hundreds of calls of support. It is "unbelievable," Glantz said. "Jimmy has an awful lot of friends out there." Last Wednesday night, Fox Television's *A Current Affair* put CBS's firing of Snyder up for a 900-number telephone poll. The results: 10,329 said CBS did the right thing; 118,373 said it was wrong.

Some black leaders helped the 70-year-old Snyder's cause. The AP quoted Roy Innis, chairman of the Congress of Racial Equality, as saying Snyder "spoke the truth." "We were bred like chattel." AP also quoted entertainer Bill Cosby as saying that Snyder should not be fired if he was sorry for what he said. Snyder apologized immediately after his comments were first aired.

Snyder's views on black athletes have cost him dearly. In addition to the CBS Sports job (which paid \$470,000 for the current season), Snyder has already lost some speaking engagements and other broadcasting and corporate video jobs. Distributors of *John Madden's Superbowl Special* said last week that Snyder had been bounced from the show (scheduled to air Jan. 29 and Jan. 30 on at least 190 stations) due to the "recent controversy."

On the other hand, it has also created some new opportunities. NBC's *Saturday Night Live* wants Snyder to appear, as do Multimedia's *Donahue* and King World's *Oprah*.

*Squad*, a half-hour series starring Leslie Nielsen that will have its cable premiere on Feb. 14. A&E also will premiere *All is Forgiven*, a nine-episode, half-hour comedy beginning April 3. It stars Bess Armstrong, Carol Kane and Terence Knox and showcases Armstrong trying to balance her job and her new marriage.

A&E will also premiere *Comedy Break*, on April 5, featuring skits of the comedy duo Mack Dryden and Jamie Alcroft. Twen-

ty-six episodes have been ordered.

A&E has lined up two British Broadcasting Corp. productions that will have their cable premiere on the network. *Yes, Prime Minister* premieres Feb. 7, while *Alas Smith & Jones* premieres May 1.

### Showtime

Showtime announced its new comedy se-

ries, *Poison*, will premiere in April and begin its weekly run in June. The show, centered on a love triangle, will be added to Showtime's Friday night lineup.

The pay service also announced it will premiere the movie, "Gotham," starring Tommy Lee Jones, later this year. And Showtime will air a new 90-minute rock 'n' roll concert featuring classic artists from the 50's and 60's in April. The concert was filmed late last year at the Ritz in New York.

## August Emmy date among Fox programing moves

**Programer hopes earlier airing will boost ratings; says it will seek prime time access waiver when it reaches 15-hour 'network' benchmark**

When Fox Broadcasting Co. programers set out to schedule the prime time Emmy Awards ceremony this year, they quickly realized they were in trouble. The program usually airs around Sept. 20—and always on a Sunday—but with the one-two-three punch of the summer Olympics, the Jewish holidays and World Series, plus the possibility of new network series as competition, Fox and the Academy of Television Arts and Sciences had to find an alternative air date: Sunday, Aug. 28, a week before Labor Day.

"This is a very unusual year and it was a very tough time for both the academy and for us to figure out which night to program the Emmys," Garth Ancier, FBC's president of programing, said last week during the FBC portion of the Television Critics Association press tour in Redondo Beach, Calif. "We thought that since this was a celebration of the season past, to delay it to late October would be inappropriate."

HUT levels are traditionally lower in August, but Ancier emphasized the total drop-off amounts to only three points. The academy and Fox insist the program can attract a sizable audience—especially compared to last year, when FBC scored the lowest ratings in the history of the event.

FBC will also move the five-year-old

ATAS Television Hall of Fame presentation from the spring to the fall, when Ancier indicated it will be capable of attracting a larger audience.

The spring will bring about other changes as well. Fox will once again attempt to gain a foothold in late night with a new talk/variety program that is scheduled to begin Monday, March 7. Arsenio Hall, who is involved in movie projects, has turned down repeated offers to host the program. So Fox will begin with a series of rotating hosts until someone is permanently selected. FBC



President Jamie Kellner said that method will take the pressure off any one individual in the beginning.

The late night revival will be produced by someone other than Barry Sand, who was taken aboard to revamp *The Late Show* and devised the failed *Wilton North Report*. Sand is still under contract to FBC and may develop other projects for Fox, Kellner said.

Addressing other matters, Kellner disclosed that affiliates with 10 p.m. Sunday news will continue to carry the franchise in

the time period, and run the *Tracey Ullman Show* at 10:30-11 p.m. when Fox expands its prime time programing by a half hour on March 6. The Fox-owned stations will run Ullman at 10 p.m. and rotate their newscasts to 10:30 p.m. A sports wrap-up program will appear in many of the owned-station markets as counterprogramming to the 11 p.m. news on the network affiliates.

FBC officials are hopeful the scheduling moves on the Fox stations will convince other affiliates with news to follow the same strategy and allow the prime time feed to continue uninterrupted until 10:30 p.m. There was no word on Fox's plans to develop another prime time sitcom for the 10:30-11 p.m. period on Sundays.

The planned expansion comes when FBC is totaling up its losses for the year. The company will lose about 10-15% more than it originally projected if ratings fail to improve by July. Undeterred, Kellner said FBC intends to continue building, but at a slower pace than in the past.

When Fox reaches network status with 15 hours of prime time programing, it will seek an FCC waiver from the prime time access rule. Kellner appears optimistic of at least a temporary waiver until parity is reached with the networks. If FBC fails to gain an exemption, however, Kellner said it would prevent the advent of a fourth network. "We would certainly never go beyond 15 hours if it meant that we had to get into the prime time access rule," he said. □

**NBC-TV takes week 17 with seven of the top 10**

Nielsen	Net	Show	AGB	Nielsen	Net	Show	AGB		
1	31.7/47	N	Cosby Show	1	31.9/46	C	Falcon Crest	33.	15.7/26
2	27.9/41	N	Cheers	4	26.1/38	N	Facts of Life	32	16.2/26
3	27.2/41	N	Different World	2	29.1/42	A	Hopeman	41	14.5/22
4	25.9/39	N	Night Court	5	24.1/36	A	Mr. Belvedere	34	15.5/25
5	23.8/39	N	Golden Girls	3	26.6/41	N	St. Elsewhere	42	14.4/24
6	23.4/34	A	Growing Pains	7	22.7/32	C	Cagney and Lacey	31.	16.2/28
7	22.5/33	A	Who's the Boss?	8	22.2/32	A	Thirtysomething	57	11.9/20
8	21.6/36	N	L.A. Law	44	19.3/30	A	MacGyver	53	12.4/17
9	20.5/30	N	Family Ties	18	19.2/28	A	Full House	43	14.2/23
10	20.1/29	C	Murder, She Wrote	6.	23.1/33	A	ABC Monday Movie	60.	11.1/17
11	19.9/32	N	NBC Sunday Movie	12	20.3/31	N	J J Starbuck	38.	14.8/26
12	19.8/29	N	ALF	15.	19.6/27	C	Simon and Simon	45.	13.3/20
13	19.6/30	N	AFC Champ post-game	10.	21.5/31	N	Crime Story	55.	12.1/21
14	19.4/28	N	Matlock	9.	21.8/35	N	Miami Vice	35.	15.1/24
15	19.3/28	N	Amen	21.	18.3/26	C	Wiseguy	44.	13.7/23
16	18.8/27	N	My Two Dads	28	16.9/25	C	Equalizer	54.	12.2/20
17	18.7/28	A	Perfect Strangers	14.	19.7/28	C	Frank's Place	39.	14.7/21
18	18.6/27	N	Valerie's Family	19.	18.8/28	A	Spenser: For Hire	50.	12.7/22
19	18.2/27	A	Head of the Class	29.	16.7/25	A	Thorns*	49.	12.9/20
20	17.7/26	C	Newhart	11.	21.2/31	N	Year in the Life	58.	11.5/18
21	17.7/27	C	60 Minutes	17.	19.3/29	N	Jake and the Fatman	47.	13.2/20
22	17.6/28	C	CBS Sunday Movie	13.	19.8/30	C	Tour of Duty	56.	12.1/17
23	17.4/26	N	Hunter	23.	18.1/27	A	ABC Sunday Movie	62.	10.8/16
24	16.8/25	C	Designing Women	19	18.8/28	C	High Mountain Rangers	46.	13.2/21
25	16.8/27	C	Dallas	26.	17.5/27	A	Siap Maxwell Story	61	10.9/17
26	16.7/28	N	227	20	18.5/29	A	Dolly	52.	12.4/20
27	16.5/26	C	Magnum, P.I.	25	17.9/27	A	Disney Sunday Movie	64.	10.3/15
28	16.2/24	N	Highway to Heaven	22.	18.2/27	A	Sledge Hammer!	63.	10.4/16
29	16.2/26	C	Knots Landing	24	18.1/28	C	Houston Knights	59.	11.2/18
30	16.2/25	N	NBC Monday Movie	30.	16.4/26	C	Law and Harry McGraw	65.	10.1/15
31	15.7/24	A	Moonlighting	37	15.1/22	N	Rags to Riches	66.	10.1/16
32	15.5/25	N	Miami Vice	35	15.1/24	C	West 57th	67.	9.4/16
33	15.2/26	A	20/20	36.	15.1/25	A	Ohara	69.	7.9/12
34	14.9/26	A	Dynasty	51	12.7/21	C	Steve Martin Special	68.	8.7/12
35	14.7/25	C	Beauty and the Beast	40	14.6/24	A	ABC Thursday Movie	70.	7.7/12
36	14.5/21	C	Kate and Allie	27.	16.9/24				



## Syndication Marketplace

One hundred and eight stations have cleared *Deciding America's Future*, a debate between Democratic presidential candidates to be held on Sunday, Feb. 28, at the NATPE International programing conference in Houston and syndicated by Sun Broadcasting Association. Hosted by Walter Cronkite, the debate will be fed live at 4-5:30 p.m. central time. According to Sun senior vice president, Steve Friedheim, 45% of the stations that have cleared the debate are affiliates including KRON-TV San Francisco, WDIV-TV Detroit, WHIO-TV Dayton, Ohio, and KOIN-TV Portland, Ore. K5AT-TV, the ABC affiliate in San Antonio, Tex., will preempt ABC's coverage of the winter Olympics to carry the debate since San Antonio Mayor Henry Cisneros will be one of those questioning the candidates.

Sun and the stations will each get nine-and-a-half minutes of advertising in the debate. Sun's time in the debate is being sold by

LBS Communications. Mike Weiden, president of LBS's barter division, LBS Horizons, said that 70% of Sun's time has been sold at an average 30-second spot price of \$35,000.

**Televentures** reports it has cleared *Hunter* on all three Pappas Telectesting stations: WHNS(TV) Asheville, N.C.; KMPH(TV) Fresno, Calif., and KPTM(TV) Omaha. *Hunter* debuts in syndication in the fall of 1989. *Hunter* is now cleared on 22 stations.

**Fox/Lorber Associates** will syndicate the *Dr. Fad Show*, a half-hour children's game show hosted by Ken (Dr. Fad) Hakuta, in which teams of children compete to invent on the spot, as well as to showcase their inventions made at home. Hakuta is the creator of the "wacky wallwalker." The pilot will be produced by WCBS-TV New York, on Feb. 20. The station will also produce the series.

## Advertising & Marketing

### Cable delivers the electorate, says panel

#### CAB-NCTA seminar presents a case for candidates to advertise on cable

The cable industry took its pitch for political advertising dollars to Washington where speakers, at a half-day seminar attended by some 300 told why candidates in 1988 should use cable as part of their media mix. Panelists at the Jan. 15 seminar, jointly sponsored by the Cabletelevision Advertising Bureau and the National Cable Television Association, pointed out cable's cost and reach efficiency, flexibility in commercial length and demographic delivery characteristics.

Ed Bennett, executive vice president of Viacom Cable and CAB chairman, set the stage for the conference by linking cable subscribers and voters. Cable subscribers "are more politically aware and motivated and involved" than nonsubscribers, he said. He cited statistics that showed cable subscribers are 24% more likely to vote than nonsubscribers, 26% more likely to have worked for a party or candidate, 30% more likely to be involved in fund raising and 56% more likely to have visited an elected official. With cable in over 50% of the country, "at last, you, too, can tailor your message to your audience." Julie Aquan, a marketing coordinator with A.C. Nielsen Co., demonstrated how legislative jurisdictions closely mirror cable franchises. Aquan said NCTA is providing congressmen with maps of their districts that have an overlay of the corresponding cable systems.)

"We are a logical spot for your campaign spots," said James Cownie, president, Heritage Communications, picking up on how far cable has come since the 1984 presidential campaign. "Cable's ratings are getting better every season," he said, and operators are putting more money into customer service and programing. The wide choice of programing available gives candidates many options to reach targeted voters, Cownie



Williams, Aquan, Alter, Farrell, Power

said, adding that advertising interconnects are "especially attractive for statewide campaigns." In short, he said, "cable is a maturing medium that is now ready to stand shoulder to shoulder in the big leagues."

CAB President Robert Alter expanded on Cownie's comments about cable's ratings increases. "There are very, very dramatic shifts taking place," he said. "Cable subscribers view less network television," Alter said, detailing how in cable homes viewing of the networks account for 52% while cable viewing accounts for 33%. "Voting is below average in noncable households but higher in the cable population," Alter said, which means that a broadcast-only buy by candidates is resulting in underdelivery. The viewing increases mean that "you can introduce a scientific degree of accuracy into the process." That heretofore may not have been possible, Alter said.

Although the seminar was designed to help media consultants and campaign staffs of federal candidates, there was advice imparted from that sector to cable operators. Catherine Farrell, president of Farrell Media/Ailes Communications, which is handling the media buys for the George Bush

campaign, listed a number of things that are important to candidates that cable offers. "Long-form commercials are something campaigns really want," said Farrell. The problem, she said, is insuring enough audience for the buy. It is also important to candidates that cable systems can produce spots within their own studios, she said.

A number of panelists reviewed cable/political advertising success stories. Anthony Fabrizio, president of Multi-Media Services, detailed how cable was used in a local race on Long Island that turned an underdog into a winner. The candidate spent \$30,000 a week on cable advertising and found that viewer recall of the spots was higher in cable homes than noncable homes. In addition to advertising on cable, the candidate used cable to solicit funds. MMS matched a Republican voter list against the cable company's subscriber list. The campaign asked certain voters/subscribers to host a "cable TV coffee party," during which attendees viewed a long-form message from the candidate on cable. The event was used as a fund raiser, and Fabrizio said it "had a remarkable impact on the election." The cable connection can be "an organization stimulus" for

local candidates, said Fabrizio.

The specificity of cable was seconded by Jeffrey Browne, president of the Political News Network. "Cable knows its subscribers," said Browne, because it sends them a bill every month. "That's a tremendous advantage to political campaigns," he said. In addition to house parties for fund raising, candidates can place messages within cable bills, targeting specific groups for campaign material.

William Cromer, president of William Cromer Associates, said cable can be particularly effective for races that are not within major media markets. Cromer used Pennsylvania as an example, where cable has provided instant credibility for candidates in local races. Although there are problems to buying cable—"it is difficult to near impossible to get quarter-hour viewership numbers," Cromer said—cable has many benefits. Among them, he said, is that cable salesmen are "not nearly as obnoxious" as dealing with the networks. He also saw cable of use early in campaigns. The lowest unit rates required of broadcasting by law do not kick in until 30 days before the election, Cromer pointed out. Since cable rates are low to begin with, a candidate can get his message out on cable, at an inexpensive rate, before the final month of the campaign, Cromer said.

The pitch from the other side was centered on how cable can work for a candidate. John Power, group vice president, Vitt Media International, said cable's targeting can help candidates who need to reach specific groups, such as the elderly, women or conservatives. Power said long-form commercials that are repeated can be very effective for candidates.

Robert Williams, president of National Cable Advertising, detailed the CableTrack system NCA has developed. It is an overall television market profile that provides advertisers with information on a system's programming services, advertising rates and audience characteristics. NCA also provides candidates with a single invoice, even if the buy is on a number of cable systems. Asked to define the optimal frequency for a 30-second spot, Williams advised 30 to 50



Bennett



Cownie

exposures across two or three cable networks. Williams said advertising on the national cable networks for Super Tuesday is "extremely strong," which is a reflection that media buyers "are very savvy about our business."

Two of the panelists took a guess as to how much political advertising cable would see in 1988. Browne said that cable could get up to 10% of total advertising, while Fabrizio estimated that federal candidates will spend between 3% and 6% of their advertising budgets on cable. □

## The ups and downs of TV advertising

**Sillerman-Magee seminar features warnings that 1988, although "good" year, may be marred by marginal growth for election, Olympic year**

The 1988 TV advertising year could be the calm before the storm of 1989, and networks and national spot television marketers should be cautious of being lulled by expected growth into a false sense of security about future prospects. That was according to Howard Nass, senior vice president and group media director for ad agency NW Ayer, who spoke at a day-long seminar sponsored by brokers Sillerman-Magee in New York last Wednesday, Jan. 20.

Nass said that although 1988 will be a good year, with 7%-8% growth over 1987 during the first nine months, the year as a whole is likely to experience the smallest growth of any recent year containing both the Olympics and presidential elections.

The ad executive also predicted that later this year, when ad agencies go to the networks to buy upfront advertising for the 1988-89 season-starting fourth quarter, they will be far more critical of network rating estimates after having witnessed a 10% decline so far this season, due in part to the presence of the new peplemeter audience measurement system. As a consequence, he said, advertisers will push their own, more conservative estimates, resulting in a fourth quarter "softer than it's ever been."

Advertisers anxious about the prospects for the national economy will also move their dollars increasingly from network to national spot as they seek increasing flexibility in their expenditures, Nass added.

According to Tom Olson, president of Katz Continental Television, another speaker on the program, which examined the television and radio outlook for 1988, national TV spot sales should grow about 9% this year.

Television Bureau of Advertising estimates made late last year and based on McCann-Erickson projections place national spot growth this year at between 10% and 12%, the same as network TV with local TV growth from 12% to 14%, syndicated barter up 20% and cable TV advertising up 22%.

Part of the 1988 boost, noted Gary Scollard, chairman of MMT sales, will be political advertising estimated to total some \$300 million. Most of those dollars will go to local affiliates and networks, however, with independent stations getting less than 5% of the total, he predicted.

Speaker Robert Sommerville, president, Independent Television Sales, argued independent performance would be stronger than generally projected, particularly for UHF independents. Among his projections for 1988: National spot dollars for all independent TV's should increase 14-16%, VHF independents' part of the total should climb 10%-13% and UHF independents should be up 16%-19%. Children's advertising could grow by 10%-15% for the year, he added, providing a "potential boom" for independents.

Last year was a mixed year for independents, Sommerville added, with all independents registering 4% ad growth in the first quarter of last year, 8% growth in the second quarter and 7% in the third quarter. VHF independents were weaker, up 2% in the first quarter, down 1% in the second and up 4% in the third. UHF independents registered 8% increases in the first quarter, 16% in the second and 11% in the third, he said.

Also on the panel was Ralph Becker of group broadcaster TV Station Partners, and moderator and conference organizer, Robert Sillerman.

The conference also included a panel on station values, with speakers including investment bankers Jeff Epstein of First Boston and Gary Stevens of Wertheim Shroeder, and station brokers, Richard Blackburn, Tom Gammon and Cecil Richards. □

**New outlook on advertising.** The economic benefits of competition—including lower prices, improved product quality and more appropriate consumer choices—tend to arise "more rapidly in markets with advertising than in markets where advertising is prohibited," according to a new study of advertising commissioned by the National Association of Broadcasters.

"An alternative, more positive analysis of advertising and its effects" emerged in scholarly literature during the 1970's, says "Advertising & Market Performance: An Interpretive Survey of the Literature," prepared for the NAB by University of Maryland assistant professor of marketing, John E. Calfee.

The study finds consensus on these points: Incentives for advertisers to be truthful and complete are much more pervasive than once believed; Advertising may facilitate, not inhibit, entry into a market by new competitors; the duration of advertising effects have been overestimated, as observers have failed to account for the effects of product quality and differing advertising approaches, and, "in the past dozen years or so," the Federal Trade Commission and other government agencies have loosened restraints on advertising as a direct result of documentation that advertising restrictions can harm consumer welfare.

"Substantial theoretical and empirical research," says Calfee, "has now accumulated in support of the view that advertising is a force for improved market performance" not just for the corporate monoliths, as previously perceived, but for new companies entering markets and consumers trying to get a dollar's worth.



# Stock Index

	Closing Wed Jan 20	Closing Wed Jan 13	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC ....	314	330	- 16	-0.48	21	5,076
N (CBS) CBS .....	152	156 1/8	- 4 1/8	-0.26	9	3,586
A (CCU) Clear Channel.....	12 1/4	12 1/2	- 1/4	-0.20	23	39
O (INFTA) Infinity Broadcast...	17	18 1/4	- 1 1/4	-0.64	-130	142
O (JCOR) Jacor Commun. ....	5	4 7/8	1/8	0.26	56	28
O (LINB) LIN .....	42 1/4	41 1/2	3/4	0.18	22	2,265
O (MALR) Malrite .....	6 3/4	6 1/4	1/2	0.80	-9	92
O (MALRA) Malrite 'A' .....	6 1/2	6	1/2	0.83	-9	88
O (OBCCC) Olympic Broad. ....	4 1/2	4 1/4	1/4	0.58	11	11
O (OSBN) Osborn Commun. ....	5 1/4	5 1/4	-	0.00	-4	21
O (OCOMA) Outlet Commun. ....	9	9 1/4	- 1/4	-0.20	70	58
A (PRI) Price Commun. ....	9 3/8	11 5/8	- 2 1/4	-19.35	-7	80
O (SAGB) Sage Broadcasting	5 1/4	5 1/4		0.00	-7	20
O (SCRIP) Scripps Howard .....	80	78	2	0.26	27	826
O (SUNN) SunGroup Inc. ....	1	1		0.00	-1	2
O (TLMD) Telemundo .....	8	7 1/2	1/2	0.66	-1	45
O (TVXG) TVX Broadcast .....	3 3/4	3	3/4	25.00	-2	22
O (UTVI) United Television .....	24	23	1	0.43	40	263
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo .....	47 3/4	48 1/4	- 1/2	-0.10	15	513
O (ASTV) Amer. Comm. & TV .....	1/8	1/8		0.00		9
N (AFL) American Family .....	13 1/4	13 3/4	- 1/2	-0.63	12	1,067
O (ACCMA) Assoc. Commun. ....	26	26		0.00		247
O (BMAC) Bus. Men's Assur. ....	26 3/4	26 1/2	1/4	0.09	11	280
N (CCN) Chris-Craft .....	18 1/8	17 3/4	3/8	0.21	21	365
N (DNB) Dun & Bradstreet.....	54 1/2	53 1/4	1 1/4	0.23	22	8,287
O (DUCO) Durham Corp. ....	24	22 3/4	1 1/4	0.54	14	204
N (GCI) Gannett Co. ....	34 1/2	36	- 1 1/2	-0.46	18	5,574
N (GY) GenCorp .....	21	21 1/4	- 1/4	-0.17	10	1,407
O (GACC) Great Amer. Comm. ....	11 3/8	11 1/4	1/8	0.11	11	264
N (JP) Jefferson-Pilot .....	27	27		0.00	9	1,085
N (KRI) Knight-Ridder.....	37 5/8	38 7/8	- 1 1/4	-0.31	14	2,159
N (LEE) Lee Enterprises.....	22 1/8	22 3/4	- 5/8	-0.27	13	550
N (LC) Liberty .....	35 1/8	36 1/8	- 0.00	0.00	12	336
N (MHP) McGraw-Hill .....	47 5/8	50 1/4	- 2 5/8	-0.52	15	2,406
A (MEGA) Media General .....	37 3/8	36 3/8	1	0.27	54	1,054
N (MDP) Meredith Corp. ....	29	29 1/2	- 1/2	-0.16	15	556
O (MMEDC) Multimedia .....	50 1/2	49 1/2	1	0.20	5050	555
A (NYTA) New York Times.....	30	30 3/4	- 3/4	-0.24	16	2,457
N (NWS) News Corp. Ltd. ....	17 1/8	17	1/8	0.07	10	2,170
O (PARC) Park Commun. ....	25 1/2	24 3/4	3/4	0.03	22	351
O (PLTZ) Pulitzer Publishing....	28 3/4	28 3/4		0.00	23	301
N (REL) Reliance Group Hold. ....	5 1/8	6	- 7/8	-14.58	5	384
O (RTRSY) Reuters Ltd. ....	56	53 3/4	2 1/4	0.48	26	23,248
T (SKHA) Selkirk .....	21	20	1	0.50	45	170
O (STAUF) Stauffer Commun. ....	140	135	5	0.37	23	140
A (TO) Tech/Ops Inc. ....	26 1/4	25 7/8	3/8	0.14	10	56
N (TMC) Times Mirror .....	35 3/8	35	3/8	0.17	14	4,563
O (TMC) TM Communications .....	7/8	7/8		0.00	4	6
O (TPCC) TPC Commun. ....	1/4	1/4		0.00		2
N (TRB) Tribune .....	35 1/2	36 1/4	- 3/4	-0.20	13	2,797
A (TBSA) Turner Bcstg. 'A' .....	12 1/2	11 7/8	5/8	0.56	-2	272
A (TBSB) Turner Bcstg. 'B' .....	9 1/4	8 3/4	1/2	0.57	-1	201
A (WPOB) Washington Post ...	190 1/4	191	- 3/4	-0.39	20	2,443
<b>PROGRAMING</b>						
O (SP) Aaron Spelling Prod. ....	5	5 5/8	- 5/8	-11.11	4	92
O (ALLT) All American TV .....	1 5/8	1 1/2	1/8	0.83		1
O (BRRS) Barris Indus. ....	8 1/4	8 1/8	1/8	0.15	4	73
N (KO) Coca-Cola .....	37	37 5/8	- 5/8	-0.16	14	13,985
A (CLR) Color Systems .....	4 1/8	4 1/2	- 3/8	-0.83	-2	21
O (CAVN) CVN Cos. ....	9 1/2	9 1/8	3/8	0.40	-28	173
A (DEG) De Laurentiis Ent. ....	1 1/4	1 5/8	- 3/8	-23.07		14
O (dcp) dick clark prod. ....	5 3/8	6 1/8	- 3/4	-12.24	13	44
N (DIS) Disney .....	57 1/8	59 1/8	- 2	-0.38	20	7,504
N (DJ) Dow Jones & Co. ....	27 5/8	29 1/2	- 1 7/8	-0.65	13	2,674
O (EM) Entertainment Mktg .....	4	3 1/4	3/4	23.07	13	49
O (FNNI) Financial News .....	8 1/8	7 1/2	5/8	0.83	50	95
A (FE) Fries Entertain. ....	2 3/8	2 3/4	- 3/8	-13.63	10	12
N (GW) Gulf + Western .....	69 1/2	69 7/8	- 3/8	-0.53	15	4,223
O (HRSI) Hal Roach .....	5 1/2	4 1/2	1	22.22	-12	38
A (HHH) Heritage Entertain. ....	2 1/2	3	- 1/2	-16.66	2	11
A (HSN) Home Shopping Net. ....	5 1/8	5 5/8	- 1/2	-0.88	14	440
N (KWP) King World .....	17	18 1/2	- 1 1/2	-0.80	17	508
O (LAUR) Laurel Entertain. ....	1 5/8	1 3/8	1/4	18.18	3	4
A (LT) Lorimar-Telepictures....	9 1/2	10 7/8	- 3/8	-12.64	7	434
N (MCA) MCA .....	38 1/2	36 1/8	2 3/8	0.67	18	2,925
N (MGM) MGM/UA Commun. ....	7 3/8	8	- 5/8	-0.71	-9	368
A (NHI) Nelson Holdings .....	3/8	5/8	- 1/4	-40.00	-3	10
A (NWE) New World Enter. ....	3 1/4	2 7/8	3/8	13.04	2	35

	Closing Wed Jan 20	Closing Wed Jan 13	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
<b>PROGRAMING</b>						
O (NNET) Nostalgia Network...	1 3/4	1 3/8	3/8	27.27	-2	9
N (OPC) Orion Pictures .....	12 3/4	11	1 3/4	15.90	20	219
O (MOVE) Peregrine Entertain. ....	2 1/8	2 1/8		0.00	-70	5
N (PLA) Playboy Ent. ....	12 7/8	12 7/8		0.00	-8	121
O (QVCN) QVC Network .....	5	5 1/8	- 1/8	-0.24		32
O (RVCC) Reeves Commun. ....	6 1/8	6 1/4	- 1/8	-0.20	612	76
O (RPICA) Republic Pic. 'A' .....	5 1/8	5	1/8	0.25	56	21
O (RPICB) Republic Pic. 'B' .....	6	5 1/2	1/2	0.90	42	4
A (RHI) Robert Halmi .....	1 3/4	1 1/2	1/4	16.66	7	39
O (SMNI) Sat. Music Net. ....	2 7/8	3	- 1/8	-0.46	-16	25
N (WCI) Warner .....	27 1/2	27 5/8	- 1/8	-0.45	71	3,439
O (WWTW) Western World TV. ....	3/16	5/16	- 1/8	-40.00		1
O (WONE) Westwood One .....	19	19		0.00	25	235
<b>SERVICE</b>						
O (BSIM) Burnup & Sims .....	8 1/2	8 5/8	- 1/8	-0.44	17	135
O (CVSI) Compact Video .....	3 3/4	3 3/8	3/8	11.11	-3	24
N (CQ) Comsat .....	26 3/8	27 1/2	- 1 1/8	-0.49	-10	483
N (FCB) Foote Cone & B. ....	43 1/2	42	1 1/2	0.37	13	181
O (GREY) Grey Advertising .....	107	105	2	0.19	16	129
O (IDBX) IDB Communications .....	7	7		0.00	28	28
N (IPG) Interpublic Group .....	29 7/8	30 1/4	- 3/8	-0.23	14	663
A (MOV) Movielab .....	6 3/4	6 3/4		0.00		11
O (OGIL) Ogilvy Group .....	26 3/4	27	- 1/4	-0.92	14	369
O (OMCM) Omnicom Group .....	19	18 1/8	7/8	0.42	-86	465
N (SAA) Saatchi & Saatchi .....	22 3/4	22 1/8	5/8	0.22	12	3,314
O (TLMT) Telemation .....	1 1/4	1 1/4		0.00	5	5
A (TPO) TEMPO Enterprises....	7 1/2	7 1/2		0.00	25	43
A (UNV) Unitel Video .....	8 5/8	8	5/8	0.71	12	18
<b>CABLE</b>						
A (ACTN) Acton Corp. ....	12 7/8	13	- 1/8	-0.96		15
A (ACN) American Cable .....	45 1/4	44 7/8	3/8	0.83	-88	425
O (ATCMA) Amer. TV & Comm. ....	22	21 1/8	7/8	0.41	84	2,407
A (CVC) Cablevision Sys. 'A' .....	25 3/4	23 3/4	2	0.82	-44	541
N (CNT) Centel Corp. ....	36 1/4	35 3/8	7/8	0.24	14	1,051
O (CCCOA) Century Commun. ....	16 1/4	14 1/2	1 3/4	12.06	1625	469
O (CMCSA) Comcast .....	21 7/8	22	- 1/8	-0.56	-99	907
O (ESSAC) Essex Commun. ....	16 1/2	15 3/4	3/4	0.47	-37	61
A (FAL) Falcon Cable Systems .....	18	18		0.00	-56	115
O (JOIN) Jones Intercable .....	10 3/4	10 3/8	3/8	0.61	33	136
T (MHRQ) Maclean Hunter 'X' .....	22 1/4	20 1/2	1 3/4	0.83	30	819
O (TCAT) TCA Cable TV .....	27 1/2	26 1/2	1	0.37	56	297
O (TCOMA) Tele-Commun. ....	23	22	1	0.45	37	3,337
N (TL) Time Inc. ....	82 1/2	81 1/4	1 1/4	0.15	13	4,897
O (UACI) United Art. Commun. ....	23 1/4	24 1/2	- 1 1/4	-0.50	193	954
N (UCT) United Cable TV .....	25 1/2	22 1/8	3 3/8	15.25	-425	963
N (VIA) Viacom .....	19 5/8	18	1 5/8	0.92		1,046
N (WU) Western Union .....	2 5/8	2 1/2	1/8	0.50		64
<b>ELECTRONICS/MANUFACTURING</b>						
N (MMM) 3M .....	57	60 3/4	- 3 3/4	-0.17	15	13,053
O (AMCI) AM Communications .....	3/8	3/8		0.00		1
N (ARV) Arvin Industries .....	17 3/4	19 3/4	- 2	-10.12	6	331
O (CCBL) C-Cor Electronics ...	5 5/8	6	- 3/8	-0.62	15	11
O (CATV) Cable TV Indus. ....	2	2 1/8	- 1/8	-0.58	-13	6
A (CEC) Cetec .....	4 7/8	4 7/8		0.00	162	8
N (CHY) Chyron .....	5	4 7/8	1/8	0.26	19	51
A (CXG) CMX Corp. ....	1 1/8	1 1/8		0.00	16	7
A (COH) Cohu .....	6 7/8	7 1/4	- 3/8	-0.57	16	12
N (EK) Eastman Kodak .....	48 1/2	49	- 1/2	-0.12	12	10,957
N (GRL) Gen. Instrument .....	29	29 3/8	- 3/8	-0.27	-12	944
N (GE) General Electric .....	43 1/2	44 1/4	- 3/4	-0.69	16	39,759
O (GETE) Geotek Inc. ....	7/8	13/16	1/16	0.79	-2	3
N (HRS) Harris Corp. ....	25 3/4	25 7/8	- 1/8	-0.48	13	755
N (MAI) M/A Com. Inc. ....	9 3/4	9 3/4		0.00	4	314
O (MCDY) Microdyne .....	3 1/4	3 1/8	1/8	0.40	-2	14
N (MOT) Motorola .....	40 7/8	45 7/8	- 5	-10.89	22	5,255
N (OAK) Oak Industries .....	1	1 1/8	- 1/8	-11.11	1	72
A (PFI) Pico Products .....	2 7/8	3	- 1/8	-0.46	-57	10
N (SFA) Sci-Atlanta .....	11 5/8	11 1/4	3/8	0.33	-129	272
N (SNE) Sony Corp. ....	36 5/8	38	- 1 3/8	-0.61	60	8,469
N (TEK) Tektronix .....	23 1/4	24 3/8	- 1 1/8	-0.61	17	755
O (TLCR) Telcrafter .....	2 7/8	2 3/4	1/8	0.54	13	4
N (VAR) Varian Assoc. ....	24 1/2	24 1/4	1/4	0.10	122	531
N (WX) Westinghouse .....	48 7/8	49 3/4	- 7/8	-0.15	70	6,985
N (ZE) Zenith .....	14 7/8	15	- 1/8	-0.83	59	377
Standard & Poor's 400 .....	278.41	283.15	-	4.74	-	01.67

T-Toronto, A-American, N-NYSE, O-OTC Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by

Standard & Poor's or as obtained by Broadcasting's own research Notes: \* 5-for-4 split, Jan. 20.

## Equal-opportunities suspension unlikely after fairness repeal

### Congressional staffers say NBC should not expect action on request for suspension of rule

A little noted casualty of the fight in Congress over the ultimately failed effort to write the fairness doctrine into law appears to be NBC's hopes for legislation to suspend the equal-opportunities law during the 1988 presidential campaign. Congressional staffers say there is no chance of action on the matter, and cite the fight over the fairness doctrine as the reason.

Congress, concerned over the likelihood that the FCC would repeal the doctrine—a concern the commission later justified—wrote it into law, only to see it vetoed by President Reagan last summer. Then, in the final hours of the last session of Congress, the presidential threat of another veto forced Congress to delete a codification provision from the catch-all bill needed to fund much of the government's activities.

The bitterness those losses engendered on the Hill was made evident in statements by key members of the Senate and the House that broadcasters' requests for legislative relief in various areas would be placed on hold pending a resolution of the fairness issue. Last week, it was made clear the NBC request regarding Section 315 of the Communications Act was one of the items to be set aside.

"There is a perception that fairness has to be dealt with," said an aide to Representative John Dingell (D-Mich.), chairman of the House Commerce Committee. "It's not behind us. And that comes higher on the list of items to be dealt with by the committee than suspending 315. That won't happen this year." And an aide to Senator Ernest Hollings (D-S.C.), chairman of the Senate Commerce Committee, was reported by the Associated Press as saying that the issue has merit but that, because of the fairness doctrine, "we can't deal with it." Dingell and Hollings had led the fight for codification of the fairness doctrine into the law. And even industry observers say it would be awkward for Hollings and Dingell to consider suspending Section 315 at the same time they were preparing another effort to revive the fairness doctrine.

NBC President Lawrence Grossman had been pressing for suspension of the equal-opportunities law since last spring in speeches and in letters to Dingell and Hollings. The law contains exemptions designed to ease restrictions broadcasters had complained made it impossible to cover major candidates without covering all candidates. In addition, an FCC ruling enables broadcasters to sponsor and cover political debates among some candidates without subjecting themselves to equal-opportunities demands from all candidates.

However, Grossman has said suspension was necessary to enable broadcasters to provide fuller coverage of the campaign. He said the large number of candidates seeking the Republican and Democratic presidential nominations included many "no-name candidates" (BROADCASTING, May 25, 1987). NBC lawyers note that even with the liberalization of the restrictions, broadcasters who aired interviews with candidates in news programs that were not regularly scheduled

or documentaries in which a candidate was a central figure would still be subject to demands for time from those candidates' opponents.

The issue was never a major one for broadcasters. Neither the other networks nor the National Association of Broadcasters joined in the effort to win suspension. An ABC official said "there wasn't a lot of enthusiasm on the Hill. We took that as a signal." □

## Troubled UPI to focus on bigger picture

Amid across-the-board layoffs and bureau closings, financially troubled UPI is planning to restructure its services to concentrate more on international and national news and less on state news.

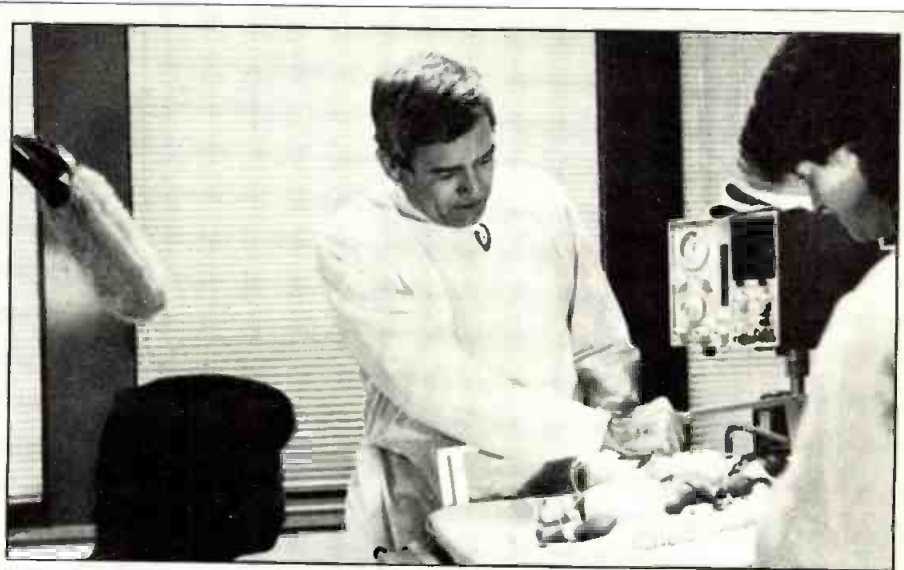
"UPI is changing," said Claude Hippeau, UPI executive vice president in a prepared statement. "We are going to be offering services which are much more targeted and market sensitive than before. These services are designed both to satisfy the changing needs of our clients and to be profitable for the company."

The wire service is planning to "produce less comprehensive state reports that are much more cost-effective," Hippeau said. "Regretfully," he continued, "this re-alignment of services means some cutbacks in staff."

UPI, which is reportedly losing \$1 mil-

lion a month, entered 1987 with high hopes under the ownership of Mexican publisher Mario Vazquez-Rana. But things began unraveling for the 81-year-old wire service in November when the top editors that Vazquez-Rana brought in quit because of cutbacks they said were coming. UPI sued the editors two weeks ago, charging that statements they made when they resigned damaged the news agency.

Ben Cason, who was editor of UPI, and Kim Willenson and Barry Sussman, managing editors, left the company on Nov. 20, 1987, saying they could "no longer assure the quality and integrity of the UPI report." The defamation portion of the lawsuit stems from that exit comment. UPI said the statement was made "with actual malice and with the intention of damaging UPI's reputation." According to UPI, the comment has cost the



**First '48'.** Dan Rather, in hospital smock, is shown in Dallas' Parkland Memorial hospital, setting for the first installment of CBS News's new series, *48 Hours*, last week. The series, whose format requires a news team to focus on a single story or event over a two-day period, trailed its competitors in competing for viewers with a 12.1 rating and 18 share for the 8-9 p.m. Tuesday time period. But the performance was 33% higher than that of the program it replaced, *Houston Knights*. CBS News President Howard Stringer was said to be pleased that the new series had improved the network's rating performance on Tuesday night.



wire service in excess of \$505,590 in client cancellations.

Since their resignation, the three men have drawn \$10,500 a month each from credit lines set up for them while they were at UPI. The lawsuit charges that the editors "have unjustly enriched themselves by drawing upon their letters of credit" while not working at UPI. According to UPI, the lines of credit were set up in the event of involuntary unemployment.

As to the possibility of a countersuit, Robert Reznick, lawyer for the three, said: "We had told UPI that we would not be the first ones to bring the dispute to court. With the filing of the suit, we are considering all available alternatives."

At the time of the resignations, the three editors said they were protesting proposed financial cutbacks that included across-the-board layoffs. At the time, UPI said that no significant layoffs were planned.

UPI spokesman Christopher Smith said the layoffs total 33; Dan Carmichael secretary-treasurer of the Wire Service Guild (the union that represents UPI employees), said the figure is over 100.

The discrepancy, said Carmichael, comes from UPI's counting only those employees whose dismissal papers have been processed. "There are many more who have been told that they have been laid off, but the actual paperwork has not cleared. This allows UPI to deflate the figure," said Carmichael.

"Untrue," said Smith. "I can only guess that the Wire Service Guild is throwing everything into the kitchen sink. We have an average attrition rate of between 20 and 30 employees a month; this includes resignations, retirements, contracted employees who reach the end of their contract and temporary employees. I'm guessing that the guild is including those numbers." Smith said all departments of UPI were affected by the layoffs, but since the news staff comprises about 75% of employees, the majority of those laid off were from the news department.

Although rumors about massive layoffs have been heard around UPI for months, Smith said that "the decision to make the employe cuts was formalized in the last week of December."

Answering the charge by the Wire Service Guild that UPI has closed 13 one-man bureaus, Smith said that "the wire service has not closed those bureaus, but put 10, not 13, on a stand-by basis." Although the 10 staffers were dismissed, admitted Smith, the bureaus are still to be considered operable since UPI will use them as needed. When news occurs in these areas the bureaus will be staffed by part-time employees. "Even without those bureaus, we still have more than AP," said Smith.

The Wire Service Guild now has an action pending before the National Labor Relations Board concerning the legality of work rules implemented after contract negotiations between UPI and the guild broke off on Oct. 23, 1987 (BROADCASTING, Dec. 28, 1987). "We will prove that the work rules are illegally enforced and the recent layoffs illegal," said Carmichael. Contract talks between the two sides will resume Feb. 10. □



**Political buy.** The American Association of Retired Persons and the Villers Foundation has joined the presidential candidate fraternity in buying time in Iowa this month. It is part of their 1988 effort to get the presidential candidates to discuss issues affecting the aging.

In Iowa, the groups have bought five-minute blocks on KCCI-TV Des Moines, KGAN(TV) Cedar Rapids and KCAU-TV Sioux City. In the five-minute pieces, the state's U.S. senators, Republican Charles Grassley (I) (pictured above interviewing Robert Dole [R-Kan.] in a studio leased from the Senate Republican Conference) and Democrat Tom Harkin, question their respective party presidential candidates. Each candidate is asked the same four questions, all relating to long-term care issues. The spots began running on Jan. 4, and are carried at 10:30 or 11 p.m., depending on the station, each Monday, Wednesday and Friday. Twelve spots are scheduled, and the group is working to add Gary Hart to the schedule.

The overall budget for the Iowa buy, including production, promotion and advertising costs, is between \$60,000 and \$80,000, said Arnold Bennett, media director with the Villers Foundation. Bennett said AARP picked up the tab in Iowa, but the activities planned for New Hampshire and Florida will be a cooperative effort. AARP and Villers are two of the many organizations that have joined a loosely-organized, cooperative effort to get long-term care issues on the nation's agenda throughout 1988. The New Hampshire efforts center of forums the groups have put together where the presidential candidates have spoken. In Florida, the groups are arranging two debates among the candidates that will be moderated by Representative Claude Pepper (D-Fla.) and state senator Michael Bilirakis (R). Bennett said PBS stations WLRN-TV Miami and WEDU(TV) Tampa have agreed to sponsor and cover those debates.

## USIA to make amends to women

On Nov. 16, 1984, a U.S. district judge in Washington found that the United States Information Agency had discriminated against women as a class in its hiring for six job categories. Last week, after a year-long trial on the remedies to be imposed, Judge Charles Richey ordered the agency to notify more than 4,400 women who may be entitled to back pay, preferential hiring, retroactive promotions and "front pay," that is, pay for jobs not yet available but which claimants would have occupied absent discrimination. The women are those who applied for but were denied employment in the 10 years between October 1974, when the suit was filed, and the date of Richey's decision on liability.

The job categories cover the spectrum of USIA's activities, including those of its Voice of America. They include foreign language broadcasters, writers and editors, foreign information specialists, production specialists, electronic technicians and radio broadcast technicians. The court also ordered USIA to reexamine an unspecified number of women who applied for positions

as Foreign Service Officers in the same 10-year period with the goal of hiring up to 75 women over a three-year period.

To notify the women affected by the decision, Richey directed USIA to send notices by certified mail to every woman who applied and was rejected for a position in one of the six cited categories during the 10-year period. USIA was also directed to publish the notices in newspapers in the 18 largest metropolitan newspapers. The notices are to appear once each week for four weeks, at least once on a Sunday.

The precise size of the award is not yet known. But Bruce Fredrickson, one of the attorneys for the women plaintiffs, said the monetary relief "could run into the millions." Each woman's claim will be determined following individual hearings before special masters or U.S. magistrates to whom Richey will assign to those tasks. However, the case may not be concluded. A spokesperson for the USIA said the agency was declining comment because "the case is still in litigation; there is the possibility of an appeal." □

NEW ISSUE

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## SMPTE conference: technological transition

TV engineers from around the world to speak same language in Nashville as industry surveys new frontiers

The international scope of television technology will be evident this week in Nashville. TV engineers and executives from Japan, England, West Germany and the U.S. will gather to discuss the latest trends in video transmission and production technology.

The theme for the 22d annual television conference of the Society of Motion Picture and Television Engineers (SMPTE), this Friday and Saturday (Jan. 29-30) at the Opryland hotel, will be "Technology in Transition." On the agenda are 28 technical papers dealing with how TV stations, networks, production and postproduction houses will adapt to new video technologies. There will also be a technical exhibition of products from 16 equipment manufacturers. The exhibition at each year's SMPTE television conference is limited to equipment relating to the discussions in the technical sessions.



Opryland hotel, Nashville

A Friday luncheon in the Opryland's Washington ballroom will feature Joseph A.

Flaherty, vice president and general manager, CBS engineering and development, as guest speaker. Presenting the conference's opening address on Friday morning will be Howard T. La Zare, SMPTE editorial vice president and senior vice president, engineering, Deluxe Laboratories Inc., Hollywood.

The Friday morning technical paper session will focus on videotape recording formats. The D-1 (component digital) format will be the topic of two papers, one by Rolf Hedke, of Broadcast Television Systems (BTS), Darmstadt, West Germany (a joint venture of Robert Bosch Corp. and Philips Television), and the other co-authored by five engineers of Sony Magnetic Products Inc. and Sony Corp. of America.

William S. Herz of Ampex Corp., Redwood City, Calif., will speak on the Ampex-developed D-2 (composite digital) format. D-2 is now being considered for standardization by a SMPTE working group. Ampex introduced a D-2 spot player during the last National Association of Broadcasters convention and plans to unveil a studio VTR at the next NAB next April in Las Vegas. Two other Ampex engineers, Luke Freeman and John Watney, will deliver papers on Friday morning on VTR maintenance and small-format digital VTR's. Small-format digital standardization is also under SMPTE consideration.

Rounding out the opening session will be a discussion of transitions to new formats by Koichi Sadashige, a private consultant from Berlin, N.J., and a paper on a three-dimensional laser disk system co-authored by seven scientists from Japan's national television network, NHK, and the Sanyo Electric Co.

Friday afternoon will be devoted to ex-

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amination of how video signals are processed and transmitted. The problem of transmitting high-definition television in a 6 mhz channel will be the subject of two papers. William F. Schreiber, professor of electrical engineering, the Massachusetts Institute of Technology, Cambridge, Mass., and program director of the Center for Advanced Television Research there, co-authored both papers with several MIT colleagues. One discussion will center on 6 mhz systems compatible with present NTSC TV receivers and the other will be on non-compatible systems. A paper on the changes taking place in TV transmission will be delivered by C. Robert Paulson of Artel Communications Corp., Hudson, Mass.

Two papers from British organizations will deal with television production in digital facilities. Richard J. Taylor of Quantel Ltd., Berkshire, England, will outline the details of a digital production center. C.J. Dalton and N.W. Green of the Independent Television Companies Association (ITCA), Teddington, Middlesex, will share their own experiences of working in a digital facility. Interfacing digital equipment will be the topic of a paper by BTS's Gerhard Wischermann. Peter Symes of the the Grass Valley Group Inc., Grass Valley, Calif., will discuss the aspects of real-time multilevel digital compositing equipment. ITCA's Dalton and A.T. Malcher have also authored a paper on the latest in analog component production facilities.

Saturday's sessions will center on studio equipment in TV stations and production and postproduction facilities. In the morning, the topic will be planning and maintaining studios. Diagnosing faults in a digital TV studio will be discussed by D.J. Bradshaw of the British Broadcasting Corp., London. William C. Spencer of Tele-Systems International Inc., Chesapeake, Va., will speak on studio design, analog and digital. Other Saturday morning papers will be read by researchers from Centro Corp., Salt Lake City; Eastman Kodak Co., Rochester, N.Y.; Valley Audio, Nashville; RTS Systems, Burbank, Calif., and Ampex.

The afternoon session on postproduction will include reports by representatives from Century III Teleproductions Inc., Boston; EECO/ Convergence, Santa Ana, Calif.; For-A Corp. of America, Newton, Mass.; Graham-Patten Systems Inc., Grass Valley, Calif.; CMX Corp., Santa Ana, Calif., and Motion Pictures Laboratories Inc., Memphis.

To coincide with the conference, several SMPTE committees, subcommittees and working groups have scheduled meetings in Nashville on the days prior to its opening. Tomorrow (Jan. 26) a two-day meeting of the working group on video standards will begin. Wednesday meetings will be held by the subcommittee on digital control for TV, the ad hoc group on HDTV production colorimetry and the working group on professional and studio monitor systems. The television technology committee and working group on editing procedures will meet on Thursday. The working group on HDTV electronic production will meet on Sunday, Jan. 31, the day after the close of the conference. □

## Changing Hands

### PROPOSED

**WCHV(AM)-WWWV(FM) Charlottesville, Va.** □ Sold by Clay Media Inc. to Eure Communications Inc. for \$4.55 million. **Seller** is former Charlottesville, Va.-based publisher and station group principally owned by Lyell B. Clay, which sold its four newspapers to Thompson Newspapers Inc. ("In Brief, April 20, 1987) and four TV's to Price Communications ("Changing Hands," May 4, 1987), and will now have no other broadcast interests. **Buyer** is principally owned by William Eure and family. It also owns WKEZ-FM Yorktown, Va. William Eure also has interest in WDDY(AM) Gloucester, Va. WCHV is on 1260 khz with 5 kw day and 2.5 kw night. WWWV is on 97.5 mhz with 50 kw and antenna 450 feet above average terrain.

**WBMQ(AM)-WIXV(FM) Savannah, Ga.** □ Sold by Burbach Broadcasting Co. to McCormick Broadcasting Corp. for \$3.5 million. **Seller** is Pittsburgh-based group of three AM's and four FM's headed by John Laubach, Robert Burstein and Larry Garrett. **Buyer** is owned by William M. McCormick, former head of McCormick Communications, Boston-based station group of

four AM's and four FM's, subsidiary of publicly owned Tech/Ops Inc., which were all sold between 1979 and 1985. WBMQ is on 630 khz full time with 5 kw. WIXV is on 95.5 mhz with 100 kw and antenna 856 feet above average terrain. **Broker: Blackburn & Co.**

**WFTW-AM-FM Fort Walton Beach, Fla.** □ Sold by Vacationland Broadcasting to Specter Broadcasting Corp. for \$3 million. **Seller** is principally owned by Rodney Powell, who has no other broadcast interests. **Buyer** is owned by John Mackinade, who also owns WVEU(AM)-WYKZ(FM) Buford, S.C. WFTW is daytimer on 1260 khz with 2.5 kw. WFTW-FM is on 99.3 mhz with 3 construction permit for 50 kw and antenna 500 feet above average terrain. **Broker: Stan Raymond & Associates.**

**WFAU(AM)-WKCG(FM) Augusta, Me.** □ Sold by Tanist Broadcasting Corp. to Seacoast Broadcasting Inc. for \$1.1 million. **Seller** is owned by C.B. Wismar, who also owns new FM in Mexico, Me. **Buyer** is group of six investors headed by Raymond M. Wardynski of Williamsville, N.Y. It has no other broadcast interests. WFAU is on 1340 khz with 1 kw day and 250 night.

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*Broker: New England Media Inc.*

**KAAR(AM) Portland, Ore.** □ Sold by Gemy Inc. to Christopher Bennett Broadcasting for \$450,000. **Seller** is owned by Pat Patten, who has no other broadcast interests. **Buyer** also owns KRIZ(FM) Renton, Wash. KAAR is on 1480 khz with 1 kw day and 2.5 kw night. *Broker: The Montcalm Corp.*

*For other proposed and approved sales see "For the Record," page 95.*

## Extension sought on ATV deadline

**NAB asks FCC to allow more time  
for development of recommendations  
on high-definition television**

The National Association of Broadcasters has asked the FCC to reconsider its May 17 deadline for the completion of the first set of recommendations from the commission's Advanced Television (ATV) Service Advisory Committee, saying that it is an unrealistic goal. NAB's request came in reply comments to the notice of inquiry on advanced television systems released last summer. The first recommendations from the advisory committee are to deal with a key question of the high-definition television issue: How much spectrum in the UHF TV band should be set aside for a possible future advanced TV transmission standard? The early reaction from the commission is that an extension is a possibility.

In a separate but related filing, submitted jointly by NAB, the Association of Maximum Service Telecasters and the National Cable Television Association, the FCC was asked to establish three due dates for additional comments on the ATV proceeding. July 29, 1988, was proposed as the first date to reply to the spectrum recommendations of the advisory committee (assuming the deadline is not extended). A second comment deadline of Jan. 30, 1989, was suggested because, according to the petitioners, there will be a great deal more known about the characteristics of prototype HDTV systems by the end of 1988. A third set of comments "will undoubtedly be necessary" later as test results are compiled, they said. The petitioners could not estimate when those final comments might be necessary.

The NAB's separate filing, written by Ralph H. Justice, director, engineering, regulatory and international affairs, department of science and technology, claims that "the most agreed-upon point" in the first round of comments in the ATV notice of inquiry was "that not enough information currently exists [emphasis NAB's] to assess the amount of additional spectrum required for ATV broadcasting and, therefore, that the commission cannot yet act on the spectrum requirement issue in this proceeding."

The May 17 deadline—exactly six months after the first meeting of the advisory committee's "blue ribbon" panel—was set, said Mass Media Chief Alex Felker, because the commission wanted the committee to work quickly and diligently. Dur-

ing that blue ribbon meeting, FCC Chairman Dennis Patrick said he believed that by May 17 it would be possible "to develop recommendations on fundamental parameters and spectrum requirements of advanced television systems that will facilitate the convergence of government and industry activity." But Felker said last week that if in the next few months the committee does not seem to be gathering enough information to reach conclusions, the FCC would be willing to grant an extension.

The NAB comments say that decisions by the advisory committee will hinge greatly upon the results of tests of proposed HDTV transmission systems by the Advanced Television Systems Committee (ATSC) which are just beginning. "The critical operational and performance testing of these systems... will produce the information necessary to a meaningful assessment of the quality-for-bandwidth tradeoffs of each system," NAB said. It said that both ATSC and the ATV advisory committee "are working, to put it bluntly, fast and furious. But it is obvious to all involved that to be accurate and realistic, a considerable amount of time as well as resources will be required for these committees to complete their work properly."

NAB's Ben Crutchfield, manager, technical information services, and chairman of the ATSC's T3S4 working group which is performing the transmission tests, said that they could be completed by the end of 1988 at the earliest.

To support its claim that May 17 is an unrealistic deadline, NAB cited estimates that surfaced during a Jan. 12 meeting of one of the working groups of the advisory committee's planning subcommittee. The group studying spectrum utilization and alternatives, chaired by Dale Hatfield of Dale Hatfield & Associates, Boulder, Colo., found that it would take three months to complete the development of computer software necessary for its tests, and that after the software is available, it will take weeks to test each proposed system for spectrum requirements.

A group that would be affected should the advisory committee's deadline be extended would be users of land-mobile radio who are competing with HDTV interests for UHF TV spectrum. Last October a spectrum sharing proposal to reallocate UHF space in eight markets to land mobile was deferred by the FCC until spectrum needs for ATV purposes could be determined (BROADCASTING, Oct. 19, 1987). According to Bill Hassinger, assistant chief of the Mass Media Bureau, the wording of the land mobile deferral states that action will be delayed until the advisory committee report is submitted. However, he said that wording was based on the assumption of the May 17 deadline. When the FCC addresses the question of whether to extend that deadline, it will likely reconsider the land-mobile delay at the same time, Hassinger said.

John B. Richards, chairman of the drafting committee, Land Mobile Communications Council (LMCC), said he "would be very surprised and disappointed" if the commission were to extend the delay of a land mobile decision with the extension of the May 17 deadline. □

## 'Accountability' the theme at NRB's annual convention

**Washington gathering of religious broadcasters will center its attention on regaining public's trust after PTL and other notorieties; new ethics code requiring more open accounting practices to be voted on; among expected speakers are Reagan and Bush**

The lineup of guests and speakers including President and Mrs. Reagan, presidential hopefuls Vice President George Bush, Pat Robertson and Jack Kemp at the 45th annual National Religious Broadcasters Washington convention, Jan. 30 through Feb. 3, will testify to the "stature of religious broadcasting today," NRB executive director, Ben Armstrong, said last week.

But with last year's highly publicized PTL moral and financial misconduct revelations, widespread criticism of Oral Roberts's fund-raising methods and questions concerning presidential candidate and Christian Broadcasting Network founder Pat Robertson's campaign financing all carrying over into 1988, confronting public as well as industry doubts about religious broadcasting will top the convention's agenda. (Further PTL revelations surfaced last week, see "In Brief.")

"Accountable to God and Man: 45 Years of Service and Integrity" is the convention's theme. In addition to hearing Robertson (Saturday), NRB President Robert Cook (Sunday), President Reagan and Vice President Bush (Monday) and evangelist Billy Graham (Tuesday), attendees are being offered four "integrity in ministry" workshops and—next Wednesday—will vote on two ethics code proposals, one of which would require that the 1,350 member organizations regularly open their books.

"The urgency of updating our enforcement procedures is critical," said Armstrong.

The ethics code changes, the first in NRB history, said Armstrong, revolve around EFICOM, (the Ethics and Financial Integrity Commission) the self-regulatory arm of NRB first initiated by the board Dec. 17, 1986—before the Bakker scandal became public, Armstrong emphasized. The commission was authorized by the association's membership at last year's convention in Washington, also before the scandal.

The specific, "strict set of guidelines," said Armstrong, approved by the board last Sept. 11 in Chicago, would require that each member organization establish and maintain a board of directors with at least five members, and that an organization's board not be dominated by a family. It would also require that on-air fund-raising appeals be kept on file for a year.

One of the proposals would incorporate

EFICOM permanently into the association's code of ethics; the other would require full, annual disclosure of information on compensation of ministry officers and principal on-air personnel, sources of income, expenditures, independent financial audits and fund-raising methods. The "integrity in ministry" workshops will include a session of EFICOM.

"Instituting EFICOM, we believe, is the answer," said Armstrong. "It has been given



much support because of the Bakker scandal. We do have in place now a consensus in the field. Now we have implementation procedures. Before, it was an honor code. Now [given passage of both proposals], a person has to demonstrate that he or she is in compliance. I'm cautiously hopeful both the proposals will be passed."

Christian Broadcasting Network's Benton Miller told BROADCASTING earlier this month that the PTL-Jim and Tammy Bakker scandal tops the list of forces to which CBN attributes a 32% drop in contributions during 1987, calling the events "a dramatic influence on every television ministry" (BROADCASTING, Jan. 11).

"That's particularly true of those in the eye of the controversy," Armstrong said of Benton's comment last week. "And CBN was in that eye," he said, apparently referring to allegations that former CBN host Robertson's used his ministry to boost his current presidential campaign (the IRS is

investigating whether the relationship between CBN and Robertson's political activities violated the prohibition against using charitable dollars in politics, according to a Nov. 2, 1987, *Washington Post* story). Beginning March 8, Super Tuesday in the presidential primary race, Robertson will also go to court to pursue a libel suit against former representative Paul McCloskey Jr. (R-Calif.), who allegedly accused Robertson of using the influence of his late father (Senator Willis Robertson [D-Va.]) to avoid Korean War combat duty.

CBN's Robertson, according to Armstrong, was one of the first advocates of clearly established self-regulation in 1979. At that time, Robertson and others founded the Evangelical Counsel for Financial Accountability, which has been operating in the evangelical field, said Armstrong, but not directly under NRB.

"[In general, the PTL scandal] was a setback," said Armstrong, "but not a disaster. We have reports that Billy Graham was unaffected and reports of more stations than ever [seeing]...a general upward swing in the field. Some months, particularly April and May, were worse than others, [but] we still show expansion in all the basic indices...as indicated by the 1988 'Directory of Religious Broadcasting,'" which will be released by convention time.

Nevertheless, last year televangelists Jerry Falwell and Larry Jones attributed heavy 1987 fund-raising losses to the Bakker scandal (BROADCASTING, May 11, 1987; Oct. 12, 1987).

Despite the great attention given to Jim Bakker's sexual conduct, money remains at the center of the picture for religious broadcasters. Earlier this month, PTL/The Inspirational Network announced elements of a reorganization plan approved last month by bankruptcy court Judge Rufus W. Reynolds. The plan, set to go into effect May 2,

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proposes to pay off creditors within five years.

Paying off the approximately \$60-million debt in five years breaks down to monthly payments of \$1 million, PTL's cable marketing director John McEntee said last week. "We have about \$200 million in assets here now," he said, and although he could not name them, he said there are banks that have promised loans via that asset collateral, thereby making the time frame more like 10 or 15 years. Creditors include 168 broadcast affiliates, to whom the network owes \$8 million.

But last Wednesday, Jan. 20, according to UPI, lawyers representing current PTL trustee, David Clark, told Judge Reynolds the reorganization plan might not work and

that "we would be remiss if we didn't at least plan for" the possibility of auctioning off assets. Jim Bakker told UPI he would oppose liquidation.

Plans include transferring PTL to "a for-profit entity of the ministry," opening up the network to advertisers and initiating an affiliate compensation plan as an incentive to programmers. In the past, PTL's main sources of revenue have been contributions from viewers—much of the take from broadcast syndication of the *PTL Club*, once known as *The Jim and Tammy Show*—and sale of time on the cable network to other religious programmers. The network has not only retained its major programs, said McEntee; some ministers judged "objectionable" have been removed from the service.

McEntee did not think the presence of commercial advertising on the network, a third source of revenue, would be only a temporary measure. "The involvement of evangelical programmers with commercial advertisers," he said, "will definitely be part of the future of the whole industry—the natural result of becoming more viable and taken seriously by advertisers. We have to look," he said, "at ways to make our network more attractive and at every possible legitimate source of revenue to pay our creditors." In programming, the reorganization plan calls for an hour strip "shopping type program," a new block of Christian films and airing the *PTL Club* once, not twice, each day in prime time.

Although PTL, said McEntee, has signed new agreements with multiple system cable operators, including Daniels, Maclean Hunter, Michigan and Telecable, the 24-hour cable service was dropped last year by top-five MSO's Tele-Communications Inc. and Storer Communications.

Now, McEntee said, new negotiations with Storer promise a number of systems will carry the service again. And since a

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recent agreement with TCI, which committed itself to carry the network wherever 5% support could be demonstrated, three systems (in Florida, Michigan and New Mexico) have resumed carriage. "We are in the process of consummating an agreement with American Television & Communications and also talking with Rogers," McEntee said. Also, although the top 20 MSO's are crucial, 59% percent of the network's subscriber base comes from systems outside that group. The bottom line, according to McEntee: total erosion of the subscriber base has been less than 10%, and contributors are returning at 16% per month. "They are seeing in us," said McEntee, "the restoration of integrity and stability."

PTL, a name that will probably disappear within the next 60 days, said McEntee, represents only 20% of the Inspirational Network. Court approval of the reorganization plan, he said, was predicated on the perception that present management can bring the organization out of Chapter 11. "This is a new ministry," said McEntee, who has been with the network since July 1985. "If the Bakkers ever came back here, I think you'd see a thousand employees walk off the grounds." A Bakker return, he added, would mean "sure death to this ministry."

"We must drive a wedge," said Clark, "slowly but inexorably between Bakker and this place. The challenge now is to restore the confidence level of contributors."

If the plan works, and if other Bakker

**Tax turnaround.** The Supreme Court last week rejected without an opinion an appeal by three Los Angeles-based publishing companies of a Los Angeles tax ordinance the media companies had challenged on constitutional grounds. The tax subjects news media, including radio and television licensees, to a heavier burden, on a percentage basis, than motion picture producers. The companies argued that "differential taxation of First Amendment activities is impermissible absent a showing of a compelling justification." But the court, in a brief order, dismissed the appeal "for want of a substantial federal question."

The Times Mirror Co., publisher of the *Los Angeles Times* and other newspapers and magazines, including BROADCASTING; Tribune Newspapers West, former publisher of the *Los Angeles Daily News*, and Lozano Enterprises, which publishes *La Opinion*, a Spanish-language newspaper, had filed their suit after the city amended its tax code in 1984 to withdraw an exemption from the gross receipts tax that had applied to newspaper publishing and radio and television companies. Publishers and broadcasters were to be treated the same as manufacturers; their output was to be defined as "goods, wares or merchandise." Motion picture companies are taxed on the basis of their production costs.

The companies cited the differences in taxation to which various media companies are subject: "The tax on \$100 million in production costs for the motion picture industry would be \$10,750; a billboard company with the same \$100 million in gross receipts would owe the city \$500,000, and a newspaper would owe a tax of \$125,000 on its retail receipts or \$100,000 on its wholesale receipts."

The tax ordinance, which had survived appeal through the state courts before the appeal to the Supreme Court, was defended by the city's lawyers as nondiscriminatory. The city of Los Angeles said in its brief urging rejection of the appeal: "There is no special or unique tax. There is neither content review nor a censorial threat repugnant to the First Amendment."

Although the court did not hear arguments or issue an opinion, its action sets a binding national precedent.

plans materialize, that wedge may be put permanently in place. KMIR-TV Palm Springs, Calif., owner and general manager, John Conte, told BROADCASTING last week, "We are in discussion with the Bakkers" about putting the couple on the air again in some way, using KMIR facilities. "They have several avenues they are exploring, and we are just one of them," Conte said.

The five-day NRB convention, held at both the Sheraton Washington and Omni Shoreham hotels, features the Saturday opening (with Robertson), Cook's Sunday keynote speech, Monday's presidential plenary session (when President Reagan and Vice President Bush are scheduled to speak, Nancy Reagan will receive the NRB Foster Grandparents Award), Monday evening's NRB Awards, Tuesday's congressional breakfast, FCC luncheon (Chairman Dennis Patrick confirmed last week that he will attend) and an international banquet, and Wednesday's anniversary banquet.

Pollster George Gallup, Washington communications lawyer and former FCC chairman Richard Wiley, conservative leader Phyllis Schlafley and Warner Bros. Distributing Corp. president, Barry Reardon, are among the other guests. And religious broadcasting figures include Bill Bright of Campus Crusade for Christ, Billy Melvin of the National Association of Evangelicals, author Chuck Swindoll and decency crusader Donald Wildmon.

More than 85 seminars and workshops offering practical professional information from some 220 speakers, some "designed specifically for pastors and church leaders interested in starting a television, radio or cable TV outreach," will occur over the five days. Topics will range from technical and sales issues to programing and audience research, and will also address the needs of black, Hispanic, female and international broadcasters.

From Monday through Wednesday, 300

exhibitors will display broadcast equipment, technology and services in NRB's three-hall, 100,000-square-foot Media Expo '88.

There is no wish, Armstrong said, to sweep religious broadcasters' problems under a rug until they go away. "We need to admit there has been a problem," he said,

"but not allow it to become a general malaise." For that reason, the association's executive director characterized this year's gathering as "the most vitally important in the history of the association." The alternative to enacting EFICOM principles, he told Congress last year, "is to remain silent in the face of impropriety—and worse, to imply by silence that such misconduct is condoned." □

## CBS picks peoplemeter bone with Nielsen

**Jankowski letter outlines network's lack of confidence in new rating service and concern that it is costing network ad revenue**

In a Dec. 23, 1987, letter from CBS/Broadcast Group President Gene Jankowski to John Holt, executive vice president of the Dun & Bradstreet Corp., Nielsen's parent company, CBS has said that it is not satisfied with the quality of its peoplemeter service and "the direction Nielsen is currently taking in the development of that service."

The Jankowski letter is the latest CBS complaint over the Nielsen peoplemeter numbers since the service was announced. Jankowski and Holt will meet when Jankowski returns from last week's CBS affli-

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ate board meeting in Hawaii.

Reached in Hawaii last week at the CBS affiliate board meeting. Jankowski said that the letter was sent to Holt because Nielsen "didn't seem to respond" to CBS's complaints in the past.

Jankowski said that peplemeters were not a major topic of discussion at the affiliate board meeting and he added that he regards the peplemeter problem as solvable.

But Jankowski was sanguine about resolving the differences with Nielsen over peplemeters, saying that those differences are reconcilable. In the Dec. 23 letter, Jankowski said that shortcomings in the peplemeter system include "overrepresentation of pay cable households, differential coopera-



Holt



Jankowski

tion rates for various demographic groups, the extraordinary reported declines in television viewing by children, and the disagreement between the season-to-date trends in the national Nielsen sample (peo-

plemeter vs. meter/diary) and the trends reported in the major metered market reports and the Nielsen and Arbitron sweep reports."

The letter also demands "independent validation" of the peplemeter numbers. Jankowski said that "the shortcomings of the Nielsen peplemeter service have already had a disproportionate economic impact on the networks and, if not corrected, will continue to cost the networks millions of dollars in lost revenue in the future.

In the November 1987 sweeps, all three networks saw their ratings drop 10% compared to the November 1986 sweeps, when measurement was under the NTI service (meters and diaries). For CBS, the ratings drop from November 1986 to November 1987 totaled 14%.

Estimates of the three networks' losses in advertising revenue resulting from the switch to peplemeters were being placed in the neighborhood of \$40 million-\$50 million last week.

One major effect of the peplemeters felt by the networks this season is the larger than expected number of make-goods they are giving to advertisers. The increase in the make-goods, a direct result of the underperformance of shows in the peplemeters, left the networks with a shortage of first-quarter scatter time to sell (relative to demand for that time). According to agency executives, second-quarter scatter time is now experiencing similar peplemeter repercussions.

Speaking at the CBS press tour on Jan. 13 at Redondo Beach, Calif., CBS vice president of marketing, David F. Poltrack, advised members of the press not to use Nielsen numbers in articles. "I would say that I believe the AGB numbers are closer to reality. And I have told advertisers, and I will tell you," he said to those covering the press tour, "don't look at Nielsen, look at AGB."

Nielsen was sticking to its numbers last week. John Holt was not speaking with the press about the Jankowski letter, but a Nielsen spokesperson said that in a response to Jankowski's letter, Holt volunteered to "sit down at any point with CBS."

"We're concerned and we're sorry" about the CBS letter, said Kathryn Creech, vice president of communications for Nielsen. "Television measurement is not an exact science," she said. "It's an approximation at best" of the total viewing audience. "But we feel that the peplemeter is an excellent technology."

As for the underrepresentation of children in the peplemeter ratings, Nielsen vice president, John Dimling, said that the preliminary results of a telephone coincidental survey by Nielsen are close to the meter results, thereby validating the peplemeter ratings for that demographic.

"I'm certainly never going to say a client doesn't have a legitimate concern," Dimling added, regarding the letter. But "the way I read the data, we're better now than last year in terms of conventional criteria," he said in reference to the peplemeter's higher in-tab reponse rate for its sample in comparison to the Nielsen NTI in-tab sample. The peplemeter in-tab sample is 87%, compared to 85% for the NTI sample. □



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# Stating the First Amendment cast for broadcasters

**New book by law professor spells out danger of government regulation**

If it were not for the FCC's newly found determination to root out indecency from radio and television programming, Lucas A. Powe Jr.'s assault on the regulation of broadcasting as a violation of the First Amendment—"American Broadcasting and the First Amendment" (University of California Press, 295 pp., \$25)—would seem a tad late on the scene. Not only has the FCC for years—and with increasing speed—been backing away from regulation of all kinds, particularly of content, but in 1986 the U.S. Court of Appeals held that the commission was free to repeal it, or at least that portion called the fairness doctrine, as the world now knows the commission did, last August.

Still, if those developments tend to undercut the book's thesis of the inherent dangers to a free press of a system of government licensing, Powe, the Bernard J. Ward Centennial Professor at the University of Texas Law School, has produced a major contribution to the debate over the wisdom, not to mention constitutionality, of the American system of licensed broadcasting. He sees it as totally inconsistent with the First Amendment. For as he writes: "If we allow licens-

ing, the licensing body is likely to condemn to silence that which it fears, hates or cannot understand." And he reviews the 60-plus years of broadcast regulation to support that contention.

Most, or at least many, observers of the broadcast scene dismiss broadcasters' fear of the FCC as the product of paranoia. The commission has long been viewed as a partner rather than a regulator of the broadcasting industry. But broadcast licenses have been lost. And if some of the early cases cited by Powe seem unlikely to be the kind that could be repeated today—Trinity Methodist Church's loss of its license for KGEF (AM) Los Angeles after its pastor, the Reverend Bob (Fighting Bob) Shuler, had used the station to attack what he said were corrupt city officials—there have been more recent cases at least as troubling to anyone concerned about the protection of broadcasters' free speech rights, even if no licenses were lost.

In the 1960's, for instance, there were the documented efforts of the Kennedy and then the Johnson administrations to use the fairness doctrine to silence critics on the far right who operated or had access to radio stations. The campaign, in fact, led to the *Red Lion* case, in which the Supreme Court in 1969 unanimously affirmed the constitutionality of the fairness doctrine. Later, the Nixon administration was found to have encouraged allies to file applications on top

of the Washington Post Co.'s renewal applications for several of its valuable VHF properties; the White House was lashing back at the *Post* for the newspaper's coverage of the Watergate story. Then, too, there was the Nixon administration's efforts to bully the networks it felt were hostile into a more conciliatory attitude, efforts that featured speeches by Vice President Spiro Agnew and Clay T. Whitehead, head of the White House Office of Telecommunications Policy, an office scrapped by the Carter administration.

So, as the saying goes, even those who are paranoid have enemies.

How, or why, did the government gain the leverage licensing gives it? Powe contends that the framers of broadcast regulation—first, the Federal Radio Act of 1927 then its successor, the Communications Act of 1934—viewed radio as a different medium from print, one rooted in the traditions of the music halls, not the press, and, therefore, requiring regulation and not unfettered freedom if it was to serve the public interest. And the courts, Powe said, served as a "rubber stamp" for virtually any regulatory action the Federal Radio Commission or the FCC chose to take. After radio and then television were recognized as news media, the Supreme Court cited the "scarcity" of the spectrum as justification for content regulation. Later still, in the *Pacifica* indecency case, the high court said it was broadcast-

**BOC changes proposed.** The Economic Policy Council, composed of members of President Reagan's cabinet, is expected to act soon, possibly within 30 days, on a proposal to submit legislation to Congress to ease the restrictions imposed on Bell Operating Companies in the Modified Final Judgment.

The MFJ provided a blueprint for the breakup of AT&T, and one restriction that would be lifted bars BOC's from entry into information services, including cable television. The proposal originated with the Commerce Department in November 1986 but was not given serious attention until Judge Harold Greene, who is overseeing the breakup, in September 1987 rejected most recommendations for easing the MFJ. The proposal is the responsibility of a working group chaired by Alfred Sikes, assistant secretary of commerce for communications and information and head of the National Telecommunications and Information Administration.

The legislation has not yet been drafted, but the concepts being considered are not new; Commerce has been pushing some since 1984, two years after Greene approved the decree ending the Justice Department's antitrust suit against AT&T. However, industries that would face competition from the BOC's are opposing the proposals to ease the restrictions. National Cable Television Association President James Mooney expressed his concern in a letter to Treasury Secretary James Baker, who heads the EPC (BROADCASTING, Dec. 28, 1987).

January 1988

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## Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Fries Entertainment	Second	\$7,689	(24)	\$165	NM	(\$0.06)
King World	First	\$97,460	20	\$22,758	107	\$0.78
Meredith Corp.	Second	\$173,605	14	\$14,681	245	\$0.77
Satellite Music Network	Third	\$3,767	(14)	(\$168)	NM	(\$0.02)
United Cable	Second	\$64,052	18	(\$5,130)	NM	(\$0.13)
Westwood One	Year	\$87,214	47	\$8,919	22	\$0.73
	Fourth	\$27,876	68	\$1,910	(16)	\$0.16
Westinghouse	Year	\$10,679,000	(1)	\$738,900	10	\$5.03
	Fourth	\$3,121,500	9	\$223,300	10	\$1.51

**Fries Entertainment**, which lost \$1.5 million in year-ago quarter, cited as reason for current quarter's lesser revenue, lower domestic distribution revenue caused by fewer titles delivered. ■ **King World** income from operations was up 83% over first quarter 1987 to \$38.1 million. Earnings per share for quarter were more than double same period last year. ■ During prior year second quarter at **Meredith Corp.**, net earnings were reduced by \$9.2 million from losses associated with sale of Star CATV cable properties and publishing interests and pre-tax charges on printing modernization program. Company said "a soft national advertising market and higher programing costs continue to have an unfavorable impact on television operations." ■ **SMN** said advertising revenues were down 12% to \$2.4 million from year-ago quarter. ■ **United Cable** had second-quarter operating income (revenues less operating and general and administrative expenses) of \$26.74 million, up 21% from previous year, for operating ratio of 41.8%. Cash flow (net income plus depreciation and other noncash items) was \$14.5 million, up 9% from same quarter last year. Net loss before extraordinary item was \$22,000, primarily due to increased interest expense from \$50-million investment in Turner Broadcasting System last June, company said. United also said it purchased 858,000 common shares during quarter for \$18.25 million under \$50-million stock buy-back program. Current subscribers as of Nov. 30, including systems owned by managed limited partnerships, count 1.145 million basic and 865,000 premium. ■ **Westinghouse** said broadcasting sales for 1987 were higher, excluding sales of divested Group W Cable Television business (included as \$651.2 million gain in fiscal year 1986). Broadcasting operating profits were about even with 1986, excluding Group W Cable, company said, although broadcasting operating profits declined in four quarter.

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ing's, or at least radio's, "pervasiveness." Powe rejects those arguments. And he finds the scarcity argument wanting not only because there are far more radio and television stations than there are newspapers. He noted that in one year, 1984, 782 radio stations and 82 television stations changed hands, for a total price of more than \$2 billion. So stations are available, to those who can afford to purchase them. Powe also noted that the number of frequencies is not static: "On a single day in 1984, the FCC allocated 684 new FM stations in the lower 48 states—two dozen more than the number of stations in the entire country" in the early 1940's.

Powe's thesis that broadcasting is entitled to the same First Amendment protection as the press echoes the comments of Mark Fowler and Dennis Patrick at the FCC. But the commission's new campaign against allegedly indecent programing on radio and television seems to have awakened within the agency the instincts of the regulator of a licensed medium. They are, commission officials say, enforcing the law—as, they might add, the commission did in years past when it cracked down on drug lyrics and so-called "topless radio," and even earlier, when it denied the renewal of a radio station in Kingstree, S.C., that had indulged in what was termed at the time "barnyard humor" (although the commission based its action on the ground the licensee had lied to it). And while the broadcasting industry has celebrated the repeal of the fairness doctrine, that matter is not yet fully resolved. The question of the doctrine's constitutionality is being fought out again in the courts. And members of Congress appear determined to enact the doctrine into law, despite President Reagan's demonstrated readiness to veto such legislation.

So Powe's analysis and his conclusions contain the kind of intellectual weaponry broadcasters still need in seeking to protect, indeed enlarge, their First Amendment rights.

If licensing is inimical to the First Amendment, what system should replace it? Powe does not directly address that question. But at one point, while taking issue with the "scarcity" justification for regulation, Powe comes close to proposing an "auction system."

"It is not technological scarcity that is at work," he says, "but lack of a property mechanism to allocate the right to broadcast." He doubts that the drafters of the Radio Act or the Communications Act even considered creating a property rights mechanism. And as late as 1958, he adds, CBS President Frank Stanton, "the acknowledged intellectual of the industry," said he had never considered an auction system for the allocation of broadcast rights. But a year later, Ronald Coase, in a law review article, demonstrated that such a system not only would work but was the typical way of allocating resources. "In fact," Powe says, "despite the naive belief that allocation by government is the only sensible way of doing things, a private market in broadcast licenses now flourishes."

What he does not add is that the market mechanism is put into gear after the government awards the license at no cost. □

## Revisiting 1968, 20 years later

The Museum of Broadcasting's four-day examination and evaluation of the year 1968, its influences on television and television's influences on the events (BROADCASTING, Jan. 18) included panel discussions on programming and news coverage and their overall effects on U.S. culture. Among the topics were:

**"Television Programming in 1968"**—It was CBS's controversial *Smothers Brothers Comedy Hour* vs. NBC's *Laugh In* comedy series at a session on television entertainment programming in 1968. The



Benjamin, Dann, Schlosser, Van Horne, Scherick, Schneider on programming

underlying question that emerged: Which show did more to stir the waters for future prime time commercial television programming?

Mike Dann, former CBS vice president of programming, termed the *Smothers Brothers* show a "major breakthrough" regarding content.

*Laugh In* and *Smothers Brothers* used topical humor, said Herb Schlosser, former NBC president and chief executive officer. "Those shows also marked the first time TV producers were willing to challenge the TV censors," he said. *Laugh In* was a "landmark," said Schlosser, because it represented a change in production style and technique.

Other panel members included Edgar Scherick, an independent TV and film producer who was formerly head of programming for ABC; Jack Schneider, former president of the CBS/Broadcast Group; and Harriet Van Horne, former columnist at *Newsday*.

The cancellation of the *Smothers Brothers Comedy Hour* by CBS in 1969 ended political satire on commercial television, said Scherick. After the *Smothers Brothers* left the air, there was never another commercial prime time show that "satirized the political system under which we live," Scherick said.

The "lead time" for entertainment programming in 1968 was about a year, said Schneider. "When there was civil unrest, it wasn't reflected in the same year," he said, adding that television shows began to "better reflect society in the very late 1960's and early '70s." (Many panelists noted that CBS's *All in the Family*, which debuted in 1971, was one such program.)

**"The Assassinations of 1968"**—Robert F. Kennedy and Martin Luther King Jr., both assassinated in 1968, were media manipulators who used TV to enhance their images and further their causes, according to an MOB panel comprising Frank Mankiewicz, Kennedy's press secretary during the 1968 presidential campaign, and former head of National Public Radio; former NBC and CBS News correspondent Lou Allison, who covered Kennedy's campaign for NBC; Ike Pappas, former CBS correspondent who also covered Kennedy, and former U.S. Attorney General Ramsey Clark.

According to Pappas, who covered both King and Kennedy in

1968, the former would plan daily civil rights activities according to how they would play in front of television cameras. Pappas said reporters would buttonhole King after a day's activity and ask what was planned for the following day. King would respond by asking, said Pappas, "How many TV cameras will we have and how can we position ourselves so we can get on TV?"

According to Mankiewicz, the 1968 campaign was "probably the last campaign in which candidates paid serious attention to print

journalism." Exactly what role the assassinations may have in television's emergence as the medium of top priority for politicians is unclear, but, said Mankiewicz, they did provide "terrible visual events" for the medium to focus on. According to Allison, Kennedy "used television in a very personal way," to blunt his image as "ruthless" and as "a member of a dynasty." Kennedy "won the hearts" of Californians leading up to the primary, said Allison, "and broke them" when he was assassinated.

**"Vietnam and International Affairs"**—"If television does have an affect [on public opinion and politics], we seem not to have learned from it," said panelist Morley Safer, CBS News correspondent and co-editor of CBS's *60 Minutes*. "Political plunders still take place," he said.

The discussion primarily focused on how TV helped influence public opinion on international events in 1968, such as the escalating war in Vietnam and the violent student uprising in Paris. Other panel members were Liz Trotta, former correspondent for CBS News and NBC News; Marlene Sanders, former CBS News correspondent, now host of WNET-TV New York's *Currents*; Harrison Salisbury, retired correspondent and editorial executive of the *New York Times*, and Gloria Emerson, former *Times* correspondent.

"With the limited resources we had in 1968, I think we did a first-class job both in covering the stories and interpreting them," Safer said. Trotta disagreed. "There is a tendency to hype 1968. It was a good news year, but it was no apocalypse," she said. "I'm most critical of our coverage [of Vietnam]. We were all deceived that year," she said. "What strikes me about 1968 was the hostility toward us as the messengers of what happened," said Sanders. "In Chicago [the protests outside of the Democratic National Party convention], many of the victims were part of the press corps," Sanders said. "The networks got hostile mail on their coverage, like somehow the turn of events was our fault," she said.

Salisbury described 1968 as "the year the world became one seamless ribbon. American politics and death in Vietnam became one. And it all came together in Chicago."



Safer, Emerson, Salisbury, Sanders, Trotta on international affairs



## Matter of minutes

MTV Networks has restructured the advertising availabilities in MTV and VH-1, to give cable operators greater flexibility in selling spots to advertisers and increase the dollars going VH-1's way. The changes, which take effect Feb. 15, involve rescheduling some advertising avails on both networks. The eight-minute national/two-minute local split per hour won't change.

ON MTV, currently, at 20 minutes past the hour, there is a window for two minutes of local advertising, with an additional 30-second spot at 20 minutes past noon, 4 p.m., 7 p.m., 8 p.m., 10 p.m. (except Sundays), 1 a.m., 2 a.m. and 3 a.m. Under the new mix, there will be one minute of national and one minute of local at 20 minutes past the hour, with an additional 30-second local spot at 20 minutes past 2 a.m., 5 a.m., 8 a.m., 11 a.m., 2 p.m., 5 p.m., 8 p.m. and 11 p.m. (The three-hour schedule is designed to give operators a one-time adjustment on their ad insertion equipment.) The one minute taken from local at 20 minutes past the hour will be made up at 50 minutes past the hour, where the two-and-a-half minutes of national time



will be changed to one-and-a-half minutes national and one minute local. The national avails at 13 minutes and 38 minutes past the hour will stay the same.

On VH-1, the two minutes of national time at 10 and 40 minutes past the hour have been changed to one minute for national and one minute for local. The two minutes of local time at 53 minutes past the hour will change to two minutes of national time. The

national avail at 22 minutes past the hour stays the same.

The changes help operators in a number of ways, said John Shaker, senior vice president, Eastern division, MTV Networks. "Operators can run ads from the same advertiser twice in the same hour," said Shaker, and will be able "to run competing ads within the same category within the same hour." That was not possible when all the local avails in the hour were within the same pod. Shaker said those changes were based on suggestions from some of the 1,000 operators, representing some 24 subscribers.

And by separating, by 10 minutes, the local avails on the two services, operators will be able to piggyback local inserts on VH-1 on the same insertion equipment used for MTV. In effect, said Shaker, operators will be able to add VH-1 to the big four of local avails—CNN, ESPN, USA and MTV—without adding another piece of insertion equipment. Shaker said this will make VH-1 "much more valuable for the operator," both in the flexibility of scheduling and selling VH-1 with MTV. That was echoed by Susan Wallace, chief operating officer of Network Media Corp., which runs an interconnect in Chicago. "The ability for interconnects to sell MTV and VH-1 in tandem, at no added cost, provides tremendous marketing and merchandising opportunities," Wallace said. "It delivers a broader demographic group that allows retailers to market more than one item."

The moves will give operators expanded frequency capabilities that can be used in sales pitches to advertisers. "The number of avails clients purchase should result in an immediate gain," said David Kantor, vice president, local advertising sales for Cox Communications. "For some systems revenue gains could be as high as 50%." □

## L.A. sports connection

American Cablesystems and Spectacor, corporate parent of Philadelphia sports service, Prism, have announced the formation of a regional sports and movie service for the Los Angeles area that would have as its centerpiece 70 games of Major League Baseball's Dodgers and Angels, and the movies of the Z Channel.

The 24-hour network is expected to launch on April 1, days before the opening the MLB season. The Dodgers had been on the pay-per-view Dodgervision network, while the Angels had experimented briefly with PPV, most recently in 1986.

Most of the programing (75%), however, will be movies, with the Z Channel being at the centerpiece. The channel, which had been purchased by Rock Associates last year, will merge with Spectacor.

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has earned a loyal following in the bedroom communities of Los Angeles, where many in the Hollywood film industry live.

There is another sports programming service in Los Angeles, Prime Ticket, which carries games of the basketball Lakers and the hockey Kings. It is available to several million homes on basic cable and is jointly owned by Laker owner Jerry Buss and cable pioneer Bill Daniels.

Terry Soley, former assistant vice president of development for American Cablesystems, has been named executive vice president and chief operating officer of the new network, which has the working title Z+.

Z Channel has 80,000 subscribers on 20 cable systems that have a basic subscriber universe of 620,000. Soley said there were four million homes in the Los Angeles area, 1.6 million who are basic subscribers. "The big challenge," said Soley, "will be to meet with cable operators and hopefully have them add Z Channel to their lineups." Soley said the Z Channel has not been heavily marketed, and "is one of the best kept secrets in the marketplace." Pricing for the service is expected to range between \$12 and \$14.

The service is negotiating to add Los Angeles Clippers, University of Southern California and University of California at Los Angeles basketball to the sports lineup.

### Baruch on cable

Cable's success in taking away viewers and gaining an edge in program innovation, at the expense of the broadcast networks, is causing critics to say cable has "obtained some so-called 'advantages' in either legislation or regulation," Ralph Baruch told a legislators' luncheon at the Colorado Cable Television Association winter meeting last week. "I should like to debunk this," said Baruch, who is chairman of the National Academy of Cable Programming.

"People are watching more cable, not because cable got too much or too little," said Baruch, "but because cable is winning on the field that really counts: the field of competing for audiences with programs they want to watch."

Baruch reviewed a number of legislative and judicial battles fought by cable. Despite the Supreme Court's 1974 copyright ruling that cable systems were not liable for payments for distant signals, the industry, said Baruch, "in a statesmanlike demonstration of leadership, agreed to pay copyright fees, which in 1988 should total over \$120 million." Later, when cable entered negotiations with Hollywood to further refine the payments "our industry's leadership was subjected to a Russian-type walkout," he said. "Now that certainly is not what you could call gaining an advantage, is it," he said. Using satellites, cable circumvented the networks' lock on phone line distribution of program distribution. Cable also fought many battles to get reasonable economic access to telephone poles. "Cable has never asked for an advantage over any industry; we just want the ability to

compete on equal terms," he said.

Network cutbacks have reduced the money spent on program development, said Baruch, and cable has filled the void. "CNN now competes vigorously against the networks' dominance of the news," said Baruch, and "sports are not far behind." Children's programming is another area where Baruch said cable was picking up the void. "Isn't it regrettable that children's programming, except for the Saturday-morning cartoon ghetto, has disappeared from the commercial broadcast networks?" Baruch asked. Disney, The Learning Channel and Nickelodeon are picking up the slack, said Baruch, to the point where the latter's *Double Dare* will be syndicated for broadcast television.

Maybe the ultimate compliment, said Baruch, is the news that the broadcast networks want to get into cable programming. "Where were these companies 20, 10 or even five years ago?" Baruch asked. "I can personally testify to the fact that, with rare exception, broadcast networks were unwilling to invest necessary large sums in the cable program industry."

Said the former chairman of Viacom: "What we are witnessing and participating in is a period of unparalleled change and upheaval in the television industry. The television networks seem to be abdicating their former roles in television programming, program innovation, development and experimentation, while cable networks are emerging and rapidly finding new talent,

new ideas and new program concepts. In this environment, cable television is playing an ever greater role in the communications revolution we are all part of, and our television audience realizes this better than anyone else." And the public should be the final arbiter, Baruch told the legislators. "No Congress, no legislation or regulation should interfere with the public's right to choose how it wants to be informed or entertained."

### Going south

The Tina Turner concert on HBO Jan. 16 was a first for the pay cable service: a live (actually a half-hour tape delayed) digital stereo broadcast from South America. The concert cablecast was part of HBO's World Stage series, featured Turner in concert in Rio de Janeiro and came off without a hitch, HBO said.

Its route was a circuitous one. The network sent out separate audio and video feeds for the event. According to Richard Levitt, director of satellite communications, HBO, the service used a Ku-band fly-away dish to transmit the audio portion. The single-channel-per-carrier audio feed was beamed to an Intelsat satellite, down to the New York teleport on Staten Island, back up to Galaxy II and back down again to Hauppauge, N.Y., HBO's central earth station site. A backup audio feed was also in place: a fiber optic hop from Staten Island to HBO's studios in Manhattan.

Dual path video transmission was also

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used. One signal went three microwave hops to an earth station site in Brazil. It was then transmitted to an Intelsat bird, downlinked to an AT&T dish in Eden, W.Va. HBO rented a C-band earth station to send the signal back up to Galaxy II and back down to Hauppauge. A second feed, which went through 11 microwave hops to a second earth station site in Brazil, was also used. It was fed to a second Intelsat bird, then onto Eden, where an RCA dish was used to uplink it to Satcom I-R and back down again to Hauppauge. The video signals had to be converted in Brazil from that country's PAL format to the U.S.'s NTSC standard.

HBO engineers, using a delay box, synced the audio and visual feeds through use of a computer and the naked eye. The concert was actually aired on a half-hour taped delayed basis, which allowed technicians to fix glitches in one feed by switching momentarily to the other. Levitt said HBO was particularly pleased with the signal to noise ratio of 51.9, which exceeded their expectations.

### HBO exclusive

HBO will begin offering cable operators cable-exclusive rights to HBO, Cinemax and Festival in their franchises under a new marketing strategy being developed. Operators have the option to obtain "wireline exclusivity" in exchange for increased participation in marketing campaigns and a fee of 25 cents per subscriber per month. Exclusivity is designed with cable overbuilds in mind, and does not extend to any other delivery method, such as MMDS, SMATV or TVRO. HBO indicated that situations where two systems are already operating in the same area would be grandfathered. The pay service said the exclusivity option is designed to increase marketing support for the service. HBO said it believes overbuild situations hurt pay services because operators, busy defining differences, do not give HBO services adequate support.

### ATC education

American Television & Communications has signed up to offer college courses through Mind Extension University, an

**Leibowitz sees backlash coming for telcos.** The cable industry is fat and happy—perhaps too happy, Dennis Leibowitz, senior vice president, Donaldson, Lufkin & Jenrette, told an audience of the Washington Metropolitan Cable Club. Cable has been on such a regulatory and judicial winning streak, said Leibowitz, that "the backlash is coming. It is too good to continue as is." He suggested that it might be advisable, politically, for the industry to lose a few battles. "You can't even lose one on purpose," he said in referring to the must-carry case, which, he added, was one issue the industry could most afford to lose.

He reviewed other events that could negatively affect the industry—syndex, copyright, telco crossownership, the Cable Act oversight hearings in the House and the reports being prepared by the National Telecommunications and Information Administration.

"In our view, the most important is the role of the telcos," he said. Telephone companies are replacing their copper plant with fiber optics, he said, and once that change is completed, regulators may be more susceptible to arguments for telco entry into the cable business. Even if a telco is prevented from providing service, it could lease space to a second cable operator or program packager that has not incurred a cable operator's physical plant costs, the analyst said.

Still, said Leibowitz, the phone companies are three to four years away from constructing a 100% fiber optic build. With that window and the delays inherent in the regulatory process, cable operators should have enough time to depreciate costs on their coaxial plant, said the analyst, before fiber becomes a viable competitor. And with cable's early fiber experiments, "cable may be there just as soon," Leibowitz said. But cable needs to utilize fiber optics to stay competitive, he said. Telcos, if they are unleashed, would probably not buy cable systems, said Leibowitz, because with fiber optics in place, they would have no use for coaxial cable.

Ironically, he said, if the FCC recommends to Congress that the telco-cable crossownership ban be lifted, it "might just be the ticket to keeping them out," given the already strained relations between the two bodies.

Of secondary concern to cable's bottom line, said Leibowitz, is vertical integration. It improves the industry's competitive and financial position, and reflects a general trend in U.S. business, he said. On the other hand, he said, it is an issue that cable's opponents continue to raise and one that can draw the attention of regulators. Although a Democratic Congress insulates the industry somewhat from the telcos, a Democratic administration would be more likely to investigate vertical integration than a Republican one, he said.

Turning to business issues, Leibowitz said that for new revenue streams, such as home shopping and pay-per-view, the question is not viability, but "Who is going to own them? The industry's most exciting new product," he said, is advertising. As research provides more information on who buys what, cable's targeted demographics will become more appealing to advertisers, said Leibowitz.

Cable's true strength, said Leibowitz, is its own momentum. "It sort of feeds on itself," he said. "Cable is becoming embedded in the popular culture." If that continues, he said, "it can assume the dominant role the TV networks had."

educational program produced by Jones Intercable. Fred Dressler, ATC vice president for programming, said bachelor-degree telecourses through Colorado State University will be made available through ATC's divisions and systems, which count 3.6 million subscribers.

Courses are produced by colleges and noncommercial television stations, with many funded by the Annenberg/CPB Project. The courses are transmitted in the early morning hours on Galaxy III,

transponder 11, with students encouraged to videotape the courses for playback. CSU evaluates the courses, provides faculty counseling by phone and grades students' performances.

### Upgrading with impulse

United Cable Television, Denver, has signed a \$50-million agreement with General Instrument Corp., New York, to buy impulse-capable addressable equipment to be used in the upgrade of its Denver, Tulsa, Okla., and Hartford, Conn., systems. The equipment will be sent to those systems over approximately three years. About 400,000 United Cable subscribers will be affected by the deal.

United Cable is the eighth largest multiple cable system operator in the U.S. The sale includes the new Starcom 7000 series addressable converters from General Instrument's Jerrold division. The converters, which can be used for pay-per-view and home shopping applications, allow subscribers to communicate directly to the headend without telephoning. General Instrument spokesman Edward Kearney said that this is the biggest sale so far of the new system "and probably the largest order to date of converters equipped with impulse technology."



**R.A. Marshall & Co.**  
Brokerage & Media Investment Analysis

Independent UHF, top 150 market. \$6.5 million  
C2, top 100 market. \$3.0 million  
North Carolina C2. \$1.0 million



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# For the Record

As compiled by BROADCASTING, Jan. 13 through Jan. 20 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

- WCHV(AM)-WWWV(FM) Charlottesville, VA (BAL871231EA; 1260 KHZ; 5 kw-D, 2.5 kw-N; BAL871231EB; 97.5 mhz; 50 kw; HAAT: 450 ft.)—Seeks assignment of license from Clay Media Inc. to Eure Communications Inc. for \$4.55 million. Seller is former Charlottesville, VA-based publisher and station group principally owned by Lyell B. Clay, which sold its group of four newspapers to Thompson Newspapers Inc. ("In Brief," April 20, 1987) and group of four TV's to Price Communications ("Changing Hands," May 4, 1987), and now has no other broadcast interests. Buyer is principally owned by William Eure and family. It also owns WKEZ-FM Yorktown, VA, William L. Eure and William B. Eure own WDDY(AM) Gloucester, VA. Filed Dec. 31, 1987.
- WBGN(AM) Bowling Green, KY (BAL871228EG; 1340 khz; 1 kw-U)—Seeks assignment of license from WBGN Inc. to Hilltopper Broadcasting Inc. for \$145,000. Seller is headed by Kevin Proctor. It has no other broadcast interests. Buyer is group of 13 investors headed by Wesley Strader, president. It also owns WBLG(FM) Smiths Grove, KY. Filed Dec. 28, 1987.
- WiFi(FM) Kane, PA (BAL871231HY; 103.9 mhz; 3 kw; HAAT: 300')—Seeks assignment of license from Mountain Forrest Communications to Laurel Media Inc. for \$95,000. Seller is owned by Clarence V. Huber, Jr. Buyer is owned by Dennis D. Heindl, who has no other broadcast interests. Filed Dec. 31, 1987.
- KEZO-AM-FM Omaha, NE (AM: BAL871223EF; 1490 khz; 1 kw-U; FM: BAL871223EG; 92.3 mhz; 100 kw; HAAT: 1250 ft.)—Seeks assignment of license from Albimar Omaha Ltd. Partnership to Narragansett Broadcasting Assoc. of Nebraska LP for \$8.3 million. Seller is owned by E.W. (Skip) Finley and Bertram M. Lee, who also own KDAD(FM) Ogden, Utah. Buyer is Providence, RI-based group of one AM, three FM's and one TV headed by John Franks, subsidiary of Narragansett Capital Corp., Providence, RI-based investment capital firm headed by Gregory Barber and Jonathan Nelson. Filed Dec. 23, 1987.

## New Stations

### Applications TV's

- Kansas City, MO (BPCT880104)—Sam J. Walters seeks ch. 62. Address: 12326 Granada, Leawood, KS 66209. This application is mutually exclusive with license renewal application of KZKC(TV) Kansas City, MO. Filed Jan. 4.
- St. Louis, MO (BPCT871231KE)—Mark L. Wodlinger seeks ch. 4. Address: 6439 Wenonga Rd., Mission Hills, KS 66208. This application is mutually exclusive with license

renewal application of KMOV(TV) St. Louis, MO. Filed Dec. 31, 1987.

### Actions

#### AM's

- Rosamond, CA (BP870722AH)—Returned app. of KDOL Broadcasting Corp. for 890 khz. Address: 2739 Parton Circle, Lancaster, CA 93536. Principal is owned by Alton E. Kennedy, who has no other broadcast interests. Action Jan. 6.

#### FM's

- Galva, IL (BPH870710MA)—Granted app. of Patrick L. Lopeman for 102.5 mhz; 3 kw H&V; 100 m. Address: 4359 South Howell Ave., Ste 106, Milwaukee 53207. Principal has no other broadcast interests. Action Jan. 11.
- Royal Center, IN (BPH870529MC)—Returned app. of John Anthony Bulmer for 103.7 mhz; 3 kw H&V; 100 m. Address: 125 Bayshore Ct., St. Marys, OH 45885. Principal has no other broadcast interests. Action Jan. 6.
- Ocean Pines, MD (870331NE)—Returned app. of Ocean Pines Broadcasting Inc. for 97.1 mhz; 3 kw H&V; 327 ft. Address: One Plaza Square, Ste. 204, Port Arthur, TX 77642. Principal is owned by Kent S. Foster, who has no other broadcast interests. Action Jan. 7.
- Coleman, MI (BPH861002TJ)—Granted app. of Panam Communications for 101.5 mhz; 3 kw-H&V; 328 ft. Address: 600 N. Pickard, Mt. Pleasant, MI 48858. Principal is owned by Phillip C. Engelhardt, Thomas H. Anthony, Paul B. Murray, Steven Nixon and Mark P. Anthony. It has no other broadcast interests. Action Jan. 7.
- Edgewood, OH (BPH870724ME)—Returned app. of John Anthony Bulmer seeks 102.5 mhz; 3 kw H&V; 100 m. Address: 125 Bayshore Ct., St. Marys, OH 45885. Principal has no other broadcast interests. Action Jan. 6.
- Antlers, OK (BPH870430OG)—Push-Button Radio,

Inc. seeks 104.1 mhz; 3 kw; 328 ft. Address: 1945 N. Collegiate Dr., Paris, TX 75460. Principal is owned by Marcia and Ray Eller, who also have interests in KPFE(AM)-KBUS(FM) Paris, TX. Action Dec. 22, 1987.

- Goodlettsville, TN (BPH861217MK)—Dismissed app. of Davison County Broadcasting Co. seeks 97.1 mhz; 50 kw H&V; 492 ft. Address: 848 N. Washington Ave., Cookeville, TN 38501. Principal is owned by Martin L. Medley, who also has interest in WHUB-AM-FM Cookeville, TN. Action Jan. 7.
- Port Isabel, TX (851216NC)—Returned app. of Luisa Rappazzo seeks 101.1 mhz; 3.0 kw (H&V); 337 ft. Address: 3026 Old. Hwy 77 #905-4, Brownsville, TX 78520. Principal has no other broadcast interests. Action Jan. 6.
- Port Isabel, TX (851216NF)—Returned app. of Border Broadcasting seeks 101.1 mhz; 3.0 kw (H&V); 300 ft. Address: P.O. Box 1071, Brownsville, TX 78520. Principal is owned by Astrid Garza Uribe, who has no other broadcast interests. Action Jan. 6.
- West Rutland, VT (BPH851206MG)—Dismissed app. of Kevin A. McDermott for 107.5 mhz; .21 kw H&V; 1225 ft. Address: 15 Gedney Esplanade, White Plains, NY 10605. Principal has no other broadcast interests. Action Jan. 6.

## Facilities Changes

### Applications

#### AM

- Lompoc, CA, KNEZ, 960 khz—871229—Application for CP for experimental synchronous AM station at Santa Maria, CA to operate simultaneously with primary KNEZ facility at Lompoc, CA on same frequency 960 khz. but

December, 1987

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**Actions**

**AM's**

■ **Starke, FL.** WPXE. 1490 khz—880106-Application (BP861208AL) granted for CP to make changes in ant sys. (including increase height of tower); reduce daytime power to 0.65 kw.

■ **Knox, IN.** WKV1. 1520 khz—880107-Application (BP870821AE) returned petition for reconsideration (Nunc Pro Tunc) CP to increase power to 2 kw (0.41 Ch).

■ **Syracuse, NY.** WAQX. 1490 khz—880111-Application (BPH871207IE) granted for CP to make changes freq: 95.7 MHz (per Docket 87-23); change ERP: 25 kw H&V; change Class B1.

**FM's**

■ **Montgomery, AL.** WSYA-FM, 103.3 mhz—880106-Application (BMPH870130IA) granted for Mod of CP to change TL: Fuller Rd. and Boswell Rd., Montgomery, AL; change HAAT: 307 m. H&V 32 25 22N 86 12 05W.

■ **Kingman, AZ.** KAWA. 105.9 mhz—871222-Application (BMPH870303IQ) granted for Mod of CP to change TL: 11 mi. SE of city on Getz Peak. Kingman, AZ; change ERP: 24.5 kw H&V; change HAAT: 932.7 m. H&V. 35 06 48N 113 53 00W. Commission has changed ERP to 24 kw to conform to Mexican curve. Original file BMPH861205IB.

■ **Brawley, CA.** KWST. 94.5 mhz—880106-Application (BMPH870916IA) granted for Mod of CP to change TL: Near Dogwood and Villa Rd.'s. 2.35 km at N 39.5 degrees E of El Centro. CA P.O.; change ERP: 50 kw H&V; change HAAT: 61 m. H&V. 32 48 27N 115 32 18W.

■ **Knox, IN.** WKV1-FM. 99.3 mhz—871230-Application (BPH871119IS) returned for CP to change TL: 0.35 km SW of intersection of Sunset Lake Rd. and Hescoek Rd., Windham Co., VT; change ERP: 0.85 kw H&V; change HAAT: 186 m. H&V. 42 53 45N 72 39 49W.

■ **Council Bluffs, IA.** KQKQ-FM. 98.5 mhz—880107-Application (BPH870226II) granted for CP to change TL: 1.2 km (0.8MI) NE of Military Ave and Rte 133 (90th St.), Omaha, NE; change HAAT: 331 m. H&V and make changes in ant sys. 41 19 05N 96 02 21W.

■ **Topeka, KS.** KDVV. 100.3 mhz—880106-Application (BMPH871120IG) granted for Mod of CP (BPH870127IE) to correct geographical coordinates: 38 57 15N 95 54 43W.

■ **St. Cloud, MN.** WWJO. 98.1 mhz—880106-Application (BPH870302IT) granted for CP to change: TL: approx. 5.5 km SE of Little Rock. 5.1 km E of Rte 25 and 1.9 km S of Rte 26, Little Rock, MN; change HAAT: 305 m. H&V. 45 48 52N 94 01 38W.

■ **Rome, NY.** WKAL-FM. 95.9 mhz—880106-Application (BPH871202IE) granted for CP to change freq: 96.1 mhz (Per Docket #87-23); change TL: Prospect Hill, Skyline Dr., Kikriand, Oneida Co., NY; change ERP: 7.4 kw H&V; change HAAT: 183 m. H&V; change to Class B1. 43 02 14N 75 26 40W.

■ **Broken Bow, OK.** KKBI, 106.3 mhz—880106-Application (BPH870901IA) granted for CP to change freq: 106.1 mhz (Per Docket #86-199); change TL: 0.2 mi. SW of US Rte. 259. 1.85 mi. NW of East High Peak. Sulphur Division. McCurtain Co., OK; change ERP: 17 kw H&V; change HAAT: 249 m. H&V; change to Class C2. 34 14 45N 94 46 58W.

Actions

■ **Paradise, CA.**—FCC has granted application of Butte Creek Communications Co. to assign construction permit of KBCC(TV), along with translator station K22AV at Westwood, CA. to Sainte Limited. (By letter [FCC 87-371], adopted Nov. 27, 1987, by commission.)

■ **FCC conditionally approves Pacific and Nevada Bell's plan for voice mail services** (report CC-245. Common Carrier Action.) Commission has conditionally approved Pacific Bell and Nevada Bell's (Pacific's) Comparably Efficient Interconnection (CEI) plan for voice mail services (VMS). type of enhanced service that allows users to leave and retrieve messages stored in equipment collocated with Pacific's basic service facilities. Action by commission. Jan. 14, by MO&O (FCC 88-11).

■ **FCC approves Bell Atlantic's plan to offer voice message storage service**—(report CC-246. Common Carrier Action.) Commission has approved Bell Atlantic's Comparably Efficient Interconnection (CEI) plan for voice message storage service, subject to certain conditions. Action by commission. Jan. 14, by MO&O (FCC 88-12).

■ **Commission reaffirms its AM stereophonic Broadcasting Policy**—(report MM-288. Mass Media Action.) Maintaining it was neither appropriate nor necessary. commission

has declined to revisit its 1982 decision to allow market forces to determine development of AM stereo broadcasting. Action by commission, Jan. 14, by MO&O (FCC 88-16).

■ **In compliance with legislation, FCC reinstates comparative licensing and distress sale policies based on minority or female preferences and terminates pending inquiry**—MM Docket 86-484 (report DC-1080. Action in Docket Case.) Commission has reinstated its prior comparative licensing and distress sale policies based on racial, ethnic or gender preferences that were being held in abeyance pending commission's completion of inquiry into these policies and tax certificate policy in MM Docket 86-484. Action by commission, Jan. 14, by order (FCC 88-17.)

**Staff Actions**

■ **Oxford, AL.**—Designated for hearing, 11 mutually exclusive applications for new FM station on channel 250A (97.9 MHz) at Oxford. (MM Docket 87-578 by order [DA 87-1839] adopted Dec. 15, 1987, by chief, Audio Services Division. Mass Media Bureau.)

■ **Smyrna, DE.**—Denied appeal by Nationwide Communications Inc., of denial of its motion to intervene in proceeding for new FM station at Smyrna. (MM Docket 87-65, by MO&O [87R-71] adopted Dec. 30, 1987, by review board.)

■ **Cave City, KY.**—Designated for hearing six mutually exclusive applications for new FM station on channel 294A (106.7 MHz) at Cave City. (MM Docket 87-571, by order [DA 87-1826] adopted Dec. 14, 1987, by chief, Audio Services Division, Mass Media Bureau.)

■ **Haverhill, NH.**—Designated for hearing mutually exclusive applications of Harvest Broadcasting and Puffer Broadcasting for new FM station on channel 267A (101.3 MHz) at Haverhill. (MM Docket 87-572, by order [DA 87-1827] adopted Dec. 14, 1987, by chief, Audio Services Division.)

■ **Maryville, TN.**—Designated for hearing, mutually exclusive applications of Dove Inc.; Chilhowee Communications, Ltd.; Elizabeth F. Nicholson, Blount County Broadcasting Corp., and Gateway Broadcasting Corp. for new FM station on channel 239A (95.7 MHz) at Maryville. (MM Docket 87-574 by order [DA 87-1829] adopted Dec. 14, 1987, by chief, Audio Services Division. Mass Media Bureau.)

■ **Olney, TX.**—Designated for hearing, applications of Olney Broadcasting Co. and Wes-Tex Broadcasting Inc. for new FM station on channel 248C2 (97.5 MHz) at Olney. (MM Docket 87-575 by order [DA 87-1830] adopted Dec. 14, 1987, by chief, Audio Services Division.)

■ **Pittsburg, TX.**—Designated for hearing, applications of Pittsburg Radio and Don H. Barden for new FM station on channel 245A (96.9 MHz) at Pittsburg. (MM Docket 87-577

**Nationwide Media Brokers**  
**Chapman**  
**Associates**

**KLZE(FM)**  
**Los Altos, California**

*to*

**San Jose Broadcasting Corporation**

*from*

**Mountain Communications**

*for*

**\$5,275,000**

Chapman Associates is pleased to  
have assisted in this transaction.

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.

by order [DA 87-1838] adopted Dec. 15, 1987, by chief, Audio Services Division).

### ALJ Actions

■ *By General Counsel on dates shown:*

■ Kalamazoo and Portage, MI (WHW Enterprises Inc., et al) FM proceeding—Approved settlement agreement and dismissed applications of Radio Portage Inc., and Sear Broadcasting Co. for new FM station at Portage, granted application of Air-Borne Group, Ltd. for new FM station at Portage and terminated proceeding. (By order, Dec. 21, 1987) (dockets 21374, et al).

■ Troy, OH (Land O'Lakes Broadcasting [WTRJ(AM)] et al) AM proceeding—Approved settlement agreement between Point Pleasant Broadcasting Co., Point Pleasant, WV, and Advanced Allied Communications Technologies, Worthington, OH and dismissed application of Advanced Allied. (By order, Dec. 21, 1987) (MM dockets 84-481, et al).

*By Chief ALJ Thomas B. Fitzpatrick on dates shown:*

■ Rockledge, FL (Hartke Communications Corp., et al) FM proceeding—Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled pre-hearing conference for Feb. 24 and hearing for March 25. (By order, Dec. 28, 1987) (MM Docket 87-556).

■ Corydon, IN (Corydon Broadcasters Ltd. and Harrison County Broadcasting) FM proceeding—Designated ALJ John M. Frysiaak to preside in proceeding. Scheduled pre-hearing conference for March 1 and hearing for April 1. (By order, Dec. 30, 1987) (MM Docket 87-559).

■ Cedar Rapids, IA (Cedar Rapids Broadcasting and Family Broadcasting, Co., Inc.) TV proceeding—Designated ALJ Edward Luton to preside in proceeding. Scheduled pre-hearing conference for Feb. 22 and hearing for March 23. (By order, Dec. 28, 1987) (MM Docket 87-495).

■ Fort Scott, KS (Courtney Jackson, et al) TV Proceeding—Designated Deputy chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for Feb. 24 and hearing for March 25. (By order, Dec. 28, 1987) (MM Docket 87-553).

■ Harlan, KY (Eastern Broadcasting Co. and Charles W. Berger) FM proceeding—Designated ALJ Joseph Stiermer to preside in proceeding. Scheduled prehearing conference for Feb. 29 and hearing for March 30. (By order, Dec. 30, 1987) (MM Docket 87-558).

■ Minden, LA (John Jones, Jr. and Carl M. Fisher) TV proceeding—Designated for ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for April 7 and hearing for May 23. (By order, Dec. 28, 1987) (MM Docket 87-496).

■ Rayne, LA (Rayne Broadcasting Co. Inc., et al) FM proceeding—Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for March 8 and hearing for April 7. (By order, Jan. 7) (MM Docket 87-560).

■ Lawton, OK (Day Broadcasting and Barton W. Ratliff) TV proceeding—Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for Feb. 22 and hearing for March 23. (By order, Dec. 28, 1987) (MM Docket 87-550).

■ Lagrange, OR (A.J.T. Broadcasting Servies Ltd. Partnership, et al) FM proceeding—Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for Feb. 29 and hearing for March 30. (By order, Dec. 29, 1987) (MM Docket 87-557).

■ South Padre Island, TX (Susan Lundborg and Rio Bravo, Ltd) FM proceeding—Designated chief ALJ Thomas B. Fitzpatrick to preside in proceeding. Scheduled prehearing conference for March 25 and hearing for April 25. (By order, Jan. 7) (MM Docket 87-561).

■ Woodstock, VT (Robert J. Wolf/Shirley P. Wolf, et al) FM proceeding—Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for March 8 and hearing for April 7. (By order, Jan. 7) (MM Docket 87-562).

*By Acting Chief ALJ James E. Tierney on dates shown:*

■ Montgomery, AL (George Henry Clay, et al) FM Proceeding—Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for March 11 and hearing for April 12. (By order, Jan. 11) (MM Docket 87-567).

■ Churchville, VA (Blue Ridge Broadcasting Co. Inc. and Peter Wayne Lechman) FM proceeding—Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for April 22 and hearing for May 26. (By order, Jan. 11) (MM Docket 87-569).

*By Deputy Chief ALJ James F. Tierney on dates shown:*

■ Apple Valley, CA (John A. McAulay, et al) AM proceeding—Approved settlement agreement and dismissed with

prejudice application of Mary S. Volken for new AM station at San Jacinto, Ca. and granted amended application of Delbert L. Van Voorhis for AM facilities at Yucaipa, Ca. and granted application of John A. McAulay for AM facilities at Apple Valley, and terminated proceeding. (By MO&O, Jan. 5) (MM Docket 87-344).

■ Sartell, MN (Marlene Beecroft and Sartell Communications, A Ltd. Partnership) FM proceeding—Approved settlement agreement and dismissed with prejudice application of Sartell Communications, granted application of Marlene Beecroft for new FM station on channel 241A (96.1 MHz) at Sartell, and terminated proceeding. (By MO&O, Jan. 6) (MM Docket 87-525).

*By ALJ Joseph Chachkin on dates shown*

■ Enfield, CT (DBC Woodside Associates Ltd. Partnership, et al) FM proceeding—Granted motions for summary decisions by Susan Marie Beth Romaine and FM Enfield Ltd. Partnership and resolved air hazard issues in their favor. (By order, Dec. 22, 1987) (MM Docket 87-461).

■ Pekin and Peoria, IL (Central Illinois Radio Fellowship, Inc. and Illinois Valley Broadcasting Corp.) ED-FM proceeding—Granted motion for summary decision by Illinois Valley for new ED-FM station at Peoria and resolved financial issue in its favor. (By order, Dec. 22, 1987) (MM Docket 87-156).

■ Shreveport, LA (Word of Life Ministries Inc., et al) TV proceeding—By separate orders, granted motion for summary decision by Word of Life Ministries and resolved air hazard issue in its favor. Approved settlement agreement and dismissed with prejudice applications of Shreveport Community Television and G and D Communications granted application of Word of Life Ministries for new TV station at Shreveport, and terminated proceeding. (By MO&O, Dec. 23, 1987) (MM Docket 87-87).

■ Grifton, NC (William S. Page and MC Radio Partnership) FM proceeding—Approved settlement and dismissed with prejudice application of William S. Page. Granted application of MC Radio Partnership for new FM station on channel 257A (99.3 MHz) at Grifton, and terminated proceeding. (By MO&O, Jan. 5) (MM Docket 87-346).

■ Richmond, VA (Seaboard Broadcasting Co., et al) FM

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proceeding—Granted request by Richmond Radio Ltd. Partnership and dismissed its application with prejudice. (By order. Jan. 12) (MM Docket 87-352).

## Allocations

### Applications

- Camden, AR—On request of KJWH Inc., proposed amending FM table by allotting channel 283A (104.5 MHz) as its third FM service; comments March 7, replies March 22. (MM Docket 87-598, by NPRM [DA 87-1930] adopted Dec. 14, 1987, by chief, Allocations Branch. Policy and Rules Division. Mass Media Bureau.)
- Bismarck, IL—At request of Randolph V. Bell, proposed amending FM table by allotting channel 225A (92.9 MHz) to Bismarck as its first FM service. Comments are due March 11, replies March 28. (MM Docket 87-605 by NPRM [DA 871937] adopted Dec. 14 by chief, Allocations Branch, Policy and Rules Division. Mass Media Bureau.)
- Beloit, KS—On request of Solomon Valley Broadcasting Inc., proposed upgrading license of KVSV-FM from channel 288A (105.5 MHz) to channel 288C2; comments March 7, replies March 22. (MM Docket 87-595, by NPRM [DA 87-1927] adopted Dec. 14, 1987, by chief, Allocations Branch.)
- El Dorado, KS—On request of KIKZ Inc., licensee of KSPG-FM, channel 257A (99.3 MHz), El Dorado, proposed amending FM table by substituting channel 256C2 (99.1 MHz) for channel 257A and modifying station's license to specify operation on new channel; comments

March 7, replies March 22. (MM Docket 87-596, by NPRM [DA 87-1928] adopted Dec. 14, 1987, by chief, Allocations Branch.)

- Baker, LA—At request of Jeffrey G. Welsh, proposed amending FM table by allotting channel 297A (107.3 MHz) to Baker as its first FM service. Comments are due March 11, replies March 28. (MM Docket 87-593 by NPRM [DA 871925] adopted Dec. 14 by chief, Allocations Branch.)
- Galliano, LA—At request of Callais Broadcasting Inc., proposed amending FM table by modifying license of KBAU(FM), channel 232A (94.3 MHz) from Class A channel to Class C2 station operating on same channel. Comments are due March 11, replies March 28. (MM Docket 87-601 by NPRM [DA 87-1933] adopted Dec. 14 by chief, Allocations Branch.)
- Roseburg, OR—At request of Michael R. Wyatt, proposed amending FM table by substituting channel 276C2 (103.1 MHz) for channel 276A at Roseburg, and modifying license of KRSB-FM to specify operation on C2 channel. Comments are due March 11, replies March 28. (MM Docket 87-602 by NPRM [DA 87-1934] adopted Dec. 14 by chief, Allocations Branch.)
- Charleston, SC—Designated for hearing 17 mutually exclusive applications for new FM station on channel 264A (100.7 MHz) at Charleston; dismissed four applications for facility. (MM Docket 87-573, by Order [DA 871828] adopted Dec. 14, 1987, by chief, Audio Services Division.)
- Waynesboro, TN—At request of Pioneer Radio Inc. proposed amending FM table by allotting channel 235A (94.9 MHz) to Waynesboro as its first FM service. Comments are due March 11, replies March 28. (MM Docket 87-604 by NPRM [DA 87-1936] adopted Dec. 14 by chief,

Allocations Branch.)

- Brownfield, TX—At request of Brownfield Broadcasting Corp., proposed amending FM table by substituting channel 282C2 (104.3 MHz) for channel 280A (103.9 MHz) at Brownfield, and modifying license of KKTC(FM) to specify operation on C2 channel. Comments are due March 11, replies March 28. (MM Docket 87-603 by NPRM [DA 87-1935] adopted Dec. 14 by chief, Allocations Branch.)

### Actions

- Topsail Beach and Wilmington, NC—Effective February 29, amended FM table by substituting channel 266C2 (101.1 MHz) for channel 265A (100.9 MHz) at Wilmington and modifying license of WWQQ-FM, Wilmington, to specify higher-powered channel. (MM Docket 86-27, by Second R&O [DA 87-1890] adopted Dec. 10, 1987, by chief, Policy and Rules Division.)

## Call Letters

### Applications

Call	Sought by
<b>New FM's</b>	
WQRT	Altair Communications Inc., Salamanca, NY
WJDW-FM	Lifestyles Inc., Corydon, IN
<b>Existing FM's</b>	
WYVY	WNOO-FM Pye-Watts Communications Inc., Soddy-Daisy, TN

### Grants

Call	Sought by
<b>New AM's</b>	
WIQT	Chemung County Radio Inc., Horseheads, NY
KTNS	Larry Ward Gamble, Oakhurst, CA
<b>New FM's</b>	
WHZR	John Anthony Bulmer, Royal Center, IN
WPZX	3B Partnership, Oswego, NY
KGLY	Educational Radio Foundation of East Texas, Inc., Tyler, TX
<b>Existing AM's</b>	
KFXX	KKPW Tucson Wireless Inc., Tucson, AZ
KNZS	KMBY KMFO Radio Inc., Capitola, CA
KDTA	KPLG Delta Radio Co., Delta, CO
KVFW	KINC Valu-Broadcasting Inc., Winfield, KS
WABK	WQZN Kennebec-Tryon Communications Corp., Gardiner, ME
KVIV	KALY Fiduciary Broadcasting Corp., El Paso, TX
<b>Existing FM's</b>	
WKUL	WKLN Jonathan Christian Corp., Cullman, AL
KVNA-FM	KENR The Voice of Northern Arizona, Ltd. Partnership, Flagstaff, AZ
KFXX-FM	KFXX Southwestern Wireless Inc., Tucson, AZ
KMBY	KNZS KMFO Radio Inc., Capitola, CA
KHQT	KLZE San Jose Communications Corp., Los Altos, CA
KMBY	KMBY-FM KMBY Radio Inc., Seaside, CA
WLRQ-FM	WEZY-FM EZY Comm. Inc., Cocoa, FL
WNIU	WNIU-FM Northern Illinois University, DeKalb, IL
KXBR	KORX KXBR Inc., Greenfield, MO
WLCS	WAVX Black & Gold Co., Northern Muskegon, MI
<b>Existing TV</b>	
WNJU	WNJU-TV WNJU-TV Broadcasting Corp., Linden, NJ (TV)

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**General manager:** Northern California class B FM wants dynamic leader with proven ability in sales and management of people. Resume, references, salary history. Box C-60.

**General manager:** WSIR, Winter Haven, Florida. Sales oriented community minded professional with understanding of total station operations. Turnaround situation. Submit resume, salary history and references to: Steve Rall, 2900 Genesee Street, Buffalo, NY 14225. All responses kept confidential. EOE.

**GSM wanted.** Sunbelt 5-station market, four person sales staff. We spend bucks for our 49 combo share. Nice area. \$1,500 base good percentage on gross. 1988 potential \$3,000+. Letter and resume to G.M., Box 100, Brownwood, TX 76804. 915-646-3535

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**General manager** for New England AM. Only station in pleasant small market. Salary plus bonus negotiable. Box C-85.

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**Potential sales managers** and goal oriented individuals. Excellent financial and professional opportunity. Forget about snow chains for your car or boots for your feet. Come join us in Charlotte, North Carolina. Newest station in this growth oriented major market group. If you have stopped growing where you are at now, call me today. Patrick Foy, 704-335-1029. Confidential. EOE

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**The Midwest Family Radio Group** (18 stations) is looking for sales managers! If you have a strong track record and want to grow in a group with an outstanding reputation, then I'd like to talk to you. Please write, submitting complete resume with work experience and salary history to: Charles G. Mefford, VP Sales & Chief Marketing Officer, 321 E. Lake St., Petoskey, MI 49770

**Top Atlanta radio station** seeking individual who is customer oriented, focused on results, motivated, able to display uniqueness in their sales approach and is ready for the challenge and opportunities in major market radio. Send resume by Jan. 31st to P.O. Box 54577, Atlanta, GA 30365. EOE.

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**Sunshine, sand and opportunity** are just a few of the bonuses you'll enjoy when you join the sales staff of our new start up FM in one of California's most desirable cities. Growing group is seeking an experienced account executive with proven track record in the development of new and direct business. We offer career advancement, excellent working environment and benefit package commensurate with experience. Send resume, references and salary requirements to: Great Electric Communications Inc., P.O. Box 41030, Santa Barbara, CA 93104-1030. EEO/M-F

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**Classy FM - eastern seacoast resort:** Needs AM drive personality. Resume to Box C-35.

**One of America's great easy listening stations** now accepting applications for future airstaff position. Top rated station in east coast major market. No beginners. Box C-81.

**Easy-listening adult leader in Providence, RI,** seeks announcer with warm friendly on-air manner. Apply with tape and resume to Scott Bacherman, General Manager, WLKW-FM, 1185 North Main Street, Providence, RI 02904. EOE.

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**Chief engineer wanted** for radio stations in Oklahoma City. Candidate should have FM and AM experience. Xmtr and current audio processing experience imperative. \$30,000+. Box C-30.

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**Sunny Arizona.** 98KUPD FM KUKQ AM1060, Phoenix, Arizona, now accepting resumes for chief engineer position. One of Arizona's top radio stations. 100K Collins FM with STL and translators in Tucson and Flagstaff. 5KW Collins AM (500w directional night). New facility '86. Written applications to: Ern Gladden, VP Programming, 98KUPD/O-Country, 1900 W. Carmen, Tempe, AZ 85283. EOE.

**Chief engineer** for WXPB, a public radio station in Philadelphia. Supervise rebuilding of transmitter and studio facilities and regular equipment maintenance. Good managerial and personnel skills required with at least three years of experience in broadcast engineering. Challenging position in growing station with competitive salary and benefit package. Apply to Vincent Curren, WXPB, 3905 Spruce St., Philadelphia, PA 19104-6005. EOE.

**Chief engineer** for Texas gulf. Successful AM & FM facilities and good people to work with. Send resume to Box C-86.

### HELP WANTED NEWS

**Experienced news anchor** with strong delivery wanted for top news station in New York's Hudson Valley. Excellent pay and benefits. Mail tape, resume and salary requirements to Hank Silverberg, News Director, WGHQ/WBPM, PO Box 1880, Kingston, NY 12401. EOE.

**News announcers, reporters,** street reporter needed for WSIR, Winter Haven, Florida. Submit resume to Dave Prescott, WECK, 2900 Genesee Street, Buffalo, NY 14225. EOE.

**Morehead State University: WMKY Radio,** news & public affairs director. Morehead State University invites applications for the position of news and public affairs director at WMKY. Responsibilities: Maintain established news operation with emphasis on regional coverage; actively participate in news gathering, editing and anchoring news casts; produce weekly public affairs program plus plan and produce special news coverage of elections, public hearings, etc.; recruit, train and supervise student staff; and oversee news budget, equipment, personnel, policies and procedures. Qualifications: Bachelor's degree in communication field and a minimum of 3-years experience in radio news required. Preference given those with supervisory experience. Master's degree with emphasis in broadcast journalism preferred. Must have demonstrated initiative and thoroughness as reporter, have good writing skills and be authoritative in on-air presentations. Good organizing and coordinating skills required. Please send letter of application, resume, 3-letters of reference, writing samples and audio tape no later than February 8, 1988 to: Office of Personnel Services, Morehead State University, HM101, Morehead, KY 40351. MSU is an EEO/AA employer and requires compliance with the Immigration Reform and Control Act of 1986.

**Market leader** needs quality on-air reporter. Excellent benefits and salary advancement potential. WMAN/WYHT, Mansfield, Ohio. 419-524-2211, ask for Ron Allen.

### SITUATIONS WANTED MANAGEMENT

**Major market sales manager** seeks GSM position. Over 7 years experience in local, national and building retail. Strong trainer, motivator, outstanding references. Prefer top 50 market. Box C-48.

**20 years experience:** including general manager in Montgomery, Columbus, Macon, Savannah, Little Rock. Hi-power FM construction - upgrades. Programming in Atlanta. Currently G.M. with major group successfully turning around southern small market combo. Prefer southern rated market as your next general manager or group VP programming-operations. Need new challenge. Box C-47.

**Honest, knowledgeable, experienced** operations manager, looking for general manager position. Professional executive with sales, programming and management qualifications. Box C-74.

**Experienced GM with excellent credentials** ready to organize your new company or stabilize and turn around your old one. Strong sales/profit orientation. seeks either single market or group operation. Box C-96.

### SITUATIONS WANTED ANNOUNCERS

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**Immensely versatile and talented** English DJ with creative copywriting, production, and announcing skills seeks a progressive market format. Ambitious, highly experienced goldmine of untapped potential. Call Kevin after 7pm EST 516-481-9004.

**Professional attitude**, solid on air with production, copywriting. For consistency call Bill 308-534-1211.

**Evening, east-coast air talent** seeks the same in medium-market (especially NY/NJ/CT). Part-time considered. Andy, 718-979-3171

#### SITUATIONS WANTED TECHNICAL

**Chief engineer** with 1st wants to relocate. Almost 25 yrs experience in AM & FM installation and maintenance. Experienced with many other phases of radio broadcasting. \$22 - \$25,000 depending on geographic location. Box C-79

**Aggressive, experienced engineering manager.** Good with people, planning, budgets, unions, a leader. Strong hands-on technical background. Experienced in major-to-small markets. Box C-80.

**Looking for chief engineer's position** at a medium or major market radio station(s). Have experience with high powered (50 K W./100 K W.) major market combo stations, and with automation systems. I am computer literate. Telephone: 815-933-7090. Please, call after 6:00 PM. C S T

**Chief engineer** for 10 years. Experienced and SBE certified. Wants to join your team. Box C-84

#### SITUATIONS WANTED NEWS

**PBP/sportscaster.** Available April. Strong professional/academic backgrounds. 10 years radio-TV M.S. communications. Solid on/off air. Should include major college PBP and/or pro baseball. Box C-57

**12 year radio news veteran**, with post graduate degree, seeks position as news director or assistant in a major market. Currently anchor/reporter at all-news major market station. Box C-54

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Talented professional.** 18 years in management, programming (multiple formats), news, marketing. Creative, loyal, hard-working broadcaster wants programming/operations management position. For personal interview write Box C-82

## TELEVISION

#### HELP WANTED MANAGEMENT

**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

**General sales manager:** WDRB-TV, Louisville, KY, has opening for experienced independent station GSM. Strong leadership qualities to direct an aggressive local and national sales effort required. If you feel you qualify, contact Elmer Jaspian, General Manager, WDRB-TV, Independence Square, Louisville, KY 40203. Equal opportunity employer.

**General manager** to direct staff of major east coast production, satellite and videotape facility. Must have knowledge of industry with proven track record. Send resume with full details to Box C-20. EOE.

**Promotion manager:** WCBD-TV is seeking an individual with a strong background in TV production, writing and media buying. Preter degree in marketing, advertising or television. Management experience desirable. Send resume to GM, P.O.B. 879, Charleston, SC 29402. EOE, M/F.

**Program director.** Program director for a group-owned independent in Texas. Position requires experience in operation, program syndication and program scheduling. Must have two to five years broadcast experience. We are looking for a team player who will work closely with sales, promotion and financial departments. No telephone calls please. Send resume to Personnel Director, KDAF-TV, Fox Television Stations, Inc., 8001 Carpenter Freeway, Dallas, TX 75247. EOE, M/F.

**Operations manager:** Bilingual Spanish/English, familiar with union contracts. Responsibilities include scheduling and overseeing the production, and on-air operations of a major market Spanish language TV station. Prime time shift. Leadership skills a must. We are an EOE. Send resume to Box C-75.

**General sales manager:** Dynamic south Texas network affiliate looking for an aggressive, innovative person with management skills. National sales experience absolutely necessary. Send resume to Ray Alexander, P.O. Box 5, Weslaco, TX 78596. EOE.

**Texas A & M University** invites applications and nominations for the position of Director of Educational Broadcast Services (EBS). The director is responsible for the separate yet related operations within the EBS umbrella, including the provision of electronic support to academic instructional efforts, the operation of KAMU-TV and KAMU-FM, the teaching of appropriate undergraduate and graduate courses in telecommunications and related fields, and the execution of contract productions. The Director oversees all aspects of production, broadcasting, and academic relations for EBS, and supervises a staff of 26 full-time and 17 part-time employees. The director reports to the provost and vice president for academic affairs through the associate provost for computing and information systems. Qualifications: Ph.D. in journalism, telecommunications, educational technology or other appropriate discipline, substantial experience in telecommunications technology, with at least 5 years management of public television and radio facilities, and recognized stature in the industry and academic community. Deadline for application or nomination: April 4, 1988. Starting date: September 1, 1988. Salary: Competitive. To apply send letter of interest, resume and names, addresses, and phone numbers of five references to: Arnold Veditz, Chair, EBS Director Search Committee, Dean's Office, College of Liberal Arts, Texas A&M University, College Station, TX 77843-4223.

**Chief engineer:** Group owned west coast network affiliate seeks take charge chief engineer. Must have hands-on maintenance experience with transmitters and variety of studio and ENG equipment. Minimum of two years experience as chief or assistant chief engineer of TV station. Must be able to work with programming and news in transferring plans and ideas into reality. Send resumes to Box C-72. We are an equal opportunity employer.

**TV production controller.** New York based national television news organization seeking production controller. Position requires some accounting experience, knowledge of Lotus and a proven financial analysis capability. Minimum starting salary \$28,000. Send resume to: Box C-73

**National sales manager:** WCBD-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 Joan McMahon, GSM, P.O.B. 879, Charleston, SC 29402. EOE, M/F

#### 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

**Duplication, satellite sales representative** for established house. Experienced only. Excellent package for right person. Send resume to Box C-21. EOE.

**Cable exec.** STN, fast growing Shop Television Network, seeks executive director of affiliate sales. Strong cable experience required. Excellent salary and benefits. Send letter and resume to STN, Suite 52, 8033 Sunset Blvd., Los Angeles, CA 90046

**Regional sales rep.** Southeast top 30 network affiliate. Must have previous experience in TV sales and must be willing to travel. Send resume to Box C-50. EOE.

**General sales manager:** Mid-south network affiliate. Should have three years competitive marketing experience in local sales/sales management knowledge of nat'l sales at the station or rep level. Thorough knowledge of rating books. Be familiar with computer sales/traffic system. Must be aggressive, goal-oriented, with strong people and organizational skills. Must also have the ability to motivate & train our excellent local sales staff. EOE. Please forward all replies to: Box C-70.

**Television station KPTM 42 - Pappas Telecasting** of the Midlands has an immediate opening for a marketing research/sales development coordinator. KPTM is one of the nation's leading independent stations. The successful candidate for this position will have superior reading/writing and analytical skills. Job requires coordinating demographic research using Arbitron and Nielsen data, writing and producing research presentations. Co-op and special projects development and use and maintenance of all micro computers and software programs. Position offers upward mobility with a growing company, salary plus bonuses. Only persons with broadcast or media experience should apply. Please send resume to: General Marketing Manager, KPTM TV-42, 4625 Farnam St., Omaha, NE 68132. EOE, M/F/H.

**KPTM 42:** Agency marketing representative. One of the nation's leading independent stations in share of audience and revenue growth seeks a qualified agency representative to develop an existing list. KPTM 42 will provide the most advanced resources and tools to do the job. Potential candidates must have strong independent sales experience, discipline, strong work ethics, and a desire to succeed. Salary and bonus structure commensurate with proven ability to perform. Only applicants with these qualifications will be considered. No phone calls. Please send resumes and performance history to: General Marketing Manager, KPTM-TV 42, 4625 Farnam St., Omaha, NE 68132. EOE, M/F/H.

**Sales/TV account executive.** Southern California indy, recently acquired by a Fortune 500 company, seeks blue-chip broadcast sales people with proven track records who are motivated by earning big dollars. Generous starting salary plus commission. We want heavy hitters with credentials who expect to make serious money. Write to: Sales Manager, KADY-TV, 663 Maulhardt Ave., Oxnard, CA 93030. We are an equal opportunity employer.

**WAGM-TV** is accepting applications for local/regional sales manager. Requires good communication skills, account development, sales abilities and be strong motivator. Excellent pay and fringes and position will grow into general sales manager. Please send resume to Norman Johnson, WAGM-TV, P.O. Box 1149, Presque Isle, ME 04769. EOE.

#### HELP WANTED TECHNICAL

**Maintenance engineer.** WJKS-TV has an immediate opening for an experienced studio maintenance engineer. We are equipped with Sony Betacard and BVU, Panasonic MII, Grass Valley switchers, Utah Scientific routing, RCA and Ikegami studio cameras and Hitachi 1" VTRs. Our graphics are done with Chyron 4100, IRIS-C, NEC System 10 Aurora and Artstar. If ENG is your specialty, we need your maintenance skills on Ikegami HL-79E, HL-95 and Sony BVP-300 cameras, BVU and MII field recorders, 2 microwave trucks, a helicopter and a Hubcom uplink truck. Send your resume to: Personnel, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. EOE, M/F.

**Transmitter maintenance engineer.** WJKS-TV is seeking a qualified transmitter engineer with experience on the Harris BT-110U and General Electric TT-59A. We have a well maintained facility and an excellent staff to help you. Some night hours are required. Send resume to: Personnel, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. EOE, M/F.

**Television broadcast maintenance engineer.** Top 20 VHF network affiliate is seeking a studio/ENG maintenance engineer. Applicant must have had at least five years experience in TV studio equipment maintenance. Qualified applicants should send complete resume to: Jimmy Gamble, Asst. Engineering Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

**WDTN-TV**, a VHF ABC affiliate in Dayton, Ohio, is seeking a chief engineer. Candidate must currently be chief with excellent interpersonal skills and current state-of-the-art knowledge. Send resume to: WDTN-TV, P.O. Box 741, Dayton, OH 45401, Attention Personnel Dept. WDTN-TV is a Hearst Broadcasting EOE.

**Chief engineer:** For our KSAX-TV station in Alexandria, MN. Qualifications needed are those with a hands-on engineer of a television station. Applicant must be thoroughly familiar and experienced in television broadcast equipment and maintenance. Submit resumes to: Ralph Lee, Chief Engineer, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.

**Production supervisor,** WHA-TV, Madison, WI. B.A. in communications, theatre or related field required. Three years full-time production operation experience in a broadcast facility or production house, including one year demonstrated supervisory experience. Two years television lighting experience. Excellent human relations and interpersonal communication skills. Good organizational and strong detail skills. Salary: \$19,000 minimum. Contact Pratiima Sharma by 2/10/88 at 608-263-2114 for special application. Deadline for receipt of completed application is 2/19/88. Women and minorities encouraged to apply. EOE.

**TV engineer:** Connecticut Public Broadcasting seeking TV engineer with minimum 2 years technical schooling and broadcast experience. EOE/M/F. Send detailed resume to: F. Abramowicz, CPTV, 240 New Britain Avenue, Hartford, CT 06106.

#### HELP WANTED NEWS

**News director.** We are looking for an achiever... who will lead a news department to achieve. Contact: Don Locke: GM: KGBT-TV, Harlingen, Texas. 512-423-3910

**News director:** WRBL Columbus, GA, is seeking a qualified news director. Applicants with three years of newsroom leadership and strong people skills send resume and salary history to WRBL, P.O. Box 270, Columbus, GA 31994. EOE.



**Reporter.** We are looking for the best. If you are a strong writer, aggressive, independently motivated and streetwise, you should apply for this reporter position. Only experienced need to apply. Send tape and resume to Billye Gavitt, KWTU, P.O. Box 14159, Oklahoma City, OK 73113. EOE, M/F.

**Award winning news team** in 100+ market needs strong anchor who is an outstanding writer and producer with a proven track record. Our standards are as high as our ratings. No beginners. Send resume to Box C-53. EOE.

**A special reporter:** Many reporters consider it a dream job: (1) producing special reports and series for newscasts, (2) producing segments for special event coverage and for special news programs. If you have at least five years experience, and if you can write and produce distinctive and memorable reports, I'd like to see your work. Send resume, tape and references to: Ken Middleton, News Director, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

**Media Marketing**—now in our fourth year of offering confidential job-hunting assistance to broadcast professionals nationwide! We await our new facility and have these staff availabilities: SENIOR CONSULTANT (\$92,000) to advise news/programming with subscribing companies; PROMOTION MANAGER (\$75,000) to create image-awareness campaigns; COMMUNICATIONS COORDINATOR (\$85,000) to coach on-air talent; STAFF ANNOUNCER (\$68,000) for on-camera/voice-over presentations; VIDEOGRAPHER/EDITOR (\$75,000) to work with client material and in-house productions; PUBLIC RELATIONS DIRECTOR (\$56,000) to handle corporate correspondence. Looking for leadership, credibility, sparkle, and pizzazz! Full benefits/relocation expenses/company vehicle/profit-sharing options/year-round sunshine. Applications must include cover letter, resume, non-returnable demo tape, writing samples, philosophical brief, references, and salary history. Attn: Dave Sanders, President, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813--786-3603.

**ENG editor:** Seeking tape editor for Northwest ABC affiliate newsroom. Must be familiar with news, 3/4 and Beta formats, possess creativity and most of all, speed. Salary depends on experience. No phone calls, please! Send resume and videotape to Dennis Dwan, TV News Operation Mgr., 100 4th Ave. N., Seattle, WA 98109.

**Sports anchor reporter.** Two years minimum anchoring experience. Not looking for someone to voice over highlights. We want a real sportscaster. Box C-77

**Senior reporter,** for a dominant NBC affiliate in the growing sunbelt. Tape must demonstrate in-depth knowledge of politics. Minimum five years in print and/or broadcast journalism. No beginners or recent college graduates need apply. Send non-returnable tape and resume to Scott Parks, News Director, WIS-TV, P.O. Box 367, Columbia, SC 29202.

**Sports journalist:** Dominant network affiliate in sunbelt wants No. 2 person in sports department. Fast, accurate and, above all, intelligent. You'll anchor weekends and report three days a week. No beginners or recent college graduates. Send resume to Box C-76. EOE.

**Weather person.** Good storyteller. Computer graphic skills. Non-meteorologists welcome. EOE. Box C-87.

**Meteorologists** or AMS Weekends. Complete forecasting facilities. Send non-returnable tape to: Craig Alexander, News Director, WTVQ-TV, Box 5590, Lexington, KY 40555. EOE.

**Special projects manager.** Position open for an experienced television journalist with a track record of top notch investigative and series work to lead our award winning 8-member special projects unit. Must be a leader, a creative self-starter and people motivator. He/she approves story ideas and coordinates all special projects production which includes at least 77 multi-part series and 6 documentaries annually. Send resume and tape to Alan Griggs, WSMV, P.O. Box 4, Nashville, TN 37202.

**Reporter.** Highly rated top 100 market affiliate looking for experienced field reporter to work in a good news town. We cover both hard news and features. Send resume and wallet size photograph to Box C-95. EOE

#### 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.

**Director.** Station in number one market seeks television director, to direct live news show and special events. Minimum of five years experience and working knowledge on Spanish. Position available immediately. Experience necessary, no beginners, please. We are an EOE. Box C-24.

**Promotion-advertising director.** Creativity and knowledge in all aspects of on-air TV/radio, print, billboards, media placement, sales promotion required at this Gilmore-owned CBS affiliate. If you're aggressive, idea-oriented and can execute, the job's yours at top-50 market salary. Send printed, writing and taped samples to Ernest Madden, EVP/General Manager, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE, M/F.

**Research director.** No. 1 TV station in 45th market seeks person with research background for newly created position. Knowledge of TV ratings, computer skills, and minimum of two years research experience required. This position will involve news research, sales promotion, ratings, local research, and cable systems. Please send resume and salary requirements by February 1, 1988, to Marijane Landis, Personnel Director, WGAL-TV (Pulitzer Broadcasting Company), P.O. Box 7127, Lancaster, PA 17604. WGAL is an equal opportunity employer.

**TV traffic manager:** If you have experience in television traffic, are familiar with the Columbine system, can take charge with a minimum of supervision, and want to live in New England's most pleasing environment, you could be our next traffic manager. Box C-59.

**Promotion manager.** Top 50 Midwest NBC affiliate seeking aggressive self-starter with 3-5 years experience and ready to move up. Copywriting, innovative production and media planning skills essential. Send resume to Box C-62. EOE.

**Program and promotion manager:** Top 50 CBS affiliate seeks individual with proven promotion experience and strong management skills to provide creative leadership for program and promotion departments. Must have experience in marketing and positioning in a competitive environment. Send resume and tape to: David Comisar, WWMT, 590 West Maple St., Kalamazoo, MI 49008.

**Producer/director.** Network affiliate seeking versatile producer/director with the technical expertise to operate state of the art equipment including NEC System 10 DVE, Grass Valley 1600, Chyron 4200, and Sony 900 edit system. Applicants must have two years experience directing newscasts and commercial production. Writing skills and program producing a plus. Send resume and salary requirements to Rich Irwin, Production Supervisor, KTUL-TV, P.O. Box 8, Tulsa, OK 74101. EOE.

**Morning producer:** WTLV-Jacksonville is a growing station in a growing market. We need a talented, self-confident producer for the market's number one AM newscast. Must be able to create a fresh newscast, no reshapes of yesterday's news. Resumes only. Paul Baldwin, News Director, WTLV-TV-12, 1070 E. Adams Street, Jacksonville, FL 32202. EOE.

**Editor/shooter.** Hands on 1" post prod. & shooting skills required. Writing and/or technical skills a plus. Superb, no pressure environment. Excellent salary/benefits. Position immed. available. Resume/reel to 2361 S. Fillmore St., Denver, CO 80210.

**Promotion, writer/producer** to edit on BetaCam and one-inch. Emphasis on movies and syndicated show. Work at the nation's 4th ranked independent station. Send resume to: Promotion Manager, KPTM-TV-42, 4625 Farnam St., Omaha, NE 68132. EOE, M/F/H.

**Producer/director** for commercial production department with heavy local emphasis. Need creative, hard working aggressive individual for hands-on with field and studio work, copywriting and editing. On-air voice a plus. Resume and tape to Production Manager, KDUB-TV, One CyCare Plaza, Dubuque, IA 52001.

**Cameraperson/editor.** Cameraperson/editor sought by one of nation's best local CATV news operations. College and 1 year ENG experience preferred. Send resume with salary expectations and demo tape to: Media General Cable, 14650 Lee Rd., Chantilly, VA 22021. Attn: Human Resources. EOE.

**Senior promotion writer/producer.** Major market network affiliate seeks take-charge individual for #2 position. Must have strong writing, editing and production skills. Minimum two years experience in all phases of broadcast promotion, including on-air, radio, and print. Managerial experience a plus. Resume, letter to Box C-92. EOE.

**Series producer.** Major market TV needs series producer with all the tools and commitment for highly visual and impactful series production. Writing TV photography experience preferred. Send tape, resume and references to: Personnel Dept., WXFL-TV, P.O. Box 1410, Tampa, FL 33602. EOE, M/F.

**Director.** WHNS-TV is now accepting applications for the position of director to work in our Greenville studio. Good public relations and technical skills a must. Prior TV directing experience required. Typing and organizational skills helpful. Send resume and cover letter to Carol Sloan, Personnel, WHNS-TV, 21 Interstate Ct., Greenville, SC 29615. EOE, M/F/H.

**Tough job requires talented pro.** WABC-TV seeks experienced, dedicated promotion writer/producer with strong reel and talent to shine in #1 market. Lots of pressure, tight deadlines, great opportunity. No calls: send reel and resume to WABC-TV, Creative Services, 7 Lincoln Sq., New York, NY 10023. An equal opportunity employer.

**Promotion manager.** Independent seeking creative individual with 2-3 years promotion experience. Hands-on television production experience desired. Resume and tape to Jack McGee, KDEB-TV, 3000 Cherry, Springfield, MO 65802.

#### SITUATIONS WANTED TECHNICAL

**Wanted: CE, Asst. CE,** or Senior Engineering position with challenge in pleasant atmosphere. Experienced, energetic, dedicated. Please call or write Dennis Maddox, 716-488-1365, P.O. Box 832, Jamestown, NY 14702-0832.

**Energetic black male** seeks challenging opportunity with news organization. Reporting, anchoring, media management experience. Aggressive and dependable too. 513-871-0867.

**Photographer/editor** now leaving Middle East assignment. 17 years experience video/film; news, news documentaries, magazine features, industrial documentaries. Will relocate anywhere. Box C-83.

#### SITUATIONS WANTED NEWS

**Award winning sportscaster** Show host, with 15 years experience. Great PBP & interviewer. Sports director or weekends. The personality for your newscast. 415-8780716.

**Meteorologist,** AMS seal, 5 years experience, seeking challenge in a larger market. Award winner. Box C-49.

**Sports pro** seeking new opportunity. 1 1/2 yrs. experience in top 40 market. Accomplished play-by-play, producing, reporting, photography skills. Will relocate. Looking for the best, then call me. Guaranteed resolutions. Jeff 205-655-2822.

**Creative and personable TV meteorologist,** 5 yrs. experience, AMS seal, MS degree, seeking medium or large market. Box C-78.

**Meteorologist,** AMS seal, 3 years experience. Friendly, informative, funny, accurate. What you want, I've got. Marty, 217-424-2540.

**Weather is more than facts and figures.** AMS certified meteorologist/science and agricultural reporter with 6 years of experience, seeking #1 position in the Midwest. Box C-97.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Got the "Kid Vid" blues?** A talented, humorous and interesting host can boost your children's programming to more profitable heights. Currently on-camera 16 hours each week, hosting a live, national cable program. Professional magician, college-educated musician and a natural teacher. I love and respect kids and have excellent references. Call Steve at 609-784-1678.

#### MISCELLANEOUS

**Career videos.** Make an impact on employers with your personalized video resume tape prepared by our major market broadcast team. 312-272-2917.

**TV reporters** who want to improve. Award-winning major market reporter will help your writing, style, presence, voice. Send 7 stories, \$35 to Feedback, 2766 NE 15 St., Ft. Lauderdale, FL 33304.

**Primo People:** Hosts, interviewers, entertainment critics and reporters we need you. Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Lucrative opportunities nationwide!** From major-market to entry-level. Management, news, sports, production, sales, promotion, engineering, public relations. Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

**The Computer Channel** is looking for computer and technology related 3/4" and 1" video material, 02:00 - 60:00 in length to air on its cable programming. Contact Michelle Kohler at 703-643-5580.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Graduate assistantships** in mass communication program available for fall 1988. Thesis/non thesis option. Stipend for academic year approximately \$5800 plus tuition waiver. Applicants should have minimum 3.0 undergraduate GPA. Contact Dr. Howard Kleiman, Mass Communication Area, 245 Presser Hall, Miami University, Oxford, OH 45056. Miami University is an affirmative action/equal opportunity employer.



**Position available:** Instructor/assistant professor speech communication: Radio and Television beginning September 7, 1988. One year, salary range \$19,432-\$28,648. Teaching courses in radio production and performance and public speaking with possibility of courses in television and writing; advise and supervise student involvement in radio program productions. Master's degree in Radio/Television or closely related field. Teaching experience preferred; bachelor's degree with teaching experience will be considered. Professional radio experience desired. Send letter of application, resume, transcript and names, addresses and phone numbers of three references by March 31, 1988 to Director of Personnel Services, Southwest State University, Marshall, MN 56258. Southwest State University is an equal opportunity educator and employer.

**Assistant professor, department of communication.** The University of Akron seeks an individual to teach graduate and undergraduate classes in print and electronic journalism, advise graduate and undergraduate students, participate in program and curriculum development and carry out an individual line of scholarship and departmental service activities. This is a tenure-track position which begins August 29, 1988. Qualifications: A Ph.D. is required. In exceptional cases, substantial experience in professional journalism positions combined with a master's degree in journalism may be considered in lieu of the Ph.D. One advanced degree with journalism emphasis is required. Full-time professional experience in journalism and college level teaching experience are highly desirable. The individual should have a record or show promise of scholarly productivity. Send letter of application, vita and names of three references to Dr. Nancy Somerick, Search Committee Chair, Department of Communication, Box BR, The University of Akron, Akron, OH 44325. The deadline for applications has been extended to February 26, 1988. The University of Akron is an equal education and employment institution.

**Chairperson,** Communication Department, East Tennessee State University, beginning August 1988. Ph.D. in a communication field required. Must have a solid record in teaching and research, with strong academic and professional credentials. Convincing evidence of successful administrative experience required. The department offers BA/BS programs in advertising, broadcasting, journalism, public relations, speech communication and theatre. The candidate must demonstrate expertise in at least two of these areas, plus understanding of and sensitivity to the needs of the multifaceted department. Excellent interpersonal and public communication skills are essential. Review of applications will begin Feb. 1, 1988, and continue until the position is filled. Send vita and three letters of recommendation to Dr. Michael Braswell, Search Committee Chair, Box 19150A, ETSU, Johnson City, TN 37614. ETSU is an equal opportunity/affirmative action employer and employs only U.S. citizens and aliens authorized to work in the United States.

**Assistant/associate professor** (tenure track) to teach undergraduate courses in television production, broadcast writing, and performance. Ph.D. preferred; M.A. with extensive broadcast experience considered. Competitive salary. Available August, 1988. Application deadline February 15, 1988 (or until filled.) Send letter, resume, and three references (with telephone numbers) to: Dr. Ken Garry, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901 EOE.

**Director of School of Mass Communication** sought by Bowling Green State University, beginning fall, 1988. Applicant must have significant media experience and research record worthy of full professor rank. Administrative experience with proven record of attracting outside funding desirable. Program consists of accredited department of journalism with 10 faculty members and 380 undergraduates; Department of Radio-TV Film with eight faculty members and 340 undergraduates; and graduate program offering MA and Ph.D. degrees with 35 graduate students. Attractive state-of-the-art facilities. Salary competitive. Deadline February 1, 1988. Send credentials and names of three current references to Dr. Ray Laakaniemi, Mass Communication Director Search Committee, School of Mass Communication, Bowling Green State University, Bowling Green, OH 43403. BGSU is an affirmative action, equal opportunity employer. Minorities and women are encouraged to apply.

**The Newhouse School at Syracuse University** seeks a faculty member in its department of broadcast journalism. The successful candidate must have significant practical experience in broadcast journalism and must have a graduate degree. This is a tenure-track position. The person hired will be expected to contribute to the advancement of knowledge in the field as well as meet teaching obligations. The successful candidate must be able to teach writing and reporting and should have additional areas of interest and expertise related to broadcast journalism. Rank and salary commensurate with qualifications and experience. Send vita and names of three references to: Broadcast Journalism Search Committee, S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY 13244-2100. Syracuse University is an affirmative action/equal opportunity employer.

**North Central College,** a private liberal arts college of 2300 students located 30 miles west of downtown Chicago, is accepting applications for a full-time, tenure-track position in the speech communication department for fall 1988. Rank and salary negotiable. M.A. plus teaching (on the college level) or professional experience; or Ph.D. Emphasis on television production, and funding for development of TV production facilities. Courses to be taught include TV production, mass media, writing for radio-TV-film, communication law, as well as the development of college programming for the local cable TV facility. Send letter of application, resume, and three letters of recommendation by February 22, 1988, to Meredith Russell, Secretary, Media Search Committee, North Central College, 30 North Brainard, Naperville, IL 60566. EOE.

#### HELP WANTED NEWS

**Internships:** Spend six months interning with crack professional journalists in the Illinois statehouse pressroom as part of Sangamon State University's one-year MA Public Affairs Reporting program. Tuition waivers and \$2,640 stipends during internship. Applications due by April 1. Contact Bill Miller, PAC 429a, SSU, Springfield, IL 62794-9243. 217-786-6535.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Video producer** to plan and produce video materials for both news and promotion, and to develop and maintain effective working relationships with commercial and public television stations. Must have bachelor's degree and three years of full time experience as a writer/producer/editor in commercial television. Closing date for applications: 2/15/88. For information on applying, call 503-754-4611. Oregon State University is an affirmative action/equal opportunity employer and complies with section 504 of the Rehabilitation Act of 1973. OSU is responsive to the needs of dual career couples.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Award-winning investigative team.** Two producers with crew and writing skills and over 15 years investigative experience available for freelance assignments. Credits, references and sample reel upon request. Call: 718-875-9722

#### 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 anchoring, standups, interviewing, writing. Practice with Teleprompter. Learn from former ABC network news correspondent and New York local reporter. Make demo tape. Private coaching. Also group workshops Mar. 26 and Apr. 23. Call 212-921-0774. Eckhart Special Productions, Inc. (ESP).

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash—highest prices.** We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media. 303-665-3767.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

**Wanted, Collins 831 series 20, 22.5, or 25KW FM transmitter.** Contact John Rodman at 804-875-9430.

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**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215-8840888. Telex 910-240-3856.

**FM transmitters** \*\*Harris FM 25K(1983), AEL 25KG(1977)\*\* Harris FM-20H3(1976), RCA BTF20E1S(1983)\*\* Harris FM10HK (1974), RCA BTF10D9(1968)\*\*Collins 830E(1965)\*\*/subtribuces #s3.5(1986) CCA 30000DS(1968)Transcom Corp. 215-884-0888. Telex 910-240-3856.

**AM transmitters** \*\*Continental 315F(1975), Collins 820E(1978)\*\*Gates BC-50C(1966)\*\*Harris MW1A(1983), Harris BC-1h1.CSI TIA, Gates BC-1T, Gates BC 1\*\* 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.

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**Kline tower:** overall height is 645 feet with two platforms. Tower will be dismantled after completion of new tower. RCA T25FL transmitter operating on channel 6 - very good condition. WBRC-TV 205-322-6666.

**Sony BVH-1000s,** BVH-1100s, BVH-1100As. Ampex VPR-1C, VPR-2, VPR-2Bs, and 3s. RCA and Hitachi triax cameras. Squeezezoom, ADO-1000, and other DVEs. Sony 1" VTRs as low as \$11,000.00. Come see us at the NRB convention in booth #665. Call Media Concepts for a complete list 919-977-3600 ext. 45.

**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.

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**Ikegami HL79D,** with Cannon 151 lens, Anton Bauer charger and 2 batteries. Camera was purchased new April 1986. Asking \$13,500.00. Contact Barry Fisher 215-797-4530.

**980' zone A tower** with Guys, on ground, 12 bay antenna 93.1 MHz KQID/Alexandria, LA 318-445-1234.

**Sony BVH-1000s,** BVH-1100, BVH-1100As. Ampex VPR-1C, VPR-2, VPR-2Bs, and 3s. RCA TK-28B, two TCR-100s \$12,000.00. Fortel Y-688 TBC \$6,900.00. Squeezezoom ADO-1000, and other DVEs. Sony 1" VTRs as low as \$11,000.00. Come see us at the NRB convention in booth #665. Call Media Concepts for a complete list 919-977-3600 ext. 45.

**Starter automation system:** 16K-Ram and 48-Tray instacart, under \$10,000. Compatible satellite programing connection. Wayne Grabbe 913-483-3121.

**MCI: 240KW combiner,** harmonic filter, notch diplexer, waveguide switch (manual) and load. All tuned to channel 28. RCA: TFS29G antenna on channel 28 200KW input produces 5000K ERP. Harris: Four UHF heat exchangers. Dielectric: 1400 ft of WR1500 waveguide. Video/tape: RCA TCR-100 cart machine (for parts), 1100 TCR carts(used). Two RCA TR 70AVTRs as is. Clear Com: Intercom system less headsets. BEI: Neutral density light control system for TP7/TP66. Op Amp Labs: 20x5 mono audio routing switcher. Make an offer. Call: Chuck Britt, Director of Engineering, 919-876-0674, Durham Lite Broadcasting, Raleigh, North Carolina.

**3M D6000 character generator.** \$11,995. FOR-A FA-450 TBC, \$7,995. FOR-A CCS-4300 color corrector \$3,995. FOR-A FA-430 TBC \$7,895. Gentner VRC-1000 remote control, \$2,495. Conrac 6242 color monitor \$2,495. Ikegami TM14-9 color monitor, \$2,695. Ikegami PM9-5 B&W monitor \$150. NEC PM-1971 color monitor \$420. Most items new in factory boxes, with warranty 512-251-1292.

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### Help Wanted Management

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In Florida seeking an aggressive and organized, people-oriented leader for sales management. Necessary to understand importance of training, discipline, control and accountability. If you are a leader, a teacher, and know marketing, creative packaging, co-op and vendor development, send resume to Joe Vincent, Vice President-General Manager, WCOA/WJLQ, P.O. Box 12487, Pensacola, FL 32573. Top competitive base and override. EOE.

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If you are tired of the snow and cold mornings, and have a proven track record in sales/marketing, we want you to come join our sales team in sunny, warm, major market Florida. Resume and salary to Box C-42.

### Help Wanted News

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### Help Wanted Programing Production and Others

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## Help Wanted Programing, Production, Others Continued

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### Help Wanted Management

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**Help Wanted Management  
Continued**

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Production, Others Continued**

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This Class "C" signal fully covers a state capital and a  
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The "turn" is underway. Popular format uses big signal  
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
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# Fates & Fortunes

## Media

**Stan Whitman**, general manager, KFBB-TV Great Falls, Mont., joins KTWO-TV Casper, Wyo., as president and general manager. He is succeeded by **Jack Fisher Sr.**, general sales manager at KFBB-TV.

**John (Jack) Reber**, VP and general manager, KHQ-TV Spokane, Wash., named president and general manager. He succeeds **J. Birney Blair**, retired.



Reber



Blair

Appointments at Sarkes Tarzian, Bloomington, Ind.-based group owner of one AM, two FM and two TV stations: **Thomas Tarzian**, vice chairman of board of directors, to chairman; **C. F. Clapham**, senior VP and chief financial officer, elected to board of directors; **Davis Nathan**, general manager, Tarzian-owned WGTC(AM)-WTTS(FM) Bloomington, to VP of Tarzian and president of stations; **Robert Davis II**, controller, to assistant secretary.

**R. Andrew Brothers**, partner, Walquist, Renodin & Miller, P.C., Albany, N.Y., joins Empire State Radio partners and Hurst Hill Holdings, Schenectady, N.Y., as executive VP and chief financial officer.

**Elliott Troshinsky**, VP, general manager, WCIX(TV) Miami, joins KRBK-TV Sacramento, Calif., in same capacity.

**Jim Van Sickle**, general manager, WIRE(AM)-WXTZ(FM) Indianapolis, named VP, Win Communications, Cleveland-based group owner of two AM and five FM stations.

**Lew Colby**, general manager, WCSH-TV Portland, Me., named VP.

**Edward Adams**, general manager, WUTR(TV) Utica, N.Y., joins WNCT-TV Greenville, N.C., as VP and general manager. He succeeds **Robert Thompson**, retired.

**Steve Antoniotti**, news director, KSDK(TV) St. Louis, joins WJBK-TV Detroit as VP of broadcasting.

**Sherri Sawyer**, general manager, WREC(AM)-WEGR(FM) Memphis, named VP, NewMarket Media Corp. of Tennessee, subsidiary of NewMarket Media Corp., Winston-Salem, N.C.-based group owner.

**James Lehr**, chief financial officer, Teling

systems, Richardson, Tex., joins Heritage Media Corp., Des Moines, Iowa-based group owner of four AM's, three FM's and six television stations, as VP, administration and controller.

**David Yohn Jr.**, general manager, KSJS(FM) San Jose, Calif., adds duties as executive director, KCAT, community access facility for Hearst Cablevision, Los Gatos, Calif.

**John Bennett**, VP, operations, and station manager-controller, WJBF(TV) Augusta, Ga., joins KSCH-TV Stockton, Calif., as station manager.

Appointments at Fox Broadcasting Co., Los Angeles: **Eric Yeldell**, counsel, Burke, Robinson & Pearman, Los Angeles., to VP, legal affairs; **Ira Kurgan**, director of business affairs, CBS Entertainment, New York, to VP, business affairs.

## Marketing

**J. Charles Taney**, senior executive VP and worldwide account director on Colgate-Palmolive account, Foote, Cone & Belding Communications, New York, named president and chief operating officer of FCB/Leber Katz Partners.



Guild

**Marc Guild**, executive VP-general manager, Interep Radio Networks, New York, named president.

Appointments at Banner Radio, New York: **Bob Ferraro**, executive VP, East Coast manager, named executive VP, stations-Western region; **Rosemary Zimmerman**, New York sales manager, to VP, stations-Eastern region.

Appointments at Backer Spielvogel Bates,

New York: **Alain Zutter**, media supervisor, to senior VP, group media director; **Charles Rutman**, associate media director, to senior VP, group media director; **Joseph Murello**, manager of management information services; **William Waggaman**, supervisor of field operation; **Amy Margolies**, associate media director; **Bonnie Recca**, associate media director; **Bill Harris**, associate media director; **Steve Maitetta**, associate media director; **Susan Johnson**, associate media director; **Diane Metzler**, associate media director, and **Pat Dorner**, associate media director, named VP's.

Appointments at Torbet Radio, New York: **Kandice Cinnamon**, VP-New York regional manager, to senior VP-Los Angeles regional manager; **Mariann DeLuca**, senior VP-research and marketing, to senior VP-New York regional manager.

Appointments at FCB-Leber Katz Partners, New York: **Janice Lee**, VP, management director, to senior VP, management director; **Rob Blumstein**, and **Dan Howald**, account executives, to account directors.

**David Tracy**, senior VP-director of media, Bloom Agency, Dallas, joins HDM Dawson Johns & Black, Chicago, in same capacity.

**John Lazarus**, VP, sales, Fox Broadcasting, Los Angeles, joins Sports-Entertainment Group, New York-based international marketing company specializing in personal representation, product licensing and packaging for film, television, literary and stage productions, as well as corporate sponsorships and event management, as corporate VP for broadcast sales and marketing.

**Jack Sabella**, VP, general manager, KOMA(AM)-KRXO(FM) Seattle, joins Traffic Central Sales, sales arm of Traffic Central, San Francisco-based traffic reporting service, as VP and general manager.

**Paddy Ramsay**, general sales manager, KONO(AM)-KITY(FM) San Antonio, Tex., joins KTAR(AM)-KKLT(FM) Phoenix as direc-

## SALES MANAGER

BROADCASTING Magazine has an opening for an experienced advertising space salesperson to sell and service accounts in New York City and the Midwest. Headquartered in New York, the successful candidate will be required to travel an average of one week a month. Challenging opportunity for the right person. Send resume and salary requirements to David Whitcombe, Broadcasting Magazine, 1705 DeSales St., NW, Washington, DC 20036.



tor of sales.

Appointments at Anchor Media, owner and operator of KORK(AM)-KYRK-FM Las Vegas: **Steve Hess**, local sales manager, to sales manager at KORK; **Rich Karger**, sales manager. WKFM(FM) Fulton, N.Y., named sales manager at KYRK-FM.

## Programing

**Merrill Grant**, chairman and chief executive officer, Reeves Entertainment Group, Burbank-based production and distribution company, adds duties as president and chief operating officer.

**Timothy Clott**, senior VP and general manager, Gulf & Western's Paramount Video Division, Hollywood, named executive VP. He is succeeded by **Eric Doctrow**, VP, sales and marketing.

**Emily Swenson**, VP, corporate affairs, Children's Television Workshop, New York, named senior VP of corporate affairs.

**Leslie Schine**, VP, corporate development, Coca-Cola Co.'s Entertainment Business Sector, New York, joins Viacom International, New York, as VP, corporate development.

**Jon Miller**, account executive, NBC Sports, New York, named VP, program planning and development. He succeeds **Sean McManus**, who joins Trans World International, New York-based international marketing firm, as executive VP.

**Todd Leavitt**, chief operating officer, D.L. Taffner-Ltd., New York-based production and distribution company, joins Reeves Entertainment Group, Los Angeles, as Burbank, Calif.-based executive VP.

**Edgar Donaldson**, VP, Western sales, Warner Bros. Television Distribution, Burbank, Calif., retires after 23 years with company. **Gary Cozen**, Eastern sales director, named VP.

**Gaines & Jonas**, Los Angeles, joins Orion Television, Los Angeles, as VP, legal affairs.

**Michael Seymour**, director of broadcasting, KERA-TV Dallas, named VP-director of broadcasting.

**Larry Morrow**, morning personality and operations manager, WQAL(FM) Cleveland, adds duties as VP, programing.

Appointments at Satellite Music Network, Dallas: **Christine Brodie**, assistant program director and music director, KTWV-FM Los Angeles, named VP and music director, The WAVE Network; **Paul Goldstein**, production director, KTWV-FM, named VP and director of program operations based at KTWV-FM, The WAVE Network; **Rich McMillan**, production director, assistant program director, and music director, WLS(AM)-WYZZ(FM) Chicago, joins The WAVE Network as Chicago-based operations manager.

**Donna Rosenstein**, director, casting, movies and mini-series. ABC Entertainment, Los Angeles, named VP, casting.

Appointments at ESPN, Bristol, Conn.-based sports cable network: **John Walsh**, consultant, to managing editor; **Stephen Anderson**, coordinating producer, remote production, to director of production.

**Bob Stephenson**, morning air personality, KJOY(AM) Stockton, Calif., joins KFIA(AM) Sacramento, Calif., as program director.

**Susan McFaul**, marketing manager, The Processors, Los Angeles-based marketing firm, joins The Playboy Channel, Los Angeles, as director of ancillary markets for Playboy programing.

Appointments at Paramount Pictures Corp.'s *Star Trek: The Next Generation*, Los Angeles: **Rick Herman**, supervising producer, to co-executive producer; **Maurice Hurley**, producer, to co-executive producer; **Robert Justman**, supervising producer, to consulting producer; **David Livingston**, unit production manager, to line producer; **Kelly Manners**, unit production manager, New World Television's *Rags to Riches*, Los Angeles, to same capacity.

**Vince Calandra**, talent executive, Paramount Pictures Corp.'s *Solid Gold*, Los Angeles, named senior talent producer, Paramount Picture Corp.'s *Entertainment Tonight-Entertainment This Week*.

**Carol Davies Wolper**, freelance writer, joins Movietime, Los Angeles-based entertainment cable network, as producer.

Appointments at YOU TV, Pittsburgh-based national cable network scheduled to premiere in early 1988: **Deborah Biringier**, news producer, KTTV(TV) Los Angeles, to Los Angeles-based producer, *Health Scan*; **Joyce Gasparovic**, news assignment manager, KGET(TV) Bakersfield, Calif., to Los Angeles-based assignment manager, *Health Scan*.

**Bill Thrash**, station manager, KTVY(TV) Oklahoma City, joins The Oklahoma Television Authority, Oklahoma City-based public

television network, as manager of special projects.

**Nick Clooney**, news director and anchor, WKRC-TV Cincinnati, joins *On Trial*, new dramatic, real courtroom strip series scheduled to premiere in fall of 1988, Woody Fraser-Reeves Entertainment Group Production in association with Republic Pictures, Los Angeles, as host.

**Scotty Brink**, owner, Brinks Production Workshop, Nashville, joins WGFY(FM) Nashville as morning air personality.

**Craig Henderson**, morning host, KTAR(AM) Phoenix, joins KKL(TV) Phoenix as morning announcer.

Appointments at KOST(FM) Los Angeles: **Liz Kiley**, 6-10 p.m. on-air personality and host, *Love Songs on the Coast*, named assistant program director. She will continue as music director and her on-air duties will be assumed by **Laurie Sanders**, former overnight on-air personality.

**Lisa Collins**, traffic log controller, KDNL-TV St. Louis, named programing assistant.

## News and Public Affairs

Appointments at VisNews International, New York: **Chris Travers**, Washington bureau chief, to bureau chief for new Miami/Latin American bureau; **Ralph Nicholson**, Israel bureau chief, replaces Travers in Washington; **Robert Lilly**, New York duty editor, succeeds Nicholson; **Richard Wortman**, assignment editor, KRON-TV San Francisco, succeeds Lilly.

**Janet Mason**, St. Paul bureau chief and acting managing editor, KARE(TV) Minneapolis, named news director. She assumes total charge of news following promotion of **Tom Kirby** from VP, news, to VP, assistant to president.

**Tim Morrissey**, news director, WISN-TV Milwaukee, joins WNEP-TV Scranton, Pa., in same capacity.

**Richard Byrd**, executive producer, WESH(TV) Daytona Beach, Fla., joins WTVM(TV) Columbus, Ga., as news director.

**Larry Price**, news director, KSTP-TV Minneapolis, joins WJAR(TV) Providence, R.I., in same capacity.

**Mike Rindo**, managing editor, WOKR(TV) Rochester, N.Y., named news director. He replaces **Gil Buettner**, who joins WWMT(TV) Kalamazoo, Mich., as station manager ("Fates & Fortunes," Dec. 14).

**Emily Avila**, assistant news producer, KRBK-TV Sacramento, Calif., named public affairs director.

Appointments at Washington news bureau of Atlanta-based Cox Broadcasting: **Hal Cessna**, radio news director, retires; **Ray Goddard**, chief cameraman, to managing editor; **David Chase**, cameraman, to chief cameraman; **Cindi Angelini**, assignment editor, to correspondent; **Robert Williams**, photographer, U.S. Navy, to cameraman.

**Connie Howard**, executive producer of



Leavitt



Donaldson



Cozen



Jelin

**Beth Jelin**, partner, Bushkin, Gaims,

6 p.m. newscast, WRAL-TV Raleigh, N.C., named assistant news director.

**Jack Hanley**, technical director, WPXI(TV) Pittsburgh, joins YOU TV, Pittsburgh-based national cable network scheduled to premiere shortly, as manager of news and documentaries.

Appointments at News 12 Long Island, Woodbury, N.Y.-based 24 hour regional cable news service: **Scott Feldman**, Capitol Hill correspondent, Potomac Communications, Washington, to anchor. *Evening Edition* newscasts; **Carol Silva**, reporter, to co-anchor, *Morning Edition* and *Daytime Edition* newscasts; **Colleen McVey**, daytime anchor, to co-anchor, *Night Edition* newscast.

**Heidi Tauber**, anchor, KIMA-TV Yakima, Wash., joins KINK(FM) Portland, Ore., as afternoon news anchor-reporter.

Appointments at KDRV(TV) Medford, Ore.: **Sally Holiday**, anchor, 5 p.m. newscast, to co-anchor, 5, 6 and 11 p.m. newscasts; **Gary Chittim**, anchor, 5 p.m. newscast, to co-anchor, 5, 6 and 11 p.m. newscasts; **Rene Knott**, graduate, Southern Oregon State College, Ashland, Ore., to weekend sports anchor.

**Beth Sheldon**, reporter, WJZZ-TV Hartford, Vt., named 11 p.m. anchor.

Appointments at WJZ-TV Baltimore: **Al Sanders**, co-anchor of 6 p.m. newscast, adds duties as co-anchor of 11 p.m. newscast; **Denise Koch**, anchor and general assignment reporter, named co-anchor of 6 and 11 p.m. newscasts.

Appointments at WSPA-TV Spartanburg, S.C.: **Don Dudley**, noonday anchor, to producer-anchor of *Daybreak*; **Ron Bryant**, reporter, to noonday co-anchor; **Mary Verna**, producer, *Daybreak*, to weekend producer for 6 and 11 p.m. news.

Appointments at WESH(TV) Daytona Beach, Fla.: **Marc Middleton**, sports director, WTOG-TV Savannah, Ga., to weekend sports anchor; **Kenny Boles**, owner, Lone Star Media Productions, Chicago-based television production company, to executive producer.

**Mark Rosenthal**, assistant meteorologist, WCVB-TV Boston, named weekend weather anchor.

**Belva Davis**, reporter, KRON-TV San Francisco, named San Francisco city hall correspondent.

**John Gillespie**, weekend anchor and reporter, WDIO-TV Duluth, Minn., joins WLUK-TV Green Bay, Wis., as general assignment reporter.

## Technology

**Gene Deck**, manager of engineering maintenance, Wold Communications, Los Angeles, named director of engineering.

**Gary Blau**, engineering supervisor, WNBC(AM) New York, joins Broadbased Communications, Philadelphia-based group

owner, as director of engineering and chief engineer of WXTR-FM La Plata, Md.

**Michael Bradley**, marketing representative, RealCom, shared tenant communications services subsidiary of IBM Corp., McLean, Va., joins Comsat Corp., Clarksburg, Md., as director of video sales for Intelsat Satellite Services unit.

**William Loughrey**, chief of staff, U.S. Senator Arlen Specter (R-Pa.), joins Scientific-Atlanta Inc., Atlanta-based supplier of communications products, defense systems and test instruments, as director of government affairs.

**Jay Curatti**, news photographer and editor, WTVD(TV) Durham, N.C., named technical director.

**Walter Bremer**, technical sales representative, Agfa-Gevaert Inc., Ridgefield Park, N.J.-based subsidiary of Bayer USA, diversified group of companies with business in among other things, imaging and graphic information systems, named regional sales manager for magnetic tape division-Pacific region.

## Promotion and PR

**Cathy Lehrfeld**, manager-corporate media relations, NBC, New York, joins Westwood One Inc., Culver City, Calif., as director of public relations-East Coast.

**Angela McCorkle**, producer, WJBF(TV) Augusta, Ga., named promotion manager.

**John Hardman**, weekend anchor-producer, WQOW-TV Eau Claire, Wis., named promotion manager.

**Ursula Lipari**, broadcast media coordinator, University of Southwestern Louisiana, Lafayette, La., joins WGME-TV Portland, Me., as public service director. She succeeds **Nancy Sanborn**, who joins Innovative Screen Techniques, Bridgton, Me.-based printing company.

**Janet Zahn**, news promotion writer-producer, KARE(TV) Minneapolis, named director of on-air promotion.

**Elaine Spooner**, manager of production automation support group, MCA TV, New York, named director of television group information services department.

## Allied Fields

**Jules Cohen**, president, Jules Cohen & Associates, P.C., Washington-based engineering firm, resigns. He will continue to serve as consultant to firm.

Appointments at Radio-Television News Directors Association (RTNDA), Washington: **Robert Vaughn**, director of conferences and membership, to VP of membership and conferences; **Jane Rulon**, assistant director of membership, to director of membership; **Charles Bennett**, business manager, to director of administration.

Appointments at Connecticut Cable Televi-

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sion Association (CTA), New Britain, Conn.: **Robert Huber**, VP and general manager. Storer Communications, Miami, to president; **Jayson Juraska**, Cox Cable of Greater Hartford, to VP; **Michael Suhanovsky**, Laurel Cablevision, Torrington, Conn., to secretary, and **John Ogren**, Continental Cablevision of Connecticut, Enfield, Conn., to treasurer.

**Richard Blatt**, Reston, Va.-based VP of sales-marketing, BFI Communications Systems, New York, joins American Advertising Federation, Washington, as VP-marketing.

Appointments at Henry Ansbacher Inc., New York-based media mergers and acquisitions investment banking firm: **William McCluskey**, VP, to managing director; **Gregory Daugherty**, VP, Satellite Music Network, Dallas, to VP.

**J.T. Anderton**, regional manager, National Association of Broadcasters, Washington, joins Chapman Associates, Washington media broker, as director of business development.

## Deaths



Ream

**Joseph H. Ream**, 84, former executive VP of CBS Inc., New York, died Jan. 20 of brain aneurysm at Mobile Infirmary hospital, Mobile, Ala. Ream joined CBS in 1934 after seven years with Wall Street law firm. He set up CBS legal department and was first

general counsel. In 1942 he was promoted to senior VP and in 1946 was made executive VP. Ream was also member of CBS board of directors before retiring to ranch in Tallahassee, Fla., in 1952, because of health of his first wife. After her death, he returned to work in 1956 as first deputy director and highest ranking civilian at National Security Agency in Washington. Ream rejoined CBS as Washington-based VP in 1957. He served in this capacity, representing CBS at FCC and other government agencies, for three-year period. Ream was made director of program practices for newly created department in 1960 as direct result of 1959 quiz show scandals; he was responsible for insuring credibility of game show content. Ream retired from CBS second time in 1966. He built and lived in cabins in upstate New York and California, and also lived in San Miguel de Allende, Mexico for a period before settling in Fairhope, Ala. Ream is survived by his wife, Barbara, three sons and one daughter.

**John P. Hearne**, 71, pioneer communications lawyer and owner of several AM and FM radio stations, died Nov. 15 of heart attack in his home in Pacific Palisades, Calif. Hearne began his legal career with Department of Justice in Washington doing appellate work for civil division. In early 1940's he joined FCC as San Francisco-

based supervisor of West Coast legal affairs. In late 1940's he began private practice specializing in communications law and in 1952 he moved to Los Angeles where his practice expanded to include television production studios. In mid-1950's Hearne entered broadcast ownership. Stations in which he held interests include: KFXM(AM) San Bernardino; KDUO(FM) Riverside; KAFY(AM) and KBAK-TV Bakersfield; KVEN-AM-FM Ventura; KWOW(AM) Santa Ana; KMJC(AM) San Diego (all California) and KUAM(AM) Guam. Hearne sold interest in all stations prior to his death. In mid-1960's he retired from law practice to concentrate on his broadcast interests. Survivors include his former wife, Genevieve Carolan, and son, John Q. Hearne, partner, Fisher, Wayland, Cooper & Leader, Washington and Los Angeles.

**John H. Mitchell**, 66, longtime television executive, died Jan. 19 of cardiac arrest preceded by pneumonia at Cedars-Sinai hospital in Los Angeles. Upon graduation from college, Mitchell worked in radio department of Erwin Wasey Advertising Agency in New York later becoming sales manager for Mutual Broadcasting System. After serving in World War II, Mitchell was one of original builders of WVET(AM) and later WVET-TV Rochester, N.Y. In 1948 he joined United Artists, now merged with MGM, New York, as director of television. In 1952 he became VP in charge of sales for Screen Gems, predecessor of Columbia Pictures Television, Burbank, Calif. He remained as executive with company for 25 years, eventually becoming president, position which he held for nine years until 1977. Mitchell also served as three-term president of Academy of Television Arts and Sciences, president of Hollywood Radio and Television Society, and founder and chairman of Television Academy Hall of Fame. Survivors include his wife, Pat, one daughter, one step-daughter and one step-son.



Doherty

**Joseph Doherty**, 65, retired executive director of New York Network, State University of New York's Public Television Network, died Jan. 3 of cerebral hemorrhage in Fort Meyers, Fla. Doherty began his broadcasting career 40 years ago as engineer at WGVA(AM) Geneva, N.Y. He subsequently served on engineering staff at NBC in New York for nine years during 1950's and later spent time at RCA in Camden, N.J. Doherty worked for New York State University Colleges during creation of New York State's Public Television Network. He designed plant, purchased equipment and became director of engineering department. He was later promoted to executive director. Survivors include his wife, Kathryn, one son and two daughters.

**Randolph Brown**, 35, former VP and sales director, AGB Television Research, Hicksville, N.Y., died Dec. 30 of histoplasmosis, fungus infection, at his home in Manhattan. Brown joined AGB in January 1986. Prior to that he spent 10 years as VP, technical

director, at Simmons Market Research in New York. He had previously been associated with McGraw Hill.

**Robert E. (Bob) Dwyer**, 74, retired officer and director of now defunct Chicago-based Wade Advertising Agency, died Jan. 8 of cancer at South Coast Medical Center in South Laguna, Calif. Dwyer began his career at WLS(AM) Chicago as copywriter. He moved soon after to Wade where he held positions as copywriter, radio producer, and account executive. In 1941 he moved to Los Angeles where he opened Wade office and handled Miles Laboratories California Co. account and supervised numerous radio shows. Dwyer returned to Chicago in 1956 as executive VP to work on national Miles Laboratories account. Upon retirement he returned to Los Angeles where he held management positions with IHOP International and Grey Advertising. He also built and ran Golden Oaks congregate care facility in San Fernando Valley. Survivors include his wife, Marjorie, one daughter and two sons.

**Gary F. Waight**, 38, owner-operator of GFW Inc., Pittsburgh-based advertising agency, died in his sleep Jan. 19 at his home in Penn Hills, Pa., near Pittsburgh. Autopsy has not yet been performed. Prior to forming his advertising agency, Waight served as music director at KDKA(AM)-KQV(AM) Pittsburgh during 1970's. He was also associated with WTAE(AM) Pittsburgh, WIXZ(AM) McKeesport, Pa., and stations in Lakewood, N.J., and Salisbury, Md. Waight was also veteran of U.S. Navy.

**William (Willie) A. Hill Jr.**, 72, former chief engineer at WPLN(FM) Nashville, died Jan. 12 of pneumonia at Williamson Medical Center, Franklin, Tenn. Hill was engineer at WSM(AM) Nashville for several decades. He was original supervisor at WSM-TV Nashville when it was built. He later moved to WPLN as supervisor and retired a few years ago as chief engineer. Hill is survived by his two daughters and one son.

**Steven Broeker**, 35, account supervisor at HDM Dawson Johns & Black, Chicago, died Jan. 8 of apparent heart attack at Chicago health club. Broeker joined HDM three-and-half years ago. Prior to that, he was associated with Tatham-Laird & Kudner, Chicago where he served as associate media director. Survivors include his wife, Kathryn, and one daughter.

**Michael V. Davison**, 43, local sales manager, KFAC-AM-FM Los Angeles, died Dec. 26 of liver and kidney failure in Maui, Hawaii. Davison's career included positions as marketing director of radio, retail sales manager at KMPC(AM) Los Angeles, and director of research sales and development from 1971 through 1979. He later moved to Watermark Inc., Los Angeles-based radio program supplier currently owned by ABC, where he served from 1979-1982 as senior VP/marketing. Davison then joined CBS Radio Network in Los Angeles as account executive. In 1983 he joined Dancer, Fitzgerald, Sample Inc., New York-based advertising agency, where he remained until becoming VP of sales at Interrante/Sisco, Mill Valley, Calif.-based radio programmers, in 1985. Davison went to KFAC-AM-FM in January 1987.

## Don Ledwig: A passion for public service

Something in Don Ledwig was awakened when, as a Lubbock, Tex., high school student with an affinity for debate, he was selected by the town as its "community ambassador" to Finland. For a summer, he lived with a Finnish family and contributed to a local newspaper. On his return, he shared the experience with the 52 civic groups that sponsored his stay. This was the beginning of a passion for communication and public service.

That passion has been fed by his experience as business manager of both the student government and student paper at Texas Tech; work in the Navy as a ship's officer and later subordinate to the father of the nuclear Navy, the late Admiral Hyman Rickover, and procurer of satellite and other communications equipment, to his present post as president of the Corporation for Public Broadcasting.

Since becoming CPB treasurer in November 1984 (he saw an ad in *The Washington Post* and competed with some 800 applicants for the job), and its president last year, the 51-year-old Ledwig has played a major role in navigating CPB through more than one stormy period.

The past few years have seen highly publicized board controversies, destruction by fire of the Public Broadcasting Service's Washington headquarters, financial troubles for National Public Radio, the annual appearances on Capitol Hill in search of appropriations, as well as administration proposals to end appropriations altogether, and the ongoing struggle for permanent funding. Ledwig, whose presence has a calming effect on virtually everyone around him, has proved an able captain (Ledwig's rank at retirement from the navy in 1984).

Although the perfect-fit description of the VP-treasurer opening at CPB first attracted Ledwig—the board asked for experience in administration, financial management and congressional appropriations—it was public service that prompted his application. "You get a great feeling of accomplishment when you do something that's really not for yourself, but it's palpable and significant," says Ledwig. "Frankly, you feel good when you do something that has national impact. Certainly the work with Admiral Rickover had that impact. I bought components for the nuclear Navy that is out there protecting the country today. And in public broadcasting I've been signing contracts for programs for three years, and when you see those programs all the time, you realize the enormous impact that has. There are no big bucks in this or the Navy," he says, "but there is a great deal of personal satisfaction."

He recalls seeing a motto on President Reagan's desk that read, "There's no limit to the good that you can do if you don't care



DONALD EUGENE LEDWIG—President and CEO, Corporation for Public Broadcasting, Washington; b. March 2, 1937, Claude, Tex., BS, economics, Texas Tech University, Lubbock, Tex., 1959; MBA, financial management, George Washington University, Washington, 1973; Naval War College, Newport, R.I., 1977; officer, advancing to captain, U.S. Navy, 1959-84; ship's officer, Pacific Fleet, 1959-65, 77-79; staff, Nuclear Propulsion Program, 1966-72; contract policy director, Naval Material Command, Washington, 1979-81; department commander, Naval Electronic Systems Command, Washington, 1981-84; retired 1984; Washington representative, L.T.V. Aerospace Corp., 1984; vice president/treasurer, CPB, Washington, 1984-86; present position since March 1987; m. Gail Wilcox, Jan. 30, 1965; children—Donald, Jr., 21; David, 19.

who gets the credit." "I've always been motivated that way," he says, "and CPB is that kind of a place."

After Martin Rubenstein resigned from the CPB presidency in November 1986, the board—then down to four members, the fewest in CPB history—advertised the position, Ledwig applied, waited out another search process and won unanimous approval of the board in March 1987. With the addition of four new directors, he was scrutinized by the board again last July. "It helped my standing with the new directors," Ledwig says now, "to know they had a chance to say yes or no and were not handed a fait accompli." The board said yes, again unanimously.

Ledwig's Navy duty as a ship's officer honed his skills as a manager and administrator, and experience procuring satellite and other communications equipment for the Navy provided him with another qualification for the task of leading CPB through a time of rapid technological change. "I've been very fortunate," he says. "Only a military career would move you through so many areas, all of which CPB needed at the time I came in. Now in broadcasting, a technically unique industry, I've learned it,

again, from the business side."

Both public radio and public television now seek replacement of satellite interconnect systems. Public broadcasters want to lead the pack as high-definition television technology changes the market. And not long ago, with many public radio station budgets stretched to their limits, Ledwig helped to direct CPB funds toward the development of a klystron tube that uses half the electricity—a direct result of his work as director of the Naval Electronic Systems Command.

Ledwig's work as director of electronic systems procurement for the Navy led to his nine-and-a-half years with the naval nuclear propulsion program under Admiral Rickover, contracting with private manufacturers and working Capitol Hill for the money to pay them. "I was on the business side of that technical team," he says. "And in my mind, my Navy jobs were public service jobs. I was responsible to the American public as surely as I am here."

As treasurer, Ledwig reinstated auditing, fostering a better discipline in accounting and increased efficiency, he says. "Always tied in with accounting is better management and tighter control," he says "which leads to being able to do more with the same amount of dollars." CPB funds, he adds, are now distributed more equitably than ever before.

Ledwig also inherited the CPB loan to National Public Radio, which CPB was compelled to collect under congressional mandate, including penalties so heavy they could not be applied, he says, without canceling production contracts and pulling the plug on NPR. NPR paid its debt in September 1986, "right on time."

The answer, according to Ledwig, was a close working relationship with NPR President Doug Bennet, "a matter of negotiating, jawboning and cooperation." That relationship also produced "the business plan," a radical change in funding of public radio through which CPB rechanneled money directly to stations, which then were left to support NPR or let it sink. Two years later, NPR remains afloat. "Reasonableness on the part of CPB and great leadership on the part of Doug Bennet," says Ledwig, "nursed NPR back to financial health. If we had approached that in a hostile way, it wouldn't have worked. It's a great thing to have a CPB here when a difficulty like that arises."

Among Ledwig's close friends and classmates in Lubbock was singer Buddy Holly, but he claims none of the rebel identity associated with rock stars. "I'm a conservative in the sense that I am not a revolutionary trying to fix something that's working fine or getting better. The public broadcasting system is entitled to a lean, professional staff at CPB, not a bloated bureaucracy. Public television and public radio are good, and they are getting better." ✎



**"Praise the Lord,"** PBS *Frontline* documentary airing 9 p.m. ET, Jan. 26, contains allegations that FCC watered down report on 1979 investigation of PTL television ministry, delayed action on report and suggests commission may have bowed to political pressures when commissioners precluded public hearing in 1982. In documentary, former FCC attorney Larry Bernstein says investigation he conducted—which included 11 days of testimony by defrocked PTL leader Jim Bakker—found evidence "of people going into the PTL counting room and scooping money out...[and that] Bakker and others had enriched themselves personally with money solicited for various religious purposes." Bernstein also says Bakker lied under oath, with statements being contradicted 81 times, 36 times by himself. Report submitted December 1980, says Bernstein, "languished" until December 1982 4-3 FCC vote allowing Bakker to sell PTL station (WJAN-TV Canton, Ohio), thereby avoiding public hearing. "It is absolutely a fact," says Bernstein, "that, through his staff, the chairman [Mark Fowler] made it clear that my report had to be watered down." Fowler denies charge. Program also says former Commissioner Mimi Dawson changed 1982 vote at last moment. Then-Commissioner Anne Jones, who had dissented, said on show that commission "had been co-opted in its decision-making." Documentary focuses on allegations that IRS and Justice Department—as well as FCC—failed to pursue early, substantial evidence of PTL wrongdoing. (See also page 85.)

**FCC has decided Entertainment Tonight and Entertainment This Week are bona fide newscasts** and upheld request for declaratory ruling for exemption from equal opportunities requirements for candidates appearing on programs. FCC said determination was not based "on the subject matter reported," but "whether the program reports news of some area of current events."

**CBS will beam TV network directly from satellite to reach homes in so-called "white areas" outside reach of affiliate signals,** network said last week following meeting with affiliate advisory board in

**Big buys.** The syndication drive for major-market clearances in the access time period heated up last week. In New York, Paramount domestic television's Entertainment Tonight will move to WABC-TV from WWOR-TV when WWOR-TV's contract expires in fall 1988. It had carried the program since fall 1986 when ET was dropped by WABC-TV. The move leaves GTG Marketing with essentially two alternatives in New York for a USA Today clearance—WCBS-TV and WWOR-TV. WABC-TV would have an hour of access filled with ET and Jeopardy; WNBC-TV is out of the running given its recent commitment to Family Feud and carriage of the NBC Nightly News at 7; and Fox's WNYW-TV has already expressed a preference for in-house production over syndication.

GTG sold USA Today to KCBS-TV Los Angeles to make it the first station in the top four markets to clear that program. KCBS-TV had previously committed to Group W Productions' Getaway for next fall, but the uncertainty over that program's future helped contribute to the USA Today buy. Group W was not revealing the number of stations that have cleared Getaway (outside of KCBS-TV and the five Group W stations) but the program is reported to be having sales difficulties.

KCBS-TV also said it is canceling its 7-7:30 local newscast in fall 1988, which could open an hour for syndicated programming. KCBS-TV now runs the CBS Evening News at 6:30, and its local magazine show, 2 on the Town, at 7:30. 2 ends its run in the fall.

KCBS-TV last week also purchased the new version of The Gong Show from Barris Industries for next fall; show could also be used in access. Fellow CBS O&O WBBM-TV Chicago also bought Gong last week.

In other major-market syndication news Fries Entertainment reported that Queen for a Day had been cleared by WNBC-TV New York and KCNC-TV Denver.

Maui, Hawaii. CBS follows NBC in move, with that network reaching agreement last year to provide white area satellite service through Netlink. ABC is now working out details and will be finalizing similar arrangements soon, representative said. CBS declined comment on when service would be launched or on what satellite, but said signal would be encoded, reaching only homes "certified as being outside the reach of the existing signal." Newly elected CBS affiliate advisory board chairman Ben Tucker of KMST(TV) Monterey, Calif., said in statement issued with CBS TV's Tony Malara: "We need to protect the larger service while still serving the smaller. They must be noncompetitive and nonduplicating or the smaller will eventually erode the larger. In the end we will have neither."

**City of San Antonio, Tex., is exploring possibility of buying or seeking equity interest in Rogers cable system serving city.** Proposal grows out of section in franchise agreement that allows city to buy back operation from operator in 10th year of franchise. City, which receives 5% of system's revenues through franchise fees, is looking to take 5% equity position in system, which has annual revenue of \$50 million and is worth \$400 million, according to city. Rogers official would not comment beyond saying that company had different interpretation of franchise agreement. Original agreement had been negotiated by UA-Columbia, from which Rogers bought system.

Following precedent set in 1984 during summer Olympic games in Los Angeles and political party conventions, **FCC has suspended section of rules to allow for advanced coordination of auxiliary broadcast frequencies in southern California during Super Bowl** in San Diego. Suspension will go into effect today (Jan. 25) and extends through day of game on Jan. 31. All short-term auxiliary broadcasts must be arranged through Southern California Frequency Coordination Committee's frequency coordinator, Howard Fine of KCBS-TV Los Angeles, (213) 460-3411.

**Request Television said last week that talks with Viacom about merging with its pay-per-view service, Viewer's Choice, have been suspended.** Additionally, Request said it had received equity investment of "several million dollars" from Wall Street banking firm, E.M. Warburg Pincus. Jeffrey Reiss, chairman/CEO of Request, said money will go toward expansion of marketing and development of technology. Latter will include work in impulse equipment and technology that would inhibit viewer taping, which would help PPV network get earlier window from Hollywood. Warburg will also get seat on Request board.

**FCC upheld Mass Media Bureau denial of American Legal Foundation's (ALF) claim** that KPNX Broadcasting, licensee of KSD(AM) St. Louis had violated Communications Act by entering agreement with St. Louis Black Media Coalition that, ALF contended, improperly restricted station's discretion regarding employment and programming. In upholding denial, commission explained that agreement had already expired and warranted no further consideration, but it noted that while FCC encourages citizens agreements, "the obligation to determine how to serve the public interest...may not be delegated." Consequently, FCC said it was aware of seriousness of problem presented by ALF complaint, and said that commission may consider initiating proceeding into agreements' financial arrangements and whether they constitute abuse of process.

**Kzkc(TV) Kansas City, Mo.,** which was among Media Central's eight-station group that filed for bankruptcy last July and was station notified by FCC two weeks ago that it may have violated federal indecency statute by airing movie, "Private Lessons" (BROADCASTING Jan. 18), **had competing application filed last week** by Dr. Sam J. Walters, Kansas City chiropractor. Walters, who was host of *The Good Health News Show* on KYFC(TV) Kansas City, had been unsuccessful applicant for new TV there on ch. 32. Walters said renewal challenge was not filed because of station's indency



problem, though emergence of problem is "fortunate coincidence." Media Central chairman, Morton J. Kent, said competing application was "nothing more than routine in this business these days."

□

**Birch Research has become Birch/Scarborough Research**, reflecting consolidation of data collection facilities of Birch Research and Scarborough Research last fall. Birch will continue providing monthly and quarterly radio ratings as well as qualitative, product and media usage profiles of radio audiences. Scarborough will continue offering multimedia and newspaper-oriented services.

□

**ABC News plans primetime broadcast Feb. 8 at 10 p.m. on Iowa presidential caucuses**, initiating major coverage of presidential race. Peter Jennings and David Brinkley will co-anchor hour, as well as subsequent election coverage, with chief campaign correspondents James Wooten and Barry Serafin. Last week at network press briefing, ABC's Robert Murphy, VP of television news coverage, defended decision not to assign on-air teams to each presidential candidate, arguing that greater number of entries in race and fluidity of campaign were as much factors in new approach as company's cost consciousness.

□

**Judge Kenneth W. Starr**, member of U.S. Court of Appeals in Washington since October 1983, told members of Federal Communications Bar Association in luncheon address last week that **Communications Act of 1934 represents Congress's intent to allow FCC considerable leeway in its action**. Although commission

has suffered string of reversals recently in appeals court, Starr said Congress did not intend the courts to be "super agency superintending" regulatory agencies. Rather, he said Congress has, "in the main, in law, smiled" on commission's ability to innovate. He said Congress has crafted organic statute in broad terms and set fixed and staggered terms for commissioners to guard against "calcification at the top." Faced with "happy prospect" of commission capable of change, Starr said, Presidents "not surprisingly" seek to make their impact on regulatory policy through appointment process. So if spirit of 1990's is one of "reregulation," he said, "the Communications Act will permit flexible agency response to what are perceived to be changed circumstances or just plain policy differences."

□

**Report that White House this week will announce new policy on remote sensing satellites** (see page 50) **was welcomed by EOSAT**, Lanham, Md., company that operates America's Landsat satellites and markets space imagery. President Reagan was reported prepared to make clear that proposals for remote-sensing operations that could resolve objects smaller than 10 meters across would not be subject to automatic ban, as existing policy requires. Broadcast journalists interested in remote sensing say resolution that sharp is required to meet their needs. EOSAT spokesperson, Deborah Williams, said company is conducting studies to determine feasibility of building three-to-five meter resolution capability into Landsat VII satellite expected to be launched in 1993 or 1994. As for costs of remote-sensing system, she said media sensor could be added to Landsat bird for between \$50 million and \$80 million but that dedicated mediasat system would cost up to \$400 million.

## Mr. Murdoch goes to Washington

*Rupert Murdoch's efforts to extend the deadlines under which he is operating to break up broadcast-newspaper crossownerships in New York and Boston were under way at three of Washington's power centers last week. The FCC on Tuesday dismissed Murdoch's petition for extension of the waivers permitting him to operate the crossownerships. On Thursday, his attorneys filed papers with the U.S. Court of Appeals in Washington seeking an expedited appeal of the commission's order. The attorneys also asked that the order and the expiration of the waivers be stayed pending the appeal. Meanwhile, maneuvering was under way on Capitol Hill to grant Murdoch the relief he seeks through legislation. But that effort did not seem to hold much promise.*

Murdoch, through his News America Publishing Inc., sought the extension of the waivers in the face of legislation attached to the catch-all money bill in the final hours of the last session of Congress. The legislation prohibits the commission from repealing the rule banning broadcast-newspaper crossownerships in the same city and from extending waivers of the rule that are "currently in effect." "The terms of the law," the commission said in dismissing the petition, "are unambiguous." The vote was 3-0.

In the memorandum of law accompanying the notice of appeal and stay request, News America said it would base its appeal on the ground the legislation is unconstitutional. The law, it said, "singles out News America for uniquely discriminatory treatment" in violation of the freedom of press guarantee of the First Amendment and the equal protection clause of the Fifth Amendment." News America noted that the only crossownership waivers "currently in effect" relate to its properties. And the legislative action that is aimed solely at News America, it said, is "a classic bill of attainder which is barred by Article I of the Constitution."

Barring an easing or removal of the deadlines under which Murdoch is operating, he will have to sell either the New York Post or WNYW-TV New York by March 6, and either the Boston Herald or WFXT-TV Boston by June 30. He has been operating under a two-year waiver in the case of the New York properties and an 18-

month waiver in the case of those in Boston. If the court does not grant the requested stays, News America would be "compelled" to choose between selling the Post, which has been losing money, "at a distress price (if a buyer can be found at any price)" or to close the paper, one of three remaining in New York City. Murdoch has said he will not sell WNYW-TV. But he has said he would retain the Herald and sell the Boston station.

Murdoch's dilemma was created when Senators Ernest Hollings (D-S.C.) and Edward M. Kennedy (D-Mass.) combined to attach the anti-Murdoch amendment to the money bill. The New York senators, Democrat Daniel Moynihan and Republican Alfonse M. D'Amato, plan to introduce legislation today (Jan. 25) to repeal that amendment as it applies to New York, and to extend until Dec. 31, 1988, the existing waiver covering the New York properties.

But Moynihan noted unanimous consent would be needed to bring the measure directly to the floor, a tactic that would be required if the bill were to be enacted by March 6. And there was no indication Hollings or Kennedy was prepared to cooperate. Hollings told reporters who had caught up with him in the Capitol that Murdoch "is a manipulator. He's got one extension. He's not getting any waivers." And in a statement he left with a press aide, he indicated he was as determined to teach the FCC a lesson as he was Murdoch. "I am after the FCC, not Murdoch. [I am against] anyone who tries to violate the prohibition against dual ownership. I am going to stay after the FCC. I think the majority of Congress will support me on that." Then he added: "Let me emphasize that the FCC is an instrumentality of the Congress, not the President."

Kennedy on Wednesday met with representatives of the Post's unions who had gone to Washington to plead for an extension of the deadline to sell the newspaper. The senator said he would not object to an extension if it were needed to complete a sale. But he did not abandon his position that Murdoch must abide by the commission's rules. He was quoted as saying—as he has in the past—that Murdoch "does not deserve to be the only newspaper publisher in America who can buy a television station and keep his newspaper in the same community."



# Editorials

## Some heat with the light

It's a different National Association of Broadcasters than we knew a year ago. For one thing, they're winners now—conspicuously in regard to the thwarted (for the moment) transfer tax and the thwarted (for all time, one must hope) fairness doctrine. Little wonder that the organization's joint board of directors went to Hawaii so joyously and immediately began popping corks in tribute to President Eddie Fritts and his staff.

Perhaps the highest token of that regard was the free hand the board gave Fritts in trying to work out with the cable industry a solution to the problem over must carry. Last year the association was threatening cable with white papers and similar blunt instruments if it failed to see the light. This year it's anxious to capitalize on the good relationship Fritts has established with James Mooney, his adversarial counterpart at the National Cable Television Association. Give those two enough room to maneuver and there's no telling what could come of it.

It will be some time before one can sort out the impact—and import—of last week's dramatic confrontation between NAB President Fritts and his combined radio and television boards of directors in Hawaii. Nevertheless, some random observations crowd to the fore regarding the issue that is said to have provoked his concern: micromanagement of the association's affairs by the executive committee and the board.

To put the best face on it, it's hard to get it right. If the board hangs back too much things can go awry or nowhere—and, as some point out, it is the board that has fiduciary responsibility. On the other hand, if it breathes down the chief executive's neck too closely it's likely to cramp his style and effectiveness.

In the case of the NAB there have been times when we wondered how it worked at all.

- The board's too large.
- The executive committee practically lives in Washington.
- The staff never knows who'll pop up to think of something else to do.

And to make things worse, the competition (principally, the National Cable Television Association) is lean, mean and reasonably unencumbered.

No wonder Eddie Fritts said enough is enough.

## Blue sky up above

It will still be a while before pictures from remote-sensing satellites are routinely seen on the evening news, but the day moved somewhat nearer last week. The government, belatedly, is about to let commercial satellites take pictures as good as those that foreign competitors, including the Russians, take. Until now, U.S. satellite operators were prohibited from seeing anything smaller than 10 meters wide. Finer resolutions will hereafter be permitted.

But the National Oceanic and Atmospheric Administration retains regulatory control over remote sensing, and it listens to the State and Defense Departments. The military gets nervous if it thinks TV can suddenly develop the capacity to show meaningful pictures of American troop exercises in, say, Costa Rica, or American fleet movements in the Baltic. Never mind that the Russians have eyes in space that can see the braid on an admiral's shoulder. There are other countries without that capacity, and the

brass doesn't want them in the loop.

The NOAA, whose initials will become more familiar to the Fifth Estate as this thing goes on, has so far shown a willingness to reflect the military's concerns. As it writes new rules and considers new applications for better sensing devices, the issue of censorship is sure to arise.

Fortunately for electronic journalism, the Radio-Television News Directors Association has been staking out a position with the future in mind. It may have at least a chance of keeping the skies open for honest journalism without the sacrifice of genuine national security. It opposes NOAA restrictions that would blind sensors to news events. It argues that the military could obtain injunctions against genuine breaches of security by going to court, where the test should be made between the First Amendment and the prior restraint of media reporting in the name of the national interest.

So far the RTNDA has played to a small house. Keep an eye on this act. It will get bigger.

## The twain meeting

That the times are still a'changing is evident in this week's lead articles about the major television networks—two of them, conspicuously—scouting out the possibilities of serving the cable industry as a programing supplier, or otherwise to join that medium in a productive and eventually profitable capacity. As NBC President Robert Wright says in the interview featured here this week, it's not because NBC set out to broaden the business. It's the business broadened and NBC wants to stay a player.

Only good can come of this. The major broadcast networks have been pushing back programing frontiers for over six decades, and their product is surely the state of the art. In the next television universe developing before our eyes there must be an amalgamation of all the Fifth Estate's talents—and resources—to populate productively all the channel capacity that's coming our way.

The broadcast networks aren't going away. Perhaps never, and certainly not soon. And indeed, theirs are the most powerful audience draws on cable itself. But it's encouraging to see that the Bob Wrights of the world aren't falling prey to the malady that befell the railroads, which, it's said, thought they were in the railroad business instead of being in the transportation business. The parallel, of course, is for broadcasters to remember they're in the communication business.

It's all falling into place.



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