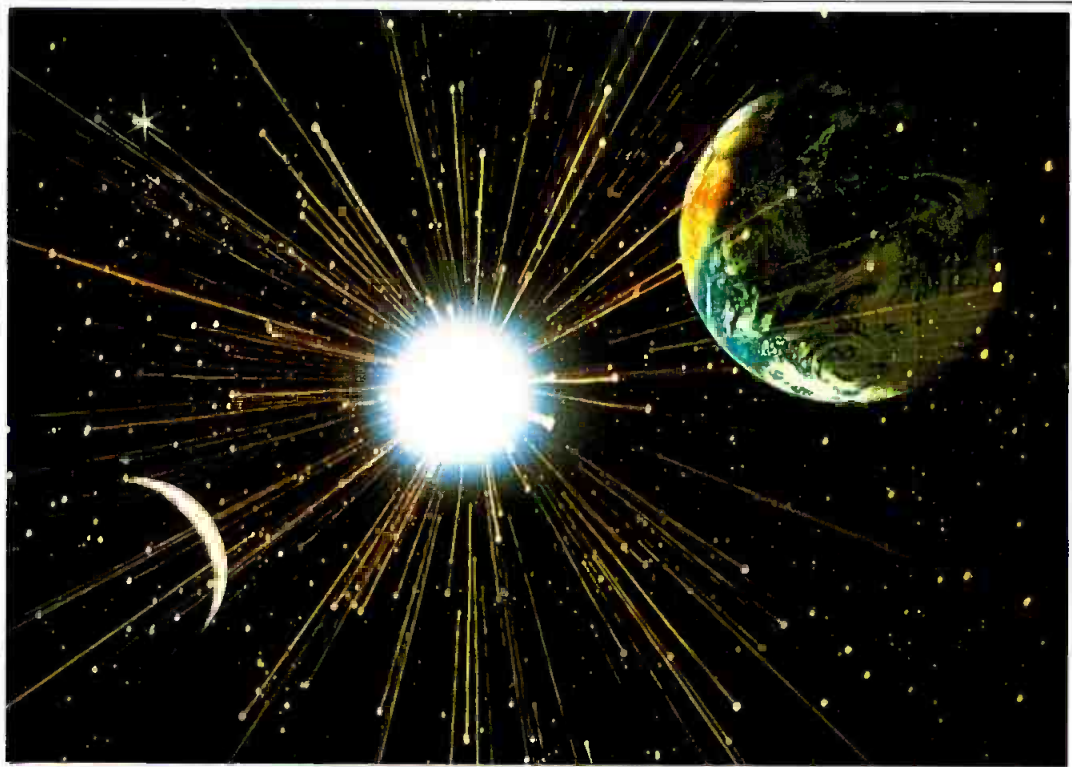


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting May 16



## OUR BUSINESS IS THE FUTURE OF TELEVISION.

Blair Television is owned and managed by broadcasters. We're committed to being the most sales intensive, station sensitive sales and marketing organization in our industry. That's our business. It's your future.

**BLAIR. ONLY BLAIR**   
**TELEVISION**

Blair Television is a subsidiary of John Blair Communications, Inc.

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12364 LK NOV/90

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57th Year 1988

Cable's day on Hill  
Warner + Lorimar =  
new Hollywood  
giant



Buena Vista  
Television

# Make them laugh till it hurts.

In a business where funny is money, GOLDEN GIRLS is the funniest show of its time.

Its universal appeal cuts across racial, sexual and demographic groups, to deliver blockbuster audiences week after week.

The numbers prove it. So do the awards.

Every season it's been on the air a Golden Girl won an Emmy for Best Actress, while the show itself walked away with Best Comedy Series. That's on top of Emmys for Best Writing and Best Directing, along with the Golden Globe for Best Comedy each year.

GOLDEN GIRLS has never lost an award (or an audience) to the competition. That's why it will totally dominate any daypart, any audience, and every other station in town.

NBC proved this by picking GOLDEN GIRLS to anchor Saturday night, the night they had to win to become America's dominant television choice. Viewers proved it by making the show absolutely, unarguably #1. Now it's your turn to take advantage of the only super-show coming to syndication for at least the next five years.

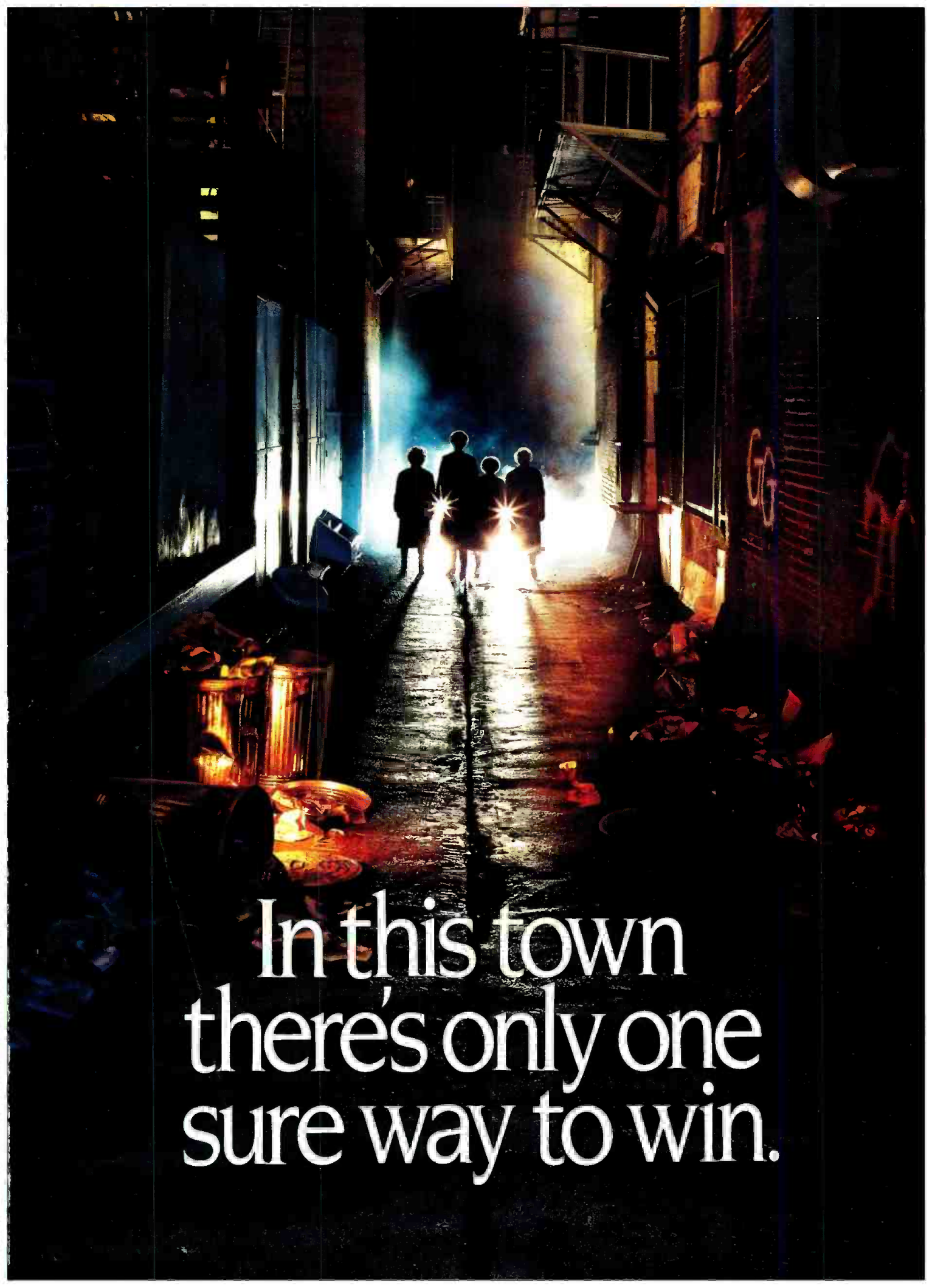
GOLDEN GIRLS. It's the breakthrough comedy to keep you laughing all the way to the bank, all the way through the 1990's.

The toughest bunch of mothers on TV.  
Available for Fall, 1990 or 1991.

## THE GOLDEN GIRLS



© 1988 Touchstone Pictures and Television

A dark, narrow alleyway at night. In the distance, four silhouetted figures stand in a bright, glowing light that illuminates the wet pavement. The alley is flanked by brick buildings with fire escapes. In the foreground, there are two large, glowing orange trash cans and some debris on the ground. The overall atmosphere is gritty and mysterious.

In this town  
there's only one  
sure way to win.

# Broadcasting May 16

**Cable gets good House reviews...page 31**

**Warner makes offer for Lorimar...page 34**

**Robert Pittman: Life after MTV...page 42**

**CABLE HEARINGS: PART II** □ Cable industry executives successfully ward off criticisms leveled by Hollywood and broadcast interests during House Telecommunications Subcommittee oversight hearing. **PAGE 31.**



Chairman Edward Markey (D-Mass.) (far left), with key participants (l-r): MPAA's Jack Valenti; TCI's John Malone; TBS's Ted Turner; NACP's Ralph Baruch, and NAB's Eddie Fritts.

**LOOKING FOR GOLD** □ Buena Vista Television begins off-network syndication of NBC sitcom hit, *Golden Girls*. **PAGE 36.**

**CBS REPORTS** □ CBS-TV shareholders get update on network's contingency plans for fall programming in face of continuing writers strike, and learn that outlook for company's broadcasting operations is not as bright as previously expected. **PAGE 36.**

**QUANTUM LEAP** □ Perhaps best known as founding spirit behind cable's MTV, Robert Pittman is now focusing on Quantum Media, multi-media business, 50%-backed by MCA. In this interview with BROADCASTING editors, Pittman covers wide range of topics, including company's controversial

*Morton Downey Jr. Show*; late-night strip, *The Street*; future of cable and broadcast networks, and attracting new generation of TV viewers. **PAGE 42.**

**UP AND UP** □ First-quarter national spot radio billings rise almost 5% over first-quarter 1987. Some reps expect second-quarter spot to be even better. **PAGE 54.**

**MEET ME IN ST. LOUIS** □ Integration of American Public Radio into National Public Radio's annual Public Radio Conference May 18-22 is seen as positive move and end to "legacy of tensions" between two noncommercial radio program providers. **PAGE 56.**

**DOWN ON DOWNEY** □ Washington city council chairman, David Clarke, after being thrown off *Morton Downey Jr. Show* amid abusive remarks by its controversial host, says FCC should take action against Downey and urges viewers who object to show to write to commission. **PAGE 59.**

**GI DEAL** □ General Instrument forms joint venture with British Satellite Broadcasting, British DBS system, that could ultimately be worth more than \$100 million to GI. **PAGE 62.**

**DEVELOPING NEW TV VISTAS** □ For some eight years, scientist and inventor, William Glenn, director of New York Institute of Technology, has been developing VISTA, HDTV transmission system that he says could do more than send better video to homes. **PAGE 87.**

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**Q:** You beat the 1988 Winter Olympics in rating, share and young male demos. You don't seem like the macho type.



**ALF:** You kidding?  
They used  
to call me  
“Dirty Hairy.”



**ALF**

alien productions

**LORIMAR**  
SYNDICATION

100 Half-Hours Available Fall '90

For four days in December,  
we provided 650 satellite feeds of some  
relatively important conversations.



There was a third leader at the summit last December, GTE Spacenet, the leading supplier of domestic Ku-Band satellite capacity. Using twenty-six transponders and four spacecraft, GTE Spacenet provided service for ABC, CBS, CNN, Gannett News Service and others.

The ability of GTE Spacenet to separate voice and video on different transponders and to transmit them simultaneously allowed these customers both control and flexibility. If these are the services you demand, come to the summit, GTE Spacenet. We've set a new standard in broadcast communications. Call GTE Spacenet at (703) 848-1300.

**GTE Spacenet**  
The New Standard.



## Ready or not

Regardless of when various television networks begin fall season—starts have been delayed due to writers strike—Nielsen will begin rating 1988-89 season beginning week of Sept. 12. This season began Sept. 14, 1987, and ends Sept. 5, 1988. Ratings service operates on 52-week schedule, and start of new rating year is unaffected by delays in network launches.

## Reaching out

Planners of next year's NATPE International convention, scheduled for Houston Jan. 24-27, are making unprecedented effort to serve international and domestic Hispanic TV executives who'll be in attendance. For first time, panel session on Spanish television—conducted in Spanish—is on agenda. Also for first time, exclusive hours on exhibitor floor will be set aside for international attendees, in morning during panel sessions. Also planned is panel session addressing Canadian programming and production.

## Buyback

On top of potential purchase of Lorimar Telepictures by Warner Communications (see page 34) comes word that management of DIR Broadcasting, which sold New York-based radio program supplier to Lorimar Telepictures in 1985 for reported \$12 million ("In Brief," Dec. 2, 1985), was close to deal late last week to reacquire company. DIR, 15 years in radio program syndication, was Lorimar-Telepictures' only radio venture.

## Airborne cable

Having completed financing with establishment of \$50-million line of credit with Barclays Bank Group, Microband Companies Inc. plans to begin test marketing this week of wireless cable service in Capitol Hill neighborhoods of Washington. Service comprises Washington and Baltimore television stations (delivered by master antenna) and 10 cable programming services: HBO, Home Team Sports, CNN, C-SPAN, C-SPAN II, SelecTV, superstation WTBS(TV) Atlanta, MTV, Nickelodeon and ESPN (delivered by MDS and ITFS microwave channels). Retail price: \$23.95 per month. Initial marketing of service will be to multiunit dwellings. Marquee Television, single-channel MDS service (HBO) that Microband acquired, has access to buildings with tens of thousands of units in Washington

metropolitan area.

Microband, which is already marketing similar services in New York and Detroit, hopes to begin full-scale Washington marketing by June. If FCC cooperates in processing applications, company believes it can increase number of microwave channels (and cable services) to 21.

## In the book

Turner Network Television executives plan to make advertising presentation for new cable service to Madison Avenue on June 30, when it may get first true gauge of advertising support. TNT may also get boost from new Nielsen minimum standards for cable network ratings. Historically, minimum subscribership has been 14 million homes. But more recent standard has been minimum of viewing by at least 145 households per day per month in 3,000-home sample. Cable networks with fewer than 14 million subscribers can qualify. TNT expects to launch in October with at least seven million subscribers, and network officials believe it will have ratings almost from beginning.

## Keeping news to themselves

CBS shareholders' rejection last week of resolution urging appointment of news ombudsman was by widest margin (97.7% to 2.3%) since sponsor, Accuracy in Media, first began proposing idea in 1975. General job description of ombudsman involves investigating journalistic practices of news operation and responding to viewer complaints. AIM tried to get resolution on agenda at this year's Capital Cities/ABC shareholders meeting, but company successfully argued before Securities and Exchange Commission against including item, saying that news practices were already being adequately monitored by Robert Siegenthaler, ABC vice president for news and practices. SEC, however, according to AIM Chairman, Reed Irvine, rejected company's argument that Communications Act "...bars them from delegating their responsibilities to someone else." Most support AIM's resolution has ever obtained was 12% at RCA's 1982 annual meeting.

## Sound investment

Design for "Super" radio receiver, ordered by National Association of Broadcasters from independent contractor, Richard Sequerra (BROADCASTING, Feb. 22), has been completed. NAB spent \$20,000 for

design of new radio that would incorporate all of latest radio quality improvement technologies, including AM stereo, FMX decoder and NRSC deemphasis curve. Next step is to build prototypes based on design. NAB will spend additional \$25,000 to build three versions of super receiver—one to receive C-Quam AM stereo, one to receive Kahn system and one that will receive both. Association's goal is to have receivers ready for demonstration in time for its Radio '88 convention in Washington in September. It hopes to profit on project by selling design and prototypes to receiver manufacturer.

## Self-help

Name change and rate restructuring are among steps Playboy Channel is considering to revitalize cable network (see "Cablecasting," page 67). MSO source said current name "is confining" and restricts programing that service could offer. Also being discussed, source said, is rate adjustment that would lower retail price below level of other pay services. Most current subscribers are in multipay households, and lower price is seen as way to increase subscription levels.

## Ours, all ours

Turner Broadcasting System lawyers have sent Home Shopping Network officials letter expressing concern about choice of name for HSN's proposed new service, Show Business Today. Letter reminds HSN that Turner-owned CNN has daily program called *Show Biz Today*, which network has registered as trademark for cable and broadcast exhibition. Letter said TBS would "resist" HSN's use of Show Business Today. In response HSN said matter is under review with its outside trademark counsel.

## All dressed up

What is future for World Access, whose infomercial programing launched on Tempo Television same day NBC announced its purchase of Tempo? NBC plans to scuttle existing Tempo programing by year's end to put on business news and sports services. World Access officials believe there are synergies with NBC's foreign news ventures in Europe, and executives plan to meet with NBC about programing's future. But company is keeping eye on other possibilities. One would be Financial News Network. FNN already carries some long-form advertisements and World Access product would seem good fit.

# One Year Ago, They Were Now They're



This year, the biggest hits in syndication are all on one label.

Paramount.

Beginning with "Star Trek: The Next Generation"—still #1 with men after a record-breaking launch.\*

And if that's not enough to sing about, listen to this: "Friday The 13th" is #2 on the charts, second only to "Star Trek" among men.\* No wonder it's moving to prime time and prime access in 60% of the country this fall.



\*Source: NSS Pocketpiece, Season to date through Feb. 1988 Sweep Period.  
\*\*Source: NSI Cassandra, Feb. 1988 Ranking Report.  
© 1988 Paramount Pictures Corporation. All rights reserved.

# ere The Temptations. he Four Tops.



But our record collection doesn't stop there. "Family Ties" went straight to the top in its first syndicated season — first with women and #1 in all households among all sitcoms in off-network syndication.\*\*

And on the flipside, "Cheers" ranks #2 among all syndicated sitcoms and first with men 18-49 as well as men and women 25-54.\*\* You know, with success stories like these, maybe we should have called our shows "The Supremes."



# Where Things Stand

■ *Solid box indicates item has changed since last issue.*

## AM-FM Allocations

During April meeting, FCC changed its rules to allow class A FM stations moving to elevated antenna sites to reduce power below 100 w minimum to preserve coverage areas.

National Association of Broadcasters has submitted plan to FCC to allow 60% of class A stations to double power from 3 kw to 6 kw. Plan is part of comments opposing proposal of New Jersey class A FM Broadcasters to allow almost all class As to double power. NAB opposes New Jersey plan because of possible interference with class B and C FM's where band is crowded. FCC has released rulemaking authorizing FM's to use directional antennas, permitting allocation of stations in short-spaced positions. NAB opposed rule-making, saying it would lead to AM-ization of FM band. However, several FM broadcasters commenting disagreed, contending directional antennas would benefit FM radio and public. Commission said it had no plans to change table of FM allotments.

FCC launched inquiry March 24 into FM translator service—FM translators rebroadcast signals to areas where terrain, distance or obstructions weaken original signal—and in meantime, froze applications for new translators. NAB, alleging widespread abuses in translator market, petitioned FCC for changes in rules; others pressed for expansion of service to allow for local origination.

FCC initiated inquiry on extension of domestic AM band by 10 channels from 1605 khz to 1705 khz with target for implementation July 1, 1990. Commission proposed that some new channels could be reserved for national AM radio services.

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

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foreign clear channel 1540 khz to operate at night. Actions are part of steps to allow nighttime service near lowest post-sunset power for 1,600-1,800 of country's 1,900 daytime-only AM stations. According to commission, further actions will be taken to clear several hundred more AM's to operate at night. In July 1987, NAB filed comments at FCC 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. NAB board has called for freeze on additional AM allocations, except where they relieve interference from foreign stations, especially Cuban.

## Antitrafficking

■ Broadcasters last year turned 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). But Hollings has revived transfer fee idea, which was subject of Senate Commerce Committee hearing in April (BROADCASTING, May 2). Based on comments made by Hollings and Daniel Inouye (D-Hawaii), chairman of the Communications Subcommittee, they appear intent upon moving proposal. Prospects for action, however, are more likely next year. Legislation was offered in House and Senate last year that would resurrect rules requiring broadcast stations to be owned three years before sale, but no action is anticipated.

## Cable Regulation

■ National Cable Television Association is trying to maintain status quo in cable regulation, much of which is based on Cable Act of 1984 and Copyright Act of 1976.

Motion picture industry and independent broadcasters, concerned that cable industry has become too big too fast, have been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes.

House Telecommunications Subcommittee cable oversight hearing May 11 served as backdrop for discussion on issue of cable's growing market power (see "Top of the Week"). Other than criticism from Hollywood and broadcaster witnesses and some from subcommittee members, hearing seemed more "cable-friendly" than one held in March (BROADCASTING, April 4). Comments from lawmakers expressed during hearing indicated, however, that cable's problems on Hill may go beyond battle with home satellite industry.

Cable industry has been under increased congressional scrutiny, especially in House, where Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has asked Government Accounting Office to study cable rate increases. (Third cable oversight hearing is expected in June.)

Allegations that cable industry has been anticompetitive were subject of March hearing by Senator Howard Metzenbaum (D-Ohio), chairman of Senate Antitrust Subcommittee. Metzenbaum warned industry that unless situation changes he may offer legislation to curb what he sees as cable's growing anticompetitive behavior. Senator, according to staff, is still studying issue.

Cable and Hollywood executives are holding meetings to try to resolve differences, but there have been mixed reports of outcome of those meetings ("Top of the Week.").

FCC has adopted new rules that more narrowly define 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

*We are pleased to announce FCC approval and the closing of our recent transaction:*

**\$59,000,000**

**WAFB-TV (CBS) BATON ROUGE, LA.**

**SOLD TO**

**AMERICAN FAMILY CORPORATION**

**HOWARD E. STARK**

*Media Brokers—Consultants*

575 Madison Avenue

New York, N.Y. 10022

(212) 355-0405

# STARTING from SCRATCH



## SCRATCH THESE MARKETS.

A clearance success story like this one says there's no stopping **STARTING FROM SCRATCH**, the hilarious new first-run comedy from Worldvision. **Cleared on 85 stations including 28 of the top 30 markets**, this fun-filled half-hour continues to attract stations from all over the country. Just take a look at the latest additions to the **SCRATCH** sheet:

**WSBK/Boston**  
**WDCA/Washington, D.C.**  
**WCCO/Minneapolis**  
**KOVR/Sacramento**  
**WRTV/Indianapolis**  
**WTNH/Hartford-New Haven**  
**WTMJ/Milwaukee**  
**WIVB/Buffalo**  
**WPTY/Memphis**  
**KENS/San Antonio**

With over 80% of the country signed on including Tribune, Cox, Gaylord, Great American, McGraw-Hill, Midwest, TVX and Gillett, it's clear that **STARTING FROM SCRATCH** is the show stations have been itching for!

24 half-hours starring  
Bill Daily and Connie Stevens

Starting Fall 1988

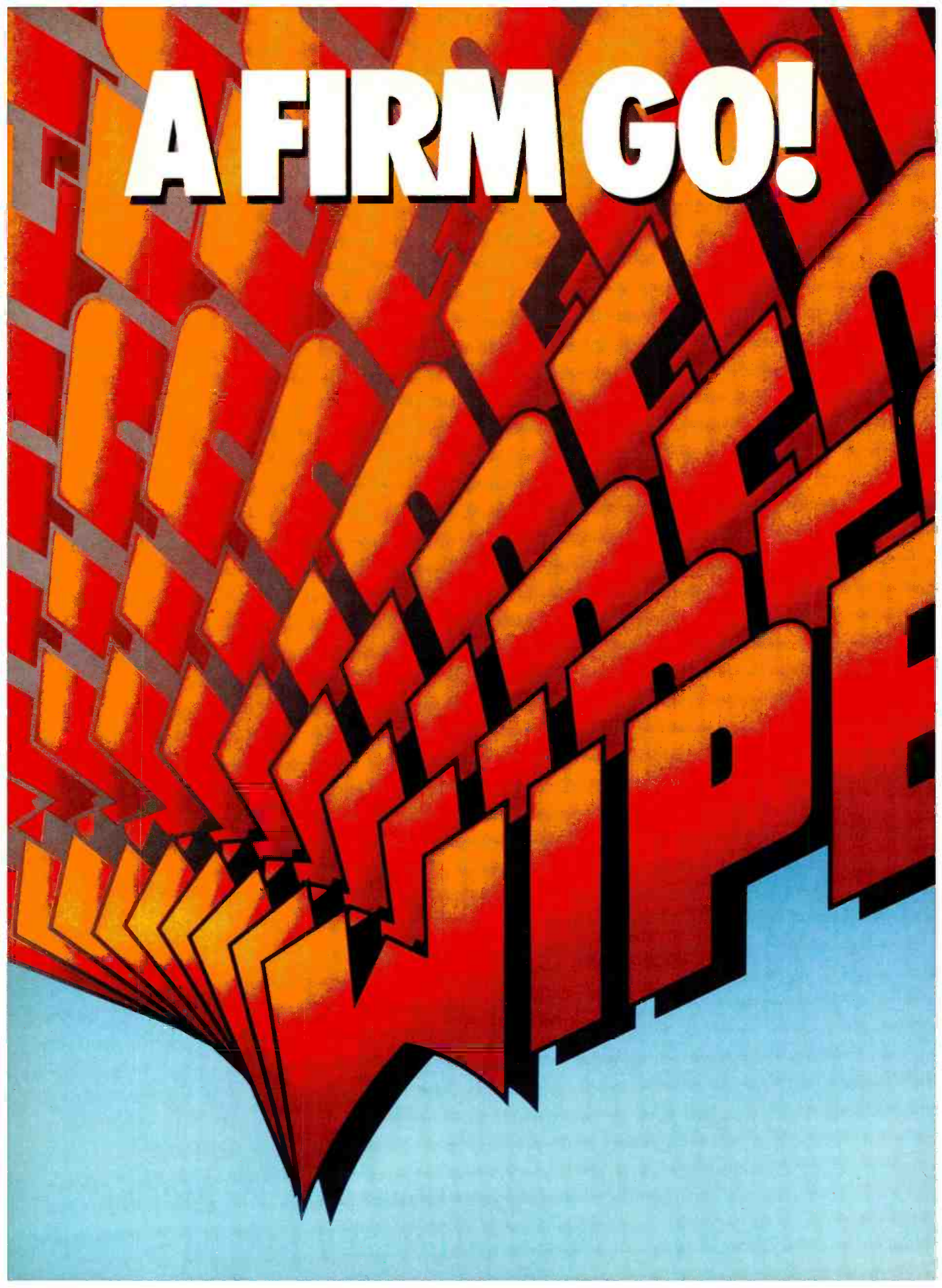
Advertiser Supported Programming from



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ENTERPRISES INC.**

The World's Leading Distributor  
for Independent Television Producers  
New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,  
Sydney, Toronto, Rio de Janeiro, Munich, Rome

**A FIRM GO!**



# WIPEOUT

The most innovative new game show on television  
is off and running.

- SOLD in 93 markets, including 18 of the top 20.
- SOLD to CBS-owned stations in New York, L.A. and Chicago.
- SOLD to NBC-owned stations in Washington, D.C. and Cleveland.

Hosted by Peter Tomarken,  
WIPEOUT is fresh, original and built to last. You've seen us at NATPE.  
Don't wait to see us on your competition.



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.

Parameters of local cable regulation are also being reset outside Washington. Two federal judges in northern district of California, in decisions issued in September 1987, ruled cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-art cable systems violate cable operators' First Amendment rights.

### Children's Television

House Telecommunications Subcommittee Chairman Ed Markey is seeking compromise with broadcasters on children's TV bill. He is proposing to limit commercial time in children's programs, but would not include original requirement that broadcasters air one hour per day of informational and educational programming. Bill would require FCC to review children's programs for educational and informational content as part of license renewal process. Broadcasters appear willing to accept commercial time limits but balk at programming standard as part of renewal. Association of National Advertisers in letter to Markey said limits on commercials would be "counterproductive," and "straitjacket the ability of advertisers and programers to respond to the marketplace and the public they serve."

Bill introduced by Representative Tom Tauke (R-Iowa) would eliminate antitrust restrictions and let industry arrive at code to govern children's advertising. Children's television legislation is also pending in Senate, but no action is imminent.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to 9.5 minutes per hour and require two-year period before toys featured in programs can be promoted.

NAB has presented survey indicating that advertising in children's programming is currently under proposed 9.5-minute limit.

### Compulsory License

FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license. At National Cable Television Association board meeting during association's annual convention, Patrick said he favors complete elimination of license, acknowledging that abolishing it for carriage of local stations would create some practical problems.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. NAB television board has directed staff to investigate all aspects of compulsory license as part

## BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
■ Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
■ Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
■ Total LPTV	351	210	561
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	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

C A B L E	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

\* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million.

of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

### Crossownership

**Telco-cable**—On April 12, FCC Common Carrier Bureau issued waiver of its Cable-telco crossownership rules, allowing GTE to build cable system in Cerritos, Calif. Cable groups, including National Cable Television Association and California Cable Television Association, had objected to decision and plan to fight ruling in courts.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to FCC proceeding that could lead to dropping of FCC rules barring such cross-ownership and recommendation to Congress to eliminate redundant prohibition in Cable

Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban. Nielson said measure could make headway in next Congress.

Even if FCC and Congress drop cross-ownership 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, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

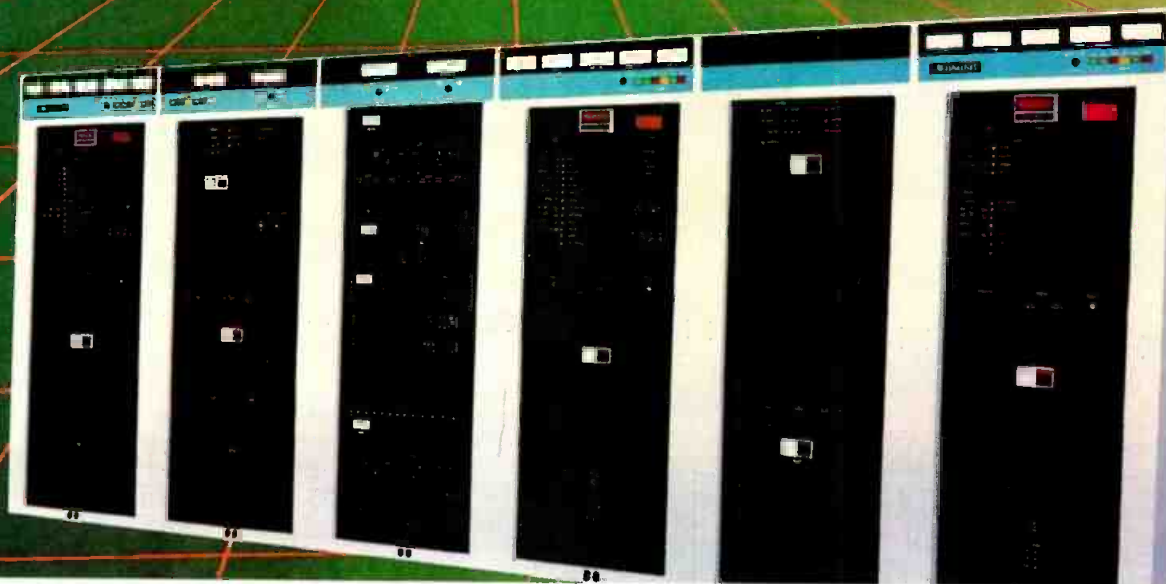
**Duopoly/one-to-a-market.** FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rule-making supports some relaxation of rules. But officials indicated that opposition from Hill to



# "We've doubled our power with no increase in power costs"



Thomas A. Oakley, President  
WSJV Television, Inc.  
South Bend/Elkhart, Indiana



"With our new Harris 120 kilowatt external cavity UHF transmitter, we've doubled our power without increasing our power costs," says Thomas A. Oakley, president of WSJV-TV, South Bend/Elkhart, Indiana.

"Not only have we expanded our broadcast area, but we're providing a much stronger signal to our fringe viewers. And, by feeding a stronger signal to the cable systems, we expect to pick up an additional 50,000 television households," Oakley adds.

WSJV also likes other Harris UX features — such on-air exclusives as enhanced protection for klystrons, highly efficient "shell and tube" cooling and extensive front panel status information designed to take the guesswork out of maintenance. Harris' 24-hour technical service is another plus.

"We see Harris as the industry leader in transmitters," says Don Fuller, WSJV's general manager, "and, of course, 'Made in America' is important, because we know we can count

on Harris for fast service or parts support if we need it."

When you're ready to boost your power without boosting your costs, Harris is ready with its complete line of external cavity UHF TV transmitters, available in 60, 120, 180 and 240 kilowatt models. For the full story, call today TOLL FREE: 1-800-4-HARRIS, extension 3010.



**HARRIS**



# Everyone's moving to



PHILADELPHIA  
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DENVER  
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PORTLAND  
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BOSTON  
**WLVI**



ATLANTA  
**WGNX**



PHOENIX  
**KUTP**

KANSAS CITY  
**KSHB**



DALLAS  
FT. WORTH  
**KTXA**

SEATTLE  
TACOMA  
**KCPQ**

SACRAMENTO  
**KTXL**



MILWAUKEE  
**WCGV**



WASHINGTON, D.C.  
**WDCA**

MIAMI  
**WDZL**

BALTIMORE  
**WNUV**

NASHVILLE  
**WCAV**



HOUSTON  
**KTXH**



PITTSBURGH  
**WPGH**



INDIANAPOLIS  
**WXIN**

GREENVILLE  
SPARTANBURG  
**WAXA**



HARTFORD  
NEW HAVEN  
**WTXX**

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any FCC initiative involving liberalization of broadcast ownership rules makes any action on rules unlikely at this time. Also wishing to keep peace with Congress, NAB is not pressing for FCC action.

**Broadcast-newspaper**—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station cross-ownership. Action came too late to enable Murdoch to retain *New York Post*, which he sold in February to real estate developer Peter Kalikow for \$37 million so that Murdoch could keep WNYW(TV) New York. Ruling gave Murdoch opportunity to retain *Boston Herald* and WFX(TV) Boston, but Murdoch announced that he would sell station, saying: "There remains great uncertainty as to the FCC's position regarding waiver extensions."

Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Senator Edward M. Kennedy (D-Mass.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) had attached measure to catch-all spending bill just before Christmas recess. Court, which heard oral arguments Feb. 11, has granted stay of Kennedy-Hollings measure until 45 days after it issues decision.

Meanwhile, FCC received comments on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules.

### Direct Broadcast Satellites

Latest round of applications filed April 8 at FCC brings current total to nine U.S. firms holding or seeking DBS construction permits (BROADCASTING, April 25). Although threat to C-band cable distribution market is cited as major reason for wait-and-see stance in U.S. on high-power DBS—which would use Ku-band spectrum set aside for it—Tempo Satellite, 51% owned by TeleCommunications Inc.,

largest U.S. cable system operator, is among applicants. FCC now awaits industry comments on mix of four new applicants, three requests for construction permit modifications and one request for four-year extension.

TCI backing may indicate that Ku-band direct-to-home delivery of entertainment programming, already dominant mode of program distribution in Japan and moving fast in Europe, may be on verge of becoming reality in U.S. DBS's value rests on ability to receive high-power signals with very small earth stations.

Death of West Germany's start-up DBS bird, TV-Sat1 (BROADCASTING, Feb. 22), left two state-owned programmers and two commercial programmers without home. Other European DBS birds with similar, if not identical, design—Germans' TV-Sat2 and France's TDF-1—are still scheduled for Ariane-space launch within next year (although French government postponed launch of TDF-1 from May 1988 until September 1988). European eyes are turned to less powerful, 16-channel Astra bird, owned by Luxembourg interests and scheduled for Ariane-space launch next winter.

Low-power variety of satellite broadcasting resulting from scrambling of cable programming on C-band satellites got start in January 1986, when HBO scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number approximately two 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.

### Federal Trade Commission

■ It is going to be difficult for Congress to answer FTC's \$67,503,000 fiscal 1989 budget request, said Representative Neal Smith (D-Iowa), chairman of House commerce subcommittee, which held March 28 hearing on FTC

appropriations. House and Senate, Smith said, are proposing freeze plus only 1% across-board increases for 1989; FTC request is 1.9%, \$1.26-million increase over 1988. \$700,000 of increase, said hearing witness, FTC Chairman Daniel Oliver, is attributable to staff and salary matters; \$500,000 is due to miscellaneous inflationary increases.

Results of preliminary antitrust investigation of National Football League television rights contracts for 1987-88 have yet to be released. Justice Department concluded this month that NFL-ESPN deal for that season is not exempt from antitrust laws, but declined action since FTC investigation is already under way (BROADCASTING, May 9).

### High-Definition Television

■ Planning subcommittee of FCC's ATS Advisory Committee has completed its draft of first interim report to commission involving spectrum needs and outlines for future transmission system testing. During April 26 meeting of subcommittee, conclusions of report were announced. Report has been reviewed by ATS steering committee and will be sent out tomorrow (May 17) to members of parent "blue ribbon" panel. Second meeting of blue ribbon panel, where report will be discussed and approved for submission to FCC, will be held June 3.

Advanced Television Test Center (ATTC), project cosponsored by seven organizations—NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations—is seeking executive director to oversee engineering and management aspects of facility. Search committee has submitted three names to ATTC board, and interviews continue with more candidates. Center will provide place for Advanced Television Systems Committee (ATSC) and FCC's ATS Advisory Committee to test HDTV and ATV systems. Funding for center's first two years will come from \$700,000 donations each from NAB, NBC, CBS and ABC and from fund-raising drives by other partners. New executive director will decide where to locate facility and when testing will begin.

Cable industry is still considering participation in ATTC, but operators may put any dollars available for study or testing of HDTV into Cable Television Laboratories Inc. (Cable Labs), newly created research and development consortium of major cable operators. Expected to start later this year with annual operating budget of \$7.5 million, Cable Labs has identified HDTV as one of its initial priorities.

### Intelsat

■ Intelsat and Hughes Communications have declined comment on May 10 *Washington Post* story quoting Intelsat attorney Ray Banoun saying that both organizations have conducted investigations into reports of Hughes employe or employes paying Intelsat officials for inside request-for-proposals information. Hughes is building \$785-million satellite series for Intelsat.

In dramatic end to investigation by U.S.



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attorney for District of Columbia, former Intelsat director general. Richard Colino, and business associates in July of 1987 pleaded guilty in U.S. district court to criminal fraud and conspiracy charges growing out of what prosecutors said was siphoning of \$4.8 million from Intelsat during construction of addition to its headquarters building. Colino and Deputy Director General Jose L. Alegrè were fired by Board of Governors in December 1986 after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. And in September 1987 U.S. District Judge Gerhard A. Gesell, saying loss to Intelsat had been \$4.5 million, sentenced Colino to six years in minimum security prison and ordered him to make restitution of \$865,000.

## Low-Power TV

■ Next filing window for low-power applications at FCC is June 15-24. There is \$375 filing fee per application and FCC has imposed limit of five applications per entity. Last window, in June of 1987, brought in 1,635 applications. Similar turnout is expected for upcoming window.

Members of Community Broadcasters Association will travel to Washington May 18 to meet with members of Congress and FCC. Contingent, which includes John Kompas, director of CBA, will be in Washington to discuss role of LPTV and what Kompas characterizes as its "second class status" in broadcasting community. One of trip's purposes, according to Kompas, "is to gain recognition for community service-type programming that LPTV provides that full-power stations have ignored."

Progress of CBA's programming co-op, headed by Joe Loughlin (former general manager of WGN-TV Chicago), has been slow. Loughlin is in process of lining up 15-20 stations to participate.

## Mergers

■ Burt Sugarman last week raised informal bid for Richmond, Va.-based group owner, MSO, publisher and media placement service, Media General, by \$8.50 to \$70 per share, or roughly \$2 billion. Sugarman also said that price could go higher if company would negotiate. Bryan family, whose members include company's chairman and vice chairman, have responded that company will not entertain offers from Sugarman. Family, through trust, owns 70% of outstanding 559,000 class B shares, and have right, upheld April 27 by District Court, to reject any merger proposal and elect six of company's nine directors. Lawyer for Sugarman previously said ruling would be appealed. Sugarman continues to conduct proxy battle for remaining three board seats, elected by shareholders owning 27.6 million class A shares. Voting for directors will take place this Friday at company's annual meeting in Richmond. Company's stock continues to trade at large discount to Sugarman offer. ■ Rogers Cablesystems International announced in April intention to sell all its U.S. cable systems, which serve 525,000 subscribers. ¶ Robert M. Bass Group is taking

bids on Wometco properties, serving 440,000 subscribers. ¶ Warner Communications Inc. last week agreed in principle to acquire Lorimar Telepictures in stock-merger of roughly 2.4 Lorimar shares for each common share of Warner. Agreement permits Lorimar to cancel agreement if, during "specified period before the closing" average price of Warner stock falls below \$36.14 per share, or Lorimar receives higher offer. In either case Warner has option to purchase 18.5 percent of Lorimar stock at \$15 per share. Merger is subject to definitive agreement and approval by Lorimar shareholders. ¶ United Cable in March agreed to merge with United Artists Communications Inc. into new company, United Artists Entertainment Co. (UAE). Tele-Communications Inc., which holds 45.9% of United Cable Television and 65.5% of UACI, will have at least 52% in new company. Merger is expected to be completed in second half of year and will create third largest cable system operator in U.S., with 2.3 million-subscriber cable systems (including UACI's recent purchase of Daniels's cable interests) to be operated under United Cable name.

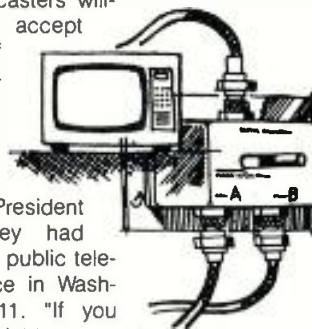
## Must Carry

■ FCC, responding to congressional pressure, sent out survey to cable systems in effort to gauge effect dropping of must-carry rules has had on broadcast industry (BROADCASTING, May 9). Last month, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and others asked FCC to collect data on rules. In speech before broadcasters, Dingell restated his strong support for rules, although he said any action on item is dependent on broadcasters' willingness to accept codification of fairness doctrine.

National Cable Television Association President James Mooney had good news for public television audience in Washington April 11. "If you think it's essential to your welfare," he told them, "that Congress have a crack at overcoming the constitutional difficulties, and put on the statute books rules similar to those promulgated by the FCC last year to require cable systems to carry the signals of local public stations, we'll cooperate in helping you do it."

Those FCC rules were second version of must-carry rules adopted by FCC, which suffered blow on Dec. 11, 1987, when U.S. Court of Appeals in Washington overturned them on ground they violated First Amendment. That decision was replay of same court's decision overturning original must-carry rules two years ago. Broadcasters suffered second blow when Solicitor General declined FCC's request that his office join broadcasters who were urging Supreme Court to review appeals court's decision.

Last February, National Association of Broadcasters television board directed NAB staff to seek all avenues to restore must carry.



## Public Broadcasting

■ PBS and NAPTS for first time ever joined other exhibitors at National Cable Television Association April 30-May 3 convention in Los Angeles, and PBS President Bruce Christensen took part in opening session panel. Public TV participation signaled further thaw between two entities, although some of Christensen's remarks concerning cable's need for PBS programming, due to lack of other quality children's and educational programming, drew critical responses from some cable programmers.

Annual public television meeting in Washington in April featured NCTA President James Mooney offering cooperation in resolving issues surrounding carriage and channel placement of public TV stations on cable systems. CPB Program Fund director since 1982, Ron Hull, will leave post effective July 18 to become station manager of KUON-TV Lincoln, Neb., where he began career in 1955, and associate general manager, Nebraska Educational TV Network. He will also return to KUON-TV licensee, University of Nebraska, as journalism professor.

National Public Radio and American Public Radio will each hold annual meeting at public radio conference May 18-22 at Adam's Mark hotel, St. Louis. Stephen Salyer, senior vice president, marketing and communications, WNET(TV) New York, is new American Public Radio president.

PBS board April 13 approved \$24.7-million fiscal 1989 budget. NAPTS board approved \$1.9-million budget that same day.

## Scrambling

■ Legislation pending in Senate to regulate home satellite marketplace, mandating that cable programmers permit any qualified third party to distribute their services to backyard dish (TVRO) owners, is expected to hit Senate floor, most likely as rider to another bill (possibly in late May or early June), according to Roy Neel, aide to Senator Al Gore (D-Tenn.), S. 889's chief sponsor. Neel spoke at National Cable Television Association convention earlier this month, as did Senate Republican Whip Alan Simpson of Wyoming, who said there are no plans by Senate leaders to bring S. 889 up for vote this year (BROADCASTING, May 2).

Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose bill. If Senate passes bill, TVRO measure in House could pick up momentum. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has said matter is "front burner" issue for many subcommittee members and indicated discussions are under way on bill's fate (BROADCASTING, April 4).

On other front, House legislation (H.R. 2848) to permit satellite distribution of broadcast signals—superstations—to backyard dish owners was set for House Copyright Subcommittee vote two weeks ago, but because of controversial nature of bill and number of amendments said to be in offing, subcommittee delayed action. Yet another markup was postponed last week.



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Saturday-Sunday

HH Share

<b>Small Wonder</b>	13
Charles In Charge	13
Mama's Family	12
She's The Sheriff	11
9 To 5	10
Dom DeLuise Show	10
Out Of This World	10
What's Happening Now!!	9
New Gidget	9
It's A Living	8
Marblehead Manor	8
Throb	7
We Got It Made	7
Bustin' Loose	6
You Can't Take It With You	5

## #1 in Early Fringe

Saturday-Sunday

HH Share

<b>Small Wonder</b>	13
Mama's Family	13
Dom DeLuise Show	12
Out Of This World	11
What's Happening Now!!	11
Charles In Charge	9
She's The Sheriff	9
It's A Living	9
New Gidget	9
Bustin' Loose	8
Marblehead Manor	8
9 To 5	7
You Can't Take It With You	7
Throb	7
We Got It Made	6



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## #1 in Prime Access

Monday-Saturday	HH Share
<b>Small Wonder</b>	<b>13</b>
Mama's Family	11
Dom DeLuise Show	11
9 To 5	10
Out Of This World	10
Charles In Charge	10
She's The Sheriff	9
What's Happening Now!!	9
It's A Living	9
New Gidget	9
Bustin' Loose	8
Marblehead Manor	8
Throb	7
You Can't Take It With You	7
We Got It Made	7

## #1 in Prime Time

Monday-Sunday	HH Share
<b>Small Wonder</b>	<b>13</b>
She's The Sheriff	6
Out Of This World	5
Dom DeLuise Show	5
We Got It Made	4
Throb	3
Mama's Family	3
It's A Living	3
What's Happening Now!!	2
Charles In Charge	2
9 To 5	2
You Can't Take It With You	2
Marblehead Manor	2
Bustin' Loose	1
New Gidget	1



Source: NSI/Cassandra Ranking Report 2/88.  
First-run syndicated sitcoms, ranked by HH  
share. Subject to the limitations of the  
methodologies employed.

■ indicates new listing

## This week

**May 16**—*Action for Children's Television's* 20th birthday celebration. Speakers include Congressmen Ed Markey (D-Mass.) and Al Swift (D-Wash.). Host: Comedian Jay Leno. Tavern on the Green, New York. Information: (617) 876-6620.

**May 16-17**—"Media Mergers and Acquisitions Technical Conference," sponsored by *Executive Enterprises Inc.* Los Angeles Hyatt. Information: (800) 831-8333.

**May 16-19**—*Pacific Mountain Network* annual meeting. Coeur d'Alene, Idaho. Information: Ruth Baxter, (303) 980-1411.

**May 17**—"Doing Business with Advertising Agencies," breakfast seminar sponsored by *Producers Council of International Communications Industries Association*. Gangplank restaurant, Washington. Information: (703) 273-7200.

**May 17**—*Cabletelevision Advertising Bureau* media research workshop. LAX Hilton, Los Angeles. Information: Nancy Gomez, (212) 751-7770.

**May 17**—20th World Telecommunication Day, commemorating the founding of the *International Telecommunication Union* in 1865, under the name "International Telegraph Union." Theme: "The transfer of technological know-how in the age of electronics." Information, in Geneva: 41-22-99-59-69/99-51-92.

■ **May 17**—*Women in Cable, Chicago chapter*, second annual cable day. O'Hare Expo Center, Rosemont, Ill. Information: (312) 661-1700.

**May 18**—*Cabletelevision Advertising Bureau* media research workshop. DFW Airport Harvey hotel, Dallas. Information: Nancy Gomez, (212) 751-7770.

**May 18**—*New York Television Academy* luncheon. Speaker: Phil Donahue, host of nationally syndicated

*Donahue*. Copacabana. Information: (212) 765-2450.

**May 18-19**—Sports Conference. New York Marriott Marquis hotel, New York. Information: (212) 213-1100.

**May 18-19**—*Direct Marketing Day in New York*. New York Hilton, New York. Information: (212) 362-6642.

**May 18-21**—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

**May 18-22**—Public Radio Conference, annual meeting of *National Public Radio* and *American Public Radio*, coordinated by *National Public Radio*. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

**May 19**—*American Women in Radio and Television, Washington chapter*, presentation of Esther Van Wagener Tufty Award to local woman broadcaster. Sheraton Washington hotel, Washington. Information: Betsy White, (703) 276-1261.

**May 19**—*Media Research Directors Association* symposium to debate commercial ratings. Warwick hotel, New York. Information: Rick Rosenberg, (212) 350-4774.

**May 19-20**—"High-Definition Technology: The Critical Choices," international policy conference sponsored by *Annenberg Washington Program of Northwestern University*. Speakers include Mark Fowler, former FCC chairman and partner, Latham & Watkins; William Henry, chairman, Advanced Television Standards Committee; Stanley Hubbard, president, Hubbard Broadcasting; Richard Wiley, Wiley & Rein; Alfred Sikes, Assistant Secretary for Communications and Information, NTIA, and Pierre Juneau, president and chairman of the board, Canadian Broadcasting Co. Annenberg Washington Program, Washington.

**May 20**—*Women in Communications, D.C. chapter*, annual Matrix luncheon. Capital Hilton, Washington. Information: (202) 525-2226.

**May 20**—*Cabletelevision Advertising Bureau* media

research workshop. O'Hare Hyatt Regency, Chicago. Information: Nancy Gomez, (212) 751-7770.

**May 20-22**—*Radio Advertising Bureau* radio sales university. Washington. Information: (212) 254-4800.

**May 20-22**—"Economics and the News," conference for journalists co-sponsored by *Foundation for American Communications, Gannett Foundation* and *KARE11*. Scantion Minneapolis Executive Conference Center and hotel. Plymouth, Minn.

**May 21**—40th annual Los Angeles Area Emmy Awards presentation, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

**May 21**—*Michigan Associated Press Broadcast Association* annual meeting and seminars held in conjunction with *Michigan Association of Broadcasters* and region eight of *Radio-Television News Directors Association*. Clarion hotel, Lansing, Mich. Information: Carol Riha, (313) 259-0650, or Karole White, (517) 694-4977.

**May 21-22**—*National Academy of Television Arts and Sciences* screening and judging of entries in news and documentary programing Emmy Awards. Information: (212) 586-8424.

## Also in May

**May 22-25**—Sixth annual Penney-Missouri television workshop, including presentation of *JCPenney-University of Missouri* Television Awards for Community Leadership. University of Missouri-Columbia school of journalism, Columbia, Mo. Information: (314) 882-7771.

**May 24**—*Pennsylvania Association of Broadcasters* Gold Medal dinner. Vista hotel, Pittsburgh.

**May 24**—*Cabletelevision Advertising Bureau* media

## Major Meetings

**May 18-21**—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

**May 18-22**—Public Radio Conference, annual meeting of *National Public Radio* and *American Public Radio*, coordinated by *National Public Radio*. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

**June 6-9**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

**June 8-12**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 32d annual seminar. Bonaventure, 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, Hawaii.

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

**July 31-Aug. 3**—*Cable Television Administration and Marketing Society* annual conference. 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. 22-25**—*Society of Broadcast Engineers* third annual national convention. Convention Center, Denver. Information: John Battison, (614) 888-3364. Future conventions: Oct. 5-8, 1989, Kansas City, and Oct. 11-14, 1990, St. Louis.

**Sept. 23-27**—*International Broadcasting Convention*. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

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

**Oct. 15-19**—*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.

**Jan. 24-27, 1989**—*NATPE International* 26th annual convention. George Brown Convention Center, Houston.

**Jan. 28-Feb. 1, 1989**—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meeting: Jan. 27-31, 1990, Sheraton Washington and Omni Shoreham, Washington.

■ **Feb. 2-5, 1989**—*Radio Advertising Bureau's* Managing Sales Conference. Loews Anatole, Dallas.

**Feb. 3-4, 1989**—*Society of Motion Picture and Television Engineers* 23d annual television conference. St. Francis hotel, San Francisco.

**Feb. 22-24, 1989**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex.

**April 9-12, 1989**—*Broadcast Financial Management Association* 29th annual meeting. Loews Anatole, Dallas. Future meeting: April 18-20, 1990, Hyatt Regency, San Francisco.

■ **April 10-12, 1989**—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York.

**April 29-May 2, 1989**—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: 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.

**May 21-24, 1989**—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas.

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

COMING THIS SUMMER

ORION

# ORION IV

NEXT ATTRACTION  
COMING SOON

NEXT ATTRACTION  
COMING SOON

NEXT ATTRACTION  
COMING SOON

**ORION**  
TELEVISION SYNDICATION

research workshop. Marriott NW, Marietta, Ga. Information: Nancy Gomez. (212) 751-7770.

■ **May 24**—*New York Television Academy* forum, "Does Television Elect the President?" Panelists: Sander Vanocur (moderator), ABC News; John Deardourf, media consultant; Philip Dusenberry, chairman, BBDO; Geraldine Ferraro, former vice presidential candidate; Louis Harris, pollster, and Larry Speakes, former White House press secretary. New York Hilton.

■ **May 25**—*New York Television Academy* luncheon. Speaker: David Poltrack, VP-marketing, CBS Television Network. Copacabana, New York. Information: (212) 765-2450.

■ **May 25**—*New Jersey Broadcasters Association* annual spring managers conference. Wood Lawn, Douglass College campus, Rutgers, New Brunswick, N.J.

■ **May 25**—*Women in Cable, Philadelphia chapter*, "Cable Pursuit '88: The Game Show." Contestants: Gerry Lenfest, Group W; Brian Roberts, Comcast; John Calvetti, Heritage Wilmington; Steve Joyce, Wade Cablevision; Steve Davidson, HBO. Valley Forge Convention Center, Valley Forge, Pa. Information: Liz Bacon, (215) 293-8681.

■ **May 25-28**—"Global Communications—A Network of Cooperation." conference organized by *Center for International Cooperation*, based in Shannon, Ireland. Speakers include Ted Turner, Turner Broadcasting System; Sir Donald Maitland, deputy chairman of Britain's Independent Broadcasting Authority; Gaston Thorn, former president, Commission of the European Communities, and Dr. Mikhail Kuzin, Soviet co-chair-

man, International Physicians for Peace. Dromoland Castle, near Shannon Airport, Ireland. Information: (212) 921-1414.

■ **May 26**—"AM Only Day," seminar sponsored by *Georgia Association of Broadcasters*. Macon College, Macon, Ga. Information: (404) 993-2200.

■ **May 26**—*Cabletelevision Advertising Bureau* media research workshop. Crowne Plaza hotel, White Plains, N.Y. Information: Nancy Gomez, (212) 751-7770.

■ **May 26-27**—*Kentucky Broadcasters Association* spring convention. Brown hotel, Louisville, Ky.

■ **May 27**—Deadline for nominations for Hugh M. Hefner First Amendment Awards, sponsored by *Playboy Foundation*. Awards program is designed to "educate the public about First Amendment and censorship issues, and to recognize the efforts of individuals who have been involved in the defense of First Amendment rights." information: Playboy Foundation, 919 North Michigan Avenue, Chicago. 60611; (312) 751-8000.

■ **May 29-June 1**—*Canadian Cable Television Association* national convention. World Trade and Convention Center, Halifax, Nova Scotia. Information: (613) 232-2631.

■ **May 31**—*North American National Broadcasters Association* technical committee. ABC, New York. Information: (613) 738-6553.

■ **May 31**—Deadline for entries in *National Association of Broadcasters'* Crystal Awards for excellence in local radio achievement. Information: (202) 429-5417.

## Errata

In May 2 story on TV networks' growing use of in-house productions, mini-series *Elvis and Me*, said to be produced by ABC Circle Films, is production of **New World Television**.

Biographical caption of author of May 9 "Monday Memo," Jerry Wishnow listed For Kids' Sake among public affairs programs developed by his firm for TV stations. **For Kids' Sake is product of Westinghouse Broadcasting**.

Based on FCC copy of Review Board decision, May 9 story on KQED Inc.'s loss of license for ch. 32, KQEC(TV) San Francisco, reported that Los Angeles communications attorney Booker T. Wade Jr. appeared before board in behalf of Minority Television Project, which was awarded construction permit to ch. 32. Wade's name did appear in decision and was on hearing brief. Wade "is one of our attorneys," MTP President Otis McGee Jr. told BROADCASTING last week. But Washington communications attorney, **Samuel Cooper III, actually appeared before board and made successful oral argument**.

Due to incorrect information supplied by company executive, wrap-up coverage of Cabletelevision Advertising Bureau conference in April 18 issue reported **Telecable Springfield, Mo., system doing year-long cross promotion test with CBS affiliate there. Test is actually with NBC affiliate KVTN(TV) Springfield, Mo., for three years. Also, station does not pay fee as reported, but does receive time to promote local newscast.**

## June

■ **June 1**—"Broadcasting/Cable Interface II," sponsored by *BROADCASTING magazine* and *Federal Communications Bar Association*. Speakers include Representative John Dingell (D-Mich.); FCC Chairman Dennis Patrick; Representative Tom Tauke (R-Iowa), and Robert Wright, president of NBC. Westin hotel, Washington. Information: (202) 659-2340.

■ **June 1**—*International Radio and Television Society* annual meeting and presentation of Broadcaster of the Year Award to Oprah Winfrey, talk show host. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **June 1**—*International Radio and Television Society* newsmaker luncheon. Speaker: Oprah Winfrey of syndicated *Oprah Winfrey Show*. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **June 1-9**—13th Prix Jeunesse International, contest for "TV productions for children and young people." Categories: animation, information, variety and drama. Munich. Sponsor: *Free State of Bavaria, city of Munich, Bavarian Broadcasting Corp. and Second German Television Channel, ZDF*. Information: (089) 59-00-2058.

■ **June 2**—*New York Television Academy* luncheon. Speaker: Sally Jessy Raphael, nationally syndicated talk show host. Copacabana, New York. Information: (212) 765-2450.

■ **June 2-5**—*Investigative Reporters and Editors* national conference. Hyatt Regency, Minneapolis. Information: (314) 882-2042.

■ **June 3-5**—*Radio Advertising Bureau* radio sales university. Dallas.

■ **June 3-5**—*Chesapeake Associated Press Broadcasters* meeting. Speaker: Merv Block, network news writer. Dunes Manor hotel, Ocean City, Md. Information: Merrie Street. (301) 366-1555.

■ **June 4-7**—International summer Consumer Electronics Show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago. Information: (202) 457-8700.

■ **June 5-7**—NBC affiliate promotion executives conference. Registry hotel, Los Angeles.

■ **June 5-11**—Ninth *Banff Television Festival*. Banff, Alberta. Information: (403) 762-3060.

■ **June 6-9**—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.

■ **June 7-8**—*Museum of Broadcasting* seminars (each day at 5:30-7 p.m.) featuring Garrison Keillor, formerly with public radio show *Prairie Home Companion*. MOB, New York. Information: (212) 752-4690.

■ **June 7-9**—*Television Bureau of Advertising/Sterling Institute* managing sales performance for local sales managers. Hyatt Regency, Denver.

# The Fifth Estate Broadcastings TELEVISION

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A commentary on comparative renewal from Charles Giddens, Media Venture Partners, Washington

## A call to arms over comparative renewal

Comparative renewals are a clear and present danger. As the license renewal period for many stations is just around the corner, some Washington law firms are gearing up to act as challenger mills to extract the highest possible toll from the broadcasting community—all in the name of “the public interest.” Or is it really all in the name of greenmail or just plain old highway robbery? The current comparative renewal system encourages would-be challengers to find something a broadcaster may or may not have done that they could have done better and file on his license. No matter how long the station and its people have been good citizens, taxpayers and responsive to their community needs, the challenger need only find one thread to pull and it’s “pay or else.”

There are a few situations where the applicants really want the license for its public service value. More often than not it is a business deal where they roll the dice. The current challenge to WBBM-TV Chicago is but the tip of the iceberg. Here a 35-year-old Chicago television citizen is being challenged by a group of 13 limited partners where only one of the partners lives in Chicago and owns but 4% of the partnership for which she put virtually no money. The station is worth more than \$600 million; therefore the stakes are very high.

For those who find this appalling, sickening and even dishonest, consider that this same proved payoff technique of counterfiling that has been used on Docket 80-90 FM stations and TV drop-ins for some time. Someone finds a channel, opens an unused door and usually finds it slammed in his face by a host of applicants, most of whom couldn’t tell you who the mayor of their proposed city of license was or even care. If allowed to proceed unchecked, the problems of competing applications will look like child’s play in comparison to the attempted ripoffs that are coming with license renewal.

The problem isn’t the public’s right to responsive broadcasting or access which the comparative process was designed to insure; rather it is the deviations that have been allowed by the FCC in an attempt to be overly fair. The FCC itself has been sued, chastised and publicly criticized by opening the door to anyone who feels compelled to have a shot at a license. The reality is that the average citizen has no idea or interest in such challenges 99% of the time. What is apparent is that there is an emerging business in challenging licenses for profit, and it must be stopped.

Matt Liebowitz took the time and effort to file with the commission a proposal calling



Charles Giddens is a partner in Media Venture Partners, a national media brokerage and finance firm headquartered in Washington. He has been a group operator, consultant, appraiser, general manager of major-market stations, station owner and has been in broadcasting for 28 years.

for rulemaking to bring an end to this abuse of the comparative renewal process. What he proposed was to take the economic gain out of filing protests or “for money” applications. Translated, limit any comparative renewal settlement to the actual amount of out-of-pocket expenditures an applicant might have spent on the challenge and that’s it. Take the renewal process to the level where it is supposed to be. That is, that a challenger be interested in truly righting a wrong, not just holding a hand out. No one would suggest that a license is absolute, rather that good reasons for challenging a license, not economic gain, be the motivating factor.

The American public has every right to expect the best efforts of every radio and television broadcast holder. However, there must be checks and balances that work on both the broadcaster and public side. To limit payoffs to actual documented expenses would go a long way toward ending this nightmare for broadcasters while still giving the public the balance it needs.

Countless times before, the industry has been challenged by powerful forces, and eventually the voices of reason prevailed. Now is the time for a groundswell of support from state associations, the National Association of Broadcasters and individual broadcasters writing a letter or giving a call to their elected representatives. Far worse than the proposed beer and wine prohibition, far worse than most of the evils that have come at broadcasting in the last decade is the looming specter of comparative renewal challenges. This isn’t a case of raising suspicions or crying wolf. This danger is here and it’s now. If CBS can be a target, so can Main Street broadcasting.

Broadcasting and broadcasters all too of-

ten forget the muscle they have, and all too often the constant attacks from all sides make broadcasters extremely wary. The truth is that broadcasters do have muscle, clout, and perhaps even more important, the same rights and privileges of any other citizen. The comparative renewal process as it now stands is a stacked deck. A procedure in which the “risk nots” can challenge a license no matter how well operated, and look for the one oversight to start an expensive and tortuous shakedown is unfair.

The average broadcaster in most cases has no idea of how convoluted some of the FCC processes have become. Many staff, administrative law judges and even commissioners know that there are problems brewing. Already there are cases which have occurred in which the threat of possible license challenges have sent deals crashing and existing broadcasters reaching for their checkbooks to solve potential problems at renewal time.

The time to act is now for the single station operator, group owner, NAB and perhaps even the Federal Communications Bar Association. Most members of the communications bar feel strongly that license challenges only work under extreme circumstances and are not something to be involved in. If the terrible expense and time and money exhibited in the United and RKO challenges aren’t enough to remind broadcasters that this could happen to you, then think about the current WBBM-TV attack. The licensee’s (CBS) crime is being a broadcaster, paying its dues for 35 years as a citizen of the community and suddenly finding it is going to be before an administrative law judge defending its license at the wink of an eye. The challengers won’t even say what they don’t like until they have to go before a judge; then it’s “gotcha.”

This blight on broadcasting’s future must be fought and fought now. The problem of comparative renewal applications will be greater than most can imagine if broadcasters don’t cover their flanks and show both unity and great strength. In the battle against “for profit” challengers either united we stand or divided we fall. Washington is an interesting city, here compromise sometimes wins over almost anything else. If the Congress and the FCC get the message loud and clear that comparative renewal abuses must be stopped cold, it will be. If that message isn’t absolutely clear or, worse, not heard at all, broadcasters will not be the only loser. Broadcasters do influence voters, plain and simple. Not just through dollar contributions to candidates, but more important to them, access to the public. The fear of possibly losing some of that access may be as real to them as comparative renewal challenges are to broadcasters. A message that need not be forgotten. The comparative renewal process must be balanced or radio and TV licenses could become sitting ducks. ☐

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# Broadcasting May 16



## Cable holds its own in the House

**Telcomsubcom oversight hearing hears Valenti urge new regulation and reregulation for medium, CATV representatives rebut; Malone says BOC's welcome in cable except in their home phone markets**

It could have been bloody. But the cable industry emerged relatively unscathed from last week's House Telecommunications Subcommittee oversight hearing despite attempts by its critics (motion picture and broadcast interests) to convince lawmakers to reregulate the medium. Charges by Motion Picture Association of America President Jack Valenti that cable is an unregulated monopoly failed to elicit a strong response from most of the congressmen. Nor did independent television appear to make inroads in its case against the medium. It was as one observer summed it up: "Cable hit a home run. MPAA, INTV [Association of Independent Television Stations] and NAB [National Association of Broadcasters] never got to first base."

Cable seemed to have the upper hand. Industry representatives diverted any serious criticism by telling the lawmakers what they wanted to hear. They expressed a willingness to compromise with their critics on a number of fronts including must carry, channel shifting, the compulsory license, telco entry into cable and syndicated exclusivity.

Still, based on some of the congressmen's

remarks and the heavy attendance (almost half of the subcommittee's 25 members were there), cable is, as one industry source put it, "not out of the woods yet."

Congressman Dennis Eckart (D-Ohio) complained about an "outpouring of problems" in his district over cable. Eckart also criticized TCI's Ashtabula, Ohio, system for dropping C-SPAN and replacing it with the Cable Value Network (TCI owns 15% of CVN). Later TCI told BROADCASTING that its Ashtabula system did drop C-SPAN, but to put on WOIO-TV Shaker Heights (a must-carry signal), not CVN as Eckart claimed. The 26-channel system, according to TCI, is being expanded to 40 channels and C-SPAN will reappear then. The lawmaker is also worried about the migration of sports events from free television to cable.

Representative Carlos Moorhead (R-Calif.) was concerned about problems the city of Pasadena, Calif., has encountered with cable. He asked Malone to respond to a letter from the city, but as the cable executive noted, TCI does not have a franchise there. And John Bryant (D-Tex.), an opponent of the Cable Act and sponsor of a bill that would condition cable's compulsory license on carriage of local broadcast signals, called for action on the home satellite bill and passage of must-carry legislation.

However, several Republicans on the subcommittee, Dan Coats of Indiana, Don Ritter of Pennsylvania, and Michael Oxley of

Ohio, were very positive about the medium. In response to Valenti's plea for Congress to interject some competition into the marketplace, Oxley said he thought cable had "broken the [broadcast] network monopoly," and given consumers a "real choice." It is believed the industry's strong Washington lobby had been working hard on members.

The subcommittee is conducting a series of oversight hearings (this was the second, a third follows in June) on the status of the industry following adoption of the 1984 cable deregulation act.

Legislators grilled cable witnesses at the first hearing in March (BROADCASTING, April 4). Members were unhappy with cable's dealings with home satellite (TVRO) interests. Subscription rate increases and the industry's policies on must carry and channel repositioning were other sources of worry at the March session. Action on a House bill (H.R. 1885) that would regulate the TVRO marketplace (something cable has vehemently opposed) could still occur and will be a chief focus of the next oversight hearing.

This time, the subcommittee looked at concentration of ownership and vertical integration within the cable industry. Broadcasters argued for the need to adopt mandatory must-carry rules and also discussed whether the telephone companies should be permitted to offer cable services.

John Malone, president and chief execu-

tive officer of Tele-Communications Inc., proved to be an effective witness. Malone did not resist the idea of telco entry into cable. He said TCI would "welcome" competition from the telephone companies (including the regional Bell Operating Companies), as long as they do not operate in their service areas and providing there are strong safeguards against cross-subsidization.

Malone was joined by Ted Turner of Turner Broadcasting System, parent of CNN and superstation WTBS(TV) Atlanta, and Ralph Baruch, chairman of the National Academy of Cable Programming. Baruch is the former president and chief executive officer of Viacom International.

The TCI official said he supported codification of a must-carry bill and later told BROADCASTING he would not object if Congress felt it was important to insert language on channel switching. But he did not want the issue decided by local authorities. TCI, he said, is "behaving responsibly." Channel shifting, he added, is a "one-time occurrence." Malone met with Markey prior to the hearing, where the chairman was said to have expressed concern about channel repositioning.

TCI is the largest cable MSO and has often been accused of anticompetitive behavior by independent broadcasters; indeed, INTV released a study prior to the hearing detailing certain cable "misdeeds" in which TCI figured in a third of the complaints. TCI submitted a rebuttal at the hearing (see page 68).

Malone also emphasized that TCI has "no intent to become a programmer," and that it has a passive interest in Turner Broadcasting and other services TCI owns a piece of. The TCI executive's testimony indicated he is open to elimination of the compulsory license. "Syndicated exclusivity may well be reinstated in some form, but it should be delayed pending serious inter-industry discussions and congressional review." Malone called for a moratorium on any legislative or regulatory activity this year.

Valenti was the sole witness representing the production community (the subcommittee apparently asked for studio executives in addition to the Washington lobbyist, but MPAA chose to have Valenti solo). Strategically that may have been a mistake. "Jack overshot. He should have had someone else with him," said one source close to the hearing.

A second panel featured NAB President Eddie Fritts, INTV President Preston Padden and David Brugger, president of the National Association of Public Television Stations. On the other side were Steve Effros, president of the Community Antenna Television Association, and William Strange, chairman of Dallas-based BETA Communications, a small cable operator. Only a handful of subcommittee members stayed for the latter half of the hearing. Even Chairman Ed Markey (D-Mass.) had to leave because of a debate on the House floor.

There were some fireworks. Valenti and the cable witnesses exchanged barbs. Tension between the two groups may have been

indicative of the behind-the-scenes negotiations occurring between the parties (see page 32).

Valenti lashed out at cable. He said if consumers don't like their cable system they have two choices, "commit suicide or go bowling." The cable monopoly, he said, decides what consumers see.

After listening to Malone's opening statement, Valenti said the executive was playing the role of "St. Francis of Assisi." Turner, who didn't like some of Valenti's remarks, said the MPAA chief was speaking with a "forked tongue."

Valenti called for reimposition of syndex, elimination of the compulsory license, restrictions on the number of systems a cable operator can own and permitting telephone

companies to offer cable services. The MPAA chief also suggested cable operators should not carry programming services in which they have an ownership interest on more than 20% of their channels.

Competition exists, argued Baruch. He said competition between the cable networks is "very intense." The former Viacom head said that without operator support some of the programming services would have never survived. Baruch underscored the diversity of programming offered by cable: "It is now widely recognized that cable television and all of its vastly diversified program services have taken the lead in television program innovation with new talent and new ideas."

Turner warned the congressmen that con-



Malone



Turner



Baruch



Valenti

## Peace prospects between

The verbal shots traded by Motion Picture Association of America President Jack Valenti and cable executives at the House Telecommunications Subcommittee hearing last week were indicative of at least one thing: The series of high-level talks between Hollywood and cable aimed at resolving their regulatory differences have not progressed far—at least not far enough to bring a halt to the hostile rhetoric.

Indeed, the hearings commenced as prospects for the talks were hitting a low. Valenti began the week by issuing a discouraging statement: "We will keep talking, but, frankly, there is not much light at the end of the tunnel." The statement came four days after a meeting of the Hollywood and cable negotiators, and three days after an MPAA board meeting at which the talks were the principal topic.

After the hearing, Tele-Communications Inc. President John Malone, National Cable Television Association executive committee member who has been integrally involved in the talks, told reporters he was "pessimistic" about the talks bearing fruit. "They can't

define their interests other than throwing rocks at us," he said.

But nobody was closing any doors. "We are not close together, but that isn't to say we couldn't get close together," Valenti told BROADCASTING last Friday (May 13). "There will be more meetings."

"If they come forward, we'd be delighted to talk. We'll get over Jack's vitriolic attacks," said Malone. "Isn't that the traditional Hollywood negotiating style? Insult your mother over lunch while you're concluding a deal, then stick you with the check too."

"There will be another meeting," said NCTA President Jim Mooney, who has also been involved in the negotiations. "People are going to want to play this hand out."

Mooney also said it is a mistake to make too much of the heated rhetoric and name calling. "Until we have a deal, we will keep hitting at each other in public."

The schedule as much as anything else is causing a lull in the talks. Valenti is in France this week for the Cannes Film Festival, but he said when he gets back on May

sumers will be the "big loser" if syndex is reimposed. "There's going to be a hue and cry," from the public, he predicted, if syndex returns. Turner indicated he could live with a syndex rule if there is an "orderly" transition period over the next five years.

TCI was not the only one to knock the INTV study. Effros went after it with a vengeance. "It is time to get some perspective here," he told the congressmen. For starters, he said, INTV was only able to come up with 42 examples. Of the 1,349 stations on the air, Effros continued, that represents .311% of the broadcast industry. Twelve of those examples had to do with must carry and of those, many are now being carried, said the CATA official. "Most of the complaints you see in this weighty

document actually have to do with UHF broadcasters wanting the presumed benefit of VHF channel placement on cable systems," Effros said.

Padden, however, defended his study. He told the lawmakers that "despite our best efforts to work with cable, we [independent broadcasters] still have taken it on the chin." How are consumers being served, Padden asked, when "this summer in New York consumers are going to have to pay to see 60 Yankee games when channel 11 is willing to show them for free."

NAB also introduced a study it hopes will build the case for must carry (see page 68). "Congress needs to decide whether local television broadcasters should be given a reasonable expectancy of carriage on local

cable systems that operate in the same market," Fritts said. He pointed out that cable is "a powerful, essentially unregulated competitor with the ability to choose whether to carry local broadcast signals on their assigned channels—or to carry them at all."

Strange, however, saw it differently and argued that there is competition. If cable is a monopoly, he asked, then why are only 25% of the homes in Dallas receiving cable services. The rest of the area is covered by over-the-air broadcasters. Nor has his industry cornered the programming marketplace, he added, noting that none of the cable services have aired "E.T."

Another call for must-carry legislation came from Brugger. He said public stations cannot survive without that protection. □

Forces within the cable, motion picture and broadcast industries present their views on the TV marketplace.



Fritts



Padden



Effros



Brugger



Strange

## cable and Hollywood moving slowly

23, he will call Mooney to set some dates.

At the last negotiating session on May 5, according to cable sources, the cable executives felt they had made some significant progress, establishing general parameters for further talks on limiting the scope of the compulsory license and limiting the ownership of cable networks by cable operators.

But, the cable sources said, the progress was negated the next day when Valenti briefed the full MPAA board and was told, in essence, the negotiators were going too far, too fast. The sources pointed to MCA as the principal spoiler. MCA and 20th Century Fox are seen by cable operators as MPAA's "hawks," while Columbia and Warner Communications are seen as the "doves."

Valenti tells a different story. "I've been in on every meeting, and I'm saying to you I did not leave that [May 5] meeting optimistic or pessimistic. I just left knowing there were certain areas of conflict on some crucial issues," he said. "Both sides have put a formula on the table. Some of the things cable put forward, we just simply can't go with. And some of the things in our formu-

la, cable said: 'We can't do that.' That's the way we left the meeting."

At the hearing, Malone said publicly what other cable executives have been saying privately for years: that dealing with the MPAA members is frustrating because of their inability to reach a consensus on what they want.

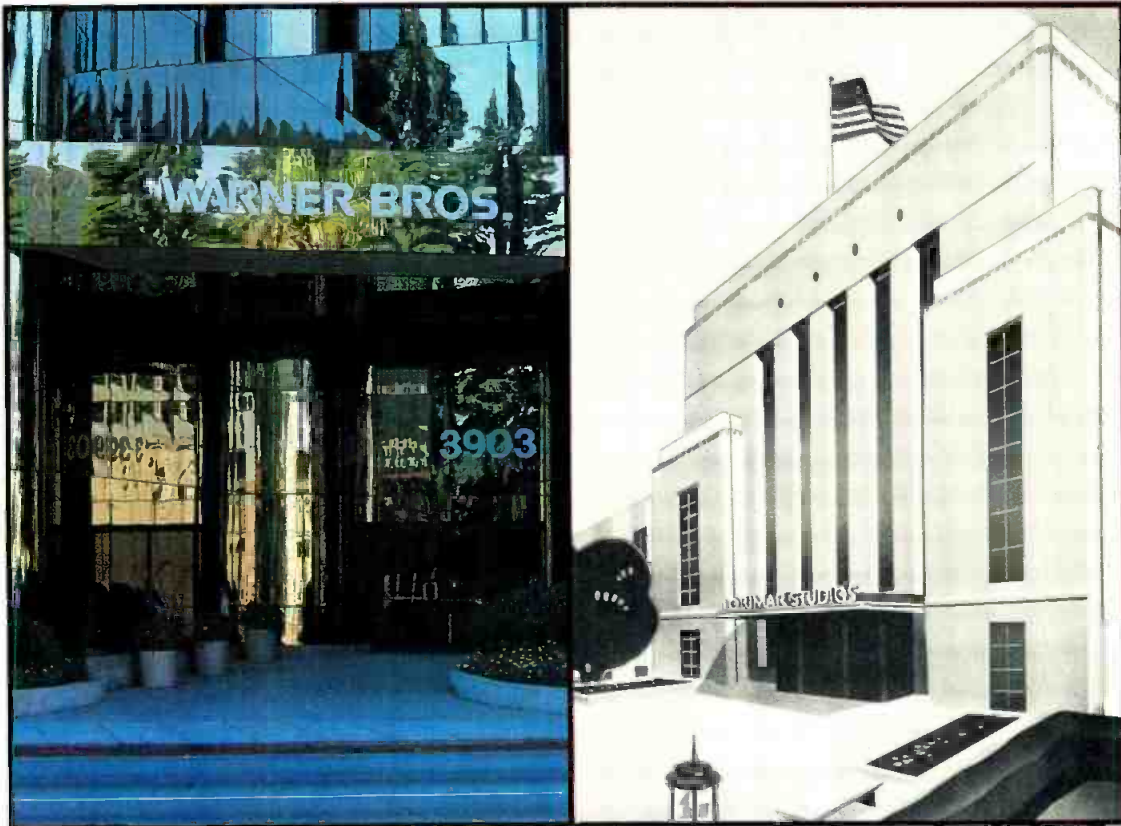
Valenti bristles at the suggestion, while acknowledging that there is some truth in it. "The MPAA board is no more divided than cable is," he said. "There is big cable and small cable and then there is big big cable and mini big cable. They are all looking over each other's shoulders. I think they are more hopelessly divided than we are."

Like the public, most cable operators—in fact, most NCTA board members—have been kept in the dark about the specifics of the talks. What the NCTA board thinks about what was developed at the May 5 meeting is unknown because it was never been presented to them. The board last met on May 4. The principal sticking point in the talks stems from Hollywood's desire for some limits on cable operators' ownership

of cable networks—that is, vertical integration. Unlike the broadcast networks, "there are no limitations on cable," said Valenti. "Our objective is to try to find a way...to produce a competitive marketplace that in many ways does not exist in the cable delivery area."

At the hearing, Valenti said cable operators should not be allowed to fill more than 20% of their channels with programming services in which they have an ownership interest. Following the hearing, Malone said that he would be willing to accept a "reasonable...financial interest" restriction on this programming ownership. The question is whether MPAA and Malone and other cable operators with substantial programming interest can agree on what is "reasonable."

The vertical integration issue becomes even stickier when the parties try to balance it against other issues and against some of the companies' long-range objectives. "This is not your usual deal," said Mooney. "It is an enormously complicated subject intertwined with the business aspirations of the various companies." □



## Warner makes stock-swap offer for Lorimar

**Deal has Warner offering one share for each 2.4 LT shares; Marvin Davis expresses renewed interest in Lorimar, may make own offer**

Lorimar Telepictures appears on its way to being sold. As of last week the most likely buyer was Warner Communications, which tentatively agreed last Monday (May 9) to acquire Lorimar in a stock swap. Still in the ring was Marvin Davis, who responded to the Warner offer by once again asking Lorimar's board for an inside look before deciding whether to make an all-cash bid for the Culver City, Calif.-based programing company.

The Warner offer—one of its shares for each 2.4 shares of Lorimar—was approved by the latter's board last week. It is still subject to approval at a Warner board meeting to be held this week, to a definitive agreement and to a vote by Lorimar's shareholders.

The roughly \$650-million-to-\$700-million stock value imparted to Lorimar Telepictures in the transaction is lower than the value ascribed to the company when the company was formed by the merger of Lorimar and Telepictures. If the merger goes through, the Lorimar Telepictures 58-year-old chairman and 8% owner, Merv Adelson, will have no operating responsibility in the merged company, but will instead be named vice chairman. Warner's chairman is Steven J. Ross.

That Lorimar Telepictures acceded to a sale was attributed, at least in part, to problems that have developed since the merger with Telepictures. With an unrelenting ambition to

become a major software producer and distributor, the company seemed always on the verge of a new acquisition or project. Problems that developed with some of those ventures created a concern among at least some investors that the company's diversification lacked coherence and execution. Among the troublesome events was a failed \$1.5-billion attempt to acquire Storer's TV stations and losses and management problems at the company's home video operation, purchased in 1984. Lorimar's stock had fallen prior to last fall's crash, in which it was halved, making the company vulnerable.

There have recently been concerns among the company's secured creditors. Within the past few weeks Lorimar quietly revised its bank revolving credit line, which it has drawn on heavily and on which it has been in technical default for much of the year. Several of the more nervous banks were dropped from the syndicate. And prior to the merger talks, Standard & Poor's was reviewing the company's subordinated debt rating for a possible downgrade.

The sale of Lorimar Telepictures is still not a certainty. A month ago Warner made a proposal similar to the one announced last week (the latest exchange ratio is within 2% of the initially proposed ratio, according to one of the parties) but there are two changes in the new agreement.

One is Warner's stock price, which is slightly higher than in the prior month. The other is an out given to Lorimar if during a "specified period before the closing" the average price of Warner stock falls below \$36 per share (that price gives Lorimar shareholders an effective value of \$15 for

their shares), or if Lorimar receives a higher offer. If Lorimar exercises this cancellation option for either reason, Warner would receive \$10 million. If a third-party offer is accepted Warner would also be allowed to purchase, at \$15 per share, 18.5% of newly issued Lorimar stock, giving it a quick profit on a higher third-party offer.

Whether Davis represents another offer remains to be seen. He is widely presumed to own at least several percent of Lorimar's 46 million shares outstanding, and therefore he would gain even if his actions only forced Warner to sweeten its offer.

Since the all-stock bid would likely be treated by the IRS as a tax-free transaction, a competitive all-cash bid, almost certainly taxable, would have to be substantially higher. However, as one analyst reportedly noted, many Lorimar shareholders bought in at substantially higher prices than they would get from either Warner or Davis and don't have to worry about taxes. Also, it was said that a substantial number of Lorimar shares are held by institutions not subject to tax.

The market's reaction immediately following the announced stock merger indicated at least some disappointment with the offer. On Tuesday, when the market was up slightly, Lorimar fell  $\frac{3}{8}$  to  $12\frac{3}{4}$ . Warner fell predictably as arbitrageurs bought Lorimar while simultaneously selling Warner short. By Friday afternoon, Lorimar was trading at  $12\frac{7}{8}$ , while Warner was at  $32\frac{1}{2}$ , just below the  $32\frac{3}{8}$  where it ended Tuesday. Given the current price of Warner stock, the exchange gives Lorimar shares an implied value of \$13.64.

## Merger would make Warner largest producer of TV programs

If the proposed acquisition of Lorimar Telepictures by Warner Communications Inc. takes place, and executives on both sides strongly suggest it will this time, Warner will become the largest producer of television programs in the business.

As it now stands, Lorimar Telepictures, by itself, is one of the two largest program producers of network television, along with Universal Television (MCA), each having eight hours of programing on the air. In first-run syndication, Lorimar Telepictures is clearly the biggest producer, with nine programs on the air. Warner Brothers Television has six-and-a-half hours on the networks.

The talk of the production community last week centered on how Warner would absorb the company, and who the winners and losers would be in the executive ranks.

Last week, Warner provided a broad sketch of what the future company would look like, noting that all Lorimar operations,

come vice chairman of WCI, would not have any operating units of the company reporting to him. That led some to question whether he was being relegated to largely a figurehead role. A Warner spokesman denied that was the case, insisting WCI would count on his efforts to "develop new opportunities" for Warner. Observed one Hollywood source on the pending appointment: "He gets to wipe the last two-and-a-half years off his slate. So many people fail upward here." Sources inside and outside the two companies said Adelson must shoulder responsibility for the tenuous position Lorimar Telepictures finds itself in. "Merv's ego is the reason we are suffering now," said one source privately. "He wanted to be an overnight sensation, and it doesn't happen overnight. You've got to earn it."

On the programing side of the business, the most attractive element of Lorimar for Warner appears to be the domestic syndica-

business. A source inside Warner said it was possible the scenario could play out that way. But he stressed that no decision has been made and that it is not an "either/or situation" between those two executives. "Charlie's not the only reason we're not in first-run syndication," the source said. "The last couple of years have not been the best of times to launch into that business."

As for international distribution, the structure is different at the companies. Warner has a separate unit, headed by Richard Fox, that distributes theatrical films abroad, while McGregor is responsible for international distribution of television shows as well as domestic distribution. Michael Solomon is president of Lorimar International, which handles sales of all the company's software product abroad. Solomon, who has been based in New York, is relocating to Los Angeles to consolidate international operations there. How the internation-



Lorimar's 'Knots Landing'



Lorimar's 'Dallas'



Lorimar's 'Falcon Crest'



WB's 'Night Court'

tion unit, now headed by Dick Robertson, a member of Lorimar's office of the president, because it would position Warner as a key player in first-run syndication practically overnight. First-run syndication is a business that Warner has wanted to develop, but has been unable to muster the right strategy or resources. Just about all of Warner's syndication business, headed by Charles McGregor, is based on sales of its off-network product, such as *Growing Pains* and *Head of the Class*. The company has one program pending for first-run—an animated series based on the "Police Academy" film series, scheduled for fall 1989 launch.

On the other hand, Lorimar is a leader—at least in terms of the number of shows it has on the air—in first-run syndication, a program outlet most see growing significantly in coming years. Its current first-run shows include *The People's Court*, *Superior Court* and comedies such as *She's the Sheriff* and *It's a Living*. The company is trying to launch four new first-run shows: *Fun House*, *Family Medical Center*, *Nightmare on Elm Street: Freddy's Nightmare* and *Gumby*. The company's off-network library is not as solid as Warner's, but does include *ALF*, which was launched for fall 1990 debut at this year's NATPE conference.

If the deal does go through, some see a contest between Robertson and McGregor emerging for the top syndication post. And some credit Robertson with an edge given his experience in the first-run side of the



WB's 'Head of the Class'

al units of both companies would be merged remains to be seen.

David Salzman will continue to run the Lorimar network program production unit as a separate entity. Lorimar shows returning next year include *Dallas*, *Knots Landing*, and *Falcon Crest* on CBS; *ALF* on NBC, and *Perfect Strangers* on ABC. Verdicts have not yet been handed down on *Slap Maxwell*, *Days and Nights of Molly Dodd*, *Valerie's Family*, *Full House*, *Our House* and *Aaron's Way*. Lorimar currently has seven pilots under network consideration.

Also continuing in a business-as-usual mode is Warner Brothers Television Productions, headed by Harvey Shephard. That unit's shows include *Growing Pains*, *Head of the Class*, *Spenser: For Hire*, *Just in Time*, *Just the Ten of Us*, *Ohara* and *China Beach*, on ABC, and *Night Court* NBC.

## Fall fall-back position and fiscal concerns top CBS primer for shareholders

Contingency plans for fall programming at CBS-TV were discussed at a shareholders meeting in New York Wednesday, May 11. Because the writers strike has postponed the networks' fall launches, ABC, CBS and NBC have been examining alternatives to repeat programming. According to a CBS spokeswoman, CBS has a number of original episodes of series available for airing in the summer or fall, as well as mini-series that are either completed or near completion.

"We've got a number of options open to us, in regards to scheduling for the fall," the spokeswoman at CBS said. Possible original episodes from programs that will be seen on CBS when the season starts are original episodes of *Murder, She Wrote*; *Coming of Age*, and *The Cavanaughs*. Viewers will be seeing original episodes of CBS's *60 Minutes*, *West 57th* and *48 Hours* because the shows are part of the network's news division, whose writers have a separate contract from that of the strikers. According to the spokeswoman, CBS also has three mini-series that will be ready in time for the fall, although only one is expected to air in the fall. All three of the minis are four-hour two-parters.

Meanwhile, with the networks a week or two away from announcing their schedules, word is that CBS has already renewed *Frank's Place*; the mid-season's *Coming of Age: Murder, She Wrote*; *Dallas*; *Falcon Crest*, and *Knots Landing*. Sources also suggested that shoo-ins for CBS renewals include first season's *Wiseguy* and *Beauty and the Beast*. Others include *Kate & Allie*, *Designing Women* and *Newhart*. CBS executives were said to be agonizing over a decision on *Tour of Duty*.

At NBC, renewals for only two shows were available at press time, *Night Court* and *Highway to Heaven*.

### Tisch has sober news for shareholders

At CBS's annual shareholder meeting last week, Laurence Tisch said the outlook for the company's broadcasting operations was not as good as previously expected. Speaking to shareholders in an auditorium at New York's Museum of Modern Art, Tisch said the second quarter has "not proved as strong as originally anticipated, and the industry outlook for the third quarter is less optimistic than anticipated." For the year, Tisch said, "I do not think any hard and fast estimate can be made. I would like to add that our budgeting for 1988 was prudent enough and our cost control efforts have taken hold so that no severe drop in anticipated earnings is likely."

CBS Chairman William Paley did not attend the two-and-a-half-hour meeting, which served as a forum for many of the same complaints aired at prior events. Accuracy in Media presented a petition calling for Dan Rather's ouster and failed 2.3% to 97.7% in a proxy resolution vote on appointing an ombudsman for CBS News.



L to r: Peter Keegan, Sr. VP, finance, CBS; Gene Jankowski, president, CBS/Broadcast Group; Tisch

News was still being made by CBS Records. Tisch revealed that CBS has filed a countersuit against Walter Yetnikoff and other record executives, charging them with "mismanaging" the division just prior to its sale to Sony. The suit claims their actions cost CBS more than \$15 million. Executives of the division had already filed suit alleging CBS had failed to live up to previous compensation agreements.

In subsequent comments Tisch said that negotiations were continuing with Walter Cronkite, whose million-dollar-a-year contract expires this November. According to the company's proxy statement, CBS is to

begin paying the director and former news anchor \$150,000 for each of the next 10 years "for a variety of services to CBS, including services as a special correspondent for CBS News." Cronkite has confirmed rumors that he has received offers to work elsewhere. Tisch said "friendly" negotiations would result in the 71-year-old Cronkite becoming a "permanent fixture at CBS News."

Tisch reportedly said that CBS had no current plans to acquire a cable channel at this time; one year ago, the company sold its interest in SportsChannel and Rainbow Programming Services. □

## Buena Vista hoping for

### NBC sitcom hit is up for sale in syndication this week for airing in fall 1990 or '91

Disney subsidiary Buena Vista Television will begin off-network syndication this week of the highly ranked NBC sitcom *The Golden Girls*.

Buena Vista, selling 130 episodes of the award-winning show on a straight cash basis for runs beginning either fall 1990 or fall 1991, was already meeting informally last week with unspecified corporate media and station group owners in hopes of prompting multiple market bids, Rich Frank, president of Walt Disney Studios, and Robert Jacquemin, Buena Vista senior vice president, told reporters in New York last Wednesday, May 11.

Jacquemin told BROADCASTING the distributor wanted to "leave the door open" for preemptive group bids, but were "not actively pursuing" them and would focus on selling the half-hour show on a market-by-market basis.

Buena Vista did not specify what minimum bidding prices would be set for the program in different markets, or the expected revenue from its syndication.

The distributor had also not yet decided which markets it would first approach with

the program. But the second largest market, Los Angeles, will probably be the last to be sold, Frank said, because of complications created by Disney's plans to buy RKO General's KHJ-TV there (a purchase now being held up by FCC proceedings involving RKO's license qualifications).

If Disney wins the bidding on its own show for KHJ-TV, Frank said, observers would question the price paid, since the fee would go from one subsidiary of the company to another. If it bid low or did not bid for the show at all, stations in other markets might then doubt the company's confidence in the program, he added.

*Golden Girls*, now in its third season, is ranking third in overall audience share, averaging a 39 share and 22.5 rating. "The show is commanding an absolutely dominant share in its core audience of women, which also happens to be television's core audience," said Jacquemin.

According to Buena Vista, *Girls* posted a nine point share increase over its lead-in show this year (based on Nielsen's NTI service from September 1987 through February 1988), higher than any post-8 p.m. show on the three networks this season. It has a 62 share among women, and among its secondary audiences it has a 49 share of men and a 61 share of teen-agers and children.

## Return of syndex

FCC Chairman Dennis Patrick wants to bring back the syndicated exclusivity rules, and, with the help of at least one of his fellow commissioners, he is expected to do so at this Wednesday's open meeting.

The rules, which were eliminated by the FCC eight years ago, would empower television stations to enforce exclusivity of syndicated programming against distant broadcast signals such as superstations WTBS(TV) Atlanta and WGN-TV Chicago imported by cable systems in the same market.

The rules will be complex and, because the FCC has kept a tight lid on the proceeding, those in the affected industries have little idea of what they will look like. "I've never worked longer or harder on something and had less idea of how it's going to come out," said Bert Carp, TBS vice president for government affairs.

Patrick's push for the rules stems from his belief that for the television marketplace to function efficiently, broadcasters' contracts for exclusive local programming must be honored not just by other broadcasters, but also by cable.

Commissioner James Quello is expected to join Patrick in voting for the rules, not only to reinforce broadcasters' exclusive contracts, but also to give them additional leverage to win back some form of guaranteed carriage on cable systems.

Commissioner Patricia Diaz Dennis has voiced substantial concerns about the rules, particularly in regard to whether the FCC has jurisdiction to impose them. How Dennis's concerns will manifest themselves this week is unclear. If she votes against the item, she forfeits her ability to refine the rules prior to their release. But if she votes for it, even with a dissenting opinion, she makes the decision unanimous and reinforces the rules against a court challenge.

And a court challenge from cable is a definite possibility. Cable has lobbied vigorously against the rules, arguing that the absence of the rules does no real harm to broadcasters and that the presence of them would cause program "blackouts" on distant signals and deprive viewers of programming choices.

Realizing that the FCC was likely to bring back the rules, the NCTA and the superstation owners and distributors have been arguing also for an orderly transition period. At an NCTA board meeting two weeks ago, Patrick said he was "sensitive" to the cable industry's desire for a transition period. But last week, NCTA President Jim Mooney was not hopeful. "We'll get something, but not much."

## Court holds ABC 'misrepresented'; awards \$3.5 million in affiliation case

**KDEB-TV Springfield, Mo., wins suit over ABC affiliation switch shortly after station was acquired by new owner**

A federal jury in Missouri found ABC guilty of "fraudulent misrepresentation" last week and awarded KDEB-TV Springfield, Mo., \$3.5 million in damages in a suit involving the network's termination of the station's affiliation contract. KDEB-TV officials said the jury was persuaded by testimony that ABC did not fully disclose its intention to affiliate with another station in the market during the negotiation of KDEB-TV's purchase by its present owner, Woods Communications Group.

Woods signed to buy the station in January 1985 and closed on the deal in July of that year. In June, prior to the deal's closing, ABC informed Woods Communications principal Charles Woods, now president of the station, of the network's criteria for continued affiliation and reminded him of the six-month cancellation clause in the affiliation agreement, Woods said. (In addition, independent KSPR(TV) Springfield, owned by Lorimar Telepictures, had asked to make a presentation to ABC about affiliating while the deal was moving forward, Woods said.) That ABC pointed out the six-

## pot of gold with 'Golden Girls'

Based on share, the half-hour show, running Saturday nights at 9 p.m., was the second most popular sitcom among women and the fourth among men.

Jacquemin believes *The Golden Girls* will be "the biggest program to be brought to the marketplace since *M\*A\*S\*H*" because of its combination of strong audience numbers and critical acclaim. The show's awards include two Emmys for outstanding comedy series and two Emmys for best actress in a comedy series, as well as Emmys for best writing and directing.

Jacquemin denied that the show skewed toward older women and said that a study commissioned by Buena Vista and administered by Audience Survey Institute indicated wide audience acceptance of the program. The study, contents of which were not released, will be shown to stations, along with market-by-market and daypart-by-daypart revenue projections for the program.

Because station flexibility in scheduling the show is a key to Buena Vista's marketing plan, Jacquemin said the company decided not to hold back any of the six-and-a-half minutes of the syndicated show's commercial time for national barter, which he said could limit its placement on a station's schedule.

The program is primarily being targeted



for prime access stripping, with affiliates in the top 50 markets, proscribed from running off-network fare during that time period, using the program in early fringe as a news lead-in. Both affiliates and independents could also consider it for late fringe, Jacquemin added.

Buena Vista is offering stations from six to eight runs and will not lock in day or date scheduling of the show, Jacquemin said. Other terms of the offering are standard, the syndicator said, including a four-year license term, 10% downpayment and a 42-month payment schedule.

The option allowing the show's run to start in the fall of 1990 or the fall of 1991 will allow stations that have already bought other off-network sitcoms to see how those shows perform in the next three seasons before deciding when to launch *The Golden Girls*, Jacquemin said.

*The Golden Girls* has 76 episodes completed, with an agreement for production of a fourth season. Disney's Touchstone Television is negotiating with NBC for a fifth and sixth season, and the four lead actresses—Bea Arthur, Betty White, Rue McClanahan and Estelle Getty—are under contract through the seventh season. The show's executive producers are Susan Harris, Paul Junger Witt and Tony Thomas. □

### HBO bags Fox films

As expected, HBO has acquired exclusive pay cable exhibition rights to 20th Century Fox films produced from 1989 to 1991. The pay service has access to the film package starting January 1990. The three-year deal is valued at \$250 million-\$300 million, depending on box office performance and HBO's subscriber levels. The Fox deal is the latest package HBO has added to its exclusive film arsenal. The pay service also has exclusive deals with Paramount (six years, starting in 1989); Warner Bros. (described as "de facto exclusive" in that Showtime has opted not to buy packages to which HBO has rights, which extends to 1991), and Columbia and Tri-Star (separate deals that run exclusive from 1984-88, then nonexclusive through 1991). Showtime has locked up package deals with Disney's Touchstone Films through 1991.

month clause "caused us to wonder," said Woods.

Woods eventually closed the deal with the caveat that the price of \$13 million would drop by \$5 million in the "highly unlikely" event that network affiliation would be lost in the next year.

The June letter from ABC described the technical, operating and ratings criteria for affiliation and, in response, KDEB-TV undertook \$3 million in improvements, said Woods, believing that would solidify continued affiliation.

In April 1986, ABC informed the station it would terminate the affiliation agreement in six months, and in October 1986 KSPR became an ABC affiliate while KDEB-TV became an independent/Fox affiliate. Both stations are UHF's, KDEB-TV on ch. 27 and KSPR on ch. 33.

Woods said that had he known ABC intended to yank KDEB-TV's affiliation, "I would have walked away from that deal." Woods said last week that in the trial an ABC official testified that the network's management had voted in May 1985 to

switch affiliations in the market, two months before the deal closed, and nearly a year before ABC told the station of its final decision. In June 1985, when ABC informed the station of the renewal criteria, KDEB-TV was told ABC was deferring a final decision until the end of the year. That coincided with the closing of Capital Cities' purchase of ABC, in January 1986. Three months later, KDEB-TV received the termination notice.

KDEB-TV had asked for \$109 million in damages, \$9 million in actual and \$100 million in punitive, when it brought suit. The jury deliberated five hours before returning a unanimous verdict in the federal court for the western district of Missouri earlier this week, awarding \$1.5 million in actual and \$2 million in punitive damages.

ABC would not comment beyond an issued statement saying: "We feel the verdict is inconsistent with the facts and with the evidence that was presented, and we will take all necessary steps to have it reversed." ABC is expected to file an appeal within the next week. □

## TV networks again support poll closing amendments

**They tell Senate, if uniform closing time is adopted, they will not use data from exit polls to characterize elections**

Representatives of the three television network news organizations testified before the Senate Committee on Rules and Administration last week, in support of S. 182-H.R. 435, which would establish a uniform poll closing time in the continental U.S. for presidential elections. The representatives of CBS, ABC and NBC reaffirmed their commitment not to misuse exit polls, mitigating a flap that could have erupted over NBC's use of exit poll data during the New York primary (BROADCASTING, April 25). NBC apologized for the incident.

Opening the hearing was Senator Brock Adams (D-Wash.), who stressed the importance of the cooperation of the networks in making the uniform poll closing act successful. "If we do not have a commitment from the networks not to characterize an election before the polls close, we are wasting our time here today," he said. "If I choose to go to my polling place in Seattle after the polls have closed in the East I do not want to hear anyone, and I mean broadcasters, pollsters or star-gazers, telling me who they predict has won or lost the election." Adams also expressed concern over NBC's April use of exit poll data in calling the race. "The actions of NBC at both the local level in New York and on its network newscast cast doubt on its commitment not to misuse exit polls," said Adams.

The bill, which passed the House last year (BROADCASTING, Nov. 16) would have polls close at 9 p.m. EST in all four continental time zones—Alaska and Hawaii would be exempt. Daylight saving time would be ex-

tended for two weeks in the Pacific time zone, making closing time on the West Coast 7 p.m. local time. Senator Ted Stevens (D-Alaska) said he would not hold up the bill, although he had difficulty with the exemption of his home state and Hawaii. Stevens suggested that one possibility might be for polls in those states to open the night before and close at the same Eastern time, in lieu of his earlier proposal to make the national election day a holiday, a proposal he still supports.

After the opening remarks by committee members Stevens and Adams, the hearing heard testimony from the Senate bill's author, Senator Don Reigle (D-Mich.), Senator Alan Cranston (D-Calif.), who played a tape of the three networks' coverage of the New York primary, and Representatives Al Swift (D-Wash.) and William Thomas (R-Calif.), the House bill's sponsors. The tape showed ABC anchor Peter Jennings and CBS's Dan Rather citing their agreement with Congress not to broadcast predictions before the polls close, while NBC's Tom Brokaw was presenting exit poll data to predict Dukakis as the winner and John Chancellor, in his commentary, offering a breakdown of voting patterns. Cranston said the NBC broadcast aired two hours before poll closing.

Speaking for NBC was Thomas B. Ross, senior vice president, NBC News, who expressed NBC's support for the bill and repeated the position of NBC as expressed by News President Larry Grossman before a House subcommittee in 1985. "We 'project' election results in any state only after all polls for the office have closed," said Ross. "Were a national uniform poll closing in place, NBC News would not use election

day voter polls to project or characterize the outcome of a national election until polls in all states were closed." Ross also restated the caveat that NBC would reserve the right to refute "false or misleading" broadcasts. Ross stated that the caveat was not a modification of its position. When asked about the New York primary incident, Ross described it as "an inadvertent aberration" that would not be repeated.

Expressing similar support for the bill were George H. Watson, vice president and Washington bureau chief of ABC News, and Warren Mitofsky, director of CBS News's election and survey unit. Watson repeated a 1984 pledge made by Boone Arledge, ABC News president, not to use exit polls, saying the policy would remain in effect through the presidential elections, and if Congress passes the bill, the policy would become permanent.

Watson submitted Arledge's pledge to the House subcommittee in 1985. Mitofsky gave CBS's support for the bill also, but warned that "underground commerce" in exit polls had become a "cottage industry" that would be widely available to local news organizations by the November election. "Withholding information from the public under these circumstances is not a practice with which any news organization can feel entirely comfortable."

Swift said he was concerned that the warnings expressed by Ross and Mitofsky could be an excuse for the networks to abrogate their promises, noting that the networks should have better control of their own information. He said that local stations generally do not have the ability to conduct their own exit polls and tend to follow the example set by the networks. □



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## Casting his lot with TV's new generation

*Bob Pittman has never been one to stand still.*

*First attracting notice as an NBC radio whiz kid in his early 20's, then just a few years later as the founding spirit behind the influential cable channel, MTV, the 34-year-old Pittman these days is heading his own miniempire in media, Quantum Media, and making forays into virtually every form of consumer communications—with the 50% backing of media giant MCA.*

*Stretching his programming muscle, for instance, the company has a 13-week prime time series commitment from CBS for next season, plus two syndicated shows, one now going national and the other being readied for next fall.*

*Quantum's The Morton Downey Jr. Show, an often startling and highly*

*confrontational talk show success on MCA's WWOR-TV New York, is already creating a stir as it begins airing this month in markets around the country (see story, page 59).*

*The late-night cop show strip, The Street, is another example of Pittman's desire to break TV entertainment's bonds with the past through the use of news-style camera work, raw dialogue and intimate character sketches in place of plot lines.*

*Also in its short life, the company bid for and came up just short (\$11.5 million) of winning NBC's recently sold radio stations, Pittman's alma mater. Quantum was also a player in last year's sale of ad agency giant, J. Walter Thompson, but again fell short. In other areas, Quantum has in*

*planning a feature film deal with Universal Pictures; it has released home video and recorded music products, and it continues a search for major-market TV station turnarounds.*

*In the following interview with BROADCASTING editors, Pittman discusses his company's current and future efforts, and also talks of the continuing appeal of radio, of post-Pittman MTV, of the future of cable television and the broadcast networks and of the new generation of TV viewers. He believes the entire entertainment/communications business is going through a period of great, generational change, and with his small band of creative and business associates means to make his multimedia vision a part of it.*

**What will be the balance among the broadcast networks, cable and radio in 10 or 20 years?**

I think that by the end of this century cable will be the delivery system for television. Whether the networks also have broadcasting frequencies or whether they're just fed directly into the cable, I think that will be invisible to the consumer because everything will be

coming in on the wire.

If you look today at why cable penetration has gone up, I don't think it is necessarily because of brilliant marketing or anything else. What we find is a sharp dichotomy between the people who grew up with TV and the people who didn't. Those people like myself who grew up with TV can't get enough of it. We buy cable

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because we want a lot more options. We might buy two pay services that basically have the same movies, but they schedule them at different times. There's a lot more convenience—we can't live without TV.

Whereas my parents' generation, if they get the three networks and get good reception, why should they buy cable? That's more TV than they watch anyway. What's happening to cable is that as the TV babies get older and older, they take cable into the household. And if you compare the penetration of a household having people under the age of 35 or 40 in it with households that have no one under the age of 50 or 55, you see radical differences in cable penetration—unless you're looking in a market that needs cable just to get the three networks. In other words, it's sort of a big antenna for the television set. So I think cable can wrap up to 85% to 90% penetration at some point, filling the areas of the country that can't get cable and won't ever be wired with satellite dishes.

#### How about radio?

I think radio has already pretty much defined its niche. Magazines and radio jumped to specialized formats a decade or two ago. Today no one really tries to do mass appeal radio. There are a few stations that have held on to it like KDKA Pittsburgh; to a lesser degree, WGN Chicago—and, not very well, WOR here in New York. They're sort of slowly dying out. And what they're being replaced with... I mean, at one point you had a black station. Today you've got a sort of ballad black station, you've got a real street rap music black station. You've broken up what were once general formats into many specific formats.

#### So radio will change the least.

I think so. The question is, however: How do you begin to integrate all of those into a marketing plan? Everybody sort of sold things against each other—radio against TV, cable against broadcasting. Look at it from the advertisers' perspective: How do you make all of them work so you can get some synergy, so you get two plus two equals six? And what should be the specific function of each of those elements? I don't see it as competitive; I don't think cable networks will kill broadcast networks. Radio is not going to kill it. Having worked in almost all of these areas, they all have strengths and they all have weaknesses.

#### What do you think of MTV now?

MTV is one of those animals that has to change for change's sake, and the good news is they are changing. I'm sure, like anyone running a creative project, some of the things will work and some won't. I think they're all smart enough to know the things that don't work, and they'll change them until they get it right, with whatever they're trying to do with those particular elements.

You know, sometimes people are paralyzed because they're afraid of making a mistake, but if you don't make a lot of mistakes, you're not going to control it. And I think Nickelodeon is doing terrifically well. Before I left, we were going in the direction of doing some unusual stuff such as kids' game shows, which people said would never work. Now *Double Dare* was not only a successful Nickelodeon show, but it's now in broadcast syndication and has been a big hit.

I think Nickelodeon today probably has the most creativity in terms of children's programming than any organization in America, and maybe even the world.

Nick-at-Nite is coming on strong, and that idea started out as an idea for a higher classic TV network. When Arts and Entertainment left the back end of Nickelodeon, we decided to just tie it into Nickelodeon—TV for the TV generation. Take these old shows—the *Dick Van Dykes* et al.—and don't try to pawn them off as wonderful programming, but sell them to the consumer who sits around the dinner table talking about TV trivia. And that network is all about that. The shows are there almost for a camp value and an amusement value more so than watching the shows as they were watched originally. I think that is going to be one of the real strong products of that company.

VH-1 I think has never looked better. So I think they're in great shape. I think the foreign operation is going to be great.

**I guess *The Mort Downey Jr. Show* is the first project that's hit the air under your new company. Why did you go for this sort of abrasive talk show style?**

Well, I'll tell you, I don't think it is abrasive. We started out by looking at the market that was out there, and identifying the holes. *Geraldo Rivera* came on and basically did another *Donahue*. Every-

body that comes into the market patterns themselves after *Donahue* or *Oprah Winfrey*.

There's a whole other way to do a show. You don't have to do talk-show-host-as-moderator; you can do talk-show-host-as-advocate. Instead of trying to draw things out of very special guests, you can make the host the star and make the show about extreme versus extreme. In many ways these things work in cycles. I think that everybody has had media training now who is an executive or who is a potential guest. And they all know how to play to the host-as-moderator show. You really never get past the PR veneer. And although it sounded great for a number of years, I think in the public's mind there's a little bit of ho hum setting in.

Also, I think most of those shows reflect a TV etiquette that's really about the etiquette and manners of my parents' generation, not my generation. In my parents' generation, you never talked back to a cop, you never talked back to a teacher, you never talked back to any authority figure, you were always nice and polite. And these shows have an element of that: "Thank you very much for your very enlightened opinion today and good luck on your book tour and tomorrow we'll have another exciting show."

My generation looks at it and says, "Get them off the show; what are they doing?" We are the post-Watergate generation that has little respect for authority figures. Mort is really the first person on TV that's done that. He crushes people's PR veneer. There are very few people who can maintain their cool and stick with their plan when they come on the *Mort Downey Jr. Show*, and what happens is I think we get a lot more of an enlightened view of things through obviously adversarial tactics than you do in the normal interview situation.

It is clearly derivative of Joe Pyne [the late host of a syndicated, confrontational talk show airing 1965-1967]. But even if you look back to—and I know this will offend every newscaster in America—but even Edward R. Murrow was fairly confrontational. Did you ever see the old tapes of him and [Senator Joseph] McCarthy? I mean, he ambushed him; it was about fighting.

So we know it works; it's a different approach. We don't book celebrity guests, we book the real heart of it. We don't want the PR head of the Ku Klux Klan; we want some of those members that will say stuff that is really what the Klan is all about, and Mort will fight with them. If we do a pit bull show, we don't want the head of the Pit Bull Society, we want some kid from Manhattan who's been in Central Park and his dog's just eaten up another dog. We want someone who is not going to say all of these platitudes.

I think the other element that makes Mort work is that he is truly not a conservative; he is a populist. If you watch him, he is sometimes on the liberal side of the issue. He bounces around. What he's really interested in is the little man's opinion; that's really what he is representing. I think it makes for a more interesting show. There have been arch conservatives on the air before, but after a while they become so predictable you know exactly what they're going to say and who they're going to be against.

So it's enough of a change to keep it very interesting. He's also a very intelligent man—he makes a great argument and does it with what I think works best on TV—emotion and passion. Downey doesn't take an intellectual approach to things, but an emotional approach.

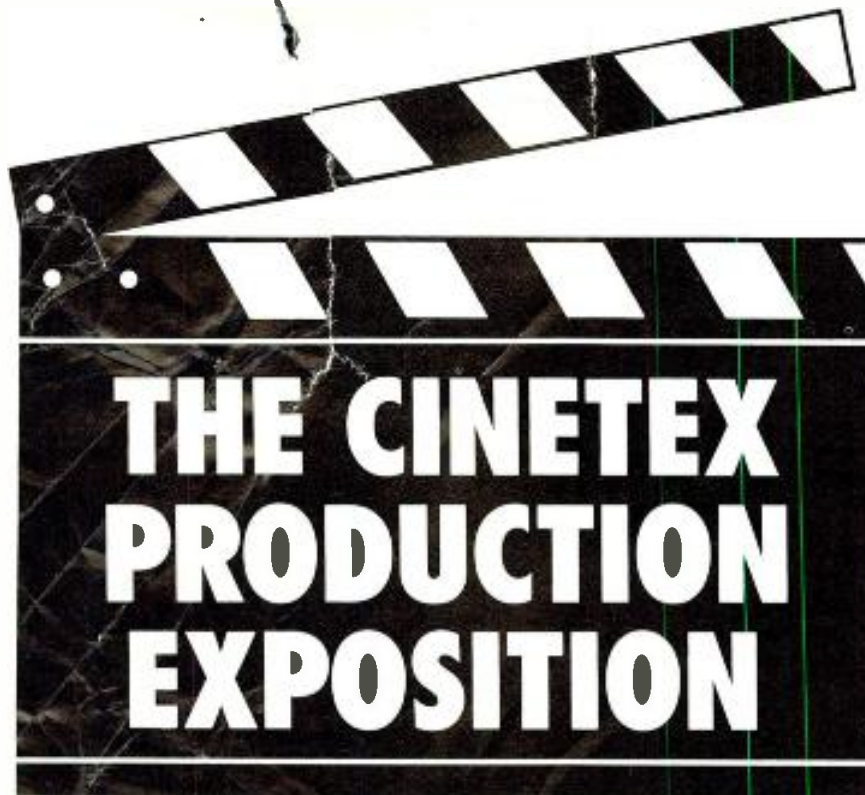
**What about *The Street*? Dan Pyne, the executive producer of that show, describes it as 'guerilla television'. What does he mean by that?**

I talked about Mort being a populist. I think *The Street* is sort of populist in the sense that we are breaking every rule in the book, and I think there are plenty of viewers out there who will welcome someone not taking minute steps in a new direction, but quantum steps in a new direction. *The Street* has certainly done that. We've broken the rules about what the camera can do. Again, going back to asking, "What's the hole in the market?"

One of the holes is that everybody who does dramatic programming shoots it like cinema. The camera makes a frame and the action happens within the frame. We tell people what's going to happen by already being there before it happens. If I'm talking to you, the camera is going to be on you a split second before you start speaking. We know what's going to happen, it's choreographed. We're waiting for the car to drive up the driveway; we're already there; we know what's coming.

Whereas if you look at news, you're never on the person until after they're talking because you don't know who's going to speak until they speak. There is not a false axis. I mean, you don't always

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Westin Hotel, Washington, D.C.

#### PROGRAM

9:00 a.m.-6:00 p.m.

#### RECEPTION

6:00-7:00 p.m.

#### Introduction and Overview

West and Wiley

#### Keynoting for the Congress

##### The Honorable John Dingell (D-Mich.)

Chairman, House Energy and  
Commerce Committee

#### Keynoting for the FCC

##### The Honorable Dennis R. Patrick,

Chairman, Federal Communications  
Commission

#### Independent Voices

FCC Commissioner James H. Quello  
and NTIA Administrator Alfred C. Sikes

#### Speaking for the Industries

**Decker Anstrom**, Executive Vice  
President, NCTA

**David Brugger**, President, National  
Association of Public TV Stations

**Steve Effros**, President, Community  
Antenna Television Association

**Eddie Fritts**, President, National  
Association of Broadcasters

**Preston Padden**, President, Association  
of Independent Television Stations

#### LUNCHEON

##### A Network President Looks to the Future

**Robert Wright**, President, NBC

##### Point/Counterpoint: Broadcasting vs. Cable

**Joel Chaseman**, Chairman and CEO,  
Post-Newsweek Stations

**Robert Clasen**, President, Comcast  
Cable Communication

**George Gillett**, Chairman, Gillett Group  
Inc.

**James T. Lynagh**, President, Multimedia  
Broadcasting

**Dr. John C. Malone**, President,  
Tele-Communications Inc.

**Trygve Myhren**, Chairman, American  
Television & Communications Corporation

#### HDTV and Beyond: The Media Futurists

**Paul Bortz**, Browne, Bortz and  
Coddington

**Joseph Flaherty**, CBS

**Henry Geller**, Washington Center of  
Duke University

**Donald Jansky**, Jansky, Barbat  
Telecommunications Inc.

**William F. Schreiber**, MIT

**Patrick White**, Bell Communications  
Research

#### Solicitors General: Plying the Policy Spectrum

**Jonathan Blake**, Covington &  
Burling

**Jack Cole**, Cole, Raywid &  
Braverman

**Mary Jo Manning**, Wilkes, Artis,  
Hedrick & Lane

**Erwin Krasnow**, Verner, Lipfert,  
Bernhard, McPherson & Hand

**George Shapiro**, Arent, Fox, Kintner,  
Plotkin & Kahn

**Andy Schwartzman**, Media  
Access Project

#### In Conclusion: A View from the Hill

**The Honorable Tom Tauke (R-Iowa)**  
House Telecommunications  
Subcommittee

#### RECEPTION

6:00-7:00 p.m.





Deadline for registrations May 27.



Pittman and artifact from his MTV days

keep one side of it going as if there is a stage there. With the ENG crews, they go right in the middle of it. the camera becomes a participant.

One of the advantages of television over the big screen is that you get a sense that you are a voyeur; TV lets you be there and be there now.

**But isn't that what documentaries do?**

Great documentaries do. The ones that don't work are the ones that shoot sort of cinema style, which is detached. The ones that work so well are the ones where you see Geraldo Rivera breaking into the safe or Geraldo Rivera with the drug dealers. And those got great ratings; you had the sense that you were along for the ride.

What *The Street* does is employ that system of communicating. Consistent with that, we only tell you what the main characters know. If you're riding with Peluso and Scolari, you don't know any information they don't know. So both of those are sort of guerilla tactics. I think you'd call *60 Minutes* sort of guerilla journalism; Geraldo Rivera's specials are guerilla journalism. This is the same thing in terms of: "Let's break the rules, hit and run. Let's be goal-oriented and not process-oriented." What we're trying to do is tell the story, trying to get people involved. Also, we're sort of doing what the British do in the sense that this show doesn't focus so much on plot as it does on characters.

It doesn't begin with a crime being committed and then the entire show is about solving that crime, and at the end, a solution. This show is about making character studies of these guys, and there are some threads that run through it. All of these cops are basically lower middle class guys, high school educated; they get a job as a cop, and lo and behold, the idealism wears off. They don't want to be a cop any more, but you know what: They're trained to do nothing else. And it's sort of that frustration of being trapped. And it's also a sense that they can never live up to the ideal view of a cop.

So as you see them in this show, you see them acting as a cop—the ideal role—and then you see them get back in their car and they're bullshitting just like everybody else. And they're worried about fertility, girl friends leaving them, gambling problems, alcoholism, other corrupt cops—they're torn about these issues. You know the guy is corrupt and they know he's corrupt, but he's a cop and they can't turn him in, and it's a very real issue. Once you watch a couple episodes of *The Street*, every other cop show will seem real dry.

And finally, it's a show that's about writers' vision. Writers

usually turn in a script and by the time it hits nothing like what they turned in. But this show... Why are you so certain that people are ready for TV as a fantasy world where viewers essentially tu

I think people go to television to be entertained. As to entertain people with stuff that's not believable. entertaining stuff is real stuff, whether it's a fiction or whether it's a news documentary; if you touch people on something they're interested in and you get them involved, it's still fantasy and it's still escape. We're not lecturing them to teach them something here; make no mistake about that.

But I think what you find, especially with the younger generation—remember we can do all this because we're dealing with young adult audiences late night. I think if you showed this show to my parents, they'd say: "What is that stuff? It doesn't make any sense to me." It's not put together in the traditional way they are comfortable with. But I think my generation watches a lot of TV and complains about it a lot. They say, "Ah, did you see that show last night, wasn't that the most ridiculous thing you ever saw?" But they watched the whole thing, they were on the Nielsen, they were responsible for the ratings, yet they're complaining about it.

I think all of us feel a certain sense of the contrivence of television, and I think what will be exciting about this show is the lack of contrivence. Now the problem we've got with the show is it's probably going to be a slow build show. When you first watch the first five minutes, you think: "What is that?" It takes you a while to get it the way *Saturday Night Live* took a couple of seasons to build. But it will take a little bit of time to get what is going on here; there is no model for it; the audience can't say, "Gee, that show is just like *Hill Street Blues*," because there's nothing like it. Our biggest selling problem in terms of promotion is getting people to understand what the show is.

**What about the production values and style of putting the show together. First of all, what does it cost per episode? And what about the implications of your production style on the economics of show production in general?**

Well, we don't talk about our economics other than to say it is very expensive by late night standards and very cheap by prime time standards. What made the show possible is the technology advances of the past few years. We could not have made the show had someone last year not introduced the chip camera, the CCD, which shoots very well with a good picture under negligible lighting. You can monkey around with the camera to get the look we have, so you don't get that glossy phony look that sometimes comes from videotape. It basically looks a lot like 16 mm with a little more sense of immediacy and a lot more control in terms of the shooting environment.

If indeed the show can succeed, it is cheap enough that networks can afford to do 52 weeks of production instead of producing a half year and rerunning the other half. What you see with the networks is that every summer viewers go away to independent stations and cable and fewer and fewer come back. I think the networks, to stop that process, are going to have to go to 52-weeks-a-year shows, all original, and the only way you can do that is to change the numbers. You can't do that when you're paying \$800,000 or a million dollars an episode.

**There is a certain irony in your position. Here's a man who developed one of the most influential channels in cable forming his own company and saying, "I'm going to produce a show that broadcasters can use to fight the influence of cable and, particularly, to fight late night losses."**

I don't think it's so much a fight. There is just a real hole there. And the networks, whether I do it or someone else does it, will come to that conclusion. I think the show could also play on cable. It will play anywhere where people need programming and need to improve it—and if you can do something on this economic basis, it works.

The wonderful thing about having been involved in start-ups and turnarounds my whole career is that you understand the most important thing in those situations is to keep your costs under control, keep them low. Because you can't predict that your revenue is going to be there. All you can predict is your cost. And if you can control your cost, you may not win the first day but you can keep going and come back and fight another day. And indeed, that carries through to everything we do. If I can't do it cheaper than other people, I really feel like I'm not being very creative. Because part of

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creativity is figuring out a new approach to an old problem.

#### Do you have plans to develop a product for cable?

I don't necessarily do it for cable. I really look for holes in the market. To me cable and network are, from a supplier standpoint, fairly similar—some different economics, slightly different needs in terms of content. But with broadcasting you have that same sort of flexibility; it's like playing with different dayparts. With cable you have it by playing with different networks.

#### But it's all television?

All television. I mean, you're dealing with the same consumer. A company is really based not on being involved in the process, but being involved in the consumer, knowing that consumer as well as or better than anyone else and then building product that reaches the consumer and serves some need of that consumer.

#### If we can't talk about projects in development, can we talk a little bit about holes that you see out there?

I think there are some holes in terms of cable networks. You know, MTV and Turner were about the only two companies that ever could develop new product. I would say MTV was probably the leading company that successfully introduced it to the networks. I think there are three or four holes for additional cable networks. I don't want to talk about them because I'd love to develop them myself, but I think that ship has not sailed yet at all.

In terms of broadcast television, we've looked at opportunities in terms of doing stations on a specialized basis. Cable networks are all about specialized formats; no one is doing it on television with the exception of home shopping. There is an opportunity to do that on broadcast television, especially in markets that have too many stations. You can't do one more mass appeal station. Somebody is going to have to say, "I'm going to get a 1 rating, but it's going to be all 18-to-34-year-olds, and I will be more profitable than the

number-two independent in the market."

#### What do you think about Turner Network Television?

I don't know enough about it. But Ted [Turner] is a smart guy, he's a real hustler, and if anyone is going to succeed, Ted will.

#### What about the concept of a general entertainment channel versus specialized channels?

All I know is what they've said, and without seeing the programing, I don't know whether they're really doing a mass appeal network or they're doing something else. You don't have to be *all* one thing to be specialized. I would consider *Vanity Fair* a specialized magazine, but they're not all something. They are about a specific attitude and there are only going to be a specific finite group of people who will read that magazine.

#### Is there a general entertainment channel on cable?

I don't think so, but some people do. Some people think TBS is that, but again, I don't.

#### Should there be one?

I've got to tell you, I think that's a thing of the past. I don't know why anyone would want to get into that when everyone who is in it is getting the hell kicked out of them in terms of fragmentation. And I don't think it's going to be any better than ABC, NBC or CBS, so why go into it? Why not own a niche?

#### Do you think you'll still be making TV programs 20 or 30 years from now?

If we can contribute something. If you're a young man you have a better edge as well, so I hope at a certain point I'm smart enough to spot the new young guys coming up and support them as opposed to trying to do it all myself.

## Zimmerman: from Fox to Group W

### Mission is for production company to be major source of programs for distribution to various media

Things are happening at Group W Productions. The company announced last week it had signed Derk Zimmerman to the post of president and chief executive officer to the Los Angeles-based production arm of Westinghouse Broadcasting Co. (BROADCASTING, May 2). Zimmerman replaces Ed Vane, who left the company for personal reasons.

Several weeks ago, the company announced the acquisition of *Teen-age Mutant Ninja Turtles*, a weekly animated series based on the off-beat comic book characters that have developed a cult following since the comic debuted in 1983. In the first two weeks of marketing the show, Group W says it has cleared 75 stations covering more than 75% of the country (including WPIX(TV) New York, KNBC-TV Los Angeles and WPWR(TV) Gary, Ind. [Chicago]).

Zimmerman's appointment came a week after his resignation as head of the Fox Television Stations, a post he has held for about two years, since the acquisition of the group by Rupert Murdoch from Metromedia founder John Kluge. Before that, Zimmerman was vice president and general manager of WFLD-TV Chicago. Before that, he held management slots at Kaiser Broadcasting, which was absorbed by the Field station group, where he worked until Field was merged with Metromedia.

The new position will actually be Zimmerman's third go around at Group W. Early in his career, he worked in the programing



Zimmerman

department at KDKA-TV Pittsburgh and later signed on with Group W Satellite Communications when it launched Satellite News Channel, which failed in a bid to compete with CNN in the cable news business.

Zimmerman said last week his mission was to take Group W Productions and turn it into a major source of programs for distribution in various media, but particularly syndication and cable. Zimmerman, who will report directly to Westinghouse Chairman Burton Staniar, said he will work closely with the all-network-affiliate station group (KYW-TV Philadelphia; KPIX(TV) San Francisco; WBZ-TV Boston; KDKA-TV Pittsburgh, and WJZ-TV Baltimore). The stations, he said, "represent an enormous resource that we can draw on. If you take a look at the history of Group W Productions, it was

started as a distribution arm for the stations." *Hour Magazine* was one of the first such efforts.

A priority, he said, would be to seek out successful shows being produced and aired locally by the Group W stations and syndicating them nationally, but he declined to provide any examples. But, he said, "the stations are closest to the market." The company he just left, Fox Stations Inc., has had recent success executing a similar strategy. WNYW-TV New York developed *A Current Affair*, which Fox's domestic syndication unit is now offering nationwide, and *America's Most Wanted*, developed by WTTG-TV Washington, was picked up by Fox Broadcasting Co. for national exhibition.

In addition to live action program development and production, Zimmerman will oversee the activities of the company's barter sales unit; Filmation, the animation subsidiary, and TVSC, a tape distribution concern.

Currently, Group W Productions is trying to launch in syndication for next fall *Life's Most Embarrassing Moments* and *Good Company*, the popular local talk show from KTSP-TV Minneapolis. The former has been cleared on 82 stations in 71% of the country, but has not yet been declared a go, while the company refuses to discuss its progress in clearing *Good Company*, which usually indicates a lack of progress. At the present time, Group W has committed to a 13-week flight of *Ninja Turtles*, which has been the recipient of a large amount of press in recent weeks, including a story in *People*. A spokesman for the company said that expo-

sure has probably helped the show off to its fast clearance pace.

Group W Productions continues with the long-running *Hour Magazine* and the animated *Brave Starr*, *He-Man* and *She-Ra* series and plans to roll out a new animated show, *Bugsburg*, for fall 1989. *The Wil Shriner Show*, launched last year, has been canceled. The barter division of the company was recently awarded the rights, with two other companies, to sell the barter time in the off-network episodes of *The Cosby Show*. □

## NATPE next year: back to basics

NATPE International announced last week that the theme of next year's convention, to be held again in Houston Jan. 24-27, will be, "The Art and Impact of Television." Joseph Weber, chairman and chief executive officer of NATPE, said the industry has "spent a lot of time focusing on the bottom line of the business of television" and that "it's time to get back to programming, to explore what goes into creating quality shows and how they affect the audience."

Weber acknowledged that bottom-line considerations remain "an important element." No doubt those issues will be explored in at least one panel session on the drawing board for next year's show. That panel will address "pressing problems in the

**Late-night game plan.** ABC is considering a late-night one-hour talk show with a strong "storytelling" component as one of several possible post-*Nightline* programs, according to Squire Rushnell, vice president of ABC Entertainment's late night and children's television.

Rushnell, speaking at a National Academy of Television Arts and Sciences luncheon in New York last Wednesday (May 11), provided little detail on the effort, only saying the network is developing shows and pilots "in a variety of directions" for the time period, which it has failed to program successfully for a number of years.

One approach he outlined was a talk show with story-telling "raconteurs" as the core of the program. He added, however, that the format idea and details such as host dynamics and the number of guests still remained to be turned into a workable concept.

He later told BROADCASTING the network had also looked at a possible entertainment news format, which he said has worked well in half-hour programs. ABC would probably have to go to an hour-long show, however, to "conquer land reclaimed by the stations," he added.

The new show will not be ready until after the end of the next football season, in early 1989, Rushnell said. The network hopes to settle on a show concept by September and present a proposal to affiliates in the fourth quarter.

In filling the time period, Rushnell said that the long dominance by *The Tonight Show with Johnny Carson* on NBC was only one of ABC's problems. "Our biggest competitor is sleep," said Rushnell. ABC needs a show that would allow viewers to "take one or two bits and go to bed.... Anything that requires the viewer to stay through the beginning, middle and end will have a tough fight," he said.

Soaps, confrontational talk shows such as *The Morton Downey Jr. Show*, drama or serious information programming were not appropriate for the daypart, he said.

In determining the format for a possible talk show, Rushnell said the network has looked at a handful of the most successful such shows, which he said included *Good Morning America*, *Nightline*, *The Today Show*, *The Tonight Show*, *Donahue* and *The Oprah Winfrey Show*. Their common denominators, he said, were "an appealing host appropriate to the concept and a concept appropriate to the daypart." In addition, he said, each show represented "a point of difference" from competing programming.

syndication industry." But Weber stressed that "without programming, there is no business."

The program chairman of the 1989

NATPE International conference is Rick Reeves, operations and program director, WCPO-TV Cincinnati. Reeves said that other panel sessions scheduled for next year's

## Prime time wins to date: NBC 28, ABC 3, CBS 2

NBC scored a decisive victory in the prime time ratings for the week ending May 8 (week 33 of the '87-'88 year, and the third week of the "summer season"), averaging a 15.6/27, compared to CBS's 11.5/20 and ABC's 11.2/19. NBC took the top nine shows, the first time any network has done so since Nov. 3, 1980. Of the 72 prime time shows

that week, only 12 were repeats. For the first 12 days of the Arbitron sweeps period, NBC led with a 14.8/26, followed by CBS with 12.9/22, and ABC with 10.7/18. In Nielsen, the rankings, after 11 sweep days were: NBC, 14.9/26; CBS, 13.1/23 and ABC, 10.4/18. In the evening news race, ABC was first with 10.2/21, followed by CBS and NBC,

Nielsen	Net	AGB	Nielsen	Net	AGB				
1.	22.8/38	N Cheers	3.	23.9/38	37.	11.9/19	A Moonlighting	34.	12.7/20
2.	22.2/39	N Different World	2.	24.3/40	38.	11.9/21	C Equalizer	44.	11.3/20
3.	21.7/35	N Night Court	5.	22.3/36	39.	11.9/23	N Unsolved Mysteries	30.	13.3/26
4.	21.5/39	N Cosby Show	1.	25.1/43	40.	11.9/19	N Highway to Heaven	37.	12.4/20
5.	21.2/40	N Golden Girls	4.	23.9/43	41.	11.6/21	N Miami Vice Special	55.	9.9/18
6.	20.2/34	N L.A. Law	7.	19.6/33	42.	11.5/19	C Designing Women	43.	11.5/18
7.	19.7/31	N NBC Monday Movie	13.	18.1/28	43.	11.4/18	A Just in Time	54.	10.0/16
8.	19.4/36	N Amen	6.	21.3/38	44.	11.2/19	A Thirtysomething	46.	11.2/19
9.	19.3/31	N NBC Sunday Movie	9.	19.2/31	45.	11.2/18	C Jake and the Fatman	29.	13.4/22
10.	18.7/32	A Who's the Boss?	8.	19.3/33	46.	11.2/19	C Kate and Allie	42.	11.6/19
11.	18.5/30	A ABC Sunday Movie	10.	18.6/30	47.	10.9/19	A 20/20	38.	12.3/22
12.	18.3/32	C Murder, She Wrote	12.	18.3/32	48.	10.8/17	C Eisenhower and Lutz	45.	11.2/17
13.	18.0/29	A Just the Ten of Us	11.	18.6/30	49.	10.7/19	A Mr. Belvedere	48.	10.8/20
14.	16.3/34	C 60 Minutes	17.	16.8/36	50.	10.7/18	N Crime Story	57.	9.5/16
15.	16.3/32	N Hunter	16.	16.8/31	51.	10.3/20	A Full House	50.	10.5/20
16.	16.2/28	A Growing Pains	19.	15.9/27	52.	10.0/17	C Smothers Brothers	51.	10.3/17
17.	16.1/27	N Matlock	20.	15.8/26	53.	9.8/20	A Perfect Strangers	47.	11.2/23
18.	15.6/26	C Knots Landing	27.	14.4/24	54.	9.8/19	C Beauty and the Beast	65.	7.4/15
19.	15.6/28	C Dallas	23.	15.3/28	55.	9.8/16	C Simon and Simon	52.	10.2/16
20.	15.5/27	N ALF	14.	17.7/29	56.	9.4/17	C 48 Hours	49.	10.8/18
21.	15.4/25	A Head of the Class	21.	15.6/26	57.	9.4/15	C CBS Sunday Movie	58.	9.4/15
22.	15.0/24	C CBS Tuesday Movie	24.	15.0/25	58.	9.4/15	C Cagney and Lacey	56.	9.7/15
23.	14.8/26	N Miami Vice	35.	12.6/22	59.	9.3/18	A Spenser: For Hire	53.	10.2/19
24.	14.7/30	N 227	18.	16.2/31	60.	8.3/14	A Remembering Marilyn	60.	8.6/15
25.	14.5/24	N Valerie's Family	15.	16.8/27	61.	8.2/16	C West 57th	62.	8.2/15
26.	14.0/23	A Hooperman	41.	12.0/20	62.	8.1/15	C Tour of Duty	67.	7.1/13
27.	13.9/22	A ABC Monday Movie	22.	15.4/24	63.	7.2/15	A Disney Sunday Movie	66.	7.2/15
28.	13.6/21	N In the Heat of the Night	32.	13.0/21	64.	7.2/15	A Dolly	59.	9.3/19
29.	13.4/21	C Newhart	28.	14.1/21	65.	7.2/15	C High Mountain Rangers	69.	6.5/13
30.	13.3/22	A MacGyver	31.	13.3/21	66.	7.1/15	N Our House	61.	8.3/18
31.	13.2/24	C Falcon Crest	36.	12.4/22	67.	6.9/12	A Slap Maxwell Story	64.	7.7/14
32.	13.2/29	N Facts of Life	25.	14.5/30	68.	6.8/11	A Buck James	71.	6.2/11
33.	13.1/23	N New Bloopers, Practical Jokes	26.	14.4/25	69.	6.6/11	A Hotel	68.	6.7/11
34.	12.8/22	N St. Elsewhere	39.	12.2/21	70.	6.5/11	C Houston Knights	70.	6.4/11
35.	12.6/22	A China Beach	40.	12.1/21	71.	6.3/12	A Ohara	63.	7.9/14
36.	12.3/21	N Aaron's Way	33.	12.9/22	72.	4.8/9	A Max Headroom	72.	4.5/8

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show include some focusing on children's programming, "alternate" program sources, high-definition television, "the changing

role of today's programmer" and how to use news talent in programming. He also said a special program management seminar was

being planned, as well as "several international events," although no details were forthcoming.

## Stay Tuned

Production is completed on the pilot for **NBC's** *Dear John*, a comedy of the single life in New York starring Emmy winner Judd Hirsch. Ed Weinberger and Peter Noah are executive producers; Bob Ellison is producer, and James Burrows is director of the pilot. The film "Baby Boom" is projected to come to TV as a comedy series with Kate Jackson starring. The pilot (being produced in Los Angeles) follows the movie's outline—a high-powered woman executive becomes mother to a deceased relative's child. Nancy Meyers will produce, Charles Shyer direct. The production company is Finnegan-Pinchuck Co. Among the other works in production for NBC-TV are *Nightingales*, *Midnight Caller* and *Down Delaware Road*. *Nightingales*, a two-hour drama from Aaron Spelling Productions, depicts the complicated personal and professional lives of eight student nurses studying in Los Angeles. *Midnight Caller* is the pilot for a projected series about an aggressive ex-cop who hosts a late night call-in radio show about crime prevention. It is being filmed in San Francisco. *Down Delaware Road*, a project for next fall, concerns the struggles and adventures of three 14-year-old boys.

Academy Award winners Keith Carradine and Karl Malden star in *My Father, My Son*, which airs Sunday, May 22, on **CBS**. The drama explores the bond between a military father and son and is based on the true story of Admiral Zumwalt Jr. and Elmo R. Zumwalt III. May 20, at 9 p.m. ET, the special movie presentation *I Saw What You Did* airs on CBS. Two young girls are menaced by a psychotic killer whose interest they awaken by a random practical joke telephone call. The movie for television features Robert Carradine, David Carradine, Shawnee Smith, Tammy Lauren and Candace Cameron. Currently being produced in England is *Indiscreet*, a romantic comedy about compromise in love. It is a remake of the 1958 film starring Ingrid Bergman and Cary Grant. *Jack the Ripper*, a four-hour mini-series now in production, is scheduled for a fall airing on CBS for the 100th anniversary of the murders. The mini-series will star Michael Caine, and will have five different endings with no actual conclusion. It is a Euston Films Production for Thames Television in association with Hill-O'Connor Entertainment and Lorimar Telepictures. David Wickes will direct. The executive producers are Robert O'Connor and Leonard Hill. In production is an adaptation of the Larry McMurtry best-selling novel, "Lonesome Dove." The eight-hour mini-series tells the story of a cattle drive and the changes it makes in the lives of the people involved. The cast includes Robert Duvall, Tommy Lee Jones and Anjelica Huston. Simon Wincer directs and Dyson Lovel is the producer. *Lonesome Dove* will be a co-production of Motown Productions and Robert Halmi Inc. Other future broadcasts include *Street of Dreams*, a Hollywood detective story starring Morgan Fairchild and Ben Masters, and the pilot for a series based on the movie *Dirty Dancing*.

George Schlatter, executive producer of the second annual *American Comedy Awards*, announced that Jack Lemmon and Dudley Moore will be the first two stars to appear on the May 17 (9-11 p.m. ET) **ABC** special. It will include a tribute to filmmaker Blake Edwards. *ABC Presents A Royal Gala*, hosted by John Ritter and David Frost and featuring popular performing artists, airs Wednesday, May 25 (9:30-11 p.m.). The event covers the arrival and presence of Prince Charles and Princess Diana at the performance in addition to appearances by

Elton John, James Taylor, Art Garfunkel, Belinda Carlisle and others. *Roots Christmas*, a two-hour movie for television following an idea by Alex Haley, has recently begun production. Lou Gossett Jr. and LeVar Burton return as characters Fiddler and Kunta Kinte. David L. Wolper and Bernard Sofronski are executive producers, Mark Wolper is producer and Kevin Hooks is director. Suspicion reigns in a California town as a murderer makes telephone threats in *Whisperkill*, an in-production film starring Loni Anderson and Joe Penny. Christian I. Nyby II directs; Hans Proppe produces.

The electric blues of Albert Collins, Koko Taylor, the Thunderbirds and others come to **PBS** from Auburn TV on May 20. *Ain't Nothin' But the Blues* centers on the work of Collins but also offers a perspective on the history of the musical form. Collins is highlighted in a performance at Antone's club in Austin, Tex. Auburn Television, the producing company, is a division of Auburn University. Alabama Public Television collaborated on the production. Airing on most PBS stations (check local listings) Tuesday, May 24 (10-11 p.m.) is *Monuments to Failure: America's Prison Crisis*. The piece looks at the state of today's prison system, where there has been a 70% increase in inmates during the last 10 years. **KMET(TV)** Albuquerque, N.M., produced the piece; Hal Rhodes is executive producer, Dale Kruzic and Matthew Sneddon are producing. A multiperspective survey of the contemporary performance of the works of J.S. Bach airs May 27 at 9-10 p.m. (check local listings). Performances range from jazz pianist Keith Jarrett to a steel drum ensemble to the scat singing of Bobby McFerrin, as well as the more traditional by the Academy of Ancient Music. Also on May 27, *Jacksonville Jazz Festival VII* will air. It features a jam session among George Benson, Dizzy Gillespie and Al Hirt. The producer is **WJCT(TV)** Jacksonville and is made possible by a grant from Martin Marietta. Richard V. Brown is executive producer; the director is Patrick Kelly. Patty Duke hosts *Four Lives—Portraits of Manic Depression* on Tuesday, May 31, at 10 p.m. (check local listings). The one-hour documentary examines four people in the Dallas-Fort Worth area who suffer from the disease. Jonathan David Films Inc. is the producing company. The piece is presented on PBS by South Carolina Educational Television. Coming up in June and July are *We Are Family*, a look at gay parenting (June 21), produced by **WGBH-TV** Boston, and *16 Days of Glory*, a behind-the-scenes view of the Los Angeles Olympics (July 20).

On cable, **Bravo** will show two musical specials this month, *The South Bank Show: Eric Clapton* and *An Evening with Placido*. The first, to be broadcast on May 19 and May 22, looks at Clapton's career; *Placido* features Placido Domingo singing his favorite songs in a concert at London's Wembley Stadium. Bravo's movie lineup for May includes comedies from Brazil, Czechoslovakia, Britain and Hungary. Additionally, it will show *Biko: Breaking the Silence*, a program about the murder of the South African leader and the anti-apartheid movement. **Bravo** shows another *South Bank Show* on June 23 and 26: *Nicaragua—Writing and Politics*, including interviews with Harold Pinter and Graham Greene. Film star ("Stranger than Paradise") John Lurie will play saxophone with his quintet in *Lounge Lizards: Live from Munich*.

## Boggle board game set for TV

### Production company and game maker team up

As part of an exclusive deal between Martindale/Gilden Productions and Parker Brothers, the board game Boggle, which is a Parker Brothers product, will be developed for television by Martindale/Gilden. The Boggle venture is the first of five Parker

Brothers board games to be developed by Martindale/Gilden for the 1988-89 season. Parker Brothers has over 1,000 properties from which Martindale/Gilden will develop its next four shows. The only other Parker Brothers product that is currently licensed for television development is Monopoly, with King World as the rights holder. Martindale/Gilden will have the exclusive rights

for TV development for the remainder of the rest of the Parker Brothers board games.

Wink Martindale, partner of Martindale/Gilden who made the initial contact with Parker Brothers, said of his interest in developing shows from the Parker Brothers collection: "We found incredible similarities between how a game company develops a board game and how a television production

## Syndication Marketplace

**King World's** *Wheel of Fortune* and *Jeopardy!* have now been renewed through the 1991-92 season in 80 markets, including eight of the top 10 and 42 of the top 50. Newly added to the list of stations renewing the number-one-and-two-ranked syndicated shows, respectively, are WJLA-TV Washington; WFAA-TV Dallas; KHOU-TV Houston; WEWS-TV Cleveland; WAGA-TV Atlanta; WTSP-TV St. Petersburg, Fla.; WMC-TV Memphis; WSMV-TV Nashville; KCCI-TV Des Moines, Iowa; KMTV-TV Omaha; KFVS-TV Paducah, Ky., and KYEL-TV Yuma, Ariz.

**Superboy, Viacom's** live-action adventure series to launch Oct. 3, has cleared the top 10 markets and a total of 81 markets. The top 10 stations planning to carry the show, which is a production of *Superman* film producers Alexander and Ilya Salkind, are WNBC-TV New York; KNBC-TV Los Angeles; WPWR-TV Gary, Ind. (Chicago); WPHL-TV Philadelphia; KTVU-TV Oakland (San Francisco), Calif.; WBZ-TV Boston; WXON-TV Detroit; KTXA-TV Fort Worth-Dallas; WDCA-TV Washington, and KTXH-TV Houston.

**Coral Pictures Corp.**, Miami, a distributor of Spanish-language programming, said last week it will reorganize its English-language syndication division and expand its European operations. Coral Pictures President Marcel Granier has assumed the chief executive officer position following the departure of Sy Shapiro. Coral also will produce a two-hour TV concert special for Hispanic markets in the U.S. and Latin America.

**Multimedia's** half-hour game show strip *Sweethearts* has now cleared 67 markets covering 60% of the country. New markets include KCBS-TV Los Angeles, KGO-TV San Francisco and WJZ-TV Baltimore. New York's WWOR-TV will carry the show; Chicago has not

yet cleared it.

**MCA TV Enterprises** has renewed its first-run sitcom, *Out of This World*, for a second season after getting renewals covering 81% of the country. The company said the show, ranked fourth among first-run syndicated sitcoms, has been cleared in 24 of the top 25 markets.

**All American Television** will represent the national advertising sales package for **Vestron Television's** new "Double Images" movie packages, which includes "Eight Million Ways to Die," "Rebel," "Brother from Another Planet," "China Girl" and "Call Me." Stations keep 13 minutes for local advertisers, with 11 minutes sold nationally.

**Orion Television's** *Hollywood Squares*, the fourth-ranked syndicated game show in prime access (7-8 p.m.), is a firm go for its third season next fall, the company said. The show is now cleared on stations covering over 70% of the country, said Larry Hutchings, senior vice president, sales and marketing, Orion Television. The cash-barter (one minute) show has switched stations in a number of top-10 markets, including New York, where WABC-TV dropped *Squares* for the less expensive *Entertainment Tonight* for the 7:30 p.m.-8 p.m. time slot. However, WPIX-TV New York has picked up *Squares* for airing between 6 p.m. and 7 p.m. In Chicago, NBC O&O WMAQ-TV dropped the show due to poor ratings, and Orion has cleared it on WPWR-TV Gary, Ind. (ch. 50), which covers the Chicago market. In ninth-ranked Washington, NBC-owned WRC-TV dropped the show, and Orion is still working to clear it on another station. Washington is the only market in the top-10 not cleared.

entity develops a game show." The similarities, according to Martindale, are that the television and board games are tested using a sample group of players to determine the weak and strong aspects of the game. The information gained from the sample players is then used to fine-tune the game.

Of the more than 1,000 games that Parker Brothers has in its inventory, Martindale/Gilden chose 54 to test with sample players; the list is now at 11 from which it will choose the final four shows to produce.

When asked if the glut of game shows on the market today or the scarcity of available time slots will pose any problems, Martindale said, "I think we will see an incredible shake-up in the next year or so. Those that get into it [the game show market] for the fast buck will be gone quick. We will be coming to television with a good product and the capability for cross-promotion." Martindale/Gilden has earmarked \$20,000-\$30,000 per game for development.

Under the agreement, the television version of the game will promote the board version and the board game will run a tagline promoting the television show.

The reciprocal deal allows Parker Brothers first refusal in developing a board game from any future Martindale/Gilden productions. Parker Brothers currently holds the board game rights for *Top Secret*, a Martindale/Gilden production developed for CBS. *Top Secret* is currently under consideration by the network; Martindale is slated to be the host, and the board game version is expected to be out in August.

No syndicators have been announced. Martindale says all television vehicles will be pursued—network, cable and syndication. □

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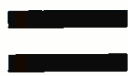
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## Spot radio on a roll

**First-quarter ad dollars up 5% over same period in '87; trend looks to continue in second quarter**

National spot radio spending in 1988 is conjuring up thoughts of a bygone era with yearly increases. After two years of being at a virtual standstill, national spot billings for the first quarter rose by nearly 5% over first-quarter 1987 to \$183,614,500 with second-quarter spot bookings pacing at a similar clip. The majority of reps contacted by BROADCASTING last week expect the second quarter to finish roughly 5%-7% ahead, with May and June posting the lion's share of national buys.

"There was a little slowdown at the end of March and into April, but the tide is now turning," said Stu Olds, president of Katz Radio. "More advertisers are targeting their markets, and that plays into radio. The trend started a couple of years ago and it is now occurring in greater depth," said Olds.

There is also a prevailing belief among some rep executives that more national advertising dollars are being channeled away from television and into radio. "Radio is efficiently priced and it's a proved medium. That's why advertisers are looking toward it," said Tony Fasolino, president of Torbet Radio.

"Advertisers are now seeking alternatives to the high cost of television," said Ellen Hulleberg, president of McGavren Guild Radio. "Many national advertisers are becoming more conscious of the commercial zapping practices of viewers," she said.

Hulleberg also said that a greater number of national sponsors are using local radio tie-ins for promotions. "Radio is the best medium for promotional dollars," she said. "They [advertisers] view it as added value for their products."

"A lot of promotional dollars are being spent on the nonwired rep networks," said Olds. "We are seeing 60% to 70% more advertising avails for nonwired from January through April compared to the same period last year," Olds said, adding that most of those buys are calling for longer market lists (30 to 35 markets) than in the past.

"Any fears advertisers had after the Oct. 19 stock market crash have been blunted by continuing good news concerning the economy and unemployment," added Chuck Hillier, executive vice president and central division manager of Hillier/Newmark/Wechsler & Howard.

If there is a potential problem for the reps this quarter it is available station inventory time, which, in the words of Bill Fortenbaugh, president of Christal Radio, is "virtually nonexistent" for top stations in several markets, including New York, Los Angeles

and Atlanta, for the remainder of May and June. But, said Fortenbaugh, that situation can bode well for the industry. "If there is pressure on inventory, that will lead to higher rates, and advertisers will pay more to get on the air," he said.

McGavren Guild's Hulleberg concurred: "When there is a high demand and lack of



Olds



Hulleberg



Fasolino



Hillier

inventory, stations hold tighter on their rates." She added: "The downside is that we may have to pass on some business because it doesn't fit into the station [spot load]."

Radio Expenditure Reports shows first-quarter spot activity for stations in markets 1-10 up 6.8% over first-quarter 1987; markets 11-25, up 3.3%; markets 26-50, up 3%; markets 51-75, up 2%; markets 76-100, down 0.8% and markets 100-plus, up 7%. (Spot billing in individual markets, market groups or areas, may differ substantially from the overall national spot figures.)

Markets that have booked a large measure of national spot radio dollars (money placed through the various rep offices) for the first quarter, according to Hulleberg's analysis of RER data, include San Francisco, up 53% over the comparable period a year ago; Los Angeles, up 14.2%; Detroit, up 5.8%; New York, up 4.4%, and Atlanta, up 4.2%.

Reps generally agree that the current influx of national spot dollars cannot be traced to any particular product lines. "In terms of product categories, I can't pinpoint any specific ones that are booming. The monies are



# Split over synchronous transmitters

**NAB tells FCC it should wait for more data before suggesting rules; others say time is now for technology that may help reverse fortunes of band**

The National Association of Broadcasters urged the FCC not to propose rules for AM synchronous transmitters until it has received "significant and consistently positive data" on experimental versions of the transmitters.

In commenting on the FCC's inquiry into synchronous transmitters, the NAB said it would be "premature" to take the next step and propose rules to make such transmitters a permanent part of AM radio. "Rather, we believe the commission should encourage additional experimental efforts—and grant additional authorizations—to garner more information on the possibilities and problems relating to synchronous AM transmitters," it said. "Upon submission of a substantial record on the acceptable functioning of these experimental facilities, the commission then should issue a rulemaking notice aimed at making this technology available generally to AM broadcasters."

Synchronous transmitters rebroadcast the signal of a primary or originating station on the same frequency to extend the coverage of the primary station or to fill in holes in its coverage. Precision carrier frequency and phase control are used to minimize interference between the primary and synchronous transmitters.

Authorizing synchronous transmitters was among the many suggestions the NAB made to the FCC in October 1985 for improving the steadily declining fortunes of AM radio.

The Association of Broadcast Engineering Standards, in its comments, went further than the NAB, saying the FCC should indefinitely suspend or terminate the proceeding. Over the past 60 years, the ABES said, numerous experiments have been conducted. "That experience revealed that synchronous transmitters presented inherent problems of interference to the main transmitter signal and poor signal quality. To date, it does not appear that those problems have been overcome."

ABES cited the travails of KROL(AM)

Laughlin, Nev., which has done considerable work with synchronous transmitters. In September 1987, ABES said, KROL filed a report with the FCC describing the "signal distortion" caused by interference between the primary and synchronous transmitters. The station had some ideas for remedying the problem, but has yet to report on them, it said.

Three other commenters favored initiation of a rulemaking without delay. The Corporation for Public Broadcasting said synchronous transmitters are needed to fulfill its congressional mandate to extend public radio service to every home in the country. Today, public stations reach only 80% of the homes, it said. "Considering the virtual gridlock that has been permitted to develop in the reserved FM spectrum, exacerbated by the severe limitation imposed by the rules protecting against potential FM interference to [VHF television] channel 6 reception, expansion of public radio service will depend in part on the ability to use AM spectrum as efficiently as possible," it said. "Multiple synchronous transmitters would provide one such spectrum-efficient approach."

CPB argued for maximum technical flexibility for the new service. It should be left to the licensee to determine which method of synchronization—frequency or phase—to use and which way to minimize interference between primary and synchronous transmitters. And although it may make sense to license commercial synchronous transmitters only to the primary station, noncommercial synchronous stations "might in some circumstances be best licensed to noncommercial entities" other than the primary station, CPB said.

KLBS(AM) Los Banos, Calif., also believes further trials are needed to settle some of the technical problems, particularly with regard to nighttime skywave interference, but that the FCC proceed with a rulemaking. "We believe that synchronous operations should be authorized where there is a need and/or a desire to extend coverage beyond the originating station's contour so long as allocations can be met, adequately protecting co- and adjacent-channel stations." KLBS also said only the primary stations



Gorski



Nicassio



Fortenbaugh

coming from a variety of places," said Don Gorski, vice president of sales for CBS Radio Representatives.

"The second quarter is not being driven by any single product category," said Katz's Olds. "Spending is spread out among the traditional spot users." Among the companies that are "strong" spot radio users in the second quarter, according to Mike Nicassio, executive vice president of sales for Eastman Radio, are those in the agriculture, restaurant and cosmetic fields. □

## RepReport

**WJAS(AM)-WSHH(FM) Pittsburgh** □ To Eastman Radio from Major Market Radio.

□

**WBBF(AM)-WBEE(FM) Rochester, N.Y.** □ To Katz Radio from Republic.

□

**KUTR(AM)-KLZX(FM) Salt Lake City** □ To Christal Radio from Torbet Radio.

□

**KEZO-AM-FM Omaha, Neb.** □ To Katz Radio from Hillier, Newmark, Wechsler & Howard.

□

**WNNZ(AM) Springfield, Mass.** □ To Katz Radio from Kadetsky Broadcast Properties Inc.

□

**WKIS(AM) Orlando, Fla.** □ To Christal Radio from Eastman Radio.

□

**KDIF(AM) Riverside, Calif. (San Bernardino)** □ To Katz Hispanic Radio from Major Market Radio Sales.

□

**KQWB-AM-FM Fargo, N.D.** □ To Hillier, Newmark, Wechsler & Howard from Christal Radio.

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should be given licenses for synchronous stations.

Timothy Cutforth, a consulting engineer with the Denver-based Vir James firm, urged the FCC to get on with it. "I believe that significant service can be provided to the public through synchronous slave facilities if the complexity of applying does not far exceed the complexity of building one," he said. A synchronous transmitter with "low interference potential should require only a minimal amount of paperwork to allow either day or night usage."

Without elaborating, the NAB said that when the FCC finally gathers enough information to launch a rulemaking, it should propose certain nontechnical restrictions: "1) that only primary stations own and operate synchronous AM transmitters; 2) that these facilities be used only to 'fill in' existing contours, rather than be used for 'daisy chain' expansions of a station's service area, and 3) that AM stations thereby using synchronous to fill in existing contours not have these facilities 'counted' in determining compliance with the commission's national ownership or duopoly rules." □

## Public radio's St. Louis get-together

**NPR and APR to meet jointly for first time in four years; study commissioned by CPB on medium expected to be topic of interest**

Together again for the first time since 1984, National Public Radio and American Public Radio will meet on the same turf, this Wednesday, May 18, through Sunday, May 22, at the Adam's Mark hotel in St. Louis. NPR's president, Doug Bennet, and APR's senior vice president, network operations, Bruce Theriault, were both upbeat last week about integration of APR into this year's annual Public Radio Conference (PRC) and about what Bennet called an end to "the legacy of tensions" between the two non-commercial radio program providers. Although NPR coordinates the meeting, said Bennet, "we don't view the thing as an NPR conference. [APR] has always been welcome, and I'm delighted they are coming this year. It will be a better conference with

them there"—and a large one, with preregistration at more than 600 as of last week.

(APR's new president, Stephen Salyer [BROADCASTING, April 4], whose son was born May 6, was unavailable for comment.)

The "much more cooperative attitude," said Theriault, is due in part to APR's "longevity. We're not the new kid on the block anymore. The whole public radio system has matured rapidly." With noncommercial radio stations and the public better understanding what APR and NPR offer, he said, past confusion on that point is disappearing. Theriault also credited a new generation of management, including Bennet and Salyer, with contributing to the realization that "the losers in a battle like that are the stations. It serves nobody's purpose at all." One of the goals of the meeting, he said, is to "get out of this in-house soap opera."

At NPR, said Bennet, "institutional changes" such as program unbundling (BROADCASTING, Dec. 14, 1987) "are behind us." The business plan, instituted in October 1986 to save NPR from debilitating debt, is in place; the bulk of Corporation for Public Broadcasting funding now goes directly to the stations which decide how much to spend on NPR services. "It's working fine," said Bennet. And in public radio in general, "the funding picture is better than ever." Those factors, he said, have also contributed to this year's togetherness. "We can concentrate," he said, "on delivering the goods. The future of our programming is where it's at." To whom that programming is delivered will also be where it's at in an agenda that includes eight panels scheduled to discuss audience research and what new data from "Audience '88"—a study commissioned by CPB.

That study "will be hotly debated," said Bennet. Although some will take it to mean "classical music listener" is an accurate description of our audience," he said, "I take it as license for diversity." Questions such as why public radio loses more audience in midday than other kinds of radio must be answered, he said, suggesting that NPR's nascent plans for top of the hour news could be an answer. "Whatever their musical interests, one thing we know about our audience is their strong desire for information."

Deciding "who our audiences are, how we can program for those audiences, how we are going to make public radio expand—these are the exciting questions," said Theriault.

Following a day of regional organization meetings on Wednesday, the full conference schedule begins at 7:30 a.m. Thursday, when NPR national affairs director, Mary Lou Joseph, will moderate "Public Broadcasting Trust Fund: An Idea Whose Time Has Come," a discussion of grassroots efforts to move Congress toward creation of permanent funding for public broadcasting. That idea is before the Senate Communications Subcommittee in the form of a proposed transfer fee on the sale of commercial broadcast properties (BROADCASTING, May



**Candy is dandy.** Film and television star John Candy has been tapped by the Transtar Radio Network to host a two-hour, weekly music and comedy program targeted for CHR and adult contemporary stations. Called *Radio Kandy*, the show will also feature guest celebrities, according to Transtar, which will deliver the new bartered series on stereo disk beginning the weekend of Sept. 3. Pictured concluding the program deal with Candy (far right) are (l-r): Carl Goldman, Transtar vice president and general manager of special programming; Gary Fries, Transtar president, and Terry Robinson, Transtar chairman.

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2). At 8:45 that morning, Nicholas Negroponte, director, The Media Lab at the Massachusetts Institute of Technology, will serve as guest speaker at the PRC's opening general session. Negroponte, proponent of a digital, fiber optic and interactive media future, will also take part later that morning in "Old Tech, New Tech," a discussion of public radio in the 1990's. More specific technological issues—including satellite operations, trends in computer software applications, facilities upgrading, announcer microphone quality, AM noise in FM transmitters and portable recording hardware—will be addressed by other panels meeting Thursday through Saturday.

Expansion of audiences and services, diversity and mission will comprise the themes of Thursday's 1 p.m. general session panel, "Public Radio in the 1990's: Making Good on the Promise," moderated by Bennett and including APR programming executive vice president, Eric Friesen; National Federation of Community Broadcasters President Lynn Chadwick, and CPB President Don Ledwig.

Eight panels will focus on audience-evaluation: "Audience 88: Public Radio Listeners Today and Tomorrow" at noon Thursday, featuring David Giovannoni, president, Audience Research Analysis; "Performance Today: Case Studies in Successful Audience Growth" at 3:30 p.m. Thursday, featuring Wesley Horner, executive producer of NPR's weekday morning arts news series, *Performance Today*; "The Public Radio Audience: Policy, Planning and Resources Implications" at 7:30 a.m. Friday, featuring House Energy and Commerce Committee staffer Mark McCarthy and Tom Thomas of Station Resource Group; "Demographics Demystified for Development" at 10:30 a.m. Friday, moderated by CPB director, Sheila Tate; "Audience 88: Applications for Programming and Membership" at noon Friday, featuring Giovannoni and station general managers Kathryn Jensen, WCPN(FM) Cleveland, and Wallace Smith, WNYC-AM-FM New York; "Audience Data: How Can Program Directors Put It to Good Use?" at 7:30 a.m. Saturday, featuring Craig Oliver, president, Public Radio Program Directors Inc.; "Audience Research: How to Map an Effective Promotion Strategy" at noon Saturday, featuring Linda Liebold, president, Liebold & Associates, and "Managing Your Audience Goal" at 2:30 p.m. Saturday, with Jane Christo, general manager, WBUR(FM) Boston, and Michael Flaster, program director, WKSU-FM Kent, Ohio.

Panels directly addressing public radio programming include "The Future of News and Information Programming" at 10:30 a.m. Thursday; "Extended Program Service Program Marketing" and "The PT Music Solution: Building Successful Partnerships with Your Local Artists," both at 8:30 a.m. Friday.

This conference's full agenda, said Theriault, indicates that NPR and APR "are integrated like we never have been before. Distribution, marketing, helping the local stations function as important parts of their communities"—these are what both organizations can offer, he said. "It's where you plant the seeds that count." □

## Riding Gain

### Response rise

Response rates for Birch Radio's ratings service, which employs telephone methodology, have climbed 3.8 percentage points from the fall 1987 report to the winter 1988 (51.9% to 55.7%) report in the top 101 markets, according to company officials last week. For the top 10 markets, that response increase, said Birch, came to 8.2 points (51.9% to 60.1%).

Bill Engel, executive vice president of operations of Birch/Scarborough Research, Birch Radio's parent company, attributes the improvement to a series of additional steps implemented last December to increase response rates, including "a new program of increased interviewer awareness, improved training, added callback attempts and recontacts of refusers [nonparticipatory interviewees] by a group of specially trained interviewers," said Engel.

Birch battles Arbitron Ratings, the leading service in the local radio audience measurement field. Response rates for Arbitron, which uses the diary methodology, have been hovering in the 40% range.

### On the hour

The Christian Broadcasting Network's CBN Radio this month began offering top-of-the-hour news to its 120 affiliates. In addition to the 18 daily, four-and-a-half-minute breaking news reports (running from 7 a.m. to midnight), CBN is offering six daily sports, business and health features at 7:30, 8:30 and 9:30 a.m. and 4:30, 5:30 and 6:30 p.m. "Christians...are getting involved in their communities...reporting news and wanting to provide a greater range of service to their growing audiences," said Steve McPheeters, general manager of CBN Radio.

### Translator request

National Public Radio and three other broadcasting organizations asked the FCC last week not to accept and process applications for noncommercial educational FM translators that are to be fed programming by satellite or microwave links. The group said it intends to ask the FCC to reconsider its March 24 decision permitting noncommercial educational FM translators to receive programming by means other than off-the-air. The petition "will raise serious legal questions and a balancing of the interests involved favors maintaining the status quo temporarily while those questions are resolved," the group said. The new alternative-signal delivery rule "creates a low-power FM radio service..." it said. "This rule change is a substantive policy change which is

unwarranted, arbitrary and capricious. Development and expansion of public radio will be severely prejudiced and irreparably harmed by implementation of the alternative-signal delivery rule." The other members of the group are the National Association of Broadcasters, the National Federation of Community Broadcasters and the Association of Maximum Service Telecasters. In a footnote to the pleading, AMST said its concern is that the proliferation of alternative-signal delivery translators would increase interference to television channel 6.

### News from Chicago

Group W's new all-news station in Chicago, WMAQ(AM), has been using television to promote its format in an unusual way: advertising spots on NBC's WMAQ-TV in the form of live, late-night inserts from the radio



station's newsroom. The new spots, according to a Group W Radio spokesman, highlight major local news stories and "suggest" that viewers set their clock radio dials each morning to 670 AM "for the latest on these late-breaking stories plus weather, sports, business and traffic reports." WMAQ(AM) News Director Jim Frank (center) anchors the live inserts. Pictured with Frank at the WMAQ(AM) studios are station vice president and general manager, Dave Pearlman (left), and station executive editor, Scott Herman (right). WMAQ(AM) competes directly with CBS's all-news WBBM(AM).

### Welcome aboard

Satellite Music Network, the Dallas-based format network service, celebrated its new advertising sales association with ABC Radio, which went into effect last December, by holding a reception for members of the ABC Radio Network sales staff at New York's Tavern On the Green restaurant. SMN reported that its advertising sales for first quarter 1988 were up 24% over the same period a year ago to \$2,777,734.

## Affiliation furor in Florida

### WSVN(TV) goes to court charging antitrust violations by CBS and NBC during sale and affiliation switch

Sunbeam Television Corp., licensee of WSVN(TV) Miami, has filed a complaint in Florida circuit court seeking discovery of materials it says it needs to pursue further legal action against CBS and NBC involving the purchase and affiliation agreements of several Miami television stations ("In Brief," May 9). Sunbeam seeks documents from CBS, NBC, General Electric, Wometco Broadcasting Co. (WBC) and Alan Perris, president and general manager of WTVJ(TV) Miami. The document, it says, will provide the basis for its case alleging those parties violated antitrust law in actions surrounding NBC's purchase of WTVJ from Wometco and related affiliation matters.

Sunbeam, through WSVN, has been an NBC affiliate since 1962. In early 1987, NBC contracted to purchase WTVJ, a CBS affiliate owned by WBC, which is a subsidiary of Kohlberg Kravis Roberts & Co. (KKR had been forced to divest itself of either cable systems or the station as a result of its acquisition of Storer Communications.) KKR chose to sell WTVJ and eventually found a buyer in NBC. It received FCC approval for the purchase, and the deal was consummated last September. WSVN continues to carry NBC programming through an affiliation agreement that runs until Jan. 1, 1989. NBC, although it owns WTVJ, continues to carry CBS programming. WTVJ has an affiliation agreement with CBS until the end of this year, although either party can cancel it upon two weeks notice.

Against this backdrop, Edmund Ansin, president of WSVN, said he and CBS began discussing an affiliation agreement last October, and the talks were progressing. But Ansin said CBS canceled a meeting scheduled for several weeks ago, saying it was not in a position to complete an affiliation agreement because, Ansin was told, CBS had renewed its interest in purchasing WCIX(TV) Miami.

Ansin said that although that decision had bearing on his filing the complaint, even if he reached an accord with CBS on an affiliation agreement, he would have filed on other grounds. Several times, Ansin said, CBS has offered to purchase WSVN, but Ansin said the station is not for sale.

In its complaint, Sunbeam said it "has reason to believe that defendant CBS sought to acquire WTVJ from KKR at a severely depressed price by threatening to terminate its affiliation relationship with WTVJ."

Sunbeam said the CBS-WTVJ affiliation agreement allowed CBS to cancel it in the event the station changed hands. Sunbeam says CBS "gave credence to this threat by

seeking and obtaining an option to purchase" independent WCIX. Sunbeam said that option gave CBS "the power to thwart the prospective sale of WTVJ," because it could buy WCIX and make it the CBS affiliate.

Sunbeam states that CBS offered to purchase WTVJ from KKR for prices reported between \$170 million and \$230 million, while another outside bidder, Lorimar Telepictures, signed a tentative contract to buy the station for \$405 million, which eventually fell through. Sunbeam said KKR realized that the only other potential buyers for the station would be other broadcast networks, which would not be deterred by the prospect of affiliation problems. Accordingly, Sunbeam said, "KKR...solicited from NBC an offer to purchase WTVJ."

WSVN renewed an affiliation contract with NBC on Jan. 1, 1987. Fifteen days later, NBC contracted to buy WTVJ for \$270 million. The sale, said Sunbeam, would leave it without network affiliation for the first time in more than 25 years. Meanwhile, NBC owns a station that is currently carrying CBS programming. The situation, said Ansin, "is flat out anticompetitive."

Sunbeam claims that it "has reason to believe" that when NBC bought WTVJ, the network "entered into an agreement, contract, combination or conspiracy with defendant CBS concerning the manner in which they would compete for the purchase of local television stations...that each network would allow the other to become its affiliate in local television markets in order to facilitate the purchase of local television stations by each of them." Sunbeam said that would allow the networks to buy stations at prices below market value.

WSVN claims that NBC and General Electric "have operated WTVJ since their purchase in such a way as to benefit themselves and to disadvantage WSVN." And, Sunbeam adds, "CBS has continued to misuse its network affiliation power by tying the sale of WSVN to CBS to an affiliation relationship between WSVN and CBS and by threatening to purchase WCIX."

Sunbeam believes that if it can prove its assertions, it would have grounds to claim CBS and NBC violated antitrust laws, that NBC breached its "fiduciary duty...the implied covenant of good faith and fair dealing and interference with advantageous business relationships, and that WBC and KKR interfered with Sunbeam's affiliation contract with NBC." Sunbeam said the actions it described have diminished the value of the station and "injured it in an amount yet to be ascertained." Should Sunbeam lose its NBC affiliation, it would cause Sunbeam "irreparable injury," it said.

Sunbeam is asking the judge to allow it

access to the relevant facts and documents in the discovery phase before proceeding with a possible lawsuit. Included are deposition requests from nine NBC and GE executives, including GE Chairman John Welch and NBC President Robert Wright; nine CBS executives, including President Laurence Tisch, plus all documents, correspondence and relevant data from the companies.

The defendants in the complaint were served last week, and they have 20 days to file a response with the circuit court. NBC had no comment beyond a statement released before it was served, saying in part: "It should be noted that last year after reviewing Sunbeam's objections to the transaction, the FCC gave its approval to the GE/NBC acquisition of WTVJ as serving the public interest...The commission specifically found that Sunbeam had failed to raise any substantial and material questions to even warrant a hearing. The FCC stated that it found 'nothing in Sunbeam's pleadings to establish NBC and CBS alone or in concert are acting anticompetitive in the market.'"

CBS said its initial review of the complaint was that it had "no basis."

Ansin said the FCC decision "has no bearing whatsoever" on the complaint. His complaint, he said, will be judged under Florida's antitrust statute. □

## Reps rap rule revision

### SRA asks TV affiliates to help convince FCC that long-standing network restrictions are still valid

The Station Representatives Association is trying to rally the support of broadcast network affiliates for a campaign to stop the FCC from repealing the rule barring the networks from representing stations (other than the handful they own) in the spot advertising market.

In an April 27 letter to members of the affiliate boards, Peter Ryan and Steve Herson, chairman and president of the SRA, respectively, said the FCC's upcoming review of the 29-year-old prohibition constitutes "a clear and present danger of greater network power."

"We would like your help in persuading the FCC that the network repping rule has worked well, continues to be needed and should therefore be kept in its present form with an appropriate waiver policy."

The initial response to the letter has been favorable, said Jerry Feniger, manager director, SRA. But most affiliates are waiting until they have had a chance to see the text

of the FCC order proposing changes or repeal of the rule before taking a stand, he said. The text was released just last Thursday.

The FCC voted to review the rule top to bottom in March (BROADCASTING, April 4). At the time FCC officials claimed the agency was disinclined to loosen any of the regulatory restraints on the broadcast networks and that its review of the rule is intended primarily to consider exempting small networks such as the Spanish-language Univision from the rule. But the text makes clear the FCC has some doubts about the wisdom of continuing to keep the major networks out of the repping business.

Because of the growth of cable and independent television, the FCC said in the order, "any attempt by a network to raise the national spot rates of its affiliates to encourage the purchase of network time could be expected simply to cause advertisers to shift their purchases of commercial time to independent stations and advertiser-supported cable networks...."

In addition, the FCC said, competition among the networks could discourage them from trying to shift advertising from spot to network. If one network rep reduces the amount of its affiliates' spot time, the other network reps might react by increasing the amount of their affiliates' time, it said.

The SRA letter the affiliates have as much interest in keeping the networks out of the rep business as the rep firms SRA represents. "It can be difficult for affiliates to say no to their network," the letter said. "It may well become more difficult in the future. The network repping rule has served to eliminate potential tensions in the network-affiliate relationship and to check the growth of network power. It has worked well for nearly 30 years, contributing to the station television industry and promoting new programming and sales opportunities for stations, including station program syndication."

The letter also warned of a possible "domino effect." The FCC's interest in the repping rule could lead to review of other restraints on the broadcast networks, including the prime time access, financial interest and syndication rules. "Consider what would happen to station rates, affiliation, programming and the growth of syndication, both off-net and independent, if all three of these...rules were rescinded."

The networks have "ample reason" to press for the lifting of the restrictions, the letter said. "In programming, the networks have already shown interest in providing programming to cable in competition with their own affiliates. With modern computer technology, the networks are capable of increasingly aggressive sale of network time to regional advertisers in competition with their own affiliates. A change in the financial interest and syndication or PTAR rules would give networks a whole new set of programming alternatives, again in competition with the interests of their own affiliates."

Thus far, the networks have denied having anything to do with the commission's considering repealing the rep rule, but they do not foreclose making a push to eliminate the rule. □

## Guest urges FCC action against Downey

D.C. city council chairman verbally abused by controversial talk-show host; says FCC should take action

Controversial, confrontational talk-show host, Morton Downey Jr., ruffled feathers in Washington last week after throwing David Clarke, chairman of the District of Columbia City Council, off *The Morton Downey Jr. Show* calling him a "pablum-puking fink" and an "asshole"—although the latter reference was bleeped from the broadcast. Clarke, appearing later on WRC-TV Washington, said the FCC should take action against Downey and said viewers who objected to the show should write to the commission.

The show, which aired on WWOR-TV New York last May 4, centered on a discussion of the death penalty. Appearing with Clarke, an outspoken critic of the death penalty, was James Lofton, an editor of the conservative *Washington Times*. During the discussion, Lofton offered a reference to a particularly gruesome murder and Clarke was pressed by Downey to explain what should be done with the murderer. Clarke managed to get out the words: "There is another issue involved...." when Downey launched into his attack. Later, Downey again asked Clarke to answer and when Clarke said: "Mr. Downey, I know you're trying to make a name for yourself here...." Downey said, "I'm not trying to make a name for myself, you asshole. You're making a fool out of



Downey

yourself." Downey pointed a finger at Clarke and again insulted him and then told him to get off the stage. As Clarke walked from the set, Downey could be seen giving Clarke a Bronx cheer.

Clarke's press secretary, Mike Davis, said that after the incident, Downey's producers came after Clarke and said Downey was sorry and would apologize on the air. Davis said Clarke returned to the show only to have Downey refuse, saying, "Nobody can make me apologize," and Clarke walked off the show again.

Downey's show is known for its aggressive, combative style, with Downey pacing the stage firing questions at seated guests and a vocal and assertive audience that cheers his attacks. Last year, Downey was charged with slapping a guest on a show; the

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 WWL New Orleans • KFOX San Francisco •  
 WOSB Orlando • KFDL Des Moines • WFBC  
 Greenville • WUPV Hartford • KSMG  
 San Antonio • WVAL Altoona • WAVC Duluth •  
 CFFR Calicut • WOQ Omaha • KEZR San Jose •  
 WLLR Davenport • WYON Boston • KKBC Hib  
 KING Jacksonville • WTVI Tallahassee • WWSL  
 WWSL Wilmington • WCCO Minneapolis • WPNX  
 Columbus • KLBK Lubbock • WSTA St.  
 Thomas • KRCC Denver • WIRX  
 Charlotte • KABC-TV Inglewood • WLVH Montgomery  
 WPMY Greensboro • WYFF-TV  
 Springfield • KLCI Sioux Falls • WYBB Rockford • WWKI  
 Kokomo • WPCH WGSS Savannah • WTVN-TV  
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# Stock Index

	Closing Wed May 11	Closing Wed May 4	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)	
<b>BROADCASTING</b>							
N (CCB) Capital Cities/ABC....	318	1/2 322	- 3	1/2 -01.08	19	5,152	
N (CBS) CBS.....	150	1/8 152	2	3/8 -01.55	8	3,547	
A (CCU) Clear Channel.....	12	1/8 12	1/4	- 1/8 -01.02	22	47	
O (INFTA) Infinity Broadcast...	22	1/8 22	1/4	- 1/8 -00.56	-170	186	
O (JCOR) Jacor Commun.....	5	1/8 5	5/8	- 1/2 -08.88		29	
O (LINB) LIN.....	57	3/8 61	3/4	- 4 3/8 -07.08	30	3,076	
O (MALR) Malrite.....	7	3/4 8		- 1/4 -03.12	-11	105	
O (MALRA) Malrite 'A'.....	7	3/4 8	1/2	- 3/4 -08.82	-11	105	
O (OBCCC) Olympic Broad.....	3	3/4 4		- 1/4 -06.25		9	
O (OSBN) Osborn Commun.....	6	3/4 7		- 1/4 -03.57	-5	34	
O (OCOMA) Outlet Commun..	17	18		- 1 -05.55		111	
A (PR) Price Commun.....	9	3/4 9	1/2	1/4 02.63	-7	83	
O (SAGB) Sage Broadcasting	4	3/4 4	1/2	1/4 05.55	-7	18	
O (SCRIP) Scripps Howard .....	80	81	3/4	- 1 3/4 -02.14	27	826	
O (SUNN) SunGroup Inc.....	1	1/4 1	1/4		00.00	-1	2
O (TLMD) Telemundo.....	7	1/4 8	1/4	- 1 -12.12	-1	41	
O (TVXG) TVX Broadcast .....	3	1/4 3	1/4		00.00	-2	19
O (UTVI) United Television .....	27	1/2 27	1/2		00.00	45	301

	Closing Wed May 11	Closing Wed May 4	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)	
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>							
N (BLC) A.H. Belo.....	57	1/4 55	1/8	2 1/8 03.85	23	604	
O (ASTV) Amer. Comm. & TV	3/32	3/32				7	
N (AFL) American Family.....	13	1/2 14	1/2	- 1 -06.89	11	1,092	
O (ACOMA) Assoc. Commun.....	21	1/2 21	3/4	- 1/4 -01.14		205	
O (BMAC) Bus. Men's Assur...	34	3/4 33	3/4		02.96	93	364
N (CCN) Chris-Craft.....	18	18	3/8	- 3/8 -02.04	40	392	
N (DNB) Dun & Bradstreet.....	46	1/8 47	5/8	- 1 1/2 -03.14	19	7,013	
O (DUCO) Durham Corp.....	26	1/2 26	1/4	1/4 00.95	15	226	
N (GCI) Gannett Co.....	29	7/8 31	1/4	- 1 3/8 -04.40	16	4,827	
N (GY) GenCorp.....	17	7/8 17	3/4	1/8 00.70	9	1,197	
O (GMXC) GMX Commun.....			1/8	1/32 25.00	9	1,197	
O (GACC) Great Amer. Comm..	11	1/4 12	1/2	- 1 1/4 -10.00	11	262	
N (JP) Jefferson-Pilot.....	30	1/4 30	5/8	- 3/8 -01.22	10	1,215	
N (KRI) Knight-Ridder.....	41	3/4 42	1/4	- 1/2 -01.18	16	2,395	
N (LEE) Lee Enterprises.....	26	1/8 26	5/8	- 1/2 -01.87	15	650	
N (LC) Liberty.....	43	3/8 43	5/8	- 1/4 -00.57	15	415	
N (MHP) McGraw-Hill.....	49	51		- 2 -03.92	16	2,476	
A (MEGA) Media General.....	45	5/8 47	7/8	- 2 1/4 -04.69	67	1,286	
N (MDP) Meredith Corp.....	25	7/8 27	1/8	- 1 1/4 -04.60	13	496	
O (MMEDC) Multimedia.....	65	1/4 66	3/4	- 1 1/2 -02.24	6525	717	
A (NYTA) New York Times.....	27	3/4 27	3/4		00.00	15	2,273
N (NWS) News Corp. Ltd.....	19	1/2 21	1/2	- 2 -09.30	12	2,471	
O (PARC) Park Commun.....	29	1/2 28	3/4	3/4 02.60	25	407	
O (PLTZ) Pulitzer Publishing...	29	1/2 31		- 1 1/2 -04.83	23	308	
N (REL) Reliance Group Hold..	5	5/8 5	5/8		00.00	6	421
O (RTRS) Reuters Ltd.....	25	3/4 27	3/8	- 1 5/8 -05.93	24	21,380	
T (SKHA) Seikirk.....	20	20	3/4	- 3/4 -03.61	43	162	
O (STAUF) Stauffer Commun.	145	146		- 1 -00.68	23	145	
N (TMC) Times Mirror.....	30	3/4 31	3/4	- 1 -03.14	12	3,966	
O (TMC) TM Communications	5/8	5/8			00.00	3	4
O (TPCC) TPC Commun.....	1/8	3/16		- 1/16 -33.33		1	
N (TRB) Tribune.....	35	7/8 39		- 3 1/8 -08.01	13	2,826	
A (TBSA) Turner Bcstg. 'A' .....	14	3/4 15	1/4	- 1/2 -03.27	-2	321	
A (TBSB) Turner Bcstg. 'B' .....	14	3/4 15	1/8	- 3/8 -02.47	-2	321	
A (WPOB) Washington Post .....	218	1/2 227	3/4	- 9 1/4 -04.06	23	2,806	

	Closing Wed May 11	Closing Wed May 4	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)	
<b>PROGRAMING</b>							
O (SP) Aeron Spelling Prod....	5	5/8 5	7/8	- 1/4 -04.25	4	103	
O (ALLT) All American TV.....	1	3/4 1	7/8	- 1/8 -06.66		2	
O (BRRS) Barris Indus.....	9	3/4 10	5/8	- 7/8 -08.23	-4	76	
N (KO) Coca-Cola.....	36	5/8 38	1/4	- 1 5/8 -04.24	15	13,749	
A (CLR) Color Systems.....	4	3/4 5	5/8	- 7/8 -15.55	-3	25	
N (KPE) Columbia Pic. Ent.....	8	3/4 8	7/8	- 1/8 -01.40		960	
O (CAVN) CVN Cos.....	13	1/2 14	7/8	- 1 3/8 -09.24	11	234	
A (DEG) De Laurentis Ent.....	7/8	7/8			00.00	9	
O (dcp) dick clark prod.....	4	7/8 5		- 1/8 -02.50	12	40	
N (DIS) Disney.....	56	57	3/8	- 1 3/8 -02.39	19	7,356	
N (DJ) Dow Jones & Co.....	30	5/8 30	5/8		00.00	15	2,965
O (EM) Entertainment Mktg....	3	1/2 3	3/8	- 1/8 03.70	11	43	
O (FNNI) Financial News.....	6	3/4 6	7/8	- 1/8 -01.81	42	79	
A (FE) Fries Entertain.....	1	7/8 2		- 1/8 -06.25	8	9	
N (GW) Gulf + Western.....	37	37	7/8	- 7/8 -02.31	8	2,248	
O (HRIG) Hal Roach.....	3	5/8 3	3/4	- 1/8 -03.33	-8	25	
A (HHH) Heritage Entertain...	2	5/8 2	5/8		00.00	2	
A (HSN) Home Shopping Net...	5	1/8 5	3/8	- 1/4 -04.65	14	440	
N (KWP) King World.....	17	3/8 18	1/2	- 1 1/8 -06.08	17	520	
O (LAUR) Laurel Entertain....	1	7/8 1	1/2	3/8 25.00	4	4	
A (LT) Lorimar-Telepictures...	12	5/8 12	7/8	- 1/4 -01.94	-9	577	
N (MCA) MCA.....	40	7/8 44	1/4	- 3 3/8 -07.62	19	3,106	
N (MGM) MGM/UA Commun..	17	1/2 16	7/8	5/8 03.70	-22	875	
A (NHI) Nelson Holdings.....	5/8	11/16		- 1/16 -09.09	-6	16	

	Closing Wed May 11	Closing Wed May 4	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)	
<b>PROGRAMING</b>							
A (NWE) New World Enter.....	2	1/8 2	1/8		00.00	1	22
O (NNET) Nostalgia Network...	1	1/4 1	5/16	- 1/16 -04.76	-1	7	
N (OPC) Orion Pictures.....	14	3/4 15	7/8	- 1 1/8 -07.08	23	254	
O (MOVE) Peregrine Entertain.	1	7/8 1	3/4	- 1/8 07.14	-62	4	
N (PLA) Playboy Ent.....	14	1/4 14	5/8	- 3/8 -02.56	-9	134	
O (QVCN) QVC Network.....	10	10	1/4	- 1/4 -02.43		65	
O (RVCC) Reeves Commun.....	5	7/8 6		- 1/8 -02.08	587	73	
O (RPCA) Republic Plc. 'A' .....	5	7/8 5	7/8		00.00	65	24
O (RPCB) Republic Plc. 'B' .....	5	1/4 5		- 1/4 05.00	37	4	
O (SMNI) Sat. Music Net.....	4	1/16 4	5/8	- 9/16 -12.16	-101	36	
N (WCI) Warner.....	31	7/8 32	3/4	- 7/8 -02.67	19	3,986	
O (WWTVE) Western World TV..			1/8	1/32 25.00		0	
O (WONE) Westwood One.....	20	1/2 21	3/4	- 1 1/4 -05.74	27	254	
O (AMEA) A.M.E. Inc.....	10	3/4 11	1/8	- 3/8 -03.37	11	53	
O (AGRP) Andrews Group.....	6	1/8 6		1/8 02.08	-2	40	

	Closing Wed May 11	Closing Wed May 4	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)	
<b>SERVICE</b>							
O (BSIM) Burnup & Sims.....	13	7/8 13	3/8	1/2 03.73	30	221	
N (CQ) Comsat.....	27	7/8 29	1/8	- 1 1/4 -04.29	-10	511	
N (FCB) Foote Cone & B.....	25	3/8 24	3/4	5/8 02.52	7	105	
O (GREY) Grey Advertising.....	108	108			00.00	16	130
O (IDBX) IDB Communications	9	1/4 9	1/2	- 1/4 -02.63	37	37	
N (IPG) Interpublic Group .....	30	3/4 32	1/4	- 1 1/2 -04.65	15	683	
O (OGIL) Ogilvy Group.....	27	27	3/4	- 3/4 -02.70	14	372	
O (OMCM) Omnicom Group.....	19	7/8 20	1/4	- 3/8 -01.85	-90	487	
N (SAA) Saatchi & Saatchi .....	20	5/8 21	5/8	- 1 -04.62	11	3,005	
O (TLMT) Telemation.....	1	7/8 1	7/8		00.00	7	8
A (TPO) TEMPO Enterprises...	8	3/4 9	1/4	- 1/2 -05.40	29	50	
A (UNV) Unitel Video.....	8	1/4 8	3/8	- 1/8 -01.49	12	17	

	Closing Wed May 11	Closing Wed May 4	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)	
<b>CABLE</b>							
A (ATN) Acton Corp.....	14	14	3/4	- 3/4 -05.08	2	16	
O (ATCMA) Amer. TV & Comm.	22	3/4 25		- 2 1/4 -09.00	50	2,474	
A (CVC) Cablevision Sys. 'A' .....	31	5/8 32	3/4	- 1 1/8 -03.43	-10	665	
N (CNT) Centel Corp.....	46	1/8 47	1/4	- 1 1/8 -02.38	12	2,006	
O (CCCOA) Century Commun.	18	1/2 19	1/2	- 1 -05.12	-66	535	
O (CMCSA) Comcast.....	13	3/4 15	1/4	- 1 1/2 -09.83	-62	614	
A (FAL) Falcon Cable Systems	18	3/8 18	1/4	- 1/8 00.68	-57	117	
O (JOIN) Jones Intercable.....	12	12	1/4	- 1/4 -02.04	37	152	
T (MHPQ) Maclean Hunter 'X' *	11	1/8 23	3/4	- 12 5/8 -53.15	15	409	
O (TCAT) TCA Cable TV.....	31	1/2 31	1/2		00.00	64	340
O (TCOMA) Tele-Comm.....	23	1/4 25		- 1 3/4 -07.00	38	3,373	
N (TL) Time Inc.....	87	87	3/4	- 3/4 -00.85	13	5,164	
O (UACI) United Art. Commun.	28	3/4 30	1/4	- 1 1/2 -04.95	239	1,180	
N (UCT) United Cable TV.....	33	1/8 33	3/4	- 5/8 -01.85	-552	1,251	
N (VIA) Viacom.....	22	1/2 24	3/4	- 2 1/4 -09.09	1,199		
N (WU) Western Union.....	2	7/8 3	1/4	- 3/8 -11.53		70	

	Closing Wed May 11	Closing Wed May 4	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)	
<b>ELECTRONICS/MANUFACTURING</b>							
N (MMM) 3M.....	58	1/4 58	7/8	- 5/8 -01.06	14	13,251	
O (AMCI) AM Communications	7/16	11/32 3/2		- 3/32 -27.27		1	
N (ARV) Arvin Industries.....	19	1/4 21	1/2	- 2 1/4 -10.46	7	366	
O (CCBL) C-Cor Electronics ..	8	3/4 8	3/4		00.00	14	17
O (CATV) Cable TV Indus.....	3	1/4 3	3/8	- 1/8 -03.70	-21	9	
A (CEC) Cetec.....	10	1/2 10	5/8	- 1/8 -01.17	30	19	
N (CHY) Chyron.....	4	3/8 4	5/8	- 1/4 -05.40	15	44	
A (CHX) CMX Corp.....	1	1			00.00	11	8
A (COH) Cohu.....	10	1/4 10	1/4		00.00	9	18
N (EK) Eastman Kodak.....	40	7/8 41	7/8	- 1 -02.38	10	9,235	
N (GRL) Gen. Instrument .....	32	1/8 32	1/2	- 3/8 -01.15	-14	1,046	
N (GE) General Electric.....	38	3/4 39	7/8	- 1 1/8 -02.82	14	35,418	
O (GETE) Geotel Inc.....	3/4	5/8		1/8 20.00	-2	2	
N (HRS) Harris Corp.....	28	1/2 29	1/4	- 3/4 -02.56	15	836	
N (MAI) M/A Com. Inc.....	9	3/8 9	1/8	1/4 02.73	4	302	
O (MCDY) Microdyne.....	4	1/8 4	1/8		00.00	-2	18
N (MOT) Motorola.....	46	1/4 48	1/2	- 2 1/4 -04.63	25	5,946	
N (OAK) Oak Industries.....	1						

charge has since been dropped.

Clarke says he had no idea what he was getting into, and only wanted to discuss the death penalty. Although Davis said he briefed the chairman that it would be "rough," he said, "we had no idea there was going to be name-calling and spitting." Downey's producer, Bill Boggs, declined to discuss the incident, saying he did not want to "fan the flames." Another producer of the show, David Siddenfeld, said he had read Clarke an article that explained "in gory

detail" the usual format of the show and Clarke should have known what the show was like. Davis denied that anyone had explained the show to Clarke. He also said Clarke has not yet contacted the FCC.

Downey's show is aired nightly at 9 p.m. and is carried on many cable systems. However, Washington is not completely wired for cable and the show is not seen there. MCA, which owns WWOR(TV), is syndicating the show nationally (BROADCASTING, Feb. 29) beginning May 30. □

## ATS report in the mail

### Subcommittee submits findings of working groups on advanced TV; among results are ratios of predicted co- and adjacent-channel interference

The first interim report from the FCC's Advanced Television Service Advisory Committee is still advancing on schedule. Last Wednesday (May 11), the ATS steering committee received the completed documents from the group that did most of the work on the report, the ATS planning subcommittee chaired by Joseph Flaherty, CBS vice president and general manager, engineering and development. The steering committee also blocked out some of its plans for the remaining 16½ months left on the advisory committee's charter as most of the action moves from planning to the systems subcommittee.

ATS committee Chairman Richard Wiley, partner in the Washington law firm of Wiley, Rein & Feilding, handed copies of an executive summary of the planning committee's output to the members of the steering committee, which is made up of the chairmen and vice chairmen of the three ATS subcommittees. Wiley said that he planned to have a polished version of the report in the mail to all members of the parent "blue ribbon" committee and to FCC commissioners by tomorrow (May 17, which was originally set as the date that the final report would be sent to the FCC. The schedule was later revised slightly when the first timetable could not be met [BROADCASTING, March 21]). Copies of the hundreds of documents compiled by the six working parties of the planning subcommittee will be sent out with the report.

Blue ribbon committee members, including the chief executives of the three commercial TV networks and several cable TV, consumer hardware and other companies, will have until May 27 to submit comments on the report, which will be part of the final package sent to the FCC. The commission will formally receive the full report soon after expected adoption by the blue ribbon committee on June 3.

Flaherty said he was pleased to report that all six working parties and two advisory groups were able to submit their findings on time. Details of most of the group's reports were released during a subcommittee meeting late last month (BROADCASTING, May 2), but some of the working parties still had finishing touches to put on their reports. Flaherty was "particularly impressed" by the report turned in by working party 3 on spectrum utilization and alternatives,

chaired by consultant Dale Hatfield.

Chief among the Hatfield group's findings were predicted co-channel and adjacent-channel interference ratios for advanced TV systems based on computer models constructed with the aid of the FCC and National Telecommunications and Information Agency. But two working party 3 vice chairmen present at the steering committee meeting, consultants Jules Cohen and Don Jansky, cautioned that the group's work is far from finished. "The spectrum studies so far must be considered very preliminary," Cohen said.

Their computer models are based on conditions in the highly urbanized Northeastern part of the country and results could differ in other terrains, Cohen said. But more advanced software now being provided by the commission and NTIA will allow the group to construct models for the rest of the country. Jansky pointed out that working party 3 has identified 12 tasks it still must complete, including the prediction of interference levels with stations in Canada and Mexico.

The future findings of working party 3 have special importance to the FCC. The commission awaits data on terrestrial broadcasting spectrum needs before acting on a pending land-mobile radio/UHF-TV spectrum sharing proceeding that has been frozen since last fall.

Now that most of its task is over, Flaherty recommended that the planning subcommittee's structure of working party chairmen and vice chairmen remain intact. Working parties that do not directly relate to testing being done by the systems subcommittee, such as Hatfield's group and the working parties looking at alternative media, economics and subjective analysis, will continue to operate as usual. The members of the working parties on attributes and testing procedures, which are passing their recommendations on to counterpart groups in the systems subcommittee, will shift their efforts to the systems working parties. The chairmen of the planning groups will call meetings if events should warrant them. Flaherty's plan met with the approval of the steering committee.

In other business, Wiley announced that the blue ribbon committee would also be asked to vote on new funding guidelines for the ATS committee to meet various expenses, especially travel expenses not reimbursed by committee members' companies. Each of the companies represented on the blue ribbon committee will be asked to make a voluntary contribution of at least

# MVP.



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\$5,000 toward a goal of \$100,000. No single company will be allowed to contribute more than 15% of the total budget. Solicitation of the funds will begin as soon as the FCC gives final approval to the plan. Wiley asked that one of the associations active in the ATIS committee, such as the National Association of Broadcasters, National Cable Television Association or Association of Maximum Service Telecasters, contribute accounting services to the steering committee.

The steering committee, by unanimous vote, recommended to FCC Chairman Dennis Patrick that Derk Zimmerman be removed from the blue ribbon committee. Zimmerman recently resigned as president of Fox Television Stations to become president and chief executive officer, Group W Productions (see page 50). "I personally hold Mr. Zimmerman in very high regard," Wiley said. But because Group W is already represented on the blue ribbon committee by Burton Staniar, chairman and CEO of Westinghouse Broadcasting, Wiley suggested that the group would be more balanced if Zimmerman were replaced with another representative from Fox Broadcasting or another company.

Brenda Fox, vice chairwoman of the implementation subcommittee and vice president, special policy projects, NCTA, said that Zimmerman's possible replacement "could provide an opportunity for one of the industries that is not well represented to be better represented on the advisory committee." □

## GI sells DBS technology to Britain

### Satellite to use DMAC encryption system, which promise improved quality of satellite pictures

General Instrument has formed a joint venture with a soon-to-be-launched British direct broadcast satellite system that will bring its Videocipher satellite conditional access technology to Europe.

The deal with British Satellite Broadcasting, which could ultimately be worth more than \$100 million to GI, does not involve the Videocipher scrambling system, which is used by many satellite-delivered cable channels and programing services in the U.S.

The UK satellite will instead use a separate DMAC encryption system. DMAC is a part of the MAC (multiplexed analog component) family of signal transmission systems standardized by European broadcasters and manufacturers for satellite television. DMAC provides improved picture quality over current European TV standards, plus stereo sound and digital data carriage capability.

GI's contract with BSB calls for the Videocipher Division to supply access control modules for satellite home receivers and to provide hardware and software to support a BSB subscriber access system, similar to a Videocipher direct broadcast satellite authorization center in operation in San Diego.

The conditional access system, which BSB said it plans to propose as a European standard before the European Broadcasting Union, controls the reception of subscription and pay-per-view programming.

BSB expects to launch its high-power Ku-band satellite in August 1989, with four program services on three channels, including a pay movie channel, to begin broadcasting the following September. The project is using a Hughes satellite to be launched on a McDonnell-Douglas Delta rocket, with a second satellite launched in 1990 as an in-orbit spare.

According to Videocipher's J. Lawrence Dunham, executive vice president and general manager, the conditional access technology provided to BSB will be based on the Videocipher scrambling system's addressing and control functions, although he said significant redevelopment of the components involved will be necessary. Prototype modules will be available in early 1989, with full production runs available that summer.

BSB has also awarded a second major contract, an approximately \$94-million order for four million DBS receiver chipsets from the manufacturer Intermetall, to insure the availability of DBS home receiver equipment in the UK in time for its launch.

The chipsets will be made available to several companies later selected to manufacture the satellite receiver equipment, although they will not be obliged to use the chipset if other options are available.

Two chips will be included in the Intermetall chipset, the first to decode the incoming DMAC signal, the second to allow the reception of the program on standard European TV sets.

Intermetall has already produced a simpler prototype version of the chip, but a more fully developed prototype chipset is expected to be available by fall 1988, with bulk production to begin by spring 1989. BSB expects that four million of the chipsets will be delivered by 1993.

As for the DBS receiver itself, BSB is in the final stages of a tender competition among 15 electronics companies to design and manufacture the equipment. Three to five of the manufacturers will eventually be selected to produce the receivers for the first three years of the satellite's operation, with BSB projecting over 2.5 million units to have been sold by 1992.

The competing companies have been asked to prepare design and manufacturing proposals within the next four weeks. The proposals will be for the production of two models of receiver, one a basic model with pay-per-view capability, remote control, pre-set tuning, stereo sound, parental control and a detachable conditional access interface, the other a deluxe model with those and additional features.

The 15 companies invited to tender are Amstrad, Bosch, Finlux-Lohja, GI, Grundig, Hitachi, NEC, Panasonic, Philips, Salora, Sony, Tatung, Thomson/Ferguson, Uniden and Wolsey AB Electronics. □

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# Changing Hands

**WWAY(TV) Wilmington, N.C.** □ Sold by Price Communications Corp. to Adams TV of Wilmington for \$26 million. **Seller** is publicly owned, New York-based publisher and station group of five AM's, four FM's and nine TV's headed by Robert Price. **Buyer** is subsidiary of Adams Communications, Tampa, Fla.-based group of four AM's, five FM's and 10 TV's, principally owned by Stephen Adams. **Wway** is ABC affiliate on channel 3 with 64.57 kw visual, 6.46 kw aural and antenna 1,953 feet above average terrain. **Broker: R.C. Crisler & Co.**

**KRNT(AM)-KRNO(FM) Des Moines, Iowa** □ Sold by Stauffer Publications Inc. to Saga Communications Inc. for \$3.25 million. **Seller** is Topeka, Kan.-based publisher and station group of four AM's, three FM's and nine TV's owned by Stanley Stauffer. **Buyer** is Detroit-based group of three AM's and five FM's owned by Ed Christian. **KRNT** is on 1350 khz full time with 5 kw. **KRNO** is on 102.5 mhz with 100 kw and antenna 1,248 feet above average terrain. **Broker: Hogan-Feldmann Inc.**

**Wlis(FM) Key West, Fla.** □ Sold by GMX Inc. to Drexel Hill Associates of Florida for \$1,050,000. **Seller** is headed by Jack Norman, chairman. It also owns **KLCL(AM)-KHLA(FM)** Lake Charles, La.; **wWRB-AM-FM** Nashville, **WHBB(AM)-WTUN(FM)** Selma, Ala., and **wXKC(AM)-wWKZ(FM)** Tupelo, Miss. **Buyer** is owned by Peter Arnoff, who also owns **wMTR(AM)** Morristown and **wDHA(AM)** Dover, both New Jersey. **Wlis** is on 107.1 mhz with 3 kw and antenna 200 feet above average terrain. **Broker: Chapman Associates.**

**KTIP(AM)-KIOD(FM) Porterville, Calif.** □ Sold by Chief Broadcasting Inc. to Porterville Broadcasting Inc., doing business as Euphonic Broadcasting Inc., for \$1,040,000. **Seller** is owned by Monte Moore, who has no other broadcast interests. **Buyer** is owned by Terry Gillingham, former general manager of **kwav(FM)** Monterey, Calif. He has no other broadcast interests. **KTIP** is on 1450 khz with 1 kw day and 250 w night. **Kioo** is on 99.7 mhz with 15 kw and antenna 690 feet above average terrain. **Broker: Chapman Associates.**

**WECQ(FM) Geneva, N.Y.** □ Sold by Eastern Radio Co. to Vanguard Communications for \$850,000. **Seller** is owned by Alan Steiner and Lionel Brooks, who have no other broadcast interests. **Buyer** is owned by Leonard Ackerman, Leonard Marcus and Dan Yorke, who also own **wGAB(AM)** Hartford-Bloomfield, Conn. It recently sold **wJOZ(AM)** Troy and **wKAD(FM)** Canton, both Pennsylvania ("Changing Hands," May 2). **WECQ** is on 101.7 mhz with 3 kw and antenna 125 feet above average terrain. **Broker: Frank Boyle & Co.**

**KNEA(AM) Jonesboro, Ark.** □ Sold by John Shields to Paul Boden for \$435,000. **Seller** has no other broadcast interests. **Buyer** is station's manager and has no other broadcast interests. **KNEA** is daytimer on 970 khz with 1 kw.

**KFIX-FM Ada, Okla.** □ Sold by Debrine Communications Inc. to Pontotoc County Broadcasting Inc. for \$280,000. **Seller** is owned by Fred Debrine, who has no other broadcast interests. **Buyer** is owned by Katherine M. Hoover and Roger R. Harris. It also has interest in **KADA(AM)** Ada, Okla. **KFIX-FM** is on 96.7 mhz with 3 kw and antenna 300 feet above aver-

age terrain.

**CABLE**

**System serving Fort Bliss, Tex.** □ Sold by Masada Communications Ltd. to American Television & Communications for approximately \$15-\$17 million. **Seller** is Montclair, N.J.-based MSO with systems in six states serving 60,000 subscribers. **Buyer** is second

largest MSO with 3.7 million subscribers. It is headed by Trygve E. Myhren, chairman. System passes 8,300 homes with 3,500 subscribers and 42 miles of plant. **Broker: Communications Equity Associates.**

*For other proposed and approved sales, see "For the Record," page 68.*



## Tempo details

Tele-Communications Inc., which contracted to sell Tempo Television to NBC two weeks ago, plans to continue with its plans to purchase Tempo Enterprises. The deal awaits FCC approval because of Tempo's ownership of the common carrier for superstation **wTBS(TV)** Atlanta.

TCI has been in negotiations to sell Tempo's three broadcast stations, **KGCT-TV** Tulsa, Okla.; **WHHT(TV)** Ann Arbor, Mich., and **WTPO(AM)** Conyers, Ga., and a source said a deal may be close.

There has also been discussion about Tempo's audio services, and the possibility of merging them with other audio services

servicing the cable industry.

Tempo is involved in two activities that cross with TCI interests. Both companies have operations that market cable and broadcast programming to TVRO subscribers: Tempo has a wholly owned subsidiary while TCI owns 40% of Netlink. Tempo also provides a data and information service to the cable industry, as does TCI through its X\*Press Information Services. It is possible that those operations could be combined under the merger.

As for Tempo's existing programming, a Tempo spokesman said the company was trying to find slots on other cable programming services for programs on its

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## Sports talk

Sportschannel officials had no direct comment on reports last week that it was considering a national sports service. The genesis of such an idea appears related to two major sports rights packages—Major League Baseball and the National Hockey League—that expire in the next two years.

The current three-year NHL contract with ESPN expires at the end of this season, and both ESPN and Sportschannel have approached the league about the rights contract. Joel Nixon, vice president, broadcasting, NHL, said it was likely that the league would not divert from a single, national rights package, which is the case with the current ESPN deal.

Sportschannel operates regional pay sports services in New York, Chicago, Philadelphia, New England and Florida, serving more than three million subscribers. Although the NHL and Sportschannel would not comment, a national sports contract would seem to go hand in hand with the need for national distribution of that programming. The Major League Baseball contract expires at the end of the 1989 season, and several broadcast and cable parties have expressed interest in part of a baseball package. Nearly all of the Sportschannel services carry games of MLB and NHL teams.

Meanwhile, Sportschannel continues to explore the possibility of launching other

services within its sports universe. One would be a complement to its Prism service in Philadelphia, where additional events would be provided on another channel. The company's New York operation has a similar setup, carrying additional programming on another channel in prime time, for instance, when there is a conflict between two events to which Sportschannel has rights. Subscribers receive the extra programming at no additional charge, which is the arrangement being contemplated in Philadelphia.

In Chicago, the company has the pay-per-view rights to the NBA Bulls and the NHL Black Hawks and is contemplating a second service using that product and form of distribution.

## Addressable troubleshooting

An automatic testing system that will find defects in addressable cable converter equipment has been developed by Spencer, Ind.-based Cable Converter Service Corp. The MPT-1000 multipoint tester was introduced at a press conference by Paul Morse, president of Huntingdon Valley, Pa.-based Cable Technologies International, the exclusive marketing agent. Said Morse: "Until now, module repair or replacement for digital boards—the heart of the addressable converter—has been both time consuming and prohibitively expensive for cable operators. With this new test equipment,

Cable Converter Service has found a way to eliminate the problem of an economically unreparable product and help cable operators maintain more operational and cost controls over their converter inventories."

The MPT-1000 includes a menu-driven computer with monitor, keyboard, printer, "converter personality module" (which analyzes the circuitry of a particular model of converter's digital addressable board, or DAB) and associated electronics. No special knowledge or skill is required to run the diagnostic program. The DAB is locked into place on several electrical contacts and one button is pushed on the computer keyboard. In seconds the system performs a complete static and dynamic test of all key components on the DAB board. According to Morse, the MPT-1000 uses "true input and output testing of all key devices, employing an internally generated synthesized signal that replicates a converter's actual operation." Other system features include complete tests with any ROM (read-only memory) in place. Parameters of the signal can also be changed to test various functions of the DAB, including site location, subscriber ID, tag levels and time out.

The advantages of this system for cable operators, said Morse, include the ability to quickly pinpoint problems on boards that are now commonly sent out to converter repair houses that can take up to 10 weeks. Operators will no longer need to keep a large inventory of converters on hand to cover faulty ones being repaired, Morse said. Also, since the system takes no technical skill to operate, technicians may spend their time repairing the units, rather than diagnosing them. And since converters can cost up to \$250, being able to repair them at a cost, Morse said, of less than \$10 in most cases will also save the operator. A system with only 2,500 subscribers, said Morse, annually spends between \$20,000 and \$25,000 in repair costs now.

The MPT-1000 costs \$70,000 and includes one personality module (additional modules will be made available), a one-year warranty (an extension to five years is available) and a training program. A five-year leasing arrangement with an option to purchase is also available for \$2,000 a month. According to Morse, if a system were to use the MPT-1000 to repair 800 units, it would recover its investment in about a year.

## Growing fiber

North Coast Cable, the franchisee for the city of Cleveland, last week activated its 22-mile fiber optic backbone in the cable system it is building in that city. The fiber link extends from the system's headend to six hub sites throughout the city. (A seventh hub site is located at the headend.) From there, coaxial cable will be strung to pass the city's 218,000 homes.

Ohio Bell is building the system and is leasing the fiber optic plant to NCC, while Viacom Cable is managing the system. NCC has the exclusive rights to the fiber

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## Best of the cable industry are holding ACE's

Eleven cable industry figures received NCTA's top awards at the national show in Los Angeles (below, l-r): Abe Sonnenschein, AML manager for Hughes Aircraft microwave products division (associates award); Robert Clasen, president and chief executive officer, Comcast Cable (president's award); Jeffrey Delorme, chairman of the Florida Cable Television Association (state/regional association award); John



Billock, senior vice president, marketing, HBO (marketing award); Michael Fuchs, chairman and chief executive officer, HBO (programers award); Lucille Larkin, president, Larkin & Co. (distinguished Vanguard award); Trygve Myhren, chairman and chief executive officer, American Television & Communications (distinguished Vanguard award); Timothy Neher, president and chief operating officer, Continental Cable (young leadership award); Richard Loftus, president, Trident Communications (president's award); David Large, former senior vice president, Gill Industries (science and technology award), and Robert Russo, senior vice president, corporate communications, Daniels & Associates (president's award).

Paragon Cable's Irving, Tex., was one of two winners in the overall commitment in local programming for small systems in the system ACE



awards, presented by the National Cable Television Association. Shown above are (l-r): Paul Wahlstrom, programming coordinator, Irving Community Television; Patricia Landers, director of communications, city of Irving; Senator Patrick Leahy (D-Vt.), and Dan Dowell, area manager, Paragon Cable. Sunflower Cablevision, Lawrence, Kan., also won a system ACE for overall commitment in local programming for small systems.

Viacom Cablevision of Long Island was the large system winner. A complete list of ACE winners appears below:

**Viacom Cablevision of Long Island.** Hauppauge, N.Y.—Overall commitment to local programming, 30,000 subscribers or over.

**Paragon Cable of Irving, Tex.**—Overall commitment to local programming, below 30,000 subscribers.

**Sunflower Cablevision, Lawrence, Kan.**—Overall commitment to local programming, below 30,000 subscribers.

**City of Long Beach, Calif.**—*Long Beach Style*. Simmons Cable TV of Long Beach □ Mag-

azine show, single program.

**Continental Cablevision West Area, Southfield, Mich.**—*SpeakOut! Women Changing the Workplace* □ Talk show.

**Simmons Cable TV of Long Beach, Calif.**—*Arts Revue* □ Magazine show, series.  
**Suburban Cablevision, East Orange, N.J.**—*Caucus: New Jersey* □ Talk show, series.

**Cox Cable San Diego**—*The Cycle of Crime...A Day in America's Finest County* □ Public affairs, single program.

**Cencom of Missouri, St. Louis**—*St. Louis Comic Relief Telethon* □ Community events, single program.

**Cablevision of Connecticut, Norwalk**—*1986: A Look Back* □ News—special coverage, single program.

**Continental Cablevision of St. Paul and Northern Dakota County, St. Paul**—*A Legacy of Tears* □ Documentary, single program.

**Suburban Cablevision, East Orange, N.J.**—*Metropolitan Life Open* □ Sports, single event.

**City of Santa Ana Cable Division and Comcast Cablevision of Central Orange Cluster, Santa Ana, Calif.**—*Visions* □ Public affairs, series.

**Cox Cable San Diego**—*San Diego On Tap* □ Community events, series.

**Cablevision of Connecticut, Norwalk**—*News 12* □ News, series.

**United Cable of Colorado, Englewood**—*City Desk: Presents Dance 4 Colorado* □ Drama/dance, single program.

**Rogers Cable TV, San Antonio, Tex.**—*San Antonio Spurs NBA Basketball* □ Sports, series.

**Comcast Cablevision North Orange County, Fullerton, Calif.**—*Great American Race 1987* □ Sports, single program.

**Group W Cable of Chicago**—*The Chicago 6 Live-In Concert* □ Music, single program.

**Group W Cable of Chicago**—*Near Northside Story* □ Comedy/variety, single program.

**Cox Cable San Diego, Calif.**—*The Waiting Room* □ International, single program.

**TKR Cable Tri-System, Warren, N.J.**—*The Great Geography Bee* □ Children's programming, single program.

**Suburban Cablevision, East Orange, N.J.**—*Suburban High School Sports Report* □ Sports, program series.

**Cox Cable Cleveland Area, Parma, Ohio**—*The Cleveland Rock Beat* □ Music, program series.

**Cablevision of Brookline, Mass.**—*The Cable Comedy Show* □ Comedy/variety, program series.

**Jones Intercable, Lakewood, Calif.**—*5 x 2 x 6* □ Informational, program series.

**Cablevision of Brookline, Mass.**—*Teen Beat* □ Children's programming, program series.

**Simmons Cable TV of Long Beach, Calif.**—*Coming of Age* □ Special audience, single program.

**Paragon Cable Manhattan, New York**—*Dawn of Cable* □ Cable promotion, single spot.

**Cox Cable Santa Barbara, Goleta, Calif.**—*The New Cox Cable* □ System support programming, single promotion.

**Viacom Cablevision of San Francisco, San Francisco**—*Graffiti Ain't Cool* □ Public service announcement, single spot.

**Cox Cable Santa Barbara, Goleta, Calif.**—*The Nightmare* □ Commercials, single spot.

**Continental Cablevision of Cook County Inc., Elmhurst, Ill.**—*Teenage* □ special audience, series.

**TCI Cablevision of Oregon, Eugene, Ore.**—*KOZY Movie Campaign* □ Cable promotion, campaign.

**Continental Cablevision of Springfield, Mass.**—*After The Fact* □ System support programs, series.

**Cablevision-Long Island, Woodbury, N.Y.**—*Children's Rights of N.Y.* □ Public service announcements, campaign.

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plant as part of its 15-year franchise agreement with Ohio Bell.

Lee Howley, president of NCC, said the use of fiber was "very cost effective." The 22 miles were built with only one splice in the fiber network, said Howley, and without the use of amplifiers. In addition to the low maintenance associated with a fiber build, Howley said the picture quality is better than coaxial distribution.

To Howley's knowledge, the fiber backbone for cable is the most extensive in operation in the country. American Television & Communications, which has been in the forefront in experimenting with fiber, plans to test a fiber optic backbone system later this year. The Cleveland situation has attracted the interest of several parties, said Howley, including a French delegation that visited last week and which has plans for a fiber optic build in Paris.

NCC is required under its franchise to build out the 1,100-mile franchise in the next 36 months. To date, it has just under 3,000 subscribers, with nearly all of the coaxial build ahead of it. The system will initially activate 60 channels, but has capacity for 79. The fiber optic portion could carry 200 channels, said Howley.

### Olympic basketball on cable

United Cable has gained television rights to two games of the men's Olympic basketball trials and will distribute them to a dozen regional sports networks and some cable companies and broadcast stations. Back-to-back games will be carried on May 22 from 5 to 11 p.m. (NYT). Arrangement for the games was made through the Denver Nuggets, on whose home court the games will take place. United has deals covering 14 million homes, and because of scheduling conflicts with sports networks in Chicago and Philadelphia, it is talking to local broadcasters about carrying the games there.

### Purchase funds

Communications Equity Associates has arranged for \$60 million in senior secured debt placement for UCA Corp., a wholly owned subsidiary of Adelphia Communications. The funds will be used

for the company's purchase of 33,500-subscriber systems owned by Harte-Hanks cable in suburban Philadelphia.

### Guaranteed 'Classics'

American Movie Classics announced that American Television & Communications has agreed to add AMC to 51 systems serving 2.2 million subscribers. ATC will position AMC as a bonus to basic, said AMC sales and marketing vice president, Kate McEnroe.

Additionally, AMC announced its guarantee to cable operators that it will not add advertising to the service. That guarantee is part of an overall package AMC rolled out at the National Cable Television Association convention. It includes a license fee rebate when AMC reaches 30 million, projected to be in 1991. It currently is seen in more than 11 million homes. AMC will roll out a 16-page, four-color monthly program guide for subscribers next month.

The service has also renegotiated its film agreements with the major studios, allowing the service to be carried on basic tiers." AMC President Josh Sapan, in announcing the changes, took a jab at cable services that seek a broader focus to attract advertising: "Many channels are unexpectedly shifting their focus from niche services that replicate broadcast stations in search of advertising, and they're not providing the enhanced value demanded by consumers." AMC's guarantee, he said, "reaffirms our commitment to the industry to be a real alternative to broadcast television."

### More details

Superstation WTBS(TV) Atlanta further delineated its record first-quarter ratings results (BROADCASTING, March 11) last week. It scored a 2.0 rating and a 5.9 share on a 24-hour basis in the first quarter, up 25% from last year's 1.6/4.7. In prime time, it scored a 3.1/4.7, up 15% from the year earlier's 2.7/4.0.

In weekday fringe, between 5 and 8 p.m., it scored a 2.7/5.1, a 23% increase over last year's 2.2/4.2. And its 3 to 5 p.m. average jumped 24%, from a 1.7/4.8 to a 2.2/6.0.

TBS said the superstation had 16 of the

top 20 rated series on cable in the quarter and 44 of the top 50 programs. It said the three highest rated programs in the quarter were the Pro Bowl on ESPN (8.5), the *World Wrestling Federation Rumble on USA* (8.2) and the NBA All-Star Game on WTBS (7.5).

### In production

Turner Network Television has signed Frank von Zerneck to produce three motion pictures for TNT. Among his credits are the mini-series *Dress Gray* and *Queenie* and made-for-television movies *Miracle on Ice*, *Man Against the Mob*, *To Heal a Nation* and *Romance on the Orient Express*.

Turner Home Entertainment reports that Viewer's Choice has picked up THE's pay-per-view wrestling event, *The Great American Bash*. The special is set for Sunday, July 10, at 7 p.m. NYT. VC joins Request Television and Home Premiere Television in distributing the event. Turner reports more than eight million homes will have access to the event.

### Playboy's course

Due to fiscal third-quarter losses and continuing subscriber losses, the Playboy Channel is examining changes to arrest the services's decline. In a prepared statement that accompanied the third-quarter numbers, Christie Hefner, president and chief executive officer of the Playboy Channel, said: "The channel's inability to get broader access has been a major disappointment for us. The resultant significant quarterly losses are unacceptable, and we are analyzing several alternatives with the intention of announcing our plans by fiscal year-end."

A spokesman at Playboy said that the options that are under consideration do not include a drastic reworking of Playboy's traditional programming. "We will continue to program the type of programming that the viewers have come to expect from Playboy," he said. One possibility, he said, "is that we may be looking to bring in programming that will complement our existing material." The new programming he said, "will still be the R-rated type."

Playboy is currently discussing the possible changes with MSO's that carry the channel. "We cannot run counter to what the prevailing feelings of the MSO's are; we have been working close with them in these discussions," the spokesman at Playboy said.

Although most of those MSO's declined comment, one executive said the options included paring the channel down to three days of programming from the current seven. "We feel that the kind of programming that Playboy provides loses its appeal on a seven-day-a-week basis," the executive said.

The decrease in subscribers—approximately 50,000—for fiscal third quarter 1988 has occurred despite a rigorous marketing and sales campaign and an increased investment in programming.



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The first project will be WWF's *Summer Slam 88*, on Monday, Aug. 29, which will be the first WWF event in Madison Square Garden since 1985.

Titan Entertainment plans to look at other PPV projects in music, sports and entertainment. Included in those plans are two pilots TE is showing to broadcasters and cable operators.

### Prevue advertising package

The Prevue Guide has begun marketing advertising sponsorships for its nine umbrella programming segments. The two-minute segments will run 12 times per day and are divided into nine categories: children's, sports, news, cultural programming and movies, among others. The package offered advertisers includes an opening and closing billboard and a 30-second spot at charter rates. Prevue plans to roll out the umbrella programming segments in the next 60 days. The Prevue Guide service combines program listings at the bottom of the screen with previews and promotions at the top.

### Integrated impulse PPV

Scientific-Atlanta said that Multimedia Cablevision is implementing the "first integrated impulse pay-per-view system" in six of the MSOs suburban Chicago systems. Multimedia has almost completed the roll-out of 10,000 S-A 8585 integrated IPPV units, the company's new impulse ordering line of converters.

### Disney addition

Netlink has added the Disney Channel to its TVRO package and is running a special introductory offer: a year of Disney and a VideoCipher II descrambler for \$450. The deal took effect when Disney began scrambling its transmissions May 11.

Disney joins HBO, Showtime, Cinemax and The Movie Channel on Netlink's premium service package. Netlink also provides a variety of basic cable networks, six Denver television stations and several superstations to TVRO subscribers.

### Finding a center

The National Museum of Cable Television has unanimously voted to change its name to The National Cable Television Center and Museum. The name change more accurately reflects the purpose of the center and museum, said director Marlowe Froke. The organization also voted to increase the number of board members from both the industry and Pennsylvania State University, which houses the museum.

### Digital music

Prime Cable will launch a compact disk digital music network owned by International Cablecasting Technologies in its Las Vegas system next fall. CD/8: The Digital Music Network will offer eight channels of music—no commercials, no interruptions—and will be fed through subscribers' stereo systems.

## The Media

### Shaky honeymoon for cable and public TV

**Christensen says he's sorry if some at NCTA were offended by his remarks there; says PBS can learn from what some cable services are doing**

This spring season has so far proved to be a feeling-out period in relations between public television and the cable industry. April saw National Cable Television Association (NCTA) President James Mooney, at the invitation of the National Association of Public Television Stations (NAPTS), address public TV's annual meeting in Washington, where he offered cooperation on must-carry issues (BROADCASTING, April 18).

Then, two weeks ago, NAPTS and PBS, for the first time, created an exhibitors booth at NCTA's annual convention in Los Angeles. PBS President Bruce Christensen and others at PBS described the visit as a successful "getting to know you" step. Common audience-loyalty interests that Mooney said are shared by cable and public TV were confirmed by numerous cable operators who, visiting the NAPTS-PBS booth, testified they "would get killed" by subscribers

if they dropped noncommercial stations, Christensen told BROADCASTING last week.

If, however, cable operators warned to Christensen, at least a few cable programmers expressed dismay at a few of his statements made during the NCTA show's opening session (BROADCASTING, May 9). The Learning Channel in particular objected to Christensen's claim that, without PBS, cable lacks educational programming. TLC responded with a written response. And Viacom's Frank Biondi was reportedly unhappy with Christensen's criticism of Viacom's Nickelodeon.

"I'm sorry some were offended," Christensen said last week. Not a Nickelodeon subscriber at his home, Christensen admitted less than total familiarity with its lineup. "What I said was that I had tuned in Nickelodeon in a hotel room two weeks ago and found *Popeye* cartoons—not what I expected to see. If Nickelodeon is selling itself as a children's channel and running *Popeye*, they are going down the same road as commercial broadcasters."

Pointing to PBS series such as *Sesame Street*, *Mister Rogers* and *Square One*, Christensen said, "PBS sees children as the

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nation's most crucial audience, worthy of not just entertainment programming, but also programming that enriches and elevates and educates. If cable wants to provide that kind of programming, PBS is where to find it." He conceded, however, that "one of the most important things we learned at NCTA is that public TV doesn't know enough about cable and its services. We can learn a lot, for example," he said, "from TLC's current major promotion campaign."

Of TLC, Christensen said: "It's in cable programmers' interest to promote its own 'PBS-replacement' programming. I would hope that the public would really look at TLC and other cable programmers, and at us, and see if they are producing the same kind and quality of programming PBS has produced for 30 years. I think the answer to that kind of inspection will be in the affirmative for PBS for some time to come."

Christensen said some NCTA attendees misunderstood his remark that PBS would "focus increasingly" on educational programming if they took that to mean PBS would retreat from quality prime-time programming. Elementary and secondary instructional programming is dated now and needs updating, he said, but abandoning prime time is not in the cards. "You should never revolutionize the schedule—that is, throw out the *Novas*," he said.

Reminded that, at the April annual meeting, many of public television's own said that a return to innovation is the answer to a fading identity, he said: "The identity is there. Innovation means new formats to some and taking on hard issues to others."

The \$24-million, three-year Program Challenge Fund—aimed at seeding and funding high-visibility, domestically produced prime time programming—was created to deal with innovation, Christensen said. Although there is more thinking about format at PBS than elsewhere, it is not a top priority, he said. Next fall's *Children's Express*, a prime time news magazine, financed in part by the Challenge Fund, does take a fairly bold format risk, he said, in being hosted by children and being aimed at children as well as adults.

But, said Christensen, "I see PBS taking risks in the content area. High visibility for PBS has always meant controversy. When we are at our viewership best, we are at our risk-taking best," he said. Next winter's *Nuclear Age* from WGBH-TV Boston, he said, takes content risks in the tradition of *The Death of a Princess*, the 1980 documentary on the execution for adultery of a Saudi princess and her lover. "The State Department asked PBS not to air it," he said; but it was aired. *Vietnam: A Television History* (1983) he said was controversial, prime time and among the all-time most-watched PBS programs. Pointing also to recent PBS programs on AIDS (featuring condom-use instructions), *The Africans* (criticized as leftist), he added: "You get more heat and light surrounding PBS than around other services."

As for cable, the PBS president said that public television's identity "can also be found in its combination of national and local programming." He quoted one cable operator, who approached the public TV

booth at the convention, as saying, "I carry a number of public stations. If I pulled any one of them, I'd get killed by my subscribers." That kind of testimony, Christensen

said, "speaks to the community strength that is unique to public television." Public television brings that strength to cable, Christensen said.

## TCI rebuts INTV claims

One week after the Association of Independent Television Stations provided Congress with a document detailing cable's alleged anticompetitive conduct, Telecommunications Inc., which figured in a third of the complaints, rebutted the study as part of written testimony before the House Telecommunications Subcommittee.

Robert Thomson, TCI vice president, government affairs, wrote to subcommittee Chairman Edward Markey (D-Mass.), replying to INTV's charges and chastising it for its efforts "to scuttle the growing wave of cable-broadcaster cooperation that is occurring in the field quite without any legislation from the Congress and certainly without any help from INTV."

Of the 43 situations to which INTV referred (BROADCASTING, May 9), 17 come from TCI owned or affiliated systems, which in total carry 5,000 broadcast channels. In addition to describing the number of complaints as comparatively small, TCI said the INTV report "systematically misstates, omits or misrepresents facts which are necessary to consider when balancing the equities" in the examples cited.

TCI said nine of incidents are related to UHF stations demanding VHF carriage on cable systems. The cable MSO said it favors on-channel carriage where feasible and uses the "FCC sanctioned standard," as exemplified in the channel assignment, "to avoid charges of favoritism." Additionally, TCI stated, UHF stations even on the upper tiers are in relatively good shape because they gain improved signal quality and an expanded service area.

Five complaints are related to incidents that "either never happened or have been resolved," said TCI. TCI system managers may discuss possible channel lineup changes with affected parties and those that are unfavorable are rejected, he wrote. "To cite such consultations that do not result in action as evidence of evil intent is clearly absurd," TCI said.

The other three stem from VHF stations seeking VHF cable carriage outside their market area. Thomson wrote that TCI does not "feel compelled to offer VHF carriage to a nonmust-carry VHF station imported into another broadcaster's market area," a policy, it adds, local broadcasters in that market support. And in one of those cases—that of WTV Indianapolis—TCI pointed out that the station is carried on 18 TCI systems where it would not normally be a must carry, yet on those systems reaching more than 101,000 subscribers, it is asking for VHF carriage.

And finally, TCI pointed out, no station has reported being dropped where carriage would have been mandated under the most recently proposed must-carry rules. "TCI is delighted that INTV's exhaustive search has failed to turn up any broadcaster claiming denial of carriage rights" under the last must-carry accord.

## NAB presents the broadcasters' cable dilemma

The National Association of Broadcasters has submitted as part of its testimony in the House Telecommunications Subcommittee's cable oversight hearings a study detailing the growing incentives cable operators have to drop or shift channels of local broadcast signals.

The study, conducted by Michael Wirth, a professor at the University of Denver, concludes that "the cable industry is having an increasingly negative economic impact on the television broadcasting business," as penetration increases, network viewing erodes and cable's advertising share climbs. "Inasmuch as over-the-air local television stations serve as the FCC's only measure of effective competition for cable," Wirth wrote, "it behooves policymakers to provide as level a playing field as possible on which these critical communications technologies can compete."

Wirth concludes that cable operators have the incentive to drop local independent stations or network-duplicated signals if it: 1) would increase cable's share of spot advertising dollars; 2) would increase pay subscription levels; 3) would boost viewing of cable services and thus increase advertising revenue; 4) would help advertising revenues of cable networks in which the system has some ownership, or 5) would make room for a cable-only service.

Wirth also said an operator has an incentive to relocate broadcast signals on a system for similar economic reasons. Wirth states that as national cable services grow to resemble programming carried by local independents, there is a greater incentive to drop the broadcast signals. And he states that given the marginal financial position of some UHF independents, deletion or relocation could cause some of them to go dark.

# Satellite Footprints

**JISO goes GE.** Los Angeles-based Wold Communications last week announced its first full-time transponder lease in GE Americom's Satcom satellite system. Wold/Misnews Broadcast Services, a joint venture of Wold and Visnews International, will continue to handle transmission of television traffic for the Japanese International Satellite Joint Users Organization (JISO), now via transponder 21, Satcom 2-R—representing a move of that customer from a Contel-ASC-owned transponder on Western Union's Westar IV. Wold now leases three full-time transponders—to others on AT&T's Telstar 301—and has bulk-use agreements with AT&T, GE and Contel. Wold/Misnews is in its fifth year of providing origination facilities for, and transmission of, news, live sports and other television programming to Japan's six television broadcasters, all partners in JISO. According to Wold, a primary selling point of Satcom 2-R was its co-located access to international gateways in Andover, Me.; Washington; Etam, W.Va.; Point Reyes, Calif., and Lake Cowichan, B.C. Wold is also looking toward "expanded use of Satcom 2-R" in the "near future." Wold president, R.N. Wold, said a second, full-time 2-R lease is "very possible."

**Going mobile.** Eight mobile satellite services applicants completed what they described as "the final step prior to [FCC] licensing" this month by signing a joint operating agreement that incorporates the American Mobile Satellite Consortium (AMSC). With that and other documents filed with the commission, as well as a required \$5-million joint escrow account, AMSC expects the consortium license to be granted later this year. Hughes Communications Mobile Satellite Services Inc., MCCA Space Technologies Corp., McCaw Space Technologies Inc., Mobile Satellite Corp., Satellite Mobile Telephone Co., Skylink Corp. and Transit Communications are equal owners of voting stock. North American Mobile Satellite is the sole nonvoting stockholder.

The consortium, in cooperation with Telesat Canada, proposes to procure and launch a satellite system that will allow land, sea and air vehicles anywhere in North America to use public telephone networks

to communicate with home offices. In exchange for use of AMSC's transponder capacity, NASA has offered to launch AMSC's first satellite, possibly as soon as March 1993, according to AMSC. An interim data transmission service using existing capacity may be operational by the end of 1988, with voice services to be added later, said the consortium.

**Footprint hold.** PanAmSat now claims agreements in Scandinavia, Argentina, Chile, Peru, Ecuador and Venezuela for use of its PAS 1 satellite, the first non-Intelsat, commercially owned and operated international bird, which is scheduled for Arianespace launch this June. In addition to signing an agreement late last month with Sweden's Comvik Skyport AB to coordinate with Intelsat to establish "specialized satellite links between North America and the Scandinavian countries," said PanAmSat, a joint venture with domestic data transmission services firm, Alpha Lyracom, has landed three agreements in South America. Transradio Chilena (VTR) of Chile, Leasing del Pacifico S.A. of Ecuador and Summa Corp. of Venezuela will use PAS 1 for VSAT applications including high-speed, point-to-point data transmission, data broadcasting and interactive data communications. The Alpha Lyracom connection, said PanAmSat, will give U.S. customers direct access to their international offices.

**Satellite predictions.** Revenue from satellite systems serving private business in the U.S. is expected to rise from \$567 million in 1987 to \$1.5 billion by 1992, according to a Frost & Sullivan study. Private business networks now account for 24% of C-band transponders and 35% of Ku-band transponders. The study credits very small aperture terminals (VSAT's) as the "most important development [in] the satellite equipment market." VSAT sales are expected to grow from \$255 million in 1987 to \$1.7 billion in 1992, with the transportation-communications-utility and finance-insurance-real estate sectors leading the way.

## For the Record

As compiled by BROADCASTING May 4 through May 11 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; freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; 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. One meter equals 3.28 feet.

interest in KRGE(AM) Weslaco, TX. and KEYX(FM) Globe, AZ. It is buying WSOR(FM) Fort Myers, FL (see "Changing Hands," Jan. 4). Buyer has no other broadcast interests. Filed April 25.

■ KNEA(AM) Jonesboro, AR (BTC880427EA; 970 khz; 1 kw-D)—Seeks assignment of license from John Shields to Paul Boden for \$435,000. Seller has no other broadcast interests. Buyer is station's manager and has no other broadcast interests. Filed April 27.

■ KKYK-FM Little Rock, AR (BALH880428GI; 103.7 mhz; 100 kw; HAAT: 1510 ft.)—Seeks assignment of license from Snider Corp. to Shepard Communications of Arkansas Inc. for \$4 million. Seller is owned by Ted Snider, who has no other broadcast interests. Buyer is principally owned by John J. Shepard and John P. Reilly, who also own WWKI(FM) Kokomo, IN, and has interest in WXMI-TV Grand Rapids, MI. Filed April 28.

■ KJTM(TV) Little Rock, AR (ch. 38; 500 kw-V, 500 kw-

### Ownership Changes

■ KIKO(AM) Miami, AZ (BAL880425EC; 1340 khz; 1 kw-U)—Seeks assignment of license from Daytona Group of Arizona Inc. to Willard Shoecraft for \$125,000. Seller is owned by Carl C. Tintera and Norman S. Drubner. Drubner owns WNLC(AM)-WTYD(FM) New London, CT; WNFJ(FM) Palatka; WPAJ(FM) Panama City, and WCOA(AM)-WJLQ(FM) Pensacola, all Florida, and, with Tintera, owns KRIX(FM) Brownsville, TX; KSLM(AM)-KXYQ(FM) Salem, OR, and KIVA(AM) Corrales and KIVA(FM) Santa Fe, both New Mexico. Drubner also has



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A; HAAT: 2,008 ft.)—Seeks assignment of license from TVX of Pine Bluff-Little Rock to MMC Television Corp. for \$6 million. Seller is Virginia Beach, VA-based group of 12 TV's headed by Gene Loving, chairman, and John Trinder, president. It is also selling WCAY(TV) Nashville, TN (see below). Buyer is owned by Paula S. Baird Pruett; Kristin A. Cannoles; Cathy Balthrop, and Steven J. Pruett. It also has interest in WMSN-TV Madison, WI. Filed April 27.

■ KRIJ-FM Paradise, CA (BALH880429GG; 92.7 mhz; 850W; HAAT: 620 ft.)—Seeks assignment of license from Jibo Broadcasting Corp. to KRIJ Partners, California L.P. for \$850,000. Seller is headed by Jim Flood. It has no other broadcast interests. Buyer is owned by Stephen Dean; Kenneth Doolittle and Ricardo I. Ramirez. Filed April 29.

■ KVFR(AM) Falcon, CO (AM: BAP880420EG; 820 khz; 2.5 kw-D; FM: BALH880420EH; 106.3 mhz; 1 kw-U)—Seeks assignment of license from Louis Foreman Allen to Tippi Communications Inc. for \$1,250,000. Seller has no other broadcast interests. Buyer is owned by Henry B. Tippi, who also owns KVLV(FM) Edinburg and KNCN(FM) Sinton, both Texas. Filed April 20.

■ WJLF(FM) Gainesville, FL (BAPED880422GV; 91.7 mhz; 520 w; HAAT: 354 ft.)—Seeks assignment of license from Central Florida Educational Network to Alachua Public Radio Inc. for \$12,000. Seller is nonprofit corporation with no other broadcast interests. Buyer is nonprofit corporation headed by Arnold Lastinger, president. Filed April 22.

■ WVBH(FM) Key Largo, FL (BAPH880422HE; 103.9 mhz; 3 kw; HAAT: 187 ft.)—Seeks assignment of license from Beach Broadcasting Corp. of Florida to Continental Radio FM Corp. for \$115,000. Seller is principally owned by Malcolm Kahn. Buyer is owned by Fernando A. Alvarez; Marta Alvarez, and Luis E. Rojas. It also owns WOIR(AM) Homestead, FL. Filed April 22.

■ WDCQ(AM) Pine Island Center, FL (BAL880422EA; 1200 khz; 10 kw-D; 1 kw-N)—Seeks assignment of license from Jerry J. Collins to CR Investment Partners Inc. for \$2.2 million. Seller has no other broadcast interests. Buyer is owned by Randall Blair and Carl Fazio, who also own WINW(AM)-WRQK(FM) Canton, Ohio, and WLNZ(FM) St. John's, MI. Filed April 22.

■ WWBA-FM Tampa-St. Petersburg, FL

(BALH880428GK; 107.3 mhz; 100 kw; HAAT: 620 ft.)—Seeks assignment of license from Metropolitan Broadcasting Corp. of Tampa to WWBA Inc. for \$17.1 million. Seller is New York-based group of two AM's and five FM's headed by Carl Brazell. It recently announced merger with Sillerman Acquisition Corp. (BROADCASTING, April 11), and will have no other broadcast interests. Buyer is Atlanta-based group of six AM's, five FM's and eight TV's headed by James C. Kennedy, chairman, and principally owned by Ann Cox Chambers and Barbara Cox Anthony. Broadcasting division is headed by Stanley G. Mouse. Filed April 28.

■ KVFD(AM) Fort Dodge, IA (BAL880415EB; 1400 khz; 1 kw-U)—Seeks assignment of license from Fort Dodge Broadcasting Inc. to Dodge Communication Co. for \$475,000. Seller is group of six investors headed by Max Landes, president, and Ross Martin, executive secretary. It has no other broadcast interests. Buyer is owned by Dean Sorenson, who owns Sioux Falls, SD-based group of five AM's and five FM's, and Raymond Lamb, owner of KBRK(AM)-KGKC(FM) Brookings, SD. It is also buying co-located KFTX(FM). Filed April 15.

■ WTOK-TV Meridian, MS (BALCT880324KI; ch. 11; 316 kw-V; 479 kw-A; HAAT: 536 ft.)—Seeks assignment of license from WTOK-TV Inc. to Benedek Broadcasting Corp. for \$13 million. Seller is Little Rock, Ark.-based group principally owned by Larry Wallace, chairman, and headed by Mike Waddington, president. It recently sold KARK-TV Little Rock, Ark. (BROADCASTING, Feb. 1) and KDBC-TV El Paso, Tex. (BROADCASTING, Feb. 22). Buyer is Rockford, IL-based group of seven TV's principally owned by Richard Benedek. Filed March 24.

■ WJFL(AM) Vicksburg, MS (BAL880422EB; 1490 khz; 1 kw-U)—Seeks assignment of license from Pepsi Cola Bottling Co. of Southern Mississippi to John Henry Pembroke for \$100,000. Seller has no other broadcast interests. Buyer also owns WOAD(AM) Jackson and WONG(AM) Canton, both Mississippi. Filed April 22.

■ KZBR(FM) Owensville, MO (BALH880429GH; 95.3 mhz; 100 kw; HAAT: 330 ft.)—Seeks assignment of license from Owensville Communications Co. to Davel Broadcast Group Inc. for \$275,000. Seller is owned by Mark Jones, who has no other broadcast interests. Buyer is owned by E. Wright Davis and William A. O'Dell. Filed April 29.

■ WCNL-AM-FM Newport, NH (AM: BAPL880425EA;

1010 khz; 250W-D; FM: BALH880425EB; 101.7 mhz; 3 kw; HAAT: 2,006 ft.)—Seeks assignment of license from Sugar River Broadcasting Inc. to Bruce M. Lyons and his wife, Susan, for \$750,000. Seller is principally owned by Phillip M. Lowe, who also owns WHIM(AM) Providence, RI, and recently sold WCOU(AM)-WAYU(FM) Lewiston, ME (BROADCASTING, April 11). Buyers are horse breeders from South Ryegate, VT, with no other broadcast interests. Filed April 25.

■ KFIX-FM Ada, OK (BALH880426HS; 96.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Debrine Communications Inc. to Pontotoc County Broadcasting Inc. for \$280,000. Seller is owned by Fred Debrine, who has no other broadcast interests. Buyer is owned by Katherine M. Hoover and Roger R. Harris. It also has interest in KADA(AM) Ada, OK. Filed April 26.

■ WKAD-FM Canton, PA (BAPLH880427HI; 100.1 mhz; 3 kw; HAAT: 652 ft.)—Seeks assignment of license from Vanguard Communications to Cantorair Communications Co. for \$250,000. Seller is Geneva, NY-based group of two AM's and two FM's owned by Leonard Ackerman and Leonard Marcus. Buyer is owned by Stanley I. Butler and David Bernstein. Butler is PA-based accountant with no other broadcast interests. Bernstein owns WYGL(AM) Selinsgrove, PA. Filed April 27.

■ WCAY(TV) Nashville, TN (ch. 30; 5000 kw-V 500 kw-A; HAAT: 1415 ft.)—Seeks assignment of license from TVX Broadcast Group to SouthWest MultiMedia Corp. for approximately \$5.8 million. Seller is also selling KJTM(TV) Little Rock, AR (see above). Buyer is Houston-based group of four TV's principally owned by Billy Goldberg and Lester Kamin. Filed April 27.

■ WXIL(FM) Parkersburg, WV (BALH880421HD; 95.1 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from PBBC Inc. to Silver Star Communications-Albany Inc. for \$2,814,000. Seller is Pittsburgh-based group of three AM's and four FM's headed by John Laubach, Robert Burstein and Larry Garrett. Buyer is Tallahassee, FL-based group of two AM's and two FM's, principally owned by John Robert E. Lee. Filed April 21.

## New Stations

■ Griffin, GA (BPED880419MF)—Georgia Foundation for Public Broadcasting Inc. seeks 88.9 mhz; 100 kw H&V; 214 m. Address: 1444 Dauset Drive, Griffin, GA 30223. Principal is nonprofit corporation headed by William L. Taylor; Donald L. Ayers, and Mary M. Carnes. It has no other broadcast interests. Filed April 19.

■ Macon, GA (BPH880421NJ)—Ocmulgee Radio Partners seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 12 Executive Park, #1219, Atlanta 30329. Principal is owned by F.E. Busby; E.L. Finch; William P. Trotter; William P. Trotter Jr., and Mary Walker. Busby has interest in WNGM-TV Athens, GA. Filed April 21.

■ Macon, GA (BPH880421MX)—MBM Broadcasting Co. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 522 Park St., P.O. Box 2696, Jacksonville, FL 32203. Principal is owned by James E. Martin; William G. Brown, and Clifton G. Moor. It has no other broadcast interests. Filed April 21.

■ Macon, GA (BPH880421MN)—Cooper Communications seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 5904 Starboard Drive, Greensboro, NC 27410. Principal is owned by Nancy Cooper, who has no other broadcast interests. Filed April 21.

■ Macon, GA (BPH880421MO)—Southeast Communications L.P. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 1025 Hillyer Ave., Macon, GA 31204. Principal is owned by Elaine M. Grant, who has no other broadcast interests. Filed April 21.

■ Macon, GA (BPH880421NU)—Miracle Macon Radio L.P. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 346 McGill Place, Atlanta 30312. Principal is owned by Donata R. Major, who has no other broadcast interests. Filed April 21.

■ Macon, GA (BPED880418MX)—Middle Georgia Community Radio Inc. seeks 88.9 mhz; 9 kw H&V; 136 m. Address: P.O. Box 13443, Macon, GA 31208. Principal is owned by Susan Hanberry; Geraldine Patterson; Marianne Adams; David Clark, and Scott Newton. Filed April 18.

■ Macon, GA (BPH880421NF)—Chizoman Inc. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 885 Lynhaven Ave., Macon, GA 31201. Principal is owned by Charles E. Richardson; Scott Taylor; Esther Okehi, and Obi Okehi. It has no other broadcast interests. Filed April 21.

■ Kankakee, IL (BPH880419MB)—Baldridge Shelton Partnership seeks 95.1 mhz; 3 kw H&V; 100 m. Address:

# Nationwide Media Brokers Chapman Associates

WDCS-FM, Inc.  
Charles McCreery, President

has acquired

WDCS(FM) Scarborough, Maine

for

**\$800,000**

from

Dirigo Communications, Inc.

Chapman Associates is pleased to  
have assisted in this transaction.



1080 Shawnee, Bourbonnais, IL 60914. Principal is owned by Jane C. Baldridge and Dennis C. Baldridge, who have no other broadcast interests. Filed April 19.

■ Kankakee, IL (BPH880421MY)—Andrew Perry Adsit seeks 95.1 mhz; 3 kw H&V; 100 m. Address: 203 McKinley Ave., Milford, IL 60953. Principal has no other broadcast interests. Filed April 21.

■ Kankakee, IL (BPH880421NE)—Webster Broadcasting Inc. seeks 95.1 mhz; 3 kw H&V; 100 m. Address: 26546 W. Ingleside Shore, Ingleside, IL 60041. Principal is owned by Harry D. Monk; Edward Mazola; Jagan K. Mohan, and Joan E. Schlichting. It has no other broadcast interests. Filed April 21.

■ Peoria, IL (BPH880421ML)—B&G Broadcasting L.P. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 1608 Columbia Terrace, Peoria, IL 61606. Principal is owned by Joyce K. Banks; Girtha Gully; Mefarland Bragg, and Keith W. Budd. Filed April 21.

■ Carterville, IL (BPH880421MW)—Pyracom Inc. seeks 95.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 73, Energy, IL 62933. Principal is owned by Edward J. Helleny; Jay H. Pearce, and Tim L. Deterding. It has no other broadcast interests. Filed April 21.

■ Carterville, IL (BPH880420MD)—Carterville Broadcasting Inc. seeks 95.1 mhz; 3 kw H&V; 100 m. Address: RR #3, Box 154, Carbondale, IL 62901. Principal is owned by Russell Branch; Shannon L. Collins, and Leonard O. Bening. Filed April 20.

■ Olathe, KS (BPH880421NK)—Pamela R. Jones seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 20 East Wheeling St., Baltimore 21230. Principal has no other broadcast interests. Filed April 21.

■ Olathe, KS (BPH880421MK)—Commuter Broadcasting Inc. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 7922 Webster, Kansas City, KS 66109. Principal is owned by Ilaine Smith and Rochelle Lucas. Filed April 21.

■ Olathe, KS (BPH880421NB)—East Kansas Radio Group seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 620 Florida, Lawrence, KS 66046. Principal is owned by Sally Blann, who has no other broadcast interests. Filed April 21.

■ Olathe, KS (BPH880420MC)—Dorothy C. Cordell seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 312 S. Center Ave., Gardner, KS 66630. Principal has no other broadcast interests. Filed April 20.

■ Olathe, KS (BPH880421NW)—M.C. Broadcasting Co. L.P. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 5511 Woodland, Kansas City, MO 64110. Principal is owned by M.C. Richardson, who has no other broadcast interests. Filed April 21.

■ Louisa, KY (BPH880420MB)—Louisa Broadcasting Corp. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 890, Louisa, KY 41230. Principal is owned by Jim Bradley and Lavern Boyd. It also has interest in WVKY(AM) Louisa, KY. Filed April 20.

■ Louisa, KY (BPH880420ME)—Louisa Communications Inc. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: Drawer C, Louisa, KY 41230. Principal is owned by Harold G. Britton, who has no other broadcast interests. Filed April 20.

■ Frederick, MD (BPED880419ME)—Hood College seeks 88.1 mhz; 0.035 kw H&V; 321 m. Address: Rosemont Ave., Frederick, MD 21701. Principal is educational institution headed by Lois S. Harrison; Martha E. Church; Barbara Hetrick; Joseph A. Pastore, and Roxanna S. Tyeryar. It has no other broadcast interests. Filed April 19.

■ Wildwood Crest, NJ (BPH880421MS)—Dox Radio Partnership seeks 93.1 mhz; 3 kw H&V; 100m. Address: 547 Carroll Fox Rd., Brick, NJ 08723. Principal is owned by David D. Oxenford who has no other broadcast interests. Filed April 21.

■ Wildwood Crest, NJ (BPH880421MQ)—Jack M. Murray seeks 93.1 mhz; 3 kw H&V; 100m. Address: 1725 Asbury Ave., Ocean City, NJ 08226. Principal has no other broadcast interests. Filed April 21.

■ Jacksonville, NC (BPH880421MZ)—Jacksonville Broadcasters seeks 92.3 mhz; 50 kw H&V; 150 m. Address: P.O. Box 81, Jacksonville, NC 208540. Principal is owned by Paultette Maragelis; Sandra Block; Gail Buffong, and Glenn Hargett. Maragelis and Hargett have interest in WJNC(AM) Jacksonville, NC. Filed April 21.

■ Jacksonville, NC (BPH880421MT)—Ferguson Radio Partnership seeks 92.3 mhz; 50 kw H&V; 150 m. Address: 2616 Northwoods Dr., Jacksonville, NC 28540. Principal is owned by Miles H. Ferguson and Brenda Ferguson, who have interest in WJHO(AM) Opelika, AL. Filed April 21.

■ Fargo, ND (BPED880419MD)—Brightness Ministries Inc. seeks 88.9 mhz; 100 kw H&V; 127 m. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is owned by John W. Smith and famliy and Carl Lord, who have no other

broadcast interests. Filed April 19.

■ La Grande, OR (BPH850712QL)—Granted app. of Blue Mountain Broadcasting Co. for 100.1 mhz; 3 kw H&V; -558 m. Address: 3392 Melrose Road, Roseburg, OR 97470. Principal is owned by William G. Williamson and Linda J. McCormick. It has no other broadcast interests. Filed May 2.

■ Killeen, TX (BPH880420MH)—Killeen Community Broadcasting Inc. seeks 92.3 mhz; 3 kw H&V; 100 m. Address: 1715 Highland Ave., Cincinnati 45210. Principal is owned by Beverly A. White; Jani Johnson, and Scott Abrahamson. It has no other broadcast interests. Filed April 20.

■ Midland, TX (BPH880421NM)—Clyde Butter seeks 95.1 mhz; 3 kw H&V; 91 m. Address: P.O. Box 4312 Odessa, TX 79760. Principal also owns KRIL(AM) Odessa, TX. Filed April 21.

■ Midland, TX (BPED880418MW)—Southwest Educational Media Foundation of Texas Inc. seeks 95.1 mhz; 3 kw H&V; 100 m. Address: 2100 Hwy 360, #1204, Grand Prairie, TX 75050. Principal is owned by T. Kent Atkins; Mary H. Atkins, and Charles Delap, who have no other broadcast interests. Filed April 18.

■ Midland, TX (BPH880421MP)—Ruben Velasquez seeks 95.1 mhz; 3 kw H&V; 100 m. Address: N. Loop 338, Odessa, TX 79763. Principal has no other broadcast interests. Filed April 21.

■ Midland, TX (BPH880421ND)—Three Card Enterprises seeks 95.1 mhz; 2.5 kw H&V; 100 m. Address: 13711 Chancery Rd., Houston 77034. Principal is owned by David Cardwell and Kathy Cardwell, who have no other broadcast interests. Filed April 21.

### Actions

■ Ojai, CA (BPED880307MA)—Returned app. of Educational Broadcasters of Ventura County Inc. for 89.5 mhz; 0.2 kw H&V; 376 m. Address: 633 Ventura Blvd., Oxnard, CA 93030. Principal is owned by Raymond Clanton; John Pleas; Joe De Vito; Barbara Phelps, and Sharon Rasmussen. Action April 29.

■ North Branford, CT (860530MC)—Returned app. of Totoket Educational Fellowship Inc. seeks 91.5 mhz; 2 kw H&V; 91 m. Address: 94 Valley Rd., North Branford, VT 06471. Principal is nonprofit corporation headed by Allan L. Ellis; Jody Adair; W. Shea; Joseph Ochenkowschi, and Norman Oestreicher. It has no other broadcast interests. Action May 3.

■ Manhattan, KS (BPH871104MB)—Returned app. of Little Apple Broadcasting for 104.7 mhz; 50 kw H&V; 150 m. Address: P.O. Box 1534, Emporia, KS 66801. Principal is owned by Mike Law, who has no other broadcast interests. Action April 27.

■ Portage, MI (BPH851115MT)—Dismissed app. of Radio Portage Inc. for 96.5 mhz; 3.0 kw (H&V); 238 m. Address: 1249 Washington Blvd., 21st Floor, Detroit 48226. Principal is owned by Don H. Barden and Michael Jackson. Action April 27.

■ Standish, MI (BPH860123NQ)—Granted app. of Agri-Valley Communications Inc. for 96.9 mhz; 3.0 kw (H&V); 26 m. Address: 7585 W. Pigeon Rd., Pigeon, MI 48755. Principal is owned by John Eichler; Edwin B. Eichler; Neal B. Eichler; James J. Christner, and Karl J. Leppien. Action April 29.

■ Standish, MI (BPH860123NP)—Dismissed app. of Benjamin Macwan for 96.9 mhz; 3 kw (H&V); 276 m. Address: 4701 Newtown Rd., Long Island, NY 11103. Principal has no other broadcast interests. Action April 29.

■ St. James, MN (BPCT870211KG)—Dismissed app. of Hubbard Broadcasting Inc. seeks ch. 32; 60 kw vis.; 6 kw aur.; HAAT: 989 m. Address: 3415 University Ave., West, St. Paul, MN 55114. Principal is St. Paul-based group of one AM, one FM and nine TV's principally owned by Stanley S. Hubbard. Filed April 29.

■ Elko, NV (BPED880121MI)—Northern Nevada Community College for 91.5 mhz; 0.05 kw H&V; 226 m. Address: Univ. Of Nevada System, 901 Elm St., Elko, NV 89801. Principal is educational institution headed by June Whitley; James Eardley; Joseph M. Foley; Chris Karanamos; Joan Kenney; Daniel J. Klaich; Joann Sheerin; Dorothy S. Gallagher, and Carolyn M. Sparks. Action April 28.

■ Lakeside, NJ (BP851206AG)—Granted app. of Wendell & Associates for 550 khz. Address: P.O. Box 846, West Milford, NJ 07480. Principal is owned by F. P. Scalenghe; Steven Wendell, and Boon Chai Tiramai, who have no other broadcast interests. Action April 28.

■ Altus, OK (BPH861110MA)—Granted app. of Fred R. Morton Jr. for 107.9 mhz; 3 kw H&V; 290 m. Address: 5103 N.W. Cherry, Lawton, OK 73505. Principal has no other broadcast interests. Action April 29.

## Facilities Changes

### FM's

■ Fort Shawnee, OH, 107.5 mhz—April 7-Mod of CP to change TL: 213 meters N of Wonnell Rd., 343 E of Schooler Rd., Perry Township, 9.8 km ESE of Fort Shawnee, OH.

■ Arvada, CO, KQXI, 1550 khz—April 28-Application for CP to change hours of operation to unlimited by adding night service with 10 kw; change daytime TL to: corner of West Erl Mar La and Platte Canyon Rd., 0.4 km SW of Columbine Valley, CO, and make changes in ant sys: 39 25 33N 105 02 34W.

### TV

■ Charlottesville, VA, WHTJ, ch. 41—April 25-Mod of CP (BPET851224KH) to change ERP vis.: 251 kw; HAAT: 1156 ft. (352.3 meters); 37 58 58N 78 29 00W.

### Actions

#### AM

■ Cambridge, MA, WLVG, 740 khz—May 4-Application (BMP871224AA) returned for Mod of CP (BP861215AN) to increase pwr to 2.5 kw; install DA-D; make changes in ant sys and change TL to: Ashland, MA; 42 14 49N 71 25 30W.

#### FM's

■ Alturas, CA, KYAX, 94.5 mhz—April 28-Application (BPH781018AD) granted CP for new FM on: 94.5 mhz (#233); ERP: 51.66KW (H); HAAT: -78 ft. (H); TRANS: Ceteq-Sparta 610A; ANT: Jampro JA 6-B, 6Sects(H); TL & SL: Hwy 39S, 2.5 mi. NE of Alturas, CA.

■ San Francisco, KYA, 93.3 mhz—April 29-Application (BMP87870141D) granted for MP (BPH8750581C) to change antenna-supporting structure height.

■ Panama City, FL, WPFM, 107.9 mhz—April 29-Application (BPH870227NV) granted for CP to change TL: 1.33 mi. SE of intersec of SR 20, Crystal Lake, FL; change HAAT: 304.7 m. H&V: 30 25 20N 85 42 14W.

■ Rupert, ID, KNAQ-FM, 92.1 mhz—April 27-Application (BPH8712241C) granted for CP to change freq. to 92.5 mhz (#223); change class of station; change TL: Conner Ridge, Cassia county, 8.7 km from Albion, ID, on bearing of N15E degrees; change ERP: 53.15 kw H&V; change HAAT: 752.4 m. H&V, and make changes in CP forfeited 4-27-88; 42 20 06N 113 36 16W.

■ Marietta, OH, WEYQ, 94.3 mhz—April 29-Application (BPH8711301P) granted for CP to change freq. to 94.3 mhz (Per Docket 386-474); change TL: 0.4 km WNW of the intersec of Way Rd. and Farson St., Dunham Township, Washington Co., OH; change ERP: 11 kw H&V; change HAAT: 150 m. H&V; change to class B1; 39 19 27N 81 37 33W.

■ Stillwater, OK, KOSU-FM, 91.7 mhz—April 27-Application (BPED870227NW) dismissed for CP to change HAAT: 308 meters H&V; TL: 7-1/2 mi. W of Main St., Stillwater, OK, on Hwy 51 (approximately 1 km NE of intersec with Rte 51C); make changes in ant. sys: 36 06 33N 97 11 43W.

■ Victoria, TX, KTXN-FM, 98.7 mhz—April 25-Application (BPH8702031J) returned for CP to change HAAT: 984.25 ft. H&V.

■ Victoria, TX, KTXN-FM, 98.7 mhz—April 25-Application (BPH8703301R) dismissed for CP to change HAAT: 123.4 H&V (for auxiliary purposes only).

■ St. Marys, WV, WRRR, 101.7 mhz—April 29-Application (BPH8701301G) granted for CP to change freq. to 93.9 mhz (Per Docket #86-107); change ERP: 17 kw H&V; change HAAT: 118.87 m. H&V.

■ Ravenswood, WV, WRAU, 102.3 mhz—April 28-Application (BMP878709211G) granted for Mod of CP (BPH850712Q5) to change TL: 11 km NE of Ravenswood, Jackson Co, WV; change HAAT: 184 m. H&V; ERP: 0.92 kw H&V; 39 02 07N 81 40 04W.

### TV's

■ Montgomery, AL, WMCF-TV, ch. 45—April 29-Application (BPCT880325KG) granted for CP to change ERP vis.: 600 kw; HAAT: 308.2 meters; TL: 2.4 km N of intersec of Burbank Drive and U.S. Rt. 80; 32 24 11N 86 11 48W.

■ Pine Bluff, AR, KVTN, ch. 25—April 29-Application (BMPCT880323KJ) granted for MP (BPCT840813KN) to change ERP vis.: 4368 kw and ANT: Andrew ATW-30H.

■ Fort Wayne, IN, WFVA, ch. 39—April 29-Application (BPET880120KH) granted for CP to change ERP vis.: 1370

kw.

■ Calumet, MI, WHTA, ch. 5—April 29-Application (BMPCT880217KJ) granted for MP (BPCT831018KQ) to change antenna-supporting structure height; HAAT: 129 meters; TL: On unnamed road 1/2 mi. SW of "T" intersection with Pontiac Rd., Franklin Township, Houghton Co, MI; 47 08 33N 88 34 37W.

■ Albuquerque, NM, KGSW, ch. 14—April 29-Application (BPCT871118KF) granted for CP to change HAAT: 4181 ft. (1274 m.); ANT: Dielectric TFU-25G Custom.

■ Fort Worth, KFWO, ch. 52—April 29-Application (BMPCT880328KM) granted for MP (BPCT850108KN) to change ERP vis.: 2619 kw; HAAT: 328 meters; ANT: Bogner BUH-32 Pattern A.

## Actions

### FCC Actions

■ Cable Television Systems—FCC is requesting data, empirical studies and/or information concerning availability of

broadcast signals on cable TV systems, so as to provide basis for formulating any future policies in this area. Comments are due July 8, replies Aug. 8. (MM Docket 88-138 by NOI [FCC 88-129] adopted March 24 by commission.)

■ Channel Swapping—Denied three petitions for reconsideration and/or clarification of rules adopted in 1986 which provide procedure whereby licensees and permittees of commercial and noncommercial educational TV stations can exchange channels. (MM Docket 85-41, by MO&O [FCC 88-147] adopted April 15 by commission.)

■ Kannapolis, NC—Approved settlement agreement between Kannapolis Television Co., A Joint Venture and Community Action Communications Inc., and conditionally granted Community's application for new television station on ch. 64 at Kannapolis. (BC Dockets 82-259-260 by MO&O [FCC 88-148] adopted April 18 by commission.)

■ FCC grants application of Caloosa Television Corp. for changes in facilities of WEVU(TV) Naples, FL (Report MM-322, Mass Media Action)—FCC has granted application of Caloosa Television Corp. to change power, antenna location and height of WEVU(TV), ch. 26 (ABC), Naples, FL. Action by commission April 28 by MO&O (FCC 88-164).

### Staff Actions

■ Sedona, AZ—Dismissed as moot American Aircasting Corp.'s requests for reconsideration and stay in FM allotment proceeding at Sedona which was resolved with favorable action for American's proposal. (MM Docket 86-102 by MO&O [DA 88-649] adopted March 29 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Morgan Hill, CA—Designated for hearing applications of Local Morgan Hill Radio Associates; Morgan Hill FM Limited Partnership; Ethnic Radio of Los Banos Inc.; Morgan Hill Broadcasting; Toro Broadcasting General Partnership; Eric R. Hilding; Herron & Genetti, and Peter Mieuili for new FM station on channel 241A (96.1 mhz) at Morgan Hill. (MM Docket 88-205 by order [DA 88-611] adopted April 21 by chief, Audio Services Division, Mass Media Bureau.)

■ Eureka, IL—Designated for hearing applications of AGH Communications Inc. and Woodford County Radio Inc. for new FM station on channel 253A (98.5 mhz) at Eureka. (MM Docket 88-204 by order [DA 88-607] adopted April 21 by chief, Audio Services Division, Mass Media Bureau.)

■ Belle Chasse, LA—Designated for hearing applications of Mary Faye Gilbert; Belle Chasse Enterprises Inc.; Sunset Broadcasting Co. L.P.; First Belle Chasse Media Group; Area Belle Chasse Community Radio, and Belle Chasse Radio Limited Partnership for new FM station on channel 275A (102.9 mhz) at Belle Chasse. (MM Docket 88-206 by order [DA 88-609] adopted April 26 by chief, Audio Services Division.)

■ Poughkeepsie and New Paltz, NY—Designated for hearing application of WMHT Educational Telecommunications Inc. for new noncommercial educational FM station on channel 204A (88.7 mhz) at Poughkeepsie, together with mutually exclusive application of State University of New York for same channel at New Paltz. (MM Docket 88-202 by order [DA 88-614] adopted April 21 by chief, Audio Services Division.)

■ Curwensville, PA—Designated for hearing applications of Robin B. Thomas. Raymark Broadcasting Co. Inc., Laurel Media Inc. and Joseph Powers for new FM station on channel 275A (102.9 mhz) at Curwensville. (MM Docket 88-203 by order [DA 88-605] adopted April 21 by chief, Audio Services Division.)

■ Custer, SD—Designated for hearing applications of Robert Wilson and Patricia Phipps and Custer Broadcasting Corp. for new FM station on channel 286C2 (105.1 mhz) at Custer. (MM Docket 88-190 by order [DA 88-606] adopted April 18 by chief, Audio Services Division.)

■ Oliver Springs, TN—Designated for hearing applications of Charles E. Phillips. Oliver Springs Radio FM Ltd. Partnership and Randall K. Wells for new FM station on channel 254A (98.7 mhz) at Oliver Springs. (MM Docket 88-201 by order [DA 88-612] adopted April 21 by chief, Audio Services Division.)

## Allocations

■ Booneville, AR—Substituted channel 284C2 (104.7 mhz) for channel 221A (92.1 mhz); modified license for KBSS(FM) to specify operation on new channel. (MM Docket 87216, adopted April 14 [DA 88-639], by deputy chief, Policy and Rules Division.)

■ Monticello, AR—Effective June 20, amended FM table by allotting channel 260A (99.9 mhz) to Monticello as its second local FM service. Filing window opens June 21, closes July 21. (MM Docket 87-184 by R&O [DA 88-637] adopted April 13 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Coalinga, CA—At request of William L. Zawila, proposed substituting channel 261B1 (100.1 mhz) for channel 261A at Coalinga, and modifying license for KNGS(FM) to specify operation on higher powered channel. Comments due June 27, replies July 12. (MM Docket 88-184 by NPRM [DA 88-633] adopted April 7 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Oroville and Monterio, CA—Two mutually exclusive petitions to amend FM table have been proposed: 1) at request of Oroville Radio Inc., proposed substituting channel 249B (97.7 mhz) for channel 249A at Oroville and modifying license of KEWE(FM) to specify operation on higher channel; and 2) at request of Southcom Inc., proposed substituting channel 249B1 for channel 249A at Monte Rio and modifying license of KMGG(FM) to specify operation on higher class channel. In order to accommodate its request, Southcom proposed substituting class A channel for channel 249A at Fort Bragg, CA, and construction permit issued to KSAY(FM) modified accordingly; and

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proposed substituting channel 249B1 instead of channel 249B for channel 249A at Oroville. KSAY(FM) has until July 1 to show cause why its license should not be modified to specify operation on channel 253A(98.5 mhz). Comments are due July 1, replies July 18. (MM Docket 88-192 by NPRM and order to show cause [DA 88657] adopted April 6 by deputy chief, Policy and Rules Division.)

■ Fort Myers, FL—Substituted channel 237C1 (95.3 mhz) for channel 237A; modified license for WSOR(FM) to specify class C1 channel. (MM Docket 87-392, adopted on April 13 [DA 88-640], by deputy chief, Policy and Rules Division.)

■ Augusta, GA—Substituted channel 289C (105.7 mhz) for channel 289C1 modified license for WZNY(FM) to specify operation on class C station. (MM Docket 87-337, adopted on April 5, by deputy chief, Policy and Rules Division.)

■ Kekaha, HI—Allotted channel 277A (103.3 mhz) (MM Docket 87-377, adopted on April 5, by deputy chief, Policy and Rules Division.)

■ Coeur D'Alene, ID—Substituted channel 276C2 (103.1 mhz) for channel 276A modified license of KCDA(FM) to specify operation on new channel. (MM Docket 87-300, adopted on April 15, by deputy chief, Policy and Rules Division.)

■ McCall, ID—Allotted channel 252A (98.3 mhz); filing window open June 24 to July 24. (MM Docket 87-404, adopted on April 13 [DA 88-641], by deputy chief, Policy and Rules Division.)

■ Bremen, IN—Effective June 24, amended FM table by allotting channel 245A (96.9 mhz) to Bremen as its first FM service. Filing window opens June 25, closes July 25. (MM Docket 87-453 by R&O [DA 88-656] adopted April 13 by deputy chief, Policy and Rules Division.)

■ Brownsburg, IN—Allotted channel 270A (101.9 mhz); filing window open June 24 to July 24. (MM Docket 87-37, adopted on April 13 [DA 88-638], by deputy chief, Policy and Rules Division.)

■ Ellettsville, IN—Effective June 24, amended FM table by allotting channel 286A (105.1 mhz) to Ellettsville as its first local FM service. Filing window opens June 25, closes July 25. (MM Docket 87-35 by R&O [DA 88-655] adopted April 13 by deputy chief, Policy and Rules Division.)

■ Wabash, IN—Allotted channel 290A (105.9 mhz); filing window open June 24 to July 24. (MM Docket 87-364, adopted on April 13 [DA 88-643], by deputy chief, Policy and Rules Division.)

■ Atlantic, IA—Effective June 20, amended FM table by substituting channel 279C (103.7 mhz) for channel 279C1, and modified license for KJAN-FM to specify operation on higher-powered channel. (MM Docket 87-535 by R&O [DA 88-634] adopted April 7 by deputy chief, Policy and Rules Division.)

■ Ida Grove, IA—Effective June 24, amended FM table by substituting channel 225C2 (92.9 mhz) for channel 224A (92.7 mhz) at Ida Grove, and conditionally modifying license of KIDA(FM) to specify operation on C2 channel. (MM Docket 87-508 by R&O [DA 88-626] adopted April 7 by deputy chief, Policy and Rules Division.)

■ Dennysville, ME—Effective June 20, amended FM table by allotting channel 275A (102.9 mhz) to Dennysville as its first local FM service. Filing window opens June 21, closes July 21. (MM Docket 87-361 by R&O [DA 88-636] adopted April 6 by deputy chief, Policy and Rules Division.)

■ Philadelphia, MS—At request of Quail Communications, proposed amending FM table by allotting channel 277A (103.3 mhz) to Philadelphia as its second FM service. Comments are due July 1, replies July 18. (MM Docket 88-193 by NPRM [DA 88-658] adopted April 13 by deputy chief, Policy and Rules Division.)

■ Boulder City, NV—Effective June 20, amended FM table by substituting channel 288C2 (105.5 mhz) for channel 288A at Boulder City, and modified license for KRRI to specify operation on higher-powered channel. (MM Docket 87-519 by R&O [DA 88-635] adopted April 6 by deputy chief, Policy and Rules Division.)

■ Eagle Nest-Angel Fire, NM—Allocated channel 256C2 (99.1 mhz) to Angel Fire. Filing window—June 21 to July 21 (MM Docket 87-436, adopted on April 7, by deputy chief, Policy and Rules Division.)

■ Copenhagen, NY—Effective June 20, amended FM table by allotting channel 294A (106.7 mhz) to Copenhagen as its first local FM service. Filing window opens June 21, closes July 21. (MM Docket 87-500 by R&O [DA 88-599] adopted April 7 by deputy chief, Policy and Rules Division.)

■ Hertford, NC—At request of Marantha Broadcasting Co. Inc., proposed amending FM table by substituting channel 285C2 (104.9 mhz) for channel 285A at Hertford, and modifying license of WELQ(FM) to specify operation

on C2 channel. Comments are due July 1, replies July 18. (MM Docket 88-194 by NPRM [DA 88-659] adopted April 13 by deputy chief, Policy and Rules Division.)

■ Lawton, OK—At request of Broadco of Texas Inc., proposed substituting channel 258C2 (99.5 mhz) for channel 237A (95.3 mhz) at Lawton and modifying license for KMGZ to specify operation on higher powered channel. Comments due June 27, replies July 12. (MM Docket 88-188 by NPRM [DA88-628] adopted April 6 by deputy chief, Policy and Rules Division.)

■ Montgomery, WV—At request of Upper Kanawha Valley Broadcasters Inc., proposed allotting channel 227A (93.3 mhz) to Montgomery as its first local FM service. Comments are due June 27, replies July 12. (MM Docket 88-185 by NPRM [DA 88-631] adopted April 4 by deputy chief, Policy and Rules Division.)

■ Roland and Heavener, OK—Effective June 24, amended FM table by allotting channel 222A (92.3 mhz) to Roland as its first local FM service; denied request by Double Eagle Broadcasting Corp. to amend FM table by substituting channel 223C2 (92.5 mhz) for channel 223A at Heavener. Filing window for channel 222A at Roland opens June 27, closes July 27. (MM Docket 87-393 by R&O [DA 88-625] adopted April 5 by deputy chief, Policy and Rules Division.)

■ Slaton, TX—Substituted channel 224C1 (92.7 mhz) for channel 225A (92.9 mhz); modified license for KJAK(FM) to specify operation on higher class channel. (MM Docket 87-381, adopted on April 13 [DA 88-642], by deputy chief, Policy and Rules Division.)

■ Wichita Falls, TX—Substituted channel 292C2 (106.3 mhz) for channel 292A modified license of KTLT(FM) accordingly (MM Docket 87-341, April 4).

■ Highlands, NC. At request of Mountain-High Broadcasters Inc., proposed allotting channel 283A (104.5 mhz) to Highlands as its first local FM service. Comments due June 27, replies July 12. (MM Docket 88-189 by NPRM [DA 88-627] adopted April 6 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Woodville, TX—Allotted channel 234C2 (94.7 mhz); filing window open June 24 to July 24. (MM Docket 87-348, adopted on April 13 [DA 88-644], by deputy chief, Policy and Rules Division.)

■ Centerville, UT—At request of Radio Property Ventures, proposed substituting channel 289C1 (105.7 mhz) for channel 289C2 at Centerville, and modifying license of KCGL(FM) to specify operation on higher class co-channel. Comments due June 27, replies July 27. (MM Docket 88-187 by NPRM [DA 88-629] adopted April 4 by deputy chief, Policy and Rules Division.)

■ Prairie du Chien, WI—At request of Prairie Broadcasting Co., proposed substituting channel 232A (94.3 mhz) for channel 232C2 at Prairie du Chien, and modifying license for WPRE-FM to specify operation on higher class channel. Comments due June 27, replies July 12. (MM Docket 88-186 by NPRM [DA 88-630] adopted April 4 by deputy chief, Policy and Rules Division.)

## Call Letters

### Applications

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<b>New FM's</b>	
WTUR	Primo Communications Inc., Truro, CA
KKGG-FM	Tropic Air Ltd., Waimea, HI
KCVS	United American Broadcasting Inc., Salina, KS
WHHT	Steven W. Newberry, Cave City, KY
WVVY	MC Radio Partnership, Grifton, NC
KGWB	Guderian Broadcasting Inc., Wahpeton, ND
KWRL	Grande Ronde Broadcasting Inc., LA Grande, OR
WMYJ	G.A.M. Communications Inc., Edinboro, PA
WAVI	St. Croix Wireless Co., Christiansted, VI
<b>New TV</b>	
WPBF	Tequesta Television Inc., Tequesta, FL
<b>Existing AM's</b>	
WTCL	WENO Paul and Nancy Schumacher, Chattahoochie, FL
WQCH	WLFA Brownie B. Gwyn, Lafayette, GA
WJPF	WHPI Egyptian Broadcasting Co., Her-rin, IL

WUNI	WIRJ Union University, Humboldt, TN
<b>Existing FM</b>	
KKLU	KWBF Mark Guidotti, Colusa, CA
<b>Existing TV</b>	
KTVD	KTZO-TV Twenver, Inc., Denver
<b>Actions</b>	
<i>Call</i>	<i>Sought by</i>
<b>New FM's</b>	
KTPH	Nevada Public Radio Corp., Tonopah, NV
WNMX	Professional Radio Inc., Newberry, SC
<b>New TV's</b>	
WBSG-TV	Coastal Com Inc., Brunswick, GA
KFXT-TV	Kirkwood Broadcasting Inc., Sioux Falls, ND
WPAJ	Danville Communications, Danville, VA
<b>Existing AM's</b>	
WLHQ	WIRB Northcom Ltd., Enterprise, AL
KTZR	KFXX Tucson Wireless Inc., Tucson, AZ
KEBR	KFRP J&K Broadcasters, Rocklin, CA
KMVP	KPBL Pro Broadcasters of Colorado Inc., Commerce City, CO
WLOO	WXEZ Webber College, Babson Park, FL
WZQB	WRBN Televiewers Inc., Warner Robins, GA
WXEZ	WCZE Century Broadcasting Corp., Chicago
WWLF	WUFL James Communications Corp., Sterling Heights, MI
WWTC	KSNE Metropolitan Radio Inc., Minneapolis
WSGD	WKOL Sage Broadcasting of Amsterdam, Amsterdam, NY
KWBY	KWRC 94 Country, Inc., Woodburn, OR
WXVX	WCXJ Barua Communications Inc., Monroeville, PA
KSMX	KAFFR STL Inc., Walla Walla, WA
<b>Existing FM's</b>	
WLHQ-FM	WLHQ Northcom Ltd., Enterprise, AL
KFXX	KFXX-FM Southwestern Wireless Inc., Tucson, AZ
KXFR	KRFR Family Stations Inc., Redding, CA
KTRR	KLOV-FM Aspen Leaf Broadcasting Corp., Loveland, CO
WKSM	FTW-FM Spector Broadcast Corp., Fort Walton Beach, FL
WPPR	WRBN-FM Televiewers Inc., Warner Robins, GA
KBFL	KBFL The Dallas County R-1 School District, Buffalo, MO
KBMX	KKNO Lake Broadcasting Inc., Eldon, MO
WNNJ-FM	WIXL-FM Group M Communications Inc., New Jersey
WBHV	WXLN Centre Broadcasters Inc., State College, PA
WLGO	WXAX Standard Broadcasting Inc., Lexington, SC
KUFO	KLSC Giraffe Communications Inc., Lamesa, TX
KLSC	KUFO West Texas Broadcasting Co., Lamesa, TX
KESE	KZZQ Woods Communications Group Inc., Amarillo, TX
WHWB-FM	WKLZ Con Brio Broadcasting Inc., Rutland, VT
<b>Existing TV's</b>	
KTVD	KTZO-TV Twenver Inc., Denver
WBSF	WMOD Blackstar Communications of Florida Inc., Melbourne, FL
WPCQ	WPCQ-TV Channel 36 Partners, Charlotte, NC
KBSP-TV	KHSP Blackstar Communications of Oregon Inc., Salem, OR

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

## RADIO

### HELP WANTED MANAGEMENT

**Growing group** needs strong, experienced, successful general managers for excellent stations in A rated southern markets. Please send resume to Box G-86.

**Station manager:** Growing Southwest based group owner seeks station manager for newest acquisition in dynamic Colorado Springs market. Excellent potential for right individual. Must have strong administrative and sales skills with solid track record of management success along with ability to make your plan work. Send detailed resume including references and salary history to Box H-19, EOE.

**Local sales management opportunity** for a promotion intensive/sales pro WCHY AM & FM, a rate and ratings leader in the market, offers an exclusive country format. Great opportunity for the right person. No phone calls - send resume to Brenda Brown, P.O. Box 1247, Savannah, GA 31402.

**Sales oriented GM** for solid Texas market. Must have strong retail sales experience, able to lead staff and be bottom line oriented. Excellent opportunity for successful GSM looking for a move up. Earnings commensurate with your own experience and ability. Call Virginia, 214-595-5111.

**GSM for group owned SE FM powerhouse.** Turnaround needs proven winner who knows the street. If you're creative and like a challenge send resume to Box 10045, Augusta, GA 30903.

**Sales manager.** One of New Jersey's leading easy-listening FM's needs a motivator to direct top rated station sales team. Eventual management of station available, based on your performance. Station well established, but need proven sales leader. Excellent compensation for performance. Small market, with big dollars. Box H-46.

**S.W. group has openings** in medium and major markets, for successful sales managers. Responses will be confidential. Send resume to Box H-48, EOE/M/F.

**What if...you learned that a top rated, Class C FM, a CHR, in a Midwest market of 100,000+ that's in the first stages of an economic recovery was looking for a general manager?** A station with a good sales staff, looking for a general manager who has proven that he/she can make things happen? What if the position offered a good salary, a percentage of the increases, and a potential option to acquire an equity interest? What would you do? Send your answer to Box H-17.

**Growing group** seeks selling general manager for Rocky Mountain station. Record of turnaround success in small or medium markets, stable employment, and quality references desired. Resume to Box H-63.

**Operations manager:** Group owner seeking operations manager for latest FM acquisition in vibrant Colorado Springs market. Candidate must have track record of success with AC/Lite Rock formats. Strong administrative, motivational and production skills vital plus understanding of bottom line. Excellent opportunity with growing company for right person. Send detailed resume and references to Box H-64, EOE.

**Major public broadcasting company** in top 15 of group radio broadcasters searching for general manager of top 25 West Coast AM/FM property. Successful candidate will have stable employment history, good sales experience and solid budget and expense control. Submit a letter giving complete career, salary history and current references to: Box H-69.

**Assistant general manager/program director** for university radio services. Plan, acquire and schedule all programming for WUAL-FM/WQPR-FM, including syndicated and network programs. Assist director/general manager in administrative and representational duties. On-air duties consist of participation in periodic fundraisers and emergency fill-ins. No regular board shift required. B.A. required. Master's degree preferred. Broad knowledge of jazz and classical music. Three years experience in programming in public radio required. On-air and management experience essential. Knowledge of production, remote recording and audience ratings systems necessary. Salary competitive. Excellent university benefits. Send cover letter and resume to Employment Office, P.O. Box 6163, University of Alabama, Tuscaloosa, AL 35487. Application deadline: May 24, 1988. The University of Alabama is an equal opportunity, affirmative action employer. Women and minorities encouraged to apply.

**General manager:** Spanish-language AM California Central Coast #31 Hispanic ADI. Min. 3-5 years Hispanic station management experience. Computer experience & Spanish-English fluency required. Prior exper. in all areas of station management and operation. EOE. Resume: Box H-59.

**Sales manager** or sales - oriented station manager. Iowa AM/FM combo. Immediate opening. Apply - Bruce Cox, WMIX, P.O. Box 1508, Mt. Vernon, IL 62864.

**Write your own ticket** with expanding Southwest radio group. We are looking for aggressive general managers & sales managers who can produce bottom line results. Send resume to Box H-61.

**Sales manager** - Perennial dominant 20 share FM country in 15 station market of 200,000. High tech facility in scenic mountain region. On "Money" and "Inc" magazines' lists of most liveable and fastest growing cities. Healthy economy. Cooperative staff, team spirit, fair management with very high expectations. Extremely promotional. Aggressive and professional sales organization. Prefer at least 6-8 years radio with background in aggressive leading stations with high sales. Resume with past compensation to Doug Whitman, P.O. Box 1104, Fayetteville, AR 72702, EOE.

**Experienced sales manager** needed for WIRL/WSWT, Peoria's dominant combo. You'll be working with a great staff, so you must be good. Promotion to GM, equity very possible. Resume to Jim Glassman, President, Community Service Radio, PO Box 3335, Peoria, IL 61614, EOE, M/F.

**WHYY-FM seeks director** of development to solicit and obtain individual and corporate support from local and national sources. Requires degree, minimum of three years fundraising experience, a successful record of achievement, excellent grant writing skills, and superior communication skills. Send resume, references, writing samples, and salary requirements to: Personnel, 150 North Sixth Street, Philadelphia, PA 19106, EOE, M/F.

**SCETV is seeking** an individual to be responsible for the coordination and supervision of the programming activities for the radio network. To serve as regular on-air talent and for statewide broadcast. To direct supervision in fine arts programming, especially in the area of classical music. Supervise traffic department, announcers. Determine program schedule, program placement and analyze audience research. Salary range \$20,045 - \$28,413 depending on experience. BA with 3 years of directly related working experience and 1 year of which must have been in a supervisory capacity. Send request for applications to SCETV, 2712 Millwood Avenue, Columbia, SC 29205, EOE.

**Fundraiser/P.R.** Public radio stations KUNI/KUNY/KHKE seek development assistant to obtain business/underwriting support, program guide advertisers, and corporate contributors, and to work with the Friends group in fundraising and promotional events. Travel required. B.A. in marketing, business, P.R. or related area, plus two years sales/fundraising experience required. Experience in business/media helpful. Salary commensurate with experience; excellent fringe benefits. Send letter of application and resume with references by June 15, 1988, to: Jons C. Olsson, Director of Development, KUNI/KUNY/KHKE, University of Northern Iowa, Cedar Falls, IA 50614-0359. U.N.I. is an AA/EEO employer.

**Strong selling general manager** wanted for FM. Ft. Myers - Naples, Florida station. Equity offered. Send resume Box H-77.

**Local sales manager.** Top rated northern California FM market seeking experienced person with proven track record, to manage 6 person sales staff. Send resume to Box H-80.

**Sales manager.** Aggressive leader/instructor with strong local sales background needed for central Jersey AM-FM combo. Management experience preferred. Sales manager leaving to pursue family interest. Send resume and salary requirements to Box H-82, EOE.

### HELP WANTED SALES

**CRMC**, who can develop, lead productive sales staff (4-10). Great California suburban market. Compensation open. Box G-117.

**Southern California** medium market CHR FM needs experienced aggressive salesperson with management potential. Contact Rick Hoffman, PO Box 5192, Ventura, CA 93003. 805-656-1106, EOE.

**Sales executive** - experience - growing market - 25 miles south Washington, DC. Dumfries, VA. Preferably D.J., sales person 703-221-1124 between 9 & 10 AM.

**If you're a small market CRMC sales professional**, capable of building a sales team and leading by example by carrying your own list, we have a sales management position that could be right for you. We offer an exceptional opportunity for personal and financial growth with a small, progressive group. Please send a complete resume with billing history, a synopsis of your basic sales approach, and a list of the ten most valuable skills you could teach to a new sales team to: Box H-52.

**KKWK-FM/KLUE-AM Muskogee, Oklahoma:** Outstanding opportunity exists with our 100,000 watt tall tower regional FM and fulltime AM. We are looking for salespeople who understand price-item copy, news and community service programming, how frequency and reach combined with traceability makes success happen. If you understand and want to make money while living in a town of 42,000 and fifty miles from Tulsa with 5 lakes nearby contact Mike Horne, Owner/Manager, KKWK Radio, P.O. Box 9700, Muskogee, OK 74402. Phone 918-682-2488.

**Jingle sales.** Experienced only please for America's hottest (and one of the oldest) jingle companies 1-800-825-9595.

**Dominant New England 50KW easy listening giant** has immediate opening for experienced account executive. Established list in a growth area. Live in a four season playground. EOE. Resume and billing history to Box H-56.

**Wanted: Self motivated sales person.** Must have small market radio experience. Should earn \$25,000 first year in salary/commission. Resume to P.O. Box 998, Yadkinville, NC 27055.

**Computer systems:** CBSI is the world's leading provider of business computer systems to the radio broadcast industry. We seek a sales representative for the western states. California base preferred. Must love radio and have a track record of success in the industry. Requires experience in radio management/sales, preferably as GM or GSM. Must have demonstrated listening skills, persistence, good self-image, initiative, genuine care for the customer and attention to detail. Some travel required. If you have high ethical values and otherwise qualify, send resume to CBSI, P.O. Box 67, Reedsport, OR 97467.

**Chase Broadcasting** has an immediate opening at WJAZ-FM, the jazz radio station serving the New York suburban area. Based in Stamford, CT, WJAZ-FM has an exclusive format successfully targeting the 35+ affluent market. Seeking experience sales representative. Send resume to Sales Manager, 117 Prospect Street, Stamford, CT 06901.

**Radio sales...California...KFJG AM/FM** is currently seeking a professional, highly motivated salesperson with experience in agency and direct sales. Only persons with proven and documented track record need apply. Draw against commission and outstanding benefits. Contact Jerry Gaulke, PO Box 4265, Fresno, CA 93744. Or call 209-268-8801, EOE, M/F.

**Beautiful Finger Lakes college town: Small, but growing** broadcast group needs experienced and aggressive account executive for revitalized 5,000 watt AM, award winning news leader. Area's only easy listening music. Do well and become sales manager. Cover letter and resume to Manager, 1470 WTKO, P.O. Box 10, Ithaca, NY 14851.

**50,000 watts, 640 WNNZ** -- "New England's Oldest Station" -- with signal over five states, newest and fastest growing station in Springfield, Massachusetts, market, looking for experienced account executive familiar with New England. Salary plus commission. Call 413-562-7666 or send resume to Fred Steinman, P.O. Box 1570, Westfield, MA 01086, EOE/M-F.

**Account executive** -- Eastern Connecticut shoreline's leading AM/FM combo needs marketing professional with agency and direct selling experience. Substantial list available. Growing group. Send letter and resume to: Andy Russell, Sales Manager, WNLC/WTYD, P.O. Box 1031, New London, CT 06320, EOE.

### HELP WANTED ANNOUNCERS

**Dominant New England 50KW easy listening giant** looking for future air talent. Mature delivery, good production a must. Good salary/benefits. Send resume to Box H-57, EOE.

**Good opportunity** for the right person to do on-air plus production work at our A/C FM and MOR, news, talk & information AM stations in north-central Illinois. Some nights & weekend work involved. Send tape and resume to Joe Hogan, WLPO/WAJK, PO Box 215, LaSalle, IL 61301.

**S.F. traffic service** seeks broadcasters with news/info background for airborne/studio reporting positions. Send tape/resume to T.C.I., 20788 Corsair Blvd., Hayward, CA 94545.

#### HELP WANTED TECHNICAL

**Hands on chief engineer** needed for AM & FM in Tallahassee, FL. Prefer 5 years minimum experience. SBE certification and strong technical background. FM soon to upgrade to 1400' tower facility. Send resume to: Bruce Timm, P.O. Box 1874, Tallahassee, FL 32302.

**Ohio/Indiana broadcast group** looking for engineer with experience in AM, FM, automation/transmitter repair. Send resume and salary requirements to Dennis Rund, The Findlay Publishing Company, P.O. Box 1507, Findlay, OH 45839. EOE.

**Chief engineer** sought for So. Calif. AM/FM. Engineering degree preferred. 3 yrs. experience required. Resume to Gen. Mgr. KMEN/KGGI, Box 1290, San Bernardino, CA 92402. EOE. M/F.

**Chief engineer.** University public radio stations KUNI/KUNY and KHKE seek chief engineer (U.N.I. title - Broadcast Operations Manager). Responsible for management of engineering department staff and maintenance of university's three FM stations and four FM translator facilities. Thorough knowledge and hands-on experience with RF, stereo audio and digital techniques. Bachelor's degree desirable plus a minimum of two years experience, or a minimum of a two-year degree in applied electronics with five years experience, or a minimum of ten years experience. FCC license or other documentation of tested capabilities. Salary \$22,531 to \$25,900 plus liberal fringe benefits. Submit application with three references by June 15th to: Douglas L. Verrier, General Manager, KUNI/KUNY/KHKE, University of Northern Iowa, Cedar Falls, IA 50614-0359. U.N.I. is an AA/EEO employer.

#### HELP WANTED NEWS

**Combo play-by-play sportscaster** and salesperson or newscaster for medium market southern California FM. Send tape and resume to Mike Thomas, KMYX, PO Box 5192, Ventura, CA 93003.

**Six fulltimers aren't enough!** Active local news station in East wants anchor/editor/reporter with commercial experience. Box H-40.

**AM/FM in Ogdensburg, NY,** looking for news anchor/reporter. Strong delivery and crisp broadcast writing essential. Rush T & R and writing samples to: Pat Tocatljan, WSLB-WPAC, PO Box 239, Ogdensburg, NY 13669. EOE.

**Morning edition host/anchor.** Bachelor's degree required in broadcasting or related field. Master's preferred. Three years broadcast news reporting, producing, anchoring experience required, preferably in public broadcasting. Experience training students, desired. A strong on-air presence is mandatory. Must produce/anchor local segments of Morning Edition. Salary: \$20,000. Application deadline June 8. It is university policy to conduct all searches in the open subject to the provisions of existing law. Minorities and women urged to apply. The University of Florida is an equal opportunity/affirmative action employer. Send resumes to: News Anchor Search Committee, 2104 Weimer Hall, Gainesville, FL 32611.

**PM anchor/reporter:** Tape and resume to John Mitchell, News Director, WROE/WYNE, PO Box 1035, Neenah, WI 54956. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Experienced general manager:** Sales and bottom-line driven; currently employed is looking for a long term challenge. Large and medium markets desired or smaller market with equity opportunity. Talk to a proven leader. Box H-54.

**Do you have an operation that needs help?** We may both get what we want. Strong background in programming, operations, and sales. Open for management possibilities in Kentucky, Tennessee, and borders. Box H-47.

**Florida GSM seeks GM position.** Strong sales and program background. RAB concept/idea manager. Box H-67.

**Sharp professional** radio television. News, sports director anchor. Solid sales, promotional, managerial talk background. 904-673-5215.

**Super pro,** super major market background, seeks medium/metro GM job or large market GSM slot. Top references, credentials. 305-437-5839.

#### SITUATIONS WANTED SALES

**Kids are just about out of school!** I want to relocate! Selling GM or GSM. Prefer urban, country or AM information. Call Don 301-742-1345.

#### SITUATIONS WANTED ANNOUNCERS

**"Lite" music format** professional available. Smooth delivery and seasoned voice. Prefer East Coast. Box G-87.

**"Outrageous"** top 40, or dance team available for morning drive. Prefer East Coast. Box G-88.

**Experienced sports personality** looking to host call-in sports show and do PBP. Also strong background in reporting and sportscasts. Andrew 516-679-8467.

**Major market TV forecaster** to join your radio wake up team. Live forecasts, any market, reasonable cost. Box H-71.

**Experienced newscaster and sportscaster** looking for job at small market radio station. Box H-72.

#### SITUATIONS WANTED TECHNICAL

**Engineer specializing in transmitters** desires position with professional broadcaster, consulting firm or manufacturer. 22 years experience, SBE certified, has own test equipment. Box H-30.

**Medium market chief** for ten years. Hands-on experience with all phases of FM and AM directional, seeking new opportunity with stable company. Box H-58.

**Top flight engineer** available to solve any problem, anytime, anywhere! Studio & transmitter construction, equipment repairs, RF problems, audio, automation, FCC matters and applications. No job too big or too small. Assignments accepted by the day, week or project. Best work in the business! Contact Bill Elliot, 413-442-1283.

#### SITUATIONS WANTED NEWS

**Sports play-by-play** position is wanted. 5 years sales experience. Will relocate anywhere. Combo sports-selling position can be accomplished. Call Bill at 803-223-4755.

**8 A.P. awards for best PBP.** Your coverage can sound like more than just another game. 303-241-6452.

**Eager, enthusiastic, hard-working college grad** with experience in sports PBP/color and news reporting/anchoring. Looking for a place to start, willing to relocate. Call Marc Emay anytime at 201-287-3327.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Classical broadcaster** with exceptional background and capabilities seeks PD position with major fine arts station, public or commercial. Box H-53.

## TELEVISION

#### HELP WANTED MANAGEMENT

**General sales manager** of market size 100+. Western network affiliate. Applicants must be aggressive, self strater, people and leadership skills, possess strong marketing abilities, and be a motivator. This is an ideal position for a sales manager with a proven track record to move into general manager position. Applicant must be presently employed and have minimum of 5 years in television sales management. Send resume and details to Box H-24. EOE.

**Director of development & community relations:** University of Florida Public Broadcasting position for WUFT-TV/FM. Develops and coordinates fundraising and promotion activities including membership/special fund drives, special events, promotion and corporate support. Develops goals for acquisition of community financial support for WUFT-TV/FM and is liaison with Friends groups. Requires Master's in marketing, communications, business administration, or related field, plus two years' directly related professional work experience; or a bachelor's plus four years' experience as above. Prefer public broadcasting experience in fundraising. Salary range \$27,470-49,400. Anticipated hiring range: \$35,000-38,000. To apply: Send cover letter referencing position #83824 and resume to Mr. Steven Wing, Central Employment Center, 446 Stadium West, University of Florida, Gainesville, FL 32611. Deadline: June 1, 1988. It is university policy to conduct all searches in the open subject to the provisions of existing law. Equal employment opportunity/affirmative action employer.

**Promotion manager.** Top 50 NE affiliate. Prior experience as manager or assistant. Must be able to take projects from conception to air. Box H-35.

**Traffic manager:** A great opportunity for person with Columbine experience. Midwest location. Call Ms. Kollstedt in confidence. 513-351-9112. EOE, M/F.

**KMPH-TV,** the Country's #1 independent, is now accepting applications for the position of co-op marketing director. Applicants should have prior retail experience and/or work experience of no less than 2 years as co-op director or specialist in broadcasting or print. This position requires an extensive knowledge of retail co-op, manufacturer and distributor co-op and vendor plans. Applicants must be detail oriented, organized, aggressive and possess excellent telephone skills. Good public relations skills recommended. Send resume to Lise Markham, Director of Marketing, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 5/31/88. An EOE, M/F/H.

**CBS affiliate** seeking highly motivated hands-on leader with strong sales skills, to manage all aspects of our production division. This facility is one of the Pacific/Northwest's finest production outlets. Send resume to Tim Bever, GM, c/o KBCI-TV 2, P.O. Box 2, Boise, ID 83707. EOE.

#### HELP WANTED SALES

**Television syndicate salespersons:** Experienced salespersons for major market sales of television program to broadcast stations. Draw against substantial commission. All travel expenses paid. Contact Telstar, Inc., P.O. Box 388, Westport, CT 06881. Telephone 203-2263379.

**Account executive** for "on fire" Fox affiliate in top 50 market. Career opportunity for experienced, aggressive, marketing oriented person. Resumes to: Box H-42.

**National sales manager.** Network affiliate in New England seeking aggressive, creative type to sell beyond the numbers. Prior national rep experience, preferably New York or Boston, most desirable. Great opportunity to grow with media company seeking additional stations. Send resume to: Box H-84. EOE.

**KMPH-TV,** the Country's #1 independent, is now accepting applications for the position of co-op marketing director. Applicants should have prior retail experience and/or work experience of no less than 2 years as co-op director or specialist in broadcasting or print. This position requires an extensive knowledge of retail co-op, manufacturer and distributor co-op and vendor plans. Applicants must be detail oriented, organized, aggressive and possess excellent telephone skills. Good public relations skills recommended. Send resume to Lise Markham, Director of Marketing, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 5/31/88. An EOE, M/F/H.

**Television sales** in the last frontier. The Alaska Television Network is looking for men and women in the marketing field who would like the challenge of working in the natural beauty and outdoors of Alaska. Our 3 station sales-oriented group provides opportunities for advancement in an environment of clean air and new growth. To see if you are qualified, send resumes to ATVN Marketing, 2700 E. Tudor Rd., Anchorage, AK 99507.

**Wanted: Sales manager** who is hard working and looking for a bigger challenge. Contact: Bob Pelletier, Family Broadcasting 919-985-3447.

**Exciting opportunity** available for results-oriented media sales executive with proven track record. This position reports to the general sales manager, with responsibility for our five marketing consultants and our strategic marketing and sales plans for local sales. As a member of management, this person will play an integral part in defining and accomplishing the station goals and objectives for local sales. Qualified candidates must have 3-5 years experience in media sales and/or management with working knowledge of Co-op, vendor support and media rating services. Applicants are invited to submit their resume by May 30th to: Russ Hamilton, General Sales Manager, KTTT Television, Inc., 601 1st Ave., SW, Rochester, MN 55902. EOE.

#### HELP WANTED TECHNICAL

**Engineer** for cable ad company, maintain 3/4" studio and field equipment. Travel within 100 miles radius, company vehicle. Salary commensurate with qualifications. Resumes: Box 15434, Hattiesburg, MS 39404.

**Chief engineer:** Top 50 market group-owned network affiliate is seeking a chief engineer. Some group corporate responsibilities included. Along with total supervision of day to day engineering areas of the station, position will be involved in special projects, capital expenditures and long range planning. Ability to effectively manage people as well as equipment is a requirement. Experience as a chief engineer is required. Send resume with salary history, to Box H-44. An equal opportunity employer.

**Chief engineer** needed for network affiliated coastal sunbelt station. Prior experience necessary. EOE, M/F. Send resume to Box H-49.

**Master control/video tape operator.** Fox Television, KRIV in Houston is seeking a qualified master control/video tape operator. Must have 3 years broadcast television experience and must be able to operate 1", 1/2", and 3/4" VTR's. FCC license is required. Please send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: Personnel Dept. No phone calls. EOE.

**Maintenance engineer:** Upstate New York UHF ABC affiliate seeks technician for maintenance and repair of studio/transmitter equipment. Submit resumes to Robert Hajec, WUTR-TV, P.O. Box 20, Ulica, NY 13503. EOE.

**Broadcast television technician.** Minimum of 5 years experience required in operation and maintenance of broadcast cameras, microwave systems, video tape recorders, and remote operations. Send resume to Taft Communications, Inc., P.O. Box 2135, Lancaster, CA 93539. Taft is an equal opportunity contractor.

**Broadcast engineer.** NYC company seeks broadcast engineer with minimum 2-4 years experience or 2-4 years experience as test or video engineer. BSEE or equivalent with a major in communications. Position involves (I) operation, calibration and maintenance of audio, video and microwave equipment. (II) design and installation of broadcast systems. (III) recommendation of choice and timing of equipment replacements. Other requirements are university level courses in digital electronics and 2-4 years of experience in the application of oscilloscopes, vectorscopes, waveform monitors and spectrum analysers. 40 hour week \$37,000 annually. Send resume in duplicate to: P.A. M., #160, Room 501, 1 Main St., Brooklyn, NY 11201.

**Chief engineer** for independent UHF in growing Northeast resort market. Strong maintenance and transmitter background desired. Send resume to Box H-79.

**ENG maintenance engineer.** Must be extremely familiar with 3/4" VT and ENG cameras. Will perform preventative and corrective maintenance on all news equipment. Send resume to WTKR-TV, P.O. Box 2456, Norfolk, VA 23501-2456. Attn: Gene Gildow, CE. EOE.

**Chief engineer** for Apollo Theatre Production Center in NYC, a new television production facility. Applicant should have strong background in video & audio engineering, maintenance and repair. Experience should include management and production work. Send resumes and call Jerry Kupfer, Inner City Broadcasting, 801 2nd Ave., NY, NY 10017 212-661-3344 Ext 252

**TV engineer/technician** for operation & maintenance of studio, videotape editing & earth station facilities. Video experience necessary. DC area. Box H-74.

**EFP supervisor.** Creativity stressed, strong background writing, shooting, editing, directing. On location 3/4", 1" experience. Deal closely with sales staff, ad agencies. Salary DOE. Send resume and tape to: Bruce Sloan, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE.

**TV maintenance engineer.** Ever thought about working in Alaska? We are seeking a studio/ENG maintenance engineer with strong background in U-Matic, 1" VTR's, studio, ENG cameras. Send resume, references, salary history to: KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. Attn: Chief Engineer EOE

**Live in San Diego!** High-end production/post production house needs maintenance engineer. Experience with VPR-3, 2B, 80, BVW-40, BVU-800 and/or IKE HL79E desired. Looking for sharp, highly motivated individual. Call Bruce at 619-292-0385

#### HELP WANTED NEWS

**Evening anchor.** Aggressive small market news team seeks seasoned reporter with solid producing skills and camera charisma to join top male anchor for 6 & 11 casts. No beginners. No phone calls. Letter, videotape, resume and salary hopes to ND, WVIR-TV, P.O. Box 769, Charlottesville, VA 22902. EOE

**News director:** Number one station looking for the best. If you have superb managerial skills along with the aggressiveness that it takes to be with the number one station in the market then you should apply. We already have all the top tools and technology and the best newspeople going. If you're the person we're looking for then rush resume and philosophy outline to A.R. Sandubra, Station Manager, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. All replies will be handled confidentially. EOE, M/F.

**Large, Southeastern net affiliate** continues its search for the best newscast producers around. Experience, creativity and the ability to lead and motivate people are the requirements. We're equipped with SNG, Newstar and Beta. We offer excellent compensation and a commitment to award-winning television news. Send resume and brief writing sample to Box h-21. EOE

**Assignment editor:** Idea and people person to be spark-plug of 21 person staff, and get the most out of our people. NBC affiliate in medium market. Tape, resume to Jack Keeffe, WCID-TV, Box 3750, Champaign, IL 61821. EOE/MF

**News director/anchor** Aggressive small market station wants news director/anchor combination to finish the job of taking us to the top. Amazing staff and equipment for the market size and a commitment from ownership down. If you want to move up and have fun doing it send letter, resume and salary requirements to Box H-41.

**Co-anchor/reporter.** To join male anchor on weekday 6PM newscast. Two years experience minimum. Send resumes & tapes to George Stephenson, WSEE-TV 35 (Price Communications), 1220 Peach Street, Erie, PA 16501. EOE.

**Executive producer.** Outstanding individual to work with news director in coordinating dynamic on-air presentation. Will be responsible for producing early hour newscast and election coverage. Resumes to Craig Alexander, News Director, WTVQ-TV, Box 5590, Lexington, KY 40555. EOE.

**Reporters:** We are a Northeast affiliate looking for aggressive street-smart, and caring reporters. Strong writing and story visualization skills are musts. Feature reporters also needed. No beginners. Send resume and salary requirements to Box H-60. We are an equal opportunity employer.

**Temporary newswriters.** Worldwide Television News seeks two full-time temporary news writers with international agency network desk, syndication or cable news experience. Sports background and/or Spanish language a plus. Both positions start June 1 for 12 weeks with possible extension. Also possible freelance work thereafter. WGA scale \$504.10 weekly. Send resumes to: WTN, ATTN: JML, 1995 Broadway, 10th Floor, New York, NY 10023

**Exciting Suncoast opportunities!** News, weather, sports, production, and promotion. We want creative, team-oriented communicators who thrive on knocking the socks off the competition! Send resume/references/salary history/non-returnable demo tape. PO Box 22607, Tampa, FL 33622-2607

**Our top rated news is expanding.** WYFF-TV is looking for a weather anchor with proven reporting abilities. Send tapes and resumes to Kevin Ragan, News Director, WYFF-TV, POB 788, Greenville, SC 29602. No phone calls.

**Our top rated news is expanding.** WYFF-TV is looking for a photographer/editor. Send tapes and resumes to Kevin Ragan, News Director, WYFF-TV, POB 788, Greenville, SC 29602. No phone calls.

**Assistant news director.** Top 40 affiliate looking for a hands-on leader with strong editorial background. Will work closely with assignment reporters. To be considered, you'll need experience in several shops, including at least one medium to large market. Management experience a must. Send resume and an outline of your news philosophy to: Box H-87

**News director** - strong network affiliate in 100 plus Mid-western market looking for an aggressive person to lead solid team. Position requires an innovative, quality conscious, competitive individual who desires the freedom to make own decisions. Please send resume and references to Box H-86. EOE.

**Co-anchor** for 6PM and 10PM Monday through Friday to compliment male co-anchor. Small market, CBS affiliate. Great opportunity for growth. 3-4 years experience preferred. Send non-returnable tape, resume and references to Lou Kordek, c/o KLST-TV, P.O. Box 1941, San Angelo, TX 76902. EOE

**Top 50 market** news leader looking for strong morning news anchor. Our half hour show is already doing a 56 share! And we want the right person to get us a 60! You will work with a producer and weathercaster. If you love mornings, send tapes and resumes, no phone calls, to Bill Cummings, News Manager, WSAZ-TV, 645 Fifth Ave., Huntington, WV 25701. EEO, M/F.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Senior editor.** Growing facility in Pittsburgh seeks person with 3-5 years experience in 1" editing. Must have ADO experience. Send resume to Box G-97.

**TV producer/director:** No. Calif. station expanding into advertising production needs energetic person to manage production dept. including sales. Must have technical directing, lighting and engineering experience. Salary and comm. Send resume only. Box H-10.

**Promotion producer.** Medium market, Mid-Atlantic needs production pro who can script, edit, implement promotion plans. News a priority. Box H-36

**Program syndication/station sales:** Great opportunity for experienced pro to place our live sports events on regional network of stations. Send resume and salary requirements to Creative Sports Marketing, 7621 Little Avenue, Suite 516, Charlotte, NC 28226.

**Ready to direct?** Or directing already. Production company specializing in broadcast promotion seeks an additional director. Send letter, resume and reel to: President, PRIME Productions, 207 S. State Rd., Upper Darby, PA 19082.

**Television promotion producer.** WDTN needs a creative writer/producer who is energetic and has an excellent attitude to promote our news and programing product. Degree in broadcasting or marketing required. Five years experience in promotion or related area preferred. Candidate must have experience in 3/4" editing and post production. Please send resume/salary requirements to WDTN, Personnel Department, P.O. Box 741, Dayton, OH 45401. An equal opportunity employer.

**Opening for future reference** for news photographer/editors, two years experience necessary. Send non-returnable tape/resume to Ralph Guardiano, Executive Producer, WTWS-TV 26, P.O. Box 991, New London, CT 06320. EOE. Applicants from minorities welcome!

**Video editor:** Connecticut production house is seeking full-time editor with creativity, design capability and technical proficiency. Knowledge of Sony 9000 editors and Grass Valley 300, ADO & DVE expertise highly desirable. Competitive salary and overtime plus excellent benefits. Send resume to: President, Palace Production Center, 29 North Main St., South Norwalk, CT 06854.

**Production assistant** This job calls for an aggressive, yet patient college graduate to handle consumer mediation and write news. Responsible for lining up on-air stories and coordinating with volunteer staff. Must also research stories and write news. Heavy phone work. Part-time, approx. 32 hour a week. Please send your resume and cover letter to: Box H-88.

**ENG editor** - experience in editing news video tape is required. Must have ability to work quickly and accurately under pressure of news deadlines. Please send resume and cover letter to Box H-89.

**Promotion director** - WAGM-TV is looking for a director to handle on-air promotion. 1 year of television production experience is required. Send tape and resume to Production Manager, WAGM-TV, P.O. Box 1149, Presque Isle, ME 04769. EOE, M/F.

**Promotion specialist** - excellent opportunity for experienced creative advertising expert. Ability to write, create and oversee production of TV, radio, outdoor and print advertising. Minimum of 3 years previous promotion experience. ABC affiliate in Southeast top 100 market. Excellent company and benefits. Send resume to Box H-78. EOE.

**Creative director** for news, sports, promos, local programs, commercials and remotes is needed by KTVU, San Francisco. Call Sterling Davis 415-874-0154.

**Post production editor** needed for new northwest Ohio production house. CMX experience. Interformat editing preferred. Heavy client contact. Send resume and demo tape to General Manager, Beachwood Studios, 23330 Commerce Pkwy., Cleveland, OH 44122.

**Promotion manager.** Innovative, self-starter to lead four person department for a highly competitive top 50 network affiliate. Strong commitment to news without slighting other station activities. Heavy emphasis on-air, but responsible for total station promotion. Plenty of challenge. An equal opportunity employer. Send resume and salary requirements to: Box H-75.

**Creative services director.** Cutting edge, "out-of-the-box" thinking required. Equal emphasis placed upon writing, shooting and editing skills. A critical eye for quality and detail also a must! If you're tired of traditional television, send your best work and resume to: WGH/Piedmont, 2005 Francis St., High Point, NC 27263. Attn: Dan Brazda.

#### SITUATIONS WANTED MANAGEMENT

**AE, no ratings!** \$52,000 a month average. Looking to manage in top three market. Write Box H-66.

**Business affairs/contracts attorney/executive** Broad corporate experience. Network TV, sports marketing, syndication, licensing, production, sales administration, advertising. Seeks position, consulting assignments. 201-625-2565.

#### SITUATIONS WANTED TECHNICAL

**Free lance mobile video/transmission/maintenance engineer.** 15 years staff or fee-lance experience with all major networks and mobile production facilities. For resume and information. 412-264-4756.

**Technical EIC/video engineer:** 15 years television experience including major television network and nationwide production facility. FCC licensed/SBE senior television certified. For resume and information. 412-264-4756.

#### SITUATIONS WANTED NEWS

**Meteorologist,** grad May, 1988, seeking entry-level on-air position. Top-20 intern experience, some on-camera. Tape available. John Lewis, 314-821-3872.

**Personality** with your precipitation. Smiles with your sunshine. Meteorologist, 15 years top twenty, AMS seal. Reply Box H-45.

**15 years of accomplishment and stability** in radio. Announcing, news, sports, management. Would like to bring my experience and maturity to television. On-air desired. Wayne 303-453-1582.

**Attractive, knowledgeable, and aggressive female** sportscaster with 4 yrs radio/2 yrs TV experience desires position. 404-925-2431.

**News director**--National award winning small market news director seeking career move to larger market. Excellent industry references. Box H-73.

**Attention small/medium markets.** Four years radio in news and sports and some TV experience. Looking for that first TV job. Solid writer, good appearance and very responsible. I will come for an interview with you at my expense and prove I can be a great addition to your staff. Call 717-838-6076. If I'm not home, please leave a message.

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Aggressive broadcasting graduate** with minimum experience seeks entry level production position in television. Experience in film and television on location shooting. Michael 415-672-2178.

**Entry level in television:** Public affairs, promo, news, programming, others. Masters in radio/TV, bachelors in journalism (advertising). Mature, hard worker. E. Tabares 619-224-0917.

## PRODUCTION SERVICES

**Got Vidifont blues?** We offer an alternative Graphics V training program that stresses a thorough understanding of the basics plus consistency in their applications. Vidivote and Font Compose training are also available. Call ProTech Graphics at 219-233-6192.

## MISCELLANEOUS

**Be on TV** Many needed for commercials. Casting into. 1-805-687-6000 ext. TV-7833.

**The Hot Sheet** --- broadcasting's leading publication for job-hunting assistance! Hundreds of weekly listings, plus timely advice on potential openings. All fields/levels/regions. We canvass companies daily to give you search the winning edge! Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Broadcast journalism.** Marshall University seeks an instructor/assistant professor/associate professor of journalism to teach undergraduate and graduate courses in broadcast news (an ACEJ/MC accredited sequence). This is a tenure-track position. Salary and rank commensurate with qualifications and experience. Master's degree and professional experience required. Preference will be given to those with previous teaching experience. Deadline is May 20 or until position is filled. Send letter, resume and the names of three references to Dr. Deryl Learning, Director, W. Page Pitt School of Journalism, Marshall University, Huntington, WV 25701. Marshall University is an equal opportunity, affirmative action employer.

**One-year (9-month) fixed-term position** in broadcasting beginning August 18, 1988. Teach courses in television performance, broadcast fundamentals and radio-TV speaking. Ph.D. preferred/Master's considered. Rank/salary negotiable. Send resume, official transcripts and 3 letters of recommendation to Edgar R. Loessin, Chair, Theatre Arts Dept., East Carolina University, Greenville, NC 27858, by June 15, 1988. Proper documentation of employability and identity required upon employment. ECU encourages applications from minority Americans and women. AA/EEO

**IJE President/CEO** wanted to serve as president of Institute for Journalism Education. Based at UC Berkeley, IJE operated four respected training programs to promote racial diversity in the newspaper industry. Responsibilities include administration, fund raising, public speaking and program development. Send resume to: Dorothy Gilliam, IJE Presidential Search Committee, c/o The Washington Post, 1150 15th St. NW, Washington, DC 20071.

### HELP WANTED MANAGEMENT

**Ithaca College School of Communications.** The School of Communication seeks a media director/producer for its Professional production unit. Responsibilities include managing, coordinating and administering the day-to-day operation of film, video and multi-image contract productions at the college. Bachelor's degree with strong managerial and professional production experience required; Master's degree preferred. Send letter of application, including resume and list of references to: Jeff Taylor, Chair, Search Committee, Professional Production Unit, School of Communications, Ithaca College, Ithaca, New York 14850. 607-274-3242. Screening will begin May 24, 1988, however, applications will be accepted until the position is filled. Position to begin July 1, 1988, or as soon after that date as possible, but no later than August 1, 1988. Ithaca College is an affirmative action/equal opportunity employer.

### HELP WANTED TECHNICAL

**Major Southwest production facility** needs maintenance engineer. Must have minimum 4 years experience in broadcast or 1" post-production facility. All replies will be confidential. Send resume to: Texas Video & Post, 8964 Kirby, Houston, TX 77054.

### SITUATIONS WANTED INSTRUCTION

**Emmy-award winning radio/TV producer/writer** news/documentaries, comedy, seeks teaching position. Suggested courses: "Newswriting", "Writing Comedy", "The Documentary", "Oral History". MA, Teaching experience. 819-905-9103.

## 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

**Airlines now hiring.** Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1-805-687-6000 ext. A-7833.

**On-air training:** For working/aspiring TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News correspondent and New York local reporter. Demo tapes. Private coaching. Group workshops June 11 and July 23. 212-921-0774. Eckhart Special Productions, Inc.

**Government jobs.** \$16,040 - \$59,230/yr. Now hiring. Your area. 805-687-6000 ext. R-7833 for current Federal list.

## CONSULTANTS

**The best people** in radio and television are available to solve any problem at any station. Beat the competition. Contact Bill Elliott 413-442-1283.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Irbidie Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash-best prices.** We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

**Wanted:** Any Ampex 2, 4 or 24 track audio tape recorders, any condition. Also wanted any NEVE or API consoles any configuration any condition. Also wanted Lang and Pultec EQ's and tube mics. Please call Dave Rosen 818-707-9270

## FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. 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)\*\*Sintronics /SF35 (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.

**Silverline UHF TV transmitters.** New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw klystron transmitter. Bill Kitchen or Dirk Freeman, Television Technology, 303-665-8000.

**1000' Kline tower.** Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

**FM antennas.** CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

**TV antennas.** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

**Over 100 AM-FM transmitters in stock.** All powers - all manufacturers - all spares. AM - 1Kw thru 50Kw/FM 1Kw thru 40Kw. World leader in broadcast transmitters. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967. 214-630-3600.

**Equipment financing:** New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214-578-6456.

**SMC 3060 automation system,** complete in good working order. 4 Revox A77, 3 Carousel 350's, 3 RSC-50 random access controllers, control-switcher, 1 721 double play, 1 time announcer, power supply, 1 record deck, English logging encoder and printer, 4 racks, spare parts. Instant station! \$9500 or best. 916-842-4158. Gary Hawke.

**Channel 8 transmitter and antenna** GE4T16E2/4TF4A1 Good condition available immediately. Bill Kitchen 303-665-8000, ext. 101.

**2 Faroudja encoders.** Like new. 202-333-3320 (Fritz).

**Used towers:** 450 ft. Rohn 83 P - \$10,000.00. 220 ft. Pirod AM - \$3,500.00. 254 ft. Truscon self-supporting - \$15,000.00. 430 ft. of 31/8 in heliack - \$2,000.00. DJ Enterprises 507-895-2285.

**Broadcast equipment (used).** Transmitters. STLs, remote, antennas, monitors, consoles, processing, tape equipment, automation, turntables. Continental Communications, Box 78219, St. Louis, MO 63118. 314-664-4497.

**FM and AM transmitters (used):** Most powers. Continental Communications, Box 78219, St. Louis, MO 63118. 314-664-4497.

**3/4" and 1" blank videotape.** Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes \$6.49; KCA-60 minutes, \$10.99; 1" - 60 minutes \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

**Equipment financing:** New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214-578-6456.

**COMSAT uplink complete.** VPR-80s, VPR-2B, VPR-20s, HR-100s, HR-200s. Grass Valley 1600-1As, 1600-1Xs, 1600-7K. Vital 114s and squeezooms under \$10,000. Call now for a complete list. Media Concepts 919-977-3600. Also have M-format and Beta. Call now.

**Videomedia Eagle I** edit controller, Sony 5850, 5800; complete system \$13,000.00. Chyron 3B, 2 keyboards, remote keyboard, 2 drives, camera compose and fonts, only \$3,300.00. Buying or selling equipment call Bob Pelletier, Golden East Communications 919-977-2040.

## RADIO Help Wanted Management

### RADIO General Sales Manager

Midwest radio chain is searching for a self-motivated, successful General Sales Manager.

Background should include 6 years sales management experience. We are looking for a winner who has worked at a top-rated station and has led their market in billing. Strong leadership and excellent people skills would lead to six figure income potential the first year.

Send resume including salary history in confidence to:

### Box H-83

Equal Opportunity Employer M/F

### RADIO SALES MANAGER FOR ALBUQUERQUE FM STATION

requires strong sales management skills. Previous sales management experience necessary. Must be customer and goal oriented. Compensation includes salary, override, bonus, and benefits package.

### RUSH RESUME TO BOX H-81

an affirmative action equal opportunity employer

### GENERAL MANAGER WANTED

Our group is looking for that unique person who can sell radio on the street, as well as manage and motivate others. In return, we offer an exceptional opportunity for personal and financial growth. We are a small market group expanding in the Northeast. Please forward your current resume to Box H-51.



## Help Wanted News

### JOURNALISTS

American radio station in Europe seeks qualified Journalists for its Central Newsroom in Munich, West Germany. Applicants should have minimum five years full-time newswriting experience preferably including some wire service work. Good knowledge of foreign affairs essential. Job involves writing and editing English-language news copy and offers good salary and benefits as well as opportunity to live and work abroad. Send detailed resume to:

**Box H-70**  
**Broadcasting Magazine**

## Help Wanted Sales

### BROADCAST MARKETING REP

Top company serving broadcast industry seeks marketing representative for multiple-state region. Experience in broadcast sales and/or news is required. Position involves extensive travel. Resume, references and salary requirements to Box H-32.

## Help Wanted Announcers

### Talk Entertainer

Tampa Bay's talk leader has unique opportunity for aggressive, funny, topical afternoon personality. T & R to: Ed Hartley, P.D., WTKN, 11300 4th St. N., Suite 318, St Petersburg, FL 33716

Susquehanna Broadcasting - EOE

## Help Wanted Programing Production & Others

### PRODUCTION ENGINEER

Top notch production manager. Must have long form documentary skills. Experienced in music, talk, special effects. Studio Quality. Submit long form work on cassette. Commercial reels not accepted. Top pay for top quality. Martin Greene, 180 N. LaSalle, Chicago, IL 60601.

## Help Wanted Programing Production & Others Continued



### PROGRAM DIRECTOR

TRANSTAR RADIO NETWORK is looking for Program Directors for our affiliates in all size markets. If you have programming experience in music-intensive formats, let us hear from you NOW!

For those who can survive our rigid screening process, we offer a chance to associate with a company with integrity, and a commitment to helping broadcasters through quality radio programming.

Send AIRCHECK CASSETTE and RESUME, in complete confidence, to:

Chris Kampmeier  
VP/Format Programming  
TRANSTAR RADIO  
NETWORK  
6430 Sunset Blvd.  
Suite 401  
Los Angeles, CA 90028

### WRITER/PRODUCER

We're looking for the best documentary writer/producer in America. Top pay for top quality. Must submit minimum 1/2 hour program on cassette. Martin Greene, 180 N. LaSalle, Chicago, IL 60601.

## Situations Wanted Announcers

Looking for Television or Radio Talk Show Position, Anchor or Health Related Show in the top 100 markets.

Ted Smith, 97 Rte. 202, Suffern, N.Y. 10901.  
914-356-7060, 914-357-9425.

Has Video & Audio Airchecks to be sent.

## Miscellaneous

### NEED A BETTER JOB? NEW CHALLENGE? PROMOTION?

Write for our FREE CareerPak. Send addressed, stamped legal envelope to Classified Communication, Box 4065, Campbellsville, KY 42718.

## TELEVISION

### Help Wanted Sales

#### BROADCAST MARKETING REP

Top company serving broadcast industry seeks marketing representative for multiple-state region. Experience in broadcast sales and/or news is required. Position involves extensive travel. Resume, references and salary requirements to Box H-32.

#### Local Sales Manager

KZKC, Kansas City's newest UHF is looking for a dynamic, high energy street fighter to lead our local sales team. New business development and conceptual selling skills along with the ability to motivate a must. Contact Jay A. Rabin, General Sales Manager, 816-254-6262. EOE.

### Help Wanted Management

#### PROMOTION MANAGER

**News Marketing Pro to join New England CBS Affiliate. We will be interviewing at the BPME in Los Angeles. Arrange for an interview by sending resume and salary requirements to Box H-85**

### Help Wanted Technical



### TELEVISION ENGINEERS

Cable News Network, the leading news system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering. Turner Broadcasting System offers an excellent benefit and compensation program. Send resume to:

Jim Brown, Engineering  
Turner Broadcasting System, Inc.  
One CNN Center, Box 105366  
Atlanta, Georgia 30348-5366

TBS is an equal opportunity employer.

## Help Wanted Programing Production & Others

### VIDEOGRAPHER/EDITOR

Top 40 affiliate seeks an experienced Videographer/Editor with hands-on experience in commercial and promo production including studio and lighting work. Ability to manage people and projects is essential. Great opportunity for a first-rate shooter to move up and produce for an award-winning station. Excellent pay and benefits. Send a tape now of your best production work with resume to

Production Manager  
WMMT-TV  
590 West Maple  
Kalamazoo, MI 49008

No calls. EOE.

## Associate Producer—Sports

### The #1 Cable TV Network Demands Winning Sports Coverage.

As cable television plays an increasingly important role in sports coverage, no one is better positioned to take the lead as USA Network, America's most watched cable TV network. We're now drafting an Associate Producer—Sports.


Assisting Sports Producers in all aspects of production on both live and taped events, you'll develop and prepare production elements, coordinate with other departments in production planning, and handle pre-production, on-site preparation and Chyron programming. A college degree plus 2-3 years' experience, in all the above responsibilities, are required, as is extensive knowledge of videotape editing and sports. Remote production experience a must.

When it comes to an exciting opportunity in a dynamic field, USA Network is the one to watch. Qualified candidates should send resume (salary history a must) to: Lisa Fuhrman, USA Network, Dept. AP-S, 1230 Avenue of the Americas, New York, NY 10020. We are an equal opportunity employer. NO PHONE CALLS, PLEASE.



## COMPUTER GRAPHIC Artist

Number 1 Market-looking for #1 Artist/Designer to work with award winning team. Experience with Quantel Paintbox, AVA 3 and Liveline V important. Post Production and news graphics experience also necessary. Extraordinary design skills required above all else. Please reply with resume, videotape and letter to:

 Melinda Lawton  
Art Director  
WABC-TV  
7 Lincoln Square  
New York, NY 10023

An equal opportunity Employer

### OPPORTUNITIES IN OPERATIONS DEPT. OF PAY PER VIEW CO.

LEADING NYC PAY PER VIEW CO. IS EXPANDING ITS OPERATIONS DEPT. TO INCLUDE 3 POSITIONS AT ITS NORTHVALE, N.J. OPERATIONS CTR. EXCEL. BENEFITS AND COMPETITIVE SALARIES.

**OPERATIONS ASSISTANT** - SEEKING AN INDIVIDUAL WITH SOME EXPERIENCE IN ON AIR ENVIRONMENT TO ASST. PRODUCTION & QUALITY CONTROL DEPT.

**PRODUCTION COORDINATOR** - INDIVIDUAL MUST POSSESS STRONG TECH. OPERATIONS BACKGRD. FAMILIAR WITH WAVEFORM MONITORS, VECTORS-COPES & AUDIO METERS. EXP. EDITING VIDEO-TAPE, USE OF CHARACTER GENERATORS & WILLING TO WORK ODD HRS. EXP. IN ON AIR ENVIRONMENT, A PLUS.

**QUALITY CONTROL COORDINATOR** - CANDIDATE MUST BE EXTREMELY DETAIL ORIENTED, POSSESS STRONG TECH. OPERATIONS BACKGRD & WILLING TO WORK ODD HRS. EXP. IN ON AIR ENVIRONMENT, A PLUS.

SEND RESUME & SALARY REQUIREMENTS TO:

BOX H-91

### ASSIGNMENT DESK EDITOR

C-SPAN, America's Network, is seeking an Assignment Desk Editor for our Programming Department. Manage a staff of three, evaluate upcoming events for coverage, maintain commitments calendar, monitor AP wire copy, and act as liaison to other departments. Qualifications include a college degree in Journalism, Political Science or related field, 3-5 years' experience, and good managerial skills. Television background is essential, a strong knowledge of politics with one year Capitol Hill experience, and the ability to work well under pressure. Send resume with cover letter & salary requirements to: Personnel, 444 N. Capitol St., Suite 412, N.W., Washington, D.C. 20001.



### CO-ANCHOR!!!

GROUP-OWNED SUNBELT SMALL MARKET VHF AFFILIATE NEEDS A POWERFUL CO-ANCHOR TO COMPLETE OUR ESTABLISHED HEAVY HITTER ON PRIMARY WEEKDAY EARLY AND LATE NEWSCASTS. IF NEWS IS YOUR STRONG SUIT AND FAST TRACK CAREER GROWTH IS YOUR GOAL, SEND A RESUME AND SALARY EXPECTATIONS TO BOX H-68. FEMALE AND MINORITY APPLICANTS ARE ENCOURAGED TO APPLY. EOE.

### Situations Wanted Sales

**THIRTEEN YEARS EXPERIENCE TELEVISION AND RADIO ANNOUNCING AND SALES; ONE YEAR SALES MANAGER RADIO. WISH TO WORK TV SALES AND/OR ANCHOR NEWS OR SPORTS. COMPETITIVE. NO BAD HABITS. STRONG ANCHOR. MATURE MALE CAUCASIAN. AVAILABLE LATE JUNE. CAL HARDWICK, 10344 SHILOH RD., DALLAS, TX. 75228. 214-270-1114.**

### ALLIED FIELDS

#### Help Wanted Sales

### WRITER/PROUCER ON-AIR PROMOTION

We're looking for a seasoned professional to join our Creative Services Department at our Top Market station. If you are an inspired writer, an innovative and conceptual thinker and possess a strong working knowledge of current video production and post-production technology, send us your resume. We're looking for an individual who is particularly strong in movie and entertainment promotion but who can jump in and take over on News projects when needed. If you are committed to producing high quality spots and your work reflects a discernible sense of humor we'd like to talk with you. Send Resume - including salary requirements - to Box H-92

An Equal Opportunity Employer

### FORMER NETWORK TV NEWS PRODUCER

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**NOTICE EARLY DEADLINE**

Due to the Memorial Day holiday, all classified advertising for the June 6, 1988, issue is due by noon, Friday, May 27, 1988.

**CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted, Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display) Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials: such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

# Fates & Fortunes

## Media

**Donald Perris**, president and chief executive officer, Scripps Howard Broadcasting Co.,



Perris



Janssen

(Cleveland, retires. He is succeeded by **Richard Janssen**, executive VP.

**G. Neil Smith**, controller, Cosmos Broadcasting Corp., Greenville, S.C.-based subsidiary of The Liberty Corp., which owns and operates eight TV stations, named VP and controller.

**Bill Miller**, station manager, KTVK(TV) Phoenix, named VP and chief operating officer.

**John Garwood**, general manager, KTUL-TV Tulsa, Okla., joins WPLG(TV) Miami as VP, general manager.



**Radio retiree.** Joseph Dembo, vice president, CBS News, Radio, since November 1982, will take early retirement from CBS on July 1. Dembo has been with the company for 28 years. Prior to his current post, Dembo was news director and executive editor for radio at CBS News. Other CBS positions held by Dembo included vice president and general manager of WCBS(AM) New York (1967-71).

**David Macejko**, VP and general manager, WEBN(FM) Cincinnati, joins WFLA(AM)-WFLZ(FM) Tampa, Fla., in same capacity. He is succeeded by **Jaqui Brumm**, general sales manager, who assumes general manager duties.

**Jim Van Sickle**, VP and general manager with regional responsibilities for KBEZ(FM) Tulsa, Okla., and WEJZ(FM) Jacksonville, Fla., WIN Communications Inc., Cleveland, joins KGTO(AM)-KRAV(FM) Tulsa as executive VP and general manager.

**Steve Nicholl**, program director and operations manager, KSKS(AM)-KVLH(FM) Owasso, Okla., named general manager. He succeeds **Steve Wrath**, who joins KKOZ-AM-FM Albuquerque, N.M., as station manager.

**James MacFarlane**, general manager, WHBL(AM)-WWJR(FM) Sheboygan, Wis., joins WYMJ-FM Dayton, Ohio, in same capacity. He succeeds **James Sumpter**, who joins KMGR-FM Orem, Utah, as general manager.

**Peter Jorgenson**, executive VP of radio division, The Village Companies of Chapel Hill Inc., Chapel Hill, N.C., named general manager of WZZU(FM) Raleigh, N.C.

**Steve Kelly**, broadcast consultant, WRQK(FM) Canton, Ohio, joins WNPQ(FM) New Philadelphia, Ohio, as general manager.

**Jerry Stevens**, general sales manager, WBMQ(AM)-WIXV(FM) Savannah, Ga., named station manager.

**Peter Gardner**, news director, KRLD(AM) Dallas, joins Texas State Networks there as director of operations.

**Susan Holden**, controller, Paramount Pictures International, Amsterdam, joins Price Communications Corp., New York, as assistant controller.

**Paul Besson**, Chicago-based manager of labor relations, NBC-TV, New York, named Washington-based director of employee relations.

**Kathy Shafiq**, billing coordinator-accounting clerk, KLYR(FM) Des Moines, Iowa, named business manager.

**Evelyn Selvaggio**, customer service representative and accounts receivable clerk, Palmer Cablevision in Southwest Florida, Naples, Fla., named customer service manager.

**Norma Kay Justice**, on-air personality, WRVC-AM-FM Huntington, W.Va., joins WOWK-TV Huntington, W.Va., as director of continuity and public service.

## Marketing

**John Kelly**, chief operating officer, Biederman & Co., New York agency, named president.

**David Butter**, London-based director of new business development, Young & Rubicam

Advertising, New York, named New York-based senior VP, director of advertising.



Butter



Hayden



Sheldon

Appointments at BBDO Chicago: **Tonise Hayden**, VP, management supervisor, to senior VP; **Charles (Chuck) Sheldon**, VP, executive producer, adds duties as head of TV and radio production.

**Earl Weingarden**, creative group supervisor, W.B. Doner and

Co., Chicago, named senior VP-creative director.

Appointments at Seltel Inc., New York-based rep firm: **Jim Murtagh**, head of domestic marketing division, to senior VP, marketing; **Dick Goldstein**, senior VP, Katz Television, New York, to corporate VP and national sales manager; **Roy Boling**, assistant business manager, WNYW(TV) New York, to controller; **Rick Tichman**, sales manager, to national sales manager; **John Knippenberg**, buyer, D'Arcy Masius Benton & Bowles, St. Louis, to account executive; **Annis Westmoreland**, broadcast buyer, McCann-Erickson, Atlanta, to account executive.

Appointments at Independent Television Sales, New York: **Leslie Rogers**, Houston-based sales manager, to Dallas-based VP-sales manager; **Jo Chase**, sales manager, to VP-sales manager; **Jane Zonino**, sales trainee, to account executive.

**Gail Kolb**, account supervisor, Earle Palmer Brown & Spiro, Philadelphia, named VP, account supervisor.

**Dean Woodring**, VP, general manager, KTZZ-TV Seattle, joins KIRO Inc. there as corporate sales manager.

**William Le Monds**, general manager, WXGZ-TV Appleton, Wis., joins Greater Milwaukee Interconnect, Milwaukee-based sales and marketing organization, in same capacity.

**Juli Dorff**, account executive, Hillier, Newmark, Wechsler & Howard, New York, joins WGAR-AM-FM Cleveland as general sales manager.

Appointments at DDB Needham Worldwide Chicago: **Karen Behm**, **Diane Greiwe**, **Douglas Leipprand**, **Julie Poindexter** and

**Jill Welna**, media planners, to media supervisors; **Ellen Wilcox**, senior copywriter, to associate creative director.

**Ray Borelli**, analyst-sales planning and pricing, NBC Television Stations, New York, named administrator, sales planning and pricing.

**Peter Ingrassia**, VP, national sales manager, WWOR(TV) Secaucus, N.J., joins Rainbow Advertising Sales Corp. (RASCO) and Cable Networks Inc. (CNI), division of RASCO, New York, as director of sales development.

**Melinda Estey**, chief broadcast producer, Tempo Television Network, Tulsa, Okla., joins Spooner & Associates Inc., Los Angeles, as senior producer.

**Jane Alexander Bulman**, director of affiliate marketing for Viewer's Choice, pay-per-view service of Showtime/The Movie Channel, New York, joins Suburban Cablevision of New Jersey, East Orange, N.J., as manager of marketing.

**Christopher McWade**, account executive, WFXT(TV) Boston, named local sales manager.

Appointments at WHO-TV Des Moines, Iowa: **Tom Grismer**, local sales manager, to national sales manager; **Tom Hurn**, TV account executive, KWWL(TV) Waterloo, Iowa, to account executive; **Chuck Hensley**, account executive, KCRG-TV Cedar Rapids, Iowa, to same capacity.

**Ralph Sherman Jr.**, national sales manager, WKQX(FM) Chicago, joins WNUA(FM) there in same capacity.

**John Prigge**, account executive, KLYF(FM) Des Moines, Iowa, named national sales coordinator.

Appointments at Lord, Geller, Federico, Einstein Inc., New York: **Jill Gruber**, media supervisor, to associate media director; **Karen Shuldiner**, budget coordinator, to account executive; **Bill Sibert**, senior VP, account services, account services department, to senior VP, marketing and media services; **Rick Smith**, associate media director, to VP, media director.

**Brian Kuipers**, field advertising manager, Tuffy Associates Corp. of Toledo, Toledo, Ohio, joins WLQR(FM) there as account representative.

**Andy Roat**, account executive, WHO(AM) Des Moines, Iowa, named national sales coordinator.

**Margaret McNally**, account executive, NBC Spot Sales, New York, joins NBC's WRC-TV Washington as sales manager.

**Joe De Rocco**, account executive, Katz Continental, New York, joins HRP there in same capacity.

**Terri Scalcucci**, account executive, WPCH(FM) Atlanta, joins CBS Radio Representatives there in same capacity.

**Michael Ganz**, account executive, John Blair & Co., New York, joins WNBC-TV there in same capacity.

**Lori Hayes**, copywriter-producer, WLUK-TV Green Bay, Wis., named account executive.

Appointments at WSPA-TV Spartanburg, S.C.: **Patty Bersaglia**, sales assistant, to account

executive; **J. Philip Lane**, account executive, WPDE-TV Florence, S.C., to same capacity.

**Mary Beth Ryan**, marketing director and consultant, Parade Co., Detroit-based coordinator of Michigan's Thanksgiving Day Parade, joins WOMC(TV) Detroit as account executive.

**Shari Satler**, account executive, Interep/Hillier, Newmark, Wechsler & Howard, Boston, and **Michael Horehad**, account executive, Katz Radio, New York, join WNBC(AM) New York in same capacity.

**David Shutack**, copywriter, Tatham, Laird & Kudner Advertising, Chicago, joins D'Arcy Masius Benton & Bowles, St. Louis, in same capacity.

**Lisa Gerage**, media consultant, WSEX(FM) Arlington Heights, Ill., joins WBBM(AM) Chicago as account executive.

## Programming

**Candace Farrell**, marketing VP, ABC Entertainment, New York, joins Sandollar TV, Los Angeles, as president.



Farrell



Uyeda

**Randall Uyeda**, controller, The Entertainment Network, Los Angeles, joins Premiere Film Marketing Inc. there as executive VP, chief operating officer.

**Susan Christison**, senior VP of merchandising, home video and pay cable, Harmony Gold, Los Angeles, assumes responsibilities of handling all live action home video sales internationally.

**Mark Lebowitz**, controller, television group, Paramount Pictures Corp., Hollywood, named VP, controller.

**Mitch Sallitt**, VP of sales, Coca-Cola Telecommunications, New York, joins Blair Entertainment there as VP and general sales manager for television station sales. He succeeds **Len Giarraputo**, resigned.

**Chip Kurzenhauser**, director of operations, administration and financial control, ABC News, Los Angeles, joins Viacom Productions Inc., New York, as VP, finance and production control.

**Andrew Rosengard**, VP and assistant to president, Rainbow Program Enterprises (RPE), Woodbury, N.Y., named VP, financial and strategic planning.

Appointments at Turner Network Television (TNT), Atlanta: **Linda Berman**, director of dramatic series, Columbia Pictures Television, Burbank, Calif., to VP of program development; **Henry Gillespie**, vice chairman of Turner Program Services, Turner



**Countdown continues.** Bob Kingsley, host, ABC Radio Network's *American Country Countdown*, renews contract with ABC for three more years. Kingsley also started daily, two-minute, country music/interview show last Monday (May 9), entitled *Bob Kingsley with America's Musicians*.

Broadcasting System Inc.'s wholly owned syndication division, will serve TNT as official liaison for international program development.

**Norman Potter**, partner, Potter & Sutton Advertising Sales Co., Los Angeles, joins USTV, Minneapolis-based program supplier, as VP for Midwest region.

**Richard King**, real estate developer based in Florida, and **Paul Hughes**, president, newly formed broadcast division, King World Productions, New York, elected to board of directors at King World.

**Marcia Spielholz**, attorney, Columbia Pictures Television, Burbank, Calif., named senior counsel.

**Dan Vallie**, vice president of programming for EZ Communications, radio group based in Fairfax, Va., forms new program consultancy firm there. First client will be EZ.

**Howard France**, director, corporate development, Columbia Pictures Entertainment, Burbank, Calif., joins Viacom International Inc., New York, as director, corporate development.

**Russell Gabay**, senior operations producer, ESPN cable network, Bristol, Conn., joins Home Box Office Inc., New York, as director of production, sports.

**Greg Carroll**, account executive, syndication, Golden Gaters Productions (GGP), Corte Madera, Calif., named director of development and television sales.

**Rober Ropiak**, freelance consultant, joins USA Network, New York, as director, financial and strategic planning.

**Richard Kaufman**, music coordinator,



**Rivera honored.** Henry Rivera of Dow Lohnes & Albertson, Washington, was honored by Black Citizens for a Fair Media at the Apollo Theater in New York. Rivera, pictured with FCC Chairman Dennis Patrick (center) and CBS/Broadcast Group President Gene Janowski (l) received the "Equal Opportunity Award" for his commitment to fostering minority entrepreneurship in the broadcast industry.

MGM/UA Television Productions Inc., Culver City, Calif., named director of music.

**Kevin Pulz**, adjunct professor of communication, William Paterson College of New Jersey, Wayne, joins noncommercial WMVS(TV)-WMVT(TV) Milwaukee as director-producer and telecasting instructor for The Milwaukee Area Technical College.

**Bob Ardy**, VP, sales, Drake-Chenault, New York, joins Broadcast Programming, Seattle-based radio format syndicator, as regional manager.

**Michael Salmen**, owner, MPS Production Services, San Diego, joins WTLV(TV) Jacksonville, Fla., as production manager.

## News and Public Affairs

**Michael Foudy**, senior VP, WFC Westcom, international public relations firm based in Phoenix and Tucson, Ariz., joins Newlink Inc., Washington-based news and information service, as president.

**Barbara Porter**, business editor, UPI Radio Network, Washington, named news manager.

**David Rummel**, producer, ABC News's *20/20*, New York, joins CBS's *60 Minutes* there in same capacity.

**Tim Swartz, Chuck Unger and Charlie Gudeman**, producers-directors, WPSX-TV Clearfield, Pa., named senior producers-directors.

**Bob Dolan**, afternoon sports reporter, WISN-AM Milwaukee, named sports director and morning sports anchor.

Appointments at WWLP(TV) Springfield, Mass.: **Rich Tetterer**, reporter and weekend sports anchor, KODE-TV Joplin, Mo., to sports director; **Lynnette Whaley**, news and feature

writer, *Post-Standard*, Syracuse, N.Y., to general assignment reporter.

**Charles Nixon**, producer-director, WUSA(TV) Washington, joins WHMM(TV) there as producer-director for *Common Sense* and *The Open Forum*.

**Debbie Hickman**, anchor, KDOC-TV Anaheim, Calif., joins Guam Cable TV, Agana, Guam, as reporter-anchor.

**Todd Shearer**, general assignment reporter and back-up anchor, WINK-TV Fort Myers, Fla., named news anchor.

Appointments at WBNG-TV Binghamton, N.Y.: **Greg Catlin**, producer and anchor, *Action News* at noon, to 6 and 11 p.m. news anchor; **Matt Mulcahy**, anchor, Saturday night edition of *Action News*, to noon news anchor.

Appointments at KMGH-TV Denver: **David Crabtree**, co-anchor and managing editor of 6 and 11 p.m. newscasts, WITN-TV Washington, N.C., to weekend co-anchor; **Marianne Banister**, co-anchor of 5 and 11 p.m. newscasts, KOVR-TV Stockton, Calif., to reporter.

**Lillian Maric**, reporter and anchor, KFSSM-TV Fort Smith, Ark., joins KOSA-TV Odessa, Tex., as 6 and 10 p.m. co-anchor and producer.

**John McGregor**, chief photographer, WLUK-TV Green Bay, Wis., named producer-director. He is succeeded by **Peter Griggs**, photographer.

**Paul Daffinee**, weekend anchor, WBNG-TV Binghamton, N.Y., named assignment editor.

Appointments at WOTV(TV) Grand Rapids,

Mich.: **Celynda Roach**, assignment editor, WSBT-TV South Bend, Ind., to same capacity; **Alan Gionet**, general assignment reporter, WTVA(TV) Tupelo, Miss., to reporter; **Rich Miller**, news photographer, WILX-TV Onondaga, Mich., to same capacity.

**Julie Belaga**, adjunct lecturer on public policy, Kennedy Graduate School of Government, Harvard University, Boston, joins WTNH-TV New Haven, Conn., as political consultant.

Appointments at WABC-TV New York: **Kathy Wolff**, general assignment reporter, WJLA-TV Washington, to same capacity; **Henry Florsheim**, managing editor, to assistant news director.

## Technology

**Frank Marasco**, VP, Victor Duncan Inc., Dallas-based supplier of film, video, audio, lighting and specialized equipment, named president. He succeeds **Lee Duncan**, retired.

Appointments at Lee Panavision International, entertainment services company formed through acquisition of Panavision, Tarzana, Calif., by Lee International, London (with corporate headquarters relocated to Burbank, Calif.): **David Mindel**, director and chief financial officer, to president, chief financial officer; **William Kwasniewski**, senior VP of finance, Columbia Pictures Television Group, Burbank, Calif., to senior VP of finance and chief financial officer; **Lynn Bastien**, controller and treasurer, Panavision, to controller; **Joan Urbaniak**, director of strate-

# Broadcasting

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gic planning for manufacturing subsidiary Lee Colortran, to VP of corporate development; **Maureen Palacios**, personnel and administrative manager. Lee Colortran, to director of employe relations.

**Robert Lemming**, director of corporate administration, Western Tele-Communications Inc., Englewood, Colo.-based microwave transmission company, named chief executive officer and executive VP of its microwave subsidiary.

Appointments at California Microwave Inc., Sunnyvale, Calif.: **David Hershberg**, president, government communications systems division and its subsidiary, Satellite Transmission Systems Inc., and **Joseph Russell**, president, government electronics division, to executive VP's.



**Art Vrooman**, chief engineer, WJAC-TV Johnstown, Pa., retires after 35 years with station.

Appointments at Enterprise Systems Group Inc., Colorado Springs, Colo.:

**George Beattie**, VP client relations, to VP operations; **Paul Prudhomme**, senior

analyst, to director, technical operations; **Lynda Johnson**, installations manager, to director of customer service.

Appointments at United Video, Tulsa, Okla.: **Jack Riley**, director of consumer satellite services for The Superstar Connection, which delivers package of satellite channels to subscribing home satellite owners, to VP; **Diane Wells**, sales executive, to affiliate marketing services supervisor.

**Michael Spiegler**, director of operations, Paramount Pictures Corp. Television Group, Los Angeles, joins Republic Pictures Corp. there as executive director of worldwide technical operations.

Appointments at Communications Satellite Corp. (Comsat), Washington: **Patrick Bohana**, business development manager, Private Networks, Scientific-Atlanta Inc., Atlanta, joins Comsat Corp., Washington, as director of Cable Ventures, newly formed division of subsidiary Comsat Video Enterprises, which plans to begin new service aimed toward hotel and motel industry; **Jean Davis**, supervisor, media relations, to Comsat Systems Division as marketing communications director.

## Promotion and PR

**Jim Wagner**, director of promotion, WISN-TV Milwaukee, joins ABC's *Good Morning America*, New York, as manager, advertising and promotion.

**Kirk Szesny**, on-air promotion writer and producer, WDTN(TV) Dayton, Ohio, named promotion director.

**Marvin Danielski**, manager of promotion, KCNC-TV Denver, joins WCCO-TV Minneapolis as director of advertising and promotion.

**Julie Arosteguy**, director of public informa-

tion and marketing, Olney Central College, Olney, Ill., joins Keller-Crescent Co., Evansville, Ind., as assistant public relations account manager.

**Richard Cintron**, promotion writer, producer and editor, WPIX(TV) Pittsburgh, joins WABC-TV New York, as writer-producer.

## Allied Fields

**Michael Rau**, acting head of science and technology department, National Association of Broadcasters, Washington, named head.

**Allan Margolin**, political producer and futures editor, ABC's *Good Morning America*, joins The Environmental Defense Fund, Washington, as media director.

Appointments at Associated Press, New York: **Wick Temple**, director of human resources; **Patrick O'Brien**, treasurer and director of strategic planning, and **John Reid**, director of communications and technology, to VP's; **Nancy Shipley**, owner and operator, Tele-Information Systems Inc., Nashville-based marketer of digital voice storage computers for consumer applications, to broadcast executive for Michigan and Ohio.

**Thomas Rogeberg**, senior VP and general manager, CBN Cable Network, Virginia Beach, Va., resigns to form television consulting business.

**Robert Rindge**, VP, account manager, A.C. Nielsen, Northbrook, Ill., joins Ehrhart-Babic Group, Englewood Cliffs, N.J.-based market research firm, as director of marketing services.

**Andrew Ebbert**, co-founder and president of ATV Broadcast Consulting Inc. and VP, distribution, Perennial Pictures Film Corp., Indianapolis, resigns to form Ebscom Inc., firm specializing in media data research and analysis there.

**Karen Seielstad**, account executive, Barnhart Advertising and Public Relations, Denver, joins American Advertising Federation, Washington, as director of educational services. She succeeds **Ann Bowman**, who resigns to attend University of Virginia Law School.

**Eric Gormly**, general assignment reporter, KMOV(TV) St. Louis, joins Frank Magid Associates, Cedar Rapids, Iowa, as associate consultant.

**Paul Heine**, local sales manager, WMSN-TV Madison, Wis., joins Arbitron Ratings Co., New York, as Chicago-based account executive, television station sales.

## Deaths

**Art Collier**, 57, Southern regional sales executive for United Press International, died May 11 at Northside hospital in Atlanta. Collier had been undergoing treatment for brain tumor since October. Before joining UPI in 1978, Collier served as sports director at WATL(TV), The Georgia Network and WQXI [now WXIA-TV], all Atlanta. He began at UPI as sports editor of *UPI Newstime*, cable TV operation, and later became senior news editor and manager. In 1969 Collier was named Georgia Sportscaster of the Year. He is survived by his wife, Mary Ellen, and two sons.



**Lifetime achievement.** Harry Reasoner receives Lowell Thomas Award from Marist College President Dennis Murray (l) and CBS president emeritus, Dr. Frank Stanton (r). The annual award was instituted by Marist College, a liberal arts college in Poughkeepsie, N.Y., in 1983 to honor the lifetime achievements of leaders in broadcast journalism who exemplify the high ideals of the late Lowell Thomas, a pioneer broadcaster and an honorary alumnus of Marist College. Reasoner, who is a co-editor of *60 Minutes*, was recognized for his more than 40 years of contributions to the broadcasting industry.



## William Glenn: defining television's future

An FCC industry advisory committee has begun a two-year task to recommend the transmission system that appears destined to serve the United States for the next several decades at least. The key question: How much, if any, spectrum in addition to a conventional 6 mhz television channel will be required for broadcasters to compete with other television services in a high-definition age. One of the people responsible for the committee's existence is William Glenn.

For about eight years Glenn has been developing an HDTV transmission system at the Florida research facility of the New York Institute of Technology. The VISTA (Visual System Transmission Algorithm) system would provide TV pictures assertedly equivalent to the 1.125/60 HDTV production standard, with 850 lines of vertical and 700 horizontal resolution and 5:3 aspect ratio, to American homes. But viewers of conventional NTSC sets watching the same transmission would get the same NTSC picture they have been receiving for years. This would be accomplished by transmitting with the 6 mhz channel and then augmenting the signal with an additional 3 mhz to 6 mhz channel from the UHF-TV band or some other spectrum source.

The VISTA system may sound familiar to those only recently following the advanced TV transmission debate. It is very similar to the two-channel ACTV (advanced compatible television)-II unveiled in computer simulation by NBC and the David Sarnoff Research Center during the National Association of Broadcasters convention last month.

"ACTV-II has a lot of our system in it," Glenn says. "The color processing and the way of removing cross-color and cross-luminance is basically our system and we have a patent on that. Also, the augmentation is basically the same." The Sarnoff lab, he says, has been combining the best ideas of several systems in the development of ACTV-I and ACTV-II. "The fact that their system is using our technology is all right with us, except that it doesn't give us a lot of recognition for having developed it. Royalty-wise, we get royalties that way just as well as if it came out in our system."

But unlike the NBC-backed system, NYIT's is hampered by a scarcity of funds. The institute's HDTV project, which has been carried out with a staff of about 20, is supported by small grants from broadcasting companies and organizations and by the school. Nevertheless, Glenn was able to claim development of the first two-channel transmission system to progress past the computer simulation phase by last month during a VISTA demonstration at the "Tomorrow's Television" HDTV room at the NAB convention. By the end of the year,



WILLIAM ELLIS GLENN—director, New York Institute of Technology, Science and Technology Research Center, Dania, Fla.; b. May 12, 1926. Atlanta: BEE, Georgia Institute of Technology, Atlanta, 1946; MS, 1949, and PhD, 1952, University of California at Berkeley; U.S. Navy, 1944-1947; research staff, General Electric Research Laboratories, Schenectady, N.Y., 1952-1967; director, applied research, CBS Laboratories, New York, 1967-1974; VP, director of research, CBS Labs, 1974-1975; present position since 1975; m. Karen Updegraff, June 8, 1980; children from previous marriage—Ross, 36; Doug, 34.

prototype hardware of the complete system, including a VISTA camera, receiver and signal processor, are to be ready for field testing.

The Glenn system was designed according to psychophysical test results gathered by his wife, Karen Glenn. "We have basically measured what it is that your visual system can't see and then we leave that information out of the signal that is transmitted, as a way to save bandwidth," he says. Karen Glenn found that the optic nerve transmits color and detail to the brain much more slowly than it transmits motion information. Therefore, additional detail carried in the augmentation channel is sent at half the frames per second of standard TV pictures. This, theoretically, allows for transmission of the additional information in a 3 mhz rather than 6 mhz augmentation channel.

One of the biggest criticisms of systems such as VISTA and ACTV-II has been voiced recently by CBS's Joseph Flaherty (BROADCASTING, May 2), who cautioned that they may tend to perpetuate the artifacts of NTSC and that a completely fresh approach, not compatible with NTSC, might be the best road to follow. Glenn simply replies that the NTSC flaws have been eliminated. "I know we've removed them and so has the ACTV proposal." The main problems, he said, are cross-color and cross-luminance defects, which can be solved with pre-filtering of the signal along with a

comb filter in the receiver.

Glenn's career as a scientist and inventor can be traced to his service in the Navy in the mid-1940's. He was the officer in charge of instrumentation in the resurvey of the Bikini atoll, one year after a nuclear bomb test there. The expedition was sent to find out "what radioactivity was left and what the long-term effects of the blast were," he said. "It was a fascinating expedition...a good chance to get to know the top scientists in a number of fields."

While attending graduate school at Berkeley, Glenn worked at the Lawrence Radiation Laboratory there. He was part of a team headed by Glenn Seaborg, who made several discoveries of heavier-than-uranium elements. "I was doing that work in his group when he won the Nobel Prize [1951]," Glenn says.

Years later at CBS Laboratories, Glenn worked with another Nobel laureate, Dennis Gabor, who won the award for physics in 1971 for his invention of holography. Because, according to Glenn, holography needs monochromatic light, lasers are needed to transmit it. Therefore, it is not practical for future use in broadcasting. However, other technologies are on the horizon, such as panoramic stereograms "that work like holography but do not have a lot of the limitations of holography," Glenn says. "That might turn out to be a useful technique in television."

Glenn had already been awarded two patents by the time he joined the General Electric Research Laboratories in 1952. He holds 96 patents today and several more are pending. Glenn inventions developed at GE included a thermoplastic recording system for color television, a form of film recording that had many of the advantages of videotape, such as immediate playback without developing, before tape was in widespread use. Glenn was awarded an Emmy in 1978 for a digital noise reduction system he designed at NYIT.

Glenn's greatest influence on the television industry may stem from his work in HDTV. It is an influence that he claims could do more than send better video to homes. He believes that the consumer television equipment industry, based on the traditional cathode ray tubes of NTSC technology, has been irreparably lost to Japanese and European companies. But in the solid state industry, the U.S. still holds the edge. "The thing is that high-definition television requires a much higher level of technology than standard television in terms of performance. I think that you can produce receivers that have better performance at a lower price by going to all solid state technology for the display as well as for the processing," he says. Semiconductors based on VISTA or some other American-developed transmission system, Glenn says, could be the opening America needs to win back the consumer market.

Reports were rife in Washington Friday that **deal was being cut between Senate and White House to bring up FCC nomination of communications attorney Susan Wing while continuing to ignore that of Brad Holmes**, now chief of commission's policy and rules division in Mass Media Bureau. Reacting to report, Holmes said he was "surprised and outraged that the committee leadership... would preclude a full and fair hearing." Deal presumably would confirm Wing for term that expires this June 30; she could carry on into next administration if no successor were nominated. At that time Democrats or Republicans, depending on November election, could decide her fate.

"If free over-the-air broadcast television is to remain viable, then Congress must act to restore must carry as soon as possible," **FCC Commissioner James Quello** wrote in testimony submitted to House Telecommunications Subcommittee as part of its cable oversight hearing. Quello said 1984 cable act was enacted when must carry was in place, creating balance between cable and broadcast. That balance has been altered with two court decisions striking down rules, Quello said. He **urged Congress to hold hearings on must carry and perhaps compulsory license**, saying weight of congressional must-carry bill would prevent courts from overturning new rules.

GTE Spacenet's fifth satellite, **Spacenet III**, launched March 11 by Arianespace—first U.S. domestic bird up in two years—has completed testing and **is now fully operational**, GTE said last week. So far, Associated Press and Detroit-based regional cable sports network, Pro Am Sports System, are only confirmed customers.

**House Copyright Subcommittee** last week again **postponed action on so-called superstation scrambling bill**, H.R. 2848. Bill has many

**Royal treatment.** *Britain's Prince Charles greets National Association of Broadcasters President Eddie Fritts, who was in London two weeks ago representing the U.S. as vice chairman of the President's Commission on Private Sector Initiatives. Commission members were attending a day-and-a-half-long conference with leaders of the British business community. Prime Minister Margaret Thatcher spoke to the gathering. Fritts said she later chatted with him about her country's plans to start a direct-to-home broadcast satellite service. In addition to his activities at the conference, Fritts hosted a dinner for BBC officials and others involved in the country's communications system. He was accompanied by his wife, Martha Dale Fritts, and NAB's Rory Benson, senior vice president, assistant to the president and national campaign coordinator.*



critics, particularly broadcasters; as result, members have been unable to reach consensus. Now subcommittee has decided to delay vote until after FCC acts on its proceeding to reinstitute syndicated exclusivity rules, slated for Wednesday. Independent broadcasters hope this development will lead to syndex amendment in bill.

**NBC plans to send roughly 350 to 400 news division personnel to Democratic and Republican conventions.** Number is close to half of what network had sent to prior political conventions. NBC News President Larry Grossman said that number of "correspondents and producers attending will be roughly the same." Those to be left behind, Grossman said, will primarily be "construction people and administrative types... We are no longer building the facility in each convention but are rolling in mobile units." NBC News president added that newer technology, including "more sophisticated editing and graphics equipment," has also permitted reduction in personnel going. He added that network has not set aside minimum portion of schedule in which to carry convention coverage.

Cheryl Rhoden, director of public relations for **Writers Guild of America**, says that guild will **schedule membership meetings in "next couple of weeks to vote on independent contracts."**

**Cablevision Systems** said last week its **Woodbury, N.Y., system became first in country to surpass 300,000 subscribers.**

**Cable and public TV associations have followed through on NCTA President James Mooney's April offer to swap channel positioning liaisons** (BROADCASTING, April 18). NCTA research and policy analysis vice president, Cynthia Brumfield, and NAPTS research director, Bernadette McGuire, are now official ambassadors to other's camps.

**Geraldo Rivera special, Murder: Live From Death Row, was fifth highest-rated syndicated special ever.** Tribune Entertainment show had 20.1 Nielsen rating and ranked first in five of top 10 markets with April 13 prime time airing on 160 stations. Three Rivera-hosted shows, including *Mystery of Al Capone's Vaults* and *American Vice: The Doping of a Nation*, now count among top seven programs in syndication ratings history.

**Nominations for daytime Emmy awards** were announced on Thursday, May 12. CBS garnered lion's share with 69. NBC was second with 46. *Pee Wee's Playhouse* was most nominated show with 14. Awards presentation will be held June 29 in New York. Ceremony will be televised live at 3-5 p.m. on CBS.

Consumer electronics company, **Philips, showed first working high-definition TV hardware for proposed North American advanced TV standard** in demonstration at Philips Laboratories in New York suburb last Thursday, May 12. Philips system is compatible with current NTSC receivers, delivering improved picture and sound to HDTV receivers through secondary augmentation channel. Approach is similar to RCA HDTV proposal in its use of augmentation channel and of picture side panels for wider screen, but promises no picture improvement within single 6 mhz channel as does RCA. Philips system is still preliminary, since second channel now uses 4.6 mhz of bandwidth, as opposed to 3 mhz Philips hopes to achieve (using digital transmission techniques). Horizontal picture resolution remains NTSC-quality only. System has been tested over cable television, however, and found to be "robust," lab officials said. Working hardware for more fully developed system is expected later this year, they added. At briefing, company also announced new digital NTSC TV receiver which company said uses progressive scanning, noise reduction and field comb filtering for improved picture performance. No price has been set for unit, which is to be introduced at next month's Consumer Electronics Show in Chicago.

**Burt Sugarman** last week raised bid for **Media General** to **\$70 per share**, from \$61.50 per share (see "Where Things Stand"). Sugarman also is conducting proxy battle for three of Richmond, Va.-based company's board of directors seats, election for which will be conducted this Friday. Part of campaigning by Sugarman included release of information obtained from deposition of Media General executives: "J. Stewart Bryan [vice chairman] testified that over the years, he has received proposals from such companies as Knight-Ridder, Times Mirror and Capital Cities, none of which was even brought to the Media General board for consideration."

□

Justice Department's **payola** indictments two month ago (BROADCASTING, March 14) along with letter from House Energy and Commerce member Jack Fields (R-Tex.) expressing concern about practice has prompted **FCC to draft** what FCC Mass Media Bureau Chief Lex Felker calls "**an explicit reaffirmation**" of provisions of Communications Act that, in effect, prohibit station employes or owners from being involved in payola. Section 507 requires employes to disclose payments for airing any sort of programing to station management or owner, while Section 317—root of sponsorship identification rules—requires station to disclose such payments to public. Although FCC will enforce Section 317, it refers alleged Section 507 violations to Justice Department. Section 507 carries criminal penalties. FCC is expected to adopt payola statement at open meeting this Wednesday (May 18).

□

**Narragansett Capital** (NCI), Providence, R.I., is seeking "**merger partner**" for its radio group, NCI managing directors Gregory Barber and Jonathan Nelson said last week. Group is composed of KEZO-AM-FM Omaha, its newest acquisition; WYNK-AM-FM Baton Rouge; KAYI-FM Tulsa, Okla., and KHTT(AM)-KSJO(FM) San Jose, Calif. (last is on block). Once San Jose properties are sold, remaining stations are estimated to be worth roughly \$25 million-\$30 million. NCI has retained Gary Stevens & Co. and Shearson Lehman Hutton to seek partner. This will be first transaction for Stevens and Shearson in their new joint marketing arrangement (BROADCASTING, April 4). According to industry observers, merger move by Narragansett was precipitated by departure of John Franks, NCI's managing partner, who recently resigned. Narragansett will continue to operate KOVR-TV Stockton, Calif., property excluded from future partnership.

□

**Hollywood Squares** announcer and regular cast member **Shadoe Stevens** is expected to be named new host of **ABC Radio Network's weekly American Top 40**, according to industry sources. Casey Kasem, show's current host, signed five-year deal with Westwood One that takes effect next January (BROADCASTING, April 4). ABC, which would not confirm report, was planning to make announcement on new **AT40** host today (May 16).

□

Washington-based **Intelsat** and Los Angeles-based **Hughes Aircraft** declined comment last week on reports of federal investigation into **\$785-million Intelsat VI contract between them**. Allegations have surfaced that Hughes employe(s) made payments to Intelsat officials for inside information on Intelsat VI request for proposals before deal was done. May 10 *Washington Post* story said Intelsat attorney, Ray Banoun, confirmed investigations had been conducted at both organizations and said wrongdoing involved past Intelsat employes. "There's nobody else at the organization who did anything improper," Banoun told *Post*. When BROADCASTING attempted to reach him, Banoun's Washington office said he was out of town; he did not answer his home telephone. U.S. District Attorney's offices in Washington and Los Angeles said it is their policy not to comment on existence of federal grand jury investigations, offering no confirmation of reports that Justice Department had subpoenaed documents from Hughes. Former Intelsat CEO Richard Colino (now in prison) and deputy, Jose Alegrett (believed to be in Argentina), were dismissed after 1986 embezzlement scandal. Additionally, FCC complaints-investigations bureau chief,

## FAN for sale

*Emmis Broadcasting is said to be close to the sale of all-sports WFAN(AM) New York to Spanish Broadcasting System, a radio group with holdings in New York, Los Angeles and Miami. Emmis Broadcasting President Jeff Smulyan declined to comment. The price would be roughly \$25 million including a tax certificate valued at some \$2 million, industry sources said. (Emmis would be eligible to receive a tax break because the sale would be to a minority-controlled group.)*

*Due to the FCC's multiple ownership rules, Emmis, which operates WFAN(AM)-WOHT(FM) New York, had to sell an AM-FM combination there after it purchased a package of five radio properties from NBC in February for \$121.5 million. That package included WNBC(AM)-WYNY(FM) New York. Three weeks ago, Emmis sold WYNY to Westwood One for \$39 million plus other considerations. If Spanish Broadcasting System, which was also a pursuer of one of Emmis's New York FM properties ("Closed Circuit," April 18), emerges as the WFAN buyer, it will have to spin off WSKO(AM) New York (licensed to Newark, N.J.).*

*Once the sale of WFAN is complete, Emmis will operate WNBC(AM), a 50 kw clear channel facility on 660 khz. It has been expected for some time that Smulyan would then switch the all-sports format to the WNBC frequency. However, in that event, Smulyan revealed that WFAN's present 24-hour all-sports sound may not remain completely intact. The same would hold true for the WFAN call letters. (Emmis's purchase agreement with NBC does not permit the company to keep the WNBC calls as well.)*

*"We are looking at all options. But the final format may be a combination of elements that would include personalities and sports," Smulyan said. WNBC is a "personality-oriented" adult contemporary station that is home to popular morning host Don Imus. It also airs New York Knicks basketball and New York Rangers hockey.*

Gregory Weiss, confirmed formal complaint was served on Comsat April 7—result of renewed charges by international services competitor, PanAmSat, relating to Comsat's reported separate-system lobbying expenses on behalf of Intelsat. Intelsat lobbyists, Weiss said complaint charges, told FCC they spent \$6,724; told Congress they spent more than \$22,000, and told Justice Department they spent over \$80,000 on lobbying last year. Comsat has filed reply. "We slapped Comsat's hand" as result of investigation nearly three years ago, said Weiss. Despite PanAmSat's request that commission reopen that closed file, he said, FCC is treating it as new formal complaint, not formal investigation. (PanAmSat announced Friday that Chilean government is joining U.S. in Intelsat consultation that would "clear the way" for PAS customers to used data and video links between U.S. and Chile.)

□

**Listeners' Guild Inc.**, not-for-profit public interest group devoted to classical music broadcasting that was formed in 1974 when WNCN(FM) New York switched from classical to rock (it subsequently changed back to classical when station was purchased by GAF Corp. in 1975), **has filed petition to deny** at FCC for transfer of license of **wncn** from GAF to management group headed by GAF chairman Samuel Heyman, who is attempting GAF buyout. Guild's petition charges, in part, that Heyman, who became chairman of GAF in 1983, effected "radical changes" in WNCN's classical format with "promotions, gimmicks, premiums and ballyhoo."

□

**Lottery advertising bill** (H.R. 3146) **broadcasters have been pushing in House failed to gain two-thirds vote** needed under "suspension of the rules" to pass legislation. It is procedure commonly used for consideration of noncontroversial measures. Legislation would permit ads promoting lotteries run by private entities (law currently allows only ads for state-run lotteries).

## Getting there

The FCC will bring back syndicated exclusivity this week, to the joy of broadcasters and the dismay of cable and superstations. For Chairman Dennis Patrick, it will mean another step in the process of safeguarding media competition. For the Fifth Estate, on balance, we believe it will prove a plus.

Patrick and his recent predecessors have fashioned an electronic universe that is increasingly diverse. We have only begun to experience the eventual options: conventional broadcasting, cable, direct broadcast satellites, TVRO networks, wireless cable, fiber optics, the possibility of telephone entry. Each of those media must operate freely in the marketplace—and must be able to protect the exclusivity of its product. This is no less true of cable, which now has its own critical mass of programming, than of broadcasting—a factor that contributes to the ambivalence the wired medium has experienced in relation to syndex. On principle, the Patrick policy can't be faulted.

There are, of course, practical considerations to go along with the principle. Should the rules be effective immediately or should there be a period of transition? Should they be retroactive, to honor contracts already in effect (albeit written when they had no force in law)? What about the 35-mile radius that presumably would define the limits of exclusivity? How are cable systems to deal with the problem of blackouts? How is the public not to be abruptly disadvantaged?

One weakness of the Patrick FCC's approach is that no one now knows the answers to those questions, and that by the time they're public the matter will be a fait accompli. Those uncertainties have led the National Cable Television Association to protest the process itself, and may lead inevitably to a court challenge. Indeed, if syndex itself is inevitable, so also are the challenges to it, whether in the courts or on the Hill.

Thus this week's action will but begin the evolution to syndicated exclusivity; it will be several years before the matter fully shakes out. By then, we feel, all will agree that Dennis Patrick and the FCC took the right turn.

## Brave new wave

In Shakespeare's day, popular entertainment included both "Hamlet" and bear baiting, plus everything in between. "Hamlet" is still very much with us. Fights among animals and humans are also, sadly, still considered entertainment by some. And everything in between is still, well, everything in between, only more so. The conclusion: Tastes in entertainment are eclectic and one's meat is another's poison. That brings us to *The Morton Downey Jr. Show*.

A story elsewhere in this issue (see page 59) details the trauma of David Clarke, chairman of the Washington city council, a guest on the *Downey* show who received odious treatment at the hands of its host—Downey called Clarke a "pablum-puking fink" and "asshole" for his opposition to the death penalty, ordered him off the set and spat at his back as he departed. Clarke afterward complained of that treatment in an interview with WRC-TV Washington in which he suggested that the FCC should take some remedial action and asked viewers who agreed with him to write the commission.

Opinionated, abrasive, controversial, argumentative, bullying: those are just some of the adjectives applied to Downey, host of superstation WWOR-TV's talk show, which is slated for syndication and thus potentially wider circulation. (The *Downey* show is

one of the first offerings from the stable of Robert Pittman, who is interviewed in this issue [page 42] about producing for a new generation of television viewer.)

The program does not appear to be, nor does it appear meant to be, a public affairs vehicle for reasoned debate on issues of public importance. It is instead an entertainment for those who are turned on by Downey's brand of inquisition. (It is not an entirely novel approach to the talk show genre. Some 20 years ago, the late Joe Pyne hosted a syndicated, self-described "fist-in-the-mouth" talk show in which he regularly insulted guests who masochistically presented themselves for abuse.) Downey's show may be something of an acquired taste, but then, viewers who find that taste unpleasant are under no obligation to acquire it, and guests who find it unpleasant should decline to appear—there is no dearth of talk shows to accommodate them. (Clarke complained that he did not know what he was in for before he appeared, but it would seem incumbent upon the guest to look before leaping.)

From a First Amendment point of view, ironically, Downey is one of the first to benefit from the FCC's declaring the fairness doctrine unconstitutional; the tragedy is that he may be the first to persuade some that the doctrine should be reimposed. Yet his freedom of speech, too, must be defended if, in the long run, all others in the broadcast media are to be free. Broadcasters must hold to their principles, even if at times they must hold their noses as well.

## One-sided

Three television network news executives appeared before a Senate committee last week to repeat their support of a bill to establish uniform closing hours for voting places across the country in presidential elections. They also swallowed their journalistic pride long enough to vow once again that they would refrain from reporting projections of results while polls are open.

The NBC man among them apologized for "an inadvertent aberration" when his network's evening news forecast a Dukakis victory in the New York Democratic primary before polls closed (BROADCASTING, April 25). A beheading on the spot was averted when he promised it wouldn't happen again.

Let it be noted that the restraint on journalistic enterprise, originally adopted to prevent presumed, if unproved, effects on Western voting by reports or projections of Eastern results in national elections, has been extended to state primaries. Perhaps that's farther than broadcast journalists should have gone in yielding to political pressure. The least the Senate can do is pass the closing-hour bill that the House has passed twice.

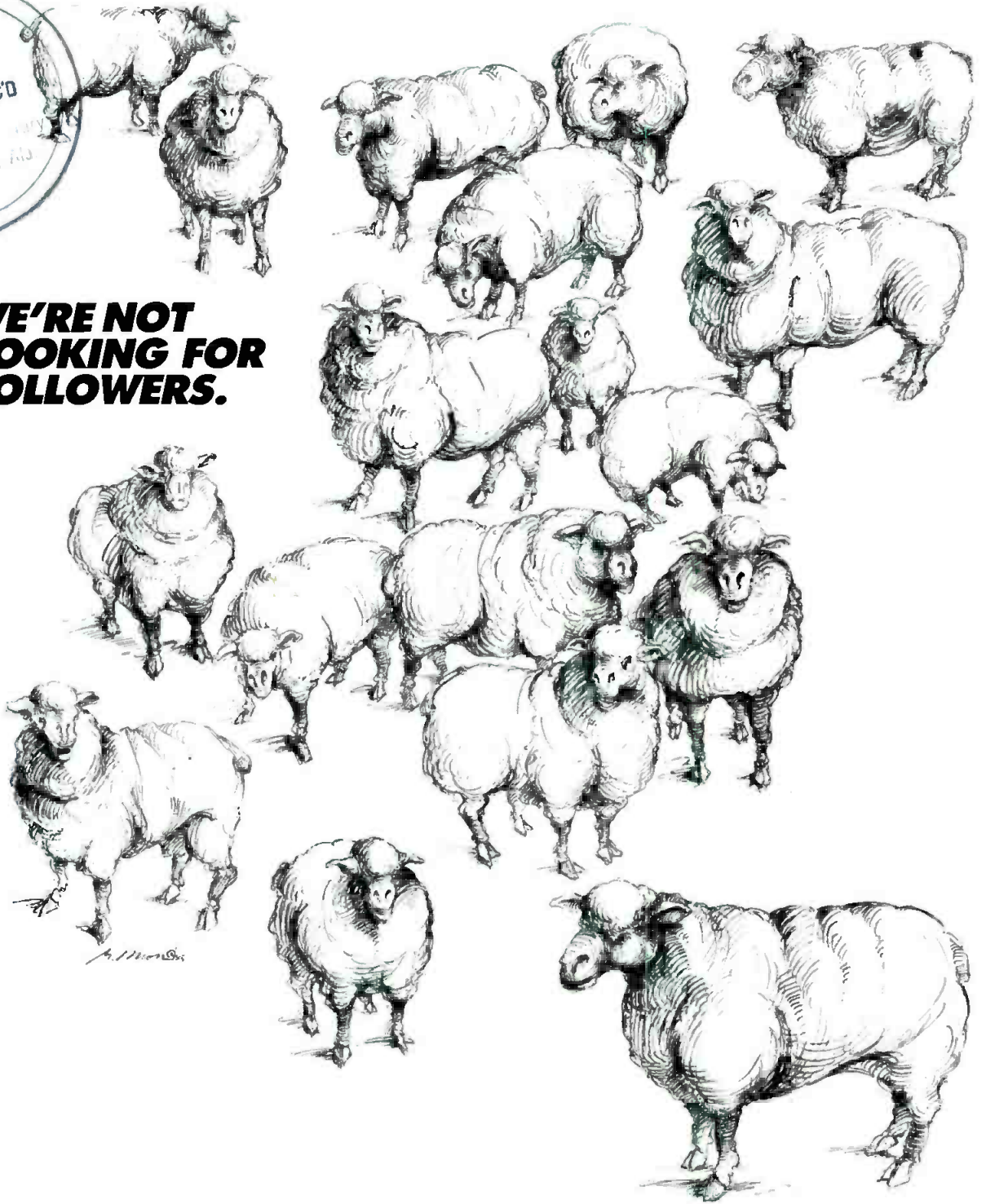


Drawn for BROADCASTING by Jack Schmidt

"Hey Bob, anything happening over at the White House today?"



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