

Broadcasting Jul 11

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“We’ve been working together with the Research Group since 1977. They are masters at strategic planning and implementation and the fruits of what they bring speak for themselves...just look at the ratings. We don’t think of them as a research company; we think of them as a critical part of our team.”

*Dick Ferguson
President*

NewCity Communications, Inc.



The Research Group develops the *right* information, then uses a special system of strategic planning to help you *win*—and stay strong—in tough, competitive environments. Some managers may have the perception that using the *best* is prohibitively expensive. With The Research Group, that is not true. Call today about our availability in your marketplace and for prices which will fit your budget.

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Radio's Strategic Research Team

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ROOM 122
AUL-SAS

12364 IZK NOV/90

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36112

57th Year 1988

Special Report
**Who's Who
in Hollywood**
Part One



Only America's #1 Independent News Station Can Give You News This Good.

Hard work has its awards, and few news stations are more celebrated than Chicago's Very Own WGN-TV.

In what may be the most competitive news market in the country, our news team recently won three out of six prestigious Peter Lisagor awards. Not even one of the three network owned and operated stations could top that. We've also been honored with awards from the Illinois Associated Press, the Illinois Broadcasters and the Chicago Chapter of the National Academy of Television Arts and

Sciences, all of which are a testament to WGN-TV's commitment to providing responsible, top-notch broadcast journalism.

But that's just half the story. The good news for you is that WGN-TV is still the #1 prime time independent news station in the United States with a 9 rating in both services.*

WGN-TV. Newsworthy of your attention.

WGN-TV CHICAGO
A Tribune Broadcasting Station



IT SIZZLES!

The hottest collection of its kind on CD.

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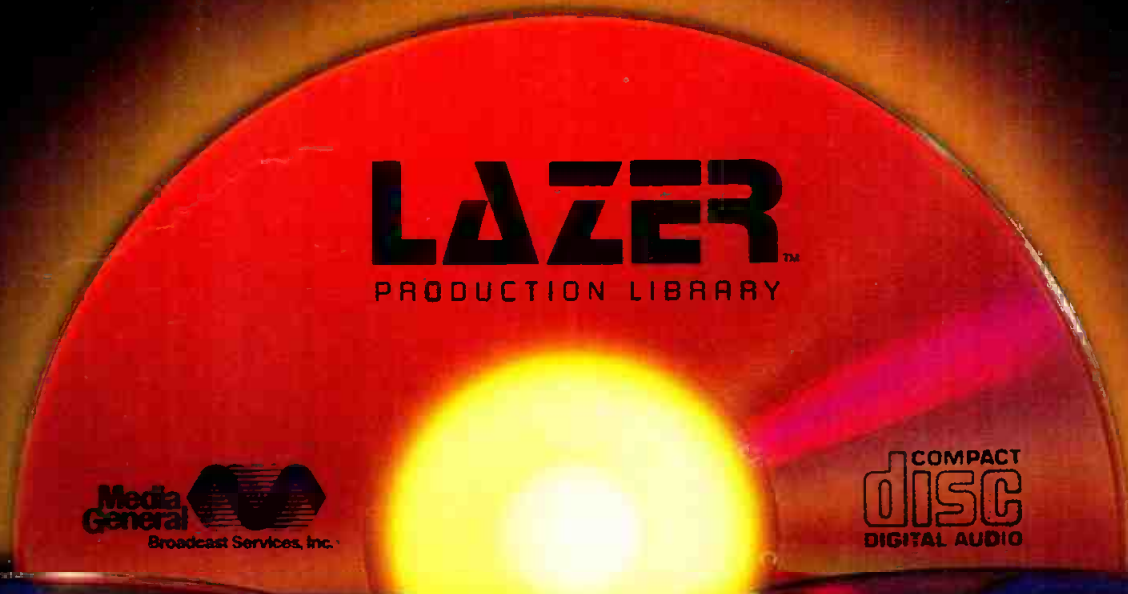
More than 400 original 60's and 30's

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GOLDEN GIRLS. Their turf keeps growing with top stations in key markets.

Now sold. Hearst Broadcasting

- Pittsburgh WTAE
- Baltimore WBAL
- Kansas City KMBC
- Milwaukee WISN
- Dayton WDTN

Along with these leading stations in the nation's largest markets.

- New York WNYW-Fox Television
- Philadelphia WCAU-CBS O&O
- San Francisco KPIX-Group W

GOLDEN GIRLS: The toughest bunch of mothers on TV.

Available for Fall, 1990 or 1991.

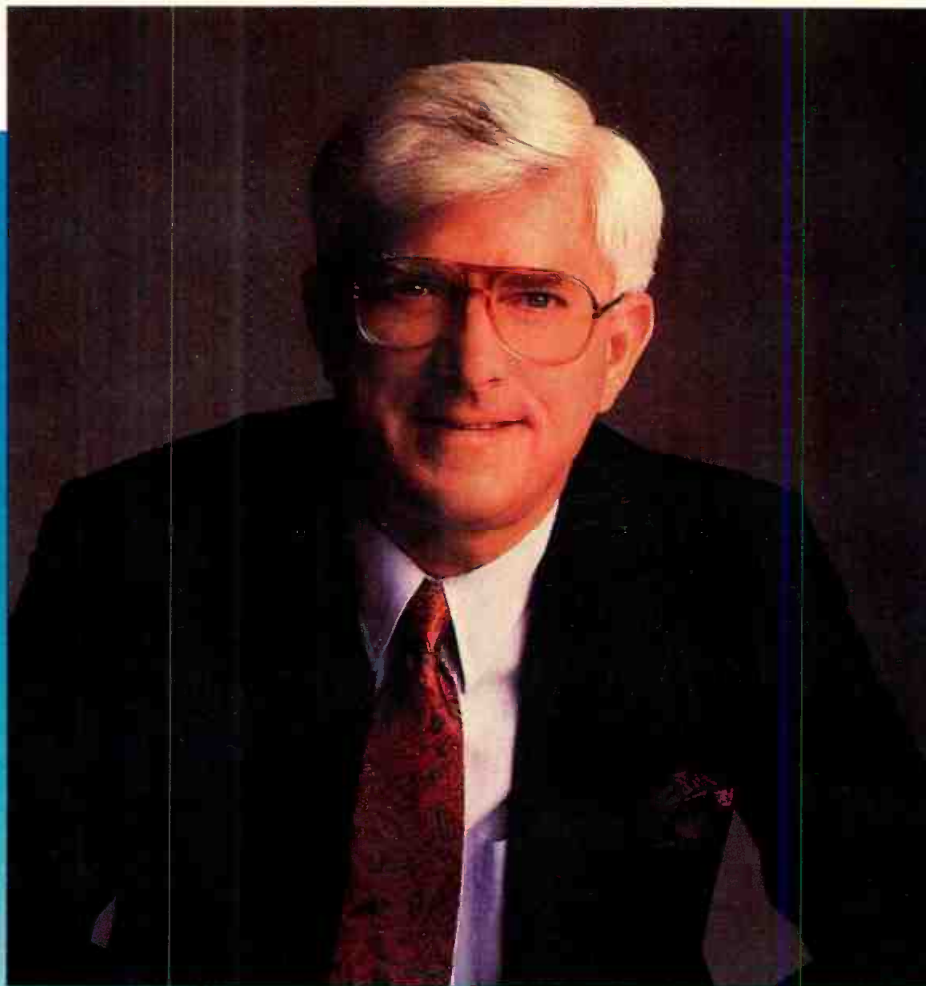
THE GOLDEN GIRLS



THE GOLDEN GIRLS




Buena Vista
Television



Congratulations, Phil!

Congratulations on your
9th National Emmy
“Outstanding Talk/Service
Show Host”

DONAHUE

TV nervousness... Possible breakup of Gillett group leaves some wondering if this is first of major station ownership exits. **PAGE 35.**

Bringing it home... For individual radio and television stations and developing networks, Democratic and Republican national conventions offer opportunity to provide kind of service not available from national networks: local angle on national political party gatherings. For Democratic meeting, so far, 338 TV stations and 275 radio outlets are expected in Atlanta. **PAGE 36.**



Dream makers... Part one of BROADCASTING's special report on "The Powers That Be in Hollywood" focuses on major studios, offering glimpse of who's who in dream capital of world. **PAGE 43.**

40/UPFRONT AD SALES
Roughly \$3 billion of advertising is being committed to next season's prime time TV schedule, according to three networks' sales chiefs.

37/MEDIA PRESENCE
Sidebar to next week's Democratic national convention in Atlanta will be presence of Fifth Estate executives, their Washington lobbyists and industry trade associations, many of whom have planned special events, receptions and dinners for congressional policymakers and party leaders attending convention.

38/UPLINK INFORMATION
Only 55 transportable satellite vehicles are expected at Democratic national convention in Atlanta, down from estimates

of 100 year ago.

39/TIME FOR 'WAR'
ABC says it will broadcast 18 hours of its epic mini-series, *War*



Jane Seymour and Sir John Gielgud in ABC's 'War and Remembrance'

and *Remembrance*, during November sweeps, with remainder of program airing in 1989. There is also talk of network stripping repeats of four of its strongest comedies during prime time from mid-September to early October.

39/INTERIM CONTRACT
Members of Writers Guild of America overwhelmingly ratify new interim contract for independent producers.

41/CAUGHT IN MIDDLE
Superstation bill (H.R. 2848) gets entangled in jurisdictional dispute between Commerce and Judiciary Committees.

61/BRITISH BUY
MTM Enterprises, which has produced such shows as *The Mary Tyler Moore Show*, *Hill Street Blues* and *Remington Steele*, is sold to Britain's Television South for \$320 million.

61/SHOPPING SPREE
Shop Around the World, one-hour home shopping program hosted by actress Elke Sommer and geared to TVRO universe, debuts July 16.

65/SUB SNUB
Springfield Utility Board decides it won't launch MMDS system in Springfield, Ore., to compete against Tele-Communications Inc. However, TCI may still face some MMDS competition from local group.

70/MERGER LEGACY
After earlier merger boom, Fifth Estate firms are undergoing financial restructuring to convert short-term debt into long-term financing.

71/TWO VIEWS
According to Katz Radio Group, industry's two local market radio audience measurement services—Arbitron and Birch Radio—continue to provide "significantly different" pictures of radio listening.

87/MAN BEHIND THE EMPIRE
Rupert Murdoch, chief executive

officer of News Corp. Ltd., was just 22 when he returned to Australia to take over two family-controlled newspapers. By time he was 30, he had expanded company to include radio and TV interests at home and abroad.

88/PROVISIONAL LINEUP
CBS announces interim fall schedule.

89/IN DEFENSE OF
In U.S. Court of Appeals brief, FCC defends its fairness doctrine repeal.

DEPARTMENTS

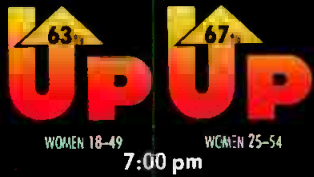
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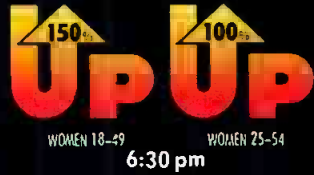
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Entertainment Tonight
May '88 vs. May '87 Time Period Shares.

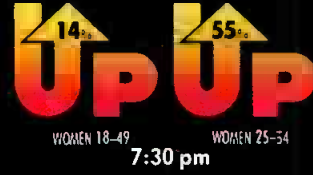
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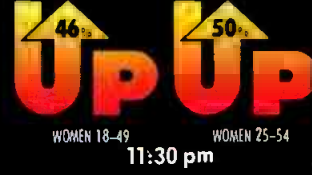
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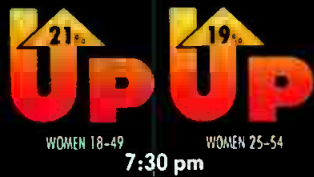
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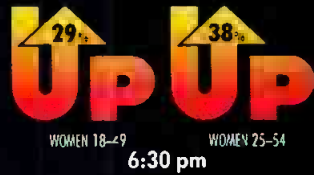
BOSTON/WNEV



DETROIT/WXYZ*



HOUSTON/KPRC*



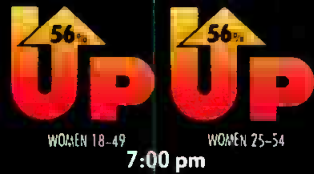
DENVER/KMGH



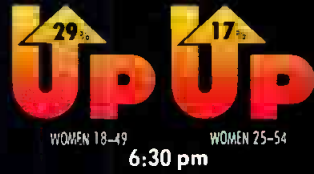
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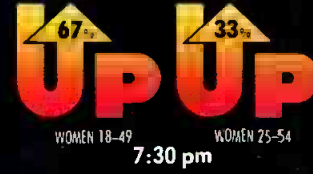
INDIANAPOLIS/WRTV*



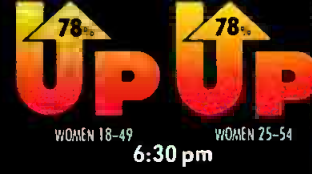
KANSAS CITY/WDAF



CINCINNATI/WKRC



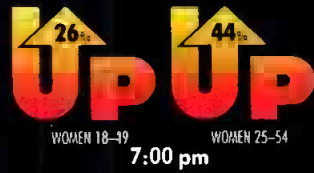
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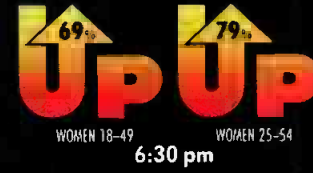
NASHVILLE/WTVF*



BUFFALO/WGRZ



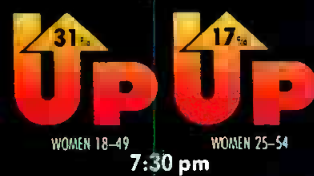
MEMPHIS/WREG



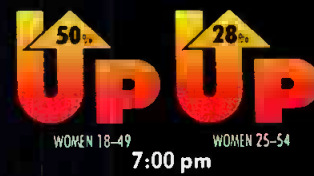
PROVIDENCE/WJAR



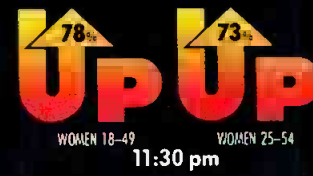
DAYTON/WHIO



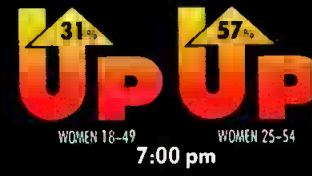
GREENSBORO/WXII



ALBANY/WRGB

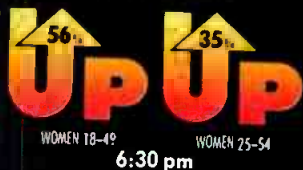


JACKSONVILLE/WTLV

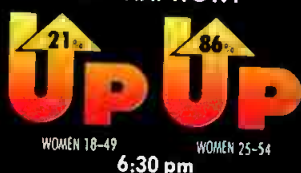


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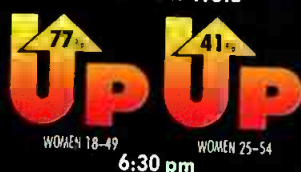
FRESNO/KSEE



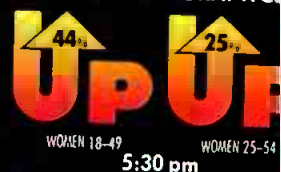
OMAHA/WOWT*



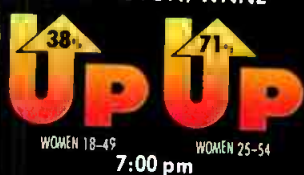
PADUCAH/WSIL*



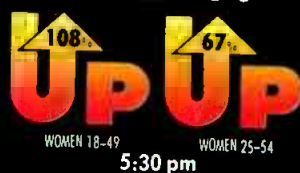
PORTLAND-AUBURN/WCSN



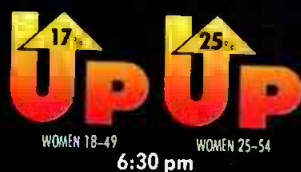
BURLINGTON/WNNE*



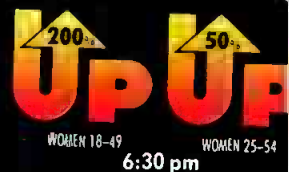
FT. MYERS/WEVU



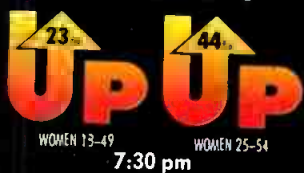
FARGO/WDAY*



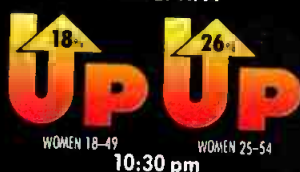
COLUMBUS-TUPELO/WVTV



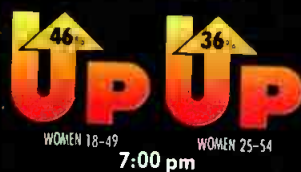
BAKERSFIELD/KERO*



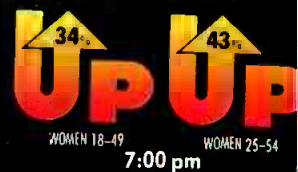
BOISE/KIVI



CHICO/KRCR



MEDFORD/KOBI*



We've just wrapped up our seventh season, and as you can see, the key word is "up."

Up in key women demos. Up in large markets. Up in small markets. And up a whopping 150% in our inaugural season on WBBM in Chicago. No wonder WABC in New York has joined a growing list of stations who have bought "Entertainment Tonight" for access this fall.

So keep watching. Our eighth season is coming "up."

ENTERTAINMENT
T O N I G H T



Back again

Communications policy for possible Dukakis administration is taking shape under aegis of Charles Ferris, FCC chairman in Carter administration and now partner with Washington law firm of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo. At candidate's behest, Ferris is conducting meetings with representatives of private and public sectors, including key Hill aides. Larry Sidman, staff director and chief counsel for House Telecommunications Subcommittee, and Tom Cohen, senior counsel for Senate Communications Subcommittee, are participating. Group has engaged in broad philosophical discussions (on public interest standard, for example) and is assessing current telecommunications policy with eye toward options new administration might want to pursue. Results of those sessions should surface in fall.

Writer's cramp

Word is that advertising lineup for ABC's *War and Remembrance* mini-series (see story, page 39) has in large part been determined by *War's* author, Herman Wouk. According to sources in advertising community, as part of Wouk's deal with ABC, writer put potential advertising types in three categories, approved, qualified and excluded. Among advertisers on Wouk's approved list: autos/trucks, communications, petroleum, airlines and insurance. Some of those excluded: acne medicine, bathroom products, deodorants, feminine hygiene products and toilet bowl cleaners. Qualified include cosmetics, food and clothes but needing individual approval by Wouk. In addition to establishing hierarchy of advertisers, Wouk also disallowed 15-second spots to restrict clutter during commercial breaks.

X-rated report

FCC decided to fine Media Central's KZKC-TV Kansas City, Mo., \$2,000 for broadcast of allegedly indecent movie three weeks ago (BROADCASTING, June 27), but, as of last week, station had yet to receive formal notification of action (BROADCASTING, June 27). But its wait may soon be over. Notice has been given thorough going over by lawyers and commissioners and should be in mail this week, according to FCC official. Notice describes in detail five scenes that in context of story led to indecency finding. Media Central has vowed to fight fine.

At same time notice comes out, FCC Commissioner Patrica Dennis, who voted against fine, hopes to release statement reiterating her call for rulemaking to

determine when indecent broadcasts are permissible—that is, when presence of unsupervised children in audience is minimal. FCC has indicated that such programing is acceptable after midnight, but Dennis believes FCC was acting arbitrarily in picking after-midnight.

Cued for Ku

CBS-TV started using new full-time lease of GTE Spacenet GStar II, transponder 5 last Tuesday, signaling further solidification of Ku-band as satellite delivery method of choice among TV broadcasting news gatherers. ABC-TV began using second and third of its "multimillion-dollar" GStar transponders last week as well (BROADCASTING, Feb. 22). Network Ku-band investments are partly result of proliferation of Ku-band vehicles among affiliates. Over past two years, all three networks have formed affiliate-network satellite news gathering systems, including network upfront money for trucks, and ABC, at least, expects number of stations involved to double this year. Other factor is price. C-band uplinkers can buy occasional satellite time in segments no smaller than half-hour at \$193 cost. Ku-band uplinkers wanting to send short news actualities can buy as little as five minutes at \$8 per minute.

Futurists

National Association of Broadcasters executive forum for TV group heads slated for Sept. 19 in Washington has lined up speakers. It is one day-seminar on new technologies and how they might be integrated into current broadcasting system. Slated for talks: Paul Bortz of Browne, Bortz & Coddington, Denver consulting firm; Tele-Communications Inc.'s John Sie, who will talk about cable with emphasis on high-definition television; Donald Jansky, Jansky & Barmart, engineers, on satellites, and Don R. Strohmeier, vice president of marketing for BellSouth Services, on fiber optics.

Going slow on telcos

FCC has scheduled telephone-cable crossownership inquiry for action at July 20 meeting. In launching inquiry, FCC indicated that crossownership ban contained in Cable Act may no longer be warranted and said inquiry could lead to recommendation to Congress that it be dropped. Word on street last week was that FCC would proceed cautiously, inviting more comments, while deferring any congressional recommendation. One FCC official would not confirm, but said there are "many questions that could benefit from additional comments."

Re-enacting news

When investigative newsman Jack Anderson debuts in syndication in November with *Who Murdered J.F.K.*, first in series of syndicated quarterly "event" specials under banner, *American Expose*, he will rely on "docudrama" approach, re-enacting news events. Anderson has signed agreement to get back on television on regular basis through syndicator, Orbis Communications. Consortium comprising MCA, Gaylord and Chris Craft stations will help finance and will carry *American Expose*. Production of specials will be handled by Saban Productions in association with Barbour/Langley Productions Inc.

Children's hour

New attempt to distribute live children's radio program may soon be in works. WXPB-FM Philadelphia, operated by University of Pennsylvania, earlier this year hired Kathy O'Connell, co-host of WNYC-FM New York's defunct *Kids America* series, which was distributed by American Public Radio, to anchor local show, *Kids Corner*. Station is exploring feasibility of syndicating broadcast nationally to either commercial or noncommercial outlets in 1989.

Program prospects

Many in cable are looking to Hollywood producers session at Cable Television Administration and Marketing Society conference on Aug. 3 to search for common ground on contract arrangements, production costs and aftermarkets. Group of cable leaders met with MCA executives at National Cable Television Association show in May, and cable group reconvened two weeks ago to discuss issues.

Funding for productions could take several forms: cable network could contract for series with money coming from increased operator fees; money could be raised in blind pool limited partnership, then doled out to particular projects, or MSO's could fund project directly, then distribute it through cable networks or by other means. Industry observers say operators are coming to realization that any produced-for-cable programing will have afterlife beyond cable and that shifting production windows could mean that single pilot mechanism may give way to limited pilot series running on cable before wider exposure. Using HBO as model, cable executives believe quality programing can be produced for less than standard Hollywood rate.



HE MAY NOT BE AN ANGEL BUT HE'S A HELLUVA STAR.

Sherman Hemsley.

For 15 remarkable years, he's been an unbeatable performer on both the network and in syndication.

He soared to fame as George Jefferson.

And today he is more popular than ever as the star of *Amen*, a series that has totally dominated its time period while constantly delivering a Top 10 Nielsen share.

Sherman Hemsley and *Amen*. There's nothing better.

Amen

It's The Last Word.

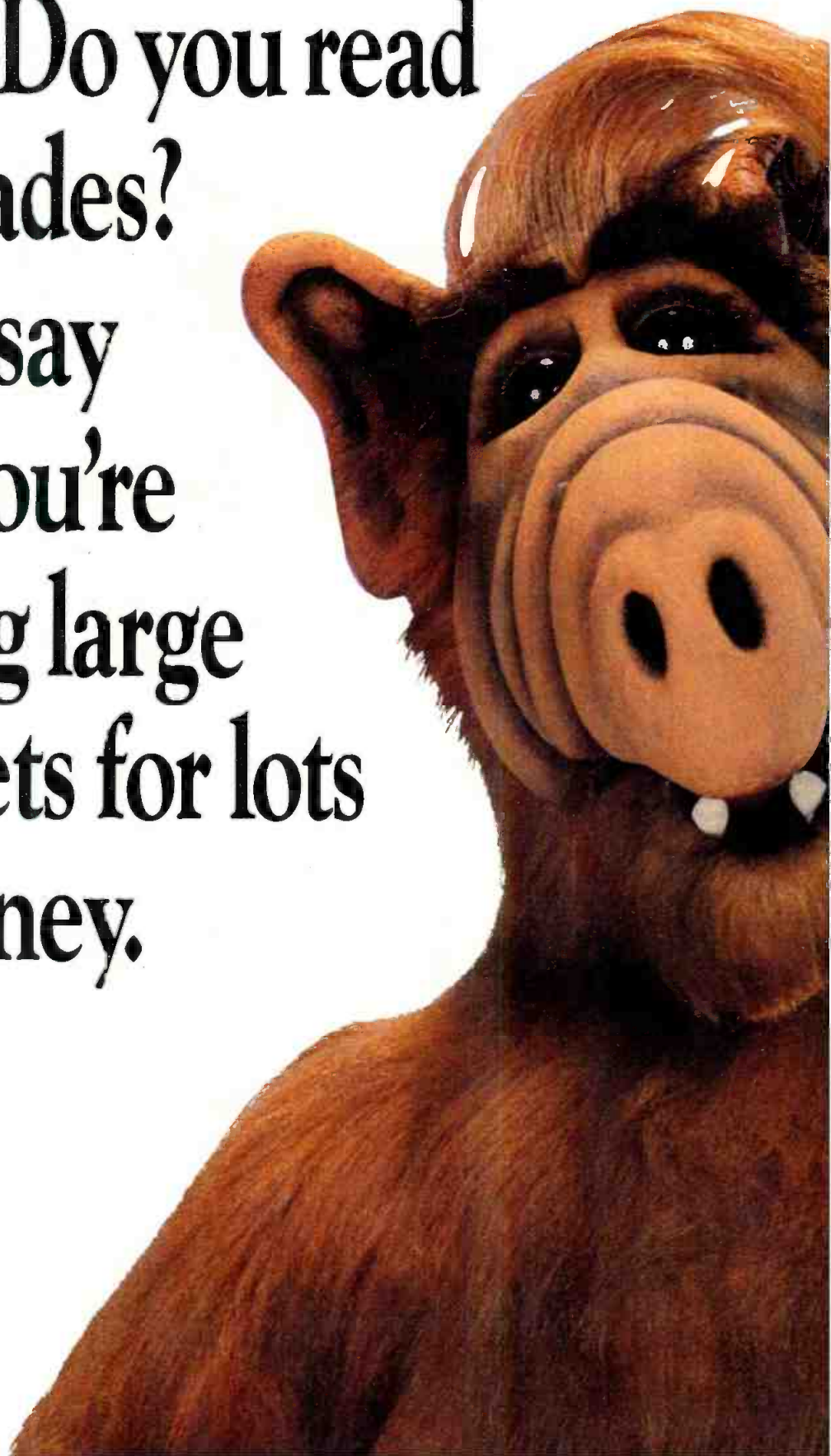
Produced by
Carson Productions Group, Ltd.
Distributed by

MCA TV

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Source: N11 Seasonal averages 1986-87 and 1987-88. Performer ©

Q: Do you read
the trades?

They say
that you're
closing large
markets for lots
of money.



ALF: I don't care
what's closed as long
as it's not the
refrigerator!



ALF[®]

alien productions

LORIMAR[™]

SYNDICATION

A LORIMAR TELEPICTURES COMPANY

100 Half-Hours Available Fall '90

Where Things Stand

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

AM-FM Allocations

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

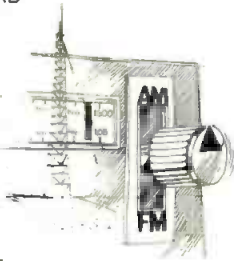
National Association of Broadcasters has submitted plan to FCC to allow 60% of class A stations to double power from 3 kw to 6 kw. Plan counters proposal of New Jersey class A FM Broadcasters to allow most class A's to double power. NAB opposes New Jersey plan because of possible interference with class B and C FM's. FCC has released rulemaking authorizing FM's to use directional antennas, permitting allocation of stations in short-spaced positions. NAB

opposed rulemaking, saying it would lead to AM-ization of FM band. Several FM broadcasters

contended 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, 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.

Western Hemisphere countries on June 2 concluded second and final session of conference to plan use of 100 khz of spectrum added to top of AM band that had ended at 1605 khz. FCC is in midst of inquiry designed to help it determine how to use 10 new channels. Commission has indicated at least some of those channels will be reserved for national licensees. Target for implementation of plan for using spectrum is July 1, 1990.



AM Stereo

On Jan. 14, FCC rejected recommendation of National Telecommunications and Information Administration that Motorola's C-Quam AM stereo system's pilot tone be protected from possible interference. Petitions to adopt single AM stereo system and to mandate multisystem radios were also rejected.

FCC Chairman Dennis Patrick and Commissioner James Quello said that C-Quam is already close to being de facto standard because 100% of receivers can receive it and majority of AM stereo stations transmit it.

Multisystem radios receive signals generated by two incompatible systems battling to be

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Must Carry	20
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de facto standard—C-Quam and Kahn Communications' single sideband. NTIA report said that although there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of C-Quam system in international marketplace. In filing with FCC in December 1987, Kahn Communications charged that in 1985 Motorola improperly blocked Sony from selling multisystem radios by asserting two AM stereo patents. Kahn further alleged that patents in question were improperly obtained by Motorola. Motorola dismissed Kahn's charges.

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 have been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes.

House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable industry to be on its best behavior or Congress may feel need to re-evaluate regulatory environment.

House Telecommunications Subcommittee cable oversight hearing May 11 (third hearing is expected this month or in August) served as forum for discussion of cable's growing market power. Other than criticism from Holly-

wood and broadcaster witnesses, lawmakers seemed unpersuaded by arguments calling for reregulation. Cable industry has been under increased congressional scrutiny. At first hearing, in March, Subcommittee Chairman Ed Markey (D-Mass.) announced he was asking Government Accounting Office to study cable rate increases.

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. But before making move, Metzenbaum sent survey two weeks ago to cable competitors to gain input or charges that cable operators have tried to stem flow of programming to their competitors (BROADCASTING, June 20).

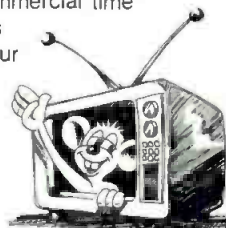
Cable and Hollywood executives are holding meetings to try to resolve differences, but whether talks will bear fruit is uncertain.

FCC has adopted new rules that more narrowly define television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available. But it said that definition of "available" was too broad.

Children's Television

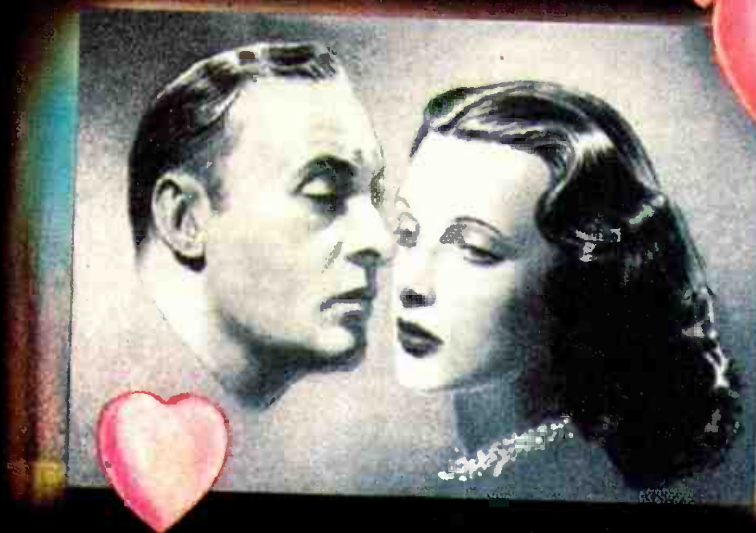
On June 8, children's television bill breezed through House 328 to 78. Measure is likely to receive prompt attention in Senate; chances for passage are good. National Association of Broadcasters says it won't fight bill, but has reserved right to oppose changes that might occur when Senate acts. Office of Management and Budget released statement opposing bill, although it stopped short of recommending veto.

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and proposes limits on commercial time in children's programs of 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. Measure has undergone considerable revisions and excisions, among



latter language that would have required broadcasters to air one hour per day of informational and educational programming and provisions aimed at curbing so-called program-length commercials.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry



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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 ¹	TOTAL *
Commercial AM	4,912	170	5,082
Commercial FM	4,058	418	4,476
Educational FM	1,324	173	1,497
■ Total Radio	10,294	761	11,055
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	485	222	707
Educational VHF TV	119	3	122
Educational UHF TV	214	25	239
■ Total TV	1,358	273	1,631
VHF LPTV	102	74	176
UHF LPTV	267	136	405
■ Total LPTV	369	210	581
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS ²	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 ³ & 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 total TV household universe of 88.6 million.
¹ Construction permit. ² Instructional television fixed service. ³ Studio-transmitter link.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in late summer or early fall. 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. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure two weeks ago (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part 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—National Telecommunications and Information Administration, in report on cable television regulation, has recommended that telephone companies be allowed to serve as transporters of others' programming in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, though not programming of their own, in NTIA's view. At present, FCC regulations and Cable Act, as well as modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T, now are seen as barriers to such crossownership. National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to separate FCC proceeding that could lead to dropping of FCC rules barring such crossownership 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

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. ACT June 17 also filed petition at FCC to add one other element to its investigation: allegation that advertisers (mainly toy manufacturers) are making, and nonnetwork TV stations are airing, second set of commercials that internal network policies prohibit.

Comparative Renewal

FCC took first step toward reforming much-maligned comparative renewal process, launching combined rulemaking and inquiry at June 23 open meeting aimed at making it easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings

and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards that broadcasters must meet to win "renewal expectancies" and reconsidering some criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants. FCC maintains that implementing such process may be within its statutory power, but has opted not to, apparently for fear of usurping congressional prerogative.

Talk of reform comes as renewal hiatus caused by lengthening of renewal periods comes to end and thousands of radio and television stations file for renewal over next few years. At moment, most prominent comparative renewal case involves CBS's WBBM-TV Chicago, whose license has been challenged by Brenda Minor, Chicago attorney. Many communications attorneys believe case un-

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eliminate statutory ban.

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. 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 any FCC initiative involving liberalization of broadcast ownership rules makes any action on rules unlikely at this time.

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

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. In wake of court decision, Murdoch could seek further waiver to allow him to keep WXTV Boston and *Boston Herald* in lieu of selling one or other. But, instead, he has asked to keep both by placing station in irrevocable trust (BROADCASTING, June 20, 1988).

Direct Broadcast Satellites

April 8 round of applications at FCC brings current total to nine U.S. firms holding or seeking DBS construction permits—four new applicants, three requests for construction permit modifications and one request for four-year extension.

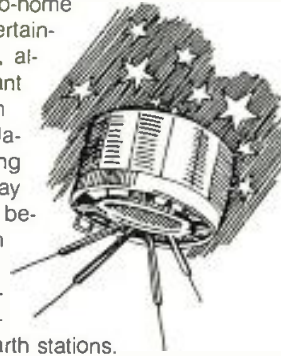
One applicant, Advanced Communications, and interested party, Washington-based Wireless Cable Association, filed petitions June 17 to deny construction permit to another applicant, Tempo Satellite. Petitions argued that Tempo's parent company, Tele-Communications Inc., has "monopoly power" and that "horizontal concentration of ownership within cable" means firms like TCI "can use their leverage over cable program suppliers to impede development of competitive technologies." National Association for Better Broadcasting and Telecommunications Research and Action Center, in filing prepared by Media Access Project, also filed to deny Tempo, citing 1985 jury decision that TCI violated antitrust laws. National Black Media Coalition also reportedly filed equal employment opportunity-related petitions to deny construction permits to several applicants.

Dominion Video, granted 1986 construction permit for 16 DBS channels, announced final-

izing deal to purchase one, possibly two, birds from GE Astro-Space, proposing to launch one by spring 1989.

TCI backing may indicate that high-power, 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 high-power signals delivered to small earth stations.

Death of West Germany's start-up DBS bird, TV-Sat1, in February 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 Arianespace 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 Arianespace launch next November.



Equal Employment Opportunity

FCC's enforcement of broadcast equal employment opportunity rules and reporting requirements along with agency's implementation of EEO section of cable act were subjects of House Telecommunications Subcommittee hearing last month (BROADCASTING, May 23). FCC's decision not to launch formal investigation of Mass Media Bureau's EEO branch in wake of allegations leveled by branch employees of lax enforcement of cable EEO rules, mismanagement and unfair hiring and promotion practices, was called "sham and mockery," in letter from National Treasury Employees Union on behalf of branch employees.

FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers. Stations with five or more employees are required to file detailed reports.

High-Definition TV

On Capitol Hill, HDTV was focus of two House subcommittee hearings in June, one held by telecommunications and other by science, research and technology. At telecommunications hearing, chief executives of three major TV networks emphasized need for broadcasters to have sufficient spectrum to allow terrestrial HDTV transmission and called for single HDTV transmission standard for all TV media. Another HDTV hearing has been scheduled by telecommunications subcommittee for Aug. 3.

Blue ribbon committee of FCC's Advanced Television Systems Committee has approved final version of its first interim report and has submitted it to FCC. Report outlines plans for devising future terrestrial transmission system and concludes that commission should set full HDTV broadcasting standard, either at once or through evolutionary EDTV system as first step. FCC will use report in making future spectrum policy decisions. Later this summer, commission is expected to release second inquiry on advanced TV with questions based on issues raised in report.

Charles Rhodes of Philips Labs has been named chief scientist of Advanced Television Test Center (ATTC), project co-sponsored by seven organizations—NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations. ATTC board is still searching for executive director to handle administrative aspects of center's management. Rhodes has been charged with finding suitable site for ATTC's headquarters. Center will provide facilities 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.

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.

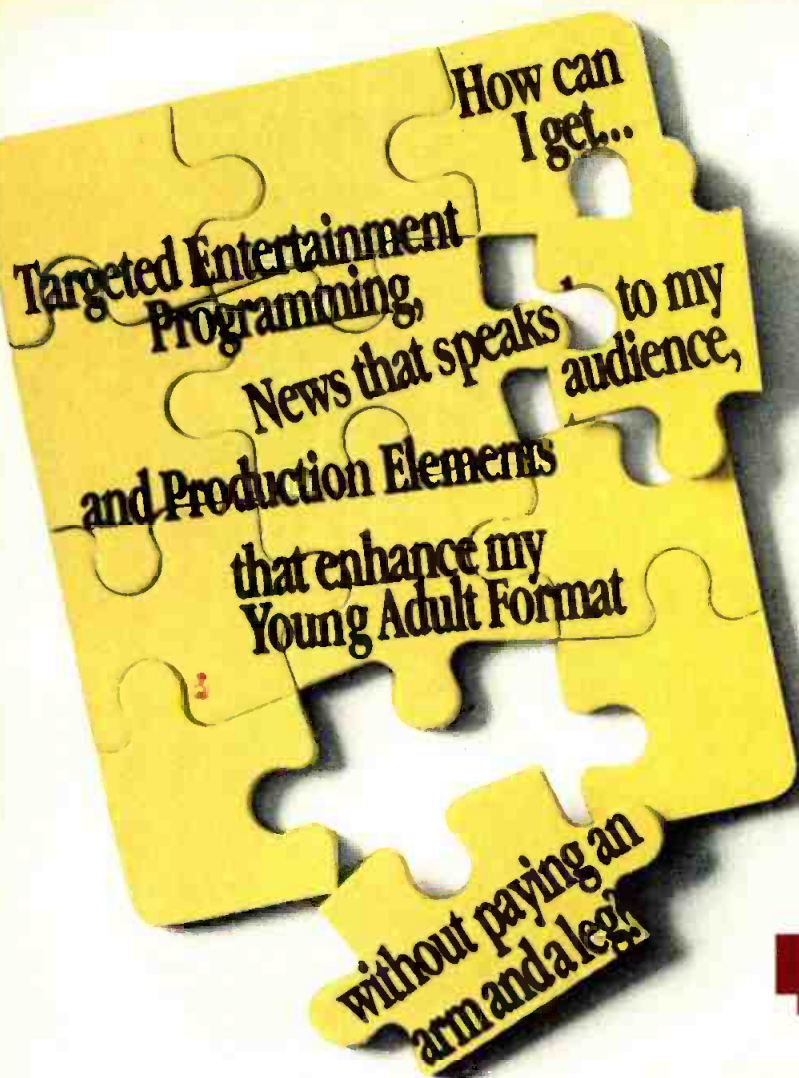
Indecency

FCC, by 2-1 vote, took action June 23 against Media Central's kzkc-TV Kansas City, Mo., for station's May 1987 prime time broadcast of "Private Lessons," declaring film "indecent" and imposing \$2,000 fine. It was first time television had been fined for indecency. Media Central has said it will not pay fine, and will take matter to court.

More important than penalty imposed on station is FCC explanation of what was indecent about film. That explanation, which will be part of FCC's notice to Media Central, is intended to set guidelines for other broadcasters to follow in determining what is indecent and what is not.

In deciding to crack down on broadcast indecency last April, FCC adopted standard based on broader definition of indecency than seven dirty words at issue in 1978 *Pacific* Supreme Court decision. At same time, FCC sent warning letters to three radio stations. At open meeting last November, FCC reaffirmed indecency policy, but, in doing so, created midnight-6 a.m. safe harbor during which "indecent" programming can be broadcast because of perceived minimal risk of children in audience.

Other than kzkc-TV case, only other indecency-related action FCC has taken since adop-



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tion of new policy is dismissal in April of indecency complaints against two television stations and three radio stations.

Meanwhile, oral arguments were presented in U.S. Court of Appeals in Washington in May by coalition of broadcast groups and citizen groups pressing First Amendment challenge of commission's anti-indecency policy. In earlier court brief defending policy, commission said it is "lawfully and reasonably" enforcing anti-indecency statute affirmed by Supreme Court in 1978 *Pacifica* case.

Land-Mobile

Statements by Mass Media Bureau Chief Alex Felker to Land-Mobile Communications Council (LMCC) suggest that first report by Advanced Television Systems Advisory Committee will not provide enough information for FCC to act on petition to reallocate UHF channels in eight markets to land-mobile radio. Last fall, commission delayed decision until completion of report in response to petition from Association of Maximum Service Telecasters, National Association of Broadcasters and other broadcast groups (see "High-definition television," above). FCC wants to ascertain whether UHF channels in question will be needed for broadcasting ATV systems.

NAB sent comments opposing FCC proposal of minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. NAB also opposed proposal that station may try to negotiate settlement with mobile radio operator if new station cannot meet spacing requirements. LMCC agreed with mileage separations on condition that spacings be increased substantially from 10-25 miles proposed by FCC. It also agreed with private agreement provision.

Low-Power TV

FCC's nine-day "window" for LPTV applications closed June 24, but not before between 1,500 and 1,800 applications were received.

It was second such filing window for LPTV in as many years. Window in June 1987 attracted 1,600 applications. FCC granted permits to bulk of them, and is now conducting series of lotteries to select tentative permittees for mutually exclusive ones. FCC will follow same process in processing latest batch.

Mergers

Formal tally from Centel shareholder meeting Tuesday, June 28, will be reported July 8 at earliest, but management was claiming victory on both votes. First vote concerned proposal, supported by management of Chicago-based telco and MSO, to eliminate cumulative voting for directors. Second vote, electing three directors, pitted incumbent slate against that proposed by cellular operator, Metro Mobile, and investor, Asher Edelman, who had urged sale of company's assets. ¶ Leveraged buyout tender offer has begun for Infinity Broadcasting at \$30 per Class A share. Class

B shares of radio group owner are all owned by three most senior executives, who formed WCK Acquisition to accomplish buyout. Some of 5.8 million Class A shares are held by other management, who would receive combination of cash and stock in WCK Acquisition. WCK has already obtained bank and bridge loans and offer has been approved by Infinity board. Class-action shareholder suits seeking to block LBO have been filed in Delaware Court of Chancery. ¶ Preliminary bids for stock of RCA Cablesystems Holding Co. (U.S. subsidiary of Rogers Cablesystems International) were received June 7 by Morgan Stanley & Co. Due diligence began two weeks ago, with final bids on systems serving roughly 500,000 subscribers expected sometime in July. ¶ Talks are under way to sell majority of radio stations comprising Metropolitan Broadcasting to Robert F.X. Sillerman and Legacy Broadcasting, of which he is co-owner. Plans also call for remaining Metropolitan stations to be sold to Carl Brazell Jr., current president of Metropolitan. ¶ Cablevision Industries announced intent to acquire most of systems comprising Wometco Cable Co. for roughly \$725 million, consisting of assuming more than \$700 million in Wometco's debt and preferred stock obligations and issuing stock for difference. Seller, Robert M. Bass Group, will first spin off 140,000-subscriber Atlanta cable system, before transferring Wometco stock and cable systems serving 311,000 basic subscribers to Liberty, N.Y.-based Cablevision Industries in what is proposed as tax-free transaction. Definitive agreement has yet to be signed on purchase, which is expected to close by December. ¶ Warner Communications Inc. has definitive agreement to acquire Lorimar Telepictures in tax-free stock-swap of roughly 2.4 Lorimar shares for each common share of Warner. Clause permits Lorimar to cancel agreement if, during ten-day-period preceding closing, average price of Warner stock falls below \$36.14 per share, or Lorimar receives higher offer. If Lorimar accepts third-party offer Warner has option to purchase 18.5% of newly issued Lorimar stock at \$15 per share. Merger is still subject to approval by Lorimar shareholders, two of whom filed suit charging that directors failed to consider other offers and obtain best price for shares. Since deal was signed, Lorimar has said it would disband distribution arm for theatrical films, which would henceforth be distributed by Warner to pay cable and theatrical outlets. Warner would also distribute Lorimar film library to home video. ¶ MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8 to merge into new company, United Artists Entertainment Co. (UAE). Agreement ends TCI's standstill agreement with UCT and allows former MSO to expand UCT ownership beyond then-existing 23%. TCI owns roughly two-thirds of UACI and would own at least 52% of newly formed UAE. ¶ On April 23, joint venture of Tele-Communications and Comcast agreed to purchase SCI Holdings, fourth largest MSO serving 1,480,000 subscribers. Consideration includes assumption of debt, expected to be \$2 billion at time of closing. SCI stock and warrants will be purchased from KKR for \$1.55 billion, subject to adjustment, with buyers obtaining access to \$800 million in SCI cash and marketable securities,

plus ability to draw on \$500 million bank revolving credit. Consent solicitation of SCI debtholders has yet to be filed with Securities and Exchange Commission. Seller Kohlberg Kravis Roberts & Co. is keeping SCI's broadcast television interests. SCI made Hart-Scott-Rodino filing several weeks ago; transaction expected to close this fall.

Must Carry

Fate of must carry is now in hands of Congress. Supreme Court in May rejected petition that it review decision of U.S. Court of Appeals declaring commission's second version of rules unconstitutional. FCC, responding to congressional pressure, is collecting information Congress has requested in connection with must-carry issue. It is querying system and broadcasters on effect that elimination of must-carry rules has had on broadcast industry. Responses to survey, which has come under fire from both industries, were to be due June 6, but deadline has been extended.

National Cable Television Association President James Mooney told public television audience in Washington in April that cable industry would help them "put on books rule similar to those promulgated by the FCC last year to require cable systems to carry the signals of local public stations."

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

Public Broadcasting

■ CPB board meets July 11 and 12, first time since Senate Commerce Committee unanimously approved for full Senate vote 1991-1993 CPB reauthorization bill, S. 2114, Tuesday, June 28. Amendments to that bill would shift 80% of CPB national program funding directly to public stations; codify division of federal money between CPB and stations; cap CPB administrative expenses at 4% of previous year's budget; cap CPB system support budget at 6% of current budget; limit CPB funding of any program to four years maximum, and require that CPB-funded program meet criteria related to underserved audiences and innovation. System support cap would begin in FY 1989; all other measures would go into effect in FY 1990.

PBS presented ideas to stations for reorganizing national programming funds during annual Program Fair in San Francisco last week. Calling open support of amendment by PBS, NABTS and NPR "a breach of faith," CPB has questioned stations' will to reorganize. Full House Energy and Commerce Committee also was scheduled to mark up different version of 1991-1993 authorization approved in late June by Telecommunications Subcommittee. House version contains language that would create new program fund specifically for independent producers and to "expand diversity and innovativeness of programming." One independent producer said separate fund would probably reach \$6 million in production money and \$2 million in promotion money over three-year authorization.

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tion. Other House amendment would direct CPB to appoint separate overall programming review board to report to Congress annually "in respect to serving the needs of minority and diverse audiences."

House-Senate conference to combine elements of both versions is expected to occur late this month. Each bill authorizes CPB \$304 million in 1991, \$345 million in 1992, \$404 million in 1993 and \$200 million over those three years for replacement of satellite interconnection system due to expire in 1991. Administration has recommended freeze at 1988 level, \$214 million.

In June, Senate Appropriations Subcommittee, acting without final version of 1991-1993 CPB reauthorization, marked up 1991 CPB appropriation of \$245 million, with additional \$57.5 million earmarked for replacement of satellite interconnection system.

If Senate amendments pass, said CPB President Donald Ledwig, recently adopted CPB resolutions may prove moot.

Package of resolutions, in future budgets, would "focus CPB's resources on limited number of higher priority issues" with "measurable" contribution to programming as single criterion for each budget decision. Board also resolved to extend use of all appropriate programming for educational purposes and approved radio program fund top priority of creating "major new services and series."

NPR board of directors is scheduled to meet July 13-14 to address 1989 capital budget, satellite interconnection costs, program access policy and public radio expansion plans.

PBS and National Cable Television Association appointed liaisons in early May to discuss channel placement issues with respective camps.

PBS board April 13 approved \$24.7-million fiscal 1989 budget. NAPTS board approved \$1.9-million budget that same day. At May Public Radio Conference in St. Louis, NPR adopted \$29.4-million FY 1989 operating budget.

Scrambling

■ Due to latest developments on Capitol Hill and in marketplace (BROADCASTING, July 4), prospects for passage of legislation regulating home satellite industry are considered dim. For starters, House bill (H.R.1885) passed Telecommunications Subcommittee by narrow vote, 13-11, indicating that action in parent Energy and Commerce Committee might not be forthcoming. Moreover, momentum behind measure is believed to have slowed because of announcement that National Rural Telecommunications Cooperative (noncable distributor serving dish owners) had closed deals with five leading cable programmers, move many observers feel will persuade lawmakers that congressional intervention is unnecessary. Moreover, NRTC, which is

one of legislation's chief proponents, says it is no longer going to push for Hill action.

Despite NRTC deals, Senator Al Gore (D-Tenn.) believes there is still need for legislative action and is poised to move his satellite measure either this week or week after Democratic convention. Both House and Senate bills would mandate that cable programmers permit any qualified third party to distribute their services to backyard dish (TVRO) owners. Gore will offer measure as rider to another bill because of problems he encountered trying to gain time agreement to bring up legislation. Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) is legislation's chief opponent.

On other front, last week House Copyright Subcommittee was slated to consider legislation (H.R. 2848) to permit satellite distribution of broadcast signals—superstations—to backyard dish owners. Bill was put on hold last May until members were able to work out differences.

Syndex

At May 18 open meeting, FCC adopted unanimously new syndicated exclusivity rules empowering television stations to enforce exclusivity of their syndicated programming against cable systems.

In adopting rules, which are similar to those dropped by agency eight years ago, FCC said they would end "the reign of re-runs" on cable and increase the diversity of programming on broadcast and cable. They would also make television marketplace fairer by allowing television station to contract for true exclusivity as cable programmers do, FCC said.

Today, typical cable system imports several distant broadcast signals; some of syndicated programming on signals duplicates that on local television stations. Under syndex rules, stations could force cable systems to delete duplicative programming.

The FCC acknowledged that cable systems would suffer increased costs from having to delete and, if they wish, substitute programming, but said benefits outweigh costs. What's more, FCC added several provisions to mitigate impact of rules. Rules will not take effect for one year and systems with 1,000 or fewer subscribers are exempt. Also, exclusivity in existing contracts may not be immediately enforceable.

Broadcasters applauded decision. They say syndex will restore equity within marketplace and that consumers will benefit.

Cable, on other hand, was not pleased. United Video, common carrier for superstations WGN-TV Chicago, WPIX-TV New York and KTVT-TV Dallas, says it will appeal decision, and National Cable Television Association is promising to do same.

TV Stereo

Starting in fall 1988, CBS-TV will transmit all programming in stereo—network has been averaging about two hours per month of stereo programming. About one-third of CBS-TV's

200 affiliates are equipped to transmit in stereo. NBC-TV has 139 affiliates capable of stereo delivery. This season, NBC's prime time schedule except for *Night Court*, half-hour sitcom, has been broadcast in stereo. Along with late-night programming and some sports telecasts, NBC averages 29 hours per week in stereo. ABC-TV, with 42 stereo affiliates, has 10 prime time stereo shows with average of seven hours per week.

Unions

As the writers strike enters its 19th week, no word on new talks between producers and Writers Guild of America. Three weeks ago Writers Guild of America membership rejected, by a ratio of 3 to 1, so-called "final offer" of Alliance of Motion Picture and Television Producers. In that proposed agreement, producers took guild up on its compromise resolutory tying residuals for one-hour shows in domestic syndication to total billings for those programs. However, in return, WGA wanted hike in foreign residuals that producers were unwilling to give. After last week's vote, few in industry were optimistic that settlement would be forthcoming. Two weeks ago, NBC announced contingency plan to produce new original programs without writers.

Wireless Cable

Having completed financing, Microband Companies Inc., New York, has begun marketing wireless cable service in Washington. In addition to off-air signals from Washington and Baltimore, service features 10 cable programming services, including Home Box Office. With some cooperation from FCC, Microband hopes to increase number of cable services to 21 by end of year.

Wireless cable, which uses mix of ITFS and MDS channels to broadcast multiple cable programming services to subscribers, is now available in several other large markets. Microband operates systems in New York and Detroit.

Wireless Cable Association, trade association representing wireless cable operators has elected Robert Schmidt president. Schmidt is former president of National Cable Television Association. WCA believes cable industry is unfairly denying wireless cable operators programming.

FCC has turned down request by Cablevision Systems, MSO with franchise for about one million homes within Microband-targeted market, to bar Microband Companies Inc. from offering its service in outer boroughs of New York until other channels now hung up in interference disputes become available and Cablevision can offer competitive wireless cable service. In responding to Cablevision's petition, Microband charged that Cablevision was trying to use FCC to block competition. It also alleged three cable programming services affiliated with Cablevision—SportsChannel New York, American Movie Classics and Bravo—have refused to deal with Microband in effort to weaken Microband's ability to compete.

■ indicates new listing

This week

July 10-15—*National Association of Broadcasters* TV management development seminar. University of Notre Dame, South Bend, Ind. Information: Carolyn Wilkins, (202) 429-5366.

July 11-14—*New England Cable Television Association* convention and exhibition. Tara Hyannis hotel, Cape Cod, Mass. Information: (617) 843-3418.

July 12—*Southern California Cable Association* meeting and seminar. "Political Advertising on Cable" and "Cable Operator Theft of Service." Pacifica hotel, Culver City, Calif. Information: (213) 463-2186.

July 12—Dinner and reception in honor of second annual City Videos Documentary Competition, sponsored by A&E Cable Network, *National League of Cities*, *National Cable Television Association* and *Partners for Livable Places*. J.W. Marriott hotel, Washington.

July 12—*Society of Cable Television Engineers, Chattanooga chapter*, meeting. "Power Supplies and System Powering." Holiday Inn Airport South, College Park, Ga.

July 12-14—*Television Bureau of Advertising/Sterling Institute* national sales manager's program. Hyatt Regency, Chicago.

July 13—Telecast of Sports Emmy Awards of *National Academy of Television Arts and Sciences*, from Hotel Sheraton-Center, New York. Information: (212) 586-8424.

July 13—*New York Television Academy* meeting. Speaker: Austin Furst Jr., chairman and chief executive officer, Vestron Inc. Copacabana, New York. Information: (212) 765-2450.

July 13—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Jim Mooney, president, National Cable Television Association. Chasen's, Los Angeles. Information: (213) 652-0222.

■ **July 13**—"Changing Tampa Bay Radio Market," meeting of *American Women in Radio and Television, Florida Hurricane chapter*. Tampa Airport Hilton, Tampa, Fla.

July 14-15—*Broadcast Financial Management Association* board meeting. Hyatt Regency O'Hare, Rosemont, Ill.

July 14-16—*National Federation of Local Cable Programers* 11th annual national convention, including presentation of 1988 Hometown USA Video Festival. Hyatt Regency, Tampa, Fla. Information: (916) 456-1757.

July 14-16—*Colorado Broadcasters Association* summer convention. Manor Vail, Vail, Colo.

July 15-17—*Oklahoma Association of Broadcasters* annual summer meeting. Fountainhead Resort, Checotah, Okla. Information: (405) 528-2475.

Also in July

July 17-21—*Radio Advertising Bureau* sales managers school. Wharton School of University of Pennsylvania, Philadelphia. Information: (212) 254-4800.

July 18-20—*Arbitron Television Advisory*

Council meeting. Las Costa hotel, Carlsbad, Calif.

July 18-21—Democratic national convention. Atlanta.

July 19—*Seattle Advertising Federation* luncheon meeting. Speaker: Kay Koplovitz, president-chief executive officer, USA Network. Westin hotel, Seattle. Information: (206) 623-8307.

July 19-20—*Wisconsin Broadcasters Association* summer convention. Olympia Resort, Oconomowoc, Wis.

July 19-21—*Florida Cable Television Association* annual convention. Amelia Island Plantation Resort, Amelia Island, Fla.

■ **July 20**—*Ohio Association of Broadcasters* sports broadcast and sports sales workshop. Woody Hayes athletic facility, Ohio State University, Columbus, Ohio. Information: (614) 228-4052.

July 20-24—*Florida Association of Broadcasters* annual convention. Tarpon Springs, Fla.

July 20—*New York Television Academy* luncheon. Speaker: Mark Foster, chairman, The Microband Cos. Copacabana, New York.

July 21-23—*Montana Cable Television Association* annual meeting and convention. Fairmont Hot Springs Resort near Anaconda, Mont.

July 21-23—*Idaho State Broadcasters Association* annual convention. Sun Valley, Idaho.

July 22-24—*South Carolina Broadcasters Association* summer convention. Radisson Resort hotel, Myrtle Beach, S.C.

July 23-30—TV meteorologist short course, offered by *Lyndon State College*, Lyndonville, Vt. Information: (802) 626-9371.

July 24—*Idaho State Broadcasters and Idaho Cable Association* panel discussion featuring James Quello, FCC commissioner; Peter Tortorici, CBS, and J.C. Sparkman, TCI. Trail Creek Lodge, Sun Valley, Idaho. Information: (208) 345-3072.

July 24-26—*California Broadcasters Association* summer convention. Hyatt Regency hotel, Monterey, Calif. Information: (916) 444-2237.

July 24-26—*Enterprise Systems Group*, international broadcast software company, annual customer conference. Colorado Springs. Information: (719) 637-1717.

July 25—Synditel, presentation of first-run television programming, at beginning of network press tours for television critics (July 25-Aug. 11). Registry hotel, Universal City, Calif. Information: (213) 653-3900.

July 25—*Joint North American National Broadcasters Association/European Broadcasting Union* steering committee for third radio news and current affairs conference. Washington Sheraton hotel, Washington.

July 26-27—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

July 27—*New York Television Academy* luncheon. Speaker: Donald Raider, executive vice president-chief operating officer, Telemundo Group Inc. Copacabana, New York.

July 27-29—*National Cable Forum*, cable program networks presentation at *Television Critics Association*. Registry hotel, Los Angeles. Information: Jim Boyle, (202) 775-3629.

July 28—Announcement of nominations for 40th annual prime time Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Registry hotel, Universal City, Calif. Information: (818) 763-2975.

■ **July 28**—*National Academy of Television Arts and Sciences, New York chapter*, student affiliate get-together. 110 West 57th Street, third floor, New York. Information: (212) 765-2450.

July 28-30—*Cabletelevision Advertising Bureau* sales manager school. Lincoln hotel and University Conference Center, Indianapolis. Information: (212) 751-7770.

July 29—Deadline for entries for first Prawn Awards, to "honor those people who apply their creative genius to the art form of radio," sponsored by *Northern California Broadcasters Association*. Information: (415) 362-2606.

July 29-30—*Louisiana Association of Broadcasters* summer convention. Holiday Inn Atrium, Monroe, La.

July 30—*Florida Associated Press Broadcasters* 40th annual meeting and awards luncheon. Hotel Sofitel, Miami.

July 30—*Ohio Association of Broadcasters'* "Law and the Media" conference. Fawcett Center for Tomorrow, Ohio State University, Columbus, Ohio. Information: (614) 228-4052.

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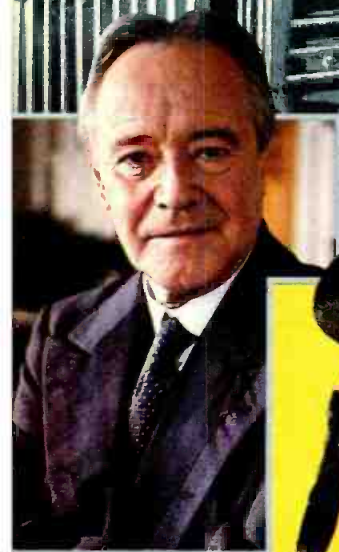
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Major Meetings

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*. Convention Center, 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. 11-15**—*National Black Media Coalition* 15th anniversary conference. Adam's Mark hotel, Houston. Information: (202) 387-8155.

Oct. 14-18—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

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 9-11, 1989—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York.

April 21-26, 1989—25th annual *MIP-TV, Marches des International Programmes des Television*. international television program market. Cannes, France.

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.

June 21-25, 1989—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 33d annual seminar. Renaissance Center, Detroit.

■ **Aug. 20-23, 1989**—*Cable Television Administration and Marketing Society* annual conference. Marriott, Chicago.

July 30-Aug. 6—TV meteorologist short course, offered by *Lyndon State College*. Lyndonville, Vt. Information: (802) 626-9371.

July 31-Aug. 3—*Cable Television Administration and Marketing Society* annual conference. Westin Copley Place, Boston. Information: (202) 371-0800.

August

Aug. 5-7—*Minnesota Broadcasters Association* annual convention. Radisson Duluth, Duluth, Minn. Information: (612) 926-8123.

Aug. 6-8—*Georgia Association of Broadcasters* 54th annual convention. Callaway Gardens, Ga. Information: (404) 993-2200.

Aug. 6-13—TV weathercaster workshop, offered by *Lyndon State College*. Lyndonville, Vt. Information: (802) 626-9371.

■ **Aug. 9**—*Society of Cable Television Engi-*

neers. Chattahoochee chapter, meeting. Perimeter North Inn, Macon, Ga.

■ **Aug. 15**—Deadline for entries in Women at Work broadcast awards, sponsored by *National Commission on Working Women*. Information: Sandra Porter (202) 737-5764.

Aug. 15-18—Republican national convention. New Orleans.

Aug. 19-20—*Utah Broadcasters Association* annual convention. Cliff Lodge at Snowbird resort, Utah. Information: (801) 328-8400.

Aug. 24-28—13th annual National Association of Black Journalists newsmakers convention. Adam's Mark hotel, St. Louis. Information: (703) 648-1270.

Aug. 25-27—*West Virginia Broadcasters Association* fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 27—Nontelevised portion of the 40th annual prime time Emmy Awards, primarily for creative arts categories. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

Aug. 28—40th annual prime time Emmy Awards telecast (by Fox Broadcasting Corp.), sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

Aug. 30—Presentation of Community Service Programming and Public Service Announcements Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Marriott hotel New York. Information: (212) 586-8424.

September

Sept. 5-7—*Satellite Broadcasting and Communication Association* trade show. Opryland hotel, Nashville. Information: (703) 549-6990.

Sept. 6-9—Fourth *Pacific International Media Market*, film and television market. Old Sydney Parkroyal hotel, Sydney, Australia. Information: (03) 500-9311.

Sept. 7-9—Eastern Show, sponsored by *Southern Cable Television Association*. Atlanta Market Center, Atlanta. Information: (404) 252-2454.

Sept. 8—Presentation of news and documentary programming Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Waldorf-Astoria, New York. Information: (212) 586-8424.

Sept. 8-10—*National Association of Broadcasters* TV 100-plus exchange. Dallas. Information: (202) 429-5356.

Sept. 9-11—*Radio Advertising Bureau* radio sales university. Boston. Information: (212) 254-4800.

Sept. 11-13—*National Association Of Broadcasters* TV Hundred Plus Exchange. Dallas-Fort Worth Hyatt, Dallas. Information: Carolyn Wilkins, (202) 429-5366.

Sept. 12-15—Nebraska Videodisk Symposium, sponsored by *Videodisk Design/Production*

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group of KUON-TV/University of Nebraska-Lincoln. UN-Lincoln. Information: (402) 472-3611.

Sept. 13-16—*International Institute of Communications* 19th annual conference. Westin hotel, Washington. Information: Eduard Berlin, (212) 59-3419.

Sept. 14-17—Radio '88, sponsored by *National Association of Broadcasters*. Convention Center, Washington.

Sept. 16—*Society of Broadcast Engineers, Central New York chapter*, 16th annual regional convention. Sheraton Convention Center, Liverpool, N.Y. Information: (315) 437-5805.

Sept. 18-20—*Kentucky Cable Television Association* annual convention. Marriott Resort, Lexington, Ky.

Sept. 22-25—Third annual *Society of Broadcast Engineers* national convention. Convention Center, Denver. Information: John Battison, (614) 188-3364.

Sept. 23-27—*International Broadcasting Convention*, sponsored by group of electronics engineers associations. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-871 (London).

Sept. 23-Oct. 1—Cinetex, international film and television conference, market, festival and industry expo, created by *American Film Institute* and presented jointly by *Interface Group of Companies* (conference producer). Las Vegas. Information: (213) 201-8800.

Sept. 24—*Radio-Television News Directors Association* region one conference. Marriott hotel, Portland, Ore.

Sept. 25-28—*National Association of Telecommunications Officers and Advisors* meeting, "NATOA '88: Hot Topics in Telecommunications." Dorland Hotel On-the-Ocean. Miami Beach, Fla. Information: Catherine Rice, (202) 626-3160.

Sept. 27—Third annual fall forum luncheon sponsored by *National Academy of Cable Programming*. Sheraton Center, New York. Information: Steven Schupak, (202) 775-3611.

Sept. 27-29—Great Lakes Cable Expo. Cobo Hall, Detroit. Information: Steve Smith, (517) 351-5800.

Sept. 27-28—*Public Service Satellite Consortium* conference on telecommunications policy, "Forging a New Telecommunications Strategy: Choices for the Next Administration." National Press Club, Washington. Information: (202) 863-1890.

Sept. 28-29—"Urban Markets: Directions for the 90's," seminar sponsored by *National Cable Television Association* and *National Association of Minorities in Cable*. Keynote: Amos Hostetter, chairman-CEO, Continental Cablevision. Waldorf-Astoria, New York. Information: Ann Dorman: (202) 775-3690.

Sept. 30—Deadline for applications for Ohio State Awards program competition honoring excellence in educational, informational and public affairs broadcasting. Information: Phyllis Madry, (614) 292-0185.

October

Oct. 2-4—*New York State Broadcasters Association* 34th annual meeting, to be held in conjunction with *Pennsylvania Association of Broadcasters*. Hershey hotel, Hershey, Pa. Information: (518) 434-6100.

Oct. 2-6—*Southern Educational Communications Association* conference. Hyatt Regency Louisville, Louisville, Ky. Information: Jeanette Cauthen, (803) 799-5517.

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

Oct. 6—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

Oct. 7—*Radio Broadcasters of Chicago* 10th annual Windy Awards honoring excellence in creative use of radio as advertising medium. Hotel Nikko, Chicago. Information: Susan Kraus, (312) 329-9002.

Oct. 9-11—*Women in Cable* management conference. Swiss Grand hotel, Chicago. Information: Rhonda Christenson, (815) 962-4400.

Oct. 9-11—*Illinois Broadcasters Association* annual convention. Eagle Ridge-Galena, Ill.

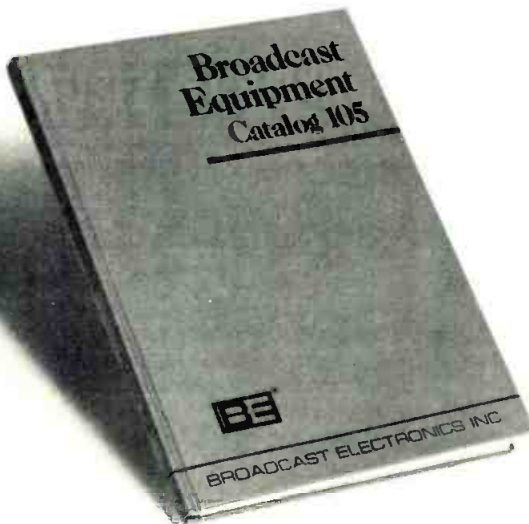
Oct. 11—Presentation of Engineering Emmy Awards for Outstanding Achievement in the Science of Television Engineering. sponsored by *National Academy of Television Arts and Sciences*. Sheraton Center, New York. Information: (212) 586-8424.

Oct. 11-16—*National Black Media Coalition* 15th anniversary conference. Adam's Mark hotel, Houston. Information: (202) 387-8155.

Oct. 12-15—*American Association of Advertising Agencies* Western region convention. Hyatt Regency, Scottsdale, Ariz. Information: (212) 682-2500.

Oct. 13-14—*Alaska Broadcasters Association* 24th annual convention and engineering conference. Hotel Captain Cook, Anchorage, Ala. Infor-

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Oct. 13-16—National Broadcast Association for Community Affairs convention. Copley Plaza hotel, Boston. Information: Lois Roach, (617) 449-0400.

Oct. 14-18—MIPCOM, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

■ **Oct. 15**—Radio-Television News Directors Association region 12 "super regional" conference. Sheraton Center hotel, New York.

Oct. 15-19—Society of Motion Picture and Television Engineers convention 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York.

Oct. 16-18—Wireless Cable Association's Wireless Cable '88 annual conference and equipment exhibit. Hyatt Regency Crystal City, Arlington, Va. Information: (202) 343-4253.

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

Oct. 18-20—Mid-America Cable TV Association 31st annual meeting and show. Hilton Plaza Inn on Country Club Plaza. Kansas City, Mo. Information: (913) 841-9241.

Oct. 19-21—Indiana Broadcasters Association fall conference. Viscount hotel, Indianapolis.

Oct. 19-22—Intelevent '88, seventh world conference on future of "international telecommunications policy and regulatory issues through the views of the world's leaders in industry and government," "Global Telecommunications: Strategic Pathways to the 21st Century." Cannes, France. Information: (703) 556-7778.

Oct. 20-22—Friends of Old-Time Radio 13th

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

Oct. 20-22—National Religious Broadcasters, Eastern chapter, convention. Sandy Cove conference center, North East, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 21-23—Radio Advertising Bureau radio sales university. St. Louis. Information: (212) 254-4800.

Oct. 21-23—Missouri Broadcasters Association fall meeting. Tantara, Lake Ozark, Mo.

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

Oct. 25-28—Community Broadcasters Association annual conference and exhibition. Caesars Palace, Las Vegas. Information: (214) 631-1278.

November

Nov. 3—Presentation of 1988 Radio Broadcasters' Award, sponsored by Center for Population Options, "designed to acknowledge the role radio plays in educating teens and adolescents on sexuality issues." Four Seasons hotel, Los Angeles.

Nov. 3-6—Audio Engineering Society 85th convention. Convention Center, Los Angeles. Information: (212) 661-8528.

Nov. 4-6—Radio Advertising Bureau radio sales university. Orlando, Fla. Information: (212) 254-4800.

Nov. 6-9—Canadian Association of Broadcasters and Western Association of Broadcast Engi-

Errata

Language in Congressman Bill Richardson's (D-N.M.) amendment to House CPB reauthorization bill was misquoted in July 4 issue. **Quote should have read "racial, ethnic, geographic and cultural diversity" must be reflected in proposed programing review board.**

□

In announcement of new officers for Broadcast Promotion and Marketing Executives (BROADCASTING, June 13), **Linda Nix should have been identified as president-elect; Bert Gould, from WCBS-AM-FM New York, as VP and treasurer, and Erica Farber, from Interep, N.Y., as secretary.**

neers joint annual conference and trade show. Winnipeg Convention Center, Winnipeg, Manitoba. Information: Elmer Hildebrand, (204) 32 6464.

Nov. 9-11—International Film & TV Festival New York. Sheraton Center hotel, New York. Information: (914) 238-4481.

Nov. 13—Academy of Television Arts and Sciences installation ceremonies for Television Academy Hall of Fame. 20th Century Fox Studios, Los Angeles. Information: (818) 763-297:

Nov. 16-18—Private Cable Show, sponsored by National Satellite Programing Network. Denver Tech Center, Denver. Information: (713) 34 9655.

Nov. 21—International Emmy Awards gala, sponsored by International Council of National Academy of Television Arts and Sciences. Sheraton Center, New York. Information: (212) 30: 7540.

Nov. 28—Academy of Television Arts and Sciences "Television Academy Hall of Fame" telecast (on Fox), honoring 1988 inductees Jack Benn George Burns, Gracie Allen, Chet Huntley, David Brinkley, Red Skelton, David Susskind and David Wolper. Information: (818) 763-2975.

Nov. 30-Dec. 3—Radio-Television News Directors Association international conference. Las Vegas Convention Center. Information: (202) 65: 6510.

December

Dec. 7-9—Western Cable Show, sponsored by California Cable TV Association. Anaheim Convention Center, Anaheim, Calif. Information: (41: 428-2225.

■ **Dec. 13**—Presentation of Women at Work broadcast awards, sponsored by National Commission on Working Women. Capital Hilton, Washington. Information: Sandra Porter (202) 73: 5764.

January 1989

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.

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Open Mike

Ice cream question

EDITOR: An analogy implies that if you can draw a similarity of two or more items between things otherwise diverse they will probably agree with each other in other respects. And so Gary J. Worth, in his May 30 "Monday Memo," draws an analogy between TV programming and an ice cream parlor.

Although I know not where to find his "vanilla only" parlor, I do live every day with his "zero sum" (I prefer "homogeneous") programming. I understand his point, but as he is president of a television company involved in production, syndication, home video, and satellite program delivery, his words and motives are suspect.

I take exception to his statement that, "...most people will accept the vanilla anyway. You did, right?" Wrong! If Mr. Worth believes this to be true, why then did he write the memo? [Rhetorical question.] ("I'm mad as hell and I'm not going to take it anymore" happened many times, and long before "Network.")

Certainly, he knows full well that cable and program companies (including his own WesternWorld) have long coveted the major networks' stranglehold on the broadcast market. Now, it would appear, the cable industry has captured a significant share of that market.

While I understand Mr. Worth's use of the word "narrowcasting," I see it differently. To me, "narrowcasting" is to "broadcasting" as "narrowminded" is to "broadminded," and whether by chance or blind bargain, the cable industry has fortuitously put the "broad" into broadcasting.

The "vanilla only" ice cream parlor analogy can be applied to all the limited choices we face every day. Choices that result in homogeneous products and services (i.e., top-20 programming, pollution, orphan drugs, endangered species, acid rain, mediocre leaders, ad infinitum). We are all too familiar with this dilemma. The question is, do we want to solve it, and if so, how?

The ingredients of: the bottom line, caution, greed, complacency and apathy are the foundation for the play-it-safe attitude found among many decision makers. This evokes a preoccupation with sales, mass-appeal, and numbers, which leads to the neglect of imagination, creativity, and development—which leads to "vanilla only," homogeneous programming, et al.

It's a vicious cycle, but the "chocolate mocha supreme" is out there. Some innovative visionary leader with lots of chutzpa will create it and serve it up. The copycats with the play-it-safe mentality will then jump on the bandwagon and thousands of "chocolate mocha supreme" ice cream parlors will spring up all over.—*Art Vincent,*

Jazznet, The Art of Jazz Network Inc., Red Bank, N.J.

Response to the response to the response

EDITOR: In regard to "Response rise" in the May 16 "Riding Gain" and "Arbitron response" in the June 13 "Open Mike," the report on response rates and the subsequent comment on it sounds like one of the comical vaudeville routines of an earlier day—where the humor results from the logical contradictions of what's said and how it is said.

Perhaps you have to be a technical type to hear it that way, but it seems humorously illogical to contend as they do that an "almost" 50% response rate is good; that bribing, coercing and manipulating the survey respondents to increase response rates are an OK way to improve the reliability of the ratings they generate, and, that the half (or more) that do not respond to their surveys possess the same behavioral, psychographic, demographic, etc. characteristics as those that do.

Silly as it sounds, the unresponding half of anything can't be assumed to be the same as the responding half. They differ on a very big and a very important point: They don't respond to the radio listening surveys. So who can know for sure what other characteristics they possess, or what radio stations they prefer and listen to?

Everyone knows people do things for reasons, and the people and the reasons can be tallied and quantified. Sometimes they know and will say what the reasons are; sometimes they don't or won't say what they are.

The reasons for not responding are as unknown as the survey nonrespondents are. Perhaps the nonrespondents are tired of the poking and the probing. Tired of the prying and the spying. Tired of what the ratings, and the pursuit of them, have done to their preferred stations or their favorite programs.—*Ronald F. Balonis, chief engineer, WILK(AM) Wilkes-Barre, Pa.*

Correction

EDITOR: thank you for your very kind "Fifth Estater" profile (BROADCASTING, July 4), but I must hasten to request a correction. Ray Hamilton is very much alive and well and enjoying retirement at 470 Third Street South in St. Petersburg, Fla. 33701. I am sure he would appreciate hearing from his many friends in the industry. *Cecil L. Richards, president, Cecil L. Richards Inc., Falls Church, Va.*

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Broadcasting Cablecasting Yearbook 88

A commentary on high-definition television from William Schreiber, MIT

Thinking the unthinkable

High-definition television is technology-driven, not market-driven. There is no apparent grass-roots demand for better picture quality. HDTV is primarily about money and not about beautiful pictures. In the near term, broadcasters can successfully compete with recorded HDTV on the basis of their traditional strengths. These include free and universal service, localism and the unmatched ability to provide programming attractive to the mass audience. Sharper and wider pictures are nice, but they are no substitute for informative and entertaining programs.

In the long term, as in any other business, broadcasters must match the competition in all respects. They must eventually provide the same quality as that delivered by alternative media, including cable, DBS and, most important of all, fiber. Note that the network TV era has already lasted twice as long as the heyday of radio. Although there is no emergency, a carefully considered response is required. There is no cheap or easy defense against competition, no matter how good or popular the product.

Most terrestrial broadcasters hope to transmit higher quality pictures and sound to compete with HDTV delivered by recorded media, supposedly to be introduced as early as 1990. Many intend to do this by employing an enhanced-definition, receiver-compatible (EDTV) system, preferably using only one standard (6 mhz) channel, but perhaps using augmentation information transmitted on an additional half or full channel. This may well be a self-defeating strategy.

Broadcast TV will not die two years hence with the advent of recorded HDTV. Eventually, however, it will be necessary to provide much better image and sound quality in the home under practical transmission conditions. This simply cannot be done with a single-channel, receiver-compatible system.

Of course no sane person advocates blacking out the existing 140 million NTSC receivers. The question is how to reach them during the transition to better quality systems. The assumption that this *must* be by compatible systems using a single fixed standard is just that—an assumption—and it is probably wrong. To stay in business over the long term it is necessary to think about the unthinkable. NTSC, with its 1950's technology, *must* be abandoned at some point. If planned properly, the transition to a new and better system can be managed successfully without losing audience and without substantially higher expenditures than would be required for normal replacement of equipment. This would entail building in sufficient flexibility to permit broadcasters



William F. Schreiber is professor of electrical engineering at the Massachusetts Institute of Technology and has been director of the school's Advanced Television Research Program since its inception in 1983. The opinions expressed in this "Monday Memo" are his alone; they do not represent those of the MIT program or its sponsors.

to keep their options open and move with the technology.

■ *Significant competition from recorded HDTV is probably nine to 10 years off.* Even if the recording and playback equipment is delivered in two years (as many think is highly unlikely), it will take seven to eight years to reach the magic 1% penetration level. This has been the pattern for most comparable big-ticket products that have succeeded. The most important response to recorded HDTV is to take steps immediately to prevent it from setting a premature *de facto* standard. For example, legislation similar to the all-channel receiver law could provide for the future adaptability of HDTV receivers to a range of transmission standards.

■ *On this time scale, fiber optic delivery is much more important.* Fiber is backed by the telcos and some cable companies, is technologically sound and will deliver superb pictures to the home, entirely free of transmission degradations. It will be relatively cheap and could preserve localism. Fiber is surely coming and will have a very large effect on TV distribution.

■ *Spectrum space will always be scarce.* The chances of getting an additional half-channel (3 mhz) for augmentation are small, and of getting a full channel, nil, unless protection ratios are dropped drastically. Although it may be possible to reduce them eventually, this cannot be done with compatible systems.

■ *In a single channel, the quality that can*

be delivered by compatible systems will be too low to compete with either recorded HDTV or fiber. NTSC is inherently inefficient, so that compatible systems simply cannot deliver enough additional information to create a true high-definition image or digital sound. What additional quality transmitted will be reduced by normal degradation due to the analog channel.

■ *Much higher quality can be obtained in a single channel using an entirely new signal structure, necessarily incompatible with NTSC.* (E.g., NHK claims better quality for its 6 mhz noncompatible system, Narrow MUSE, than for its 9 mhz compatible system, NTSC/MUSE-9.) Such systems can also employ protection against noise, interference and multipath to insure that the improved quality is actually delivered to the home under realistic conditions.

■ *In the long term, NTSC is likely to become a millstone around the necks of today's broadcasters.* HDTV is coming, if not in recorded form, then by fiber or some other medium. Eventually, the quality of broadcast TV *must* be upgraded, a practical impossibility if NTSC is retained.

■ *On a 10-year time scale, the transition to a totally new system can be managed successfully.* Nothing would be more expensive than a failed venture into EDTV via a receiver-compatible system that simply is not good enough. This would be especially damaging if the chosen system were cast in concrete and could not be upgraded at both transmitter and receiver if that turned out to be necessary. On the other hand, if we plan now for a flexible system that can ultimately be made as high quality as we may need and take long enough—10 or more years—to get there, then the phase-in of the new system and the phase-out of NTSC can be made in the context of normal replacement of equipment by both broadcasters and viewers. Simulcasting, initially using the same programs but later using different (and more attractive) programs for the new service, will keep the audience and slow-wear viewers to the new receivers. Alternatively, a transitional compatible EDTV "bridge" system might be used, provided the same new receivers could cope with it, with NTSC, and with the final noncompatible HDTV system. This course would be longer and riskier since it depends on viewer buying expensive new receivers solely to see the same programs in higher quality. There is no evidence at all that the audience will do this on a large scale.

The NTSC vs. HDTV situation is not a rerun of the introduction of color into NTSC, nor is it comparable to the AM-FM struggle. It is a unique situation that requires unique solutions. With foresight, today's broadcasters can survive and prosper in the new era.

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TOP OF THE WEEK

Gillett stations back in trading marketplace

Owners worry that five-year bull market in TV values may have peaked; those who paid premiums are under pressure to meet debts; number of other buyers appear to be in line, but may not be ready to pay top dollar; Storer rep firm closed as developments proceed; Beam group recapitalizing

"Nervousness" is a word being used by those in the station trading business to describe some current owners. In particular, some owners are worried that their ride on a five-year wave of towering station values is resting, and that an imminent crash will bring down on top of them a load of debt or lost selling opportunities. At the same time, there are many interested buyers still optimistic about the long-term prospects of the television broadcasting business.

Those keeping score on the divergent views saw further pessimism last week with the surprising news that the Storer TV stations are once again on the selling block. In the past few weeks, George Gillett has been talking about selling four of the SCI Television stations and several of the TV properties Gillett gathered under another funding vehicle, Gillett Holdings. It is understood that the Nashville-based group owner had several handshake deals that might bring in proceeds of close to \$1 billion. Late last week, Gillett decided to close its in-house rep firm, Storer TV Sales.

There were also reports that another TV station group, Beam Communications, was searching for new funding after encountering a "cash shortfall." The rumored recapitalizations are pieces of an industrywide trend affecting companies with large outstanding debt and poorer than projected performance (see page 70).

Gillett purchased a majority interest in the stations less than a year ago, in a \$1.3-billion transaction, from Kohlberg Kravis Roberts & Co., which kept a 45% interest in the stations. The acquisition was funded by \$200 million in equity (\$100 million each from Gillett and KKR); \$600 million in bank loans, and \$550 million in high-yield bonds and notes.

According to Mark Grotevant, who tracks high-yield debt for Kidder Peabody & Co., "Cash flow coverage of cash interest appears tight (for both Gillett Holdings and SCI Television) and this would suggest that asset sales are something we might expect." Grotevant's preliminary estimate of SCI fi-

ancial results indicates that operating cash flow for the stations declined by 13% in 1987, to roughly \$82 million. In addition to paying off interest, SCI is facing scheduled principal repayments of \$170 million next year.

Among the affiliate stations that Gillett has been talking about selling are: WMAR-TV Baltimore, WOKR-TV Rochester, N.Y., WJW-TV Cleveland, WJBK-TV Detroit, WITI-TV Milwaukee and KCST-TV San Diego. The rumor mill was almost as active in coming up with names of possible buyers for these

presented in the future by Katz. Since Gillett officials were not available for comment, it could not be determined whether the in-house rep firm would have been abandoned, regardless of whether Gillett sells its stations.

Although the \$65 million being sought by the other rapidly expanding TV station group, Beam Communications, paled in comparison to the Gillett news, the Key Biscayne, Fla.-based group owner's situation was perhaps more dramatic.

Beam owns KYEL-TV Yuma, Ariz.; WTOM-



stations: Group W was said to be interested in purchasing WJBK-TV and KCST-TV; Meredith Broadcasting was thought to have looked at WJW-TV, and King World Productions was thought to have looked at, then rejected, buying WMAR-TV. Since all of the stations are affiliates, the names of CBS and NBC also surfaced as possible buyers. Gillett was said to be in Europe last week and was unavailable for comment.

A flurry of station representative proposals were being made to Gillett officials last week after the decision was made to close Storer Television Sales. The best available intelligence was that Storer stations in Boston, Atlanta, Detroit and San Diego were headed to Harrington, Righter and Parsons. Representation of SCI's Cleveland and Milwaukee stations, plus at least one Gillett Holdings station in California, was said to be joining the TeleRep fold. The seventh station represented by Storer, WTVG(TV) Toledo, Ohio (sold last year by SCI to a group headed by former SCI president and chief executive officer, Terry Lee), will be repre-

TV Cheboygan and WPBN-TV Traverse City, both Michigan; WCFT-TV Tuscaloosa, Ala., and WDAM-TV Laurel (Hattiesburg), Miss. The group, formed in 1981, had initially been funded through a limited partnership, but more than a year ago, the FCC ruled that the 60 foreign holders of Beam's 64 limited partnership interests were to be treated as owners, forcing the group owner to recapitalize.

On the other side of unexpectedly high debt previously incurred to cash out the limited partners (roughly \$43 million in bank loans and \$14 million in a bridge loan) were operating results hurt by "weaknesses in accounting and financial control" at one of the group's stations. The combined problems resulted in a "cash shortfall" by last month, and, presumably, Beam defaulted on its obligations. The proceeds sought are not merely to repay principal, but are also for operating "working capital." It was believed that the company, working through Drexel Burnham Lambert, was close to a handshake deal for new funding. □

Locating the local angle in Atlanta

The networks aren't the only ones ready to file stories from the Democratic National Convention; TV stations from markets across the country will be there as well, in some cases pooling their resources

For the major networks, the Democratic and Republican national conventions may be losing their appeal as major news events—as, increasingly, they simply ratify decisions already made (BROADCASTING, July 4)—but they remain vehicles for showing off the glamour of network stars and the power of network technology. For individual radio and television stations across the country and for developing networks, the conventions are that and something more—an opportunity to provide the kind of service unavailable from networks: The micro to the networks' macro look at the gatherings of the national parties.

"Our primary goal is to localize the national story," says Jim Church, news director of WTVC(TV) Chattanooga, which is sending "three or four" staffers to cover the Democratic convention in Atlanta next week. "We'll bring up points that may be missed in the national coverage that may have an impact on our coverage area." And among the stories to be followed by the "four to six people" whom KSTP-TV St. Paul, Minn., will send is where the Minnesota delegation will be seated; convention planners, unhappy with Minnesota's insistence on overriding the party's wishes and scheduling a caucus early in the year, were threatening to banish the Minnesotans to a section of Omni Coliseum behind the rostrum, a matter of more than routine interest since the party's 1984 standard bearer, Walter Mondale, will be sitting with the delegation.

And so it will go, as the more than 4,100 anchors, correspondents, editors, technicians, photographers and others representing—as of last week—338 television stations and 275 radio outlets swarm over the Omni and adjacent Georgia World Congress Center, hunting for news that justifies their presence.

The conventions are not only targets of opportunity for stations and groups. They provide a showcase for budding networks as well. New York's Independent Network News will dispatch anchors, correspondents, photographers and the rest—31 in all—to Atlanta to produce multiple feeds, as well as the network's 30-minute *USA Tonight* each night, and offer the material to 125 affiliates. INN will share people and facilities (including eight-and-a-half hours of satellite time) with its affiliate INDX (Independent Exchange), which provides a means for 12 stations to exchange news clips for insertion in their newscasts. The convention will be the first for the brand-new Fox Broadcasting. Kim Montour, the executive in charge of the coverage, said "the best" correspondents and assignment editors—about 30—have been recruited from the five Fox-owned stations with news operations to provide the coverage. It will



CNN trailers outside convention center

include pieces for use in affiliates' newscasts, as well as three two-minute cut-ins each night. Then there will be AP Direct, the joint venture of the Associated Press and Conus Communications, which will provide rough-cut video, packages and a special convention feed to its 43 affiliates.

Still, the media story—if it is not the major networks—will probably be the locals.

□

Eight years ago, in advance of the Republican convention in Detroit that was poised to nominate Ronald Reagan, an executive with a major station group was quoted as saying, "We need experience with satellites.... Until you do this, you don't know the steps needed." Several convention cycles later, stations and groups have gained that experience, and the sophistication of their collection and distribution of news has increased considerably. For the most part, as in the conventions since 1980, stations' anchors and correspondents, in a skybox or at a stand-up position somewhere in the Omni, will look into a camera and do a live report for inclusion in a noon or an evening or a late night newscast, or perhaps for a live insert in the evening programing. But more so than in the past, it seems, those appearances are the product of group efforts.

Broadcasters have learned that the parties' respect for an entity increases in direct proportion to its size. "If you go in by yourself, the parties laugh," says Mel Martin, news director of Post-Newsweek Stations Inc.'s WJXT(TV) Jacksonville, Fla. Another lesson the broadcasters have learned is that the cost per station in a group is less. "You share and reduce costs," said Martin. P-N has assembled a group for the two conventions that includes not only its four stations but four others that are members of the Florida News Network, two Chronicle

Broadcasting Co. outlets and one owned by McGraw-Hill Broadcasting, 11 in all (KSTP-TV, noted above as sending its own delegation to Atlanta, will be working with Conus Communications; WTVC-TV will be cooperating with ABC's affiliate organization, NewsOne.)

Then, too, Martin said the Post-Newsweek group—following another trend—saving money by buying satellite time directly from the owner of the bird involved GTE Spacenet, and using the satellite news-gathering trucks of its member stations to provide the uplinks. "In 1984, we had to go to vendors for satellite time, and had to rent trucks and the engineers to operate them. We didn't have anyone to do that. Now we do," said Martin. All told, he estimates the cost is 15%-20% less per station than in 1984.

Or as Terry O'Reilly, news director of Group W's Newsfeed, put it: "Conventions are terribly hard, terribly frustrating and terribly expensive to cover. We're trying to help stations do their job without spending 10's of thousands of dollars duplicating someone else's work."

Not surprisingly, then, 302 of the 338 television stations to be represented in Atlanta are members of one or more groups, network affiliates group, say, and a station group. There were 33 such groups at last count. And many of them are formidable in size. Some examples:

- Newsfeed, for instance, will be hosted by crews and correspondents from some two dozen of its member stations, including the five Group W outlets. In addition to the two or three live or taped pieces each of those outfits will transmit daily, the Newsfeed operation will send material to Newsfeed's more than 90 member stations. It has booked 15 hours of satellite time daily.

- Cox Broadcasting has assembled a group that includes its eight television stations and two of its radio outlets, plus United Television's KTVX(TV) Salt Lake City, Fisher Broadcasting's KOMO-TV Seattle and KATU(TV) Portland, Ore., and Nippo Broadcasting of Japan. The aim, says Andy Cassells, Cox's Washington bureau chief "is to make the best use of facilities." Because of the number of stations, and the need to feed live shots at 6 and 11 p.m. NYT, the group is buying time on two satellite transponders. One will be used virtually around the clock.

- Nine Gillett Group stations will form a unit to provide news for the 11 Gillett stations with newscasts. As is true of the other group and network efforts, each station will cover its own delegation. Says Jim Schaefer, chief of Gillett's Washington news bureau "We're coordinating to avoid a duplication of work." One unit will cover the events—demonstrations, for instance—that all of the stations can use.

- Conus will be providing services and facilities for 15 U.S. stations, as well as Fuj network of Japan. With its ownership of a transponder on SBS III, its leased time on another, its two Ku-band trucks and a couple

of antennas on a flatbed, Conus will offer five satellite paths out of the Omni.

■ Midwest Communications, with its five stations, and King Broadcasting Co., with four of its five, will form a consortium, as they did at the 1984 conventions. They will

share a skybox and, because of the difference in time zones—Midwest's stations are on central time, King's, on Pacific—they will be able to share a Ku uplink. Midwest and King also share a suite throughout the year in Washington.

■ Gannett News Service/TV will be host to 10 Gannett Broadcasting Group stations. In addition to facilitating the efforts of the stations to cover and report their local-angle stories, Gannett, according to GNS/TV director Jack Hurley, will do three "cover

Pressing the Fifth Estate flesh

Media executives, their Washington lobbyists, and industry trade association officials are headed for the Democratic national convention in Atlanta next week in hope of using the occasion to strengthen their ties with Capitol Hill. Many of them will entertain congressional policymakers and party leaders at special receptions, luncheons and dinners.

Most of the Democratic membership in Congress, including those on the House and Senate Commerce and Judiciary Committees, are attending the convention as super delegates. Among those lawmakers: Ernest Hollings of South Carolina, chairman of the Senate Commerce Committee, and his counterpart on the House Energy and Commerce Committee, John Dingell of Michigan; Senate Communications Subcommittee Chairman Daniel Inouye of Hawaii and Ed Markey of Massachusetts, who heads the House Telecommunications Subcommittee. Others on hand will include Senator Dennis DeConcini of Arizona and Representative Robert Kastenmeier of Wisconsin, who run the copyright subcommittees in their chambers.

This is not the first time media groups have courted the Hill during conventions. In the past, ABC, CBS and NBC used suites for that activity, but because there is limited space in the Omni Coliseum only ABC took one. And although ABC has no other formal entertainment plans, NBC corporate executives will host of intimate dinners during the week for key congressmen. And lawmakers will be offered tours of the network's news control system.

(All three networks' Washington lobbyists are going to be there, including NBC's Bob Hynes, CBS's Marty Franks and ABC/Capital Cities' Eugene Cowen.)

CBS's President Laurence Tisch is inviting congressmen, governors and others to a Monday (July 18) luncheon at the Ritz-Carlton. Besides Tisch and his CBS executives, some of the network's news figures are expected to attend.

Just how effective these social interludes can be is unclear. Many Washington insiders say very little business gets done during the conventions. The end result may be, as one broadcast lobbyist said: "An opportunity to say hello."

But the broadcasting industry's presence in Atlanta goes beyond the networks. The National Association of Broadcasters intends to display a high profile all week. NAB is sponsoring breakfast and tennis Sunday through Thursday (July 17-21) from 7 a.m. until noon at the Betsy Grant Tennis Center for legislators, party leaders and state officials. The event was a success for NAB at the 1984 conventions.

A sizable NAB contingency will be there including President Eddie Fritts and Joint Board Chairman Wallace Jorgenson of Jefferson-Pilot Communications Co. (and their wives); Jim May, executive vice president for government relations; Walter Wurfel, senior vice president for public affairs and communications; Rory Benson, senior vice president, assistant to the president and national campaign coordinator; Hank Roeder, vice president for conventions and meetings; Susan Kraus, vice president for media relations, and Terri Rabel and Howard Woolley, both with NAB government relations.

NAB's role at the convention will also be evident in 200 new (cable-ready) 19-inch Toshiba television monitors it has provided to the Democratic National Convention Committee. They'll be set up throughout the Omni Coliseum and the Georgia World Congress Center for delegates and press to view the

floor proceedings via a live feed from the DNCC. Each set will exhibit the association's logo. (NAB offered the same service during the 1984 Democratic and Republican conventions.) Additionally, NAB staff offered its technical expertise (Michael Rau, vice president for science and technology and Benson were in Atlanta in March) to the DNCC for its Convention Satellite News Service (BROADCASTING, July 4).

Other elements within the broadcasting industry will be active at the convention. Gannett (and its *USA Today*) is sponsoring a Sunday (July 17) brunch at the Atlanta Apparel Mart for the media, and political and business leaders. Cox Enterprises is hosting a reception early Sunday evening at the Woodruff Memorial Art Center.

As for the cable industry, it will have high visibility through Turner Broadcasting System. TBS leases the coliseum which is adjacent to CNN Center, where the company and its Cable News Network are based. CNN Center is part of the Omni hotel complex owned by Turner.

Also, TBS Chairman Ted Turner is throwing a celebration on the eve of the meeting (July 17) from 8 to 10 p.m., at CNN Center. Called "Welcome Newsmakers," the party features Georgia Senators Sam Nunn and Wyche Fowler Jr. and will honor the 30 Democratic state governors. TBS's government relations is taking a hospitality suite at the Omni.

National Cable Television Association President Jim Mooney is expected to attend the convention (other association staff may go too). NCTA is co-hosting a breakfast with Metropolitan Life on Monday morning for the Massachusetts delegation at the Martin Luther King Jr. Center. Coretta Scott King is speaking.

The Motion Picture Association of America, however has no plans to sponsor any convention events. MPAA President Jack Valenti says he'll probably "drop in" on the meeting but even that is not certain.

Others in the entertainment field are busy at the convention. The American Society of Composers, Authors and Publishers is holding a reception Monday (July 18) for Representative Jack Brooks of Texas, who is succeeding Peter Rodino as chairman of the Judiciary Committee in the next Congress.

The law firm of Dow, Lohnes & Albertson (it has a strong communications law practice with Cox Enterprises as a client) is honoring former President Jimmy Carter and Rosalynn Carter, and Ambassador Anne Cox Chambers and James Cox Kennedy, chairman and chief executive officer of Cox Enterprises, at a brunch on Wednesday (July 20) at the Carter Center. Verner, Liipfert, Bernhard, McPherson & Hand, which also has a communications division, is giving a reception for Senator Lloyd Bentsen of Texas on Monday (July 18) from 5 to 7 p.m. at the Marriott Marquis.

The telephone industry will also be well represented at the convention. The U.S. Telephone Association and Contel are hosting a brunch on Sunday, July 17, for Senator Inouye, and USTA is taking a suite at the Georgia World Congress Center where it plans to demonstrate audiotext and videotext services in conjunction with BellSouth. BellSouth will have a VIP suite at one of the Atlanta hotels. BellSouth also hopes to provide a high-definition television service covering convention floor events by closed circuit to suites outside the Omni. But that project has yet to be tested.

stories" each day designed to cover major developments and provide "comprehensive packages that the locals can't do themselves."

■ Each of the major networks' affiliate organizations—ABC's NewsOne TV, CBS's Newsnet TV, NBC's Skycom TV and CNN Newsbeam TV—will serve dozens of stations.

■ But it is Potomac Communications Inc., of Washington, a diversified independent television news, programing and production company, that claims to have assembled "the largest single television and radio newsgathering effort ever organized by a nonnetwork entity." It will include 75 television stations owned by Scripps Howard, Multimedia, Lee, LIN, Pulitzer, Nationwide and Hallmark's Univision; three foreign television networks (TV Asahi of Japan, ABC of Australia and Nigeria Television); two cable networks (the Christian Broadcasting Network and Black Entertainment Television); the New Jersey and Alabama public television networks; 15 radio stations; superstation WWOR-TV Secaucus, N.J., and *Entertainment Tonight*. Potomac has booked 150 hours of satellite time for its clients and will offer six transmission paths out of the Omni, two C band and four Ku band.

The groups will do more than provide and organize the use of satellite time for their members. They have built skyboxes, at costs ranging from \$20,000 to \$35,000 each, depending on the size, for the anchors. Some, with stations based in Atlanta, will operate out of two. All will provide a number of stand-up positions around the Omni. Microwave connections will permit live broadcasts from virtually anywhere on the floor. And the work space being provided will in many cases be equipped with all the tools normally found in a newsroom and some that are not. For instance, computers that will be available to reporters and editors in some of the areas will put them in touch with their home offices and the databases they normally use. Potomac will even have a maintenance shop in its area, staffed by Sony technicians.

□

Sometimes, stations pursuing a local angle inevitably wind up in the middle of the major national story. That is true of the 15 Boston radio and television stations that will be represented in Atlanta. The three network-affiliated television stations among them—which have made a career out of following the state governor's campaign for the Presidency since it began, in April 1987—are geared up for a major effort.

WCVB-TV, for instance, will broadcast 90 minutes of taped and live reports each of the four nights, from 7:30 to 9 p.m., from Atlanta. It will also fill much of its regular newscast with convention news. Its anchors and four of its correspondents will be among the 20 staffers on location in the Omni. The Democrats' vice presidential candidate in 1984, Geraldine Ferraro, will be one of the WCVB-TV analysts throughout the convention. So will Andrew Kohut, of the Gallup Organization. To Philip S. Balboni, the Bos-

ton station's vice president for news, the convention offers the kind of opportunity to do a superior job on an important story for Massachusetts and the country."

WNEV-TV anchors will be operating out of a skybox during the local news shows—at 5, 6 and 11 p.m.—during the convention. The CBS affiliate has also blocked out an hour, between 8 and 9 on each of the four nights, for special convention coverage (although carrying that schedule through Thursday would mean preempting CBS's coverage that night). WNEV-TV news director Tim Thistle says a number of taped reports providing background and history are being prepared. And the station anchor, R.D. Sahl, will share the skybox with various analysts, including Bob Beckel, who ran Mondale's campaign in 1984, and Edward M. Fouhy, who has served in news executive jobs with ABC, CBS and NBC, and is now executive producer of the presidential debates being organized by the Commission on Presidential Debates. Fouhy will focus on politics and the media.

WBZ-TV Boston will also, as its news director, Stan Hopkins, says, take its news team "on the road." The 6, 7 and 11 p.m. newscasts will be anchored by Jack Williams and Liz Walker from a booth in the CNN Tower, adjacent to the Omni. The news team, which will include three reporters, will also do inserts for the noon and 5:30 p.m. newscasts, as well as interrupts

Atlanta uplink update. The Democratic National Convention is "not the horse race it was going to be," Skip Erickson, consultant to the Republicans in 1984 and to both parties this time around, told BROADCASTING last week, explaining why only 55 transportable satellite vehicles are expected in Atlanta—down from estimates of 100 a year ago. With the vice presidential choice "the only mystery left," he said, "a lot of the excitement has gone out of the story." In two parking lots near the Omni, ABC, NBC, Conus, Potomac Video, Bonneville Satellite, Viacom, Scripps Howard and Pulitzer broadcast groups, Midwest and King groups, Florida News Network, C-SPAN, H&C Communications, Independent Network News and CBC will operate a total of 39 Ku-band and four C-band uplinks. CBS plans to send a "roam truck" around Atlanta. At UpSouth teleport outside Atlanta, Group W Newsfeed, ABC, CBS and IDB Communications will operate three Ku and eight C-band news vehicles. UpSouth itself will provide one Ku- and eight C-band uplinks to ABC, CBS and the Democratic National Committee.

Interference problems associated with so many uplinks in such close proximity is less a problem, said Erickson, than which truck draws a parking spot that puts a tree or building between it and the satellite it needs to "see."

during the evening before the network (NBC) takes over, at 9 p.m. WBZ-TV will introduce its convention coverage on Sunday (July 17) with a one-hour documentary on Dukakis that was produced by a unit that has followed him since he announced his candidacy. The station will air another special on Dukakis, a 30-minute effort, before his nomination on July 20, focusing on how Dukakis's stand on issues compares with the views of voters.

□

To a degree, though more so in the case of the networks than that of the stations and their groups, coverage will depend on the convention schedule, and on whether Governor Michael Dukakis, the virtually certain Democratic nominee, discloses his choice for vice president before the start of the convention. If Dukakis makes his choice known this week, as some expect, he will remove the one remaining element of uncertainty from the convention—and what would be the one good news story. As for the convention schedule, the only news last week was that former President Jimmy Carter would address the convention on Monday night and Jesse Jackson, on Tuesday night—and that the opening gavel of the session that night had been moved up from 6 to 5 p.m. to accommodate a lengthier presentation than had been expected. Three res of the schedule remained a mystery, possibly because of the difficulty of reconciling views of convention managers, who wanted to give the convention a Hollywood style sheen, and the Dukakis camp, which preferred a more businesslike affair.

The chief executive officer of the Democratic National Convention Committee Donald L. Fowler, and Paul G. Kirk, the Democratic national chairman, early this year hired the Hollywood team of Gary Smith and Dwight Hemion to give the convention a flashier look than has been presented by past Democratic conventions. Smith-Hemion Production Co. credits include the Emmy Awards, *America's Tribute to Bob Hope* and *Anne Murray's Winter Carnival*. The company also helped David L. Wolper produce the 1986 Liberty Weekend gala, with its 75 Elvis Presley look-alikes. The team's ideas, if any, remained under wraps late last week, while published reports made it clear that the Dukakis camp was cool to the idea of having the convention transformed into a Hollywood extravaganza.

Another problem for the producers was the networks. Smith and Hemion met several months ago with the network news executives who would be in charge of the convention coverage. "They talked about putting on stars like Barbra Streisand and Ray Charles," said Joe Angotti, executive producer of NBC News's election-year coverage. "They asked us what we'd do if they got Streisand. We said we couldn't say. We told them: 'You make the decision, and they'll decide what we'll cover.'" In other words, there were no commitments.

For the locals, though, there would be no story in Streisand, unless she was from someone's coverage area.



ABC's 'War and Remembrance,' to air during November sweeps

In fall ratings battle, it's 'War' says ABC

Network decides to schedule bulk of 'War and Remembrance' mini-series in 'fall, balance in '89; there is also talk of stripping half-hour comedies in prime time lineup

Under pressure to come up with original programming for next fall, ABC last week announced it would program 18 hours of its epic mini-series, *War and Remembrance*, during the November sweeps. Affiliates and advertising executives were pleased by the news.

Agency sources also confirmed a report last week that ABC has circulated around Madison Avenue possible plans to strip repeats of four of its strongest comedies across prime time from 8 p.m. to 10 p.m. for a two-to-three-week period from mid-September to early October, to counter NBC's coverage of the summer Olympics from Seoul, South Korea. The comedies would be followed by repeats of some of the network's stronger hour dramas from last season.

ABC said the 18 hours of *War and Remembrance*—a sequel to the network's ratings powerhouse, *Winds of War*, which aired in 1983—will be broadcast in seven parts starting on Sunday, Nov. 13, and continuing on Nov. 15, 16, 17, 20, 22 and 23. The balance of the 30-hour mini-series will be broadcast in 1989, although no dates have been announced.

Only a month ago, ABC President Brandon Stoddard was telling reporters the mini-series would not be scheduled until the February 1989 sweeps because the fourth quarter was already jammed with special-event programming such as the Olympics, Major League Baseball League Championship Series and the World Series. Therefore, Stoddard reasoned at the time, the network would be unable to command the premium that it could obtain from advertisers in February, when there will be less mega-event programming available.

ABC's asking price per 30-second spot is \$275,000. Agency executives said they

thought there would be considerable demand, especially with the writers' strike continuing, which may delay the start of new regular series programs into December if it continues much longer. According to Mel Conner, senior vice president, Saatchi & Saatchi-DFS-Compton, the strike will probably limit the availability of highly rated shows in which major advertisers will want to spend money in their pre-Christmas television campaigns. ABC's scheduling of *War and Remembrance* in mid-November is perfectly timed to meet that need, Conner said.

John Sisk, senior vice president, J. Walter Thompson, said of the scheduling announcement, "We are thrilled. I think the move is brilliant. ABC is saying that for all the bad news we've been hearing about the strike and all the repeats we'll have next season, they are stepping up to the plate and saying they'll offer first-run advertising [opportunities]."

Affiliates were equally enthusiastic. "ABC has done its affiliates a great favor," said David Lane, chairman of the network's TV affiliate board of governors, and president and general manager, WFAA-TV Dallas. Affiliates welcome the fresh programming, he said, and both the network and affiliates should be able to sell it quite well because it will attract a client base different from that of the Olympics or World Series. "No one knows how long this strike is going to last," he said, or how much original programming will be available next fall.

Clyde Payne, vice president and general manager, WBKO(TV) Bowling Green, Ky., was similarly ebullient: "I love it. It's a very positive step and a very smart move in view of the strike."

ABC officials refused to discuss the plan to strip comedies in prime time. Payne, who is chairman of the affiliate board's entertainment committee, said he had heard second-hand that such a plan was being considered but that the network had not discussed it with him. On its face, he said, stripping programs in prime "is not a bad idea, al-

though I don't think they could sustain it very long."

If the strip plan goes into effect, the comedies would include *Growing Pains*, *Who's the Boss*, *Perfect Strangers* and *Head of the Class*. According to the report last week, the strip would cover Monday through Wednesday, and Friday, with movies scheduled for Sundays and Thursdays. Dramas that would follow would include *MacGyver*, *thirtysomething*, *China Beach* and *Heartbeat*, with fresh episodes of *20/20* on Friday.

Meanwhile, there were no new developments on NBC's plans to develop interim programs based on scripts from archives of domestic and international sources (BROADCASTING, July 4), but a network spokeswoman said there may be an announcement this week. CBS was still trying to put together a plan last week and had no comment at deadline. □

WGA revamps contracts for independent producers

Interim agreements will give independent producers option of tailoring them to conform to deal eventually done with Alliance

On Thursday, July 7, the Writers Guild of America announced that its members had overwhelmingly ratified a new interim contract to be offered to independent producers. By a vote of 1652 to 214, members of the East and West Coast branches of the guild agreed to the new interim contract.

The new interim contracts differ in two respects from the independent contracts first offered to producers on May 26. The new

contract contains a "favored nations" clause that allows signees of the interim agreement to have their contract amended to conform to any agreement reached in settlement of the ongoing writers' strike against the Alliance of Motion Picture and Television Producers. The previous independent contract bound the signees to its terms regardless of the final strike agreement. The "favored nation" clause allows the signees the option of either keeping the new interim contract when the strike is resolved or having the contract adjusted to show final strike agreements.

A guild spokesman said that those producers who signed the original independent contract (124) would be given the chance to sign the new interim contract.

The new contract also reflects terms that the alliance has agreed to in the course of negotiations, most notably in the area of creative rights. The new contract gives writers more control during production, including involvement in revision of their work.

The unresolved issues included in the new contract are the two main sticking points between the guild and the alliance: domestic and foreign residuals. The new interim agreement includes the last offer that the guild made to the alliance in the residual area. The guild contends that the alliance has tried to make the residual formula a fixed figure, rather than a more flexible percentage that would increase with growth in both the foreign and domestic markets. "Despite the huge growth that has taken place in the foreign distribution marketplace, writers have been working under the same foreign residual formula for 17 years," a guild spokesman said.

Herb Steinberg, spokesman for the alliance, responding to the new interim contracts, said, "We regret their continuing effort to prolong the strike; the contracts will have no effect on the 217 alliance companies and the networks." Steinberg added that no further talks have been scheduled between the two groups.

Reaction from the networks regarding the new interim contracts, which 14 producers had signed at press time, was swift and negative. In a prepared statement, Brandon Stoddard, president, ABC Entertainment, said: "We want the television production community to know that we will not enter into new agreements for new programs with those independent producers who could offer programs by signing the interim agreement being offered by the WGA. We strongly believe that the economic issues remaining in this labor dispute with the WGA are directly related to the long-term viability of the television industry." From CBS: "CBS completely supports the industry position in its dealings with the Writers Guild. We do not believe it is in the best interest of any producer to sign the interim agreement the WGA is offering. In support of that position, we will not enter into new agreements for product produced under the interim WGA agreement. The economic issues in this labor dispute bear importantly on the continued health of our entire industry. It is clearly in everyone's best interest to end this strike as soon as possible. We

believe that acceptance of the WGA interim agreement will prolong this strike to the disadvantage of all."

Two weeks ago, at a press conference in Burbank, Calif., Brandon Tartikoff, president, NBC Entertainment, said NBC would not "in support of the AMPTP...buy new shows created from whole cloth by those who have signed or are about to sign [independent WGA] agreements." Tartikoff also

announced NBC plans to develop up to eight new series, possibly utilizing existing British or Canadian scripts (BROADCASTING July 4).

NBC will air five series whose producer signed the original independent contracts: Carsey-Werner Productions' *The Cosby Show* and *A Different World*, Carson Productions' *Amen*, Alien Productions' *ALI* and Michael Landon's *Highway to Heaven*. □

Finally, prime time ad sales under way

According to networks, \$3 billion worth of advertising is committed to next season's prime time TV schedule

The waiting is over and, beginning the middle of last week, the money was being committed—roughly \$3 billion worth. That is the estimated size of the advertising pot being poured into next season's prime time television schedule, according to the three major broadcast networks' sales chiefs. Although their advertising agency counterparts were not unanimous in accepting the networks' prediction, most agreed that upfront demand for network spots was higher than expected. Upfront advertising sales in news programming were also said to be doing well.

Higher-than-expected may still turn out to be no higher than last year's estimated upfront prime time market of \$3,013,000,000, however. And since not all the networks were scheduled to maintain their market share, the financial well-being of at least one of the three may be decided later in the scatter market. One of the questions being asked last week was whether money being placed upfront would lead to a weaker scatter market, as was the case for much of last year.

Expressed in terms of costs-per-thousand (viewers), network pricing is expected to increase this year by single-digit percentages. But the increases reflect advertising demand only in part. The other reason for C-P-M increases is that network sales chiefs are expecting viewing to continue to decline, somewhere in the range, it is said, of 2% to 5%.

Not surprisingly, NBC is expected to benefit the most from higher costs-per-thousand, followed by, according to one analyst, ABC and then CBS. Rumored to have been among the first agencies to close deals were Young & Rubicam and Leo Burnett.

At least two networks had the same explanation for the relatively strong upfront demand. Said Jerome (Jerry) Dominus, vice president of sales, CBS Television Network: "Last year's Olympic money was funded largely out of regular budgets, unlike previously, when advertisers made special appropriations. That regular-budget money, which wasn't available in 1987-88, is available for 1988-89," he said.

Agreeing was Bob Blackmore, executive vice president, NBC-TV network sales: "The Olympics used to be 30% old money and 70% new money. Last year, involving spending of nearly a billion dollars, maybe it was the reverse—70/30. That 70% is now

available on top of normal increases." Both sales chiefs also said that economic growth was stronger than predictions of only six months ago, and Blackmore added that the automobile industry has new-model introductions. "General Motors has three new cars," he said.

While generally accepting the networks' interpretation of the marketplace, agency executives cautioned that those conclusions were still preliminary, and that the mood could change at least slightly over the next few weeks. More than one of those commenting said that cost-per-thousand increases being asked by the three networks were disparate, indicating that there was still no commonly accepted sense of the market. ABC, it was said, was being particularly aggressive in its pricing.

By late this week, it may be known whether each of the three networks are able to make their pricing strategies stick. A preliminary report was put out last week by Raymond Katz, a securities analyst for Mabon Nugent & Co.: "The three networks should be approximating 6%-to-10% cost-per-thousand increases in prime time, depending on the show. Translated into unit price increases, that would mean 8%-to-10% gains for NBC; 5% gains for ABC, and 2%, plus-or-minus half a percent, for CBS. NBC's prime time market share should be holding pretty steady, while ABC will be picking up at least one revenue share point from CBS in prime."

Network audience guarantees are particularly important in this year's upfront negotiations because of the uncertainty caused by the writers' strike. At least two of the networks, NBC and CBS, were said to be, as usual, providing "hard number" guarantees for audience demographics.

As for ABC, last year it asked advertisers to "share the risk" caused by the change from the diary ratings system to the peplemeter system. With the peplemeter system in place now for one year, advertisers were said to be less accommodating in the current negotiations. However, ABC was said to be still using the share-the-risk concept as a "negotiating point," according to one agency executive.

Just beginning to start last week were upfront negotiations for daytime. Said Mabon Nugent's Katz: "Most likely that market will be down 2%. I think what will keep daytime from going down more is that advertisers might use it to replace syndication. On a relative basis, daytime is cheaper vis-a-vis syndication than in the past." □

Superstation bill gets caught between committees

Regulating satellite feeds of superstation signals to TVRO owners hits slow track in House

A House bill (H.R. 2848) that would create a compulsory license for the satellite distribution of broadcast signals—superstations—to backyard satellite dish (TVRO) owners has become entangled in a jurisdictional dispute between the Commerce and Judiciary Committees. Given the controversial nature of the measure and the possibility that the bill will be routed to Commerce (there are only nine weeks left on the congressional calendar), the chances for quick House action have greatly diminished.

Last week, Judiciary's Copyright Subcommittee approved a revised version of the legislation, but House Energy and Commerce Committee Chairman John Dingell (D-Mich.) is threatening to request a referral once the legislation leaves Judiciary, unless certain provisions that affect communications policy are removed. Not only would a referral to Commerce slow down the process, but Copyright Subcommittee member Bruce Morrison (D-Conn.) says he would like to see cable's compulsory copyright license sunset just as the satellite license is phased out (in six years) under the bill. Morrison's goal would create further complications for H.R. 2848.

It is anticipated the bill will undergo further refinements. The broadcast networks are seeking clarifications, and there may be an effort to strike the legislation's grandfather clause, which would define superstations as those broadcast stations that are "already in existence [as of April 1, 1988] or that receive penetration in 10% of cable households."

Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), at the urging of subcommittee members Mike Synar (D-Okla.) and Rick Boucher (D-Va.), who also serve on Commerce, was prepared to withdraw a provision that would require the FCC to initiate a combined inquiry and rulemaking for a syndicated exclusivity rule for TVRO.

But others objected to the move and suggested the subcommittee not be intimidated by Commerce. "I think we ought to hold our fire until we have an agreement (with Commerce). It is important for this committee to be a decision maker," commented Morrison. Representative Benjamin Cardin (D-Md.) agreed, and the subcommittee left the syndex language in.

Synar told the subcommittee that taking syndex out would alleviate Dingell's jurisdictional concerns. Moreover, he indicated the issue could be resolved by Commerce when it considers further action on H.R. 1885, a home satellite bill that would regulate the TVRO industry. But that measure is not believed to be on a fast track, and there are other sections that will likely trigger Commerce's interest, including the bill's definition of a network white area that allows the retransmission of network signals by satellite carriers in underserved areas.

Moreover, H.R. 2848 would require the FCC to report to Congress "on whether, and to what extent, [price] discrimination exists pursuant to the Communications Act of 1934 and the rules and regulations of the Commission."

Considering Boucher's comments, the legislation appears headed for Commerce anyway. In making the case to eliminate the syndex section, he told subcommittee members the language could be reinserted when H.R. 2848 moves to Commerce. And Kastenmeier admitted the jurisdictional question had not been completely resolved. The chairman was anxious to see the measure at least pass through the subcommittee and

suggested these issues could be solved later.

H.R. 2848 has had a troubled past, but the latest version of the bill is believed, for the most part, to have won support from industry groups. With the addition of the syndex portion, the Association of Independent Television Stations is no longer opposing the measure. The Motion Picture Association of America and the National Cable Television Association have also dropped their objections. MPAA was said to have abandoned its drive to restrict the license to C-band in return for a shorter license (which was reduced from eight to six years). The bill also enjoys the backing of the Satellite Broadcasting and Communications Association. □

Site fight sends KTVX, WTCl to court

KTVX(TV) Salt Lake City and Western Telecommunications Inc. have gotten into a legal squabble involving WTCl's microwave distribution site and carriage of KTVX's signals on Tele-Communications Inc. cable systems beyond the Utah border.

WTCl is owned by WestMarc Communications, which is majority-owned by TCI. WTCl subleases property from KTVX for a microwave link in northeast Utah. The lease site carries message traffic between San Francisco and Denver, and voice and Salt Lake City TV signals to cable systems in other western states. The lease expired June 30, and KTVX wanted to renew the lease predicated on a continued on-channel carriage commitment of its signal on TCI cable systems in Wyoming, Montana and Utah, attorneys for both sides said.

WTCl objected and sought an injunction in federal district court to prevent KTVX from kicking it off the site for failure to guarantee signal carriage. It cited the disruption in voice and television service that

would occur, and the judge granted its request. The parties are now in negotiations to settle the dispute.

A number of factors have caused TCI to re-examine its carriage of Salt Lake City broadcasters beyond the state: microwave costs of over \$1 million and the reimposition of syndicated exclusivity and its network duplication component. In many TCI systems in Idaho, Montana and Wyoming, two sets of network affiliates from two different cities are carried, and the expectation is that local broadcasters will seek to enforce syndex contracts when it returns.

One solution TCI has floated is that out-of-state broadcasters, whose signals could be prone to blackouts, combine to program one channel, which would provide out-of-state subscribers with a Salt Lake City component. Complicating the equation is the greater preponderance of ABC affiliates in the region, making importation of KTVX less likely than other stations in markets where less than three affiliates exist. □

Cable ratings mixed in second quarter

Ratings for the cable programming services in the second quarter of 1988 were mixed, compared to last year. WTBS Atlanta, Lifetime and Arts & Entertainment all showed ratings increases in prime time, while ratings at ESPN, USA, CNN/Headline News, Nashville, Discovery and CBN fell from quarter to quarter.

Service	Prime time rating		Full schedule rating			
	2nd quarter '88	2nd quarter '87	2nd quarter '88	2nd quarter '87		
	(Households)		(Households)			
WTBS	3.1	(1,401,000)	2.9	1.8	(814,000)	1.5
USA	1.6	(699,000)	1.7	0.9	(393,000)	0.9
CNN/Headline	1.3	(607,000)	1.6	0.8	(374,000)	1.0
ESPN	1.3	(571,000)	1.4	0.6	(264,000)	0.7
Nashville	1.1	(448,000)	1.3	0.5	(203,000)	0.6
Lifetime	1.1	(438,000)	0.7	0.6	(238,000)	0.5
Discovery	0.8	(258,000)	1.0	0.4	(129,000)	0.6
CBN	0.6	(245,000)	0.8	0.5	(204,000)	0.6
A&E	0.6	(206,000)	0.4	0.4	(137,000)	0.3
Nickelodeon				1.0	(412,000)	0.9
MTV				0.6	(256,000)	0.5
Nick at Nite				0.5	(185,000)	0.4
VH-1				0.3	(83,000)	0.3
FNN				0.2	(58,000)	0.2

Why no portfolio is full of radio

New 12-AM, 12-FM limit still eludes multiple owners; good deals called hard to find

When it comes to attaining the full complement of 12 AM and 12 FM stations (an expanded ownership limit set by the FCC four years ago because of the growing number of new radio properties and the increased availability of alternative media), radio groups are marching to the beat of a slow, but steady, drum. No broadcast entity has yet to achieve that status, and some industry executives believe it may be years before the majority of radio companies ever reach the new limit.

"It's hard to find 12 good facilities in 12 good markets," said Gary Stevens, president of Gary Stevens & Co., a New York-based media brokerage firm. And, said Stevens, some companies may "prefer to leave an opening in case an attractive property comes along."

Another major reason radio groups are not at the full 24-station limit in 1988 is a growing reluctance among broadcast executives to purchase a stand-alone AM property unless, as one executive put it, the station is a "major powerhouse in a major market." The AM band has been experiencing massive financial drains, particularly over the past five to seven years, as listening and advertising started to shift to FM. (The

spring 1988 RADAR report shows FM's share of the total radio audience at 75%, up from 74% in the fall report.) Many groups that own AM stations also own FM stations in the same market, allowing for combination sales of advertising time.

"A lot of companies are not strategically interested in AM stations," said Stevens, saying there are some groups that do not see a benefit in operating a combination. "It may be that some companies will never achieve 24 stations because they have no interest in acquiring AM properties," he said.

One such concern is Emmis Broadcasting, the Indianapolis-based radio group of 10 stations (one AM and nine FM's), including the acquisition earlier this year of five NBC radio stations for \$121.5 million. The one AM station owned by Emmis is WFAN(AM) New York, the first station to program 24 hours of sports (play-by-play, talk and information programming).

"We will likely never reach our limit on AM. But we will get there on FM," said Emmis Broadcasting President Jeff Smulyan, saying that FM currently holds more "upside potential." Said Smulyan: "Companies are not rushing to test the AM station limit until they feel that there is a turnaround on the [AM] medium."

Station trading today comes down to marketplace forces combined with the availabil-

ity of good stations, said Bill Clark, president of Shamrock Broadcasting's radio division. "A lot of companies are under tremendous debt load restraints, which are causing them to move more slowly," he said.

Clark agreed that most radio groups today are not buying stand-alone AM properties. Reaching the 12-station mark on the AM side will take most companies more time to complete, said Clark, adding that only "handful" of companies reached the full complement of seven AM stations and seven FM stations under the old FCC ownership rule.

The first broadcast company to reach the limit was Park Communications (located in Ithaca, N.Y.) in 1977. Today, the company operates 19 stations (10 AM and nine FM) in markets as varied as New York and Yankton, S.D.

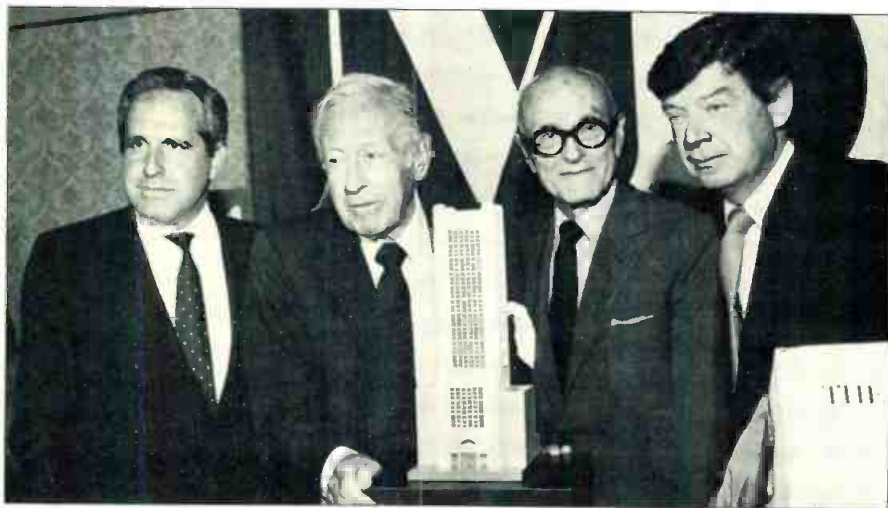
"It is very possible that we will reach the full limit," said Bill Fowler, vice president of radio operations for Park Communications. But the company is more likely to look at AM-FM combinations than at stand-alone AM property, unless it is a major outlet, Fowler said. (The only stand-alone AM outlet currently owned by Park Communications is WNAX(AM) Yankton, S.D.)

It was on Sept. 10, 1984, that the commission's 7-7-7 ownership rule—a limit of seven AM, seven FM and seven television stations adopted in 1953—was lifted for radio. (The rule was lifted for television in April, 1983, allowing for the ownership of 12 television properties, subject to certain conditions.) At the time, the FCC cited among other things, the "changing nature and scope of the business," citing a "dramatic increase" in radio stations since 1953. (The 7-7-7 limitation was initially adopted "to encourage ownership diversity" and to "safeguard against the control of economic power.")

For some radio group executives, having more stations can lend itself to greater operating efficiency. "With more stations, it is easier to take a high [programming] risk on one of them," said Bob Hosking, president of the CBS Radio division, which owns and operates seven AM stations and 11 FM stations.

There remains little doubt within the radio industry that the complexion of station ownership is rapidly changing, primarily because of what many veteran broadcasters refer to as the emergence of a "new breed" of radio group executives—the entrepreneurial operators—who are quickly assembling burgeoning radio station interests into radio-only companies.

"There has been a slow changing of the guard from the old [multimedia conglomerates] to the new, over the past few years especially since Wall Street has discovered radio," said Shamrock Broadcasting's Clark. "Many of these groups are headed by broadcasters who came up through the business."



More museum. William Paley, the 86-year-old founder and chairman of CBS, in a rare public appearance, unveiled the model for a new, larger Museum of Broadcasting building during a news conference at New York's Plaza hotel July 7. The new 17-story building (the top four floors will be rented as office space), which is expected to take about two years to complete, will be located on a vacant \$12-million plot of land on West 52d Street that was donated by Paley. The museum, established 12 years ago by Paley, who serves as its chairman, is now housed at 1 East 53d Street, property which is also owned by the CBS chairman.

The museum now contains 30,000 radio and TV programs in cassette form, covering more than 60 years of broadcasting history. With its new facility, Paley said the MOB will be able to add gallery space for exhibiting scripts and "artifacts" such as broadcasting equipment. There will also be expanded theater space, library and an education section (including screening rooms). The museum is in the process of raising the \$45 million in construction costs. Almost two-thirds of that money has been raised, with each of the three major networks contributing \$2.5 million. Groundbreaking is scheduled to begin in September.

Pictured l-r: Robert Batscha, MOB president; Paley; Philip Johnson, design consultant, and John Burgee, architect.

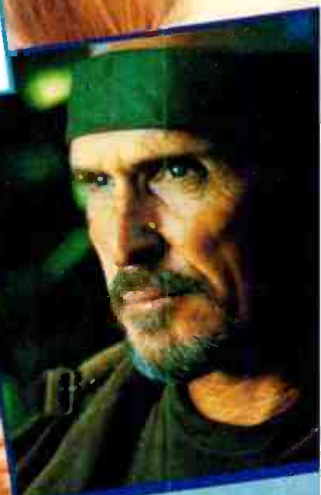
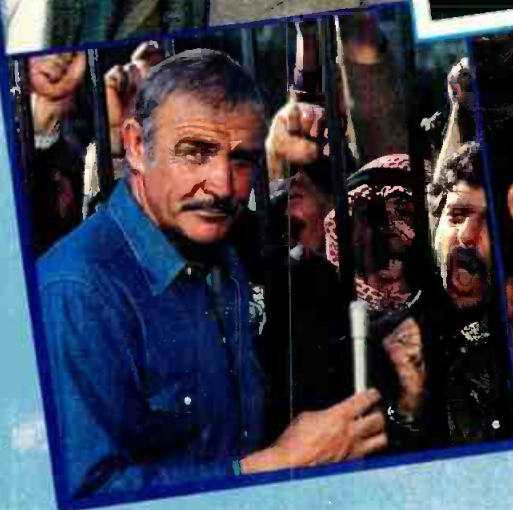
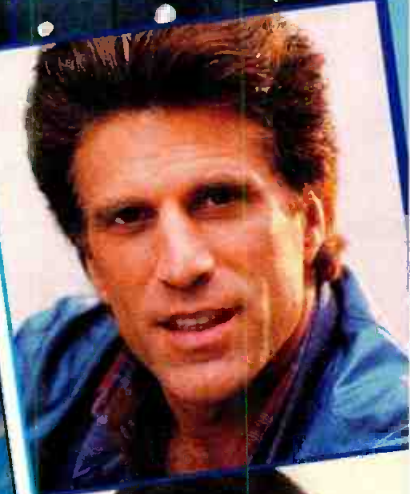
THE POWERS THAT BE

IN



HOLLYWOOD

The most western outpost of the Fifth Estate is called Hollywood. Born out of the movies, it at first resisted the blandishments of the 21-inch screen, then embraced it as an economic and creative haven. Now they're inseparable, if not always on the same wavelength. And just as television is undergoing sea changes in its way of life, so also is Hollywood, trying to keep up not only with the times but with forces of change that are transforming the town and its principals. In this first of a two-part series, BROADCASTING tells how.



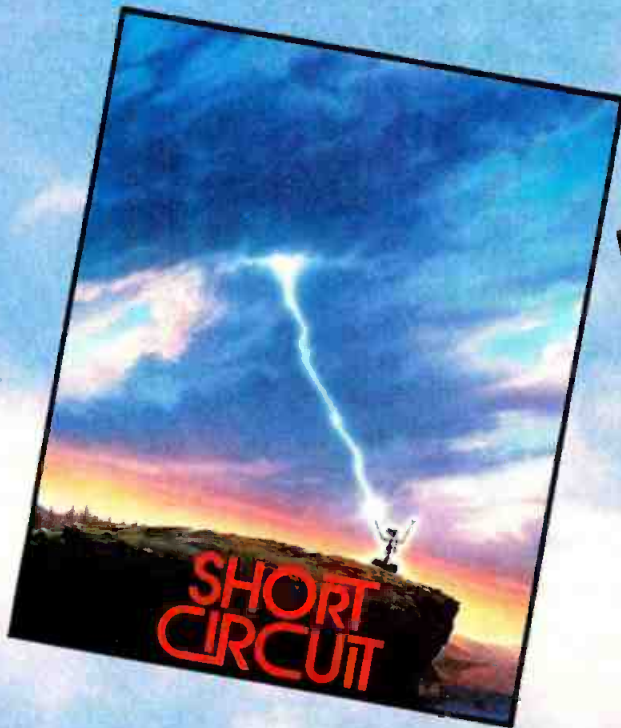
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The winds of change are blowing through Hollywood, too Old order will never be the same

The dream capital of the world—Hollywood—no longer has a lock on television program production. Once again, the economic cycle has turned to threaten Tinsel Town's preeminence as the place where programs are produced. The reason is simple—economic pressures are so intense (the ongoing writers' strike is one demonstration) that many of the established players are taking their business elsewhere.

A recent trade advertisement states the case for two legendary giants of the Hollywood production community: "If you're looking for the greatest television production studio in the world just look a little farther South" . . . and three thousand miles east, to Orlando, Fla., where MGM and Disney have joined forces to build and operate a new television and film production facility at Disney World. "Where in the world," the ad goes on to ask, "could you find the skyline of New York, the sound stages of California and the cost savings of Toronto?"

Michael Dubelko, president, The Cannell Studios, no doubt believes the answer is Vancouver, Canada, where the company just broke ground on a new \$20-million studio he says will be ready for operation next June. Dubelko said last week that once up and running, the Vancouver studio may produce perhaps two to three Cannell programs, about half the studio's capacity, while the other half is leased out. (Currently two of its existing programs are produced in Vancouver at another facility.)

New York is also seeing increasingly more program production come its way each year. Current programs, including *Equalizer*, *The Cosby Show* and *Kate and Allie*, will be joined next year by NBC's *Tattlingers* as New York-based shows. The Kaufman-Astoria Studio in Queens, where *Cosby* was shot last year, is the new home for the cable network, *Lifetime*, which has plans to substantially up its original program production.

No one suggests that Hollywood will dry up and disappear as a production hub. But there are forces at work that could change the landscape there radically.

One trend already apparent, which most believe will continue, is consolidation within the industry. Three years ago, Rupert Murdoch reached out to acquire a major studio—20th Century Fox—along with one of the largest television station groups in the country, Metromedia. Last year, Viacom, with holdings in cable programming and distribution as well as broadcasting, was acquired by a major theater chain owner, National Amusements.

Also last year, Coca-Cola merged its Columbia/Embassy holdings with Tri-Star. More recently, Warner Communications and Lorimar announced their planned merger, and just last week MTM confirmed it would be acquired by Great Britain's TV South (see story, this issue). And MGM/UA has been divided, bought and sold, then rebought and resold so many times over the past several years that some liken the company to 19th century China, when control of that country was partitioned among several major European and major powers.

Gordon Crawford, an entertainment industry analyst with Capital Reserve Management Services, Los Angeles, believes the consolidation trend in Hollywood will continue—particularly if, as expected, the three major networks become major production forces after 1990. "It's a very tough business right now," says Crawford, citing the soft advertising market, which continues to put pressure on license fees, and the collapse of the syndication market for one-hour shows.

"Everybody is waiting until the 1990's to see what the networks do," says Crawford. "My guess is the business will consolidate further." And, assuming all the necessary political compromises are met, Crawford sees the merging of one or more of the networks with a major studio.

David Salzman, member of Lorimar's office of the president, doesn't rule out the possibility of a future network-studio merger, but says, "I hope that doesn't happen." He speaks for many in the production community in saying that such a union would be an "unhealthy and improper change to occur, though it may." Adds Dick Rosenbloom, president, Orion Television: "What happens after 1990 is a real interesting question, assuming the new administration doesn't [revert to a regulatory mode]."

But Salzman agrees with Crawford that consolidation will likely continue because of the industry's "speculative" nature and the need

for resources to survive periods when a producer's program idea don't sell. Indeed, he adds, it is a lot tougher nowadays to make money in the production business than it used to be. "It has become a fully realized industry," he says, where new owners have borrowed a lot for the privilege of getting in, to the inevitable strain on profit margins. Still, he suggests that most recent mergers, or proposed mergers, have had their own special set of circumstances. Murdoch's Fox acquisition, for example, was part of a grand design to create a global media empire, says Salzman.

But in the case of Viacom, the company was simply made vulnerable by prevailing market conditions. On the other hand, "The Columbia thing was really very interesting, the purest of financial plays [resulting largely from] a number of unplanned circumstances," says Salzman. But Orion's Rosenbloom says he thought the MTM deal may be most portentous. "The TV business in Europe has just exploded," he said. "I think more Europeans will be coming in [and investing in U.S. media properties]. They never had the money before and are now rising to positions of wealth and power."

The economics are forcing many of the major production outlets to reconsider program strategies, and some already see changes in the final product. Crawford, for one, notes the emergence of program formats that are relatively inexpensive to produce and yet seem to be working, such as Fox's *A Current Affair* and Quantum Media's *The Morton Downey Jr. Show*. What kind of legs these newcomers will have over time, of course, remains to be seen.

But the economic facts suggest that companies that continue to try to go for only that big network hit, season after season, are taking bigger risk than ever. Stephen J. Cannell Productions, which has been a factory for one-hour programs on the networks, and very successful at it, is trying to branch into other program forms, such as half-hour comedies, specials and programs for cable and first-run syndication. "We realize the need to diversify," says Dubelko.

Salzman agrees it is essential that companies, to remain successful, serve as many program markets as possible. "It's no longer a one-stop business," says Salzman, where companies can survive by selling a show or two to the networks. "We need to come up with new combinations and recombinations to make up for that loss. We have to think in terms of transmedia approaches."

For others, diversification is not so much a key to survival as it is realizing better value for shareholders. That appears to be the case for Aaron Spelling Productions, which went public two years ago after years as a private company that cranked out hit after hit for ABC. However, Jules Haimovitz, president of Spelling, says the company's efforts to diversify (among other things into syndication and station ownership) "have nothing to do with survival. Basically, we're expanding a public company." That, he said, is the nature of the beast. "There is simply an expectation that public companies grow. And getting one hit each year on the networks" won't do the trick, he says.

According to Jonathan Dolgen, newly appointed president, Fox Inc., the company is making a move away from production of one hour shows to concentrate on comedy development, due to the problems of hours in syndication. "We are also trying to understand our business better. We are focusing on the issue of making money not just having shows on the air."

But while network television continues to be buffeted by high costs, soft advertising demand and viewer and rating erosion Dolgen suggests, "a hit network show is still the best thing that can happen to you. Only now you hope it's a half-hour."

In this part one of a special report on "The Powers That Be in Hollywood"—and in a second installment that will appear in the Aug. 1 issue—BROADCASTING has assembled mini-profiles of 16 of the leading television program producers; part one concentrates on the major studios, part two on the major independents. Altogether they present a short course on who's who and what's what in the town that remains the film/television capital of the world.

**This special report was prepared by chief correspondent
Stephen McClellan and staff writer Steve Coe
of BROADCASTING's Hollywood bureau.**

The
ENTERTAINMENT
Report

IT'S A HIT!

"a lifesaver..."

Jill Rappaport, WCBS-TV New York

"timely coverage..."

Lisa Clark, WAGA-TV Atlanta

"a valuable resource..."

Bill Peirce, KCOY-TV Santa Maria, Cal.

"a wonderful thing..."

Norman Mark, WMAQ-TV Chicago

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STATION	REP.	OWNER	AFFILIATE
WABC, New York	Cap Cities/ABC	Cap Cities/ABC	ABC
WLS, Chicago	Cap Cities/ABC	Cap Cities/ABC	ABC
WPVI, Philadelphia	Cap Cities/ABC	Cap Cities/ABC	ABC
KRON, San Francisco	Petry	Chronicle Broadcasting	NBC
WNEV, Boston	TeleRep	New England Television	CBS
WDIV, Detroit	Petry	Post-Newsweek	NBC
WFAA, Dallas	TeleRep	Belo Corporation	ABC
WJLA, Washington, D.C.	Petry	Allbritton Comm.	ABC
KHOI, Houston	TeleRep	Belo Corporation	CBS
WEWS, Cleveland	Blair	Scripps Howard	ABC
WAGA, Atlanta	Storer	Gillett Broadcasting	CBS
WTSP, Tampa	HRP	Great American Broadcasting	ABC
KOMO, Seattle	Katz American	Fisher Broadcasting	ABC
WCCO, Minneapolis	TeleRep	Midwest Communications	CBS
WPXI, Pittsburgh	TeleRep	Cox Broadcasting	NBC
KSDK, St. Louis	Katz	Multimedia	NBC
KTSP, Phoenix	HRP	Great American Broadcasting	CBS
KXTV, Sacramento	TeleRep	Belo Corporation	CBS
WMAR, Baltimore	TeleRep	Gillett Broadcasting	NBC
WTNH, Hartford	Blair	Cook Inlet Comm.	ABC
KCST, San Diego	Gillett Sales	Gillett Broadcasting	NBC
KOIN, Portland	HRP	Lee Enterprises	CBS
WFTV, Orlando	TeleRep	Cox Broadcasting	ABC
KCTV, Kansas City	MMT	Meredith Corporation	CBS
WCPO, Cincinnati	Blair	Scripps Howard	CBS
WTMJ, Milwaukee	MMT	Journal Communications	NBC
WSMV, Nashville	MMT	Gillett Broadcasting	NBC
WSOC, Charlotte	TeleRep	Cox Enterprises	ABC
WWL, New Orleans	Katz	Loyola University of the South	CBS
WLOS, Greenville/Spartanburg	HRP	Anchor Media	ABC
WBNS, Columbus	Blair	Dispatch Printing	CBS
WTVB, Raleigh	Cap Cities/ABC	Cap Cities/ABC	ABC
KWTV, Oklahoma City	TeleRep	Griffin Television	CBS
WZZM, Grand Rapids	Katz	Price Communications	ABC
WKBW, Buffalo	Blair	Queen City Broadcasting	ABC
WMC, Memphis	Blair	Scripps Howard	NBC
KTVX, Salt Lake City	MMT	United Television	ABC
KMOL, San Antonio	MMT	United Television	NBC
WPRI, Providence	HRP	Knight-Ridder	ABC
WVEC, Norfolk	TeleRep	Belo Broadcasting	ABC
WLKY, Louisville	Katz	Pulitzer Broadcasting	ABC
WHIO, Dayton	TeleRep	Miami Valley Broadcasting	CBS
WGHP, Greensboro-High Point	TeleRep	Taft Broadcasting	ABC
WSAZ, Charleston-Huntington	Katz American	Lee Enterprises	NBC
WPEC, West Palm Beach	Katz	Photo Electronics	ABC
WXEX, Richmond	Katz	Nationwide Communications	ABC
KTBS, Shreveport	Katz	KTBS, Inc.	ABC
WALA, Mobile-Pensacola	HRP	Knight-Ridder	NBC
KWCH, Wichita	TeleRep	Kansas Broadcasting System	CBS
KFSN, Fresno	Cap Cities/ABC	Cap Cities/ABC	ABC
WTOL, Toledo	MMT	Cosmos Broadcasting	CBS
WFRV, Green Bay	TeleRep	Midwest Communications	ABC
WDBJ, Roanoke	HRP	Schurz Communications	CBS
KFVS, Paducah	Katz Continental	American Family Broadcasting	CBS
KWWL, Cedar Rapids	Blair	American Family Broadcasting	NBC
KWQC, Quad Cities	Blair	Palmer Communications	NBC
KYTV, Springfield, MO	Blair	Schurz Communications	NBC
WAPT, Jackson, MS	MMT	Price Communications	CBS
WYTV, Youngstown	Settel	Youngstown Broadcasting Co.	ABC
WAFB, Huntsville	Blair	American Valley Broadcasting	NBC
WIS, Columbia, SC	HRP	Cosmos Broadcasting	NBC
WFIE, Evansville	HRP	Cosmos Broadcasting	NBC
WAFB, Baton Rouge	Katz Continental	WAFB Television, Inc.	CBS
KOLN, Lincoln	MMT	Busse Broadcasting	CBS
WCTI, Greenville-New Bern	Petry	Diversified Comm.	ABC
KVBC, Las Vegas	Blair	Valley Broadcasting	NBC
KSFY, Sioux Falls	Katz Continental	News/Press & Gazette	ABC
WBBH, Ft. Myers	Katz Continental	Waterman Broadcasting	NBC
KXJB, Fargo	Settel	No. American Communications	CBS
WTOG, Savannah	Katz Continental	American Family Broadcasting	CBS
WAKA, Montgomery	Katz	Alabama Telecasters	CBS
WTVO, Rockford	Adam Young Inc.	Winnebago Television Corp.	NBC
KSBW, Monterey-Salinas	Blair	Gillett Broadcasting	NBC
KSBY, Santa Barbara	Blair	Gillett Broadcasting	NBC
WWAY, Wilmington	MMT	Price Communications	ABC
WTVM, Columbus, GA	Blair	Pegasus Broadcasting	ABC
KSNE, Joplin	Katz Continental	Price Communications	NBC
KTVN, Reno	Katz	Sarkes Tarzian	CBS
WTRF, Wheeling	Blair	Adams Communications	CBS
KJAC, Beaumont	Katz	Price Communications	NBC
KFDX, Wichita Falls	Katz	Price Communications	NBC
WTVA, Columbus-Tupelo	Katz Continental	WTWV, Inc.	NBC
WSEE, Erie	MMT	Keystone Broadcasting	CBS
KFSM, Ft. Smith	Katz Continental	NY Times Broadcasting	CBS
KESQ, Palm Springs	Katz Continental	EGF Broadcast Corp.	ABC
WXVT, Greenwood/Greenville	Settel	Big River Broadcasting	CBS
KYEL, Yuma	Katz Continental	Beam Communications	NBC
WWNY, Watertown	Katz Continental	United Communications	CBS
WHAG, Hagerstown	Katz	Great Trails Broadcasting	NBC
WVIR, Charlottesville	Katz Continental	Waterman Broadcasting	NBC

COLUMBIA

Columbia Pictures Television
3300 Riverside Drive
Burbank, Calif. 91505
(818) 954-6000



Columbia Pictures Entertainment was formed last December as the result of a merger between Coca-Cola Inc.'s Entertainment Business Sector and Tri-Star Pictures. At the time of the merger, Coke's Entertainment Sector included Columbia Pictures, Merv Griffin Enterprises, Embassy Communications, Coca-Cola Telecommunications (a first-run syndication unit, subsequently discontinued) as well as interests in Tri-Star and TeleVentures. The deal was structured so that Tri-Star actually acquired the assets of Coke's Entertainment Business Sector in exchange for 75 million shares of its stock.

When the merger was put into effect, Coke distributed some of its Tri-Star stock to Coke shareholders as a one-time dividend, and ended up with a 49% stake in the merged public company, which changed its name from Tri-Star to Columbia Pictures Entertainment. The remaining 51% of the stock went to existing shareholders of Coca-Cola and Tri-Star.

In the reorganization that followed, Victor Kaufman, who had been head of Tri-Star Pictures (and before that a top Columbia Pictures executive)

was tapped to run the new company as president, reporting to Donald Keough, president of Coca-Cola, who assumed the title of CPE chairman.

Kaufman, in turn, reorganized the company's television operations, naming his close friend Gary Lieberthal to the post of chairman/CEO, Columbia Pictures Television, which essentially combined the operating units of Columbia/Embassy and Tri-Star into one operating subsidiary.

Barry Thurston was named president, syndication, CPT, holding essentially the same

job he did as president of syndication at Columbia Embassy. The company retains a one-third interest in Televentures, the syndication joint venture with two other parties, Stephen J. Cannell Productions and Witt-Thomas-Harris. Merv Griffin Enterprises was left as a separate operating unit.

Columbia, which has been in the television business since 1949, is the eighth-ranked supplier of prime time programs to ABC, CBS and NBC for the start of 1988-89 season, with two-and-a-half hours—*Designing Women* (CBS), *227*, *Something is Out*

- ☆ **Donald Keough**
Chairman
- ☆ **Victor Kaufman**
President/CEO
- ☆ **Lewis Korman**
Senior executive VP
- ☆ **Gary Lieberthal**
Chairman/CEO,
Columbia Pictures
Television
- ☆ **Scott Siegler**
President/COO,
Columbia Pictures
Television
- ☆ **Barry Thurston**
President, syndication,
Columbia Pictures
Television
- ☆ **Merv Griffin**
Chairman, Merv Griffin
Enterprises
- ☆ **Robert J. Murphy**
President, Merv Griffin
Enterprises

There (NBC), and *Who's the Boss* (ABC). However, the company also has an order of 16 episodes from NBC for *My Two Dads*, the second-highest ranked new show of the 1987-88 season, for mid-season use. Columbia also produces Fox Broadcasting's *Married ... With Children*, and is the only major studio in the daytime soap opera business, producing *The Young and the Restless* for CBS and *Days of Our Lives* for NBC.



Lieberthal



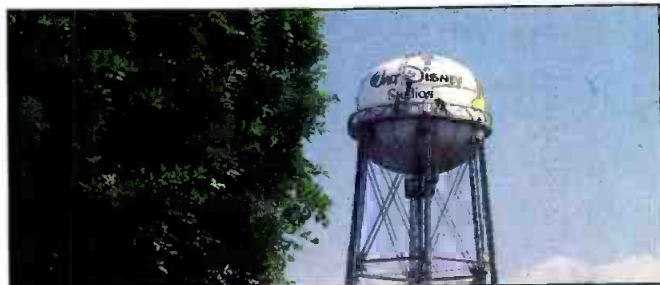
Siegler



Thurston

DISNEY

The Walt Disney Co.
500 South Buena Vista Street
Burbank, Calif. 91521
(818) 840-1000



Following its dramatic 1984 takeover battle, Walt Disney has seen a resurgence not only in its traditional theatrical business, but in television as well. The studios have greatly expanded the output of theatrical releases, bringing it 1987's second largest share of the domestic theatrical market after Paramount. And Disney Studio Chairman Jeffrey Katzenberg and President Rich Frank returned the company to network television and brought it into TV syndication for the first time as well.

As a result, the studio's take from the television business has risen from a low of \$14 million in 1984 to \$286 million last year, with 1988 worldwide revenue from TV operations projected by one source to be \$255 million.

For the 1988-89 television season, the company's network output will include the return of the Emmy award-winning *Golden Girls*, the half-hour NBC sitcom produced with Witt-Thomas-Harris. The same producers will introduce a *Golden Girls* spin-off, the half-hour sitcom, *Empty Nest*, also on NBC.

Disney's traditional Sunday night programming efforts will continue next season, but this time on NBC. After CBS canceled *Wonderful World of Disney* in 1983, ABC picked up the two-hour *Disney Sunday Movie* in early 1986. ABC cut the program to one hour last year, but then lost an option to renew it for the 1988-89 season. NBC's version, *The Magical World of Disney*, will feature three rotating hour-long series (remakes of *Davy Crockett* and "The Absent-Minded Professor" and an action-adventure series to be an-

nounced), as well as classic Disney movies and specials every fourth week.

The studio first entered the syndication business in 1986 with classic feature film packages and past episodes of *Wonderful World of Disney*. The effort, handled through Disney's Buena Vista Television syndication arm, later grew to include the output of Disney's new Touchstone unit, with films such as "The Color of Money" and "Down and Out in Beverly Hills" available beginning in 1989. A third package of theatricals, *Magic III*, will be available for fall 1990 showing.

Off-network syndication sales of Touchstone's *Golden Girls* for 1990 began last

month, and is expected by many observers to be a major success for Buena Vista, drawing prices from TV stations of as much as two-thirds of the syndication phenomenon *The Cosby Show* (*Cosby* is expected to generate approximately \$450 million in revenue).

The company has had its share of success in the first-run syndication business as well, with its game show *Win, Lose or Draw* performing exceptionally in its first year last year and now confirmed for a second season. Also a firm go for its second year next season is *Siskel & Ebert at the Movies*, while the strong performance of its animated *Duck Tales*, now renewed for third and fourth seasons, has led to a spin-off—*Chip 'n' Dale's Rescue Rangers*—for fall 1988. Also on the first-run calendar for fall is *Live with Regis and Kathie Lee*, a one-hour national version of WABC-TV New York's *The Morning Show*.

Disney has substantial interest in the cable business through its five-year-old Disney Channel, with 3.8 million subscribers. According

- ☆ **Michael Eisner**
Chairman/CEO
- ☆ **Jeffrey Katzenberg**
Chairman/CEO,
Walt Disney Studios
- ☆ **Richard H. Frank**
President/COO,
Walt Disney Studios
- ☆ **Randy Reiss**
President, network TV
Walt Disney Television
- ☆ **Robert Jacquemin**
Senior VP, Buena Vista
Television
- ☆ **John Cooke**
President, The Disney
Channel

to one financial source, the channel's 1987 revenue was \$132 million, with 1988 revenue projected to hit \$165 million. Disney signed an unusual deal with NBC earlier this year in which the broadcast network will, for the first time, produce programs for cable TV. In pay cable, Touchstone has an exclusive, five-year deal with Viacom's Showtime-The Movie Channel.



Reiss; Etienne De'Villiers, president of TV distribution for Buena Vista; Jacquemin; Frank, and Jamie Bennett, Buena Vista programming VP

Twentieth Century Fox enters the 1988-89 network season next fall with two hours of prime time programming. Renewed were NBC's one-hour *L.A. Law* and ABC's half-hours *Hooperman* and *Mr. Belvedere*. The studio's network tally for next season is down a half-hour from last year, with the cancellation of *Leg World*, and off two-and-a-half hours from the previous season with the cancellations of *Heart of the City* and *The Wizard*.

The good news for Fox, however, is Fox Broadcasting Co.'s deal with top producer Stephen J. Cannell. (Fox Broadcasting, along with Twentieth Century Fox and Fox Television Stations, are all units of Fox Inc.)

Cannell is being tapped for the upcoming season to spin off his successful one-hour *21 Jump Street*, airing on the Fox network's Sunday night schedule, to a new Saturday addition, the one-hour *City Court*.

A two-hour Monday night movie block is also being opened on Fox Broadcasting for original made-for-TV movies and mini-series from the studio, as well as the Fox library of films. Also on Fox, from the producers of *A Current Affair*, will be a new magazine program this summer, *Page One*.

In syndication, production for first-run includes *A Current Affair*, a half-hour magazine show which started on Fox's New York O&O in 1986, went to the other Fox stations in 1987 and into national syndication in time to emerge in fourth place among syndicated shows in the May 1988 sweeps book.

Fox's first-run sitcom, *Small Wonder*, renewed for next year, is also preparing for stripping in the fall of 1989, while another first-run sitcom, *9 to 5*, is being stripped for the fall. Not returning next season is the first-run game show, *\$100,000 Pyramid*.

Also readied for syndication, beginning in 1989, is *Mr. Belvedere*, which has complet-

ed its third full season on ABC. Among other successful syndication products from the studio are its Century 14 film package, offered this year with 11 titles including "Aliens," "Cocoon," "Jewel of the Nile" and "Black Widow," as well as its long-running success, *M*A*S*H*.

The Fox-owned stations have been an important testing ground and production

the cable network exclusive rights to theatrical releases. And in the home video business, the company operates a profitable joint venture with CBS.

Fox Inc. Chairman and CEO Barry Diller joined Fox in October 1984 from Paramount Pictures Corp., where he held the same titles. Among the film titles that emerged from Paramount during his tenure there:



source for several new programs. For example, the Fox stations produce *Double Dare* for syndication by Viacom, while Fox Broadcasting's *America's Most Wanted* emerged from Fox's WDCB(TV) Washington. And the Fox O&O's are currently testing a one-hour children's cartoon show called *The D.J. Kat Show*.

In cable, 20th Century Fox has a deal with HBO that gives

"Raiders of the Lost Ark"; "Star Trek" (and its sequels), and "Terms of Endearment." Paramount television series credits of that era include *Happy Days*, *Cheers* and mini-series *The Winds of War* and *Shogun*. As an executive with ABC, Diller pioneered the mini-series concept with *QB VII* in 1974. He also secured the rights to *Roots*.

Jonathan Dolgen is president of Twentieth Century's

- ☆ **Barry Diller**
Chairman/CEO, Fox Inc.
- ☆ **Jonathan Dolgen**
President, Fox Inc.
- ☆ **Harris Katleman**
President/CEO, 20th Century Fox Television Production Division
- ☆ **Michael Lambert**
President, domestic syndication
- ☆ **Jamie Kellner**
President/CEO, Fox Broadcasting Co.

television division, which comprises both program production for the three principal broadcast networks, and distribution through first-run and international syndication, pay cable and home video. Dolgen joined Fox in 1986 from Columbia Pictures, where he served as both president of domestic operations and of the company's pay cable home entertainment group.

Harris Katleman, president and CEO of Fox Television, joined the company in 1980 from a partnership in Bennett/Katleman Productions. His previous positions include president and head of production for MGM Television and president, Four Star Entertainment.

Domestic syndication of television product is overseen by Michael Lambert, president of that area, who joined Fox in 1985. Lambert is also responsible for all advertiser-supported program sales and basic cable activities. Before joining Fox, Lambert was senior vice president, HBO Enterprises, and senior vice president, pay television, for Viacom.

Jamie Kellner, president and chief operating officer of Fox Broadcasting Co., was recruited in 1986 from Orion Entertainment Group, where he was president, to launch the Fox Broadcasting programming service. Kellner came to Orion when that company merged with Filmways, of which he had also been president.

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CAN OUTPERFORM
EXPENSIVE
OFF-NETWORK
SITCOMS...**

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“ I’ve always believed that the performance of a sitcom strip is the result of the quality of its content and production. That’s why when Lorimar asked us to be the first station to strip ‘It’s a Living,’ we considered their offer seriously. We looked closely at the quality of the writing and acting, the show’s first-run track record, and the sensible license fee.

Believing that ‘It’s A Living’ had great potential for ratings and profits, we scheduled it at 6:30PM in the middle of our sitcom line-up.

Well, not only did ‘Living’ hold its own throughout May, it raised our 6:30PM time period rank from 5th last year to 2nd this May, beating two affiliates and passing our independent sitcom competition in share and important demos. It also finished the sweeps with the second highest share of all sitcom strips in the market.

I guess it just goes to prove that in syndication it doesn’t matter where a strip comes from, only where it has the potential to go! ”

Jim Boaz
Vice President & General Manager
WTXF Philadelphia

WHAT JIM BOAZ, OWNER OF WTXF IN PHILADELPHIA HAS TO SAY...

Monday-Friday 6:30PM

STATION	PROGRAM	HH SH	000's				TNS/KDS
			W18-49	W25-54	M18-49	M25-54	
WPVI	ABC World News	34	136	163	126	138	34
WTXF	IT'S A LIVING	12	90	69	62	45	114
WPHL	Facts of Life	11	71	58	38	24	122
KYW	NBC Nightly News	11	33	34	36	40	14
WCAU	CBS Evening News	9	35	46	40	45	14
WGBS	All in the Family	5	23	23	14	13	16

Key Fringe/Access Sitcoms in Philadelphia

STATION	PROGRAM	TIME PERIOD	HH SHARE
WTXF	Family Ties	7:00PM-7:30PM	13
WTXF	Family Ties	6:00PM-6:30PM	13
WTXF	IT'S A LIVING	6:30PM-7:00PM	12
WTXF	Three's Company	5:30PM-6:00PM	12
WTXF	M*A*S*H	7:30PM-8:00PM	11
WPHL	Facts of Life	6:30PM-7:00PM	11
WTXF	Happy Days Again	5:00PM-5:30PM	10
WPHL	Diff'rent Strokes	6:00PM-6:30PM	9
WPHL	Diff'rent Strokes	5:30PM-6:00PM	9
WGBS	All in the Family	11:30PM-12:00AM	8
WPHL	Jeffersons	7:00PM-7:30PM	7
WPHL	Silver Spoons	7:30PM-8:00PM	7
WGBS	All in the Family	6:30PM-7:00PM	5
WTXF	M*A*S*H	11:00PM-11:30PM	5
WGBS	Gimme A Break	5:00PM-5:30PM	4
WTXF	Taxi	10:30PM-11:00PM	4
WGBS	Odd Couple	11:00PM-11:30PM	4
WGBS	I Dream of Jeannie	5:30PM-6:00PM	3

SOURCE: ARR 5 88 (HH SH "IT'S A LIVING" and later only)

**It's a
Living**
A WITT/THOMAS PRODUCTION



LORIMAR

Lorimar Telepictures Corp.
10202 West Washington Boulevard
Culver City, Calif. 90232
(213) 280-8000

Whatever is said about Lorimar Telepictures must be prefaced with the fact that the company has agreed to be acquired by Warner Communications Inc. If that deal goes through, Warner would be the largest producer of television programs, and Lorimar Telepictures would cease to operate as an independent company. Indeed, layoffs have already begun at Lorimar Telepictures in preparation for the merger—100 staff members in the company's film distribution unit were let go last month, as well as a handful of corporate publicity employees.

The two companies have suggested that their distribution units (essentially sales and marketing operations) would be merged, while program production operations would remain independent.

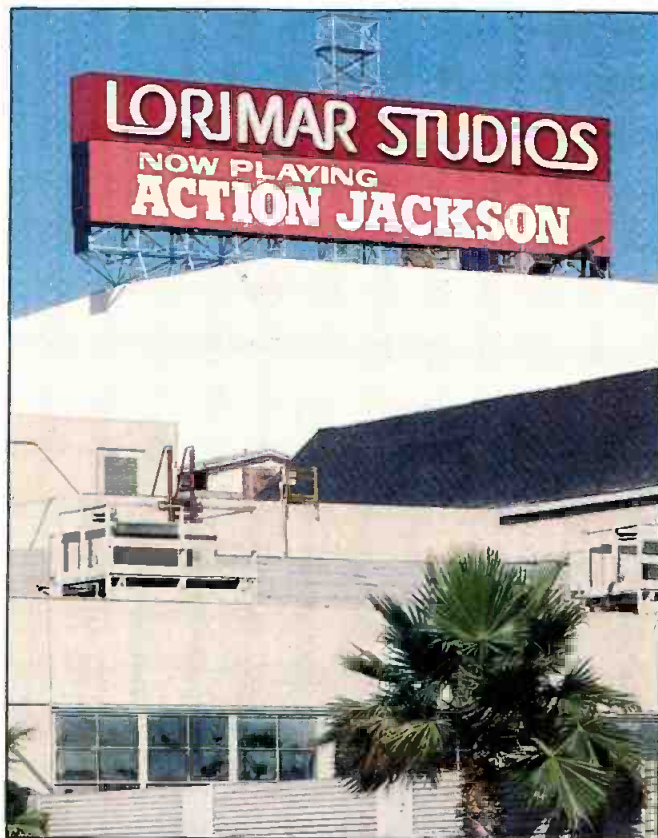
While Lorimar has come a long way since its founding in 1969 by partners Merv Adelson and Lee Rich, more recent troubles—and depressed market value—had a lot to do with Warner Communication's bid, and Lorimar's acceptance of it.

Despite the problems, which most observers say are the result of Lorimar Telepictures' attempt to expand too far too fast, Lorimar remains the largest producer of domestic television programs, with 18 shows scheduled for production (nine each in the network and first-run markets).

The company, as an Adelson-Lee partnership, made its mark early on the network side of the business, with such popular family-oriented programs as *The Waltons* and *Eight is Enough*.

In 1978, the company launched the prime time soap opera genre with *Dallas*, which along with a spinoff, *Knots Landing*, and a third Lorimar soap, *Falcon Crest*, is scheduled to return to CBS next fall.

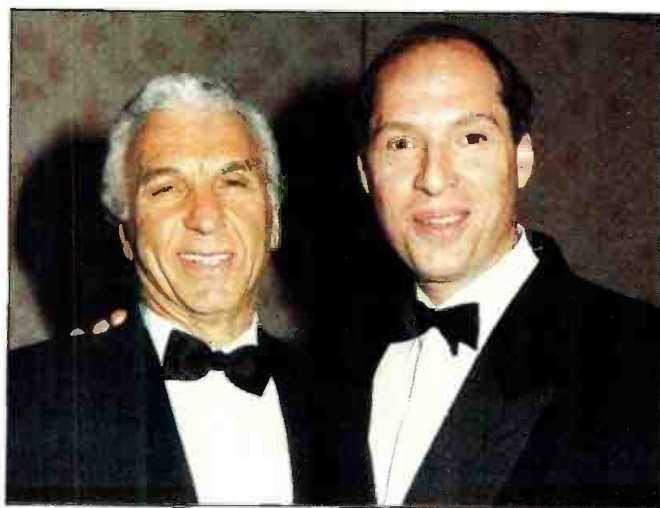
In 1984, Lorimar bought into the advertising business with the acquisition of Kenyon & Eckhart and two years later added to its agency holdings with the purchase of Bozell &



Jacobs. Also in 1986, Lorimar merged with Telepictures, a major force in syndicated television programming, which signaled a major effort to branch out and become, in Adelson's words, "a broad-based entertainment and communications

company."

The merger brought together the talents of Adelson and Rich, as well as Dick Robertson, who ran Telepictures' domestic syndication operation; Michael Solomon, who was in charge of its extensive interna-



Adelson and Salzman

- ☆ **Merv Adelson**
Chairman/CEO
- ☆ **Dick Robertson**
Office of the president
- ☆ **Michael Jay Solomon**
Office of the president
- ☆ **David Salzman**
Office of the president

tional program sales division; David Salzman, who oversaw the company's West Coast activities (program development, the syndicated N.I.W.S. service and acquisitions), and Michael Garrin, head of East Coast activities, including the publishing unit.

The company also expanded into home video, buying Stuart Karl's home video company, and made millions and a name for itself with the Jane Fonda exercise video.

In May 1986, Lorimar Telepictures announced it would acquire the Storer Broadcasting station group, as well as WTVJ-TV Miami from Kohlberg Kravis Roberts & Co., for \$1.85 billion. That was shortly before Lee Rich left the company to become chairman of United Artists, amid reports that he and Adelson split over the latter's rapid expansion program. It soon became evident, however, that the advertiser-supported businesses Lorimar Telepictures had expanded into were in for soft times. With its debt climbing to more than \$400 million in fiscal 1987, the company called off its deal with KKR and sold its publishing and advertising divisions, opting to focus on the core business of producing and selling programs.

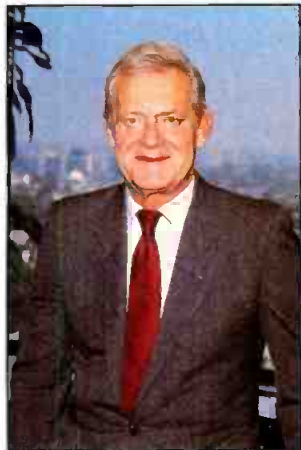
Lorimar Telepictures has sold two new network prime time shows for next season, *Midnight Caller*, to NBC, and *Paradise*, to CBS.

New for syndication next season are *Fun House*, *Family Medical Center*, *Nightmare on Elm Street: Freddy's Nightmares* and new episodes of *Gumby* and *Alvin and the Chipmunks*.

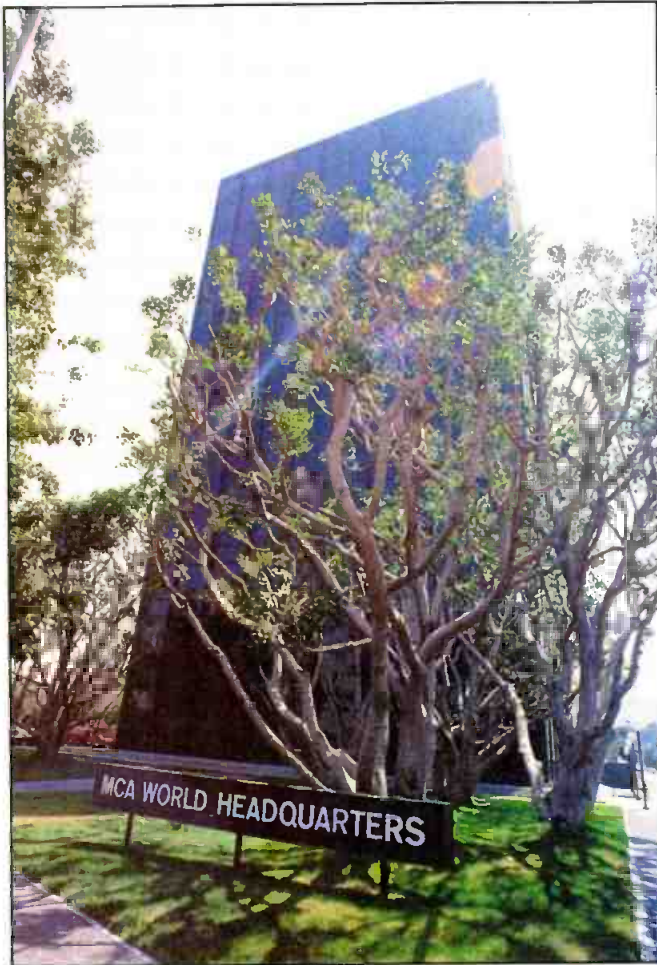
With six-and-a-half hours of prime time programming on the networks this fall, MCA/Universal ranks second on the list of major producers. Universal Television will produce six series for the networks, while MCA TV Enterprises will have eight shows in first-run syndication. In addition, *The New Leave It to Beaver* is being produced for cable television. Overseeing all of MCA/Universal's television activities is Al Rush.

Rush, chairman of the MCA Television Group, was named to that position in October 1986. The MCA Television Group comprises the company's Universal Television, MCA TV, MCA Television Ltd., MCA TV International and MCA TV Enterprises. Before being named chairman, Rush served as president of the MCA Television Group for five years. Prior to that, he was president of MCA TV Program Enterprises, which he created in 1978.

As president of the MCA Television Group, Robert Harris is responsible for the production and sales worldwide of television projects for network, cable and syndication. His association with the company began in 1975, when he joined Universal as the producer of *Baretta*. In 1977 he was named VP of Universal Television, concentrating on program development. Before joining Universal, Harris was a program executive at ABC Television, where he acted as



Rush



liaison between the network and the producers of the network's prime time programming. As the liaison, he was involved in the production and scheduling of ABC series, including several produced by Universal.

Shelly Schwab, as president of MCA TV Enterprises, is responsible for the division's program development, financing and distribution for first-run syndication, as well as overseeing the MCA TV Group's advertising sales and barter sales activities. Schwab started his career with the *New York Daily News*, as a sales and marketing executive, eventually moving to CBS where he held sales and management positions.

Kerry McCluggage, president, Universal Television, at age 33, has had a fast rise at

Universal. He joined the company 10 years ago, as a programming executive. In 1980, McCluggage became Universal's youngest VP, at age 25. Before being named to his current position in October 1986, he had been supervising producer of *Miami Vice*.

Donald Menchel, president of MCA TV since 1978, is responsible for leading that division in the syndication of domestic television and motion picture product. Before joining the company in 1975 as VP, director of sales, Menchel was director of marketing at Time-Life Films. In addition to his position as president of MCA TV, he is a VP of MCA Inc.

MCA TV International is headed by President Colin Davis. A native of England, Davis is responsible for licensing theatrical films and television

- ☆ **Lew R. Wasserman**
Chairman/CEO
- ☆ **Sidney J. Sheinberg**
President/COO
- ☆ **Al Rush**
Chairman, MCA
Television Group
- ☆ **Robert A. Harris**
President, MCA
Television Group
- ☆ **Shelly Schwab**
President, MCA TV
Enterprises
- ☆ **Kerry McCluggage**
President, Universal
Television
- ☆ **Donald Menchel**
President, MCA TV
- ☆ **Colin P. Davis**
President, MCA TV
International

product outside the U.S.

Almost Grown, produced in association with Atlantis Productions, and the *Saturday Mystery Movie*, produced solely by Universal for ABC, are Universal's two new fall projects. *Almost Grown*, airing on CBS at 10-11 p.m. on Monday, traces the relationship of a couple through three decades. ABC's *Saturday Mystery Movie* will feature three rotating series, one of which will star Peter Falk reprising his role of Columbo; the others will star Burt Reynolds and Lou Gossett Jr.

For the 1988-89 season, Universal will return *Murder, She Wrote*, produced solely by Universal; *Miami Vice*, produced in association with Michael Mann; *The Equalizer*, produced solely by Universal, and *Coming of Age*, returning for its second season, also produced solely by Universal.

In first-run syndication, MCA TV Enterprises returns *Charles In Charge*, for its fourth year; *Bustin' Loose*, for its third year; *Puttin' On The Hits*, for its fifth year, and *The Street*, for its second year. In 1987, MCA TV licensed *Miami Vice* and *Murder She Wrote* to the USA Network, of which MCA is 50% owner.

MGM

MGM/UA Communications Co
450 North Roxbury Drive
Beverly Hills, Calif. 90210
(213) 281-4508

At the time that MGM and United Artists merged in 1986, Lee Rich, chairman/CEO of MGM/UA Communications Inc., declared that one of the goals for MGM/UA Television Productions was to "attract and sign the best creative people to production agreements." An example of achieving that goal was the signing to a production agreement of Marshall Herskovitz and Edward Zwick, producers of the popular ABC series *thirtysomething*, which will enter its second season in the fall.

Rich has a long and suc-

cessful history in the television production business. While at Benton & Bowles, Rich produced *The Dick Van Dyke Show*, *The Andy Griffith Show* and *Gomer Pyle, U.S.M.C.*, among others. In 1969, he founded Lorimar, where he was responsible for such shows as *The Waltons*, *Eight is Enough*, *Dallas*, *Knots Landing* and *Falcon Crest*. Rich left Lorimar in 1986. He joined United Artists in April 1986, before the merger, as chairman/CEO. Reporting to Rich as president of MGM/UA

Television Productions is David Gerber. As an independent producer, Gerber was responsible for such programs as the mini-series *George Washington*, which received six Emmy nominations and a Peabody award.

Lynn Loring, executive VP, MGM/UA Television Productions, is, along with Gerber, responsible for the development and production of TV series and movies for the company. Before coming to MGM/UA in 1985, Loring spent five-and-a-half years as VP, motion pictures and television, at Aaron

of TV programming. Before founding that company in 1984, he founded Polygram Television in 1980, and was that company's first president/COO, responsible for production and distribution.

Also under the MGM/UA Telecommunications banner is the home video division headed by Bud O'Shea, president. O'Shea was named to the position in May 1988, after spending a year as that division's executive VP. Prior to coming to MGM/UA in 1987, he spent six years at 20th Century Fox, where he was senior

- ☆ **Lee Rich**
Chairman/CEO
- ☆ **David Gerber**
President, MGM/UA
Television
- ☆ **Norman Horowitz**
President/COO,
MGM/UA
Telecommunications
- ☆ **Bud O'Shea**
President, MGM/UA
Home Video
- ☆ **Lynn Loring**
Executive VP, MGM/UA
Television



Spelling Productions. Prior to Spelling, Loring spent several years as an actress.

Norman Horowitz, as president/COO of MGM/UA Telecommunications (a wholly-owned subsidiary of MGM/UA Communications), oversees all the company's distribution and syndication operations. Horowitz was named to the position in November 1986. Before joining MGM/UA, Horowitz was the president/CEO of the Norman Horowitz Co., which handled the acquisition, distribution and coproduction

VP of the home video division. Before his tenure at Fox, he was at MCA, as the vice president of MCA home video.

Under the leadership of Rich, Gerber and others, MGM/UA Television Productions has made impressive strides since 1986. For the 1988-89 television season, MGM/UA will have three-and-a-half hours of product on the networks, an increase of two-and-a-half hours from last season. The increase marks the biggest jump of any producer this season.

Also on the slate for MGM/UA during the 1988-89 season is the production of Bob Woodward's controversial book, "The Secret Wars of the CIA, 1981-1987." The four-hour mini-series is being produced for CBS.

On the first-run syndication side, MGM/UA is distributing *Group One Medical* and *Twilight Zone: Group One Medical*, scheduled for an Oct. 3 launch, has cleared 19 of the top 20 markets, and of the 73 markets committed to the show, 69 are network affiliates.

PARAMOUNT

Paramount Pictures Corp.
5555 Melrose Avenue
Los Angeles, Calif. 90038
(213) 468-5000



Paramount's involvement in television dates back to 1938, when the studio acquired wxyz in Los Angeles (later KTLA), and wBKB in Chicago, (later WLS-TV). In the 50 years since then, Paramount has been one of the leaders in television production, producing such hits as *Gunsmoke*, *The Odd Couple*, *Happy Days*, *Laverne and Shirley* and *Taxi*.

The Paramount television group is part of Paramount Entertainment, which falls under Gulf + Western's Entertainment division. Gulf + Western acquired Paramount in 1966.

Mel Harris heads Paramount's Television Group as president. Harris's responsibilities include worldwide development, production and sales of programming for network, syndication, pay television and home video. Harris joined Paramount in 1977 as VP, program marketing, for Paramount Domestic Syndication.

Reporting directly to Harris, as president of Paramount's network television division, is John S. Pike. Pike is responsi-

ble for the development and production of all original programming for ABC, CBS, NBC and Fox. He currently oversees the production of *Family Ties* and *Cheers* and was instrumental in launching Showtime's *Brothers*.

Also reporting directly to Harris is Lucille S. Salhany, president of the domestic television division. Salhany is responsible for the development, production and sales of first-run and off-network programs. Her division produces five shows for first-run syndication: *Marblehead Manor*, *Friday the 13th: The Series*, *Brothers*, *Entertainment Tonight* and *Solid Gold*. Salhany's division also distributes *Star Trek: The Next Generation* and *Webster*.

Robert Klingensmith was named president of Paramount's video division in August 1986. Under his leadership, the video division oversees worldwide sales and marketing of all Paramount product to pay television, home video and ancillary mar-

kets. Klingensmith is also responsible for the production of all Paramount original production for home video. In addition to helping found Paramount's home video division, Klingensmith was instrumental in the signing of Paramount's exclusive licensing agreement with HBO. The agreement, which was signed in 1987 and runs through 1994, gives HBO exclusive pay television rights to 85 Paramount theatrical films beginning with those released this year. Sales from Paramount videocassette sales now exceed \$225 million.

Bruce Gordon's association with Paramount began in 1968, when Paramount acquired Desilu Studios and Gordon was named managing director of Paramount's Far Eastern operations. After serving as VP, international television from 1974 to 1981, Gordon was named president of Paramount's International Television Services Ltd., in July 1981.

Paramount will produce three hours of programming for

- ☆ **Frank G. Mancuso**
Chairman
- ☆ **Mel Harris**
President, Paramount Television Group
- ☆ **John S. Pike**
President, Network Television Division
- ☆ **Lucille S. Salhany**
President, Domestic Television, Paramount Television Group
- ☆ **Robert Klingensmith**
President, Paramount Video Division
- ☆ **Bruce Gordon**
President, International Television Services Ltd.

the networks this fall. Returning from the 1987-88 schedule will be *MacGyver* (jointly produced with Winkler-Rich), *Cheers* (produced with C-B-C) and *Family Ties* and *Day by Day* (both produced with UBU). A Paramount product new to this year's schedule is *Dear John*, on NBC.

WARNER

Warner Brothers Television
4000 Warner Boulevard
Burbank, Calif. 91522
(818) 954-6000



Warner Brothers has been one of the largest producers of prime time television programming since the mid-1950's when it was one of the first major studios to enter the television production business. In the '50s and '60s Warner was known for such shows as *Cheyenne*, *Maverick*, *77 Sunset Strip* and *Hawaiian Eye*. The studio's hit-making capability extended into the 1970's with *The FBI*, which ran for nine seasons, *Kung Fu*, *Streets of San Francisco*, *Harvey O*, and *Wonder Woman*. In 1977, Warner acquired David Wolper Productions, and together, Warner and Wolper produced the mini-series *Roots*, still the highest-rated example of that genre. Warner's success continues in the 1988-89 season, with the studio placing six series on the networks; five of the six are renewals from last season.

A proposed merger, if completed, between Warner Brothers and Lorimar could make Warner the biggest television producer, since Lorimar, with seven hours of programming on the networks, is the top producer of prime time programming. The merger could also make Warner a major player in the first-run syndication arena, an area in which it has not been much of a factor.

Heading Warner's television production division as president is Harvey Shephard. Shephard joined Warner in June 1986, after spending nearly 20 years with CBS in a number of positions. He started with CBS in 1967 as man-

ager of audience measurement and left the network as senior vice president, programs, for CBS Entertainment. Shephard had been responsible for all aspects of the network's programming from 1980 to the time of his departure. As president of Warner Brothers Television Production Division, Shephard reports directly to Robert Daly, chairman and CEO of Warner Brothers Inc.

Reporting directly to Harvey Shephard on the production side are: Larry Lyttle, senior vice president, creative affairs, responsible for current series programming as well as series development; Jane Rosenthal, vice president in charge of movies and mini-series, and Gary Credle, vice president, production, responsible for the cost and logistics of all Warner television productions.

Charles McGregor has been

the president of Warner Brothers television worldwide distribution for the past 19 years. He is responsible for both the foreign and domestic sales operations for Warner Brothers television. Before joining Warner, McGregor was the president and chief executive officer of Banner Films Inc., which he co-founded.

Warner's home video division is headed by Warren Lieberfarb, president of that division since January 1985.

Leading Warner's pay TV, animation and network features division is Edward Bleier. During the 18 years that Bleier has been with Warner, he has been involved in many different programming areas: cable, pay TV and home video. Before joining Warner, Bleier headed his own TV production and distribution company.

For the 1988-89 fall season, Warner will have programming on all three networks. ABC will carry four Warner series, CBS and NBC will each air one. On ABC next fall, *Growing Pains*, in its fourth season and produced solely by Warner, will be seen at 8-8:30 p.m. on Wednesday; *Head of the Class*, in its third season and produced in association with Michael Elias, will be on at 8:30-9 on Wednesday; *China Beach*, in its second season and produced in association with John Sacret, will air at 10-11 on Wednesday; *Just the 10*



Lieberfarb, Shephard and McGregor

- ☆ **Steven J. Ross**
Chairman
- ☆ **Robert A. Daly**
Chairman/CEO, Warner Bros. Co.
- ☆ **Harvey Shephard**
President, Warner Bros. Television Production
- ☆ **Charles D. McGregor**
President, Warner Bros. Television Worldwide Distribution
- ☆ **Warren Lieberfarb**
President, Warner Home Video
- ☆ **Edward Bleier**
President, pay TV, animation, features, Warner Bros. Inc.
- ☆ **Larry Lyttle**
Senior VP, creative affairs, Warner Bros. Television
- ☆ **Gary Credle**
VP, production, Warner Bros. Television
- ☆ **Jane Rosenthal**
VP, movies, mini-series, Warner Bros. Television.

of Us, in its second season and produced solely by Warner, will be seen at 9:30-10 on Friday.

The one new product from Warner will be seen on CBS. *Murphy Brown*, starring Candice Bergen, is being produced with Diane English and Joel Shukovsky and will air on Monday at 9-9:30.

On NBC, Warner's longest-running series, *Night Court*, will start its sixth season. *Night Court*, produced in association with Starry Night Productions, will air on Wednesday at 9-9:30.

On the syndication side, Warner has grown in each of the past six years. Contracts written in 1987 for current and future syndication totaled more than \$330 million. Warner has reported strong sales for the 123 episodes of *Night Court* and the 112 episodes of *Growing Pains*, as well as the future package of 110 episodes of *Head of the Class*, available in 1990.

MTM sold to British broadcaster

sale, described as 'merger,' will open U.S. market to TVS, European to MTM; MTM top brass, operations to remain unchanged

what will be the largest acquisition to date by a British company of an American television company, Britain's Television South, the holder of the United Kingdom's south and southeast Independent Television franchise, has purchased MTM Enterprises for \$320 million, subject to shareholder approval.

"Intellectually and emotionally, we see this as a merger between two companies," as opposed to an acquisition, said Arthur Price, co-founder and president, MTM Enterprises, last week. "James Gatward [chief executive officer, TVS] and I have known each other for quite some time, and we share common thoughts about the future of television." Price emphasized several times during a press conference that the day-to-day operations of MTM would in no way be affected by the sale. "The TVS people have no intention of coming over here and telling us how to run the company," he said.

Dealings between the two companies date back to 1984, when MTM and TVS co-produced "Behind Enemy Lines," a television movie that aired over NBC and the ITV network. Their relationship grew closer in 1986, when TVS purchased Gilson International, which now distributes many MTM products on the foreign market.

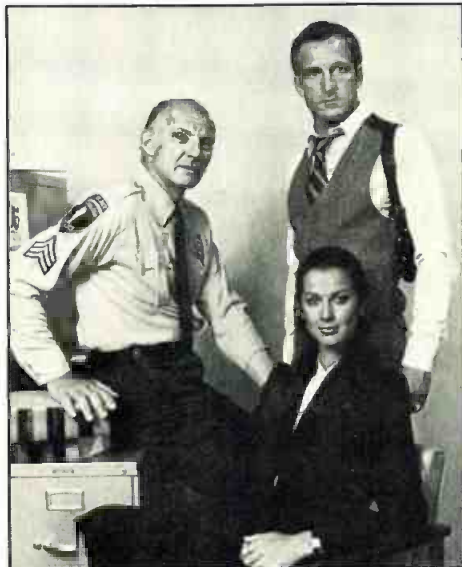
MTM, founded in 1969 by Grant Tinker, Mary Tyler Moore and Price to produce *The Mary Tyler Moore Show*, also produced such hits as *Hill Street Blues*, *St. Elsewhere*, *Remington Steele* and *WKRP in Cincinnati*. MTM will have three series on the networks next season, *Newhart* and an as-yet untitled Mary Tyler Moore show, both on CBS, and *The Tattlingers*, on NBC. Tinker put his interest in MTM into a trust after leaving MTM to join NBC, and eventually divested himself of the interest.

According to Price, talks between the two groups began 10 months ago, with initial negotiations focusing on TVS's purchase of a small percentage in the company. "However," he said, "as talks progressed, it became obvious that it was more logical to enter into the kind of deal that we have entered into."

The sale, said Price, would satisfy needs of both parties: MTM will provide TVS with production presence in the United States, while TVS will "open doors for MTM in European markets," including freeing MTM from the tough European Economic Community restrictions normally faced by a foreign company. TVS will also benefit from the MTM library of shows, the creative teams under contract with MTM, and the production facility near Dublin, Ireland, in which MTM holds a controlling interest.



MTM's "The Mary Tyler Moore Show"



"Hill Street Blues"

Last year, MTM made an attempt to go public by offering 22% stock interest in the company, but withdrew that offer after the October stock market plunge. It was after that attempt that Gatward contacted Price.

France's Canal Plus S.A. and Generale d'Images S.A. have also invested in the acquisition, by purchasing a 10% interest each in TVS to help finance the sale. The investment will generate more than \$90 million. Canal Plus S.A. operates a pay TV channel and Generale d'Images S.A. is a diversified French communications group. The involvement of the two companies may

Commercial donation. Each of nine Dallas-Fort Worth commercial TV stations will donate a movie to non-commercial KERA-TV Dallas for its August pledge drive. Donors include KDFW-TV, WFAA-TV, KDFI-TV, KDAF-TV and KXTX-TV all Dallas, and KXAS-TV, KTVT-TV and KTXA, all Fort Worth.

facilitate co-productions and co-financing of productions in the future. The investment also allows each French company to place a director on the TVS board.

The MTM senior executive staff will remain intact after the sale. Mel Blumenthal, senior executive vice president, MTM; Tom Palmieri, executive vice president, MTM, and Price have signed seven-year contracts with TVS. In addition, Price and Blumenthal will have seats on the TVS board. The MTM group (Price, Moore, Blumenthal and Palmieri) will have about a 20% interest in TVS, with Price being the single largest holder, with 8.2% or 6.1 million shares.

Mary Tyler Moore said, "I'm very excited about it. I think it's a great opportunity for MTM to grow, especially in the European market. I'm thrilled with the kind of production that TVS has given us in the past, and I think it's a natural coupling of two companies. The sale will also free some dollars for me to use for more personal, philanthropic interests," she said.

Price also spoke on the subject of the writers' strike, saying that MTM would not enter into an interim contract with the Writers Guild of America. "MTM is part of an alliance [Alliance of Motion Picture and Television Producers] that we feel has put forth an acceptable offer to the writers," he said. □

International home shopping service begins

Shop Around the World (SAW), a one-hour home shopping program that will showcase products from Europe and is targeted to the TVRO universe will debut on July 16. The program will be hosted by actress Elke Sommer, who is also president of SAW. She will showcase European merchandise against a backdrop of locations in Italy and West Germany. Items can be ordered through a toll-free number.

Tom Madden, a former programming vice president at NBC, is chief executive officer of SAW. Madden said: "We started out with the premise that home shopping doesn't have to be cheap and boring." SAW products will not be seen elsewhere on other U.S. cable systems, Madden said. Included will be crystal stemware, leather products and sculptures, with prices ranging from \$19 to \$3,000. Madden said the target audience is upscale, with the average product costing \$250. Madden said the first show, which is already in the can, is a "dazzling

production," providing a "presentation that befits the quality of the merchandise... It's a visual treat," he said.

The company hopes to go public this week, said Madden. He, Sommer and other principals own 75% of the company and have put up the money for the initial show. The stock offering—five million shares at 10 cents a share, 25% of the company—is intended to raise \$500,000, which will be used to produce one program every other month, Madden said. The program will run

on Saturday and Sunday, beginning July 16. It will be repeated each hour from 9 a.m. to 5 p.m. over Galaxy II, transponder 10.

SAW's initial target will be the two million owners of backyard satellite dishes. Madden said Shop has been running promos with Sommer over Galaxy II to entice viewers to watch. Shop programming will also be made available to 5,000 video stores. Madden said SAW will target stores in affluent neighborhoods and give the retailer a 10% commission on all purchases made through

the video service.

Madden said he and Sommer have befriended friends over the years and came up with idea together. The money to start the operation came from their own pockets through bridge financing.

Although the initial distribution through TVRO and video stores, Madden did not rule out the possibility of eventual cable distribution. That would most likely mean carriage within an existing home shopping service.

Stay Tuned

On Wednesday, July 13, from 10 p.m.-11 p.m. (NYT) on **NBC**, *Modern Medical Breakthroughs* airs, hosted by Gregory Harrison of *Trapper John, M.D.* This one-hour special highlights major medical achievements once believed impossible: a woman diagnosed repeatedly as insane recovers through surgery; a paraplegic Vietnam veteran enabled to play basketball with nonhandicapped players by means of medical technology; the reconstruction of fingers on an amputee's hand, and a special electronic implant enabling a formerly deaf patient to hear and understand sounds.

The network television premiere of the Academy Award-winning 1984 film, "The Killing Fields," will be on the **NBC Sunday Night at the Movies**, July 31 at 8-11 p.m. (NYT). Sam Waterston and Haing S. Ngor star. The film was directed by Roland Joffe; David Puttnam produced. The picture is an Enigma Production for Warner Bros.

Vanna White (*Wheel of Fortune*) will begin her television-movie career with *Goddess of Love*, a romantic comedy about the goddess Venus now being produced in Los Angeles. Banned from Mount Olympus, home of the gods, Venus (White) is encased in stone until she can learn the true meaning of love. Thousands of years later, at a modern-day cafe where her statue is housed, a rowdy bachelor puts a wedding ring on her finger in jest, and she awakens from stone, now in love with him. James Drake (*The Golden Girls*) is directing; Phil Margo is executive producer and Don Segall is the producer for Phil Margo Enterprises and New World Television in association with Phoenix Entertainment. The film is to air during the 1988-89 season.

Beginning production on July 4 for **CBS** is Agatha Christie's *The Man in the Brown Suit*. To be produced in Spain, this two-hour mystery will star Rue McClanahan (*Golden Girls*), Tony Randall, Edward Woodward and Stephanie Zimbalist (*Remington Steele*). Christie's story has been updated from the 1920's to the present and concerns an American tourist whose pursuit of adventure abroad leads her to involvement with "the man in the brown suit" and a diamond/murder mystery. Alan Shayne will be the executive producer for Alan Shayne Productions Inc., in association with Warner Bros. Television. Alan Grint will direct.

Another in-production movie for CBS is *Where the Hell's That Gold?!!!*, a light-hearted western being filmed in Colorado and New Mexico. Willie Nelson, Delta Burke, Jack Elam and Gerald McRaney star. Veteran western director Burt Kennedy is directing and producing. Frank Konisberg and Larry Sanitsky are the executive producers for Konisberg/Sanitsky Production.

Projected to be broadcast during the 1988-89 season on **ABC** is *Kenny Rogers Classic Weekend*, an all-star entertainment/sports festival featuring performances by Rogers and other major stars as well as sports competitions in basketball, tennis and golf between teams of entertainment and professional sports luminaries. The producer/director is Jeff Margolis; the executive producer is Ken Kragan.

How would television news have covered the ratification of the U.S. Constitution in 1787? *An Empire of Reason*, airing on the **Public Broadcasting Service** Wednesday, July 13, at 10 p.m. (NYT), uses today's television formats and news personalities to look at the parts played by the key political figures of colonial times. Coming from the fictional "Continental Television Network," colonial news is covered by Walter Cronkite. There are colonial interview segments of such public affairs shows as *Firing Line*, *Donahue* and *The MacNeill/Lehrer*

NewsHour. Among those interviewed: actors playing Alexander Hamilton; Revolutionary War hero Jesse Woodhull, and Anti-Federalist Melancton Smith. Also included are a colonial paid political announcement and a 1787 commercial. A presentation of noncommercial WNET New York and the New York Bar Foundation, the program was produced and directed by Ellen Hovde and Muffie Meyer of Middlemarch Films.

A National Audubon Society Special, *Whales!*, comes to PBS Sunday, July 17, at 8-9 p.m. (NYT). Narrated by *Tonight Show* host, Johnny Carson, the show (which was shot around the world) reveals how hunting has affected the lives of the whales and includes coverage of the mammals nursing their young and inspecting divers. National Audubon Society Specials are coproductions of the National Audubon Society, Turner Broadcasting System and noncommercial WETA Washington.

The half-hour show, *Gaylor Nelson: A Profile*, documents the diverse career of politician Nelson through interviews with Nelson and people who know him.

Six new episodes of *Vietnam War Story* come this July and August to **HBO**, beginning Wednesday, July 20, from 10-10:30 p.m. (NYT). Hailed last year as "urgent and compelling" by the *Los Angeles Herald Examiner*, the pieces are inspired by accounts from men and women who fought in Vietnam. The first episode, "An Old Ghost Walks the Earth," was directed by Michael Toshiyuki Uno ("Home Fires").

HBO goes on a tour of Australia with singer Olivia Newton-John in celebration of her country's 200th anniversary. Incorporating songs from her new album, "The Rumor," the program takes the viewer from Melbourne to Sydney, from a local bar to a sheep-shearing farm. The piece airs Saturday, July 30, from 10-11 p.m. (NYT). *Second City TV* alumnus, John Candy, hosts *HBO Comedy Hour Live: The Montreal International Comedy Festival* this year, airing Saturday, July 23, from 10-11 p.m. (NYT). Comic acts from around the world perform at this festival and the taped hour segment includes Steve Allen, Marcel Marceau, Rich Hall and Barry Sobel. The executive producers are Gilbert Rozon and Andy Nulman; the producer is Bob Kaminsky and the director, Paul Miller.

Production has begun for a **Disney Channel** drama, *Goodbye, Miss Liberty*, starring Louis Gossett Jr., Roxana Zal and Chris Sarandon. Being shot in Tennessee, the drama was inspired by the true story of a Greek family who emigrate to West Virginia in 1916 only to encounter racism and prejudice fostered by the local Ku Klux Klan. Niki, the daughter, played by Roxana Zal, challenges the attitudes of the Klan and befriends both blacks and whites. Directed by George Miller ("The Man From Snowy River"), Christopher Seiter is the producer. Executive producers are Pat Finnegan, Bill Finnegan and Sheldon Pinchuk for Finnegan-Pinchuk Productions.

The opulent lifestyle of multi-millionaire Malcolm Forbes is profiled in *Tycoons: Forbes*, having its American television premiere Wednesday July 20 from midnight-1 a.m. (NYT) on **The Discovery Channel**. The piece highlights Forbes's personal life as well as his "capitalist tool" philosophy and takes the viewer to some of his exquisitely decorated homes that dot the globe from New Jersey to the Fuji Islands. Eric Lipmann is the producer/director for Match Images and TF1.

NBC takes 41st week, CBS takes news

Nielsen	Net	Show	AGB	Nielsen	Net	Show	AGB				
1.	18.9/33	N	NBC Monday Movie	2.	18.1/32	37.	9.7/25	N	Facts of Life	35.	10.1/25
2.	17.5/31	N	Night Court	4.	17.6/32	38.	9.4/17	C	CBS Tuesday Movie	38.	9.8/18
3.	17.2/32	N	Cheers	3.	17.7/32	39.	9.3/20	A	Full House	41.	9.2/19
4.	16.6/33	N	Cosby Show	1.	19.7/38	40.	9.3/18	C	Jake and the Fatman	32.	10.4/20
5.	16.5/32	N	Different World	5.	17.4/33	41.	9.2/18	A	Spenser: For Hire	44.	9.0/17
6.	15.4/29	N	L.A. Law	7.	15.3/28	42.	9.2/19	A	I Married Dora	36.	10.0/20
7.	15.1/34	N	Golden Girls	6.	17.1/38	43.	9.1/20	A	Perfect Strangers, Fri.	43.	9.1/20
8.	14.9/29	N	ALF	8.	15.0/30	44.	9.0/16	C	Simon and Simon	40.	9.4/17
9.	14.0/27	A	Who's the Boss?	9.	14.3/28	45.	8.9/18	N	Sonny Spoon, Detective	45.	8.9/18
10.	13.8/26	N	Hogan Family	11.	13.6/26	46.	8.5/16	A	Monday Night Baseball	51.	8.2/15
11.	13.6/30	C	CBS Sunday Movie	14.	12.9/28	47.	8.5/16	A	Slap Maxwell Story	53.	7.9/14
12.	13.2/25	A	Head of the Class	13.	13.0/24	48.	8.2/18	C	Beauty and the Beast	47.	8.5/19
13.	13.2/30	N	Amen	10.	14.2/32	49.	8.1/15	C	Cagney and Lacey	46.	8.8/16
14.	12.9/26	A	Growing Pains	16.	12.5/25	50.	8.1/16	N	Bronx Zoo	50.	8.3/16
15.	12.9/24	A	Perfect Strangers, Tue.	12.	13.4/25	51.	7.8/15	N	Highway to Heaven	48.	8.5/16
16.	12.7/31	C	Murder, She Wrote	20.	11.8/29	52.	7.5/14	N	Days, Nights of M. Dodd	56.	7.3/13
17.	12.7/28	N	Hunter	17.	12.1/27	53.	7.3/16	N	Best of TV Bloopers	42.	9.1/20
18.	12.5/33	C	60 Minutes	18.	11.9/33	54.	7.3/17	N	My Two Dads	59.	7.0/17
19.	12.4/24	N	Matlock	15.	12.6/24	55.	7.2/15	C	CBS Friday Movie	55.	7.4/15
20.	11.7/21	C	Newhart	23.	11.4/21	56.	7.2/18	N	Family Ties	60.	6.9/17
21.	11.6/20	C	Designing Women	25.	11.1/19	57.	7.0/13	N	Mama's Boy	49.	8.4/15
22.	11.2/21	A	Hooperman	34.	10.1/18	58.	6.9/15	C	West 57th	57.	7.1/16
23.	11.1/21	C	Blue Skies	33.	10.3/20	59.	6.5/15	C	Tour of Duty	64.	6.2/14
24.	11.1/20	N	J.J. Starbuck	38.	10.6/19	60.	6.4/14	A	Star Spangled Celebration	54.	7.8/17
25.	11.0/24	N	NBC Sunday Movie	31.	10.4/23	61.	6.4/12	A	Hothouse	58.	7.1/13
26.	10.9/23	N	Miami Vice	29.	10.5/22	62.	6.4/16	C	High Mountain Rangers	61.	6.4/15
27.	10.8/22	A	20/20	21.	11.8/24	63.	6.2/12	A	Sledge Hammer!	65.	5.7/11
28.	10.7/21	C	48 Hours	24.	11.1/21	64.	5.7/11	A	Charmings	63.	6.2/12
29.	10.7/20	C	Equalizer	19.	11.9/21	65.	5.7/11	C	CBS Summer Playhouse	62.	6.3/12
30.	10.7/26	N	227	22.	11.7/27	66.	5.2/12	A	Hotel	67.	5.2/12
31.	10.6/19	A	Moonlighting	37.	9.9/18	67.	4.9/12	A	MacGyver	66.	5.3/13
32.	10.6/21	C	Wiseguy	26.	11.0/21	68.	4.9/13	A	Disney Sunday Movie	68.	5.1/14
33.	10.6/20	N	Summer Showcase *	27.	10.9/21	69.	4.7/11	A	Supercarrier	69.	4.8/11
34.	10.1/18	C	Magnum, P.I.	39.	9.6/17	70.	4.7/13	N	Rags to Riches	71.	4.3/12
35.	10.0/18	A	Thirtysomething	52.	8.1/15	71.	3.9/9	A	Home Again	70.	4.5/10
36.	9.8/21	A	Mr. Belvedere	30.	10.4/21						

* Indicates premiere episode

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Telecastings

VCR usage

A report by AGB Television Research on VCR usage in 986 households containing 2,652 people shows that, in prime time, an average of almost three persons (2.97) per household watch prerecorded tapes, more than two (2.15) watch home-recorded tapes and less than two (1.69) watch regular television programming. The study also shows that children under 18 spend an average of 3.4 hours a week watching prerecorded and home-recorded tapes in VCR households, and that adults average 2.3 hours a week. Of all VCR viewing, prerecorded cassettes account for 87% of all viewing by children and teen-agers; 78% of all adult viewing.

Talking back to TV

Interactive television systems in which the viewer can in some way participate with what is happening on his screen have long had difficulty in establishing themselves in cable and terrestrial broadcasting. Two current interactive proposals by TVAnswer, McLean, Va., and Radio Telecom and Technology, Cerritos, Calif., face opposition

because of the need for each station to be allocated extra radio frequency space. But a Vero Beach, Fla., inventor has received a patent for a system he claims will be successful because it avoids the expense and regulatory problems associated with using additional spectrum. With Henry Von Kohorn's system, homes do not have to be wired and the program originator does not receive any radio frequency signal from the home. "It is, therefore, not a truly interactive system," he said.

Von Kohorn's invention is designed to be used during a quiz show or any program that involves questions and answers. An electronic black box with a built-in keyboard and printer would be connected to the home to record "response criteria"—the answers that are transmitted by the station simultaneously with the asking of the questions on the program. Response criteria could be transmitted either through a sideband or the vertical blanking interval, Von Kohorn said. The show producers would be responsible for providing response criteria to the stations.

Viewers would answer the questions on their keyboards, and if they answer correctly, the printer will instantly issue a coupon as a prize. The prize could be a

discount on a retail product such as clip-out newspaper coupons, Von Kohorn said, or could be used for discounts on home shopping merchandise. The cost to the consumer would be the price of the box, which would not be expensive, Von Kohorn said. Additional expense for broadcasters, he said, would also be slight. The equipment necessary to send the response criteria exists and is already in place in some TV stations. "And you need no authorization from any of the regulatory agencies" to implement the system, he said.

Down on DA's

In response to an FCC inquiry on several questions relating to the commission's technical regulations for TV broadcast facilities, the National Association of Broadcasters filed comments opposing a proposal to eliminate the criteria for TV directional antennas. NAB claimed the rationale for the present directional antenna rules are still valid and that in special cases, broadcasters have encountered no problems in getting waivers from the commission. "The use of highly directional

antennas at UHF and VHF can cause additional TV interference to occur, usually in the form of ghosting. The elimination of all directional criteria from the rules runs counter to the development of efficient spectrum utilization," NAB said.

But NAB came out in favor of several other commission proposals in the same proceeding. Among them were provisions to strike the rules prohibiting separate aural and visual transmitter operation and revision of the rules involving power meter calibration. There are cases in which separate operation of transmitters would be beneficial to TV stations, such as text-only or aural subcarrier services, while the station is not delivering regular broadcast

services, the NAB said. Calibration of instruments to measure transmitter performance is sometimes done more than is necessary and "is costly, time consuming and inconvenient," NAB claimed. "Modern broadcast transmitters contain built-in relative power level instruments as well as providing for the indirect method of calibration using voltage and current."

NAB also wrote in favor of a proposal to eliminate the rule that color burst be deleted during transmission of black and white programming. The FCC proposed this provision following a request jointly submitted last year by the Public Broadcasting Service and the National Association of Public Television Stations. In

its comments, PBS said that color burst, a short burst of the color subcarrier in the signal's horizontal blanking interval which is used to phase-lock home color receivers, is no longer necessary. While color burst would result in irritating artifacts on older sets, that problem has been solved on modern receivers.

"Mandatory deletion of the color-burst signal is a serious problem for program distributors because modern video devices... often rely on the color burst for timing and synchronization information," PBS said. "Thus, the color burst must actually be added to the monochrome videotapes during the editing process to make the equipment function properly."

Changing Hands

KJOI(FM) Los Angeles and KHOW(AM)-KSYF(FM) Denver □ Sold by Legacy Broadcasting to Command Communications for \$95 million (BROADCASTING, July 4). **Seller** is Los Angeles-based group of four AM's and six FM's owned by Robert F.X. Sillerman and Carl Hirsch. **Buyer** is owned by Carl Brazell, president of Metropolitan Broadcasting, New York-based group recently acquired by Sillerman (BROADCASTING, April 11). It is also buying **KRLD(AM) Dallas** (see below). **KJOI** is on 98.7 mhz with 75

kw and antenna 1,180 feet above average terrain. **KHOW** is on 630 khz full time with 5 kw. **KSYF** is on 95.7 mhz with 100 kw and antenna 725 ft. **Broker: Gary Stevens & Co.**

KRLD(AM) Dallas □ Sold by Metropolitan Broadcasting to Command Communications for \$50 million, record price for stand-alone AM (BROADCASTING, July 4). **Seller** is owned by Robert F.X. Sillerman and Carl Hirsch (see above). **Buyer** is owned by Carl Brazell (see

above). **KRLD** is on 1080 khz full time with 50 kw.

WNEW(AM) New York □ 50% sold by Metropolitan Broadcasting of New York Inc. to Westwood One Inc. for \$11 million (BROADCASTING, July 4). **Seller** is subsidiary of Metropolitan Broadcasting (see above). **Buyer** is publicly held, Culver City, Calif.-based network radio group and production concern headed by Norm Pattiz, chairman. It recently bought **WYNY(FM) New York** (BROADCASTING April 25). **WNEW** is on 1130 khz full time with 50 kw.

WAZY(FM) Lafayette, Ind. □ Sold by Radiovision of America to Heritage Venture Partners II Ltd. for \$3,360,000. **Seller** is owned by Anthony J. Gazzana and also owns **KEZA(FM) Fayetteville, Ark.** It bought station in 1986 for \$2 million ("Changing Hands," Sept. 15, 1986). **Buyer** is owned by Arthur A. Angotti. It is former owner of cable system and cellular telephone operation in Indianapolis. It has no other broadcast interests. **WAZY** is on 96.5 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: R.C. Crisler & Co.**

WHDL(AM)-WEBF(FM) Olean, N.Y. □ Sold by WHDL Inc. to Dean Aubol, and his wife, Penny, and Frank Penny and his wife, Grace for \$750,000. **Seller** is owned by E.B. Fitzpatrick and family. It recently sold newspaper, Olean, N.Y. *Times Herald*, and has no other media interests. **Buyer** owns **WEBO(AM)-WQXT(FM) Owego, N.Y.**, and recently sold **WATN(AM) Watertown** and **WTOJ(FM) Carthage**, both New York ("Changing Hands," April 11). **WHDL** is on 1450 khz full time with 1 kw. **WEBF** is on 95.7 mhz with 43 kw and antenna 740 feet above average terrain. **Broker: Kozacko-Horton Co.**

CABLE

Systems serving Yuma, Ariz., and El Centro, Calif. □ Sold by Adam Corporation Group to Century Communications for \$102.5 million. **Seller** is owned by Don Adam, who has no other cable interests. **Buyer** is New Canaan, Conn.-based MSO principally owned by Leonard Tow. It serves 700,000 subscribers in 22 states. Yuma system passes 41,000 homes with 22,154 subscribers and 415 miles of plant. El Centro system passes 27,000 homes with 19,180 subscribers and 248 miles of plant.

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TCI may face wireless overbuild in Oregon, but not from utility board

Springfield Utility Board opts against launching competing MMDS system, but another local group plans operation to serve, primarily, uncabled areas beyond TCI franchise

Tele-Communications Inc., which faced a possible MMDS overbuild in Springfield, Ore., by the local utility board, won't be getting any competition from it. The board has decided it won't become an MMDS operator. But TCI may still face some partial MMDS competition. A local group, Freedom TV Corp., is putting together a 13-channel MMDS service that it hopes to put in operation by next fall.

Peter Jacobs, president of Freedom, said the company is negotiating with a major electrical utility in the area—one source speculated it would be the Emerald Public Utility District—which would serve as a partner in the distribution of the service. On the table is an offer for the utility to provide a minimum number of subscribers and to handle the equipment installation and costs.

Jacobs said Freedom will receive funding by merging with a public company that has raised \$5.5 million (\$5 million in warrants and \$500,000 in cash) to back the venture. Jacobs said he has had relatively little problem in gaining financing. "The biggest problem we have is programing," he said, specifically, getting the programing deals with cable services.

Freedom hopes to close both deals in the next several weeks, after which it will begin testing the service. If all goes well, Jacobs indicated the service would be rolled out in the fall, when the attention of the residents will turn back to indoor entertainment. An added incentive is that Freedom's construction permit expires in October.

Springfield was the site of a major showdown between TCI and some local residents. Unhappy over channel repositioning and increases in subscriber rates, the citizens pushed through a ballot initiative last year, forcing the Springfield Utility Board to look into providing a competitive MMDS service to cable. (The Association of Independent Television Stations aided the cause by contributing \$10,000 to the citizen group's efforts.) The board spent \$60,000 on a study that presented several scenarios on how the board could operate a competitive MMDS operation.

The board received the report earlier this year but took no action. Last week, Mary Ann Rhodes, a spokesman for the SUB, said the board has decided against developing a wireless cable operation. "It was not a good time to overbuild," she said, and "the risks outweighed the benefits."

Freedom was quietly putting its plans together during the controversy and recently approached the SUB about joining in a partnership to provide the service. The offer was for SUB to help market the service in the areas it serves, but the board balked, said Rhodes, citing antitrust concerns. At that, Freedom went looking for another partner. In addition to Emerald, which serves more rural areas east of Springfield, there is the Eugene Water and Electric Board, which serves that city.

Ron Spicer, a local leader who led the citizens' fight against TCI, said the cable company has made some slight improvements, but he is still troubled by the rate increase and channel repositioning, he said. TCI did back down on moving a Public Broadcasting Service station to a higher channel assignment, he said, adding that TCI's public image is now "marginally better."

But the results of two studies conducted by Lane county, which covers the jurisdic-

tions (Eugene, Springfield and Lane county) where TCI operates, shows that subscriber discontent is not that widespread. The studies found that TCI's system was comparable to others in the industry and that "most of the citizens are satisfied" with the company. The studies, which looked into rates and customer service, show that the problems ascribed to TCI "are not the issue the referendum suggested it was," a spokesman for the county said.

With Freedom's 10-watt initial transmission level, Jacobs expects the signal to reach 45,000 homes in the area. Once the signal is upgraded several months after the launch, Jacobs expects to reach more than 60,000 homes, including large areas north of Eugene toward Corvallis.

TCI, which owns the cable systems in Eugene, Springfield and Corvallis, has about 45,000 subscribers in the area. Of the 45,000 homes that will be within Freedom's reach, Jacobs estimated that 15,000 are within areas TCI serves. The majority, about

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30,000, are beyond areas where TCI has wired. Jacobs said Freedom will break even if it can get 4,500 homes to subscribe to its service.

Freedom plans to carry a 13-channel service. The 11 basic channels—five broadcast stations from Eugene and Portland, superstations WGN-TV Chicago, WWOR-TV New York and WTBS(TV) Atlanta, Nickelodeon, MTV and CNN will cost \$9.95. In line with the problems in dealing with programmers, Jacobs said there is some "backpeddling" at Turner in providing WTBS and CNN to Freedom. The service will also provide SelecTV as a \$9.95 pay service and a pay-per-view channel. It plans to deal with Hollywood directly for much of its PPV offerings. Typically, Freedom pays Hollywood an average minimum of \$1.60 per paying household per movie, he said. Jacobs plans on pricing movies between \$4.95 (for the blockbusters), down to 99 cents for less popular movies in nonprime time viewing times.

Although Freedom will not provide close to the number of services TCI does in the area—36 channels for \$16.45—Jacobs feels the package is strong if it can land one other service, ESPN. "ESPN is what we need," he said. "It's the biggest hole in our schedule." Jacobs hopes to make an arrangement with Microband for ESPN. The country's largest MMDS operator signed a deal for ESPN, and Jacobs indicated that Microband might sell ESPN to Freedom, possibly in exchange for a small piece of the company. Freedom also would like HBO, but said the need is not as critical. "We're happy with SelecTV," he said, adding: "I think ESPN is more important than HBO for us."

Jacobs said Freedom is looking at putting together other MMDS services in Florida, Seattle and Fresno, Calif., reiterating that the company has the money but not the product to move forward. "We have the financing to build these," he said. "We don't see a lot of activity" in MMDS in general, he said. "We could go a lot faster," he said, if the programming problems were solved.

But Jacobs believes that Microband's increasing success in gaining programming contracts will help other MMDS operators. "We think the door is open now," he said. "If Microband can get licensing, we can," Jacobs said. Problems remain, however, Jacobs said. He said Freedom was "guaranteed" USA, but that network backed off making a decision on selling to Freedom.

One problem that remains, said sources, is signal piracy.

One group that is cooperating with Freedom is the telephone company. US West is involved with the PPV operation of the service. It will collect the revenue and provide the telephone equipment capable of handling 5,000 calls a minute. Subscribers will pay 25 cents on their telephone bill for the right to access PPV programming. US West will also underwrite any bad debts for those who take the PPV service, Jacobs said.

Jacobs said there are no inherent technical problems in providing PPV over wireless cable. Several companies make equipment that can authorize a PPV channel, through one-way addressability. Subscribers will use the telephone to call in their orders.

The threat of a partial wireless overbuild does not disturb TCI. Bob Thomson, vice

president of government relations for TCI said: "We don't mind the additional competition." Citing statistics that the majority of residents of Eugene were satisfied with TCI's service, he said the possible MMD entrant is just "part of the business."

Jacobs said Freedom's main focus will be areas unserved by cable and speculated the deals could eventually be struck between cable operators and MMDS operators. Cable operators, Jacobs said, could sell a MMDS operator the rights to programming in areas beyond where cable has been constructed, providing viewers with programming they may only otherwise receive by buying a more costly earth station. The trick in that scenario would likely be the lines of demarcation between the marketing territories of the two companies. □

Dishing out TV in U.S. outback

Rural co-op estimates that over half of TVRO homes are within its service areas; conflict with cable ops appears minimal

The National Rural Telecommunications Cooperative estimated last week that one to 1.2 million of the country's two million dish owners are within the service areas of its co-ops, which will begin selling expanded cable programming packages in the next few weeks.

Jeff Almen, vice president of business development for the NRTC, said the co-op, overall, serves between 14 million and 15 million homes. "There isn't much overlap," said Almen, between those areas and areas beyond cable franchises where operators are authorized by programmers to sell their programming. In fact, said Almen, many small local cable operators have expressed relief that the NRTC will be handling marketing beyond their service areas. Many local systems do not have the capacity to support TVRO marketing efforts in nearby areas. "This will allow us to serve the people outside the cable areas," said Almen.

The deals NRTC struck with HBO/Cinemax, Disney, Nashville, Nickelodeon and Netlink for program distribution (BROADCASTING, July 4) appear to be similar to deals the pay programmers make with other

distributors, principally cable operators. Officials at the services and NRTC were not providing contract specifics, but most said the rates being charged are comparable to existing deals. In addition, sources indicated the length of the multiyear contract appears to be three years.

Another aspect to the deals is that they, by and large, cover C-band-only distribution. HBO, for instance, is a strong proponent of Ku-band distribution, and should that marketplace develop, it would appear the pay programmers would not have to go through the NRTC as middleman in that market.

Don Mitzner, president, Group W Satellite Communications, which markets and distributes The Nashville Network, said its deal was "multiyear" and had no territorial restrictions. NRTC may sell the service to any C-band dish owner in the country, but he provided no other details.

TNN had planned to cut a deal with NRTC, and has had discussions with the co-op. "With the encouragement of NCTA and Congress, it pushed it to completion," said Mitzner. The deal is no different from one TNN would have eventually made with the NRTC without the intercession of NCTA and Congress, he said.

NRTC has been interested in TNN because its programming is "really desirable" in the rural market NRTC is targeting. TNN does not plan to scramble until late this year or early next. If piracy continues unabated, he said, the scrambling date may be put off.

Netlink had agreed to a deal with NRTC before the vote by the House Telecommunications Subcommittee, two days before NRTC announced it had deals with all the programmers. Nashville apparently was the second programmer to go aboard. Netlink President Brian McCauley said his company's deal for Netlink's Denver station was similar to its other marketplace deals, in both rates and contract length—less than five years, he said. Netlink retails its Denver stations for \$79.80 per year.

The NRTC deal will help Netlink in expanding its reach, said McCauley. He said NRTC's selling co-ops do not overlap, providing marketing efficiency. They also encourage people to buy dishes, which, in

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Satellite Footprints

In position. Pan Am Sat 1 was turned over by its builder, GE Astro, to its owner and operator, Pan American Satellite, just under two weeks after Arianespace's successful June 15 launch of three satellites—international communications satellite PAS 1; West German amateur radio communications satellite Amsat IIC and European meteorological satellite Meteosat P2.

PAS 1 reached its permanent geostationary orbital slot at 45 degrees west longitude on June 28, said Pan American Satellite, and "all transponders are operating consistent with the spacecraft's specifications. The next two months," the operator said, "will be occupied with detailed tests of the communications system. PAS expects to offer commercial services immediately after the testing is concluded." With 24 transponders, split into six beam patterns covering the U.S., Western Europe, the Caribbean and Central and South America, PAS is designed to provide international satellite transmission services, the first non-Intelsat entity to do so.

Early birds get the fiber worm? Although AT&T's Telstar satellites

are expected to be operational for another five years, its two broadcast network customers, CBS-TV and ABC-TV, have begun to look at where they will lease transponders for the next generation of birds. According to network and satellite operator sources, AT&T (current carrier of ABC-TV's backhaul and distribution feeds on Telstar 301), GTE Spacenet and GE Americom have visited ABC and CBS New York headquarters to make decision-makers there aware of capacity that will be available in the 1990's.

Network and operator sources also agree that Bellcore's plans to offer a "fiber trial" exhibiting fiber optics as a less expensive network-affiliate interconnection system next year, in which both ABC and CBS will participate at no cost to them, does not portend any realistic competition for the next-generation of satellites. Cited by a CBS source, who called the Bellcore effort "laudable," was fiber vendors' "trouble meeting last-mile needs [particularly] reconfiguring for three or four or five regional feeds." Additionally, the source said, fiber reliability remains doubtful. "You can dig up many disasters when fiber was cut," in at least one incident, leaving customers without service for eight hours.

ern, helps Netlink by expanding the universe for other Netlink packaged services, IcCauley said.

Nickelodeon's deal is also for C-band only and at rates comparable to what others pay for its programing and for contract length, an official said. Its deal with NRTC is for any area that NRTC serves.

HBO said its deal was in line with its other programer deals and was also limited to the C-band marketplace.

Disney had no comment on any parts of its deal.

NRTC currently distributes a "Rural TV" package that includes WGN-TV Chicago, PIX(TV) New York and KTVT(TV) Dallas (from United Video), ESPN, CNN, Headline News, CBN, USA Network, the Learning Channel, Travel Channel, Country Music Network, Prime Time 24 (the three network affiliates distributed by Satellite Broadcast Networks), Home Sports Entertainment, Hit Video USA, WTBS(TV) Atlanta, Select TV and WWOR-TV New York, WSBK(TV) Boston, KTLA(TV) Los Angeles (from Eastern Microwave).

Pricing ranges from \$9 to \$10 and the package has about 10,000 subscribers, according to testimony NRTC provided to the House last month. It is likely the basic services—Nashville, Nickelodeon—would be added to that package.

NRTC is also looking at providing a second package: the Netlink signals plus the United Video signals, ESPN, CNN, Headline News, CBN and USA. Jeff Almen, vice president of business development at the NRTC, said the co-op was taking a "hard look at that," saying the Netlink package has strong attractiveness in Western and Pacific time zones.

The pay services will be sold separately with the local co-ops determining retail price, said Almen. NRTC, through its deal with the pay programers, gets a wholesale rate and assists the local co-ops in marketing and billing. "We're going to rev up our marketing," said Almen, to include expansion of local newspaper, radio, newsletter and co-op advertising.

Almen said the NRTC brings several things to the party, including local iden-

tity. "We add credibility that is not always present with toll-free numbers," Almen said. And, since the co-ops have been in

place for decades, they will bring a measure of stability to the TVRO marketplace, Almen said.

Cablecastings

Sub talk

Showtime is rolling out one of the largest subscriber acquisition campaigns in its history. The third-quarter effort will run throughout July, August and September and will feature a half price offer for those three months.

The campaign, "Where the Action Is," will key on Showtime's transactional marketing plan, whereby telephone operators also offer Showtime to subscribers calling to add, drop or change services.

The campaign will roll out in 1,200 systems, which reach 21.9 million basic homes and 37.8 million total passings. Showtime also is sending out 19 million direct mail pieces, nearly half to noncable subscribers.

Showtime will premiere exclusively

several action pictures that tie in with the campaign's theme, including "Robocop," "Beverly Hills Cop II," "The Untouchables" and "Stakeout."

Turner Broadcasting System announced two more major signings for Turner Network Television last week: Warner Cable and Daniels & Associates. The two companies reach more than two million basic subscribers.

Divine tragedy

Complaints from subscribers prompted Bravo to pull Jean Luc Godard's film, "Hail Mary," from its schedule on July 2 and July 6. The decision, made July 1, was based on

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negative reactions to a subscriber mailing previewing the film.

"Hail Mary" is the 1985 portrayal of the Virgin Mary as a basketball-playing gas station attendant. A spokesman for the international film and premium art events channel said that the subscriber complaints were based on the film's subject matter, not its actual content; "Hail Mary" contains no nudity or dirty language. Bravo is seen in 1.3 million homes, roughly half of which receive it on a "bonus to basic," or free, basis.

World news

John Hart told the New York chapter of the Academy of Television Arts and Sciences last week that it is up to television news to provide a "pause in the blizzard" of information that falls on Americans every day and that the *Christian Science Monitor's World Monitor*, debuting on the Discovery Channel Sept. 12, will give viewers such a respite.

The former NBC and CBS newsman said that by asking its reporters to cover a few stories well, instead of covering all the news every day, *World Monitor* will be able to "break away from the preoccupation of Americans with Americans, and deliberately seek and show the world context of our lives, beyond the horizon of Japanese cars, Korean steel, and Taiwanese clothing."

Danny Wilson, executive producer of the daily half-hour, said the *Monitor* has committed \$20 million to the project for each of the next five years, with the paper's 22 bureaus worldwide contributing to the show. Whereas traditional American news programs make Washington a primary focus, Wilson said, *World Monitor* will treat the U.S. capital simply as one of the world's many focuses. "Flexibility" and "context" will be the program's hallmarks, Wilson said.

Getting connected

The two major local cable interconnects in the San Francisco Bay Area announced last week they would form a joint operating partnership. The Bay Area Interconnect (BAI), a joint venture between Heritage and Viacom Cable serving 630,000 homes, will join with Cable AdNet, which reaches 300,000 homes. (Cable AdNet is owned by Lenfest Group.)

The combined reach, nearly one million homes, makes it the third largest interconnect in the country, after greater New York and southern New Jersey, and will serve to expand local and regional advertising opportunities. At the moment, advertisers can buy time on ESPN, CNN, MTV, USA, Nashville and Lifetime through BAI. Other networks are expected to be added by the end of the year.

Indicted

The National Cable Television Association said last week that a federal grand jury has indicted four men and six corporations in

the Albany, N.Y., area, charging them with 86 counts of selling cable television and satellite descramblers illegally.

The indictment was handed up two weeks ago in Albany, and covers a period from January 1984 to August 1986. The six corporations—P.G. Video Corp., State Satellite Corp, Starview Inc., Sone Associates, Consumer Video Corp. and Trend Video Corp.—are all based in Troy, N.Y.

The individual defendants face a possible jail term of five years and several hundred thousand dollars in fines. The companies face fines of more than \$500,000.

Rock block

MTV and rock music's Neil Young squared off last week over the video to the title track of Young's recently released album, *This Note's For You*. MTV said the video, which parodies rock performers who use their names and talents to endorse products, contradicts its policy prohibiting "blatant product placements" in videos, regardless of whether the product is "portrayed in a positive or in a negative light."

The video, patterned after Eric Clapton's current advertisement for Michelob beer, features look-alikes of people seen in advertisements, such as Michael Jackson, Whitney Houston and Spuds MacKenzie (the dog that appears in Budweiser spots). MTV calls Young's video "a very creative clip," and adds "we'd love to air" it, but cannot, based on MTV policy.

MTV said that its decision was also based on potential trademark infringements its lawyers said were presented by the video. A spokeswoman added that the decision was not based on the network's refusal to make fun of the various stars.

The lyrics to "This Note's For You" include the words "Ain't singin' for Miller/Don't sing for Bud/I won't sing for politicians/Ain't singin' for Spuds/This note's for you."

The Canadian-born singer/songwriter of such hits as "Southern Man" and "Heart of Gold," known for his occasionally poignant wit, issued a memo criticizing the MTV decision on Friday, July 1: "MTV, you spineless twerps. You refused to show my video. What does the 'm' in MTV stand for—'music' or 'money?'"

Said Julien Temple, the director of the video and a winner of MTV's Video Vanguard Award: "I think people are too worried about biting the hand that feeds them when the real danger is killing the goose that laid the golden egg. Because if you prostitute the music too much, you're not going to have anything left."

Video venture

Toronto-based Rogers Cablesystems Inc. said it has signed an agreement for the purchase of a large stake in Video Movie Ventures Inc., one of Canada's largest chains of videocassette stores, located primarily in Toronto, Calgary and Edmonton. Rogers says that it plans to expand the 32 "Video Show Place Superstores" on a national basis.

FCC asks for opinion of new station form

FCBA proposal aimed at curbing abuses of FCC's comparative renewal process

The FCC is seeking comments on an informal proposal by an *ad hoc* committee of the Federal Communications Bar Association to substantially revise the Form 301 application for new stations. The proposal (outlined by Vincent Curtis, managing partner of Fletcher, Heald & Hildreth in a BROADCASTING "Monday Memo," Dec. 28, 1987) would require additional information about ownership structure, management integration and financial certification, that, the committee hopes, would help curb abuses in the comparative renewal process. A comparative renewal typically involves a petition to deny a station's renewal application followed by a new station application for the facilities of that station.

The notice of proposed rulemaking was adopted on June 20, three days before the FCC's most recent combined inquiry and rulemaking into comparative renewals, which was adopted last month (BROADCASTING, June 27). Originally intended to be added into the comparative renewal inquiry, the proposal was treated separately because "the question of financial qualifications is more appropriate to the question of comparative hearings rather than comparative renewals, where financial certification is of less importance," said FCC public affairs director, John Kamp. "The commission is taking the FCBA's recommendations very seriously," he said.

Curtis said he was pleased that the FCC had acted on the proposal, but expressed disappointment it was slated as a rulemaking. "I would have preferred they had changed the form without the involved process of a rulemaking," said Curtis. "My concern is the delay, but at least it's a good step forward."

The FCC rulemaking asks for several changes in the FCC form. First, to identify the real party-in-interest in the application, it asks the commission to reinstate a former requirement to disclose all information regarding current or future ownership rights of all parties, and to broaden another requirement so that all equity owners must list their attributable interests, including limited partners and nonvoting stockholders as well as principals.

Second, the proposal asks that applicants specify both the date and place of incorporation of the filer; the FCC currently requests only an identification of the form of the organization (such as a corporation, partnership, etc.). "We note that this additional information may help establish that the applicant is a bona fide entity," said the notice,

but added that the commission was concerned that the requirement may "hamper the emergence of new applicants and encourage additional litigation over minor corporate imperfections."

Next, the FCC calls for a limited reimposition of the requirement to file financial certification, which was revoked in 1980. It would ask applicants to list the estimated cost of construction and three-months operation and also identify the source and amount of the financing, including name,

address and relationship to the applicant. The FCC asks commentors to address the change from the current "reasonable assurance" standard to a "firm financial commitment" standard and specifically what documentation is appropriate. The notice said imposition of the "firm commitment" standard "would likely increase the costs to applicants by requiring them to pay a loan commitment fee."

The FCC also proposes to ask all principals who propose to work at the station to

Tough race. House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) is believed to be facing a serious challenge in his bid for re-election. He is running against Republican Ann Haney, whom he defeated with only 56% of the vote in 1986. The Democratic Congressional Campaign Committee is watching the race, although Thomas J. O'Donnell, deputy director of politics for the DCCC, says Kastenmeier is holding his own and that the committee does not consider him to be in any real danger.

On the Republican side of the Copyright Subcommittee, Howard Coble of North Carolina and Patrick Swindall of Georgia are expected to encounter close contests. J. Kenneth Klinge, director of the campaign division for the National Republican Congressional Committee, reports that the committee is watching Coble's race "closely." He won in 1986 by 78 votes. Klinge says it is "far too early to tell" what will happen to Swindall.

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Currently, integration of ownership and management is examined in the discovery process or by order of the presiding administrative law judge.

The FCBA also asked that the commission review financial claims on a random basis, establish a single cut-off date for any

proposed amendments and establish interim procedures pending any modification of the form.

The notice denied those proposals, saying that it had already begun a program of random financial review; the single cut-off date for amendments would affect very few applicants and would "tax our limited re-

sources" with "few, if any, offsetting benefits," and that interim rules were unwarranted because the FCC intended to evaluate the comments filed "expeditiously."

Comments on the proposed Form 31 revisions are due at the commission by August 26 and reply comments must be received by the FCC by Sept. 12.

Business

Fifth Estate firms looking for help to carry debt load

Legacy of merger boom has been financial restructuring to convert short-term debt to long-term financing

The Fifth Estate is now undergoing a wave of recapitalization. Virtually every merger and acquisition story making news in the past few months is either motivated or significantly affected by complex structures of debt and equity. Decisions of whether to keep assets, or how to sell them, are as likely to be determined by legal boilerplate as by prices or strategic planning.

The list of recent newsmakers that can be said to illustrate the trend include Lorimar; Turner Broadcasting Systems; TVX Broadcast Group; Outlet Communications; MGM/UA; Harte-Hanks; Viacom; Metropolitan Broadcasting; Telemundo; Univision, and Color Systems Technology. Aside from this general trend, however, each of these companies' situations is distinct; in some cases the news is good, in others, it is bad.

Earlier merger booms were primarily fueled by disparities between stock prices and private market values, by tax law changes and by the breakup of family-owned companies. Many of the current re-

capitalizations are the legacies of those earlier mergers, with short-term debt being turned into long-term financing, or short-term investors trying to liquidate their investments. More than a few of the above-mentioned situations also involve capital initially raised based on overly optimistic projections. Those companies are now having to slim down through sales of their assets.

Viacom is currently trying to reduce interest costs. When Sumner Redstone took the entertainment/media company private one year ago after a lengthy contest with a management-proposed leveraged buyout, many observers remarked that the victory would prove pyrrhic and that Redstone had saddled the company with an impossible amount of debt. Among the developments that contributed to such talk were debt covenants dictating that within the next 12 months roughly \$450 million of debt must be repaid "... out of the net proceeds of certain asset dispositions, equity sales or subordinated debt offerings."

In fact, Viacom's failure to consummate the partial sale of Showtime/The Movie Channel to MSO's, its negotiations to sell certain cable systems and its attempt to

reduce its interest costs are probably a sign that events subsequent to the merger have been good to Redstone. Higher asset value for the company's cable and broadcast properties and good cash flow from some of its divisions now mean that Viacom's lenders have less risk. One of the bankers in the Viacom syndicate said: "They were previously facing an uncertain position in the near term, and they still have a way to go in some portions of the company, but they don't have to sell any businesses, period. There is no doubt that this particular company has done very well."

On the other side are companies which may at first appear to be doing well, but in fact face problems. Investors in Metropolitan Broadcasting are currently planning to sell their stock to the Sillerman Group and affiliated companies for \$37.5 million, only two years after buying the company from Metromedia for roughly half that investment. Furthermore, the reported value of the stations is in excess of the \$29 million originally paid.

But in fact, the current sale of Metropolitan was forced by the company's difficulties servicing its debt, and most of the company's bondholders are not being cashed out but will have to hope that the company's performance improves under new ownership. Metropolitan's problems stem from a decline last year in revenue. Operating cash flow for the radio group owner was, according to initial projections, expected to increase by 11.6% over that achieved in 1985 if debt payments were to be met out of cash flow. Instead, cash flow was down 18.4% and, at \$16.4 million below the \$21.2 million in cash interest payments for last year.

In a recently filed financial statement Metropolitan said it had failed to meet covenants of both its bank and senior note agreements and had renegotiated both agreements, "...in the case of the credit agreement only, more liberal amortization payments, and in each case, amended financial covenants."

Metropolitan will remain a highly leveraged company in a volatile industry. Yet some expect that the group's president, Car Brazell, will be able to obtain financing to purchase some of the stations back from Sillerman at a price said to be "...in excess of \$145 million."

Bottom Line

Debt department. Moody's said it had placed long-term debt of MGM/UA under review, "direction uncertain," following studio's indication that parts of company might be sold off (see "In Brief," June 13). ■ Jones Intercable said it completed \$150-million offering, principal amount, of 13% subordinated debentures due 2000, priced to yield 13.25%. Proceeds will be used to acquire Anne Arundel, Md., cable system and make further acquisitions.

Creative mergers. Fox/Lorber parent company, Prism Entertainment, said it had reached definitive agreement to merge with theatrical film company, Atlantic Entertainment. Atlantic shareholders would receive 7.5 million Prism shares, or 77% of latter's total shares outstanding. Merger is subject to approval by Prism shareholders and obtaining "\$17.5 million in new financing for the merged company." At closing, Prism said it would effect one-for-two stock split, and issue one share of super-voting Class B stock for each share of post-reverse-split stock. ■ BBDO worldwide announced acquisition of minority interest in Alcantara Machado, Periscinoto Comunicacoes Ltda., "second largest advertising agency in Brazil." ■ Foote, Cone & Belding said its Norwegian agency, FCB/Reklamebrya, has agreed to merge with two co-located agencies, Art & Copy, and Rudsten & Werner, effective July 1.

Shop shape. Home Shopping Network reported higher revenue but lower net income for third quarter ending May 31. HSN had revenue of \$183 million, up from last year's \$153.5 million. Net income dropped from \$7.4 million to \$6.4 million.

f the stations back to Brazell, said that despite occasional scares for creditors, mergers in the broadcasting and entertainment industry continued to be fueled by a ready supply of capital: "You can't do these deals without the complicity of the lenders...I don't think anyone lending these days has a long-term horizon...They are significantly motivated by the fee structures involved, which at one to three percent of the loans is a significant amount of money." Churning of fees and more aggressive lending are fueled by the entry of more foreign banks in communications deals. Out of 18 banks reported to be in the Viacom syndicate, at least seven are foreign, including three Japanese.

Capital is also in plentiful supply because of the new types of money, senior and junior, from junk bonds to venture capital, that are now used to finance acquisitions. When such financing is recapitalized, the complexity of the capital structure can prolong

negotiations, according to Steven Rattner, managing director at Morgan Stanley & Co. "What we are finding is that structural issues, particularly tax issues, play a larger and larger role in these transactions," he said. "Often they end up dominating the discussions while the traditional questions of value become a smaller part of the negotiations."

There is reason to believe that the recapitalization trend still has legs. There are still short-term loans in need of refinancing and major investors wanting to reduce their exposure. Word has recently circulated, for instance, that Drexel Burnham Lambert is "shopping" a large block of Telemundo stock for one of its owners. Additionally, a battle is potentially brewing over how Wesley Capital and Mutual Benefit can best extricate their investment from Outlet Communications. And no one doubts but that overly optimistic projections will continue to be made. □

On Radio

Katz study says Birch, Arbitron paint different portraits of radio listening

Study suggests Birch phone survey skews younger, Arbitron's diary, older

Arbitron and Birch Radio—the industry's two local market radio audience measurement services—continue to provide "significantly different pictures of the radio medium," concludes a Katz Radio Group comparison of the services.

The new Katz analysis, among other things, reinforces a long-held belief within radio's research community that Birch's telephone methodology can tend to favor stations with formats targeted to young adults, specifically the 12-to-34-year-old audience, while Arbitron's diary methodology, according to Katz, "reports higher [listening] levels for stations targeting listeners age 35 and older."

Arbitron uses a seven-day diary system in which a personal diary is supplied to all persons 12 years of age and older in a given household (maximum of nine persons per household) to record listening for seven consecutive days. Birch Radio, which is a division of Birch/Scarborough Research, employs a two-day (current day and previous day) telephone interview methodology—one person per household randomly chosen on the basis of most recent birthday. Seven-day cumes are generated by a formula.

According to the Katz study, teen-agers (12-17) and 18-24-year-old men "exhibit the largest advantages in Birch compared to Arbitron." Teen-agers listen 32% longer in Birch; men 18-24 tune to radio 19% longer. The report showed the biggest upside difference in time spent listening (TSL) by age cell in Arbitron is for adults 65 and older. Men and women 65-plus listen longer in Arbitron during the typical week; men 55% longer; women 61%.

"The 25-44 age group represents a relative break-even point as far as TSL levels in Arbitron versus Birch are concerned," the Katz ratings analysis said. The reported differences in listening behavior between the two services decline "as participants approach the age [group] of 25-44. As demographics get older, the differences again become increasingly significant."

Translating the Katz study into programming, it points to formats such as news/talk, big band, easy listening, and soft rock as having a "significant Arbitron advantage" in both ratings and shares while formats such as contemporary hit radio, urban contemporary and classic rock fare much better in Birch.

"Since older-skewing formats are more prevalent on AM, the AM band tends to hold more share strength in Arbitron," the Katz study noted.

"Country, with its concentration in 25-54 and 35-44, performs similarly in each service," the report added. Other formats performing similarly in both services are adult contemporary, oldies, religion and "new age" music.

Among the study's other findings are that Arbitron records a higher PUR (persons using radio) level—the percent of the population listening to radio in an average quarter

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hour—for persons 12-plus, Monday through Sunday, 6 a.m. to midnight and for the vast majority of Monday-through-Friday dayparts. Birch, on the other hand, posts a higher PUR level for most individual week-end dayparts, particularly on Sunday. Also, because of differences in methodology, the average respondent records having listened one hour and three minutes longer in Arbi-

tron, or "5% more than the typical Birch participant," on a total week basis.

"The [two] methodologies play a major role in determining the results shown by each service," said Gerry Boehme, vice president and director of radio research for Katz Radio, who oversaw the completion of the study.

The Katz Radio Group is a national radio

sales representation company composed of Katz Radio, Banner Radio, Christal Radio Republic Radio and Katz Hispanic Radio Sales. The study used data from 70 markets that were measured by both Arbitron and Birch (persons 12 and older, metro survey area, Monday through Sunday, 6 a.m. to midnight) during the services' respective fall 1987 survey periods.

Riding Gain

Choosing another rep

Edens Broadcasting, the Phoenix-based radio group of nine stations, is leaving the representation services of Eastman Radio and will announce this week whether it will select either the Katz Radio Group or Interep or a combination of both for national representation, Edens Broadcasting Chairman Gary Edens said. Edens Broadcasting is one of Eastman Radio's biggest clients, said to account for some 16%-17% of Eastman's total annual billings.

The move was prompted by the actions of Eastman's new parent company, Jacor Communications, a Cincinnati-based radio group that hired away Jack Harris, co-host of Edens's contemporary hit WRBQ-FM Tampa, Fla., *Morning Zoo* program for its newly acquired Tampa facilities, WFLA(AM)-WFLZ(FM). WRBQ is Edens Broadcasting's most successful outlet in terms of annual revenue.

Shortly after Jacor hired Harris, Edens opted to conduct a national rep review for all nine stations. Said Edens: "In reviewing the national rep situation [Katz and Interep presentations], we liked what we saw and we now believe our stations can better be served by a company or companies that are solely in the radio representation business."

According to Edens, firms that are up for national representation consideration include Katz's Christal Radio and Banner Radio and Interep's Torbet Radio, Major Market Radio, Durpetti & Associates and Hillier, Newmark, Wechsler & Howard.

County countdowns

Birch Radio is compiling county-by-county listening data in a new annual report that it has entitled CountyAmerica. According to Birch officials, CountyAmerica will be released in two phases: All counties within the top 50 designated market areas—equivalent to area of dominant influence—will be available by Aug. 1; and all continental U.S. counties including the District of Columbia and counties in the Anchorage metro survey area are expected to be available by next February.

"A considerable amount of input was taken from regular users of county coverage information as we planned CountyAmerica," said Ellen Zimmerman,

Rep Report

KXTP(AM)-WAKX(FM) Duluth, Minn.: To Katz & Powell from Roslin Radio Sales.

□

WPVA(AM)-WKHK(FM) Colonial Heights, Va. (Richmond): To Hillier, Newmark, Wechsler & Howard from Durpetti & Associates.

□

KWBE(AM)-KTGL(FM) Beatrice, Neb. (Lincoln): To Katz & Powell from Roslin Radio Sales.

□

WKOK(AM)-WQKX(FM) Sunbury, Pa.: To Roslin Radio Sales from Katz & Powell.

□

WCXL(FM) Vero Beach, Fla.: To Katz & Powell (no previous rep).

□

WLBC-AM-FM Muncie, Ind.: To Republic Radio from Weiss & Powell Radio.

□

WXYQ(AM)-WSPT(FM) Stevens Point, Wis.: To Katz Radio from Weiss & Powell Radio.

□

KLOQ(AM) Merced, Calif.: To Katz Hispanic Radio (no previous rep).

□

KTGE(AM) Salinas, Calif.: To Katz Hispanic Radio (no previous rep).

□

KNUA-FM Bremerton, Wash.: to Durpetti & Associates from Hillier, Newmark, Wechsler & Howard.

□

KKZR(AM)-KRBE(FM) Houston: to Durpetti & Associates from Katz Radio.

□

WwoHO(AM)-wwWM(FM) Toledo, Ohio: To Durpetti & Associates from Banner Radio.

□

WWIN(AM) Baltimore-WGHT(FM) Glen Burnie, Md.: To Durpetti & Associates from Major Market Radio.

□

WAPW-FM Atlanta: To Durpetti & Associates from Eastman Radio.

senior vice president and director of advertiser/agency sales for Birch. The new report should fill a gap in "fringe county planning and buying," Zimmerman said.

The first edition of CountyAmerica (phase one) is based upon listener interviews conducted between March 1987 and March 1988. The second phase will be based upon interviews from December 1987 through November 1988.

Expanding its service

The Mahlman Co., a radio brokerage company located in Bronxville, N.Y., and Palm Desert, Calif., has completed an agreement with W.M. Turnof & Co., a New York-based accounting firm, to offer "buyers and sellers of broadcast properties professional tax advice as well as financial management services." The transaction "completes our efforts to be a full-service radio brokerage firm," said Bob Mahlman, president of The Mahlman Co. Mahlman also offers investment banking services through its two-year old affiliation with the Wall Street investment house, Bear Sterns.

More for less

By creating nonfund-raising projects that involved community members, generated publicity and used as little money as possible, KHPR(FM) Honolulu and wxu-FM Cincinnati became co-winners of Development Exchange Inc.'s 1988 United Technologies Corp. Community Involvement Award. KHPR's "Carolling for the Community" spot announcements helped gain donations of toys, toiletries, diapers, canned goods and other items that went to four groups of needy people in Honolulu: the Young People's Support Center (aiding families coping with catastrophic childhood illnesses), Hale Kipa (a network of homes and emergency shelters), the Institute for Human Services (providing shelter, food and clothing to the disadvantaged) and a small group home project for the elderly. By helping to charter a conservation and restoration group, and by broadcasting a New Year's Eve 1987 historical review of Cincinnati's Emery theater, wxu is currently "preparing to announce a multimillion-dollar project to restore the theater and to renovate a multiblock area in a historic" part of

Cincinnati, according to the Development Exchange, a private, nonprofit organization based in Washington.

Affiliation arrangement

KMNY(AM) Los Angeles (licensed to Pomona, Calif.), which recently put its 24-hour "Money Radio" format on Westar IV for national distribution, has set up an in-house network sales department for station affiliations. Previously, station clearances were being handled by RCM, a Champaign, Ill.-based broadcast production and distribution firm BROADCASTING, Dec. 21, 1987).

"Network stations will have a variety of options," said Vera Gold, KMNY executive vice president. "They can contract for anything from a full 24-hour live pickup to part-time transmissions," she said. The programming can be adapted to any news/talk format, said Gold. The station launched its around-the-clock business/finance informational format just over a year ago.



Marking 20. The New York Market Radio Broadcasters Association (NYMRAD) celebrated its 20th anniversary at Shout, a New York oldies nightclub. The event attracted nearly 550 executives from the local New York area radio sales community. Just prior to the party, NYMRAD elected a new executive committee that will serve for one year. It is composed of Matt Field, vice president and general manager of WNCN-FM New York, as chairman; Barry Mayo, vice president and general manager, WRKS(FM) New York, as vice chairman; Dean Thacker, vice president and general manager, WHTZ(FM) New York, as secretary, and Jim Morley, vice president and general manager, WEZN(FM) Bridgeport, Conn., as treasurer. Among those attending the 20th anniversary party were (pictured l-r): Field, Thacker, Morley and Maurie Webster, NYMRAD president.

For the Record

As compiled by BROADCASTING June 29 through July 6 and based on filings, authorizations and other FCC actions.

June 24.

■ KIAB-TV Garland, TX (BALCT880509KF; ch. 23; ERP vis. 5,000 kw, aur. 100 kw; HAAT: 1,141.8 ft.)—Granted

assignment of license from I Am Broadcasting Television Inc. to Univision Station Group Inc. for \$5.2 million. Seller is principally owned by Elizabeth R. Vaughan, who has no other broadcast interests. Buyer is Secaucus, NJ-based

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; mhz—megahertz; mi.—miles; MP—modification permit; 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.

Ownership Changes

Actions

■ KLMS(AM)-KFMQ(FM) Lincoln, NE (AM: BA-L880511EC; 1480 khz; 5 kw-D; 1 kw-N; FM: BAPLH880511ED; 109.1 mhz; 100 kw; HAAT: 1,200 ft.)—Granted assignment of license from Woodward Communications to Midwest Communications for \$2.8 million. Seller is Dubuque, Iowa-based group of three AM's and three FM's and publisher of 11 newspapers in four states. It is headed by William R. Williamson. Buyer is Green Bay, WI-based group of four AM's and four FM's owned by D.E. Wright. Action June 28.

■ WGRZ(TV) Buffalo, NY (BTCCT880509KE; ch. 2; NBC; ERP vis. 100 kw, aur. 20 kw; HAAT: 1,000 ft.)—Granted assignment of license from GRZ Acquisition Corp. to Tak/WGRZ Inc. for \$100 million. Seller is owned by TA Associates, Boston-based investment banker; Robert Smith, owner of Birmingham, MI-based group of five TV's, and SJI, Inc., New York-based group of six TV's owned by George Lilly. Lilly is also buying five TV stations from Gene and Wilda Hatch (see "Changing Hands," April 4, and below). Buyer is subsidiary of STX Communications, Vienna, VA-based group of one FM and four TV's principally owned by Sharad K. Tak. Tax certificate is involved. Action

Nationwide Media Brokers Chapman Associates

Stoner Broadcasting System, Inc.

has acquired*

WCII/WDJX Louisville, Kentucky

for

\$5,500,000

from

Great Trails Broadcasting Corp.

Chapman Associates is pleased to
have assisted in this transaction.

*subject to FCC approval

group of six TV's headed by William Stiles. It recently purchased KLUZ-TV Albuquerque, NM. ("Changing Hands," May 23). Action June 28.

New Stations

- Fort Bragg, CA (BPH880602ON)—Fort Bragg Broadcasting Co. seeks 96.7 mhz; 3 kw H&V; 90 m. Address: Box 1248, Fort Bragg, CA 95437. Principal is owned by Charles Stone and Josephine Stone. It also owns KDAC(AM) Fort Bragg, CA and has interest in KIQS(AM) Willows, CA. Filed June 2.
- Soledad, CA (BPH880602OC)—Soledad Radio L.P. seeks 105.3 mhz; 0.63 kw H&V; 213 m. Address: 329 Walnut Place, King City, CA 93930. Principal is headed by Linda M. Mauras. It also has interest in KLFA(FM) King City, CA. Filed June 2.
- Hogansville, GA (BPH880602OP)—Info-Air Inc. seeks 97.5 mhz; 3 kw H&V; 100 m. Address: 838 Cherokee Rd., Lagrange, GA 30240. Principal is owned by Sarah B. Mallory and Katherine S. Mike. It has no other broadcast interests. Filed June 2.
- Jeffersonville, GA (BPH880602ND)—A.L.P. Ltd. Partnership seeks 97.5 mhz; 3 kw H&V; 100 m. Address: 503 Magnolia St., Jeffersonville, GA 31044. Principal is owned by Alton L. Parker and William L. Taylor, who have no other broadcast interests. Filed June 2.
- Jeffersonville, GA (BPH880602NS)—Stehle Broadcasting Inc. seeks 97.5 mhz; 3 kw H&V; 100 m. Address: Rte. 1, Box 211, Parker Rd., Dry Branch, GA 31020. Principal is owned by Al Stehle and Helen Crane. It has no other broadcast interests. Filed June 2.
- Bastrop, LA (BPH880603MQ)—Max Broadcasting Co. seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 3712 Cornell Dr., Shreveport, LA 71107. Principal is owned by A.T. Moore, who owns KFLO(AM) Shreveport, LA and KWDF(AM) Ball, LA. Filed June 3.
- Monroe, LA (BPH880602OM)—Seab Communications Inc. seeks 105.3 mhz; 50 kw H&V; 150 m. Address: 1846 Forsythe Ave., Monroe, LA 71201. Principal is owned by Larry W. Seab and Charles F. Fail, who have no other broadcast interests. Filed June 2.
- Monroe, LA (BPH880602F2)—Monroe Communications Ltd. seeks 105.3 mhz; 50 kw H&V; 150 m. Address: C/O 1907 Crescent Drive, Monroe, LA 71202. Principal is owned by Delles Howell, A. Lane Howell and Michael J. Barnes. It has no other broadcast interests. Filed June 2.
- Monroe, LA (BPH880602OB)—Chicago Broadcasting Inc. seeks 105.3 mhz; 50 kw H&V; 150 m. Address: 1135 E. Sibley, P.O. Box 696, Dolton, IL 60419. Principal is owned by Allen Wheeler, Robert L. Weaver, Quintette McDuffie and Joe Distasio, who also own KCHB(AM), Jacksonville, AR. Filed June 2.
- Lake Charles, LA (BPH880602NV)—Porsche Evans Broadcasting Inc. seeks 105.3 mhz; 50 kw H&V; 150 m. Address: 617 S. Franklin St., Lake Charles, LA 70601. Principal is owned by Beatrice Evans, who has no other

broadcast interests. Filed June 2.

- Crosby, MN (BPH880601NE)—First Radio Station of Crosby Inc. seeks 101.7 mhz; 3 kw H&V; 100 m. Address: 3509 Wargin Rd., Duluth, MN 55810. Principal is owned by Steven P. Hasskamp, Margaret A. Hasskamp and Lawrence J. Harvey. It has no other broadcast interests. Filed June 1.
- Elko, NV (BPH880531MU)—Northern Nevada Community College seeks 91.5 mhz; 0.05 kw H&V; 229 m. Address: Univ. Of Nevada System, 901 Elm St., Elko, NV 89801. Principal is nonprofit corporation headed by June Whitley, James Eardley, Joseph M. Foley, Chris Karamanos, Joan Kenney, Daniel J. Klaich, Joann Sheerin, Dorothy S. Gallagher and Carolyn M. Sparks. Filed May 31.
- Gallup, NM (BPH880603MP)—MBC Communications Southwest Inc. seeks 106.1 mhz; 50 kw H&V; 43 m. Address: East Rock Rd., Allentown, PA 18103. Principal is owned by Richard C. Dean, David G. Hinson and Barry N. Fisher. It also owns KKJY(FM) Albuquerque, NM and WFMZ-FM-TV Allentown, PA. Filed June 3.
- Hoosick Falls, NY (BPH880602OQ)—Bruce M. Lyons and Susan E. Lyons seek 97.5 mhz; 0.25 kw H&V; 0 m. Address: Rural Rte. 1, Box 48, South Ryegate, VT 05069. Principal has no other broadcast interests. Filed June 2.
- Wilmington, NC (BPH880602NT)—Eastern Communications L.P. seeks 105.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1643, Wilmington, NC 28402. Principal is owned by Katherine B. Moore, Robert L. Haskins, Thomas H. Barr and William E. Wrenn. It has no other broadcast interests. Filed June 2.
- Wilmington, NC (BPH880602NR)—Catherine E. Pugh seeks 105.3 mhz; 3 kw H&V; 100 m. Address: 3603 Dennlyn Rd., Baltimore. Principal has no other broadcast interests. Filed June 2.
- McConelsville, OH (BPH880602OO)—Trell Broadcasting Co. seeks 100.9 mhz; 0.928 kw H&V; 176 m. Address: 323 E. Main St., Lancaster, OH 43130. Principal is owned by Donna J. Landefeld, David L. Landefeld, Douglas E. Triplett, Kenneth E. Eyerman, Joel K. Riley and Ronald A. Landefeld. It has no other broadcast interests. Filed June 2.
- Union City, OH (BPH880602OH)—State Line Radio seeks 97.5 mhz; 3 kw H&V; 100 m. Address: 4224 Cherry Grove, Xenia, OH 45385. Principal is owned by Larue Turner and Vernon H. Baker. It has no other broadcast interests. Filed June 2.
- Bixby, OK (BPH880602NC)—Betty Ann Demaree seeks 105.3 mhz; 3 kw H&V; 100 m. Address: 5 Pine Apts., #6A, Sallisaw, OK 74955. Principal has no other broadcast interests. Filed June 2.
- Bixby, OK (BPH880602NQ)—Righteous Radio Inc. seeks 105.3 mhz; 3 kw H&V; 100 m. Address: 13828 Fern, Glenpool, OK 74033. Principal is owned by Kenneth A. Staley, who has no other broadcast interests. Filed June 2.
- Bixby, OK (BPH880602OK)—Pamela R. Jones seeks 105.3 mhz; 3 kw H&V; 100 m. Address: 20 East Wheeling St., Baltimore 21230. Principal has no other broadcast interests. Filed June 2.
- McClellanville, SC (BPH880606NP)—English Com-

munications L.P. seeks 98.9 mhz; 50 kw H&V; 150 m. Address: 2494 Etiwan Ave., #K-4, Charleston, S 29414. Principal is owned by Charles E. Washington II It has no other broadcast interests. Filed June 6.

- McClellanville, SC (BPH880606NQ)—Bull Broadcasting Corp. seeks 98.9 mhz; 50 kw H&V; 150 m. Address: P.O. Box 6032, 909 Glenwood Ave., Raleigh, NC 27622. Principal is owned by Michael T. Mills, Gardner F. Altman, V. Terry Suggs and Jorge L. Franco. Altman owns WGAI(AM) Elizabeth City, NC and WKEL(AM) Myrtle Beach, SC. Filed June 6.
- Walterboro, SC (BPH880602OA)—First State Radio LP seeks 105.3 mhz; 3 kw H&V; 100 m. Address: 308 S. Main St., Summerville, SC 29483. Principal is owned by Mark P. Buford, who has no other broadcast interests. Filed June 2.
- Walterboro, SC (BPH880602NU)—Radio Summerville Inc. seeks 105.3 mhz; 3 kw H&V; 100 m. Address: P.C. Box 859, Summerville, SC 29484. Principal is owned by Wayne Phillips and S.E. Felkel, who also owns WAZS(AM), Summerville, SC. Filed June 2.
- St. George, UT (BPH880602NE)—Red Rock Broadcasting Inc. seeks 99.7 mhz; 34.333 kw H&V; 953 m. Address: P.O. Box 2588, St. George, UT 84770. Principal is owned by Harold R. Hickman, Joan P. Hickman, Gerald T. Hickman, John W. Hickman and Alta G. Hickman. It also owns KONY(AM) Washington, UT. Filed June 2.
- St. George, UT (BPH880601MG)—Ear Inc. seeks 99.7 mhz; 100 kw H&V; 301 m. Address: 1060 North Dixie Downs Rd., St. George, UT 84770. Principal is owned by Floyd Ence, Merlin Anderson and Lavon Randall. It has no other broadcast interests. Filed June 1.
- Roanoke, VA (BPH880602OJ)—Susan D. Brown seeks 105.3 mhz; 3 kw H&V; 23 m. Address: 6531 Deepwood Dr., Roanoke, VA 24018. Principal has no other broadcast interests. Filed June 2.
- Roanoke, VA (BPH880602OL)—Pamela R. Jones seeks 105.3 mhz; 3 kw H&V; 100 m. Address: 20 East Wheeling St., Baltimore 21230. Principal has no other broadcast interests. Filed June 2.

Facilities Changes

AM's

- Cleveland, WMJI, 1260 khz—June 20—Application for CP to relocate its daytime TL to: 6201 Snowville Rd., Brecksville, OH; 41 17 10N 81 38 34W.
- Dallas, KMEZ, 1480 khz—June 20—Application for CP to make changes in ant sys: TL: 0.7 km NE of intersect of St. Augustine Rd and Muline Rd, approx 3 km S of Dallas City boundary, Dallas: 32 39 42N 96 39 20W.

FM's

- Newberry, SC, WNMX, 106.3 mhz—May 24—Mod of CP (BPH820729AK) to change TL: 3.3 km NE of I-26 on N side of So. Carolina Rte 34, Newberry Co, SC: HAAT 100 m. H&V: 34 19 38N 81 32 42W.
- State College, PA, WTLR, 89.9 mhz—June 17—Application for CP to change ERP: 25 kw H&V; HAAT: 199.4; meters H&V: TL: 6.83 mi. due North of State College, 0.1 mi. off Purdue Mountain Rd., PA.

TV

- Decatur, TX, KMPX, ch. 29—June 16—Mod of CP to change HAAT: 129.4 meters; ANT: Bogner BUH(29)-32.9; TL: 9 mi. WNW of Lewisville: 33 04 19N 97 06 48W.
- Indiana, PA, WQMU, 103.1 mhz—June 22—Application (BPH8707161C) granted for CP to change TL: 33; Elkin Ave, Indiana, PA; ERP: 2.4 kw H&V; 40 38 17N 79 08 47W.
- Nogales, AZ, KMSB-TV, ch. 11—June 24—Applicator (BPCT880510KE) granted for CP to change ERP vis. 316 kw; HAAT: 507 meters; ANT: LDL/ADC.



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Fort Lauderdale, FL, WSCV, ch. 51—June 27-Application (BPCT870325KT) dismissed for CP to change ERP :. 2073 kw, AUR: 207.3 kw; HAAT: 1048'; ANT: irris TWS-30C (DA).

Actions

Legal Actions

Court upholds FCC's assignment of VHF TV ch. 8 to Morehead City, NC—United States Court of Appeals for district of Columbia Circuit has upheld FCC's decision signing VHF TV ch. 8 to Morehead City, NC, over objection of WITN-TV Inc., licensee of WITN-TV, ch. 7, Washington, NC, (*WITN-TV Inc. vs. FCC*, 87-1390, argued May 27, decided June 28.)

Commission Actions

Employee responsibilities and conduct; acceptance of gifts, entertainment and favors—Effective Aug. 19, commission has amended its rules governing employee responsibility and conduct. (By MO&O [FCC 88-200] adopted June 14 by commission.)

Christiansted, VI—Reopened record in this proceeding and reinstated Sugarbird Communications' application for limited purpose of including Sugarbird in settlement agreement with St. Croix Wireless Co., winning applicant. (MM Docket 87-269 by MO&O [FCC 88-204] adopted June 20 by commission.)

Further hearings ordered in Chatham, MA, FM case (MM dockets 83-976, 982, 983, Report DC-1192, Action 1 Docket Case) ordered further hearings in proceeding involving mutually exclusive applications of Cannon Communications Corp.; First Class Communications, Inc.; and Hear H. Stengel for new FM station at Chatham, MA. Action by commission June 27 by MO&O (FCC 88-15).

FCC upholds staff action denying PrimeMedia and permitting reconsideration on four FM applications (Mass Media Action, Report MM-330)—FCC has upheld Mass Media Bureau's action denying PrimeMedia and Fleming's requests for reconsideration of applications for new FM stations in Fargo, ND; Great Falls, MT; Orlando, FL, and Raleigh, NC. Action by commission June 27 by MO&O (FCC 88-218).

FCC affirms bureau action granting transfer of control of Spanish International Communications to SICC Holding, Hallmark Cards (Mass Media Action, Report MM-29)—Affirmed Mass Media Bureau action granting transfer of control of Spanish International Communications Corp. from its shareholders to SICC Holding Corp., which is controlled, through subsidiaries, by Hallmark Cards Inc. Action by commission June 28, by MO&O (FCC 88-219).

FCC form 301—Commission is seeking comments on proposal by Federal Communications Bar Association to revise FCC form 301 to require applicants for new commercial broadcast stations to submit additional information and to make certain changes in broadcast comparative hearing process. Comments are due Aug. 26, replies Sept. 2. (Gen. Docket 88-328 by NPRM [FCC 88-205] adopted June 20 by commission.)

Review Board Actions

Montecito, CA—Ruled on appeal by Shawn Phalen from ALJ ruling requiring production of documents over objection based on claim of privilege in matter of applications of LNJ Communications et al., for CP for new FM station on channel 225A (92.9 mhz) at Montecito. (MM Docket 87-426, by MO&O [FCC 88R-35] adopted June 3.)

Chicago, IL—Dismissed as moot filings by Monroe Communications Corp. since Review Board has already adopted decision in matter of applications of Video 44 for renewal of WSNS-TV Chicago, and Monroe for new station on same facilities. (By order [FCC 88R-37] adopted June 21 by Review Board.)

San Bernardino, CA—Upheld decision by presiding ALJ and granted application of Channel 30 Inc. for new JHF television station on ch. 30 at San Bernardino and denied various other applications for same facility. (MM dockets 83-911, et al., by decision [FCC 88R-38] adopted June 17 by Review Board.)

Staff Actions

Coeburn, VA—Designated for hearing four mutually exclusive applications for new FM station on channel 259A (99.7 mhz) at Coeburn. (MM Docket 88-889, by order [DA 88-889] adopted June 10 by chief, Audio Services Division.)

Madera, CA—Designated for hearing four mutually exclusive applications for new FM station on channel 297A (107.3 mhz) at Madera. (MM Docket 88-302 by order [DA 88-900] adopted June 13 by chief, Audio Services Division.)

Newberry, FL—Designated for hearing seven mutually exclusive applications for new FM station on channel 263A (100.5 mhz) at Newberry. (MM Docket 88-303, by order [DA 88-901] adopted June 13 by chief, Audio Services Division.)

Northumberland, PA—Designated for hearing three mutually exclusive applications for new FM station on channel 297A (107.3 mhz) at Northumberland (MM Docket 88-304, by order [DA 88-902] adopted June 13 by chief, Audio Services Division.)

Omega, GA—Designated for hearing three mutually exclusive applications for new FM station on channel 298A (107.5 mhz) at Omega. (MM Docket 88-305, by order [DA 88-903] adopted June 13 by chief, Audio Services Division.)

Allocations

Northport, AL—Allotted channel 264A (100.7 mhz) (MM Docket 87-460, June 7, DA 88-954).

Selma and Union Springs, AL—Substituted channel 265C2 (100.9 mhz) for channel 265A at Selma; modified license of WALX(FM) accordingly; substituted channel 231A (94.1 mhz) for channel 265A at Union Springs; modified license of WSFU-FM, Union Springs, accordingly. (MM Docket 87-437, May 31, DA 88-951).

Ormand-by-the-sea, FL—Allotted channel 239A (95.7 mhz) (MM Docket 87-273, June 8, DA 88-953).

Kahalu'u, HI—At request of Timothy D. Martz, proposed amending FM table by allotting channel 291A (106.1 mhz) to Kahalu'u as its first FM service. Comments are due Aug. 26, replies Sept. 12. (MM Docket 88-314 by NPRM [DA 88-984] adopted June 1 by deputy chief, Policy and Rules Division, Mass Media Bureau).

Hawesville, KY—At request of Harold Wayne Newton, proposed amending FM table by allotting channel 234A (94.7 mhz) to Hawesville as its second FM service. Comments are due Aug. 26, replies Sept. 12. (MM Docket 88-315 by NPRM [DA 88-983] adopted June 1 by deputy chief, Policy and Rules Division).

Richton, MS—At request of Richton Broadcasting Company, proposed amending FM table by allotting channel 243A (96.5 mhz) to Richton as its first FM service. Comments are due Aug. 26, replies Sept. 12. (MM Docket 88-311 by NPRM [DA 88-987] adopted May 25 by deputy chief, Policy and Rules Division).

Millinocket and Lincoln, ME—Substituted channel 235C2 (94.9 mhz) for channel 249A (97.7 mhz) at Millinocket; modified license of WSYY-FM accordingly; substituted channel 289C2 (105.7 mhz) for channel 257A (99.3 mhz) at Lincoln; modified license of WGUU-FM accordingly. (MM Docket 87-350, June 1, DA 88-948.)

California, MD—Allotted channel 275A (102.9 mhz) (MM Docket 86-113, June 1, DA 88-952).

Whitehall, MI—Allotted channel 273A (102.5 mhz) (MM Docket 87-457, May 25, DA 88-950).

Waite Park, MN—Allotted channel 279A (103.7 mhz) (MM Docket 88-16, May 25, DA 88-929).

Biltmore Forest, NC and Clemson, SC—Affirmed allotment of channel 243A (96.5 mhz) to Biltmore Forest and, effective Aug. 19, amended FM table by allotting channel 285A (104.9 mhz) to Clemson as its first fulltime local service, at request of Tri-County Broadcasting Corp. (MM Docket 86-32 by MO&O [FCC 88-199] adopted June 13 by commission).

Claremore and Locust Grove, OK—Effective Aug. 15, amended FM table by allotting channel 264A (100.7 mhz) to Claremore and channel 233A (94.5 mhz) to Locust Grove; filing window Aug. 16-Sept. 15. (MM Docket 85-156, by MO&O [DA 88-949] adopted May 16).

Eagle River, WI—At request of Nicolet Broadcasting Inc., proposed amending FM table by substituting channel 233C2 (94.5 mhz) for channel 232A (94.3 mhz) at Eagle River and modifying license of WRJO(FM) to specify operation on C2 channel. Comments are due Aug. 26, replies Sept. 12. (MM Docket 88-313 by NPRM [DA 88-985] adopted May 25 by deputy chief, Policy and Rules Division).

Rice Lake, WI—Effective Aug. 15, amended FM table to substitute channel 249C2 (97.7 mhz) for channel 249A at Rice Lake; modified license of WAQE-FM accordingly. (MM Docket 87-357, by R&O [DA 88-595] adopted April 4 by deputy chief, Policy and Rules Division).

Call Letters

Applications

Call	Sought by
New FM's	
WOYS	Broadcast & Communications Svcs Inc., Apalachicola, FL
KCRN	Criswell Center for Biblical Studies, Wichita Falls, TX
Existing AM's	
WXGL	WCOU Airborne Bcg Co. Inc., Lewiston, ME
WHGL	WKAD Cantroair Communications Co., Troy, PA

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Existing FM's

WKZY WVHG Omega Broadcasting Corp., L
 Belle, FL
 WXGL-FM WAYU Airborne Broadcasting Co. Inc
 Lewiston, ME
 KICM KTYX Radio Ardmore Inc., Ardmore,
 OK
 WKXC-FM WNEZ CSRA Broadcasters Inc., Aiker
 SC

Grants

Call _____ *Sought by* _____

New FM's

WMXR Robert & Shirley Wolf, Woodstock, V
 WLLK Ronald H. Livengood, Somerset, KY
 WRWD William H. Walker III, Highland, NY

New TV's

WPBF Tequesta Television Inc., Tequesta, FL
 KKFT Family Broadcasting Co. Inc., Fort
 Scott, KS
 WFME-TV Family Stations of NJ Inc., West Milford
 NJ

Existing AM's

KWNN KSOH Dynamic Communications Inc.
 Little Rock, AR
 WIZA WSAI Inter-Urban Broadcasting of Sa
 vannah, Inc., Savannah, GA
 WSHN WMIV Stuart P. Noordyk, Fremont, M
 WEZO WNYR Atlantic Ventures of Rochester
 L.P., Rochester, NY
 WNCQ WOTT North Star Broadcasting, Water
 town, NY
 WSAI WWNK Booth American Co., Cincin
 nati
 WRDZ WMJI Jacor Communications Inc.,
 Cleveland, OH
 WQBB WBZW Sequoyah Communications
 Inc., Powell, TN


Existing FM's

KBHS-FM KSPA KBHS Broadcasting Co., Hot
 Springs, AR
 KEZD KOPL Owens Communications, Wind
 sor, CA
 KDZR KETO Huttner Health Network, Denver
 WZBH WSEA-FM Great Scott Broadcasting,
 Georgetown, DE
 WHFX WACL-FM Teletronics Inc., Waycross,
 GA
 WSQG-FM WPTC WSKG Public Telecommunica
 tions Council, Ithaca, NY
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 WRMM WEZO Atlantic Ventures of Rochester,
 L.P., Rochester, NY
 WNCQ-FM WNCQ North Star Broadcasting, Wa
 tertown, NY
 WMJI WMJI-FM Jacor Communications Inc.,
 Cleveland
 WXLE WZZT Black River Broadcasting Co.,
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 WBLQ WITQ WCRN Inc., Block Island, RI
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RADIO

HELP WANTED MANAGEMENT

Sales manager: Live on the seacoast of beautiful New England. Current sales manager or account executive, ready to take the next step. Base salary plus override. Classic rock FM. Call 207—324-7271, or send resume to: P.O. Box 631, Sanford, ME 04073, Attn: Curtis Raymond.

General manager: Midwest medium-market class C needs sales-oriented leader to build station. Solid cash flow but under-performing. Community involvement, beautiful/easy format experience a plus. Group owner. Replies confidential. Opening late fall. Box K-14.

Small newspaper group looking for manager to develop and run radio station group in middle-sized and smaller growth markets. Must have substantial experience in multiple station management, station general management and sales. We would prefer to grow by developing cash flow rather than trading stations so bottom line orientation and revenue development skills are essential. Compensation related to performance. Resume and references to Michael Mead, Times Publishing Company, 205 W. 12, Erie, PA 16534.

Sales manager. 12 person sales staff. Experience in local direct sales management required. 50,000 watt powerhouse in southern New England with metro and coastal coverage. Adult rock format. Send resume to General Manager, WWRX, Box 325, Westerly, RI 02891.

Seeking sales-oriented manager for new Maryland shore FM. Competitive compensation. "Apex", 4747 Hummingbird Drive, Waldorf, MD 20601.

V.P./general manager. A fast growing market in Florida is looking for dynamic, aggressive general manager. He should be creative and have successful track record in substantially improving the sales and profitability of a radio station or group. For the right candidate, possibility of becoming a group manager is available. Send your resume outlining your accomplishments, salary history and availability to: Box K-23

Inter-Urban Broadcasting is in the market for a general manager for WYLD AM/FM in New Orleans. Potential candidates should be dedicated and aggressive with good management skills. Inter-Urban Broadcasting is an equal opportunity employer. Please send resumes to: Tracy P. Lewis, Director of Broadcast Operations, Inter-Urban Broadcasting, Inc., 1139 Olive Street, #303, St. Louis, MO 63101

HELP WANTED SALES

Rapidly growing NYC talk station needs quality salesperson, with strong retail background. Excellent opportunity to make serious \$\$\$. Must be aggressive, hard-working, with strong, conceptual orientation. Call Kate, 212—586-5700.

Eastern Long Island, New York. Sell advertising time in the Hamptons. Unlimited earnings potential. Call Jeff Kimmel, GSM, WBAZ-FM, 516—765-1017. EOE, M/F.

Beautiful Oregon - opportunity for a great lifestyle at one of the state's best stations. Proven success record and no personal problems. Send resume to Sales Manager, KRKT, 1207 E. Ninth St., Albany, OR 97321.

Account executive - national radio Rep firm seeks person with minimum of two years radio sales experience for immediate opening in our Atlanta and Detroit offices. Salary, commission, expenses. Some travel. Send resume to Box K-38.

Selling sales manager for Charles County office of southern Maryland's easy listening FM station. No calls please. Mail resume: WMJS, Box 547, Prince Frederick, MD 20678. EOE.

Liggett Broadcast Group's WFMK seeks a qualified sales manager for its highly rated lite rock format. If you are a proven winner in building a solid, professional sales organization, send detailed resume to: Rod Krol, General Manager, WFMK, P.O. Box 991, East Lansing, MI 48826. EOE.

Account executive: Experienced, able to handle direct and agency; top billing list \$50,000 plus -- Fastest growing contemporary station in So. Florida's Treasure Coast. One of 3 fastest growing areas in country. Call Tom Lavin 407—335-9748. EOE.

HELP WANTED TECHNICAL

Chief engineer. WNCO AM/FM/TV, Ashland, Ohio. Applicant should be experienced with maintaining studio and RF equipment for radio and TV. Resumes and references to: WNCO, P.O. Box 311, Ashland, OH 44805, Attn: Walter Stampfli. Equal opportunity employer.

Radio technician. WRKO-AM/WROR-FM in Boston has an immediate opening for a broadcast technician, preferably with 2 years' experience in a major market or equivalent. Background in electronics maintenance and remote broadcast experience, as well as an FCC general class license are required. Send resumes to: Human Resource Department, RKO Radio, WRKO-AM/WROR-FM, 3 Fenway Plaza, Boston, MA 02215. An equal opportunity employer. M/F/H/V.

HELP WANTED NEWS

News director to cover and report local news, supervise other reporters and stringers. Great position for experienced reporter. We take news seriously! Call Kemp Miller, NOW, at 703—635-4121. EOE.

News anchor/reporter. KLBJ-AM is looking for an experienced broadcast journalist. Current resumes and tapes to: AM/News Director, P.O. Box 610310, Austin, TX 78761-0310.

Reporter/anchor with solid skills, demanding but rewarding, position. Rural N.Y. AM/FM (90 miles NYC). Call Paul Lester or Bob Wein 914—856-5185.

What we want is someone who can write and knows good sound when they hear it. A major national news organization, based on the East Coast, is looking for people who've made a solid start in radio or television, for vacation relief positions. You have to know how to tell a story accurately, concisely and with style. The ability to cut audio tape is essential. We are an equal opportunity employer. We want your tape, resume and writing samples today, at P.O. Box 65772, Washington, DC 20035-5772.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Exciting opportunity! Program director wanted for giant A.C. FM covering 3 states. Must be near enough for personal interview. Resume & tape to Dick Vaughan - WRVT - P.O. Box 249 - Rutland, VT 05701.

Program director. America's leading Spanish radio group is looking for an experienced program specialist to be responsible for maintaining and enhancing a leading Spanish radio station's dominate position in the Southwest. Applicants must have programing experience, must be bilingual, and must have exceptional formatic skills. Company offers excellent benefit package and salary to be commensurate with experience and performance. Send cover letter and resume to Box J-59. EOE.

It's as close to paradise as you can get and we'd like you to join us. A coastal Carolina AM/FM combo is looking for an aggressive self-starter to take over programing, production and ops in one of the country's fastest growing areas. Applicant must have proven on-air and production success. Please send resume and tape to Scott Cherney, WNCT-Radio, P.O. Box 7167, Greenville, NC 27834. Lots of room to grow and create if you're the right person. EOE.

SITUATIONS WANTED MANAGEMENT

Experienced selling/programing GM seeks buy-in or work-in opportunity in Sunbelt. Medium or small markets. Looking for opportunity. References available. Currently employed. Box H-126.

Here I sit, can't use my wit, but really can't quit. No I am no poet but one heck of a pro. 24 yrs country radio, 18 yrs present Southwest major mkt. 8 yrs same employer. Looking for P.D. job but will consider afternoon drive. Reply Box K-8.

General manager for medium market. I understand budgeting, assembling and training a winning staff, and motivating that staff to perform as pros. Latest success: Lead staff in turning a losing combo, in a very depressed market, into the top biller now operating profitably. Current employer has no room for advancement, so I want to bring my talents to your organization. Box K-18.

Career broadcaster, available now with strong sales, promotion, management background, 21 years experience. 41, GM, GSM position desired, start-up/turnarounds welcomed. Bob 219—484-1089.

Experienced general manager. 20 years experience. Strong in sales. Looking for new challenge. Currently employed. Box 446, Seymour, TX 76380.

General manager with in depth knowledge of radio covering 20 years of successful management. Aggressive competitor dedicated to producing results. Strong leadership heavy sales & promotion skills. People oriented. If interested write: Box J-86.

SITUATIONS WANTED ANNOUNCERS

Female currently working for consulting firm wants to go back on air. Five years experience including news, tear player, also can double as secretary Lisa 513—984-497.

SITUATIONS WANTED NEWS

News/talk pro available. Team player with winning attitude. 619—542-1597.

Award winning sportscaster seeks college PBP. 16 yrs pro can also do news. 303—241-6452.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Competitor seeks operations/management position. Programing, on-air, PBP, budget, personnel, production sales abilities. Can lead staff, sell clients, entertain audience. Rob 714—651-9029.

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Exciting new format! Confidentially contact: Consultant Box 2741, Laurel, MD 20708 -- Where the numbers live

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager. Aggressive, group-owned affiliate in beautiful Northwest location seeks experienced lead to motivate and direct 8 person local marketing station. Market development skills and demonstrated sales results necessary. Send resume and letter in confidence to Box I 16. EOE M/F.

General sales manager. CBS affiliate in 34th market looking for an aggressive, creative and intelligent lead for our sales department. If you have a successful sales management track record and can demonstrate a strong ability in effective inventory control, pricing, creative planning and sales strategy we'd like to hear from you. Send resume to Tony Twibell, General Manager, WSPA-TV, P.O. Box 1717, Spartanburg, SC 29304.

HELP WANTED SALES

Salespersons wanted. Community Club Awards (CCA) broadcasting's oldest sales promotion firm (34 years) seeks experienced TV sales persons. Fulltime travel. Dra against substantial commission. Resume and picture to: Jof C. Gilmore, CCA, Inc., P.O. Box 151, Westport, CT 0688 Tel. 203—226-3377.

Account executive - 25% commission. TV45. Box 44! Park City, UT 84060. 801—649-4501.

Account executive: 2-3 yrs. previous television sales experience. Self motivated individual to aggressively handle local list with regional territory in top 50 market. Multiple growth opportunities. Send resume to Dick Ergenbrugh Local Sales Manager, WHTM-TV, P.O. Box 5860, Harrisburg, PA 17110. EOE.

Advertising account executive. Television salesperson needed to work an existing account list. Heavy emphasis on agency and regional accounts. Must have 2 year minimum media experience in working with agency accounts. Applicant should be efficient with figures. Aggressive and a self motivator, with a desire to earn a high income. Send resume and qualifications to: General Sale Manager, WEHT-TV, P.O. Box 25, Evansville, IN 4770. EOE/M-F.

Strong NBC affiliate in Burlington, Vermont, seeks experienced, aggressive sales representative. Account list available. Send resume to: Cece Wick, WPTZ-TV, P.O. Box 5000, Colchester, VT 05446-5000.

Local sales manager: San Antonio's dominant independent station has outstanding management opportunity for person with 3+ years local television sales experience. Knowledge of local retail development, co-op, vendor, media research are necessary. Previous management national rep experience, and college degree helpful. Call Tom Hurley 512—684-0035. EOE.

GSM and account executive for rapidly expanding company in #4 market. Must be able to sell both broadcast and cable. Strong verbal and presentation skills a must. Experience in cold calls. Send resume and references to Box K 25.

HELP WANTED TECHNICAL

Assistant chief engineer. Young New England independent station is seeking an assistant chief. Familiarity with scheduling, TV operations and RF a requirement. Maintenance background a plus. Send your resume in confidence to Box K-7 EOE

Mtce. engr. Only those experienced in state of art equipment and technology need apply. Need video, audio, digital, RF experience, cmml license or SBE certificate. Contact J D Weigand, KFMB AM-FM-TV, PO Box 85888, San Diego, CA 92138, EOE.

Chief engineer needed for Southwest medium market CBS affiliate. Good company benefits. Experience with HF transmitter and studio equipment required. Computer hardware software experience desirable. Please respond with resume and starting salary requirements to Box K-11

Experienced maintenance engineer. KOAA-TV, 2200 7th Ave., PO Box 195, Pueblo, CO 81002. Resume ATTN Ken Renfrow, Chief Engineer

Editor: Industry leader company in long form TV advertising, seeks editor experienced in 1" and 3/4" videotape editing, computer editing capabilities preferred. State-of-the-art facility in midwestern college town of 10,000. Great opportunity to grow with our company. Send tape/resume to Terry Prechtel, Hawthorne Communications, Inc., 406 West Depot, Fairfield, IA 52556. Calls welcome 515-472-3377

Maintenance engineer in Denver. Top skills needed in maintenance of studio equipment including Ampex 1" ICR-100s, Sony 3/4" and Beta, Chyron, DVE, switchers, Ikegami HK-322s, audio, etc. Want top performer who can solve tough problems. Must have strong desire to excel. Send resume and salary requirements to Kent Grateau, Engineering Manager, KWGN-TV, 6160 South Wabash Way, Englewood, CO 80111 EOE

Immediate opening. Small market, UHF, state-of-the-art network affiliate is looking for a chief engineer. If you are an assistant engineer looking to move up, send resume and salary requirements to Box K-35

Chief needed for Sunbelt UHF. Are you ready to move up? Can you manage, motivate and make us sparkle? Reply Box K-31 EOE

Chief engineer: Network affiliate in the Midwest is seeking a highly qualified individual with a strong background in maintenance to supervise a sixteen person staff. Applicant should have experience in management. Position will require the planning and implementation of capital expenditure projects. Send resume to Don Hicks, KOAM-TV, PO Box 659, Pittsburg, KS 66762 EOE

Broadcast engineer, audio: Full service production facility on university campus seeks engineer with strong audio experience. Duties include audio operation and some rotation to video and video switching with occasional maintenance assigned. Electronics technology training plus 3 years TV technical operations with emphasis on audio. Knowledge and/or experience in computer connectivity operation of personal computers for word processing and communication would be advantageous. Offering university benefits package including health insurance, retirement and tuition waiver. Send resume to: Human Services Department, Wright State University, Dayton, OH 45435. Equal opportunity/affirmative action employer

Radio-TV engineering manager: The University of West Florida is seeking an experienced radio/TV maintenance engineer. This position is an opportunity for a candidate with strong technical background and excellent people skills to move into a managerial position requiring hands-on maintenance. Qualifications: bachelor's degree in electrical/electronics or related field, plus one year experience in the maintenance design, operation or construction of technical broadcasting equipment or high school diploma and five years experience as described above. Engineering manager is responsible for ITV cable system, 3 TVRO systems, 2 production studios, audio and video editing suites. Salary \$20,500 - \$30,000. Send resume with cover letter, names of three references and UWF application to Personnel, 904-474-2694, UWF, 11000 University Pkwy, Pensacola, FL 32514 by August 8, 1988. UWF is an EEO AA, M/F/V/H institution

Mississippi State University seeks chief engineer for its television center. Applicant must have 10 years experience in engineering, 6 of which must be in broadcast maintenance, RF transmission hardware, supervisory experience in broadcast facility, and interpersonal skills in relating positively with supervisors, peers and subordinates. The chief engineer will be responsible for technical support, systems design, quality control for video and audio trouble shooting, training personnel and preparing equipment specifications and requisitions. The position offers excellent benefits and participates in the state retirement system. Please send cover letter, resume and names and addresses of three references to David Hutto, University Television Center, Box 6101, Mississippi State, MS 39762. Mississippi State University is an affirmative action/equal opportunity employer

HELP WANTED NEWS

Needed immediately: News director. Applicant must have impeccable references, a broad news background, management experience, and desire to shape a department committed to being #1. Send resume to Jim Spencer, KTEN, Box 1450, Denison, TX 75020

Can you report and anchor? Affiliate in growing Midwest market needs co-anchor to complement our male. Tape and resume to Ken Walker, KSFY, Suite 100, Sioux Falls, SD 57102.

Top 50 Midwest affiliate seeking experienced news anchor. Must be communicator, strong journalist and possess leadership qualities. Send resume and salary requirements to Box K-12, EOE.

Anchor/reporter. Be a part of South and North Carolina's best news team! We are seeking a journalist with a minimum of two years on-camera experience. Work top equipment and satellite news truck. Tape and resume to News Director, WCSC-TV, 485 East Bay St. Charleston, SC 29403. Tapes will not be returned. Absolutely no phone calls.

Exciting suncoast opportunities! News, sports, weather, production and promotion. Tell us about yourself--and show what you can do! PO Box 22607, Tampa, FL 33622-2607.

Sports reporter. Small market network affiliate, state-of-the-art facility. Must have strong desire to cover all local events. Send resume, phone number and salary requirements to Box K-36.

Aggressive medium market news department looking for an experienced take-charge communicator to join our female anchor at 6 and 10. Resume and salary requirements to Box K-32, EOE

Public relations: Staff writer needed for TV production firm. TV news writing experience required. Please send resume and two writing samples to G. Johnson, DWJ Associates, Inc., 1 Robinson Ln., Ridgewood, NJ 07450

General assignment reporter. Experienced reporter with strong writing, production, and live skills. Quality lifestyle of the southeast coast in very competitive market. Send tape, resume, and references to News Director, 1558 Highway 703, Mt. Pleasant, SC 29464. No calls, EOE.

Weekday co-anchor. A prime opportunity for an experienced individual to complement our successful male anchor at 5:30 and 10PM. Reporting ability required. No phone calls. Tapes & resumes to Dan DuBray, KULR-TV, 2045 Overland, Billings, MT 59104.

Executive news producer. Responsibility for two news programs per day. Must have strong show production background, ability to write and edit copy and the capability to manage people. Make our show exciting and different. Looking for a seasoned pro who can follow orders and give direction. Resume and your news philosophy to Box K-26

News producer. NBC affiliate, 30s market, has immediate opening. Sound management skills and creative writing a must. Make our news come to life utilizing all of our resources. Three years news producing experience necessary. Resumes to Box K-27.

Morning anchor. #1 morning news hour and noon newscast. Must be energetic, self-starter will be key player in a 3-anchor team. Good writing skills and live experience are a must. Minimum 2 years anchor experience required. Gannett ownership and NBC affiliation assure commitment and excellent lead-ins. Tape, resume and salary requirements to Paul Baldwin, News Director, WTLV-TV-12, 1070 E. Adams St., Jacksonville, FL 32202. (No phone calls, please.) Women & minorities encouraged to apply. EOE.

Sports director/anchor: For growing UHF in the sunny Southeast WPDE-TV (ABC) is looking for a hardworking, creative pro to join our winning team. Great local sports, including NASCAR, college football, and some of the country's top high school basketball. If you're #2 in a big market or #1 in a small market, this could be your chance to move into the spotlight in the Florence Myrtle Beach, SC, market. Group-owned, on-the-move station. Resume and tape to News Director, WPDE-TV 15 3215 South Cashua Dr., Florence, SC 29501 EEO, M/F. No calls, please.

Weekend anchor. Be a part of the fastest growing news operation in the Southeast. The right person must be a motivated self-starter with an enormous amount of energy and enthusiasm. Minimum 2 years anchoring experience required. Gannett ownership and NBC affiliation assure commitment and excellent lead-ins. Resumes & tapes to News Director, Paul Baldwin, WTLV-TV-12, 1070 E. Adams St., Jacksonville, FL 32202. (No phone calls, please.) Women & minorities urged to apply. EOE

One photojournalist/writer: Expanding news operation needs photojournalists with thorough knowledge of light, sound, editing and live ENG. One position requires writing skills. Experience and aggressiveness a must. Tape and resume to Dave Tinsch, Chief Photojournalist, WTVH, 980 James St., Syracuse, NY 13203.

Weekend weather. Minimum 2 years experience with a television news operation. AMS certificate and/or degree in meteorology preferred. Knowledge of colorgraphics Live-line 5 and in-house radar helpful. Gannett ownership and NBC affiliation assure commitment and excellent lead-ins. Resumes & tapes to News Director, Paul Baldwin, WTLV-TV-12, 1070 E. Adams St., Jacksonville, FL 32202. (No phone calls, please.) Women & minorities urged to apply. EOE

Executive producer - WMBD-TV in Peoria looking for experienced producer to supervise air product and produce early news. No recent college graduates need apply. Send air check, resume, salary expectations, and news philosophy to Duane Wallace, News Director, 3131 North University, Peoria, IL 61604 EOE, M/F

Two anchors. Provable background in shooting, editing, writing, producing and anchoring. Able and willing to work any and all hours. Dedication to long hours and hard work. News Director, 605-361-5555.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Field producer: WABC-TV seeks an experienced field producer for its public affairs production unit. Minimum 3 years experience in a major market producing magazine style and in studio segments. Experience in producing minority programs and specials preferred. No calls, please. Send reel and resume to Senior Producer Public Affairs, WABC-TV, 7 Lincoln Sq., 5th Fl., New York, NY 10023. We are an equal opportunity employer.

Fast, creative television news graphic artist needed. If you have good aesthetic eye, at least two years of experience on a computer graphics system (especially Cubi-Comp) and have substantially more experience in television, you may be the person we're looking for. We're a major national television news service, located on the East Coast and dedicated to excellence and station service. Our ideal candidate has an excellent understanding of production and electronic post-production techniques, including editing. You should also be technically and aesthetically flexible and able to work effectively as part of a close-knit team. You must be able to work to tight deadlines without losing your creative spark. We are an equal opportunity employer. Resumes and tapes to P.O. Box 65772, Washington, DC 20035-5772.

Senior producer/writer. Search reopened. Ability to write/produce TV news & entertainment promotion, commercials. Strong creative ability. Prefer 4+ years station, agency or related experience -- no beginners. Tape/resume/salary requirements to Linda Nix, WDSU-TV, 520 Royal St., New Orleans, LA 70130. No calls, EOE.

Senior producer/writer, asst. to marketing director. TV promo, commercials and program production experience, outstanding creative, 4+ years with station, agency, or related. 2nd in command in dept. No beginners. Tape/resume/salary requirements to Linda Nix, WDSU-TV, 520 Royal St., New Orleans, LA 70130. No calls, EOE.

Production supervisor: Midwest CBS affiliate in the 91st market. Will be responsible for supervision and coordination of all areas of production dept. and maintenance of on-air quality standards. A bachelor's degree in communications and previous experience along with excellent people skills are considered valuable for this position. EOE. Send resume to: Box K-18

Associate producer: For soon to be syndicated N.Y. talk show. Prefer at least 3 years hands-on experience producing segments for live, national or major market talk shows. Looking for aggressive booker with excellent writing and people skills. Minorities encouraged to apply. Send resume to Michale Gelman, 7 Lincoln Square, NY, NY 10023. We are an equal opportunity employer.

Production assistant: For soon to be syndicated N.Y. talk show. Prefer at least 2 years production experience on live TV talk show. Should possess excellent organizational, writing and people skills. Minorities encouraged to apply. Send resume to Michael Gelman, 7 Lincoln Square, NY, NY 10023. We are an equal opportunity employer.

WSMV Nashville: Seeking graphic artist or art director, salary and title commensurate with experience. Looking only for advanced designer or a top notch number two who wants to move up. Electronic graphic excellence, good people/administrative skills are a must. Send tape and resume ASAP to Carolyn Lawrence, WSMV Nashville, 5700 Knob Rd., Nashville, TN 37209

Producer/director: Responsible for producing and directing varied programming for broadcast over Alabama Public Television. Applicants should be knowledgeable of current production techniques and have experience in field, studio and post production. Good working skills are essential as is a BA in broadcasting or equivalent related experience. One permanent P-D position is available and one grant-supported P-D position anticipated. Applications must be received no later than August 1, 1988. Resume tapes may be requested at a later date. Send resumes to Employment Office, Box 6163, University of Alabama, Tuscaloosa, AL 35487. The University of Alabama is an equal opportunity/affirmative action employer

Aggressive, award-winning PTV station in southwest seeks executive producer. Responsible for creative and administrative management of all station program production. Reports to director of programming and in charge of contract negotiation, supervision of talent, producer/directing staff, and free-lance services. Represents station with local, regional, and national groups and organizations. BA in appropriate field. Six years experience in TV production, including minimum three years supervisory experience required. Production credits in senior role of regionally and/or nationally produced television programs preferred. Salary \$24,939, negotiable DOE. Send resume to UNM Personnel Department, 1717 FOMA NE, Albuquerque, NM 87131. Reference this ad. AA/EEO. Closing date 7-25-88.

EPF 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, KTVA, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE.

Director for prime newscasts in medium market. Must have 2 years experience directing news, including remotes, plus strong knowledge of Chyron, 1", Abekas, DVE and Grass Valley 300. College degree required. Send resume and salary requirements to Box K-37. EOE.

Senior producer/director: Responsible for the day-to-day supervision of producer/directors as well as for all phases of the creation and execution of local and national television series and specials. Bachelor's degree plus minimum four years producing and directing experience. Supervisory experience essential. Resume to: WXXI, Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

Senior producer-Nebraska projects (Equivalent to executive producer) - Responsible for Nebraska ETV Network programs highlighting Nebraska, its people and resources produced for local, regional and national distribution. Supervise staff and related activities. Bachelor's in broadcast journalism, mass communication, radio and television or film and five years television production experience required. Equivalency considered. \$30,422 minimum. Apply by August 1 postmarked to: Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EEO

SITUATIONS WANTED TECHNICAL

CE or DE, TV, 28 years experience, 15 as CE & supervisor. Broad knowledge, versatile, good with people, budgets, planning. Karl Black, 2300 Plaza Drive West, Clio, MI 48420. 313-686-3784.

Director of engineering - TV, AM, FM - group or manufacturer. 11 years station operations, 22 years equipment manufacturing experience. Experienced in all aspects of the broadcasting industry. Seeking a position with a company that desires technical excellence and professional management. Box K-13.

Television engineering manager, 12 years chief engineer, 23 years total. Includes hands-on experience. Seeking professional challenge. VHF/UHF. Please reply Box K-30.

SITUATIONS WANTED NEWS

Meteorologist: 2 years on-air weathercast experience. AMS seal. Currently doing weekends for 44 market station. Seeking full-time weekday position. Write P.O. Box 12772, Austin, TX 78711, for resume and tape. 512-442-1570.

Video crew available: Sony BetaCam SP with audio package. Can travel. 602-786-1133.

Newspaper reporter seeking opportunity to obtain broadcasting experience. Two years reporting experience including one covering Congress. Brian 202-582-2849.

Versatile news professional with 21 years 4th market experience. Must relocate to Florida market. Photographer, editor, microwave and satellite operations. Betacart operator and much more. Will consider management position. Tape, resume, and references available. Inv 215-745-0699.

Meteorologist, ex-Air Force officer, Florida State University degree, two years overseas on-camera experience, seeking on-air position. Will consider all markets, all locations. Dynamic personality with top credentials. Tape available. Tom Hauf 301-467-8019.

Vacation relief/freelance reporter: Experienced TV reporter will handle short & long term assignments Major/medium markets. Anywhere in US. Also experienced major market line & field producer. Will fill-in there, too. Box K-28.

No beginners! Where does one get started? Mature, Black male, one year combined network/major market internships in GAR/field producing capacity. Call 216-696-8239.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Pair-a-docs: Father/daughter Ph.D.'s; hosts, feature, reporters, guests, psychology/intimacy issues. Top credentials/extensive TV/radio experience. 612-291-7547.

Line producer for major network news-talk morning program is seeking new opportunities and challenges. Willing to relocate. Write Box J-70.

N.Y. freelance cameraman lighting director, 6 years - commercials, sports, documentaries. Will travel & will consider staff position. Call John 516-673-4165.

MISCELLANEOUS

Be on TV. Many needed for commercials. Casting info. 1-805-687-6000 Ext. TV-7833.

Primo People has the answers to your questions. News directors and talent...find out what we can do for you...call Steve Porricelli or Fred Landau at 203-637-3653 or send a tape and resume to Box 116, Old Greenwich, CT 06870-0116.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Wanted: Instructor/assistant professor of speech communication: radio and television. One year, fixed term with possible renewal. Rank and salary dependent on experience, degree and qualifications. Excellent salary and benefit package. (Range \$19,432-\$35,164). Appointment date is September 7, 1988. Teach courses in radio and television production and performance and public speaking. Advise and supervise television program productions. B.A. plus experience candidates will be considered. M.A. plus experience preferred. Send letter of application, resume, transcript to: Director of Personnel Services, Southwest State University, Marshall, Personnel Services, Southwest State University, Marshall, MN 56258. EEO. Applications reviewed July 15, 1988. Position open until filled.

Cable program coordinator/instructor, School of Telecommunications: Responsibilities: Coordinate all day-to-day operational activities of Ohio University dedicated cable channel on the Athens, Ohio, cable system, seek and schedule programming from external sources, develop and produce locally generated programs. Teach in one or more of the following areas: production, cable communications, non-broadcast video systems, media writing. Qualifications: M.A. or equivalent, teaching experience desirable; knowledge of television program availabilities, understanding of cable operations, ability to work with students; television production experience, familiarity with television operations procedures. Minimum salary: \$21,500. Available: September 1, 1988. Deadline: July 22, 1988. Letter and resume to: Paul Witkowski, Associate Director, Ohio University, 9 S. College St., Athens, OH 45701. 614-593-4949.

Instructor/assistant professor of oral communications. Central State University. Will teach news and other broadcast courses, and supervise the news room for radio and cable TV stations. MA required; Ph.D. preferred. College-level teaching and professional broadcast experience required. Position to be effective August 22, 1988. Salary commensurate with experience and qualifications. Send cover letter, detailed resume, official transcripts and three letters of reference to: Dr. Clifton Warren, Dean, College of Liberal Arts, Central State University, Edmond, OK 73060 by the deadline date of July 20, 1988.

Search extended: Florida International University, The State University of Florida at Miami... invites applications for a tenure track position in telecommunication for innovative, professionally oriented undergraduate -- and beginning in Fall -- graduate mass communication program. Responsibilities include teaching courses in basic writing, broadcast writing, broadcast management, principles of broadcast, and video field production. Strong commitment to research and/or creative/professional work is expected. Student advising and active participation in university and department committees is required. The successful candidate must have at least three years full-time teaching experience at college level and a demonstrated record as a successful professional in his/her field. Master's degree is required, PhD preferred. Professional experience in Latin America is a plus. The position at the assistant/associate professor level is available Fall 1988. FIU's Department of Communication has grown 60% in the past three years. It currently has 400 undergraduate majors and expects to become a school later this year. Send application, vita, at least three letters of recommendation, and writing samples to Dr. Peter Habermann, Chair, Telecommunication Search Committee, Department of Communication, Florida International University, North Miami, Florida 33181-3601 Deadline is July 28, 1988. Florida International University is an affirmative action, equal access, equal opportunity employer.

HELP WANTED SALES

Sales/marketing rep. Corporation seeking energetic, dedicated person-oriented individual willing and able to work hard. Knowledge of radio and/or TV operations a must. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box K-33.

HELP WANTED ANNOUNCERS

Affiliated sports announcer. The nation's No. 1 score phone operation is looking for an experienced broadcaster, well versed in sports. T & R to: Telecast Communications, 3871 S. Valley View, Suite 21, Las Vegas, NV 8910 Attn: Jere Dougherty.

HELP WANTED NEWS

New newsletter on journalism ethics is seeking reports and editors to write about tough calls involving an ethical dilemma that they have faced on the job. \$500 paid acceptance for articles of approximately 1000 words. For more information, contact Robin Hughes, Editor, FineLine 600 E. Main, Louisville, KY 40202. 502-584-8182.

PROGRAMING

Radio & TV Bingo. Oldest programing in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

"Talkline." Higher profits and better ratings are on the way. All programs are free for the next 10 stations that call 606-781-8255.

EMPLOYMENT SERVICES

Government jobs. \$16,040 - \$59,230/yr. Now hiring. Your area. 805-687-6000 ext. R-7833 for Current Federal list

Immediate openings! Television, radio, corporate communications. All fields/levels/regions. No placement fees. Media Marketing, P.O. Box 1476 -- PD, Palm Harbor, FL 34687; 1476. 813-786-3603.

Airlines now hiring. Flight attendants, travel agents, mechanics, customer service. Listings Salaries to \$105! Entry level positions. Call 1-805-687-6000 ext. A-783;

EDUCATIONAL SERVICES

On-air training: For working/aspiring TV reporters. Polis anchoring, standups, interviewing, writing. Teleprompter Learn from former ABC Network News correspondent an New York local reporter. Demo tapes. Private coaching Group workshops June 11 and July 23. 212-921-0777. Eckhart Special Productions, Inc.

MISCELLANEOUS

Scanner frequency directories: Police, fire, federal transportation, medical, etc. Free catalog. CRB, Box 56 BC, Commack, NY 11725.

U.S.G.S. topo maps. In a hurry - overnight service or FEDEX. Call Bob, The Map Store, 612-227-6277.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-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.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

FM transmitters** Harris FM25K (1983), AEL 25KG (1977), **Harris FM20H3 (1976), RCA BTF20E1 (1983) **Harris FM10H3 (1974), RCA BTF10D (1968), CCA 30000D (1968) **Transcom Corp. 215-884-0888, Telex 910-240-3856.

AM transmitters** CCA AM 10,000D (1970), Collins 8201 (1978) **Gates BC-5P (1962) **Harris MW1A (1970), Harris BC-1H1, CSI T1A (1981), Bauer 707 (1970), Collins 20V (1968), **McMartin BA 2.5K (1981), **Transcom Corp 215-884-0888, Telex 910-240-3856.

50KW AM** CCA AM 50,000D (1976), excellent condition **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.

48 sections of 3-1/8" transmission line, 50 ohm w/hangers; (1) 12 bay RCA - FM antenna, 91.3; 55 section of 6" transmission line w/hangers. 75 ohm, prodlan make Call 904-223-9229.

**Help Wanted Programing
Production & Others Continued**

LM - trans. 7 - 50kw's, 10 - 10kw's, 13 - 5kw's, 9 - 1kw's FM
rans. 3 - 40kw's, 1 - 27 1/2kw, 1 - 25kw, 1 - 22 5kw, 11 -
10kw's, 8 - 10kw's, 1 - 7 1/2kw, 9 - 5kw's, 2 - 3kw's, 1 - 2kw,
and 16 - 1kw's. All manufacturers, all books, all spares, all
removed from "on air service". Besco Internacional, 5946
Club Oaks Dr., Dallas, TX 75248. 214-226-8967, 214-
330-3600. Ask for Rob Malany.

mpex ACE editor with keyboard, 5 ILC's, GPI card,
monitor, and dual 8" drives \$37,500. Convergence 204 with
I interfaces and time code reader \$8,500 919-833-8888.

Equipment financing: New or used 36-60 months, no
down payment, no financials required under \$25,000. Refi-
nance existing equipment. David Hill 214-578-6456.

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
ree. Almost one million sold to professionals. For more
info, call 1-800-238-4300, in Maryland, call 301-845-
3888

RCA TK-27 film island only \$5,000. TK-29 island, \$25,000
3VH-2000s available VPR-2Bs under \$20,000 HL-
79EALs now available Complete 3/4" edit system as low
as \$2,500. Ikegami 730s starting at \$3,500 Call for a
complete list Media Concepts, 919-977-3600 or FAX
919-977-7298

For sale: 2 Froudja encoders like new, 202-333-3320
(Fritz).

New RCA parts for "AH" and "AL" transmitters. Call for
parts list Landau Radio Company, Inc. 615-886-4575.

**TALK SHOW
PRODUCER**

WBZ-TV 4

*New England's Number 1
Talk Show is looking for a
producer. If you have 5 years
TV experience including live
talk, strong creative, booking
and management skills, send
your resume to:*

**Francine Achbar
Executive Producer
WBZ-TV
1170 Soldiers Field Rd.
Boston, MA 02134**

(No calls or tapes please!)

GROUP W Television
An equal opportunity employer

**ON-AIR PROMOTION
WRITER/PRODUCERS**

SuperStation TBS has two openings
for On-Air Promotion Writer/Producers.
If you're ready to go NATIONAL, send
your resume and reel to:

**Bill Keith, Manager
SuperStation TBS Promotion
1050 Techwood Drive
Atlanta, GA 30201**

EOE



MF

Help Wanted Technical

CHIEF ENGINEER

Major southeastern market UHF
station owned by major broad-
cast company is looking for a
chief engineer with management
experience and knowledge of
UHF transmitter. Independent
station operation experience is
helpful. Good benefits package.
Send resume with salary require-
ments in confidence to: Box K-
10.

Help Wanted Technical

PROGRAMMING SCHEDULER

LEADING PAY PER VIEW COMPANY HAS POSITION
AVAILABLE FOR A SCHEDULER IN THE NYC. PRO-
GRAMMING DEPT INDIVIDUAL MUST POSSESS EX-
CELLENT ANALYTICAL SKILLS AND BE EXTREMELY
DETAIL ORIENTED. REQUIREMENTS INCLUDE 2-3
YEARS NETWORK PROGRAMMING EXPERIENCE,
WORKING KNOWLEDGE OF PC AND A COLLEGE
DEGREE. (PREFERABLY IN COMMUNICATIONS OR
FILM) SALARY COMMENSURATE WITH EXPERI-
ENCE. EXCELLENT BENEFITS PLEASE SEND RE-
SUME AND SALARY REQUIREMENTS TO.

BOX K-34

MAINTENANCE TECHNICIAN

COMSAT Video Enterprises, a wholly-owned subsidiary of
COMSAT, has an immediate opening in its Broadcast Operations
& Engineering group for a Maintenance Technician. CVE operates
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tem serving the hotel industry.

The successful candidate will install, maintain and repair CVE's
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tribution, production, videotape, monitoring satellite uplink, and
computer control systems.

Requires two years' formal education or equivalent and 3-5 years'
related experience.

COMSAT Video Enterprises is part of a large, NYSE telecommuni-
cations service corporation with excellent benefits and opportu-
nity for growth. Please send your resume, with salary history/
requirements, to:



Dept. B-12, 22300 Comsat Drive, Clarksburg, MD 20871

An Equal Opportunity Employer

TELEVISION

**Help Wanted Programing
Production & Others**



Senior Writer Producer

Expanding Cable Network relocating to
Astoria, Queens, seeks qualified Senior
Writer Producer responsible for script,
direction, production of all on-air promo-
tional material, presentations requiring
production and/or post-production. Indi-
vidual will develop on-air projects and
use creative judgement in all phases of
production and graphic design. Mini-
mum three years experience on-air pro-
motion, production and post-production
required. BA degree in Communications
with exposure to advertising/promotion
helpful.

Full Benefits, 401K, Discounts EOE M/F/
V/H

Lifetime Cable Television
1211 Avenue of the Americas
New York, N.Y. 10036
Attn: Personnel Department

**SEARCH REOPENED
TWO CREATIVE POSITIONS,
MARKETING NBC STATION**

SENIOR PRODUCER/WRITER, ASST. TO MAR-
KETING DIRECTOR TV promo, commercials
and program production experience, out-
standing creative. 4+ years with station, agen-
cy or related. 2nd in command in dept.

SENIOR PRODUCER/WRITER, Ability to write/
produce TV news & entertainment promos,
commercials. Strong creative ability. Prefer 4+
years station, agency or related experience.

NO BEGINNERS FOR EITHER POSITION.
Send tape/resume/salary requirements to Lin-
da Nix, WDSU-TV, 520 Royal St., New Orleans,
LA 70130.

Help Wanted News

One of America's most respected television stations,
KARK - TV, Little Rock, Arkansas,
 an NBC affiliate,
 is seeking a broadcast journalist to **co-anchor**
 our early and late evening newscasts.

Experienced professionals only
 No beginners.

Tape and resume to Bob Steel, News Director,
 P.O. Box 748, Little Rock, Arkansas 72203

Help Wanted Management

Management

GENERAL MANAGER

The Bay Area Interconnect has recently expanded to 1,000,000 homes and is seeking a seasoned General Manager with a proven track record to lead, manage and grow cable ad sales in the nation's 5th largest T.V. market.

Progressive and proactive individuals with a minimum of 7 years' successful business and operational experience, together with strong Ad Sales Management experience in Cable and/or Broadcast, are encouraged to apply.

Interested candidates should send resumes with salary history and requirements to: Viacom Cable, Employment Department #910BAI, P.O. Box 13, Pleasanton, CA 94566-0871. We are an Equal Opportunity Employer; Women and Minorities are encouraged to apply.

BAY AREA INTERCONNECT

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TOKYO NEWS/FEATURES BROADCASTER WANTS TO BE YOUR STRINGER IN JAPAN. 20 YEARS EXPERIENCE. I'LL BE IN THE U.S. TILL JULY 18, WILLING TO MEET YOU AT MY EXPENSE. PHONE MY DAUGHTER, SYLVIA, AND LEAVE YOUR NAME AND PHONE NUMBER. 415-921-3972.

For Fast Action Use
BROADCASTING'S
Classified
Advertising

Director Corporate Information PBS

PBS is seeking an experienced communications/public affairs professional to manage effective internal and external corporate communications. Minimum qualifications: college degree in Journalism, English, or Communications or equivalent experience, with 6-8 years management experience in the communications field. Knowledge of public broadcasting and television highly desirable. Must have demonstrated excellent writing and editing skills, proven experience in press relations, and the ability to work closely with all levels of management. PBS offers a salary commensurate with experience and an excellent benefits package. Interested candidates should submit letter of interest, resume, and salary requirements to:



Attn: Carla A. Gibson
 1320 Braddock Place
 Alexandria, VA 22314
 EOE/AA

RADIO

Help Wanted Sales

GENERAL SALES MANAGER

- Can you increase sales through people development?
- Can you manage professional sales people who have led the market in billing 14 consecutive years?
- Does your personal style exude an excellence in sales ability?

For the first time in thirteen years, we have an opening for a premier sales manager. If you're one of the best, CALL NOW to arrange a confidential interview!

- Unlimited income potential.
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 President
 KVET/KASE
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 512-495-1300
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 LAS VEGAS, NEVADA 89101

For Sale Equipment

RCA TV MTS STEREO KITS

"FL" Single	-\$6,000
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"FH-" Single	-\$3,500
"FH" Parallel	-\$8,000
"GL" Aural Cavity Kit	-\$8,000 ea.

All above prices include installation
 Travel and living expenses extra

UHF TTUE-44 Drawers - \$3,500

LANDAU RADIO COMPANY, INC
 615-886-4575

Business Opportunities

Absentee owner seeks GM/Partner to operate AM/FM combo in Pacific Northwest. Ready to move into ownership? Here's your chance to buy in and receive substantial equity. \$75-100,000 investment gets much more than that amount in equity, and your interest would carry forward to any additional stations we acquire. Resume to Box K-29.

Miscellaneous

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 Atlanta, GA 30318
 404-355-6800

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Our collection services are tailored to your industry's requirements.

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818-785-5500



For Sale Stations



FLORIDA FM

Medium market with excellent growth. Real estate included. \$750,000 with \$350k down.

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404/698-9100



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BOISE METRO FM-AM

- PRICED BELOW MARKET BASE VALUE
 - SELLER FINANCING AVAILABLE
 - APPRECIATION OPPORTUNITY
- CLIFF HUNTER
800-237-3777

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UNIVERSITY TOWN**

24 GROSS
\$600 TOTAL; 200k CAC
407-295-2572

TRADE

Eight licensed MDS TV channels. low power in growing W. Central Florida, for operational low power TV.

Box K-24

**NEBRASKA
AM/FM-50,000 Watts**

College town-stable economy non-broadcast owner needs to sell now.
402-475-5285



SOUTHEAST COMBO
SE growth mkt. State capital/
university town. Class A w/AM.
Quick sell. \$1.95M-terms.

MITT YOUNTS
202/822-1700



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Get great coverage of a
725,000+ PA market. Respected
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ate with the right buyers. Prin-
cipals only reply to Box J-82.

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EXCELLENT OPPORTUNITY
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Excellent facilities
Inspection invited
Must sell quickly
Cash or Terms

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TV STATION**

Priced for quick sale -
Great upgrade potential.
617-975-3053

- UHF-TV near large Mass. city. \$3.9 million.
- AM/FM near Terre Haute. \$380,000. Terms.
- Cable system. 1,100 subscribers. \$2,300 per sub in Deep South city.



Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
615-756-7635 — 24 Hours

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ASSOCIATES
BROKERS-CONSULTANTS**

719-636-1584
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Colorado Springs, CO 80909

**BROADCASTING'S
CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only Full & correct payment MUST accompany ALL orders. 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.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media

Marla Bane, director, finance and administration, WABC(AM)-WWPR(FM) New York, joins co-owned ABC Radio Network there as director, Contemporary Network.

Ernest Madden, executive VP, Gilmore Television Station Group, Kalamazoo, Mich., and general manager, Gilmore's WEHT(TV) Evansville, Ind., will retire from management duties July 1. He will continue as executive VP through July 31. **Douglas Padgett**, VP, general manager, KODE-TV Joplin, Mo., will join WEHT(TV) in same capacity. **William Aker**, station manager, KODE-TV, will replace Padgett as VP, general manager.



Lawrence

Mike Lawrence, operations manager, WLA-M(AM)-WKZS(FM) Auburn, Me., and WJBQ(AM) Gorham, Me., named station manager. WKZS(FM).

Dick Grimm, owner, Dick Grimm's Consulting, Honolulu-based management consulting firm, joins KGMB(TV) there as

general manager.

Laura Morris, director, news and programming, KTRH(AM) Houston, named station manager.

Lowell Homburger, general manager, WRPX(AM) St. Paul, Minn., joins WTAC(AM) Flint, Mich., as VP, general manager.

Joyce Reed, news director, KYTV(TV) Springfield, Mo., named general manager.

Bill Scaffide, general sales manager, WUAB(TV) Lorain, Ohio, named assistant general manager.

Tom Godell, program and operations director, WLRH(FM) Huntsville, Ala., joins non-commercial WSIU(FM) Carbondale, Ill., as station manager.

Brian Baumann, station manager, WMLI-FM Madison, Wis., named general manager.

Marion Watson, station manager, noncommercial KUOM(AM) Minneapolis, named program developer. **Andy Marlow**, program/operations manager, KUOM(AM), adds duties of acting station manager.

Thomas Stewart, VP, general manager, WBNS-AM-FM Columbus, Ohio, named director of station's owner, RadiOhio Inc.

Terrel Davis, staff attorney, TCI Cable Management, Denver-based subsidiary of Telecommunications Inc., named VP, operations counsel.

Kevin Bolin, accountant, Peat Marwick Main Co., Atlanta, joins WAGA-TV there as assistant controller.

Teresa Throop, program director, traffic

manager, WSMH(TV) Flint, Mich., joins WGBO-TV Joliet, Ill., as traffic manager.

Marketing

Phil Slott, chairman, chief executive officer, BBDO, London, joins Tracy-Locke, Los Angeles, in same capacity.

John McSherry, VP, manager, media information, Campbell-Ewald, Detroit, joins Bozell, Jacobs, Kenyon & Eckhardt, New York, as senior VP, director, corporate media resources.

Barry Roseman, VP, general manager, FCB/Leber Katz Partners, New York, named senior VP.

Appointments at Young & Rubicam, New York: **Dorothy Camilletti**, **Christine McHugh** and **Marguerite Ross**, supervisors, local broadcast, to VP's; **Susan Smollens**, group supervisor, research section, communications services, to VP.

Robert Brueckner, VP, senior copywriter, D'Arcy Masius Benton & Bowles, St. Louis, named associate creative director. **James Fortune**, associate creative director, Gardner Advertising, St. Louis, joins D'Arcy Masius Benton & Bowles there as senior art director.

Sheila Hamowy, VP, Media Basics, New York, named president, Media Direct there. **Carol Demetrios**, buyer, Media Basics, named VP, Media Direct. Media Direct, subsidiary of Media Basics, is New York-based direct response television advertising company.

Michael Baker, account supervisor, DDB Needham Worldwide, Chicago, named VP.

James Higgins, sales manager, United Stations Programming Networks, New York, named VP, New York sales. **Kirk Stirland**, sales manager, United Stations Radio Networks, New York, named VP, New York sales.

Joanna Harig, manager, NBC Spot Sales, Chicago, named director, NBC-TV Spot Sales, Midwest, there.

Chuck Wing, general manager, WSYX(TV) Columbus, Ohio, joins WAGA-TV Atlanta as VP, marketing and sales. **Dianne Harnell**, local sales manager, WAGA-TV, named general sales manager.

Bob Reckert, local sales manager, WINS(AM) New York, joins WBZ(AM) Boston as general sales manager.

Thomas Bloniarz, sales manager, WCKG(FM) Chicago, named general sales manager. **Debbie Morel**, account executive, WCKG named sales manager.

Gene Kendrick, sales, WFBC-FM Greenville, S.C., joins WMYI(FM) Hendersonville, N.C., as sales manager.

Michael Rix, Northeastern regional manager Harmony Gold, New York, joins Seltel there as sales manager.

Tim Pohlman, sales representative WFOX(FM) Gainesville, Ga., join WWMG(FM) Shelby, N.C., as general sales manager.

Sharon Crone, local sales manager WDIA(AM)-WHRK(FM) Memphis, join KWLN(FM) there as general sales manager.

Jeff Block, local sales manager, KTVU(TV) Oakland, Calif., named general sales manager.

Jo Anne Coblentz, retail sales manager WAXY(FM) Fort Lauderdale, Fla., join WFLA(AM)-WFLZ(FM) Tampa, Fla., as local sales manager.

Bob Bolton, account executive, WHOI(TV) Peoria, Ill., joins WYZZ-TV Bloomington Ill., as local sales manager.

Ray Vecellio, account executive, WCCO(AM) Minneapolis, named local sales manager.

Rick Rogala Jr., national sales manager KTVI(TV), St. Louis, joins WTAE-TV Pittsburgh in same capacity.

Dick Kelly, national sales manager, KOCO-TV Oklahoma City, named local sales manager.

Brent Hensley, account executive, KOCO-TV named national sales manager.

Rosemarie Machi, promotion director, account executive, Sperling, Guy & Associates, Boise, Idaho, joins Greater Milwaukee Interconnect, Milwaukee-based sales and marketing organization, responsible for cable television advertising, as director of creative services.

Mary Zarek, account executive, HDM Dawson Johnson & Black, Chicago named senior account executive.

Jeff Hale, account executive, W.B. Doner & Co., Detroit, named senior account executive.

Deborah Lansing, senior account executive KOSI(FM)-KDVR(TV) Denver, joins KWGN-TV there as account executive.

Henry White, sales representative, Dialamerica Marketing Inc., Greenville, S.C., joins WSPA-TV Spartanburg, S.C., as account executive.

Kate Howe, local account executive, WZFM(FM) Briarcliff Manor, N.Y., joins Hillier, Newmark, Wechsler & Howard, New York, as account executive.

Michael Garrity, account executive, WPEN(AM)-WMGK(FM) Philadelphia, joins CBS Radio Representatives there in same capacity.

David Rousseau, graduate, Emerson College, Boston, joins WMEX(AM)-WMJX(FM) Boston as account executive. **Steve MacDonald**, account executive, WROR(FM) Boston, joins WMEX(AM)-WMJX(FM) in same ca-

capacity.

Dotty Webb, account executive, WSNi(FM) Philadelphia, joins WEGX(FM) there in same capacity.

Programing



Herman

Sheri Herman, VP, sales and marketing, Fashion Channel, Carson, Calif., joins Movietime, Los Angeles, as VP, marketing.

Manolo Vidal, director, Latin American sales, Coral Pictures Corp., Miami, named executive VP, sales.

Jill Zaccheo, director, affiliate marketing, ESPN, Eastern division, New York, joins Movietime, Los Angeles, as senior VP, affiliate sales.

Jonathan Sehring, director, programing, Bravo, Woodbury, N.Y., named VP, programing.

Staff changes at American Public Radio, St. Paul, Minn.: **Eric Friesen**, acting president, senior VP, programing, to executive VP, programing; **Robynne Limoges**, director, programing, to European representative, London; **Joann Krause Eichten**, director, distribution and conference services, has resigned.

Curtis Symonds, national account manager, ESPN, Bristol, Conn., joins Black Entertainment Television, Washington, as VP, affiliate relations.

Francine Beougher, director, distribution operations, Columbia Pictures Television, Burbank, Calif., named VP, distribution operations, syndication.

Andrew Farley, territory, affiliate marketing manager, American Movie Classics, Los Angeles, named regional manager, Western region.

Gaye Fowler, account representative, Fashion Channel, Carson, Calif., joins Lifetime, New York, as manager, Western region affiliate sales.

Drue-Ann Wilson, assistant producer, 40th Anniversary Salute to Atlantic Records, joins MTV, New York, as director, talent, special programing.

Chancy Kapp, program development officer, University of North Carolina Center for Public Television, Chapel Hill, N.C., named associate director.

Mark Sonnenberg, director, audience and program research, ABC Television Network Group, joins KTLA(TV) Los Angeles as director of programing.

Dick Bailey, director, classical programing, Broadcast Programing, Seattle-based syndicate company, joins Universal Broadcasting Corp., Pittsburgh, as head, classical music programing.

Jerry White, assistant professor, University of Oklahoma, Norman, Okla., joins WSMV(TV) Nashville as manager, special projects.

Afton Auld, promotion manager, host, *California North*, KFTY(TV) Santa Rosa, Calif., named program director.

Sheila Harper, student, Ohio University, Athens, Ohio, joins noncommercial WOUB-TV there and WOU-TV Cambridge, Ohio, as program coordinator.

Linda Schaller, independent producer, joins noncommercial KQED(TV) San Francisco as senior producer, cultural and children's programing department.

Steve Gary, music director, KVET(AM) Austin, Tex., named afternoon air personality.

Richard Eigendorff, VP, financial planning, Viacom Networks Group, Los Angeles, named VP, financial planning and administration, Showtime/The Movie Channel, New York.

Hank Ratner, assistant general counsel, Cablevision Systems Corp., joins Rainbow Program Enterprises, Woodbury, N.Y., as VP, business affairs.

Patricia Buckman, finance, affiliate relations, Home Box Office, New York, joins Lifetime there as manager, research.

News and Public Affairs



Bartlett

David Bartlett, director, programing, *Talknet*, New York, named VP, news and programing, NBC Radio Networks there.

Appointments at KTKA-TV Topeka, Kan.: **Bill Kempin**, director/producer, KRCG(TV) Jefferson City, Mo., to weekend producer; **Jim**

Cunningham, morning anchor/reporter, to weekend anchor/reporter; **Darren Richards**,

weekend reporter, to assignment editor; **Scott Stevens**, weekend weathercaster, to weekday weathercaster.

Phil Sirkin, assistant news director, executive editor, WHDH(AM) Boston named news director.

Jon Kaplan, executive producer, KSPR(TV) Springfield, Mo., named news director.

David Robinson, news photographer, WKEF(TV) Dayton, Ohio, named producer.

Jennifer Graves, producer, KSDK(TV) St. Louis, joins WAGA-TV Atlanta in same capacity.

Timothy Geraghty, sports anchor, reporter, news producer, KOMU-TV Columbia, Mo., joins WAND(TV) Decatur, Ill., as producer.

Mark Durham, news producer, KVOA-TV Tucson, Ariz., joins KOMO-TV Seattle as weekday producer.

Julie Schwartz, producer, *The Morning Show*, WMCA(AM) New York, joins WOR(AM) there as producer, *Joan Hamburg Show* and *Luncheon at Sardi's*.

Appointments at WBKO(TV) Bowling Green, Ky.: **Charlie Whinham**, news director, WGRB(TV) Campbellsville, Ky., to bureau chief; **Rick Hightower**, anchor, producer, KIFI(TV) Idaho Falls, Idaho, to same capacity; **Mike Green**, senior reporter, to assistant news director, assignment editor; **Grant Rampey**, reporter, KTAB-TV Abilene, Tex., to metro reporter; **Laurie Davison**, graduate, University of Florida, Gainesville, Fla., to general assignment reporter; **Kent Rupe**, intern, KUTV(TV) Salt Lake City, to weekend sports anchor.

Felicia Knight, managing editor, co-anchor, WABI-TV Bangor, Me., joins WGME-TV Portland, Me., as noon report anchor.

Ross Joel, co-anchor, producer, WNNE-TV Hartford, Vt., joins WVIT(TV) New Britain, Conn., as weekend anchor.

Kevin McGraw, weekend anchor, WXEX-TV Petersburg, Va., named weekday anchor. **Belinda Morton**, medical reporter, producer, Black Entertainment Television, Washington, joins WXEX-TV as medical reporter.

Deborah Silberstein, weekend anchor, WDIV(TV) Detroit, joins WKRC-TV Cincinnati as co-anchor.

Appointments at WSVN(TV) Miami: **Rick Chambers**, weekend anchor, general assign-

Study time, Reuven Frank, 68, former NBC executive, has been chosen as a 1988-89 Senior fellow at the Gannett Center for Media Studies at Columbia University, New York. Fellows spend from four months to a year at the center conducting in-depth studies of topics on mass media or technological change. There have been 52 resident fellows since the center began in 1985. Frank will investigate "The Evolution of Television News." He began his 37-year career with NBC in 1950 as a news writer. He later produced news programs and documentaries. In 1966 he was named VP, NBC News; in March 1968 he became executive VP and in June 1968 he took over as president. He was elected to the NBC board of directors in September 1968. In 1973 he relinquished the presidency, but remained in an executive position until his retirement in 1987.



ment reporter, WAVE(TV) Louisville, Ky., to same capacity; **Joan Lovett**, anchor, WTVL(TV) Jacksonville, Fla., to noon co-anchor; **Marianne Murciano**, reporter, to anchor, *Today in Florida*; **Dan Housle**, reporter, WKBW-TV Buffalo, N.Y., to same capacity; **Rick Sanchez**, reporter, named co-anchor.

Technology

Scott Davis, director, technical operations, Olympics, NBC, New York, joins MTV Networks/Showtime there as VP, network group operations.

Michael Chewey III, owner, president, Systems Unlimited, Woodland Hills, Calif.-based computer consulting and design firm, joins Bremson Data Systems, Lenexa, Kan., as president, motion picture systems division.

David Connell, president, chief executive officer, Decision Restaurant Systems Corp., Thousand Oaks, Calif., joins Robert Wold Co. Inc., Los Angeles, in same capacity.

Robert Shealer, chief engineer, Warner Cable Co., Milwaukee, joins Greater Milwaukee Interconnect, Milwaukee-based sales and marketing organization, responsible for cable television advertising, as operations engineer.

James Lowery, chief engineer, KPLR-TV St. Louis, joins KDNL-TV there in same capacity.

Craig Taylor, Midwest regional sales manager, Sony Communications Products Co., broadcast products division, New York, named Northeast regional sales manager.

Promotion and PR

Stella Giammasi, director of communications, noncommercial WNET(TV) Newark, N.J., named VP, director of communications.

Jan Maczka, manager, corporate design, Westinghouse Electric Corp., Pittsburgh, joins Mangus/Catanzano, Pittsburgh-based public relations, marketing-communications firm as principal and creative director.

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Rose-Baron



Carroll

Myrna Rose-Baron, assistant director of public relations, Rainbow Program Enterprises, Woodbury, N.J., named director, public relations. **Edward Carroll**, publicity assistant, Rainbow Program Enterprises, named manager, public relations.

Tracey McCarthy, professor, New York Institute of Technology, New York, joins Multimedia Entertainment there as sales promotion manager.

Rosalind Fields, promotion producer, WUSA(TV) Washington, joins WFMV-TV Greensboro, N.C., as promotion manager.

Appointments at WAVA(FM) Arlington, Va.: **Kathi Kolodin**, promotion director, named director, creative services; **Susan Kobren**, promotion assistant, named promotion director; **Billy Reed**, events coordinator, named promotion assistant.

Lori Alterman, graduate, University of Miami, Coral Gables, Fla., to assistant promotion director, WPOW(FM) Miami; **Jorge Usatorres**, intern, promotion department, WPOW(FM), named promotion assistant.

Cathy Gazzano, producer, KFTY(TV) Santa Rosa, Calif., adds duties of promotion director.

Mary Zatina, assistant general manager, non-commercial WTVS(TV) Detroit, named manager, individual giving. **Marilynn Udman**, supervisor, donor services, WTVS(TV), named manager, donor services.

Allied Fields



Sheehan

John Sheehan, VP, client development, Audience Research & Development, Dallas-based research and consulting firm, named executive VP, general manager.

Mark Jorgenson, general manager, WQBN(AM) Temple Terrace, Fla., joins R.C. Crisler & Co.,

Cincinnati-based media broker, as VP, general manager, Tampa, Fla.

Claudia Horn, assistant VP, communications lending department, Shawmut Credit Corp., New York, joins Hospital Trust National Bank, Providence, R.I., in same capacity in special lending department, responsible for lending to cable and broadcast companies.

Appointments to America Advertising Federation board of directors, Washington: **Rob-**

ert Blackmore, executive VP, NBC-TV named chairman; **David Bell**, vice chairman Bozell, Jacobs, Kenyon & Eckhardt, named vice chairman; **Robert Geller**, president, Ad force Inc.; **Clarke Hine**, VP, advertising, The Quaker Oats Co.; **Robert Huntington Jr.**, executive VP, chief operating officer, DDE Needham Worldwide; **David Hurwitz**, VP marketing and communication services General Foods, USA; **Burton Manning** chairman and chief executive officer, J. Walter Thompson Co.; **John Walter**, president R.R. Donnelley & Sons Co.

Deaths

Ron Kershaw, 45, news director at WBBM-TV Chicago, died of cancer July 3 at Northwestern Memorial Hospital in Chicago. Kershaw began his career in television in 1970 as producer, reporter, anchor at KTRK-TV Houston. In 1974-1977, he was news director, executive producer at WBAL(TV) Baltimore. In 1977-1979, Kershaw was senior producer, field producer, ABC Network News. In 1979-1982 he was with WNBC-TV New York as news director. During that time he designed *Live at Five*, news and talk program. In 1982-1985 he was producer for NBC Sports, New York. He joined WBBM-TV in 1986. He is survived by daughter and son.

Edward P. Birchall, 64, creator, producer and star of *The Ho Ho Show* on KOCO-TV Oklahoma City, died of heart attack July 3 at St. Anthony Hospital in Oklahoma City. Birchall created *The Ho Ho Show* in 1959 and was with it until his death. Birchall is survived by wife, Beebee, two daughters and four sons.

Louis Novins, 79, pay television advocate, died of heart attack June 29 at George Washington University Medical Center in Washington. Novins held high positions with Paramount Pictures from 1946 to 1963. In 1957 he headed effort to establish pay cable systems in New York and Los Angeles. Coin-box devices would have been attached to home television sets to collect fee for attractions such as movies and sports events. Venture met with opposition and only caught on in suburb of Toronto. Novins was president of International Telemeter Co., Paramount subsidiary that handled pay venture. International Telemeter collapsed. He is survived by wife, Jane, daughter and son.

Bob Kagan, 34, program director, WCXR-FM Woodbridge, Va., died of cardiovascular disease July 3 while hiking in the Shenandoah National Forest, Va. Kagan has been in programming for 17 years working at such stations as WBMW(FM) Manassas, Va., WBCY(FM) Charlotte, N.C., and WRJZ(AM) Knoxville, Tenn. He is survived by wife Alexandra.

C. Normand Poirier, 61, acting general counsel of the U.S. Information Agency, died of heart attack June 28 at Fairfax Hospital Fairfax, Va. Poirier joined U.S. Information Agency, Washington, in 1974 as associate general counsel. In 1978 he became deputy general counsel and was named acting general counsel in August 1986. He is survived by wife, Francoise, three daughters and one son.

Rupert Murdoch: The running man

A recent piece in another publication about Rupert Murdoch, the chief executive officer of News Corp. Ltd., revisited the preoccupation of other Murdoch chroniclers by asking: "What makes Rupert run?" That alliterative question is an allusion to the title of Budd Schulberg's novel, "What makes Sammy run?," about a clawingly ambitious executive in the movie business. The comparison of Murdoch to the fictitious Sammy Glick is hardly flattering, but if Murdoch does not run, he at least moves at a pace that makes most others seem to be standing still. His success, like that of the novel's protagonist, inspires amazement, criticism, envy and perhaps above all, a desire on the part of some people to understand and explain.

Keith Rupert Murdoch's ambition and the skill with which he has fulfilled that ambition were perhaps best anticipated at the beginning of his working life, at the age of 22. Less than a year out of Oxford, and with less than a year's apprenticeship at newspapers in England (the *Birmingham Gazette* and Fleet Street's *Daily Express*), he returned to his native Australia to take over two family-controlled newspapers that the trustees of his father's estate had wanted to sell. Murdoch's father, Sir Keith Murdoch, the prominent managing director of an Australian-based chain of newspapers, had died earlier that year.

The two newspapers, one daily and the other Sunday, of which the college graduate had just become publisher, were in Australia's third-largest city, Adelaide, and were competing against papers owned by his father's old employer, the Herald. Besides the hazards of competition, Murdoch also had to answer to a board of mostly outside directors who, it was said, had less than complete confidence in his abilities.

In three years Murdoch did more than compete in a major newspaper market. He also turned around another newspaper, in Perth, and laid the groundwork for further News Corp. expansion. By the time he was 30, News Corp. had, among other endeavors, purchased a radio station; started a TV magazine; obtained the license for a TV station in Adelaide; made a hostile bid for a publicly held publisher, and bought a newspaper, the *Mirror*, in Sydney, Australia's largest city.

By way of explanation for this empire building, Murdoch himself has offered the observation: "Part of the Australian character is wanting to take on the world. It's a hard, huge continent inhabited by a few European descendants with a sense of distance from their roots. They have a great need to prove themselves." Others probing the question see one of the world's largest media companies as an extension of Murdoch's personality, which has so far under-



KEITH RUPERT MURDOCH—chief executive officer, The News Corporation Limited, Sydney, Australia, chairman, News America, managing director, News International, PLC; b: March 11, 1931, Melbourne, Australia; M.A., Economics, Oxford University, 1952; sub-editor, *Daily Express*, 1953; Publisher, *Adelaide News* and *Sunday Mail*, 1954; present position since 1954; m. Anna Maria Torv, April 28, 1967; children: Prudence, 29 (by first marriage); Elisabeth, 19; Lachlan, 16; James, 15.

gone free analysis in at least two biographies.

According to Howard Squadron, Esq., who is outside counsel to News Corp., certain aspects of Murdoch's character lend themselves to running an aggressive media company: "He is a delight to deal with; somebody who gets to the heart of something very quickly. Rupert can absorb lots of facts and come to a decisive conclusion about them." Others who have seen Murdoch at work remark on his knowledge of even minor operations in News Corp.'s primarily media empire.

Asked whether he has developed any management techniques to help him oversee a company with over 250 incorporated subsidiaries, Murdoch said, "It is a constant running battle to eradicate any bureaucracies...to be able to give it [News Corp.] some sense of personal leadership. I do believe that businesses are run by individuals, not by bureaucracies."

Shortly after buying the *Mirror*, Murdoch was interviewed for the paper's in-house newspaper. The interviewer was a cub-reporter, Anna Torv, and over the next few years, the reporter and publisher got to know each other better. He and Torv were married in 1967, two years after his divorce from his first wife, Patricia Brooker, whom he had

married when he was 25.

As with other famous entrepreneurs, a profile of Murdoch is a profile of News Corp., and vice versa. The company's expansion has partly determined where his family has lived, and in 1969, Murdoch moved his family to England at about the time he purchased a weekend newspaper there, *News of the World*, which had over six million readers, and shortly thereafter, the *Sun*. A year later, News Corp. had also bought a majority interest in London Weekend Television.

News Corp.'s activities have even determined Murdoch's own citizenship. In 1985 Murdoch became a U.S. citizen so that he could purchase the Metromedia television stations (for \$1.55 billion). But ties to the United States go back to his first year of running News Corp. when he traveled to the United States to purchase television programming for his Australian TV stations. One of the first executives he met in this country was then ABC Chairman Leonard Goldenson, who remembered: "He came into New York in 1957 or 1958 wanting to get into television in Australia and decided to visit the three networks. Fortunately he happened to come to see ABC first. I was very impressed with him from the start." Murdoch shortly thereafter took Goldenson and his wife on an extensive tour of Australia, and ABC ended up purchasing 6% of News Corp., which it held for roughly 10 years.

In 1974, Murdoch moved his family to New York, where he now maintains his primary residence. The Murdochs also own property in at least half-a-dozen other parts of the world and are refinishing a Beverly Hills, Calif., villa purchased from the estate of MCA founder, Jules Stein.

Having grown up with a newspaper background Murdoch said he is still "...learning about television, but I am not uncomfortable with it. Mostly I am comfortable or interested by the communications side of it... news and public affairs." Some of the best performing television shows of Fox Broadcasting Corp., formed out of his earlier purchases of the Metromedia Stations and 20th Century-Fox, have been "reality based."

While often spending time in London, Sydney, Hollywood and elsewhere, Murdoch manages to find time for other activities. According to his public relations firm, he is on the boards of United Cerebral Palsy, the Trinity School (New York), New York Medical College and Carnegie Hall. And that is just in the United States. Neighbors have seen him jogging, and he sails and skis. According to one acquaintance, Murdoch on the ski trail is as aggressive as he is in the corporate suite: "He takes on very difficult slopes pretty recklessly." This past winter he broke a leg while skiing, but that mistake, like some corporate mistakes, has healed. No way to know what new slopes Murdoch will tackle.

House Government Operations Committee last week released highly critical subcommittee report titled: "The FCC Public Reference Rooms are a Mess." Spurred by Federal Communications Bar Association complaints and following GAO investigation, subcommittee held hearings that outlined instances of allegedly rude and abusive conduct, failure to enforce security, chronic understaffing, failure to provide users with proper instruction and limited hours of operation (BROADCASTING, March 21). Report said failure of reference rooms "is the result of mismanagement and neglect by top officials at the FCC," and subcommittee chairman, Glenn English (D-Okla.), said: "Conditions at the reference rooms are deplorable, yet the public is reluctant to complain based on well-founded fears of retaliation by reference room staff." Report recommends that FCC "report its corrective actions no later than Sept. 30." Late Friday (July 8), FCC Chairman Dennis Patrick issued statement: "This is old news. The managing director and his staff identified and began to address these problems well before they came to the attention of the Government Operations Committee. The process continues." Patrick also expressed confidence that what can be done under "existing budget constraints has already been done." He added: "However, as we all know, long-range and comprehensive solutions must await full funding from Congress." Reference room users report facelift in Mass Media reference room since early this year as well as many staff changes since March hearings.

U.S. Telephone Association is seeking plank in Republican party platform that would call for elimination of present barriers to telephone company ownership of cable systems. Carl F. Bailey, USTA chairman and president of South Central Bell, in statement before Republican Platform Committee, said barriers—in statute and in order of U.S. court overseeing breakup of AT&T—prevent telephone companies from fully utilizing fiber technology which, he said, is superior to other means of transmission. Bailey suggested plank that says: "To ensure universal service in all areas of the nation, it is essential there be broad connectivity to communications networks. Because the evolving information marketplace is so crucial to the nation's future, the public interest requires continuing efforts to ensure that the clear benefits of such connectivity reach all people, regardless of where they live—urban or rural." And in language that would also be welcome to broadcasters, proposed plank adds: "The 'marketplace of ideas' protected by the First Amendment encompasses electronic telecommunications markets."

Home Shopping Network made one-paragraph announcement last week that it was **dropping plans** for new cable service, **Show Business Today**. HSN Chairman Roy Speer, who made initial announcement of service at NCTA convention two months ago, said "after thorough examination of the cable market, we found that a substantial number of cable operators have committed to similar programming as proposed by SBT." Movietime, he said, "is embracing many of the SBT concepts following HSN's announcement of SBT." Speer added that limited channel capacity also was factor. "We felt that competing with Movietime in a limited channel environment was not beneficial to cable and not a prudent business decision for HSN," Speer said. Movietime, which has 8.5 million subscribers, is principally owned by six MSO's, HBO and Warner Communications. At time of HSN's announcement, there was not great interest by operators to back SBT, especially in light of ties to Movietime. President Larry Namer, who spent four years nurturing Movietime, pointed to irony that entertainment news took long time to be accepted, but is now riding wave of popularity, with SBT announcement and programming changes at MTV and VH-1. Namer said Movietime programming did not alter from intended course after SBT announcement.

Two coding algorithms to be applied to codecs **used in digital fiber optic video transmission** have been identified as **leading candidates for approval as national standard**. After meeting of Ameri-

can National Standards Institute's T1Y1 group at CBS headquarters in New York, members generally agreed that algorithms demonstrated by Italian company, Telettra, and Japan's NEC would be acceptable for video transmission. Telettra and NEC are two of 12 companies developing codecs (coder/decoders that convert analog signals to digital and back into analog at opposite ends of fiber optic link) to be used in trial that Bell Communications Research, Morristown, N.J., has been organizing for past year (BROADCASTING, Aug. 31, 1987). Trial is scheduled to begin in August 1989 in eight U.S. cities to test feasibility of network TV delivery to affiliates by fiber optic cable at digital rate of 45 megabits per second, rather than by satellite. ABC, CBS, NBC, Fox and PBS have all agreed to participate in trial, which is expected to last 15 months.

C-SPAN has gained access to archival footage from NBC News that cable network will use in special programming in prelude to Democratic and Republican conventions. C-SPAN plans to carry 10 hours of NBC's coverage of convention speeches and floor action dating back to 1948, in three nights of specials prior to each convention. Highlights of the Democratic conventions from 1948, '52 and '56 will appear on Friday, July 15, starting at 8 p.m.; 1960 through '68 on July 16, and 1972-84 on July 17. C-SPAN said it was "an unprecedented cooperative arrangement." NBC Chief Executive Officer Robert Wright said: "This step underscores NBC's intention to work closely with the cable industry." Included in C-SPAN-NBC press release was wording reiterating NBC's plans to program business news for cable. "NBC is going forward with plans to provide a consumer-oriented business and financial news service to cable operators," it said.



Cuba has stepped up operations of its daytime AM stations that have begun staying on after dark and thus causing interference to U.S. stations operating on the same frequencies. On July 2, on 1160 khz, Radio Taino (Tourist Radio) announced it would remain on air nightly until 9 p.m., and it has. FCC monitors began picking up Cuban stations on 1160 khz and 1040 khz on June 16. Since then one or both were heard on eight additional nights, until June 29, with power of upward of 150 kw. New cycle of nighttime broadcasts by station on 1160 khz began on July 1. On that night, FCC monitors heard simulcasting by station operating on 830 khz with what commission said was considerable power. Radio Taino operated until 9 p.m. every night since then until July 7, when it signed off at 2 a.m. Stations on 1040 khz and 830 khz went on air shortly after 10 p.m. on July 7 and simulcast with 1160 khz until 2 a.m. Broadcasts are seen by some as Cuban response to move in Congress to establish television version of Radio Marti. National Association of Broadcasters, which fears Cuban retaliation for TV Marti broadcasts, has received message of support from International Association of Broadcasting. Luiz Eduardo Borgerth, president of IAB, in telex to NAB President Eddie Fritts, expressed concern that TV Marti could cause interference to stations in region. He said International Telecommunication Union treaties provide better means of informing Cuban people. Borgerth asked Fritts to convey IAB's concerns to Congress.

CBS has announced interim schedule for fall, which includes two series, original episodes of *Murder, She Wrote*, made-for-TV movies, broadcast premieres of recent theatrical releases, sporting events and 14 hours of mini-series. *The Cavanaugh's* and *First Impressions*, two series originally intended as mid-season replacements will begin airing Aug. 8 and 27, respectively, and will continue through September and October. Three **original episodes** of *Murder, She Wrote* are also available. CBS has more than 30 made-for-TV movies, and the network will schedule

ree movie nights, Sunday, Tuesday and Friday. Among the **ade-for's** that CBS will air are: *The Karen Carpenter Story*, starring Cynthia Gibb; *Pancho Barnes*, a three-hour movie starring Valerie Bertinelli; another three-hour movie starring Brian Dennehy and Hume Cronyn titled *Day One*, and *Unholy Matrimony*, starring Patrick Duffy and Charles Durning. "Out of Africa," starring Robert Redford and Meryl Streep, "Agnes of God," starring Anne Bancroft and Meg Tilly and "Cocoon," starring Steve Guttenberg, Don Ameche and Brian Dennehy, are among the **theatrical movies** that will make their network debuts on CBS this fall. CBS's **mini-series** will include *Internal Affairs*, starring Richard Crenna and Kate Capshaw, *Dadain is Death*, starring Julie Christie, and *Jack The Ripper*, starring Michael Caine, Richard Assante and Jane Seymour. All three mini-series will be four hours and telecast over two nights. **CBS Sports** will present two collegiate football games during prime time. On Saturday, Sept. 3, at 9 p.m., the network broadcasts the 1987-88 national champion University of Miami Hurricanes versus the Florida State Seminoles. On the following Saturday, also at 9, the network presents Michigan versus Notre Dame.

DC last week defended its repeal of fairness doctrine as proper precedent of Supreme Court decision declaring doctrine unconstitutional. Commission, **in brief filed in U.S. Court of Appeals in Washington** on Friday (July 8), noted that Supreme Court, in 1969 *Red Lion* decision, had held that doctrine was needed to insure availability of diverse viewpoints concerning controversial issues. Court in that decision also accepted commission's contention that doctrine had not chilled speech. But, commission said in its brief last week, it had reached contrary conclusions in 1985 following inquiry into doctrine and on basis of its own "expertise": It had found that doctrine was no longer necessary to insure diversity of viewpoints on controversial issues—it cited proliferation of broadcast and other media—and that doctrine had chilled speech. And commission said that, as policy established by Congress to administer regulatory scheme for broadcasting, "its factual findings and its assessment of government interest...are entitled to substantial weight." Commission's brief was in response to appeals by citizen groups seeking reversal of repeal of doctrine. Commission had held that doctrine could no longer be justified under First Amendment and public interest standard of Communications Act. Commission brief also rejected argument that repeal of doctrine had effect of junking public interest standard. Commission said broadcasters "retain numerous obligations imposed by FCC regulation and by statute that are designed to insure that broadcasters serve the public interest, consistent with the Act."

New York's WABC-TV has licensed Wheel of Fortune for telecast **rough 1992 season**. WNBC-TV New York is current licensee and will continue to air *Wheel* until 1990 when WABC-TV will begin airing show at 7:30 p.m. immediately following *Jeopardy!*, which WABC-TV renewed through 1992. 1990 season will mark first time at two shows have played in tandem in New York market.

multimedia Entertainment informed television stations last week at **plans to offer Donahue in prime time next fall** (in response to dearth of programming this fall as result of WGA strike) **are being adapted** in response to stations' questions. Stations were reportedly concerned by prospect of giving up early fringe or daytime run (where show currently appears) to play it in prime time. Source said another difficulty presented by use of *Donahue* in evening would be getting viewers to tune into daytime/early fringe strip every night. One "adaption" to offer being considered would involve production of sixth episode of show for prime time use.

Conus Communications Satellite News Cooperative and GTG Entertainment have signed deal under which Conus will provide daily stage to GTG's *USA Today*, *The Television Show*, due to launch next September. Conus has set up new division to handle GTG.

Conus membership totals 78 today (20 more than July last year) with addition of Portland, Me.-based Guy Gannett stations: WICS(TV) Springfield, Ill.; KGAN(TV) Cedar Rapids, Iowa; WGGB-TV Springfield, Mass., and WGME-TV Portland, Me.

TKR Cable, 50-50 joint venture between Tele-Communications Inc. and Knight-Ridder, **will take 30% limited partnership interest in TCI's 50% portion of Storer Cable purchase**. TCI will retain other 70% of its half, while Comcast will own other 50%. By company, TKR Cable will own 15% of Storer, TCI 35% and Comcast 50%. TKR Cable official said company will play role of limited partner in deal and will not be involved in managing systems. TKR Cable has 265,000 subscribers and is based in New Jersey, where large group of Storer systems are located. Terms of deal were not disclosed but Knight-Ridder's 7.5% stake in Storer would translate into \$116 million of \$1.55-billion sale price. TKR official said company would put up cash for its portion of deal. Official added that TKR's interest in Storer has been long standing. It and TCI looked at buying company back in 1985 when Storer was eventually bought by Kohlberg Kravis Roberts.

State Department announced its selection of **chairman of U.S. delegation to 1989 Plenipotentiary Conference** of International Telecommunication Union—**C. Travis Marshall**, senior VP of Motorola Inc. Marshall has spent more than 35 years in telecommunications industry, with experience in sales and marketing, as well as in regulatory and government relations matters. He has also served on earlier U.S. delegations to ITU conferences. Next Plenipotentiary Conference will be held in Nice, France, May 23-June 29, 1989. There are four primary objectives of each Plenipotentiary Conference. One is to elect secretary general and other executive-level ITU officials, as well as members of Administrative Council. Other objectives: To establish ITU's programs and activities, review and establish its financial management, budget and funding. To review and modify, as necessary, ITU's purposes, principles and procedures. And to review and modify, as necessary, ITU's structure and its decision-making methods. **Daniel H. Clare III** of State Department will serve as delegation's executive director.



Theodore F. Koop, 81, long-time CBS newsman and corporate affairs executive, died Thursday (July 7) in Washington's Georgetown hospital of complications following surgery. He had suffered from cancer.

Ted Koop's journalism career began on the Monticello (Iowa) Express; he later served with the Associated Press in Iowa and Connecticut. During

World War II he was deputy director of the Office of Censorship. In 1948, after service with National Geographic, he joined CBS in Washington as director of news and public affairs, a post he held for 13 years. During that tenure Koop is credited with bringing Walter Cronkite onto the news team and with creating Face the Nation. CBS's entry in the Sunday interview sweepstakes. After being named a vice president with the parent corporation in 1961 he became CBS's principal Washington lobbyist.

Koop was the first radio newsman to become president of the National Press Club (in 1953), and also served as national president of the Society for Professional Journalists, Sigma Delta Chi, and of the Radio-Television News Directors Association.

Editorials

The way we were

The death last week of Ted Koop (see "In Brief"), who headed the CBS News bureau in Washington long before he became an industry statesman, is a reminder of how short is the history of broadcast journalism. When Koop joined CBS in 1948, after working for the Associated Press and *National Geographic*, Washington's National Press Club still excluded broadcast journalists from active membership. Print journalists had been allowed to cover sessions of the Congress for 160 years; the radio gallery had been in operation for only five. It would be another 31 years before radio broadcasting itself was admitted to congressional sessions and still longer before television would be let in.

In 1948, in considerable part due to Koop, who had been an active and vigorous member of the National Press Club as a print journalist, the club admitted broadcast journalists to full membership. Five years later, Koop became the first broadcaster to be elected the club's president—a coup, no pun intended, of great magnitude.

The point is that it hasn't been so very long since broadcasting received equal recognition among journalists as a First Amendment institution, never mind in the eyes of the law. Now some broadcasters are talking about giving back the fragile journalistic independence their medium has so recently been accorded, in hope of being protected from competition. It's a bargain Ted Koop and the broadcasters of his generation would have rejected out of hand.

The British are coming—again

We hope there'll always be an MTM, but those initials, which have stood for quality television since Mary Tyler Moore lent hers to the production venture in 1969, have been joined by TVS. The latter initials stand for British Television South, which last week bought MTM Enterprises—co-founded by Moore, her then husband Grant Tinker and Arthur Price—for \$320 million. The wedding will open overseas markets for MTM, while giving TVS access to MTM's program library. It is by no means a unique invasion of foreign capital: The current catchphrase in the advertising industry is (or should be if it isn't) that the sun never sets on the Saatchis, the British brothers who have not-so-quietly been colonizing the advertising world, including buying up established U.S. agencies.

It all points to the increasing internationalization of the television programming industry, at an ever accelerating pace. The balances of trade, and of power, are all "in play," as the traders say. The compleat TV executive of the future will have to keep as close an eye on the daily exchange rates as on his rushes or his ratings.

Below the belt

It was a split decision, but the FCC still hit KZKC-TV Kansas City, Mo., with a \$2,000 fine for what the commission concluded was an indecent broadcast (BROADCASTING, June 27). It is the first such action under the FCC's new enforcement policy, which amounts to defining a vague standard by punishing what the prevailing taste at the FCC doesn't like and letting others take heed. That weather vane may point the way, at least briefly, for the "others," but its ex post facto enlightenment does little to help the penalized offender, which doesn't know until it is fined just

what it must not show to avoid being fined—or in the case of KZKC-TV, not even then. At press time (July 9), the station had received no notification or explanation of the action, although the FCC had voted June 23 to fine the station, and at least a draft of the notice existed at the time of that decision.

It's our guess that the FCC will grow increasingly uncomfortable with its impersonation of the Hays Office. In the meantime, broadcasters had best be careful not to air any programming that two out of three commissioners may not like once they've seen it. Good luck.

The marketplace decided

It was a marriage made with benefit of congressional clergy, Senator Tim Wirth (D-Colo.) to be specific, and a pair of shotguns brandished by the House and Senate in the form of intrusive home dish legislation. But the agreement between five cable programmers and the National Rural Telecommunications Cooperative insuring that home dish owners have access to the programming of HBO/Cinemax, The Disney Channel, Nickelodeon, Netlink and the Nashville Network was ultimately a resolution achieved by free marketplace decision makers and not by legislative edict.

As has been said before, it is in the best interests of all parties to work out the equitable distribution of cable services to home dish owners. But as cannot be said too often, it is not the province of the government to select the cable industry's business partners. As legislation, the home dish bills smell of bad sausage that needs to be thrown out before it ripens into really smelly law. The first bill squeaked through the House Telecommunications-Subcommittee two weeks ago, before the deal was cut; the other is expected to move soon in the Senate, shepherded by Al Gore (D-Tenn.). As the "big stick" means of precipitating a compromise, the bills have already served their ends and can be discarded.

The NTRC is satisfied, and says it will no longer push for Hill action. Wirth, who regularly pulls out the pom-poms to cheer on legislative intrusions into the business of the Fifth Estate, has worked to head off such an outcome in this case (not too surprising, considering it is to the benefit of a cable constituency to which he has been historically friendly). Several House Telcomsubcom members who helped "squeak" the bill through, said their support was conditional and that they preferred a marketplace solution. They've got one.



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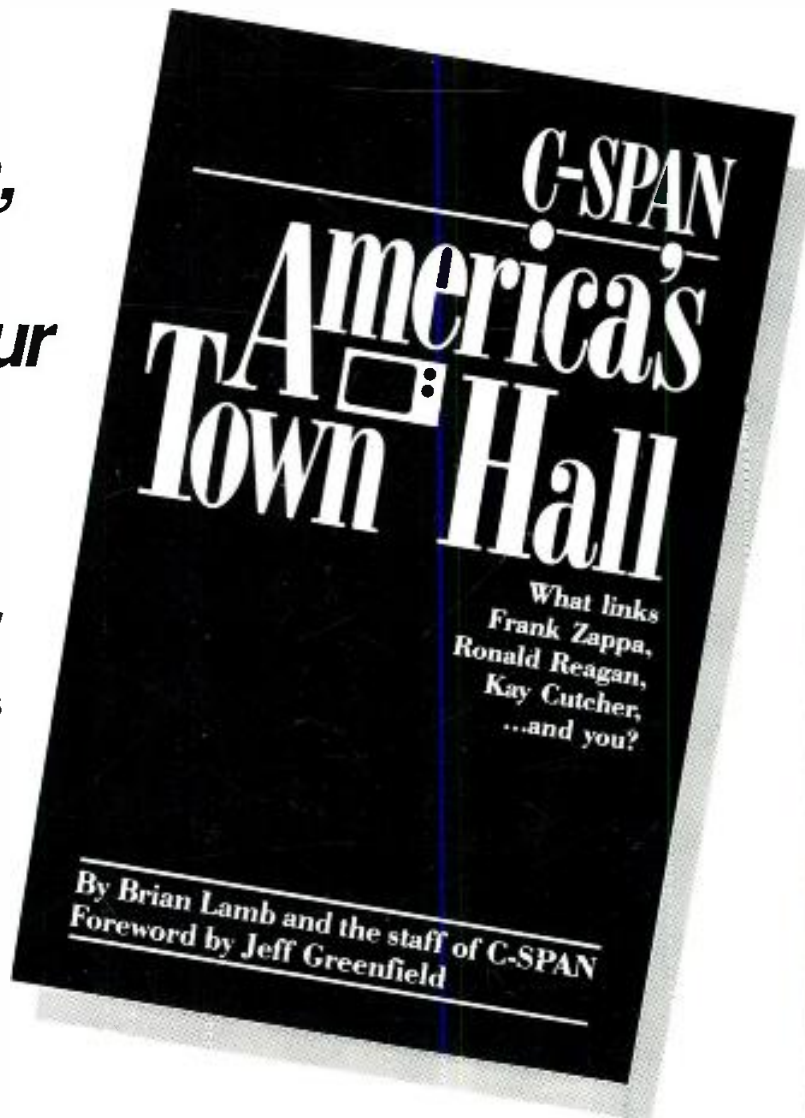
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