

Broadcasting Aug 8

- 9 AUG 1988



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KINGWORLD
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TESTING TOMORROW'S PROGRAMS TODAY

**1988 EMMY
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**"A LUSTY, RIP-ROARINGLY
GOOD MINISERIES!"**

— LOS ANGELES TIMES

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— N.Y. DAILY NEWS

"'Hemingway' reveals the man behind the myth. Stacy Keach is splendid and the four leading ladies give strong performances."

— CHICAGO TRIBUNE

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MAY 3**

**CHICAGO
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9/19
MAY 27**

**MIAMI
WTVJ
18/28
APRIL 26**

SOURCE: NIELSEN MEASURED MARKET WEEKLY REPORT

Contact:
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Off the picket line... After 22 weeks, striking Writers Guild of America and Alliance of Motion Picture and Television Producers reach tentative settlement. Producers gear up for seven-day work weeks to make up for lost time. **PAGE 19.**

Affiliate pursuit... NBC President Bob Wright and executives of NBC Cable pursue affiliates at CTAM for network's new cable

THE  NBC TRADITION CONTINUES



CONSUMER NEWS & BUSINESS CHANNEL

channel, CNBC (Consumer News and Business Channel). **PAGE 21.**

Acquisition mode... Viacom is looking to buy more cable and television properties, says its chairman, Sumner Redstone. To finance those purchases, company is reducing its bank debt to less than \$1 billion through asset sales and securities offering. **PAGE 26.**



22/CABLE UP TO BAT

Major League Baseball Commissioner Peter Ueberroth says cable television will be part of next baseball contract, which will be negotiated at end of current season.

22/EYE FOR AN EYE

CBS offers glimpse of its new logo—with musical accompaniment—to television audiences for first time.

23/FCC ACTION

FCC reopens proceeding aimed at eliminating its 28-year-old network/cable crossownership ban; looks at changing length of network-affiliate contracts, and issues new political advertising guidelines.

25/ELEPHANT WALK

Up to 15,000 members of foreign and domestic media are preparing for Republican national convention at New Orleans's Superdome, where few surprises are expected.



28/JINGLE JANGLE

Business of creating radio station identifications may be changing as new companies enter field and those dominating industry over last 20 years look for fresh approaches.

30/CTAM '88

Cable Television Administration & Marketing Society's largest convention ever focuses on better promotion and marketing. Gathering also serves as forum for pitching new programming channels, discussion of pay per view vs. home video and building relationships with producers outside of Hollywood.

33/RECAPITALIZATION

Reliance Capital Group and Hallmark Cards refinance two Spanish-language networks they control, neither of which is expected to be in black for few years.

34/AND THEN SOME

Financial News Network adds new consumer-oriented business features, saying changes—which also include more in-house produced programming, new studio facilities and better transponder position—were unrelated to NBC's earlier announcement of its new cable channel.

35/NETWORK SHUFFLE

ABC and CBS unveil plans for their respective strike-affected fall schedules as they fill program void and counter coverage of Olympics and World Series on NBC.

38/ASKING PERMISSION

Estimated dozen Public Broadcasting Service stations reject PBS documentary on male attitudes toward women; at least one station asks FCC whether program is indecent before deciding whether to schedule it.

63/NO REGRETS

Genesis Broadcasting's Martin Greenberg turned his first tour of radio station 26 years ago into tour of duty in radio broadcasting field.



37/TAKE FIVE

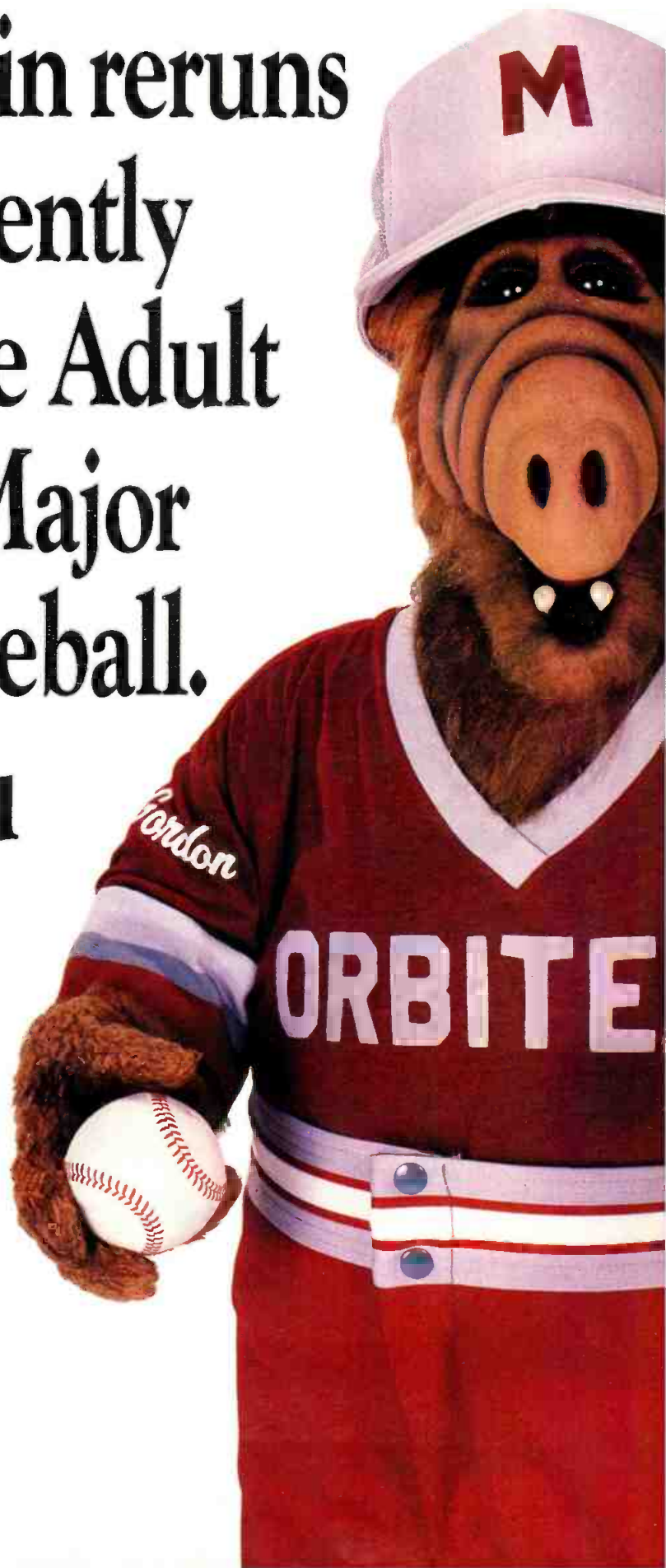
Oprah Winfrey, host of *The Oprah Winfrey Show*, extends her deal with syndicator King World through 1993.

DEPARTMENTS

Business	33
Cablecastings	40
Changing Hands	39
Closed Circuit	9
Datebook	15
Editorials	66
Fates & Fortunes	60
Fifth Estater	63
For the Record	44
In Brief	64
Law & Regulation	42
Masthead	12
The Media	30
Monday Memo	17
On Radio	28
Open Mike	16
Programming	35
Riding Gain	29
Stock Index	27
Where Things Stand	10

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**Q: Even in reruns
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Men than Major
League Baseball.
How do you
do it?**



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to be a heavy hitter.



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TIME PERIOD RANK

<u>TIME PERIOD</u> <u>RANK</u>	<u>MARKET</u>	<u>STATION</u>	<u>RTG</u>	<u>SH</u>
#1	New York	WABC-TV	6	26
#1	Philadelphia	WPVI-TV	6	27
#1	Boston	WCVB-TV	5	27
#1	Detroit	WXYZ-TV	7	27
#1	Miami	WPLG-TV	6	26
#1	Phoenix	KTVK-TV	6	35
#1	Baltimore	WMAR-TV	6	35
#1	Hartford	WTNH-TV	5	25
#1	Kansas City	KMBC-TV	6	30
#1	Cincinnati	WLWT-TV	6	37
#1	Columbus OH	WCMH-TV	7	43
#1	Raleigh	WTVD-TV	8	43
#1	Grand Rapids	WWMT-TV	5	25
#1	Buffalo	WIVB-TV	6	30
#1	Providence	WJAR-TV	9	37
#1	Norfolk	WTKR-TV	7	34
#1	Wilkes-Barre	WBRE-TV	5	24
#1	Dayton	WDTN-TV	6	31

Sally Jessy Raphael

THE VISION OF SUCCESS.

Source: NSI May 1988.

Itaying put

Washington's rumor mills, always active, have been alive with speculation that FCC Chairman Dennis Patrick will exit post-election. Chairman, however, has told intimates, in unequivocal terms, that he will not. Indeed, Patrick is determined to see through number of initiatives already in table—comparative renewal, for example, on broadcast side, and price caps on common carrier agenda. Latter, in view of many, could be crowning achievement of his administration—or at least its first term—in terms of long-range effect on nation's telecommunications future.

In event of Dukakis win, Patrick would be history, of course, but even then not necessarily overnight. He's known to be concerned that premature loss of any member, before successor is in place, could immobilize agency (it takes three for quorum). It's remembered that former Chairman Richard E. Wiley remained at helm for nine months before yielding gavel to Charles Ferris in 1977. If Bush wins, odds are Patrick will continue—again, despite published rumor to contrary that Bush campaign officials moved quickly to quash.

Nurturing the 30

NBC is planning to introduce in fourth quarter new way to combat continuing shift from 30-second commercials to half-priced 15-second spots. Plan currently being discussed, available only to advertisers buying 30-second spots, would give them "added value" of five-second opening billboard in each of network's three hour-long daytime serials. Networks have so far found that weak daytime marketplace—with upfront market cost-per-thousands down by roughly 15%—has given networks little leverage that other tools to combat with to shorter time length, including toughening restriction on number of 15's per advertising "pod" or charging premium on 15's, have not been tried.

Inouye's take

Federal Election Commission records show cable industry has been kind to Senator Daniel Inouye (D-Hawaii), who last year established his own political action committee called Senate Majority Fund. Inouye, who chairs Communications Subcommittee, is vying for post of Senate majority leader, and PAC's are considered essential in waging such campaign. Inouye also is chief opponent of home satellite legislation, which cable also opposes. Some \$22,000 came from cable interests, according to FEC records, for 1987 through June 1988. Contributions from motion

picture industry totaled about \$11,000, and telephone interests gave \$5,500. Broadcasters have yet to contribute.

Bigger board?

Last week's announcement that three television network affiliate associations will broaden base of their government relations activities (see "In Brief") could lead to expansion of National Association of Broadcasters television board and executive committee. Affiliate spokesmen expressed desire to obtain three seats on TV board (networks have three, independent TV and Television Operators Caucus have one each) as well as representative on association's executive committee. Such request would probably involve bylaws change and eventually membership approval.

Making move

Word is that Warner Cable is looking to increase its programming muscle. MSO is examining ways to substitute programming, possibly syndicated fare, on portions of regional superstations, such as news, which have little value beyond their markets. Move would allow MSO to increase inventory of local advertising avail. Company is also exploring creation of "Warner Channel," full-fledged network that could be programed with syndicated or other product for all Warner systems. Company plans to hire programming executive from broadcast ranks to lend expertise to plans; also, for first time, Warner Cable executives will attend NATPE convention.

Breath of life

Swap of cable systems between Times Mirror and Tele-Communications Inc., called off two weeks ago, may not be dead. Deal reportedly went sour while TCI President John Malone was on vacation, but he reportedly later got on phone to get negotiations started again. TCI's majority-owned United Artists would receive Phoenix system from Times Mirror, in exchange for number of other systems in several states. For some time TCI has had eye on Phoenix system, which is amalgamation of several systems TM has acquired over past few years. One key aspect in deal may be relief, initiated by Times Mirror, from commitments in franchise concerning city's use of two-way interactive plant. TCI has replaced two-way plant in many cities, such as Pittsburgh, with simpler technology. Issue was not seen as major disagreement between city and company.

Real winners

Much has been said about how NBC television network's Olympic sales have benefitted from counterprogramming problems at other two networks caused by writers' strike. But real beneficiaries of situation may be network's affiliates. After 1984 summer Olympics, ABC affiliates complained that network's high prices had forced Olympic advertisers to supplement network budgets by pulling money out of spot television. This year, so far, no such complaints have been heard from major NBC affiliate groups. David Henderson, newly appointed chief executive officer of Outlet Communications, said its two NBC affiliates had done "exceedingly well" with their Olympic inventory.

Hockey hike

Add SportsChannel to list of cable services looking to pass rate increase along to operators, specifically for its 50-game package of National Hockey League games. One MSO, which is paying less than 75-cent rate card for one SportsChannel service, has been told rate will increase to \$1. Programming executive at another MSO concurred that increase he's seen is in same ballpark.

SportsChannel has begun meetings with regional sports networks about taking package. Home Team Sports got pitched last week, but spokesman said it was not clear service would pick up package, or whether it could pick up only parts. With local professional hockey rights (Capitals), National Basketball Association Bullets, college football, plus other events, network has full plate of fall and winter programming. Question also exists on degree of interest local fans will have in teams beyond their market. Teams and players in professional hockey do not command as much national attention as those in football or baseball, whose out-of-market games play better. After pitching existing sports networks, SportsChannel plans to pitch local cable operators.

Wheels

High-powered names grace guest list for Washington communications policy conference next month, sponsored by London-based International Institute of Communications. Among them are Secretary of State George Shultz, hosting opening reception; dinner speaker Rupert Murdoch; Greek Minister of Culture Melina Mercouri; USIA Director Charles Wick; Bell Atlantic CEO Thomas Bolger, and conference chairman, former Citicorp CEO, Walter Wriston.

Where Things Stand

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

AM-FM Allocations

FCC asked for comment July 20 on two technical proposals to improve AM radio coverage through reduction of interference. Proposals were developed by National Radio Systems Committee (NRSC), joint National Association of Broadcasters-Electronic Industries Association effort. FCC is also seeking comment on proposals to allow class A stations to increase maximum power from 3 kw to 6 kw, proposed for 60% of class As by NAB, and on counter proposals by New Jersey class A FM Broadcasters to allow almost all class As to double power. NAB opposes New Jersey plan because of possible interference to class B and C FM's. Commission has also proposed creating intermediate class C3 FM station class (25 kw maximum ERP, antenna height 100 meters) for most of U.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. 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.

Rationale is 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.

Antitrafficking

Office of Communication of United Church of

AM-FM Allocations	10
AM Stereo	10
By the Numbers	11
Antitrafficking	10
Cable Regulation	10
Children's Television	10
Comparative Renewal	11
Crossownership	11
Direct Broadcast Satellites	11
Equal Employment Opportunity	12
Federal Trade Commission	12
High Definition Television	12
Indecency	13
Land-Mobile	13
Low-Power TV	13
Mergers	13
Must Carry	14
Public Broadcasting	14
TV Stereo	14
Unions	14

Christ and Action for Children's Television in August 1986 petitioned FCC to institute rulemaking aimed at restoring version of antitrafficking rule commission had repealed in 1982. Commission staff denied petition, and petitioners appealed to commission. With commission having failed to act on their appeal, petitioners two weeks ago asked U.S. Court of Appeals in Washington for writ of mandamus, which would compel commission action.

Broadcasters last year turned back congressional efforts to crack down on perceived trafficking. Industry gained enough support to sink proposal of Senator Ernest Hollings (D-S.C.) to impose 4% transfer fee on broadcast licenses transferred within three years of last sale.

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 (see "Syndex," below).

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

House Telecommunications Subcommittee cable oversight hearing May 11 served as forum for discussing cable's growing market power. 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. Third oversight hearing is like-

ly to occur in September.

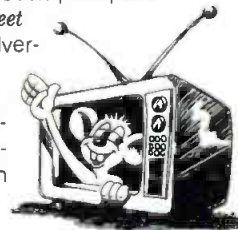
Allegations that cable industry has been anticompetitive were subject of March hearing by Senator Howard Metzenbaum (D-Ohio), chairman of Senate Antitrust Subcommittee. Metzenbaum warned industry that unless situation changes he may offer legislation to curb what he sees as cable's growing anticompetitive behavior. But before making move, Metzenbaum queried cable competitors on issue of whether cable operators are impeding their access to cable programming.

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.

It has been mixed bag for cable in other regulatory areas. While courts have struck down must-carry rules requiring systems to carry local television signals (see below), FCC has resurrected syndicated exclusivity rules which would force systems to delete programs carried by imported distant signals the duplicate programs on local stations (see below).

Children's Television

■ Action for Children's Television withdrew petition two weeks ago that had asked FCC to investigate alleged "unfair and deceptive children's advertising. Decision came after Association of Independent Television Station agreed to endorse advertising guidelines developed by Children's Advertising Review Union of Council for Better Business Bureau. ACT original petition had been prompted by story in *Wall Street Journal* that said advertisers prepared two sets of commercials, one for networks and one for independents with "looser" standards on realistic portrayal of toys' abilities. INTV President Preston Padden said he had been unaware of dual standards practice.



On June 8, children's television bill breeze through House 328 to 78. Chances for passage in Senate are considered good, although measure has not yet moved. Justice Department has written Senate Majority Leader Robert Byrd (D-W.Va.) opposing legislation and promising to recommend presidential veto (BROADCASTING, Aug. 1). NAB says it will fight bill, but has reserved right to oppose changes that might occur when Senate act. Office of Management and Budget release statement opposing bill prior to House action.

it stopped short of recommending veto. Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and opposes commercial limits in children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. Measure has undergone considerable revisions and excisions, among latter language requiring broadcasters to air one hour per day of informational and educational programming and provisions to curb so-called program-length commercials.

Comparative Renewal

FCC took first step toward revamping much-maligned comparative renewal process, launching combined rulemaking and inquiry June 23 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.

Talk of reform comes as thousands of radio and television stations file for renewal over next few years. Most prominent comparative renewal case, involving CBS's WBBM-TV Chicago, was settled two weeks ago when CBS agreed to pay only legal expenses of challenger, Center City, in exchange for its dropping of challenge. Settlement followed FCC administrative law judge denial of most of Center City's discovery requests. FCC has also ordered comparative renewal hearing for Wacom's KMOV-TV St. Louis and WWOR-TV New York and is preparing orders affecting several other television stations.

Crossownership

Telco-cable—FCC has tentatively concluded it should recommend Congress lift cross-ownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its meeting Wednesday, July 20, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that 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 one" to anyone with program to offer, though not programming of their own, in NTIA's view. At

BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP ¹	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
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 TV household universe of 88.6 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T is seen as barrier to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

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.

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 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.

Network-cable—At Aug. 4 open meeting, FCC was to reopen proceeding aimed at eliminating ban on three major broadcast networks owning cable systems. Networks supported repeal of ban in 1982, and are expected to do so again.

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 appli-

cants, 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 finalizing 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 in May (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 re-

quirements. 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. Under broadcast license renewal legislation offered last year by Congressman Al Swift (D-Wash.), cable EEO rules based on Cable Communications Act of 1984 would also apply to broadcasting.

Federal Trade Commission

It is going to be difficult for Congress to answer FTC's \$67,503,000 fiscal 1989 budget request, said Representative Neal Smith (D-Iowa), chairman of House Commerce Subcommittee, which held March 28 hearing on FTC appropriations. House and Senate, Smith said, are proposing freeze plus only 1% across-board increases for 1989; FTC request is 1.9%, \$1.26-million increase over 1988. \$700,000 of increase, said hearing witness, FTC Chairman Daniel Oliver, is attributable to staff and salary matters; \$500,000 is due to miscellaneous inflationary increases.

Results of preliminary antitrust investigation of National Football League television rights contracts for 1987-88 have yet to be released.

High-Definition TV

■ FCC deleted scheduled item on advanced television transmission for Aug. 4 meeting, which was to have included second inquiry and rulemaking. Special commission meeting will be held in early September to consider possible actions following release of first interim report by FCC's advisory committee on Advanced Television Services. Report concludes that full HDTV broadcasting standard should be commission goal, either at once or through evolutionary EDTV system as first step.

Peter Fannon, former president of National Association of Public Television Stations, has been named executive director of Advanced Television Test Center (ATTC), project co-sponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations. He joins Charles Rhodes of Philips Labs who was named chief scientist of center last June. After suitable site for ATTC's headquarters is found, center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's ATS 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. Cable Labs is expected to start up later this year with annual operating budget of \$7.5 million. Richard Green, senior vice president, engineering, Public Broadcasting Service, will take over as executive director of Cable Labs

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**Broadcasting Cablecasting
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ext fall.

Second congressional hearing of summer n HDTV scheduled by Telecommunications ubcommittee for Aug. 3 has been rescheduled for Aug. 10. HDTV was focus of two louse subcommittee hearings in June, one eld by Telecommunications and other by Science, Research and Technology. At Telecommunications hearing, chief executives of three rajor TV networks emphasized need for roadcasters to have sufficient spectrum to llow terrestrial HDTV transmission and called r single HDTV transmission standard for all V media. Telecommunications Subcommittee is also sponsoring HDTV equipment demonstration on Capitol Hill, Sept. 8-9.

Indecency

U.S. Court of Appeals in Washington has affirmed in part FCC's new, tougher position on rdecency. Court rejected arguments that ommission's definition of indecency was unonstitutionally vague or that it suffered from verbreadth. But court remanded case to ommission to consider its decision to reduce s safe harbor for allegedly indecent programg from 10 p.m. to 6 a.m. to midnight to 6 a.m. ommission said its aim was to protect children from exposure to indecent language or ictures. But court said commission's explanation for reducing safe harbor was inadequate and said key to channeling rule is what will most effectively promote parental—as distinguished from government—control." Court decision was seen as setback for Senator Jesse Helms (R-N.C.) and his effort to require FCC to enforce its indecency policy round clock. Senate passed amendment to appropriations bill to that effect, but it must be accepted by House, whose version of appropriations bill does not contain similar provision.

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 me television had been fined for indecency. Media Central has said it will not pay fine, and will take matter to court.

Other than kzkc-TV case, only other indecency-related action FCC has taken since adoption of new policy is dismissal in April of indecency complaints against two television stations and three radio stations.

Land-Mobile

Last fall, FCC delayed decision on petition to allocate UHF channels in eight markets to land-mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June by FCC's advisory committee on advanced television service advised commission that more time will be needed to perform ATV systems tests before spectrum needs can be determined.

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 nearly 1,000 were received. Initial processing is expected to be completed by end of September.

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 with latest batch.

Mergers

■ Rogers Communications Inc. is negotiating with several final bidders for stock in its U.S. subsidiary, RCA Cablesystems Holding Co. Management expects to submit single, firm recommendation to its board of directors by end of this week. Bids for systems serving roughly 500,000 subscribers were received July 19. ¶ Definitive agreement has been signed to sell Metropolitan Broadcasting to Robert F.X. Sillerman. Announcement on June 29 indicated which groups affiliated with Sillerman will end up with stations. Plans call for Metropolitan president and chief executive officer, Carl Brazell Jr., to form new company, Command Communications, to purchase KJOI(FM) Los Angeles; KHOW(AM)-KSYF(FM) Denver; KRLD(AM) Dallas, and Texas State Networks for \$145 million. Financing for Command is being sought through L.F. Rothschild, and will include nonvoting equity interest to be held by Sillerman, who will also co-own WNEW(AM) New York, in conjunction with Westwood One. Remainder of Metropolitan stations, WNEW-FM New York; WMMR(FM) Philadelphia, and KTWV(FM) Los Angeles, will be co-owned by Sillerman and group owner, Legacy Broadcasting, in which he is shareholder. ¶ Cablevision Industries signed definitive agreement July 18 (agreement in principle was announced May 23) to acquire most of systems composing Wometco Cable Co. for roughly \$725 million. Cablevision will assume more than \$700 million in Wometco's debt and preferred stock obligations, and issue 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. Seller's bond holders have to give consent, with closing of deal expected 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

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agreement if, during 10-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. Chris-Craft Industries has also filed lawsuit claiming that Warner's acquisition of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft, group owner, became Warner's largest shareholder. Warner issued statement saying that it complied with shareholder agreement by seeking to place stations in irrevocable trust, instructing trustee to sell stations. Since definitive merger agreement was signed May 17, Lorimar has disbanded its domestic distribution operation for theatrical films, which will henceforth be distributed by Warner to pay cable and theatrical outlets. Warner is also taking over distribution of Lorimar film library to home video. Lorimar shareholders meeting to approve merger is tentatively planned for late September. ¶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). UACI stockholders would exchange shares one-for-one for shares of UAE; UCT stockholders have option to receive either \$35 cash or one share of UAE with right to put that stock to Tele-Communications Inc., "...at 90% of its then value determined on a going concern basis or liquidation basis, whichever would yield the greater value." 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. Proxy is under review at the SEC, and is expected to go out to shareholders in mid-to-late September. ¶On April 23, joint venture of Tele-Communications Inc. and Comcast agreed to purchase SCI Holdings, fourth largest MSO, serving 1,480,000 subscribers. Plan was amended two weeks ago with Comcast purchasing 50%; TCI purchasing 35%, and TKR Cable, 50/50 MSO venture of TCI and Knight-Ridder, purchasing remaining 15%. 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. Seller Kohlberg Kravis Roberts & Co. is keeping SCI's broadcast television interests. On July 26, SCI received comments of Securities Exchange Commission on consent solicitation of SCI debt holders. Hart-Scott-Rodino review period, has expired and transaction is expected to close in early 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 has queried systems and broadcasters on effect elimination of must-carry rules has had on broadcasters.

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

Public Broadcasting

PBS presented ideas to stations for streamlining program acquisition process and called for reinstatement of some common carriage to aid in promotion during annual Program Meeting (formerly Program Fair) in San Francisco last week. PBS would like to expedite Station Program Cooperative process, in part by gaining authority to negotiate with producers and to strengthen link between national programming decisions and PBS schedule needs.

NPR board, meeting July 13-14, adopted procedures for mainstreaming new programs into stations' dues structure. "Unbundled" performance and news packages of NPR programming will be offered for first time Oct. 1. Board also adopted 1989 capital budget of one million dollars and announced a distribution fee reduction of over 20%.

CPB board, meeting July 11-12, named former Storer Communications government affairs head, Walter Threadgill, vice president, government relations. Board reiterated its opposition to Senate amendments to 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 programs 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.

House Telecommunications Subcommittee version of reauthorization 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. 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."

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. Administrator has recommended freeze at 1988 level, \$214 million.

Senate was slated last week to act on appropriations measure which included funding for CPB of \$245 million for FY '1991, with additional \$57.5 million earmarked for replacement of satellite interconnection system.

If Senate amendments pass, said CPE 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 high 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. NAPT's 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.

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

■ On Wednesday (Aug. 3), following marathon negotiations extending over past three weeks, board of directors of Writers Guild West in Los Angeles and council of Writers Guild East in New York met and approved settlement reached between negotiating committees of Alliance of Motion Picture and Television Producers and Writers Guild (see story, "Top of the Week"). Approved settlement must now be voted upon by full body of Writers Guild, which is expected to approve it as well. That vote will take place on Sunday, Aug. 7, and should signal end to 22-week strike, which has focused primarily on residuals, as well as rights of writers during various stages of program production.

indicates new listing

This week

Aug. 9—*Society of Cable Television Engineers, Chattoochee chapter*, meeting. Perimeter North Inn, Macon, Ga.

Aug. 11—Demonstration and discussion of high-definition television, sponsored by *Academy of Television Arts and Sciences*. Copacabana, New York.

Also in August

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

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

Aug. 18—*New York Television Academy* luncheon. Speaker: David L. Meister, president, Financial News Network. Copacabana, New York.

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

Aug. 20—Deadline for entries in first Spectrum awards for Excellence in Broadcasting, sponsored by *Indiania Broadcasters Association*. Information: Tricia Connor, IBA. (317) 638-1332.

Aug. 24—*USA Network* affiliate marketing seminar. Chicago O'Hare Marriott. Information: Lou DeKalo. (312) 644-5413.

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

Aug. 25—Local ad sales seminar, sponsored by *USA Network*. Radisson Plaza, Southfield, Mich. Information: Lori DeKalo. (312) 644-5413.

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

Aug. 27—Nontelevised portion of 40th annual prime time Emmy Awards, primarily for creative arts categories. Pasadena Exhibition Hall, 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—*New York Television Academy* luncheon. Speaker: Pat Fili, senior vice president, programming and production, Lifetime Television. Copacabana, New York.

Sept. 7—*Association of Maximum Service Telecasters* second conference on high-definition television. Four Seasons hotel, Washington. Information: (202) 457-0980.

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. Hyatt Regency Airport hotel, Dallas. Information: Carolyn Wilkins, (202) 429-5366.

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

Sept. 9-11—*Massachusetts Broadcasters Association* annual convention. Ocean Edge conference center, Brewster, Mass. Information: Robert Mehrman, (617) 439-7636.

Sept. 12-15—Nebraska Videodisk Symposium, sponsored by *Videodisk Design/Production 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) 559-3419.

Sept. 14—*New York Television Academy* luncheon.

Major Meetings

Sept. 7-9—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

Sept. 14-17—Radio '88 convention, 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. Future meeting: Oct. 3-5, 1989, Atlantic City.

Oct. 11-16—*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. Future meeting: Oct. 12-16, 1989, Cannes.

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. Future meeting: Nov. 13-15, 1989, Century Plaza, Los Angeles.

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. Future meeting: Sept. 13-16, 1989, Kansas City, Mo.

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. Future meeting: Jan. 3-6, 1990 (tentative).

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 11-15, 1989—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York.

May 17-20, 1989—*American Association of Advertising Agencies* 71st annual convention. White Sulphur Springs, W. Va.

May 17-21, 1989—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

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.

Speaker: Ruth Otte, president-chief operating officer, The Discovery Channel. Copacabana, New York.

■ **Sept. 14-16**—*National Association of Black Owned Broadcasters* fall broadcast management conference. Ramada Renaissance hotel, Washington. Information: (202) 463-8970.

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

Sept. 15—Sixth annual Everett C. Parker Ethics in Telecommunications lecture. Speaker: Mary Alice Williams, VP, CNN. Interchurch Center, New York.

Sept. 15—*Philadelphia Advertising Club* meeting. Speaker: Sally Jessy Raphael, ABC-TV talk show host. Franklin Plaza hotel, Philadelphia. Information: (609) 234-7930.

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. 20-22**—*Satellite Communications Users Conference*. Las Vegas Hilton, Las Vegas. Information: Kathy Kriner, (303) 220-0600.

Sept. 21—*New York Television Academy* luncheon. Speaker: Kay Koplovitz, president-chief executive officer, USA Network. Copacabana, New York.

Sept. 21—*Oklahoma Association of Broadcasters* sales seminar. Oklahoma City. Information: (405) 528-2475.

Sept. 22—*Oklahoma Association of Broadcasters* sales seminar. Tulsa. Okla. Information: (405) 528-2475.

Sept. 22—*IRTS Newsmaker Luncheon* featuring FCC Chairman Dennis Patrick. Waldorf-Astoria hotel, New York. Information: (212) 867-6650.

Sept. 22-25—Third annual *Society of Broadcast Engineers* national convention. Convention Center, Denver. Information: John Battison, (614) 888-3364.

Sept. 23—*Southern California Cable Association* eighth annual dinner dance. Theme: "Cable Goes Hollywood." Streets of the World, Universal City, Calif. Information: (213) 463-2186.

■ **Sept. 23-25**—*Maine Association of Broadcasters* annual convention and election of officers. Sebasco Estates, Sebasco, Maine.

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) 240-1871 (London).

Sept. 23-30—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: Bill Mahan, (617) 449-6600.

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. "NATO '88: Hot Topics in Telecommunications." Doral Hotel On-the-Ocean. Miami Beach, Fla. Information: Catherine Rice, (202) 626-3160.

■ **Sept. 26-27**—Hispanic Media and Marketing Conference, sponsored by *Media Institute and Advertising Age*. Marriott Marquis, New York. Information: (212) 210-0209.

■ **Sept. 27**—*Association of National Advertisers* media workshop. Plaza hotel, New York. Information: (212) 697-5950.

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**—Roast of Bill Daniels, Daniels & Associates. Denver, sponsored by *Women in Cable, Washington chapter*. Omni Shoreham, Washington. Information: Susan Hayes, (800) 752-9663.

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

Sept. 27-28—*Public Service Satellite Consortium*

Errata

Funding bill adopted by Senate late last month and reported in Aug. 1 issue, contained fiscal 1989 appropriations for Board for International Broadcasting of \$227.1 million. National Telecommunications and Information Administration's public telecommunications facilities program would receive \$21.59 million under same bill.

Last week NBC emphasized that Mike Eskridge, newly appointed president of NBC Cable channel CNBC ("In Brief," Aug. 1), will remain involved in NBC-TV's coverage of 1988 summer Olympics in Seoul while working on start-up activities of CNBC (Eskridge was executive vice president of NBC's Olympic unit prior to becoming president of CNBC).

July 18 "Special Report" on satellites incorrectly identified NBC-TV affiliate satellite news service Skycom as Starcom. Also, list of GTE Spacenet's planned launches should have included 16 Ku-band transponder GStar IV, to be placed at 136 degrees west longitude in 1990.

conference on telecommunications policy, "Forging a New Telecommunications Strategy: Choices for the Next Administration." National Press Club, Washington. Information: (202) 863-0890.

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. 28**—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Sept. 30—Deadline for applications for Ohio State Awards program competition honoring excellence in

educational, informational and public affairs broadcasting. Information: Phyllis Madry, (614) 292-018

October

Oct. 2-4—*New York State Broadcasters Association* and *Pennsylvania Association of Broadcasters* joint annual convention. Speaker: FCC Commissioner Patricia Diaz Dennis. Hershey Lodge, Hershey, Pa. Information: (518) 434-6100 or (717) 233-3511.

Oct. 2-4—Joint annual meeting of *Oregon Association of Broadcasters* and *Washington State Association of Broadcasters*. Jantzen Beach Red Lion, Portland, Ore. Information: (206) 625-0714.

Oct. 2-6—*Southern Educational Communications Association* conference. Hyatt Regency Louisville, Louisville, Ky. Information: Jeanette Cauthen, (813) 799-5517.

Oct. 4-6—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 841-1000.

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

■ **Oct. 6**—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

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: Rhon Christenson, (815) 962-4400.

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

■ **Oct. 9-12**—*United States Telephone Association* 91st annual convention. Marriott Marquis, New York. Information: (312) 332-1991.

Oct. 11—Presentation of Engineering Emmy Award 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**—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

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

Open Mike

Defending the faith

EDITOR: It was refreshing to read the July 18 "Monday Memo" "On understanding TV evangelists" by Stephen Wizenburg. As a Christian radio station owner, I'm sick and tired of the constant criticisms TV evangelists as a whole have received. Mr. Wizenburg put this whole area into perspective through analyzing some various myths. And although I may not totally agree with his implication that TV evangelists are still good even if only from a monetary perspective, it is very true that, as he said, "All the recent public scrutiny has led to an increased stereotyping of televangelists instead of bringing a greater understanding of the mission and method of religious broadcasters." Amen.

Incidentally, I really enjoy your magazine as it keeps me current on all the relevant issues involving media today.—Danis Poole, WWC(MAM) Ypsilanti, Mich. (Detroit),

Taking stock

EDITOR: Your section on radio syndicators in the July 25 issue failed to include one of the fastest-growing radio services in the country: Radio Amex.

Each day, Radio Amex broadcasts more than 60 separate reports on the stock market reaching more than 1,000 stations across North America. In addition, our weekly radio program *Amex BusinessTalk* is aired on more than 60 radio stations in the U.S. and in London.

And this fall, Radio Amex will begin

roducing special half-hour programs including a retrospective on the stock market crash of 1987.—Tom Marion, *Radio Amex*, New York.

□

EDITOR: Omitted from your July 25 special report, "Radio's Syndication Proliferation," was Syndicom, which has been distributing programming to radio stations since 1979.

We distribute *The Red Neckerson Show* (one-minute comedy editorial carried on 80

to 100 stations annually). *Kaleidophonic Jazz* (a three-hour weekly jazz show) and *Countryphonics* (a two-hour weekly country show).—Michael B. Hesser, president, *Syndicom*, Redwood City, Calif.

□

Monday Memo

A commentary on the public interest from Representative Tom Tauke (R-Iowa)

to be or not to be First Amendment speaker

I read with great interest the Television Operators Caucus letter and your editorial response, in the July 25 issue of *BROADCASTING*.

A number of recent events, including passage of the children's TV bill, the recent embrace of content regulation by the Association of Independent Television Stations and Meredith Broadcasting's subsequent resignation from INTV, apparently have sparked a serious public debate among broadcasters on the meaning of the "public interest" standard and the appropriateness of governmental regulation of content. I welcome that debate. It is important and is needed to clarify the issues—and dangers—involved in any trade-off of fundamental First Amendment rights for the short-term legislative relief favored by broadcasters.

Permit this lawmaker to offer several observations.

Broadcasters must understand that this debate is about government control over the content of programming. Many interest groups and a number of lawmakers are attempting to impose restrictions on the amounts or kinds of programs that may be broadcast.

The justification offered for asserting government control over program content is the "public interest" standard. To them, serving the public interest translates into providing certain kinds of programming directed toward specific segments of the audience.

If broadcasters accept the notion that content requirements are a more legitimate expression of the public interest standard, then they are opening themselves to an unwinnable debate over which content requirements are appropriate and necessary and which are not. If you accept requirements for children's programming, how do you argue against mandated programming for the elderly? If you permit the government to impose the fairness doctrine, how do you argue against other policies that would impose the government's judgment over that of journalists?

The bottom line is this: If the First Amendment principles are forsaken in one instance, it will be difficult to rely on them in the next to protect broadcasters from government-imposed content controls.

If broadcasters and lawmakers reject the



Representative Tom Tauke (R-Iowa), first elected to the House of Representatives in 1978, is a member of the Telecommunications Subcommittee. Before his election to the House, he was a legislative and political reporter for the Dubuque, Iowa, *Telegraph Herald*; assistant director of public relations, University of Iowa's College of Engineering; a partner in a Dubuque law firm, and a member of the Iowa General Assembly.

contention that the public interest standard means government-controlled content, then what should it mean? In short, that the FCC, on which the public interest standard is imposed, should use its licensing power to insure that the public has access to the highest quality, most diverse broadcast programming possible. Moreover, it surely means that the FCC should use its authority to promote the principles of the First Amendment—as it has by rejecting regulation that imposes content restrictions on broadcasters.

There also are purely pragmatic reasons for broadcasters, especially TV broadcasters, to reject content controls. The broadcast TV networks already have lost 20% of their audience share in the last five years. To halt that decline, broadcasters must offer innovative, attractive programming. To meet the challenge of a marketplace with more media outlets, broadcasters need more, not less, freedom and discretion to program for their

audiences in distinctive and imaginative ways. If the visible hand of government is making broadcast programming more alike and less appealing, the industry will be severely impaired as it attempts to respond to the needs and demands of a changing marketplace.

It is said that broadcasters must go along with some in Congress to get legislation requiring carriage on cable TV systems and more channel space to show high-definition television. I think that assertion misjudges the political mood in Congress. Remember, just five years ago, the Senate passed broadcast deregulation legislation by voice vote. The next year (1984), a majority of the members of the House co-sponsored a similar bill.

The membership of Congress hasn't changed much; the philosophical beliefs of Congress haven't changed much. The only difference is that now there is little leadership coming from the broadcast industry itself. Instead of leadership, Congress gets mixed signals. If those mixed signals were replaced with a strong commitment to First Amendment principles, I believe broadcasters would see strong support from Capitol Hill for an unfettered, diversified broadcast industry.

Broadcasters should seek, rather than shun, the opportunity to establish guidelines for the industry rather than acquiesce to governmental standards for broadcast content. Those who favor government content regulation imply that the industry cannot be trusted to report news and public affairs in a responsible manner. Therefore, self-regulation in a manner similar to the old National Association of Broadcasters code would be the most effective way of reassuring the industry's friends and of silencing its critics. If broadcasters successfully pursued self-regulation, the support for this "special" industry, serving the public interest by providing high quality news and entertainment, would translate into bipartisan congressional support for must carry and for the necessary spectrum for HDTV.

I urge broadcasters to consider self-regulation as an alternative to content regulation, carefully examine their political situation and decide which course promotes their interest and the public interest. Broadcasters should not be bullied, misled or coerced into a short-term policy position that is inimical to their interests, or those of their audiences. Because if that happens, the public interest will be the big loser.



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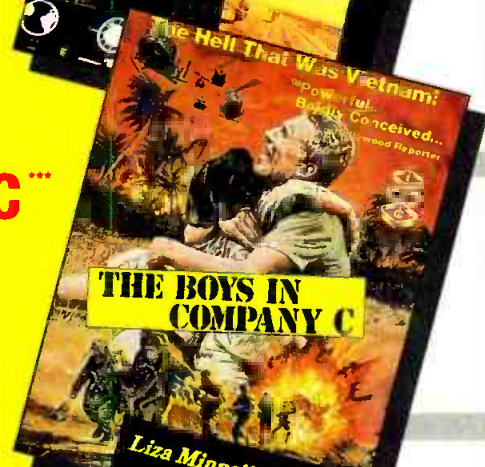
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Broadcasting Aug 8

I. 115 No. 6



All over: The pickets abandon their signs

It's show time: WGA, AMPTP reach tentative agreement

Guild spokesman calls resolution 'reasonable compromise,' but 'no great victory'; guild members who crossed picket lines will be fined; nonmembers will be barred for life

After nearly six months of deliberations, accusations, lawsuits and countersuits, the striking Writers Guild of America (WGA) and the Alliance of Motion Picture and Television Producers (AMPTP) reached a tentative settlement last Thursday, Aug. 4, with both sides compromising on key issues. The new agreement would run through May 1992. WGA members were scheduled to vote on, and expected to approve, the settlement yesterday (Aug. 7).

In the wake of the agreement, ABC, CBS and NBC late last week were scrambling to determine how quickly they could revive their original fall schedules. All three had undertaken increasingly drastic revisions of their 1988-89 program plans as the strike dragged on.

"It's not necessarily a contract that should have taken 22 weeks to come to agreement on, but it's one that we're happy with," said WGA director of industry analysis, Chuck Slocum. "The strike is something that the guild always would have preferred to have avoided, and attempted to end as early as possible," he said, adding that the walkout was "regrettable but necessary."

Alliance spokesman Herb Steinberg said

there would be no comment on the situation until the members vote on Sunday (Aug. 7). "All that we are saying," he said, "is that we were satisfied with the deal."

The strike had hinged on the issues of residual payments for domestic and foreign distribution of one-hour shows.

The alliance appeared to win on the issue of the domestic residual payment formula. That payment will now be based on a fluctuating formula. In the past, writers were paid residuals on shows that had been sold into domestic syndication based on a fixed formula that did not take into account the condition of the market, which is currently soft for hour-long product.

Residuals will now be based on "revenues contracted for" (the total contractual syndication sale price) in the contracts that the producers sign with the syndicator of a one-hour show. In the past, writers received a flat payment of \$16,920 when a show sold in syndication. Under the new agreement, the full \$16,920 will be paid for shows that sell for between \$650,000 and \$975,000 per episode. For programs that sell for more than \$975,000, writers will receive \$25,380. For programs selling for between \$325,000 and \$650,000, writers will receive between 50% and 100% of \$16,920, depending on the sale price, and will receive the 50% figure (\$8,460) for any sale below \$325,000.

Slocum said the guild had been prepared

to compromise on the domestic syndication point, adding, "we didn't see that it was economically justified, but nonetheless, because it was so important to the [Alliance] companies we realized it would be an awfully large fight to try to not give the relief."

"Given that compromise, it was absolutely essential that we receive the conditions that we had to have," he said. One of those conditions is a policing of the contracts that the alliance members sign for the syndication of one-hour shows. If the guild questions a residual payment, it can review the contract in question. The agreement also includes an arbitration procedure that the guild may invoke at any time.

In settling the other key issue of foreign residuals, the guild was forced to withdraw one demand, but obtained another. In the past five years, overseas sales of American television product have dramatically increased, and the guild felt that residuals for the sale of those shows should be increased accordingly.

In reaching a compromise, the guild had to withdraw its demand for a restructured formula for half-hour, one-hour and long-form (made-for-TV movies and mini-series) products, eventually agreeing to a revised formula for one-hour shows only.

Under the old system, when an hour-long show was sold in a foreign market, the writer would receive a \$4,400 residual fee, spread out over a certain period of time,

sometimes as long as a year after the show had been sold. Now, said Slocum, the writer will receive the \$4,400 upfront when the show is sold.

More important, the guild negotiated an option allowing it to change the formula. The option will allow the guild to inject a "royalty feature" into the foreign residual formula if it chooses.

Instead of receiving the \$4,400 fee, the writer would receive \$3,800 upfront and then a percentage of the sale price if it were above \$300,000, up to a total of \$5,700. The change in foreign residual payments is the first revision of that formula since 1970.

In addition to the domestic syndication and foreign residual issues, the settlement includes a number of other agreements that benefit guild members. The guild gets a residual increase of .8% (from 1.2% to 2%) in revenue from programs that go to basic cable. The settlement also permits writers to repurchase unproduced material from producers.

In the area of creative control, the guild was successful on several points, including rewrites. If a rewrite of a program 90 minutes or longer is necessary, the original writer must now be offered the opportunity for first rewrite. In addition to the creative agreements, the guild was also able to negotiate improvements in the pension plan and established an industrywide grievance board that will review complaints on residual disputes and creative participation.

"I think it's a contract that the guild membership over all will be proud of," said Slocum. "It's not like we've earned a great victory; we were not looking for a victory; we were looking to make a reasonable compromise from the outset," he said.

The two sides also came to agreement on two issues that emerged as the strike progressed. On July 12 the guild filed an anti-trust suit against the alliance, alleging that the alliance members had conspired to restrict trade among those production companies that had signed interim agreements with the guild. As part of the settlement, the guild will drop that suit.

Also, the guild had demanded that the alliance release the names of guild members and writers who had worked during the strike. The WGA has also withdrawn that request, but said it will not be so diplomatic when it comes to writers (guild members or nonmembers) who it knows submitted scripts to producers during the strike.

Guild members who crossed picket lines will face a fine of 110% of the money they earned during the strike. Nonguild writers who violated the strike will be rejected for guild membership for life. "It's a life sentence," said Slocum. "They take this very seriously around here."

At CBS, programming head Kim LeMasters said just prior to the settlement that "optimistically, the new season would be ready by the third week of October."

Because the shows will be working on different completion schedules, LeMasters said that instead of a traditional season premiere, CBS's new schedule will "roll out" as shows are ready.

According to LeMasters: "Half-hour



Announcing agreement between writers and producers last week in Los Angeles at Writers Guild headquarters (l to r): Brian Walton, chief union negotiator; Floyd Wood, federal mediator, and Nicholas Counter III, chief negotiator for AMPTP.

comedies will be able to get up and running faster, as will the returning series. It is the new hour shows that will probably suffer the greatest amount of lead time.

"I have had constant conversations with every production house and every producer doing shows for us to find out what their lead time is," said LeMasters. "Some shows can be speeded up better than others. It depends on whether you have your writing staff in place. And if you do, you can really get going very quickly," he said.

LeMasters also said that there is a danger in telling a new show to "hurry up because we all know that it takes a long time for a show to find itself and be exactly what it wants to be." Throwing money at the situation, according to the CBS Entertainment president, won't expedite the return of the shows.

"I think this is one situation where money is not going to be the solution. Money really applies more to the postproduction than it does to production. So if we're going to be able to shorten up anything, we might shorten up the postproduction time." Helping weaken chances for CBS's new fall schedules, some suggested, is its comparative shortage of special event programming with which to help launch the new season. While NBC has the Olympics and World Series, and ABC has baseball's playoffs, *Monday Night Football*, and a major mini-series, CBS special programming between mid-October and the end of November is currently limited to two shorter mini-series, *Jack the Ripper* and *Dadah is Death*.

Among the new CBS shows, *Dirty Dancing*, based on the new movie, could begin shooting "within the next six to eight weeks, if I can get the writers in as early as next Monday (Aug. 8)," said Steve Tisch, executive producer of the show.

Coming of Age, a series that debuted last season, currently has three episodes ready to air and a two-part episode that is "within a day or two of being ready to shoot," said Barry Kemp, supervising producer of the series.

One returning CBS sitcom expected to be

slower to reach the air, LeMasters said, is *Frank's Place*, which may take up to six weeks after the resumption of production, in part because it is shot film style with a single camera.

In a prepared statement, ABC programing chief Brandon Stoddard said: "I think it is safe to say we will be able to premier most of our fall schedule either before, after or in combination with *War and Remembrance* in November. We will be announcing the premiere dates in the near future."

He added: "We are obviously delighted with the news the strike may soon be over and that the production community will be going back to work." More details on the roll-out plans are expected early this week.

ABC's interim schedule beginning Sunday, Sept. 18, uses repeat sitcom blocks of *Growing Pains*, *Head of the Class*, *Who's the Boss?*, *Perfect Strangers* and *Full House* in different combinations six nights a week with *Monday Night Football* pushed to 1 p.m., and a combination of movies and specials and news programming during other time periods.

The network also has Major League Baseball playoffs scheduled between Oct. 4 and Oct. 13 and the repeat of mini-series *North & South* Oct. 18-23. *War and Remembrance* is scheduled to run for 11 days beginning Nov. 13.

At NBC, programming head Brandon Tartikoff is expected to detail the network's plan in a Los Angeles press conference today (Aug. 8). But according to one source, the network may have all but one of its scheduled series on the air by Nov. 1, and most expect it to be the quickest of the three networks to recover.

The network's major plus has been its two weeks of summer Olympics programming from mid-September to Oct. 2, followed a week later by the World Series. Also helping it during the strike were independent production agreements which kept on track shows such as *Cosby*, *A Different World*, *ALF*, *Amen* and *Highway to Heaven*.

Although all three networks expended much time and energy on revised schedule

ter being forced in May to acknowledge a strike would delay the fall season, those plans are expected by most to fall largely by the wayside as original schedules come back to force.

NBC, which was readying plans to develop up to eight new series—a mix of comedies, action-adventure, possibly a variety program and one or more news programs, will probably scrap or delay them, as well as plans to remake the *Hardy Boys*.

CBS had begun to move on four new series, the "strike-proof" *Dick Clark Variety Hour*, *High Risk* and off-shore productions *Mike's Journey* (a previously rejected pilot) and the Australian *Dolphin Bay*. None of

the CBS fall series were produced by companies with separate agreements with the guild.

ABC, for its part, was forced to schedule 18-hour mini-series *War and Remembrance* in the November sweeps, even after Stoddard said he preferred next May because of less special event clutter. The network also initiated plans to reshoot old scripts for *Mission: Impossible* and *Police Story*, as well as increase its load of made-for-TV movies to 24 from last season's five.

Industry reaction to the settlement included "a deep sigh of relief" from advertisers and agencies, according to Backer Spielvogel Bates Senior Vice President Bill Croas-

dale. "The key now is it [the strike] is behind us. We've bought a new season schedule, hopefully the networks can deliver it."

Added Mel Conner, DFS Dorland senior vice president: "Advertisers like the idea of being in new shows intended to be on the schedule, not dreamed up from old series or shot in England."

Croasdale predicted, however, that the striking writers "have not been twiddling their thumbs for 22 weeks. They will walk into the studios with baskets full of scripts." Production will get into full swing very quickly, he believes, with studios pushing seven-day work weeks, at least initially. □

NBC introduces CNBC at CTAM

Network executives say NBC Cable's advertising revenue rebate will eventually reduce subscriber fees

NBC President Bob Wright and the new leadership of NBC Cable presented themselves to the cable industry at the Cable Television Administration and Marketing Society convention last week (see page 30) in pursuit of affiliation agreements for cable's newest channel, CNBC (Consumer News and Business Channel). Together with Wright, NBC Cable President Tom Rogers and CNBC President Mike Eskridge were hoping to advance the five-year contracts for the consumer business news and sports channel that were first put before cable operators when the CNBC concept was announced (BROADCASTING, July 25).

In last week's presentation, NBC told the cable operators that NBC Cable's 20% rebate of its own advertising revenue to systems will begin to reduce subscriber fees beginning in the third year of its carriage. According to the proposed contracts, the per-subscriber fee for CNBC will climb by one cent per year from seven cents when it debuted in the first quarter of 1989 to 11 cents in 1993. Rogers and Eskridge said that when the rebate officially begins in CNBC's third year of operations, the actual per-subscriber fees paid by cable operators will be reduced to "something less" than the rate card price of 9, 10 and 11 cents in those years.

NBC will begin sales of the three minutes per hour that it will keep for itself, using a base of 10 million subscribers (systems will get nine minutes). CNBC will have its own sales force made up of executives brought in from the owned stations and network divisions. "Initially," Rogers said, CNBC will not be packaged with the stations or the network in advertising sales.

CNBC already has 10 million homes in mind. Of that number, five million to six million homes belong to the subscriber base of Tempo, the channel that Tele-Communications Inc. is spinning off to NBC Cable after TCI acquires the parent, Tempo Enterprises. Additionally, TCI committed to the new service another four million homes on top of the Tempo base.

Several cable operators at CTAM said that signing up for CNBC will necessitate drop-



L to r: Rogers, Wright, Sie and Eskridge

ping the Financial News Network from their systems, even though the two services have distinctive business programming slants. Whereas CNBC's focus is consumer business news on weekdays and sports on weekends, FNN airs hard business news throughout the daytime and early evening, sports (Score) from 8 p.m. to midnight and a shopping service from midnight until the early morning. On weekends it becomes a combination of sports and shopping.

Glenn R. Jones, president and chief executive officer of Jones Intercable, was one MSO executive who said that he did not envision carrying both FNN and CNBC. Based on his belief in the programming ability of NBC and his acquaintance with Bob Wright he said that CNBC would probably get the nod over FNN.

John Sie, TCI senior vice president, marketing and programming, said it is up to local TCI systems to decide how to add CNBC. But several TCI regional managers BROADCASTING contacted said dropping FNN to add CNBC was not in the plans. "We have the capacity in the majority of the plant," said TCI Texas state manager Charles Hembree, to add CNBC.

One advantage NBC has is that contracts several MSO's have with FNN are up for renewal soon. Cox Cable is one such case.

NBC officials pitched CNBC to Cox officials during the Democratic national convention, but the company has made no decision on carriage.

United Cable's contract with FNN is also up. Nimrod Kovacs, vice president, marketing, said United carries FNN on 70% to 75% of its systems. And except for systems with large channel capacity, it will probably be one or the other, he said, unless one "has a very different feel." Kovacs said: "We like FNN," but if NBC's product is better, United would go with the better product.

Comcast Cable President Robert Clasen said his company's contract with FNN extends well into next year, and he said there would be no changeouts to CNBC. But like other MSO's, he is concerned with increased programming costs and said Comcast likes FNN programming, but at the present rates.

Lowell Hussey, senior vice president, sales and marketing at Warner Cable, said it was unlikely the company would launch any new services soon, other than TNT, which mean increased programming costs for the MSO. Further, he said that with pay per view and other services willing to pay for carriage, Warner is scrutinizing the carriage of services that produce little or no ratings.

CNBC's "emphasis at the outset" will be consumer news five days a week and sports

Here's looking at you. CBS turned its new "state of the art" eye, with accompanying seven-note musical signature, on TV audiences for the first time Sunday, July 31, immediately before its broadcast of *60 Minutes*. The three-dimensional "moving, burnished bronze graphic that inventively engages the viewer"—as a CBS press release described it—was redesigned by CBS's advertising agency, Backer Spielvogel Bates. It had been announced at the CBS affiliates conference



in Los Angeles in June (BROADCASTING, June 20). The new ID, according to CBS, is the network's first with an accompanying "audio component."

The original CBS eye, the handiwork of the late CBS-TV creative director, William Golden, debuted in October 1951 for use as the network's identification between station breaks. At the time it was described this way: "The new symbol, shaped like an eye, is set against a background of cumulus clouds." The clouds have since rolled by, at least graphically.

The new logo, although it is the first redesign of the basic logo, does not represent the first variation on the "eye" theme, or the first with movement. CBS's later guiding design spirit, Lou Dorfsman, added a number of new looks to the eye in network promotional spots over the years, including one made of sparklers for the Bicentennial, one of stars assembling to form the eye and one formed from the merging of several neon tube-like eye logos of various colors.

on the weekends. But the NBC Cable executives said that could always change. The basis of CNBC's consumer business news programing will be a "revolving wheel" of programing pieces repeated throughout the day. Rogers said that NBC's commitment to CNBC will be visible on the air from the start. "There will be a lot of money on the screen," he said. Still, the two cable executives mentioned a number of proposed programing devices through which NBC will clearly be attempting to spread out its NBC News division's budget.

The on-air reporters at CNBC will come from the NBC O&O's, as well as the network. But instead of moving a reporting staff over completely from the broadcast side to the cable side of NBC, a group from NBC's existing corps of reporters will end up reporting for their current NBC venue along with CNBC when it begins.

Eskridge said "the first order of business" in shoring up the on-air talent side of the new channel will be hiring anchors.

In terms of sports that could appear on CNBC's weekend schedule, Eskridge said there would be no shortage of events for the channel to choose from, but he declined to be specific about what events the service was currently thinking of carrying.

NBC Cable's relationship with affiliates of NBC's television network throughout the planning stages of the new cable channel was described as an "ongoing challenge." Eskridge said "there is some apprehensiveness" among affiliates about the way in which the cable channel will make use of the network's resources. But Rogers added:

"They understand the necessity" for NBC to diversify its business.

Money that is eventually earned by NBC Cable will not necessarily be put back into NBC Cable, but instead will be at the disposal of the corporation to reinvest, Rogers said. But he and Eskridge emphasized that CNBC is not expected to be profitable for a number of years and that NBC is prepared to suffer losses on CNBC and other prospective cable channels in order to get into the cable programing business.

FNN, meanwhile, has made changes in its format (see page 33), but executives there say the moves are a part of the network's evolution and are unrelated to NBC's decision. More consumer programing, new studios (its New York bureau will be moving into the Exxon Center there) and new on-air graphics are designed to bring a more professional look to the service.

If it is possible, FNN seems concerned, confused and confident, all at the same time. "We are concerned about it [NBC's move]," said FNN President David Meister, last week at CTAM. Mike Wheeler, executive vice president, FNN, in referring to CNBC, said, "What it looks like is a little bit of CNN, a little bit of ESPN, a little bit of Lifetime and a little bit of FNN." Said Meister: "No one's been able to tell us what NBC is going to do.... What's a consumer news story?" Any business news story can be a consumer news story, he said.

Yet FNN remains confident in its distribution (30 million homes) and in programing. "On their own turf, we beat NBC head to head," said Meister, referring to FNN's

morning business news program.

And as good an indication as any of confidence in FNN comes from Wall Street. FNN's stock price has risen since the NBC announcement in early May, from 6 to 7 1/2 last week.

Ueberroth says baseball's future is on cable TV

He tells cable audience to come to MLB with package

It's no longer a question of whether cable will get a piece of the next Major League Baseball television contract, but how big a piece and what it will look like.

Appearing at the Cable Television Administration and Marketing Society convention last week (see page 30), Major League Baseball Commissioner Peter Ueberroth wasn't giving any specifics on how one or more cable packages would come together but he said that cable would be part of the next baseball contract, which will be negotiated at the end of the current season.

"We need to do television differently," Ueberroth said, before emphatically driving the point home: "Cable is baseball's future. That is flat clear."

When Ueberroth speaks of improving television's current coverage of baseball—broadcast network, cable, superstations—he means televising even more games. Of the 2,106 games played in the regular season, 1,800 are televised, about half on cable. But, according to Ueberroth, the patchwork way baseball is presented "doesn't make sense." (The broadcast networks, he pointed out, have not elected to show all the game for which they have contracted. Meanwhile, he said, there is an overabundance of game on superstations that tilt heavily toward the National League.)

Ueberroth's remarks did not reflect well on superstation coverage of baseball; he went as far as to suggest that superstation interfere with unified coverage of the sport.

Ueberroth said a national cable channel could have access to a number of game being played at once. In that way the channel would, for example, be able to cut away from a boring blow-out to follow exciting action elsewhere (such as a no-hitter in progress). That flexibility could also be used to switch to games that are crucial to pennant races late in the season. A cable addition to baseball's current coverage would include nonprime time games played on weekdays. The day games that exist already could be supplemented with more games through "creative scheduling," MLB said, allowing for a day game every day.

How a national contract would interface with local television broadcasts or local cable rights is something MLB is exploring. Bryan Burns, director of broadcasting for MLB, said: "We recognize local rights" and added that the "clubs own the copyright." At the same time, he said, "all local contract

FCC advances repeal of networks-cable ban

It begins rulemaking to end ownership restriction; also starts NOPR on network-affiliate contracts, issues new formula for figuring lowest unit charge

The FCC moved last week to allow broadcast networks to acquire cable systems, reopening a proceeding aimed at eliminating the commission's 18-year-old ban against network-cable crossownership.

In a related action, the FCC launched a rulemaking to repeal or modify the rule limiting the term of network-affiliate contracts to two years.

And, just in time for fall campaigning, the FCC issued new guidelines for calculating the lowest unit charge for political advertising, guidelines that the National Association of Broadcasters claims will cost broadcasters time and money.

The network-cable crossownership action was unanimous, although Commissioner James Quello said he may not be able to vote for repeal in the absence of must-carry rules requiring cable systems to carry local broadcast signals. Quello said he is concerned that cable systems owned by a network may drop the signals of other stations, particularly independent ones. Owning cable systems may give networks some "unusual leverage" in dealing not only with competitors but also with their own affiliates, he said.

Chairman Dennis Patrick downplayed Quello's concerns, saying that a "network as a cable operator would have a very substantial disincentive to drop popular broadcast signals...to secure some marginal [competitive] advantage." Dropping popular signals would not be "economically fruitful," he said.

Patrick said there was ample reason to revisit the rule. One of the reasons for the adoption of the rule in 1970—the concern that network ownership would impede the growth of cable as a competitor—"would seem not to be a relevant concern given the substantial place that cable has secured in the marketplace."

Like Patrick, Commissioner Patricia Diaz Dennis indicated that she favored repealing the ban. "It might be time to send this rule on a three-block trip...and have it enshrined at the Broadcast Pioneers Museum." She said the rules are the "fossilized remnants of an era when cable television was nothing more than a broadcast television transmission medium."

The issue is vertical integration of programmers and distributors, she said. The FCC will have to decide whether such integration is "on balance, good or bad." She noted many cable operators are increasing their ownership of cable programming. Given that, she asked, should the FCC continue to deny the networks the opportunity to become cable operators?

Michele Fraquhar, a member of the Mass Media Bureau staff and principal author of the further notice of proposed rulemaking, said the original 1982 proposal to eliminate the ban had its roots in the 1980 final report

of the FCC Network Inquiry Special Staff that concluded that network entry into cable could increase competition, enhance efficiency and improve the quality of cable service.

Fraquhar said the NTIA study on cable released June 15 calling, in part, for repeal of the ban, provided some of the impetus for resurrecting the FCC rulemaking. The study concluded that continuing the ban may "impose costs on the public in terms of potential lost efficiencies that might be realized by vertical integration."

NBC and CBS have publicly called for review of all the network rules, particularly the prime time access rule and the financial interest in light of increased competition from cable. All three networks supported elimination of the crossownership ban when it was first proposed (BROADCASTING, Dec. 20, 1982). NBC has endorsed the new FCC effort, but CBS and ABC officials have so far been noncommittal.

The NAB supported repeal of the ban six years ago. But Jeff Baumann, NAB's executive vice president, general counsel, suggested the association would refrain from taking a position on the new rulemaking because it is likely to be a point of contention between networks and their affiliates. "It's not an NAB issue at this time," he said. (NAB officials met with heads of the three network affiliate groups for the second time last Thursday to discuss developing a closer working relationship [see "In Brief"].)

Although the Association of Independent Television Stations has "historically" opposed network ownership of cable, said INTV spokesman Larry Laurent, it will probably join NAB is sitting this one out. "We have a large member called Fox." (Fox is owner of independent stations as well as a budding fourth broadcast network.)

In the first round, The National Cable Television Association said it would not stand in the way of the FCC efforts to repeal the rules, saying that the networks no longer had the ability to retard the development of cable through system ownership. NCTA President James Mooney hinted last week that the association position has not changed. "The conditions which existed when the rule was adopted no longer apply and it is reasonable therefore that the commission reconsider the aspect of its cable crossownership policy," he said.

In recommending elimination of repeal of the two-year limit on network-affiliate contracts, Linda Blair, of the FCC's Mass Media Bureau, argued that the two-year limit on network-affiliate contracts had, after nearly 50 years, outlived its usefulness. The rule was intended to help emerging networks gain affiliates, she said. But today, networks do not have to take away affiliates from other networks, she said; they can draw affiliates from the large pool of independent stations.

At the same time, Blair said, the rule could be a detriment to new and existing networks. The contract term is so short that it makes extended planning by networks and

the subservient" to the national MLB pact. He said that in keeping with his overall goal of getting the widest possible exposure to MLB games there would probably be some kind of package for TVRO owners, but indicated the broadcast and cable contracts would be dealt with first.

If Ueberroth offered cable every reason to think that it would carry baseball when the next contract goes into effect, he did not offer it specifics of how. It is up to the cable industry, he said, to come up with proposals for baseball coverage. He did envision, however, a pre-game show full of statistics and box scores of the preceding day's games



Ueberroth

that could be part of the game package.

The baseball commissioner told the audience that he does not anticipate regulatory or congressional objection to further cable coverage, since cable can potentially give the sport wider dissemination.

Burns said last week that the number of baseball games on local free television has steadily increased since 1984, disputing the argument that more games are flowing from free to pay TV. Since 1985, the number of games on what Burns calls pay television (superstations and regional sports networks) has also risen. In 1984, there were 1,485 games on local broadcast television, followed by 1,536 in 1985, 1,578 in 1986, 1,597 in 1987 and 1,634 this year. On the pay side, there were 1,138 games in 1984, 1,320 in 1985, 895 in 1986, 971 in 1987 and 1,005 this year. The drop-off from 1984 to 1985 is attributed to the demise of several local cable sports networks, including Sportstime. (Each of the 2,106 games played could be counted twice, depending on whether an entity carried the game in the market of each team.) Games on ABC and NBC, which number upward of 200 each year, are not included in the figures.

And since not every game is televised or carried in each market, MLB has room to expand both categories further in the next contract. Burns said teams find that local television broadcasts help market their clubs in their own markets and indicated the number of those games would not drop in the future. How the new rights national contracts would work with local contracts, and who the national players should be, are the primary pieces of the rights puzzle MLB is still putting together. □

their affiliates "very difficult." Longer term relationships could make it easier to obtain financing, attract advertisers, plan long-range expansion of facilities and expand program development.

In its new lowest unit charge statement, the FCC said television stations and cable systems cannot charge political candidates more than they do commercial advertisers for preemptible spots in the same daypart.

Section 315 of the Communications Act of 1934 requires broadcasters to charge candidates the "lowest unit charge" made for any broadcast advertising. The provision may seem simple enough, but determining the LUC for various types of spots has been the subject of continual disputes between broadcasters and candidates and of a continual series of interpretive rulings by the FCC in an effort to resolve the disputes.

In its latest finding, contained in the five-page statement unanimously adopted by the FCC, the agency said the LUC for a preemptible spot is the lowest price any advertiser has paid for a comparable spot that has cleared during the same daypart in the same week.

In determining the LUC for preemptible spots, stations and systems must consider the price of "make-good" spots. (If an advertiser's preemptible spot is bumped by another advertiser offering more money for the spot, the station often provides the advertiser with "make-goods" at a later date in the same daypart.)

"In many cases, the charge for the make good is below the going rate for that week in the relevant time period," the FCC said. "If the candidates were to be charged the going preemptible rate for that week, they would be paying more than the commercial advertiser for that class of time."

NAB President Eddie Fritts called the FCC's interpretation "narrow, restrictive and unwarranted. Undoubtedly, this will lead to a great deal of additional paperwork for the industry. The commission has made an already confusing area of the law even more difficult for broadcasters and politicians to understand."

FCC officials said the statement was prompted by inquiries from candidates and broadcasters. But Congress may have had a role. Senator Mitch McConnell (R-Ky.) introduced legislation (S. 2627) last month covering the same ground as the FCC statement. It would guarantee candidates "the lowest unit charge of the station for any preemptible time" of the same length and in the same daypart. The Senate Communications Subcommittee plans a hearing on the McConnell bill on Sept. 15.

Moreover, Minnesota Senator Rudy Boschwitz, chairman of the Senate Republican Campaign Committee, wrote to Patrick two months ago complaining about lax enforcement of the LUC requirement. In the letter, he said "various levels of 'preemptibility' and other advertising rate practices have made it impossible for candidates to determine the lowest unit charge."

And a staffer with the Senate Commerce Committee said: "Members are viewing the FCC action as a very positive response to a significant problem." □

Broadcasters call for spectrum sanctity

Letter to FCC's Patrick outlines complaints about commission's standards on allocations and interference; suggests 'constructive dialogue' with agency and NAB, AMST, INTV, ABES, CPB, NPR

Six major broadcast organizations joined last week in protest of the FCC's spectrum allocation and interference policies, which they claim are threatening the future of broadcasting.

"If our free local and universal broadcast system is to survive in an era of increased competition, we must have the capability not only to maintain our current level of service but to match the technical quality of other media through improvements such as advanced television, digital radio transmission and AM stereo," the group said in a six-page letter dated Aug. 3 to FCC Chairman Dennis Patrick. "But our opportunities may be completely undercut if FCC policies in the interim result in eroding the technical integrity of present broadcast signals."

The group represents all the broadcast services: the National Association of Broadcasters, the Association of Maximum Service Telecasters, the Association of Independent Television Stations, the Association of Broadcast Engineering Standards, the Corporation for Public Broadcasting and National Public Radio.

The group asked only for a "constructive dialogue" with the FCC about its policies. "Our effort here is to focus on the forest rather than the trees," it said.

Mass Media Bureau chief, Lex Felker, the chief architect of the FCC spectrum policies, said much of the broadcasters' problem stems from "a misunderstanding of what I have in mind." Felker said the FCC's current policies are "not a radical departure" from the past. "It's more of a way to work at the margins a bit. . . ."

(When reached last Friday, Felker no longer had a copy of the broadcasters' letter. Pat Crane, chief of the FCC's internal review and security division, had collected all copies to make sure the comments did not violate ex parte or sunshine rules.)

According to the broadcasters, the FCC's push for new and expanded broadcast services is at the root of the problem. "In choosing to permit these new facilities or services, the commission has almost universally ignored or given short shrift to maintaining the public's existing service and to preserving opportunities for expansion and quality improvement."

The "sheer number of proceedings involving interference issues obscures their overall pattern and impact," the letter said. "Each proposal, standing alone, may not have universal or devastating interference consequences, but their cumulative effect can be severe."

The group also said the FCC relies too much on marketplace forces to police the air waves. "While marketplace decisions may

best serve consumers in many other areas, they cannot be expected to protect the public's service from interference," it said. "The primary and most basic function of the commission is to act as the 'traffic cop' of the electromagnetic spectrum, taking a long-range and cumulative view of how the public may best be served."

In various proceedings, it said, the FCC has set forth policies that contribute to increased interference. Among them:

■ Redefining interference. In at least two proceedings—UHF and land-mobile sharing and IF spacings—the FCC has sought to redefine interference "so that it appears to be less extensive and destructive than it is."

■ Reliance on consumer complaints. Instead of actively policing spectrum, the FCC now relies on complaints from listeners and viewers. "However, the consumer often is likely to interpret interference as the result of a receiver or station malfunction rather than an alien signal. Few consumers know how to make a complaint."

■ Reliance on secondary status of new services. The FCC is considering new services such as low-power FM on the premise that they are secondary services that can be yanked off the air if found to cause interference with full-power stations. "But this ignores the commission's previous findings...that it is highly desirable to avoid having to shut down an operating station...."

■ Reliance on technological or methodological advances. The FCC is basing proposals to decrease the mileage separation between FM stations on the use of directional antennas and improvements in FM receivers. "All of us agree that premature or unwarranted reliance on new technologies and methodologies has the overall effect of permitting increased interference."

■ Reliance on substitute service. The FCC has permitted increased interference to services, particularly noncommercial television, arguing that substitute services are available. But "the commission has recognized that protection of broadcasting as a viable competitive force cannot be premised on transitory, nonstructural consideration such as network affiliation agreements or compulsory license [and] must-carry regulatory schemes."

■ Substituting flexibility. In its FM short spacing proceeding, its VHF drop-in proceeding and its policy statement on terrain shielding, the FCC has adopted a "flexible approach to the determination of acceptable interference. "History has shown that the case-by-case approach to general allocation policy in the absence of comprehensive well reasoned technical standards yields increased interference and degradation of service, with fringe areas and smaller communities suffering the most. We need only to look at the current comparative disadvantage of AM radio to recognize that the public is best served by clear-cut allocation policies and interference standards." □

Big question in Big Easy: Will anyone watch the convention?

With even fewer surprises likely than at Democratic gathering, analysts preparing for GOP show at Superdome in New Orleans hope for unexpected to attract viewers

Up to 15,000 members of the media, domestic and foreign, are packing up, preparing to descend on New Orleans's Superdome next week for the Republican national convention. The Cajun cuisine, not to mention the weather, is certain to be hotter than the convention, what with Vice President George Bush the certain presidential nominee and talk of floor fights over platform planks seemingly the product of wishful thinking of frustrated journalists. But convention planners are making every effort to keep the media and, through them, the public entertained, even interested.

There are speakers of sufficient stature to catch the attention even of some of the jaded press types. President Reagan, for instance, will speak on Monday, on the same night a tribute to the First Lady is planned. Former resident Gerald Ford; Jeane Kirkpatrick, former ambassador to the United Nations; and Senator Bob Dole. Representative Jack Kemp and Pat Robertson, who were among those defeated by Bush in the primaries that settled the contest for the nomination, are also on the list. "Those are candidates for live coverage," said Lane Venardos, executive producer of special events for CBS News.

Then there will be the nomination of Bush on Wednesday and acceptance speeches by him and the vice presidential nominee—as yet unidentified—on the final night, followed by what convention planners say will be a massive balloon drop to close the convention. Not to mention the entertainment throughout the four days promised by convention planners as providing some needed fun. (One of the performers scheduled to sing the National Anthem, on Tuesday, is Kelly Burch, a Broadway and daytime soap actress, who is the daughter of Dean Burch, director general of Intelsat.)

"So there will be something good each night," said Mark Goode, the convention's program producer. "Hopefully, there will be some interest."

Bush himself is cooperating in efforts to hold attention by adding a note of suspense. He plans to withhold the name of the person he will choose as his running mate until Thursday morning. But it's a sure bet that every reporter in New Orleans will be out to break the story before the announcement. Reputations have been built on less. The choice, said Venardos, "will leak" as soon as the person is tapped.

It's also a good bet that the networks will not cooperate to the extent the convention planners would like in carrying some of the films being prepared. One, of 18 minutes, and commissioned by the White House, celebrates the Reagan administration. An-



other, still in production, is to be used in introducing Bush on Thursday night. It is being produced by Roger Ailes, who handled the advertising for the Vice President during his primary campaign. CBS did not run the much shorter films on Governor Michael Dukakis and Jesse Jackson at the Democratic convention. ABC and NBC did, although all three passed over a number of others, including one on former President Carter. CNN carried only the Dukakis piece.

The Republican films were not yet available for screening last week. Still, Bob Furnad, executive producer in charge of political coverage for CNN, was prepared to say that network would run only a "shortened version" of the Reagan film—CNN will run its own piece on Reagan—but the Bush piece in its entirety. As for the other networks, no decisions had been made. CBS's Venardos said: "I'll judge them [the films] using the same standards as with all other films. We'll make a judgment based on what we see." Joe Angotti, executive producer of election year coverage for NBC News, is more accepting. He said: "I don't know why a speech [about an individual] is all right but a film is propaganda."

□

In addition to the schedule of heavyweight speakers and the entertainment and the planned balloon drop, convention planners are proud of an enormous lighting grid,

designed by Fiorentino Imero Associates of New York and installed in the Superdome at a cost to the City of New Orleans of \$950,000. It is suspended from the ceiling to a point 40 feet above the floor, follows the pattern of the aisles, and will provide lighting above the podium and some of the audience. "The lighting will look terrific," said Goode. Perhaps, but the grid is the source of a sidebar controversy involving local broadcasters moving into the Superdome. A number have complained that the trusses holding the lights block a clear view of the podium from the skyboxes ringing the hall. "You're looking through a maze of steel and wires," said one station group, news executive. He said he had complained in letters to party and convention officials, as well as to key members of the Bush campaign. Jim Richter, of Conus, which will be serving 19 stations in New Orleans, said he was told that the "bad news is you have a problem" regarding the grid and that the "good news is that everyone else does, too."

Goode is not amused. He said the complaints "are much ado about nothing." He said he and Mike Miller, the manager for media relations, had walked through every sky box "and adjusted the trusses" to make sure visibility was not impaired. "Every press facility has a clear view of the podium," he said. Goode was confident "everyone will be delighted with the quality of the lighting." Even the networks?

They had complained about the lighting at the Democratic convention, contending the producers turned down the lights over the audience to such a degree during speeches that the networks were unable to take good reaction shots. Goode said he had been meeting daily with network representatives in New Orleans and believed they were "comfortable" with the convention's plans. "The networks are going to do what they want anyway," said Goode. "so we might as well make [the pictures] look good." Network representatives in New Orleans indicated they indeed had no problem with the lighting plans as outlined by Goode. But Venardos qualified his endorsement. The plans look "all right, but in advance. Things looked all right with the Democrats, too, in advance. Things always look all right in advance."

□

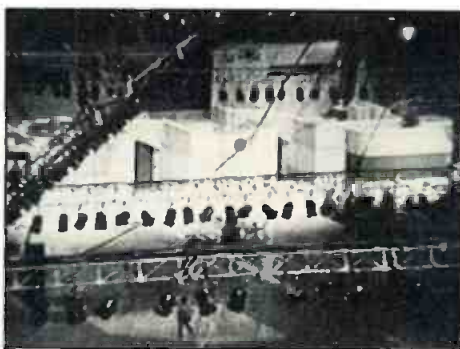
Goode's plans for a well-organized convention, with glitter and power names, and the Bush effort to withhold the one piece of solid news the convention will yield cannot mask the expectation of a convention largely bereft of news. "It is not much of a story," said Furnad. And CNN, like C-SPAN, will be covering the convention gavel to gavel. That will involve two morning sessions, on Monday (when Alexander Haig and Pete duPont will speak) and Tuesday, as well as the evening sessions on each of the four nights, beginning at 8 p.m. NYT and ending,

convention planners hope, by 11 p.m., when the danger arises of affiliates peeling off to begin their local news.

Few of the journalists advancing on New Orleans would disagree with Furnad. Still, the major networks will adhere to the schedules they followed in covering the Democratic convention two weeks ago, even though that coverage resulted in a new low in overall ratings. So poor were the ratings that ABC News President Roone Arledge said the political parties were "turning off" the American public, and suggested that ABC would reevaluate its plans for covering the Republican convention.

However, although ABC News may send a somewhat smaller contingent than the 350 dispatched to Atlanta, according to a spokesperson, it would, as in Atlanta, begin its coverage at 9 p.m. NYT every night and continue at least until 11 p.m. "We'll remain flexible; we'll see what the news is," said the spokesperson. NBC is following the same schedule, as is CBS News, except for Thursday night, when it will begin its coverage at 8 p.m. Like ABC, CBS and NBC are making do with fewer than 400 personnel, substantially fewer than those who helped cover the conventions in 1984; CNN will use about 300.

The organization of the convention offers the opportunity for coverage of the platform committee. It will meet throughout this week, and the networks plan to be on hand—though only to mine the sessions for possible stories for their evening news shows. And NBC's Angotti speculated that the platform debates could lead to fights on the floor, with conservatives pushing a social agenda of opposition to abortion and



Troublesome light grid, shot from Cox Broadcasting sky booth

support for school prayer, in opposition to the views of moderates on the committee. Furnad also saw the possibility of a fight in the rules committee, meeting this week, over the seating of Georgia delegates; there is a dispute between supporters of Robertson and Bush as to who has the legal right to serve as delegates. But both Angotti and Furnad appeared more wistful than convinced. Convention officials said they did not expect problems in either committee.

Whatever grumbling is heard at the networks over convention coverage, the locals, who have been at it in increasing numbers since 1980, when satellite service became feasible, remain enthusiastic about the opportunity to find and report the local angle at national political conventions. Final figures were not available last week from the House radio and television gallery, which gives credentials to those representing the nation's stations, but preliminary ones indicate some 4,000 anchors, correspondents, technicians,

photographers and their support troops will be among the 12,000-15,000 media members whom Republican convention officials expect in New Orleans. The number of station people, according to the gallery, about the same as those reported in connection with the Democratic convention 11 months ago—but it represents more than a 20% increase over those who covered the Republican convention in 1984, which lacked even the uncertainty as to who would be the presidential nominee.

Those anchors, etc., represent about the same number of stations as in Atlanta more than 330 television and some 200 radio.

For the most part, managers of the group beginning to set up in the Superdome say the kind of coverage to be offered will be similar to that provided in Atlanta—if not more so. Louisa Hart, Washington bureau chief of Group W's Newsfeed network, said last week: "Everybody had his appetite whetted in Atlanta. Stations are coming to us saying they want the same service, but more. Newsfeed will serve about two dozen stations, including five of Group W's. And two of those, WBZ-TV Boston and KYW-TV Philadelphia, will occupy two of the four sky boxes Newsfeed will rent. The Boston station is covering the convention in terms of its impact on the governor of Massachusetts who happens to be the Democratic nominee. And KYW-TV sees the convention as an opportunity to showcase Steve Bell, the former ABC correspondent who now anchors the station's 6 p.m. and 11 p.m. newscasts. Sa Newsfeed news director, Terry O'Reill "We want to get Bush in the booth with Bell."

Redstone ready to sell to buy

A year after his \$3.4-billion leveraged buyout of Viacom International, Sumner Redstone is putting himself back into the acquisition mode, looking for more cable and TV properties. To finance those acquisitions, Viacom is first reducing its \$2.4 billion in bank debt to less than \$1 billion through asset sales and a securities offering.

Redstone, the company's chairman, said last week that his company is "only months" away from selling two cable systems (Long Island and Cleveland), UHF NBC-affiliate WHTV Hartford, Conn., and a minority interest in Showtime/The Movie Channel (S/TMC). Those sales, together with newly issued debt securities valued at \$500 million, have a total value of between \$1.2 billion and \$1.3 billion. With a lower debt load, the company will be in a position to make acquisitions, he said. Viacom's first long-term debt payment of \$200 million is due in December.

Viacom's tax burden on those sales will amount to 2%, or roughly \$16 million, because they are be-

ing sold through what is known as "mirrored subsidiaries." That term refers to the separate acquiring companies Redstone created when National Amusements Inc. purchased the operating divisions making up Viacom. Redstone can



Redstone

now separately spin off those divisions without incurring the normal capital gains tax.

"Our plan," said Redstone, "is to carry the company from a leveraged mode to an operational mode." In the past Redstone has said that reduction of the com-

pany's debt could be supported by its existing cash flow from operations.

Last week Redstone explained the "discreet asset sales" as something that will not affect Viacom's major businesses. Redstone said that Viacom is selling the cable systems, television station and minority interest in S/TMC, because those assets' value is potentially higher to companies other than Viacom. The Long Island cable system, for example will reportedly be sold to Cablevision, which is already established on Long Island.

"If we succeed in selling \$850 million to \$1 billion [in Viacom assets], we'll lose cash flow of only about \$30 million," he said, adding that the sale will be made "without destroying our position in any business."

He said the system sales would be particularly good for Viacom. The two systems, representing 200,000 subscribers, should generate a price of roughly \$550 million (or \$2,750 per subscriber), he

said. "At that point [the company's cable division] will be at just about the same number [of subscribers] as when we merged the company over a year ago," he said.

Redstone said that the sale of WHTV could generate as much as \$200 million. Others have valued the station at \$80 million-\$130 million.

Redstone said that he and Frank Biondi, Viacom president and chief executive officer, met with "six or seven" MSO executives at the Cable Television Administration and Marketing convention last week to discuss the sale of an equity interest in S/TMC. He added that the company is also talking with non-cable companies about the minority equity stake, which, Redstone said, could generate an additional \$100 million to \$250 million for the company.

As for acquisitions, Redstone said that he will be looking for properties that Viacom's "extremely successful management can turn around. We're entering a different world."

Stock Index

Closing Closing
Wed Wed
Aug 3 Jul 27
Net Percent P/E
Change Change Ratio (000,000)
Market
Capitali-
zation

Closing Closing
Wed Wed
Aug 3 Jul 27
Net Percent P/E
Change Change Ratio (000,000)
Market
Capitali-
zation

BROADCASTING

(CCB) Capital Cities/ABC	320	1/2	309	1/4	11	1/4	03.63	19	5,185
(CBS) CBS	165	1/4	157		8	1/4	05.25	9	3,904
(CCU) Clear Channel	13	1/2	13	1/2			00.00	24	52
(INFTA) Infinity Broadcast	30		30	1/8	-	1/8	-00.41	93	249
(JCOR) Jacor Commun.	5	5/8	5	3/4	-	1/8	-02.17	-12	55
(LINB) LIN	58		57	3/4	-	1/4	00.43	37	2,996
(MALR) Malrite	8	1/4	8	3/8	-	1/8	-01.49	-17	112
(MALRA) Malrite 'A'	8		8				00.00	-11	109
(OBCCC) Olympic Broad.	3		3	1/2	-	1/2	-14.28		7
(OSBN) Osborn Commun.	6	1/2	6	1/2			00.00	-5	33
(OCOMA) Outlet Commun.	23	3/4	24	1/4	-	1/2	-02.06	-8	155
(PR) Price Commun.	9	1/2	9	1/4		1/4	02.70	-7	91
(SAGB) Sage Broadcasting	4	3/4	4	3/4			00.00	-7	18
(SCRIP) Scripps Howard	84		83		1		01.20	67	867
(SUNNC) SunGroup Inc.	2		2	1/8	-	1/8	-05.88	-2	4
(TLMD) Telemundo	8	3/8	9	1/2	-	1/8	-11.84	-1	64
(TVXGC) TVX Broadcast	2	1/4	2	1/2	-	1/4	-10.00		13
(UTVI) United Television	30	3/4	29	1/2	1	1/4	04.23	50	337

BROADCASTING WITH OTHER MAJOR INTERESTS

(BLC) A.H. Belo	28	1/4	28		1/4	00.89	11	298	
(ASTV) Amer. Comm. & TV	3/32		3/32			00.00		7	
(AFL) American Family	13	1/4	13	1/8		1/8	00.95	11	1,072
(ACCMA) Assoc. Commun.	23	3/4	25		-	1/4	-05.00		226
(BMAC) Bus. Men's Assur.	31		33		-	2	-06.06	83	324
(CCN) Chris-Craft	22	3/4	23		-	1/4	-01.08	50	495
(DNB) Dun & Bradstreet	50		47	7/8	2	1/8	04.43	19	7,600
(DUCO) Durham Corp.	32	3/4	32	3/4			00.00	27	276
(GCI) Gannett Co.	32	1/8	30	1/2	1	5/8	05.32	16	5,201
(GY) GenCorp	20	1/2	20	7/8	-	3/8	-01.79	2	650
(GMXC) GMX Commun.	3/32		3/32			00.00	2	650	
(GACC) Great Amer. Comm.	10	3/4	10	1/2		1/4	02.38	10	282
(JP) Jefferson-Pilot	36	1/4	33	1/8	3	1/8	09.43	15	1,431
(KRI) Knight-Ridder	41	1/2	40	5/8	7/8		02.15	15	2,360
(LEE) Lee Enterprises	28	3/8	28	3/8			00.00	20	705
(LC) Liberty	39	3/8	39	3/8			00.00	15	365
(MHP) McGraw-Hill	70	7/8	61	3/4	9	1/8	14.77	21	3,417
(MEGA) Media General	40	5/8	40	7/8	-	1/4	-00.61	27	1,145
(MDP) Meredith Corp.	32	1/4	29	5/8	2	5/8	08.86	13	619
(MCG) Mich. Energy	30	3/4	30	1/2	1/4		00.81	20	83
(MMEDC) Multimedia	72	1/2	72	1/2			00.00	70	797
(NYTA) New York Times	26	1/4	26	1/4			00.00	13	2,152
(NWS) News Corp. Ltd.	16	1/2	17	3/8	-	7/8	-05.03	9	4,396
(PARC) Park Commun.	28	1/2	28	3/4	-	1/4	-00.86	22	393
(PLTZ) Pulitzer Publishing	29	1/4	29	1/2	-	1/4	-00.84	20	306
(REL) Reliance Group Hold.	5	5/8	6		-	3/8	-06.25	6	421
(RTSY) Reuters Ltd.	26		26	1/2	-	1/2	-01.88	17	21,587
(SKHA) Selkirk	24	7/8	24	1/4	5/8		02.57	21	201
(STAUF) Stauffer Commun.	144		144				00.00	48	144
(TMC) Times Mirror	31	1/8	30	1/4	7/8		02.89	15	4,027
(TMCI) TM Communications	1/2		1/2				00.00	2	3
(TPCC) TPC Commun.	1/8		1/8				00.00	1	1
(TRB) Tribune	36	3/4	36	1/2	1/4		00.68	20	2,804
(TBSA) Turner Bcstg. 'A'	16		16				00.00	-2	696
(TBSB) Turner Bcstg. 'B'	16	1/4	16	1/8	1/8		00.77	-2	353
(WPOB) Washington Post	192	1/4	193	3/4	-	1/2	-00.77	13	2,469

PROGRAMING

(SP) Aaron Spelling Prod.	7	3/4	7	3/4			00.00	6	142
(ALLT) All American TV	1	7/8	2		-	1/8	-06.25	2	2
(BRRS) Barris Indus	8	3/4	9	1/4	-	1/2	-05.40	-4	68
(KO) Coca-Cola	38	7/8	37	1/8	1	3/4	04.71	15	14,594
(CLR) Color Systems	3	7/8	3	3/4	1/8		03.33	-2	20
(KPE) Columbia Pic. Ent.	10		10				00.00	142	1,097
(CAVN) CVN Cos.	12	5/8	12	5/8			00.00	10	219
(DEG) De Laurentis Ent.	9/16		1/2		1/16		12.50	6	33
(dcpl) dclck clark prod.	4		4				00.00	10	36
(DIS) Disney	63	7/8	60	7/8	3		04.92	19	8,468
(DJ) Dow Jones & Co.	35	3/8	33		2	3/8	07.19	16	3,406
(EM) Entertainment Mktg	4	1/2	3	3/4	3/4		20.00	15	55
(FNNI) Financial News	7	1/2	7	1/2			00.00	34	90
(FE) Fries Entertain.	1	5/8	1	5/8			00.00	7	8
(GW) Gulf + Western	44	5/8	41	3/4	2	7/8	06.88	7	2,682
(QNTX) Hal Roach	3	3/4	3		3/4		25.00	-8	26
(HHH) Heritage Entertain.	3	1/8	3	1/4	-	1/8	-03.84	3	14
(HSN) Home Shopping Net.	4		4	1/8	-	1/8	-03.03	18	348
(KWP) King World	22	3/4	20	1/4	2	1/2	12.34	14	656
(LAUR) Laurel Entertain.	2	1/4	2	1/4			00.00	5	5
(LT) Lorimar-Telepictures	13	3/8	13	3/8			00.00	-4	619
(MCA) MCA	42	1/4	40	3/4	1	1/2	03.68	23	3,072
(MGM) MGM/UA Commun.	13	1/4	12	1/2	3/4		06.00	-7	664
(NHI) Nelson Holdings	3/8		7/16		-	1/16	-14.28	-3	10
(NWE) New World Enter.	3	1/8	2	5/8	1/2		19.04	8	33

PROGRAMING

O (NNET) Nostalgia Network	1	3/8	1	3/16	3/16		15.78	-1	7
O (OPC) Orton Pictures	15	1/8	15		1/8		00.83	13	261
O (MOVE) Peregrine Entertain.	1	3/4	1	3/4			00.00	-58	4
N (PLA) Playboy Ent.	14	1/4	14	1/4			00.00	15	134
O (QVCN) QVC Network	10	3/8	10	5/8	-	1/4	-02.35	-21	104
O (RVCC) Reeves Commun.	5	7/8	5	3/4	1/8		02.17	29	74
O (RPICA) Republic Pic. 'A'	7	3/4	7	1/2	1/4		03.33	86	32
O (RPICB) Republic Pic. 'B'	7	1/4	7	1/4			00.00	51	5
O (SMNI) Sat. Music Net.	4	3/8	4	3/8			00.00	-109	39
N (WCI) Warner	35	1/2	35	5/8	-	1/8	-00.35	18	4,478
O (WONE) Westwood One	12	3/4	12	1/2	1/4		02.00	17	183

SERVICE

O (AMEA) A.M.E. Inc.	8	3/4	8	3/4			00.00	9	43
O (AGRP) Andrews Group	4	7/8	5		-	1/8	-02.50	-1	32
O (BSIM) Burnup & Sims	14	1/4	14	1/2	-	1/4	-01.72	30	227
N (CQ) Comsat	28	3/8	28	1/4	1/8		00.44	-10	520
N (FCB) Foote Cone & B.	26	7/8	27	1/8	-	1/4	-00.92	13	224
O (GREY) Grey Advertising	114		115		-	1	-00.86	15	138
O (IDBX) IDB Communications	8	1/4	8	3/4	-	1/2	-05.71	33	33
N (IPG) Interpublic Group	34		33		1		03.03	15	763
O (OGL) Ogilvy Group	27	1/4	27	1/2	-	1/4	-00.90	13	388
O (OCMA) Omnicom Group	19	3/4	18	1/4	1	1/2	08.21	14	485
N (SAA) Saatchi & Saatchi	18	1/2	18	5/8	-	1/8	-00.67	8	2,695
O (TLMT) Telemation	1	7/8	1	7/8			00.00	7	8
A (TPO) TEMPO Enterprises	8	1/4	8	5/8	-	3/8	-04.34	27	47
A (UNV) United Video	9	5/8	8	7/8	3/4		08.45	14	20

CABLE

A (ATN) Acton Corp.	13	1/4	13	1/2	-	1/4	-01.85	2	15
O (ATCMA) Amer. TV & Comm.	24	5/8	25	5/8	-	1	-03.90	54	2,678
O (CTEX) C Tec Corp.	39		38	1/4	3/4		01.96	17	214
A (CVC) Cablevision Sys. 'A'	34	5/8	34	3/4	-	1/8	-00.35	-11	728
N (CNT) Centel Corp.	44		42	3/4	1	1/4	02.92	12	1,913
O (CMCSA) Comcast	15	7/8	16		-	1/8	-00.78	-72	709
A (FAL) Falcon Cable Systems	20	5/8	20	1/2	1/8		00.60	-64	131
O (JOIN) Jones Intercable	12		12	5/8	-	5/8	-04.95	37	152
T (MHRQ) Maclean Hunter 'X'	11	3/8	11	3/8			00.00	31	838
T (RCL) Rogers Commun. 'A'	55	1/4	53	1/2	1	3/4	03.27	-85	683
T (RCLB) Rogers Commun. 'B'	51	1/4	50	3/4	-	1/2	00.98	-78	634
O (TCAT) TCA Cable TV	34		34	1/2	-	1/2	-01.44	66	410
O (TCOMA) Tele-Commun.	23	1/8	23	1/2	-	3/8	-01.59	46	3,499
N (TL) Time Inc.	101		96	3/4	4	1/4	04.39	24	5,903
O (UACI) United Art. Commun.	29	1/4	29	1/2	-	1/4	-00.84	243	1,201
N (UCT) United Cable TV	33	3/4	33	5/8	1/8		00.37	-177	1,258
N (VIA) Viacom	28	1/8	28		1/8		00.44	-3	1,500
N (WU) Western Union	2	5/8	2	3/4	-	1/8	-04.54	83	
O (WSMCA) WestMarc	19	3/4	19	3/4			00.00	25	283

ELECTRONICS/MANUFACTURING

N (MMM) 3M	64	3/8	62		2	3/8	03.83	16	14,644
O (AMCI) AM Communications	3/8		11/32		1/32		09.09	9	1
N (ARV) Arvin Industries	22		22	3/8	-	3/8	-01.67	9	418
O (CCBL) C-Cor Electronics	8	1/4	8	3/8	-	1/8	-01.49	13	16
O (CATV) Cable TV Indus.	3	7/8	3	3/4	1/8		03.33	-25	11
N (CHY) Chyron	4	1/4	4	3/8	-	1/8	-02.85	15	43
A (CXC) CMX Corp.	15/16		15/16				00.00	10	8
A (COH) Cohu	11		11	3/4	-	3/4	-06.38	10	20
N (EK) Eastman Kodak	45	3/8	43	1/4	2	1/8	04.91	12	15,377
N (GRL) Gen. Instrument	33	1/2	33	1/2			00.00	-24	1,119
N (GE) General Electric	42	1/4	40	5/8	1	5/8	04.00	18	38,673
O (GETE) Geotel Inc.	13/16		13/16				00.00	-2	3
N (HRS) Harris Corp.	27	5/8	27		5/8		02.31	12	1,130
O (ITEL) ITEL Corp.	20	1/4	19	7/8	3/8		01.88	47	537
N (MAI) M/A Com. Inc.	10	5/8	10	1/2	1/8		01.19	-7	287
N (IV) Mark IV Indus.	11	7/8	11	1/2	3/8		03.26	7	128
O (MCDY) Microdyne	3	3/4	3	3/4			00.00	-2	16
(MCOM) Midwest Commun.	4	1/2	4	1/2			00.00	10	13
N (MOT) Motorola	47	1/4	45	1/4	2		04.41	19	6,109
N (OAK) Oak Industries	1	1/4	1	1/8	1/8		11.11	12	94

It's a jingle out there

Although some say industry is soft; new companies entering business with fresh approaches to station ID's

The radio jingle business, dominated by a handful of companies for the past 20 years, may be changing. Some industry observers say that program directors at many stations have been holding out for the next wave of station ID's. At least one aggressive newcomer claims that what worked 20 years ago won't work today and is busy shaking up the business to prove the point.

Most of the station ID's heard on radio stations are written, recorded and engineered by about a half-dozen Dallas-based companies. The industry, providing primarily five- to 10-second ID's on a custom or syndicated basis, grosses what is conservatively estimated to be up to \$10 million annually. Some say the pie is not as big as it has been in the past, but that has not stopped another player from entering the business.

Dallas-based Century 21 Programming Inc., which reentered the station ID business earlier this year, has for the past several months been hiring employees from its competitors. Bob Shannon, formerly of TM Communications Inc., Dallas, is now vice president of Century 21's jingle division. Another vice president hired by the company is Ben Freedman, who left Buffalo, N.Y.-based PAMS Productions. Craig Turner, formerly a studio manager at Dallas-based JAM Creative Productions Inc., has also joined Century 21. "We kind of kicked them all a little below the belt," said Dave Scott, Century 21's president.

The company's new 30,000-square foot, state-of-the-art studio complex opened last June. According to Scott, acoustics alone at the new facility cost \$260,000.

Century 21 started in 1972 as a jingle business, said Scott, then quickly changed to automation programming as the format caught on. The company's production libraries now serve more than 1,000 radio stations on a monthly basis, he said. Consultations with those stations determined that many were disappointed with available jingles and were looking for something new, he said, prompting the company to reenter the business.

"We think some of our competitors are shooting themselves in the foot, putting out the same old stuff," said Scott. "I like '57 Chevys, but I don't want to drive one today."

Scott said he believes the best approach to jingles today may be to hire advertising writers, rather than radio jingle company writers. He also said that the jingle industry needs to be more responsive to today's varying formats, pointing to urban stations as an example: "Most companies try to tell black stations to buy white jingles."



The Otis Conner Companies



The average custom ID at Century 21 runs \$1,200 to \$1,500 per cut, he said, which is then syndicated and made available to stations outside of the market at \$250 to \$350 per cut. Clients in Century 21's first few months of business have included Capital Cities/ABC, RKO and Bonneville, he said, mostly for AC, CHR and country formats.

"Century 21 is coming on strong," said Toby Arnold, president of Dallas-based competitor, Toby Arnold & Associates Inc. He said industrywide, however, the ID business is soft. "What I'm hearing right now [from program directors] is that there's nothing new or fresh."

Arnold, like many others in the jingle business, said that he is optimistic the jingle business will be on an upswing as new approaches are discovered. His company is diversified, he said, allowing for slow periods in the business.

At TM Communications Inc., the ID supplier is quick to point out that its business is primarily sales and production libraries, ac-

cording to Dave Tyler, senior vice president. Providing jingles, he added, is important to the company's stance as a full-service supplier. "It's not our bread and butter," he said.

TM Communications has been in the jingle business more than 25 years, said Tyler. "As music styles change, jingles change," he said.

Arnold can also attest to the effect that changing times have on the ID business: When he entered the business with PAMS in 1961, that company had a stronghold as the creator of the popular AM jingles of past decades. But the company lost its position when the advent of FM radio made way for new sound and new competitors. Arnold founded his own company, which he started in 1972. He found a niche in country ID's and continues to serve primarily country, AC and CHR. He said he offers eight to 10 packages to about 50 to 60 stations per year at \$150 to \$250 per cut.

A "soft" period may not necessarily be negative for the industry. During the 1970's, jingle demand slowed down as AOR formats became more popular, explained Dick Denham, general manager, ID/Library Division, Media General Broadcast Service, Memphis. "I don't think it hurt the jingle business; I think it made it more creative," he said.

Media General serves between 800 and 1,000 stations each year, he said, with 1 AC package, six AC/MOR packages, nine country packages and two easy listening packages. He said the company has been offering ID's for about 25 years, and that the business has historically gone through "kind of an ebb and flow."

Many program directors today are using announcers more and jingles less, said Jonathan Wolfert, president, JAM Creative Productions Inc. But the trend, which he said is an overreaction to heavy use of jingles about four years ago, is changing back again. "I think there's a pendulum that swings back and forth," he said. "After a while, common sense or the ratings will dictate."

JAM, exclusively in the ID business since 1974, is recognized by many in the industry as one of the most successful. The company deals with between 300 to 500 top-rate stations in a given year, said Wolfert, including such accounts as WXTZ(FM) New York



Scott



Denham

AM creates packages for many formats, including one that it recently made for all-ports WFAN(AM) New York.

Future changes will come in the industry program directors give jingle packagers more creative freedom, said Wolfert, adding at his successful campaigns for WXTZ have been created without much intervention from the station.

Media General's Denham indicated that innovation is often dictated by the market: satellite broadcasting has grown, for example, his company has filled a need for 15-and-10 second ID's that fit between transmission breaks.

The most successful players in the jingle business tend to be those that have found a new formula that works for a major station and then syndicate the package while it is still trendy, said Jim Long, chairman, First-

Com Broadcast Services Inc., Dallas. First-Com is now supplying material for KIIS-AM-FM Los Angeles, and he said the package will probably extend to about 100 stations this year.

Current jingle trends are toward "high energy" in CHR formats and toward longer themes in AC formats, said Long, echoing other packagers. One of Long's recent packages includes "sound-alikes," featuring imitations of personalities like Michael Jackson singing the station's call letters. The concept, he said, developed when KIIS encouraged FirstCom to experiment.

But not all of the long-time jingle packagers agree that changes in offerings are needed. Otis Conner, who has been in the business for 20 years, said station ID's will most likely continue as they are without many surprises.

"I don't see any outlandish changes, and think anybody who says that there will be has not been in the business very long," said Conner. He is president of Dallas-based The Otis Conner Companies Inc., a major player that offers about 15 packages to between 300 and 400 stations with such accounts as CBS News.

"The formulas are basically tried and true," said Conner. One of the few necessary changes in recent years has been technical, he said, noting that his company occupies a \$2.5 million recording facility. If there are to be any creative changes in the ID business, he said, they will have to come from the stations themselves.

"We don't make changes in the business; the program directors change the business," Conner said. "We can only do what program directors want us to do." □

Riding Gain

trend setter

Media General Broadcast Services, Memphis, will launch a new music format and production library at the National Association of Broadcasters Radio '88 convention next September. The new compact disk production library, "trendsetter II," will feature more than 500 original 15-, 30- and 60-second music tracks geared toward adult contemporary and contemporary hit radio formats, according to Dick Denham, general manager of station identification for the company's ID/Library division. The new service will be the third CD library available from the company, which also has eight production libraries available on vinyl.

The new music format, called "Classic Gold," will feature songs from 1964 to 1979 with "flexibility" to include hits from other eras and monthly updates, said Denham. The company's music formats, available since 1977 and continually updated, include "Action" (AC), "The Headliners" (contemporary middle of the road, such as The Carpenters), "Your Country" (contemporary country), and "Hit Rock" (CHR). All five music formats are available on reel-to-reel and are heard on more than 100 stations, he said. The music formats are available primarily in monthly installment cash payments, said Denham.

It's now or never

104.7(CV) Covington, Ky., convinced that listeners want to hear Elvis Presley 24 hours a day, has switched from country to an all-Elvis format. Programming at the Cincinnati-area station includes: "Memories," an hourly, one-minute series that features people who knew the singer, and "Elvis himself," another hourly, one-minute series that features recordings of Presley interviews.

Response from listeners and advertisers to the heavily publicized new format has

been "phenomenal" in its first week of operation, according to Steve Parton, program director/operations. The station was not rated prior to the format change.

SMN's second quarter

Satellite Music Network said that its

second-quarter earnings were six cents per share, up from a net loss of one cent per share for the same period in 1987. Net earnings for the second quarter 1988 were \$526,600 on revenue of \$4.95 million, compared to a net loss of \$94,778 on revenue of \$3.66 million for the second quarter last year. SMN provides live, 24-hour formats to nearly 1,000 affiliates.

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Cable gets wired for the future

Largest CTAM convention ever stresses better promotion, marketing as keys to growth

In cable marketing, numbers tell the story, and the numbers at the 1988 Cable Television Administration and Marketing Society convention last week in Boston were upbeat. Over 1,800 attendees—a 30% increase over last year—made it the largest CTAM gathering ever.

The growth was due to a number of factors, said attendees, prominent among them the cable industry's increased reliance on marketing to expand its business. Nimrod Kovacs, vice president, marketing, for United Cable and a CTAM board member, said attendance by rank-and-file marketers has stayed level in the past few years, while the increase has come from venture capitalists, bankers, foreign observers and senior level executives. Not only is CTAM attendance spreading upward, it is also spreading horizontally, as customer service and other sectors of cable systems are represented.

The convention was also seen as a good place to network, and for employees at American Television & Communications, Storer and other companies where cutbacks are occurring, the convention provided a place to seek out new employment. And there was also the comment that with competition (i.e., the telephone companies) knocking at the door, the cable industry needs to grow more sophisticated in its marketing.

As CTAM planned, there was something for everyone at this year's show, with morning sessions addressing macro concerns and afternoon sessions addressing micro. Top corporate executives at the MSO's toured the media labs at the Massachusetts Institute of Technology as part of CTAM's executive mini-conference last Monday (Aug. 1). Many attended the Monday luncheon where Baseball Commissioner Peter Ueberroth said baseball's future was with cable (see "Top of the Week"), and then traveled on to MIT for demonstrations of fiber optic technology, 2,000-line resolution high-definition television systems and holography. That evening, Viacom Chairman Sumner Redstone hosted a dinner at the John F. Kennedy Library at Harvard University.

CTAM also provided a forum for several new programming channels to make their pitches to cable operators, principally NBC's CNBC (see "Top of the Week") and Turner Network Television. Talk Television developer Paul Fitzpatrick and the Vision Interfaith Satellite Network took the occasion to meet with MSO's to discuss their services and sign carriage commitments.

CTAM President Margaret Durborow set the stage for the conference at the opening session by saying: "There is no forward



Van Valkenburg, Durborow and Rod Thole of Heritage, CTAM chairman

progress without friction...CTAM '88 will give you a view of the future, of the possible friction we must face and of the rewards that can be in store."

David Van Valkenburg, chairman of the conference and vice chairman of CTAM, told the opening session that the cable industry has accomplished much in the past few years. Penetration has reached 52%, program quality has improved and in 1987 cable continued to erode broadcast network viewing and "we logged record revenues and cash flow."

But Van Valkenburg said the industry had a way to go, and referred to results of a study by Market Facts which found that only one-third of cable subscribers watch five or more channels regularly. That, said Van Valkenburg, shows "we still don't understand the consumers' needs and they don't know the product, and until we understand those needs, we won't be doing our job."

The research also showed that 60% of noncustomers had not been contacted by their local cable company in the past year, he said, and that 43% of the paying customers "hadn't heard from the local cable company in the past 12 months. Does this mean there were no attempts to upgrade? No special promotions? No retention marketing?" he asked. Less than half of the respondents rated their cable service an excellent or very good value, said Van Valkenburg, but what he found most disturbing was that 25% said "they would switch companies even at the same price and with the same channel lineup," and 80% would switch if the other service were \$3 a month cheaper. "We cannot afford to ignore this," he said.

The answers to solving these problems are in improving customer service, product

promotion and community image, Van Valkenburg said. "I don't believe price is the real issue. We have a great product that is worth far more than is now charged," he said, "but we must inform our customers of its value, better promote the products we have, develop creative programming, train employees, develop friendly technology and satisfy our customers... We've done a lot of things right the past few years," said Van Valkenburg, "but there still is much to be done."

Keynoting the opening session was "Megatrends" author John Naisbitt, who identified 10 new megatrends to watch for as the century closes in on the year 2000. Many of the trends fit hand in glove with the cable industry.

First, he said, "the information-based economy is a high-wage economy," with the middle class "becoming larger and more affluent."

A second trend will be a renaissance in



Naisbitt

e arts, literature and spirituality. Naisbitt id attendance at arts events is going to crease, while attendance at sporting vents will decrease. The trend "will coun- r-balance the onslaught of technology," he id.

Another trend will be the decline of cities, : said, as people move to more rural areas r "quality of life reasons."

Other trends Naisbitt described included he end of the welfare state and the death of icialism," in both the West and in Commu- st countries, and a shift in influence from e Atlantic to the Pacific. The cultural axis ' Sydney, Tokyo and Los Angeles, Naisbitt edicted, will replace the New York-Lon- n-Paris axis.

Of particular interest to his cable audience as his prediction that information technol- gy will drive global change in the coming cade. As for changes on a local level, he es a shift to entrepreneurial politics, where cal election results do not necessarily fol- w national trends.

Naisbitt labeled the gradual movement to worldwide free trade policy as one of the ore important trends he sees.

And the final change he identified is an onomy in which "there are no cycles any ore." Inflation and interest rates will be ntained by worldwide global competition, e predicted.

Naisbitt saw the U.S. as well positioned face these trends. "Our human resources e our competitive edge in an information eal economy," he said. "No country in ie world is better positioned than the U.S." he cultural mix in the U.S. "yields our ecredible creativity and innovation."

□

At CTAM's awards luncheon on Tuesday, an Valkenburg and C-SPAN Chairman Brin n Lamb walked away with top honors. Van alkenburg received the chairman's award, r contributions to CTAM in the past year, nd Lamb received the society's Grand Tam ard, for outstanding contributions to the ndustry.

The organization presented eight Tami ards for contributions to the industry. ose winners were Nancy Anderson, sen- or vice president. Graff Pay-Pay-View; arshall Cohen, senior vice president, re- earch/corporate services, MTV Networks; jit Dalvi, senior vice president, marketing nd programing, Cox Cable; Rick Howe, ice president, affiliate marketing, Showti- e/The Movie Channel; Ted Livingston, ice president, marketing, Continental Cab- elevision; Terry Rich, vice president, sales nd promotion, Heritage; Sheldon Satin, esident, Sheldon Satin Associates, and obert Townsend, vice president, marketing nd sales, NYT Cable. Randy Luety, direc- or of marketing and membership develop- ent at CTAM, won a special recognition ard for his work as interim manager of CTAM before Durborow went aboard.

Van Valkenburg was also elected chair- an of CTAM. John Reardon, executive ice president, affiliate sales, marketing and rograming, MTV Networks, was elected ice chairman; Larry Higby, senior vice esident, sales, marketing and programing, imes Mirror, was elected secretary, and arrett Girvan, senior vice president, oper-

ations, Viacom Cable, was elected treasurer.

CTAM's program promotion committee issued a statement at the show urging opera- tors to take advantage of the writers' strike against broadcast network programs to ag- gressively promote the fall lineups of the cable networks during August, September and October to pull in viewers to those services.

PPV vs. VHS

Proponents of pay, home video square off at final CTAM session

It was billed as a home video versus pay- per-view debate, pitting Arthur Morowitz, president of the Video Software Dealers Association, against Fred Vierra, president and chief operating officer of United Cable. But although they had their differences, both agreed the war will largely be over once anticopying technology is introduced, and both believed that was just a matter of time.

Where the real debate lay was between members of the audience and Morowitz and, to a lesser degree, Vierra. Scott Kurnit, president of Viewer's Choice, and Jeffrey Reiss, chairman and chief executive officer of Request Television, took issue with statistics cited by Morowitz on the extent of program copying and the damage PPV has done to home video.

An even more divergent view was ex- pressed by John Sie, senior vice president, marketing, for Tele-Communications Inc. TCI has long been a nonbeliever in PPV, and Sie's question to Vierra indicated that, despite protestations to the contrary, TCI remains steadfast in that belief.

Sie said the taping issue was "Holly- wood's paranoia" and a "myth." He refuted research disclosed by Morowitz that more than 50% of PPV viewers tape programing more than 50% of the time. Sie asked Vierra if a "super HBO" or "super Showtime" with an earlier movie window would provide the same benefits as PPV. Those services, he said, had better penetration, and there is a demonstrated history that consumers will pay for those services.

Vierra replied that "consumers want to buy movies when they want them," and have demonstrated a desire, through home video, to buy them one at a time. "We're missing a tremendous opportunity if we don't capitalize on it," he said.

Morowitz began the debate by saying home video is "primarily an ancillary busi- ness. We have a mindset of being ancillary." He said his constituents want to see PPV thrive and succeed as an event supplier. But the bottom line, he said, was how the indus- tries affected Hollywood. "If PPV grows at the expense of Hollywood, Hollywood has not won," he said. "Whatever gives Holly- wood more money helps us."

On windows, he said, "We'd like to see movies on PPV 120 days after home video." That was negotiable, he said, and later ad- ded that windows of the same day as home video release or even earlier would be OK if an anticopying device were in use.

A chief concern for Morowitz is the major "A" titles that draw customers to video

stores. "If we lost those films, it would be a great loss to the creative community." And it is those films that are among the most popu- lar events for PPV companies.

Morowitz also blasted the cable industry for the negative campaigning it began two years ago, pointing out the negative features of home video instead of pointing out the positive features of PPV.

Vierra prefaced his remarks by reminding the audience that United was also in the video store business, having become the major stockholder in Blockbuster Entertain- ment earlier this year. But, he said, "we think PPV is the wave of the future."

The home video investment, he said, came from a desire to expand into all fields of entertainment delivery. (Parent United Artists is also one of the largest theater chain owners.) "We're in the business of being retailers of entertainment," he said.

Vierra said growth in VCR sales has slowed, which will slow the tape rental business. Cassette sales will increase, he said, but that will help retailers primarily, not Hollywood.

Another reason Vierra expected PPV to eclipse home video was the growth in addressable homes. "If we don't [roll out more addressable units], we lose," he said. Also, VCR's suffer from "new toy syn- drome," he said. "Over time you use it less." And in areas where PPV is available, "rental activity [in home video] is off be- tween 44% to 62%." Vierra said that as technology evolves and more channels can be delivered to the home through the use of fiber, PPV buy rates will increase, making the business profitable. He said the Tyson- Spinks PPV fight was the beginning of a wave of events that would find their way to PPV. Since Hollywood gets a cut of each PPV buy, Vierra said, benefits to the studios will increase as buy rates increase.

In summation, he said because of con- sumer convenience, a closing of the price gap with home video, superior programing and early release dates, "the upside for our business is very, very good." Vierra later added that to get there, the industry needs to do a better job of promotion, an oft-heard theme at CTAM. "I think we have the better mousetrap. What we need to do is to tell people about it."

Robert Klingensmith, president, video di- vision, Paramount Pictures, amplified Morowitz's comments on the copying statis- tics. He said a Harvard study in four cities found that 53% of PPV takers tape the programing 53% of the time. And, he said, 59% of those keep those films longer than one year. It was his and Morowitz's conten- tion that those tapes are passed among friends and families, cutting into home video's business. "The burning issue for us is to protect our copyright," Klingensmith said.

But Kurnit disagreed, saying Viewer's Choice studies show most PPV events aren't copied. Sie said that since many homes have two VCR's, PPV taping is not an issue, because consumers could just as easily copy rental tapes. Reiss said even if Klingens- mith's numbers were correct, "we're talking about only 2.5% of the people." There is no evidence to show that tapes copied from PPV are widely circulated among friends. he

said. "I think it's a bogeyman," he said. "The numbers are probably so small, it probably doesn't affect anybody."

Reiss theorized that home video will move from greater reliance on rentals to sales, as PPV becomes more entrenched. "PPV thrives on 'A' titles, not 'B' titles, just like home video," and with earlier windows, he said, PPV will gain the upper edge.

As moderator Jerry Maglio, executive vice president, marketing, Daniels and Associates, put it, CTAM's closing session was designed as "a second wakeup call on PPV." The industry is slowly rolling out PPV capability. But one of the remaining holdouts is the biggest: TCI. Whether that will change as more PPV proponents come under TCI's roof, such as United Cable and Heritage Communications, for instance, may be the biggest question mark of all.

Theatrical producers-directors provide tips on wooing programming to cable

The producer and director of the theatrical hits, "Dirty Dancing" and "Cocoon," advised the cable industry at CTAM last week to define its programming mission more specifically and to work harder at building relationships with producers outside Hollywood to bring that vision to the screen.

"It's up to you to create a vision of what you want," said Linda Gottlieb, the producer of "Dirty Dancing," which brought in \$150 million at the boxoffice. Gottlieb advocated that cable channels stake out a place



Gottlieb

of their own within the crowd of channels in the cable universe by becoming the best at what they do for their chosen audience. Narrowcasting creates "brand name loyalty," she said.

Because their audiences are different from those of the broadcast networks, said Gottlieb, so too should be their programming sources. "I wouldn't even bother with Hollywood," she said. "Dirty Dancing" was produced for \$5 million with tight budgets that did not conform to Hollywood traditions. New people, bringing in low overhead, are a key to that production philosophy.

Gottlieb advised cable channels to offer producers larger episode orders to bring them into the cable business. In that way, producers achieve a slower, steadier source of income and eventually, perhaps, a strip



Howard

that can be lucrative in broadcast syndication.

Producer/director/actor Ron Howard also advocated a search for fresh sources of production talent outside Hollywood. Howard said that a search for people with vision, leadership and discipline could get the ball rolling. He specifically mentioned looking for such talent at universities other than the traditional places (NYU, USC, UCLA and the American Film Institute) as well as the industrial film industry, the educational film business and advertising.

Howard said that building relationships with producers and directors will pave the way for the cable industry because it will create a sense of loyalty with a certain segment of a creative community.

Asked whether he would favor a broadcast network order for six episodes of a show over a similar order from a cable network, Howard said that he would go with the network because the value of a network show in syndication surpasses the value of a cable show. But if a cable service gave him an order for 22 episodes, he said that he would take "a long hard look at it," since in network television there are usually no such large upfront orders.

Putting a premium on information

Panelists at a session on "Information Is Power" detailed how the cable operators can use statistics to make the correct strategic choices in their businesses.

Increasing cable viewing options and using punch-through programming for its promotional value were two of the key trends Ajit Dalvi, senior vice president, marketing and programming at Cox Cable, has gleaned from the statistics of the past four years. The total viewing of television has remained stagnant at an average of a little over seven hours per day, he said, since 1984, even though cable penetration continued to increase. But viewing on VCR's has increased from 2.7 minutes per day in 1984, to 8.4 minutes in 1987. "Home video cut into the time spent viewing television," he said, "is the unavoidable conclusion."

Among new cable subscribers, viewing of cable networks increases, while viewing of broadcast networks drops, he said. "People buy cable for the variety," Dalvi said, and operators have to continue to provide

more variety, even if it means expanding channel capacity. Admitting that is a costly move, he said "expansion of channel capacity is a key priority of the industry.... The variety of programming is cable's main reason for being."

Dalvi said the individual prime time ratings for superstation WTBS(TV) Atlanta, CNN and ESPN have not changed much since 1984; what has changed is their distribution to more homes. What has fueled greater viewing of basic networks, he claimed, is more networks. "It's important to build viewership of cable channels," he said, "and to promote the service more aggressively." Dalvi saw blockbuster programming aiding in the promotion of networks more so than the pure ratings gain the programming would produce. "Blockbuster programming has a tremendous promotional value," he said, because it draws viewer interest to sampling a service, and perhaps returning. Such programming will create regular viewing patterns, he said.

Information can also tell operators things they may not wish to know, said Pete Gatseos, vice president, consumer research and planning at American Television & Communications. He cited a research study where consumers perceived telephone companies as providing better technical plant than cable companies. In a survey of ATC subscribers in four cities, the company found that 52% of people had technical problems with their cable service, while only 35% had problems with their phone service. Gatseos said there was a direct correlation between consumer satisfaction and service outages. Viewer who suffered outages for even five minutes were more upset than viewers who complained of poor quality reception, he said.

A separate focus group survey also uncovered some interesting tidbits on viewer preferred sources of TV programming, Gatseos said. Among cable subscribers, 60% preferred their programming from cable, 16% directly from the satellite, 11% from VCR and 6% from utility companies. But among nonsubscribers, 31% preferred cable, 31% also preferred the utility company as their program provider, 23% preferred the VCI and 16% direct satellite.

Aside from the surprising results concerning utilities, Gatseos said, "the VCR is a far greater threat in consumer technical interface" that perceived.

Gatseos also said the research found that among nonsubscribers, basic cable was valued at being worth \$11; basic plus one pay \$12.50; PPV, \$2.25, and renting a tape \$1.40. All those figures are lower than industry averages, he said, and indicate that "we are more price sensitive than our history suggests." The survey found, for instance, that 53% of subscribers would switch if the same service was available for \$3 less.

Gatseos was also disappointed in result that showed long-term subscribers do not watch any more channels than new subscribers. A total of 61% of new subscribers primarily watched four or fewer channels. Of longer term subs, 62% watched four channels primarily. "It's disappointing that use doesn't increase," he said. What that reveals is that a TVRO or telco package of eight to 10 channels could be competitive to cable's 35 or 54 channels, he said.

Reliance, Hallmark refinance Spanish TV network holdings

Parents restructure debt of services still operating in red; some observers predict profit potential is there

Reliance Capital Group and Hallmark Cards are recapitalizing expensive gambles they have taken on the Hispanic television business. The Spanish-language networks they control, Telemundo Group Inc. and Univision Holdings Inc., respectively are currently raising money to refinance their debt, and either one is expected to be in the black for a few years. But despite current losses, many observers and analysts continue to believe that the Hispanic viewing and advertising marketplace is promising.

Last Thursday (Aug. 4), Telemundo, a Reliance holding, launched a \$25.5-million rights offering to pay down short-term loans, a small part of the company's substantial debt. To its current shareholders, Telemundo is offering one million units comprising three shares of common stock and a warrant to buy one more, at a unit cost of \$25.50. The stock, traded over-the-counter, was bid at 8 $\frac{3}{4}$ last Wednesday.

Univision, owned by Hallmark Cards and First Chicago Investment Corp. along with an affiliated limited partnership, is in the process of raising \$265 million in senior subordinated notes and subordinated debentures. The expected \$200-million proceeds from the offering are intended to refinance short-term loans from Hallmark, which owns all of Univision's voting common stock.

Both companies have large borrowings to pay off in the future. Telemundo, as of March 31, had \$244 million in long-term debt, mostly in the form of zero-coupon notes maturing in 1992 and 1993. Univision, as of the same day, had a total long-term debt of \$514 million.

With this debt comes a lot of interest payments, much of it in cash, and principal repayment, which so far has been met only with the aid of the deep pockets of the owners. Telemundo showed a net loss in 1987 of \$52.9 million on revenues of \$84.1 million. Even excluding corporate expenses and noncash expenses, cash flow from operations was only \$14.8 million, less than half the \$36 million in cash interest expense the company incurred in 1987. Telemundo is controlled by Reliance Insurance Company and Reliance Capital Group, L.P. (RCG), a limited partnership under the control of investor and Telemundo chairman, Saul P. Steinberg.

In an illustration of Telemundo's dependence on Steinberg's money, Reliance Group Holdings Inc., RCG's parent company has promised to buy all unsold units in the current offering—the proceeds of which will pay down a bank credit facility, which in turn paid off a previous loan from RCG.

Telemundo could significantly reduce its debt load by selling WKAQ-TV in San Juan, Puerto Rico, a station for which it is seeking a buyer. According to Telemundo's president, Henry Silverman, WKAQ is not fitting into the company strategy: ad sales and programming are conducted independently of the network, and it has had slower revenue growth than the mainland stations. One analyst estimated that the mature VHF station could bring as much as \$170 million, money which, according to the terms of the company's debt, must be used either to retire debt or purchase new properties. Telemundo is looking to acquire its sixth owned station in the top 10 Hispanic ADI's. Even after such an acquisition, probably of a UHF, the company would have money left over from a WKAQ sale to pay down debt.

Univision's 1987 operations also were un-

able to cover cash interest payments, and though its shortfall was not as big as Telemundo's, cash payments will be growing. On a pro forma basis for 1987 (Univision's start-up took place in several stages over 1987 and 1988), the network showed a net loss of \$63.7 million on revenues of \$119.1 million. Excluding corporate charges and certain noncash expenses, cash flow was \$32.9 million. Pro forma cash debt service last year was \$44.0 million, a figure that the company says will grow significantly in 1990 and 1992, when additional principal payments must be made. Like Telemundo, Univision has relied on its parent company's capital. To finance the acquisition of the network and stations that comprise Univision, Hallmark and affiliated companies have lent Univision more than \$300 million.

While current cash flow may not be sufficient to service debt, both of these companies expect sharply increasing cash flow to pay off their debt or, more likely, allow for its refinancing. In a February report on Telemundo, analyst Paul Szczygiel of Bear, Stearns & Co. projected 20% average annual revenue growth for Telemundo. As the company grows, some costs, such as programming, will increase significantly. But sales costs, filling advertising availabilities that have gone unused, will not require additional increases, thus improving profit margins, Szczygiel said. He suggested that by 1992, the company could have a broadcast cash flow margin of \$80 million on revenues of \$200 million, for a broadcast cash flow margin of 40%. For 1987, he pointed out that the broadcast cash flow was \$14.8 million, 18% of the \$84.1 million revenues figure.

Statistics on the Hispanic market support estimates of the networks' potential for revenue. Hispanic Americans are the fastest-growing minority in the U.S., according to many sources. From 1980 to 1987, Hispanic citizenry grew 29.3% to 18.9 million—a percentage increase three times that of the general U.S. population. Hispanics illegally in the U.S. bring the total population to probably 20 million and possibly even 25 million, according to Raul Lopez, vice president of Strategy Research Corp. (SRC) a Miami-based, Hispanic-market research firm. In 1987, SRC reported, 72% of Hispanics said that Spanish was the primary language at home. Aggregate household income for U.S. Hispanics has grown from \$64.3 billion in 1979 to \$157.8 billion in 1987, according to SRC figures. Hispanic TV advertising was about one percent of the U.S. TV budget last year, while Hispanics accounted for 4.5% of personal consumption expenditures, according to Szczygiel. Meanwhile, the population is highly concentrated: the top 15 markets cover around 70% of the U.S. Hispanic population.

Losing seats. At Warner Communication Inc.'s annual stockholders meeting last Wednesday, major shareholder Chris-Craft Industries Inc. lost two of its seats on Warner's board of directors, but the meeting had none of the public acrimony that has colored the interlocked companies' relationship over the past few years. Chris-Craft chairman, Herbert Siegel, who is remaining on Warner's board, did not attend.

The companies' battles began soon after Warner exchanged stock representing 19% of its voting power for 42.5% of Chris-Craft's broadcasting subsidiary. The most recent flare-up occurred in mid-July, when Chris-Craft filed a lawsuit seeking to delay Warner's impending acquisition of Lorimar Telepictures Inc. until Lorimar's six TV stations were sold or Warner cut its holdings in Chris-Craft's subsidiary. Lorimar announced last Monday the completion of the \$23-million sale of three of the stations. Whether Siegel prefers a merger delay, a reduction of Warner's stake in his company or even a buy-out of Chris-Craft's Warner holdings is not clear. But Chris Dixon, an analyst at Kidder Peabody, said: "Mr. Siegel is trying to maximize the value of his interest in Warner by being the pebble in the shoe." Chris-Craft's loss of board representation and the dilution of its voting power in Warner resulting from the Lorimar deal may have Siegel worried that he will "lose his check on Warner's stratagems," Dixon said.

In another development, *The Wall Street Journal* reported that Lorimar's chairman and 8% owner, Merv Adelson, previously slated to become vice-chairman of Warner after the merger, would instead start up a media and entertainment acquisition company with \$100 million in backing from Warner and Drexel Burnham Lambert. A Lorimar spokesman said Adelson is expected to be on Warner's board, but that he is "considering other options."

70% of the U.S. Hispanic population.

Analysts who follow the companies concur that Univision and Telemundo aren't fighting for a finite amount of dollars "At this point in the Hispanic broadcast market," says Szczygiel, "it's not a zero-sum market. Both of them going out and pounding the pavement will help both stations." Jessica Reif of CL GlobalPartners Securities believes that mainstream media discussion of Hispanic culture, such as a recent *Time* magazine cover story, will legitimize the market to advertisers not yet in it. Ad sales are increasing, according to Telemundo's President Silverman, who says that pace is up 40% over last year.

What would help sales efforts is a more comprehensive Hispanic ratings service than currently available. Arbitron has meters in Hispanic households in the top three markets, and has diaries in other markets. Both networks consider Arbitron's coverage insufficient. According to Leonard Forman, Telemundo's senior vice president, operations, a joke around the network is that Arbitron measures 40 Hispanic households in New York City, "and they're all on Park Avenue." SRC, which gathers ratings through individual interviews, writes up eight local market books in its semiannual sweeps, and covers 31 markets in its network report. "As more full-powered stations come on the air," Lopez says, "there will be a need for more local market books." Within the next 12 months, says Forman, Telemundo and Univision will participate in a test run of a peplemeter service devoted to the Hispanic market.

Of the two networks, Telemundo has the more difficult battle for viewers. The penetration of its five mainland owned and operated stations and 13 affiliates is about 64% of the Hispanic population; Univision's six O&Os, five LPTVs, and more than 450 broadcast and cable affiliates cover 82% of the population. The Univision network, formerly Spanish International Network Inc. and tied to the Mexican programming giant Televisa, has been around since 1962.

Because of its past ties with Mexico's Televisa, the largest producer of original Spanish-language programming in the world, Univision's 24-hour network has not suffered for a shortage of programming. Currently, Univision has an agreement with the distribution arm of Televisa entitling Univision to first pick on up to 50% of Televisa's programming over the next 10 years. Because most Hispanics in the U.S. are of Mexican origin, Univision's previous lock on Mexican programming gave it a firm advantage over any competitor. Nearly half of the network's programming comes from Televisa.

Univision and Telemundo are aiming toward a Mexican-influenced, U.S.-leaning programming mix. Univision notes that Televisa is beginning to develop programs specifically for the U.S. market. Telemundo, which Silverman says used to program for the East Coast—the Puerto-Rican dominated New York market and Cuban Miami—is now programming for the primarily Mexican-heritage area "west of the Mississippi," he says. Part of the reason that Telemundo used to have a "Caribbean flavor," he says, was that when Televisa owned

Univision, Telemundo had no access to its programming and went mostly to Venezuelan and Puerto Rican sources.

Now that Telemundo has access to Televisa, Silverman discounts the advantage of Univision's first refusal: "The right of first option, while it's valuable, has its limitations," he says. "No one is smart enough to know in advance what is going to be a hit." Moreover, Televisa has 50,000 hours of programming unaffected by the exclusivity agreement, he says. Additionally, Telemundo is trying to produce more of its own programming, and hopes to have 40% of its 75-hour-per-week schedule produced in the U.S. by the end of the year. New programming includes a news show produced by a Hispanic production team using CNN's facilities, a Hispanic rock video show produced by MTV and a novela (finite-run soap

opera) to be produced in the U.S. for U.S. consumption, scheduled to debut September 12.

Not everyone is waiting to see how things are going to turn out for Telemundo. Earlier this year, the company registered 1.8 million shares, about 12% of current common stock outstanding, received by previous station group owners as part of Telemundo's purchase. These stockholders have begun to sell their interest in the company. But analysts are bullish on Telemundo in particular and Hispanic TV in general. Regarding Telemundo, Szczygiel says, "Operationally, everything is going toward our expectations. Reif says she is confident in the management will lead the company onto less leveled ground. For Hispanic television, "the concept is so great and the reality is there," she says.

More news on FNN

Network adds consumer features on career, taxes, computers and investments, art investments and entertainment business news

Financial News Network announced it will add several new consumer-oriented business features, which it said were unrelated to NBC's earlier announcement that it will provide 24 hours of consumer business news weekdays on the cable service, Tempo (BROADCASTING, July 25, Aug. 1).

Michael Wheeler, executive vice president and general manager of FNN, said the moves are part of ongoing changes that have included more in-house-produced programming, new studio facilities, a better transmitter position and the broadening of the service's format. "It's just a coincidence that NBC made their announcement," he said.

Many of the new segments and series will replace the infomercials FNN carries on the network. "Our goal has been to move to more FNN-produced or co-produced programming," said Wheeler. Several series are co-productions and will not carry the disclaimers seen with the infomercial programming, he said.

There will be six, 30-minute programs that will air several times during a given week, beginning in September or October. *Careerline*, produced in conjunction with CAV Communications and the Lendman Group, will offer career advice and identify *Fortune 500* companies looking for job candidates; *The IRS Report* will review IRS rulings, provide tax tips and include interviews with IRS representatives; *The Wall Street Computer Review Report*, a co-production with *Wall Street Computer Review* magazine, will explore the marriage of computers and investments; *The PC Network Show*, a joint venture between Afta Five

Technologies and Charles Yancy Productions, will be a computer-oriented program; *The Art Market Report*, produced by Art Smart Productions, will offer tips on art investments, and *The Business of Show Business*, hosted by TV personality Sonny Fox will provide entertainment business news. FNN will also premiere *Small Business Briefs*, five-minute segments on issues affecting the small business owner.

"In a sense, our strategy is a learn-earn strategy for the viewer," said Wheeler by providing programming "to teach them about money and teach them how to earn it and what to do with it."

These shows or segments are some of the "more than 50 different series that are in one stage of development or another," said Wheeler. Some of the shows will come with complete sponsorships, others will be filled with other advertisers.

Wheeler said FNN believes consumer news can bring in financial advertisers but "it is a niche business." Two weeks ago FNN President David Meister, in reacting to NBC's Tempo announcement, said: "We have come to realize the limitations of consumer news since the crash. It's a limited audience." Wheeler said FNN has been successful in gaining niche advertisers in segments that focus on "managing your career and managing your money." In the past 10 months, Wheeler said overall network advertising has been up 59% from the previous 10 months.

FNN is also in the midst of instituting a rate increase, which will help fund further productions. The present rates are in the two to two-and-a-half cents range, and will be increased to three-and-a-half cents per subscriber per month today (Aug. 1), then to five-and-a-half cents in August of 1989 and seven-and-a-half cents in August of 1990. □

Warranted behavior. Capital Cities/ABC last week added to its coffers another \$425 million, proceeds from the exercise of roughly 1.7 million warrants (to purchase shares at \$250 each) which Capital Cities had issued in connection with its 1986 merger with ABC. Those proceeds, combined with previously generated cash, including an estimated \$230 million generated by operations in the second quarter, give the ABC parent company more than \$1 billion in cash and marketable securities.

ABC and CBS shuffle lineups in wake of strike

Networks unveil new fall game plans to fill program void, counter NBC's Olympics; ABC, with playoffs, mini-series looks stronger than CBS

With ABC and CBS laid out plans for their strike-affected fall schedules during the Television Critics Association tours last week. ABC will rely on its \$100-million-a-week mega-series, *War and Remembrance*, and CBS will lean heavily on smaller mini-series and made-for-television movies.

In order to compete with the Olympics and the World Series on NBC, ABC has announced an interim schedule for the fall. The network will air made-for-TV movies and mini-series and will strip in several of its comedy series. Also, ABC Sports' *Monday Night Football* will begin an hour earlier for four games, to pick up some of the prime time slack.

Speaking to members of the Television Critics Association before the writers' strike is tentatively settled, Brandon Stoddard, president, ABC Entertainment, said that in the event that the strike is settled "in a reasonable period of time—next couple of weeks or something like that—we would expect that most of our shows could premiere either just before *War and Remembrance* or just after."

The 32-hour *War and Remembrance* will be broken into two parts, the first 18 hours scheduled to air over an 11-day period beginning Nov. 13. When the final 14 hours of the mini-series will be seen is still in question. ABC had intended to air the second part in February, but Dan Curtis, executive producer, said he doubts that it will be ready then, suggesting that a date in April or May is more likely. Of the situation Stoddard said: "In terms of the delivery, I don't know when we would schedule it as yet. If [Curtis] can't make that February date, which is no surprise, I just don't know at this point when we would go on the air." Stoddard said, however, that he "suspects it could be some time in this season."

Although Stoddard said most of the schedule would be ready to air around the time *War and Remembrance* launches, he added that "some of the shows, for example, *ABC Mystery Movie* and possibly *A Fine Romance*, might have to premiere in January." Stoddard continued by saying, "Now at that's nice and vague, let me make it even vaguer.... We don't know what's going on with individual programs at this time. The writers, theoretically, are not writing, and I think for the most part that's true in comparison to other strikes that we've had—although we don't know that. So it's conceivable at the end of the strike that some of these shows may be able to get on

the air a little faster than we anticipate."

A large portion of ABC's interim schedule will consist of repeats of five of the network's comedies. The network will lead off most nights at 8 p.m. with either *Growing Pains* or *Who's the Boss?* and will run episodes of *Head of the Class*, *Perfect Strangers*, *Mr. Belvedere* and *Full House* in other time slots. The six series will be scheduled around specials, theatrical releases, sporting events and mini-series. For example, on Tuesday, Sept. 20, ABC will air *Growing Pains* at 8-8:30 p.m., *Head of the Class* at 8:30-9 and the broadcast premiere of *The Man With One Red Shoe*, starring Steve Martin, at 9-11.

In making the announcement, Stoddard said: "Our strategy, while the Olympics are on another network, is quite simply to offer viewers comic relief, drawn from some of the best ABC comedy programs on the air, along with comedy movies and specials."

Among the movies that will be seen on the interim schedule are "All of Me," "Romancing the Stone," "Stand By Me," "Night Shift" and "Club Paradise."

Continuing with the comedy theme, the network has scheduled several comedy specials. *Gary Shandling Alone in Las Vegas* will air at 10-11 p.m. on Sept. 24. The program is being produced by Bernie Brillstein Productions, which received an interim contract from the Writers Guild. Other comedy specials include *The Best of SCTV*, with John Candy, and *The Comedy Club Special*, a two-hour special that takes a look at the top 10 comedy clubs in the country. In addition to the comedy specials and movies, ABC will rebroadcast the mini-series, *North and South*, over six nights.

Rounding out the interim schedule is ABC's *Monday Night Football* and coverage of the American and National League playoffs, which start Oct. 4 and could run until Oct. 13 if all games are played. In the case of the baseball playoffs, the strike has proved to be a positive force, according to Dennis Swanson, president, ABC Sports: "I think there's no question that the league championship series at this point has been helped out by the impact of the writers' strike. There are a number of Monday night

Cleveland takes Cosby. Syndication rights to *The Cosby Show*, unsold for a year and a half in the country's 11th largest TV market, Cleveland, have now been bought by Gaylord Broadcasting's independent WUAB(TV) Lorain, Ohio.

A station spokesman said it purchased rerun rights to the hit NBC sitcom at the same time as rights to approximately 130 movie titles from syndicator Viacom.

Viacom, whose policy is not to comment on specifics of any *Cosby* agreement, said, however, that the sale of *Cosby* rights and the film rights were separate deals. The station said it had acquired rights to Viacom's new Features Thirteen package, as well as Exploitable packages Three and Four and Gasp, and Feature Seven.

According to sources, Viacom was originally unable to solicit bids at or exceeding its reserve price of \$35,000 per week for rights to the show when it first entered the market. The syndicator returned a second time for open bidding, and three stations expressed an interest at lower prices, but Viacom later decided against accepting the offers.

WUAB declined to say what it paid for the rights to *Cosby*, but one knowledgeable source indicated it was less than the original \$35,000 reserve price. A source at a rival station, however, said Viacom had told it it had not accepted less than the original reserve price.

One observer speculated the deal may have included other considerations to Gaylord Broadcasting, whose KTVT(TV) Dallas-Fort Worth and KHTV(TV) Houston have also purchased rerun rights to the off-network show.

Cleveland had been one of a handful of top 100 markets in which rights for the hit NBC show have not been sold. The largest remaining unsold TV market for *Cosby* is 14th Tampa, Fla. Other top 100 markets still unsold: Tulsa, Okla.; Portland, Ore.; Bristol, Va., and Lincoln, Neb.

WUAB(TV) has not yet determined airtime for *Cosby*'s Oct. 3 launch, but plans to schedule the show between 6 p.m. and 8 p.m., along with three other sitcoms to which it holds syndication rights, *Family Ties*, *Cheers* and *Night Court*.

The station said it is the only broadcaster in the country that owns syndication rights to the four shows, which made up NBC's winning Thursday night schedule for the 1986-87 season.



games that are sold out and are out of sale, and the league championship series at this point is close to 90% sold," he said.

To counterprogram against the Olympics, ABC has scheduled four *Monday Night Football* games at 8 p.m. instead of 9 p.m., their regular starting time. The reason, said Swanson, "is that two of those games, on Sept. 19 and 26, go head to head with the Olympics, starting at 7:30 p.m. And it was the feeling that we just didn't want to let NBC have an hour-and-a-half jump on us." Swanson said the other two games were moved because "as the writers' strike began to have its impact and carry on, it seemed that the best thing to do was to take the two—the first two games—and move them to 8 p.m. as well, to save a couple of hours of programming there and create continuity with the other two."

ABC, which recently announced plans to remake the *Mission: Impossible* series, also announced that production would begin on a remake of the *Police Story* series. The network has chosen six scripts from the *Mission: Impossible* series, and production will begin shortly in Australia. The show is currently being cast. In choosing prior series to remake, Stoddard said, "You look for shows where the story is going to carry it more than the characters will, because when you do a character show—if you tried to do *Starsky and Hutch* without those two guys, I think you'd have a real problem. But if you do *Mission: Impossible* the characterizations were relatively small. The story telling was terrific, and I think people tend to remember the stories." He added that *Police Story* has the same kind of premise, "to an extent, good, solid story telling."

In addition to the interim schedule, ABC also announced plans for mini-series. In the next 10 days, production starts on *The Kennedys of Massachusetts*. The six-hour mini-series is based on Doris Kearns Goodwin's book, "The Fitzgeralds and the Kennedys." The film features William Petersen, Charles Durning, Pat Hingle and Tracy Pollan. Another mini-series that went into production before the strike is *The Spy Wore Red*, a four-hour film based on the true story of Aline Griffith, a successful model who became a spy during World War II. *The Spy Wore Red* is a Stonehenge Production.

Previously announced mini-series include *Small Sacrifices* and *The Underground Empire*. *Small Sacrifices* is based on the book of the same name, about an actual murder case involving a mother and her three small children. The four-hour film is a Charles Fries production. *The Underground Empire* is a six-hour mini-series based on James Mills's expose of a global drug network that controls governments. ABC Circle Films is the producer. Both *Small Sacrifices* and *The Underground Empire* will resume production when the writers' strike concludes. Also in development is a 14-hour mini-series titled *Black Rainbow*.

ABC will also have 24 hours of made-for-television movies available this fall, according to Allen Sabinson, vice president, Motion Pictures, ABC Entertainment. Last year at this time the network had only five hours of movies available, "so it's obvious we've stepped up production to provide some



Stoddard



LeMasters

flexibility in scheduling both our normal Sunday night movie time period and other strike-affected time periods," said Sabinson. Among the made-fors that the network will air in the upcoming season are "The Women of Brewster Place," which tells the story of seven women whose lives come together in the ghetto over a number of years. The film stars Cicely Tyson, Paul Winfield, Lonette McKee, Oprah Winfrey and Robin Givens. "The Women of Brewster Place" is in post-production, and Winfrey is the executive producer.

"Second Chance" is a love story starring Bea Arthur and Richard Kiley. This romantic comedy explores the relationship of two people in their fifties who rekindle a high school relationship.

Also on ABC's made-for list is "The Ryan

White Story," about a 13-year-old boy who contracts AIDS as a result of treatments for hemophilia. The film, which stars Judi Light, focuses on the treatment that the boy and his family receive from the town where his condition is discovered.

CBS, it is expected, will be hardest hit by the strike, lacking an Olympics or *War of Remembrance* to fill the program void. To avoid another third-place finish, "we're going to have to be very aggressive on promotional front, by doing new and creative things," said David Poltrack, vice president, marketing, CBS. "We're certainly the long shot in this race—but don't count us out," he added.

Poltrack said that prior to the strike he had predicted a network share increase of 2% from last year. The increase, he said, would

NBC's 12.2/24 takes week CBS's 8.9/20 takes evening news

Nielsen	Net	Show	Nielsen	Net	Show		
1.	18.8/32	N	NBC Monday Movie	34.	9.6/20	A	I Married Dora
2.	17.6/35	N	Different World	35.	9.6/17	C	CBS Tuesday Movie
3.	17.6/36	N	Cosby Show	36.	9.6/18	C	Equalizer
4.	17.2/31	N	Night Court	37.	9.2/17	A	Thirtysomething
5.	17.1/37	N	Golden Girls	38.	8.7/16	A	Moonlighting
6.	17.0/32	N	Cheers	39.	8.6/16	A	Hooperman
7.	15.6/34	N	Hunter	40.	8.5/17	C	48 Hours
8.	15.3/30	N	L.A. Law	41.	8.5/17	N	Wednesday Night Surprise
9.	15.1/26	C	Miss Teen USA	42.	8.4/15	A	Monday Night Baseball
10.	14.5/30	N	Amen	43.	8.3/20	N	Facts of Life
11.	14.4/28	C	Murder, She Wrote	44.	8.2/19	A	Perfect Strangers
12.	14.1/31	C	60 Minutes	45.	8.0/15	C	Simon and Simon
13.	13.8/37	N	ALF	46.	7.8/15	A	Macgyver
14.	13.7/25	N	Hogan Family	47.	7.7/17	N	Best of TV Bloopers
15.	13.6/27	A	Who's the Boss?	48.	7.5/15	C	Cagney and Lacey
16.	13.5/24	N	In the Heat of the Night	49.	6.9/13	A	Slap Maxwell Story
17.	13.3/25	A	Full House, Tues.	50.	6.9/13	N	St. Elsewhere
18.	12.5/25	A	Growing Pains	51.	6.8/15	C	West 57th
19.	12.5/23	C	CBS Sunday Movie	52.	6.8/14	N	My Two Dads
20.	12.2/28	N	227	53.	6.8/14	N	Blacke's Magic
21.	12.0/25	A	20/20	54.	6.7/14	C	CBS Friday Movie
22.	11.3/22	A	Head of the Class	55.	6.5/12	C	CBS Summer Playhouse
23.	11.3/22	N	Matlock	56.	6.4/12	A	ABC Thursday Movie
24.	10.7/20	A	ABC Sunday Movie	57.	6.4/14	N	Family Ties
25.	10.6/21	C	Wiseguy	58.	6.2/14	A	Disney Sunday Movie
26.	10.6/20	N	Funny People	59.	6.0/13	A	Ohara
27.	10.4/19	N	NBC Sunday Movie	60.	5.8/11	A	Hothouse
28.	10.1/22	A	Mr. Belvedere	61.	5.8/14	C	Kate and Allie
29.	10.1/20	A	Spenser: For Hire	62.	5.5/12	C	Tour of Duty
30.	10.1/20	C	Jake and the Fatman	63.	5.0/12	A	Supercarrier
31.	10.0/22	A	Full House	64.	5.0/11	C	20th Anni., Clown College
32.	9.9/19	C	Blue Skies	65.	4.7/10	A	Hotel
33.	9.8/20	N	Miami Vice	66.	4.5/10	C	Frank's Place

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: due to "not only the Olympics on NBC, it the fact that both CBS and ABC were ing to aggressively mount original programming against the Olympics." Because of e strike, "I think that the actual ratings for e networks could decline around 5%-10% om last year instead of being up significantly." Poltrack added that the 5%-10% imate "is still kind of hazy, because we on't really know the full schedules.... But I ink that's a pretty safe figure right now."

Poltrack also addressed the problem of network audience erosion, saying that the networks had done a good job of holding sses to their present levels. He said that in 80 television viewers had five viewing tions, three of which were the networks, presenting 60% of the viewers' options. Iso at that time the networks held 86% of e audience. Today, he said, the networks e among 20 viewing options, representing only 15% of the average household's view- ing options. Yet the networks still command 68% of share of prime time viewing on a ill-year basis. I, for one, do not think we at e networks have to make excuses for that performance."

He also listed 16 shows, among them *our of Duty*, *thirtysomething*, *Beauty and e Beast*, *Frank's Place* and *Miami Vice*, hich would not have made the network hedule in 1980, because their ratings fell elow an "all-program average of 14.4." oltrack said that "the proliferation of com- etition in the video marketplace is respon- ible for the availability of these programs ext season.... The true benefit to the view- r of the increased competition in the video marketplace comes not from the programing applied by the new entrants as much as it oes from the greater diversity and quality f the programing supplied by the networks r response to this challenge."

Kim LeMasters, president, CBS Enter- ainment, addressed the nation's critics on Wednesday, Aug. 3, while writers were still triking, and echoed many of Poltrack's omments, particularly stressing the impor- ance of an aggressive and creative promo- ional campaign to counter the programing supports that NBC and ABC have in the Olympics and *War and Remembrance*, respectively. Despite the tough road ahead for BS, LeMasters said, "CBS is not going to old up shop and say: 'You guys have won t.' I don't deny that it's tough going against he Olympics, World Series and *War and Remembrance*, but from the middle of Octo- ber to the end of the November sweeps we re going to be very aggressive. We are going to have at least two mini-series that re going to air prior to *War and Remem- rance*, and we will have a very aggressive chedule of made-for-television movies. Our presence will be felt."

The two mini-series that are likely to air prior to *War and Remembrance* are *Jack he Ripper*, starring Michael Caine, and *Dadah is Death*.

In addition to the mini-series and made- ors that CBS has planned, the network xpects to launch four new previously an- ounced series. Two of the shows, *The Dick ark Variety Hour* and *High Risk*, are eality based, strike-proof shows, and *Jake's ourney* and *Dolphin Bay* are foreign pro- ductions. □

Oprah reups with King World

Syndicated talk show host extends her agreement with syndicator

Oprah Winfrey, host of the leading syndicat- ed talk show, last week ended speculation about long-term plans for *The Oprah Win- frey Show* by extending her deal with syndi- cator King World through 1993. Seven Cap- cities/ABC-owned television stations simultaneously announced a five-year re- newal for the highly rated hour talk show.

Winfrey's production company, Harpo



Inc. (Oprah spelled backward), also said last week it is assuming ownership and total production control of the show from ABC- owned WLS-TV Chicago, where she began hosting the local program in 1984.

A spokesman for Winfrey said the pro- gram will continue to be produced at the station for at least nine months to a year, although Winfrey is considering acquiring her own production facility to produce the show.

Winfrey's heavy schedule of projects, in- cluding movie roles, had raised concerns about whether she intended to continue the talk vehicle past 1991, when her previous contract with King World ended.

With the renewals by Capcities/ABC- owned stations in New York; Los Angeles; Chicago; Philadelphia; San Francisco; Ra- leigh-Durham, N.C., and Fresno, Calif., the show's clearances through 1993 already exceed 20%. ABC's KTRK-TV Houston does not hold rights to the show, which airs in that market on CBS affiliate KHOU-TV.

According to King World's chief operat- ing officer, Steve Palley, the ABC stations' agreement represents the first time a first- run syndicated program has been renewed for a five-year period.

First-run renewals are generally on a one- year basis. The other notable exceptions are the two leading syndicated programs, King World game shows *Wheel of Fortune* and *Jeopardy!*, which the syndicator has now renewed through the 1991-92 season in more than 80 markets.

Mike Levinton of station rep company Blair TV said he "applaud[s]" Winfrey's decision to renew the show past 1991 and said stations currently with the show should hold on to it and expect "a good, strong winner."

But Levinton also said he is "bothered by the trend to long-term renewals," arguing that, unlike more predictable off-network fare sold on a multiyear basis, first-run

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programming has been sold to stations with a short-term out if the show does not perform as expected. "There is no upside financially for stations to pay the premium [for first-run] and make a long-term commitment as well," he said.

For stations considering renewal of *Oprah*, price should be a major factor, according to Dick Kurlander of the Petry rep firm. Kurlander said that *Oprah* is generally more expensive than competing talk shows in the market, and if stations are unable to come to terms with King World, less costly talk alternatives with strong track records, such as *Donahue* and *Geraldo*, may yield a comparable return on investment.

Among stations already deciding not to renew a higher-priced *Oprah* are KIRO-TV Seattle, which will lose it to rival KING-TV ("Syndication Marketplace," May 23). The station rejected license fee increases of more than 50% sought by King World, reportedly bringing the weekly cost up to \$70,000.

Winfrey, 34, took her successful WLS-TV morning program, *The Oprah Winfrey Show*, into national syndication in 1986, where it quickly rose to and remains third among all nationally syndicated programs.

Oprah, which began in the mornings but now is largely scheduled in the afternoons, is number one in its time period in 90% of the 189 markets it clears, according to King World. Head-to-head against rival talk shows, *Oprah* beats *Donahue* in five out of five markets, including New York and Los Angeles, and beats or ties *Geraldo* in 13 of 13, the New York-based syndicator said.

PBS series too explicit for some stations

One program, 'Rate It X,' in series rejected by dozen stations fearing rural audiences would disapprove; one station asks FCC to decide whether program is indecent

Although between 85% and 90% of the nation's 322 Public Broadcasting Service affiliates are carrying this summer's PBS documentary series, *P.O.V.* (point of view), said executive producer, Mark Weiss, an estimated dozen noncommercial licensees, some representing multiple stations, declined to air one segment, *Rate It X*, a one-hour documentary on male attitudes toward women, which was fed nationally July 26 at 10 p.m.

Eight stations composing South Dakota Public Broadcasting (SDPB) and the 11 stations in South Carolina Educational TV (SCETV) were among the licensees carrying other *P.O.V.* segments. Those licensees said their rural audiences would have rejected the program, much of which focuses on creators and consumers of explicit sexual materials and includes nudity (mostly magazine still photos) as well as language explicitly referring to body parts and functions. SCETV, a member of the consortium that produced the series, "will always take the [PBS] feed that has deleted" controversial

language and images, said spokeswoman Kathy Gardner-Jones. "The audience is sensitive here...I don't think Washington oversight came into play."

But at least one station will ask the FCC whether *Rate It X* is indecent before including the program in its schedule. Citing the FCC's vow to enforce "vague" indecency rules, WCET(TV) Cincinnati president and general manager, Charles Vaughan, said his station was delaying the show's air date an last week had sent a videotape of *Rate It X* to the FCC general counsel, Diane Killory, for review. Still mindful of a complaint file against the station last year for its having aired *Hiemat*, a West German mini-series that included nudity, Vaughan said indecency-rule concerns motivated pulling the program. WCET, he said, "has never refused to air a program. If [the FCC] says it's not indecent, we'll consider putting it in the schedule."

Sending a program to the FCC for declaratory ruling, said commission counsel Richard Bozelli, "would fit right into the Pacifica Foundation precedent" set last year when the FCC declined to make a declaratory ruling on the content of James Joyce's *Ulysses* (BROADCASTING, June 8, 1987). The commission, he said, would likely also decline to review *Rate It X*, but would however, act if a complaint on the program had been received. In a brief sample search the FCC Mass Media Bureau complaint and investigations branch, which files complaints by call letters or networks (but not including PBS) could find no complaint currently registered against *Rate It X*.

The documentary, filmed by female independent producers, uses no narration and allows its subjects—magazine publishers, retailers of explicit sexual material, men on the street and one New Yorker who sometimes succeeds in getting women to pose naked for his video camera on the street—to speak for themselves. The documentary "was not provocative for the sake of prurient interest," said Ruth Ann Burns, broadcast director, WNET(TV) Newark, N.J., another member of the *P.O.V.* consortium. "It had the serious purpose of analyzing... American sexism. The explicit nature of the footage," she said, called for a viewer advisory at the beginning of the program but "was appropriate to the subject." (PBS "flags" programs containing controversial material helping stations to make such decisions.) By the end of the last week in July, WNET(TV) had received five calls from listeners—one protesting the content, three asking when the program would be aired again and one requesting a videocassette.

Part of the controversy, said several licensees, stems from the fact that stations were given the original 98-minute theatrical version of the documentary to preview. That version was eventually cut to under one hour, and although Weiss said it was cut "because it would be stronger as a shorter piece," producer-director Lucy Winer said

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t "some of the extreme images... sexual
l of violence... were cut out for televi-
n purposes," including segments about a
rture filmmaker... I think it's important
t viewers see all of it," she said, "but
re important that it be aired."

Said SDPB program director, Al Kirts,
hey cleaned it up... but I saw no redeem-
; social value. All of it was in bad taste.
ther than having Washington looking over
r shoulder, it's the people of South Dako-
to whom the station answers, he said.
he FCC did not figure in" the decision not
air the programs.

There is a fine line between taking a
rogramming risk with the government and
th the local audience, more than one sta-
n spokesman said, noting that it is the
:al audience from which both complain-
; calls to the station and complaints filed
the FCC come. And declining to air a
rogram can also bring heat. Both WCET and
BS-TV San Diego received harsh criticism
m local print media in advance of the
tional air date, accusing the stations of
nsorship for not airing the show. KPBS-TV
ssequently reversed its decision because
e felt the 60-minute version was airable,"
spokesman said, while the 98-minute ver-
ion was not. The station will air *Rate It X*
September, but at 11 p.m., not in the 10
m. slot occupied by the rest of the series.
hough several stations contacted said that
ing the show earlier in the evening is
appropriate, none had considered schedul-
g it in the FCC's "safe harbor" hours
etween 12 a.m. and 6 a.m.—an element of
e indecency rules now under attack in
gress (BROADCASTING, Aug. 1).

Among "complaints [received] about the
tired *P.O.V.* series," said WQLN(TV) Erie,
t., spokeswoman, Nancy Keeler, was one
ehement" about the visual and verbal con-
nt of *Rate It X*. The station's operations
anager, Thomas McLaren, was "con-
rned from the beginning about the flags all
ver the series" and WQLN(TV) ran its own
ossibly offensive material" viewer adviso-
in addition to the advisory inserted by the
roducers. *P.O.V.* is borderline in respect to
CC indecency rules, McLaren said, and
y station airing the series has been "taking
chance."

"Every station has to make [program con-
nt] decisions based on its own communi-
;" said WETA-TV Washington senior vice
resident and station manager, Joyce Camp-
ell. Saying that the *P.O.V.* series "has been
at together responsibly" and that the station
ad "not particularly" sensed a risk with

Rate It X, she noted that she had received no
complaining calls or letters. "It's certainly
not a series we would have run before 10
p.m.," she said. "The whole role the FCC
does or might play," she said, however,
"could be troubling... a very vague pro-
cess. With all the possibilities for action,
broadcasters could become so overcautious
that the public would not be served."

"The FCC wants to be the nation's nan-
ny," said WNET's director of legal affairs,
Gary Knell. "We object to there being a
national [indecency] standard... Three
[FCC] commissioners deciding what's inde-
cent... is inappropriate and unconstitutional."
WNET aired *Rate It X* in the 11 p.m.
NYT slot where it has aired the entire se-
ries. □

Changing Hands

KVOR(AM)-KSPZ(FM) Colorado Springs □ Sold
by Penn Communications Corp. to Shockley
Communications Corp. for \$7.2 million. **Seller**
is owned by Richard K. Penn, who also owns
KQEO(AM)-KMGA(FM) Albuquerque, N.M. **Buyer**
is owned by Terry K. Shockley and his wife,
Sandra, who also own WILV(FM) Madison, Wis.;
KDAL-AM-FM Duluth, Minn., and Provideo, video
production company based in Madison. Kvor
is on 1300 khz with 5 kw day and 1 kw night.
KSPZ is on 92.9 mhz with 72 kw and antenna
2,130 feet above average terrain. **Broker: Ku-
til & Co.**

KUAD-FM Windsor, Colo. □ Sold by Phillip L.
Brewer to Northern Colorado Radio Inc. for
\$2.3 million. **Seller** has no other broadcast
interests. **Buyer** is subsidiary of Brill Media
Co., Evansville, Ind.-based group of five AM's
and five FM's owned by Alan R. Brill. KUAD-FM
is on 99.1 mhz with 100 kw and antenna 657

feet above average terrain. **Broker: Chapman
Associates.**

WGTO(AM) Cypress Gardens, Fla. □ Sold by
Cypress Broadcasting Ltd. to Florida Media
Inc. for \$1,882,000. **Seller** is principally
owned by Cordell J. Overgaard, Chicago-
based attorney who also has interest in Gore-
Overgaard Broadcasting Inc., which owns
WTMR(AM) Camden, N.J. and recently bought
WMJI(AM) Cleveland ('Changing Hands,' June
13). **Buyer** is owned by Howard Hoffman,
former part owner and general manager of
WBBH-TV Fort Meyers, Fla. WGTO is on 540 khz
with 50 kw day and 1 kw night. **Broker: Don-
ald K. Clark Inc.**

WBOX-AM-FM Bogalusa, La. □ Sold by North-
lake Audio Inc. to Bogue Chitto Communica-
tion Co. for \$325,000. **Seller** is owned by
Purvis M. Hall, and has no other broadcast

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the first time, following an agreement
between Shanghai Television Network's
American representative, China
Amusement and Leisure, and Lorimar
International. NBC's broadcast of the
games will be carried on a delayed
basis to an audience of between 60
million and 80 million, with play-by-play
and analysis dubbed into Mandarin
Chinese.

interests. **Buyer** is principally owned by Thomas F. McDaniel, who also owns WCJU(AM) Columbia, WJDR-FM Prentiss and WCHJ(AM)-WBKN(FM) Brookhaven, all Mississippi. Wbox is on 92.0 mhz full time with 1 kw. WBOX-FM is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

CABLE

Systems serving Urbana, Mechanicsburg and West Liberty, all Ohio, and Bulan, Williamsburg and Manchester, all Kentucky □ Sold by ACI Inc. to Warner Cable Communica-

tions Inc. for estimated \$21 million-\$28 million. **Seller** is publicly owned, Nashville-based MSO with systems in four states serving approximately 25,000 subscribers. It is headed by William Pitney, chairman. **Buyer** is Dublin, Ohio-based MSO serving approximately 1.5 million subscribers. Subsidiary of Warner Communications, it is headed by James L. Gray, president. Ohio systems pass 5,575 homes with 89 miles of plant and 4,426 subscribers. Kentucky systems pass 12,150 homes with 455 miles of plant and 9,624 subscribers. *Broker: Daniels & Associates.*

Systems serving Alma, Franklin and R Cloud, all Nebraska □ Sold by Tri-Cou Cable to Universal Cable Communicatio Inc. for estimated \$2-\$3 million. **Seller** is principally owned by Gary Weiss, who has other cable interests. **Buyer** is Dallas-based MSO with systems in five states serving approximately 20,000 subscribers. It is headed by Jay O'Neal. System passes 1,650 homes with 40 miles of plant and 1,178 subscribers. *Broker: Communications Equity Associates* For other proposed and approved sales, "For the Record," page 44.

Cablecastings

Enough competition

The National Cable Television Association asked the FCC to reject a petition from Dubuque, Iowa, and go no further in defining "effective competition." The definition is critical because under the Cable Communications Policy Act of 1984 cable systems in markets where "effective competition" exists are not subject to rate regulation by local franchising authorities.

The U.S. Court of Appeals affirmed the FCC's opinion that the availability of three broadcast signals off air constituted "effective competition," but asked the agency to reconsider its definition of "availability." The FCC complied, saying the

three signals had to be Grade B strength over 100% of the homes within the cable franchise area or "significantly viewed" in the franchise area.

Not entirely satisfied, Dubuque asked the FCC to further refine the definition, saying the Grade B field strength and viewership measurements should be weighted according to population densities. In response, NCTA called the proposal "unnecessary and unwarranted." "In choosing blanket coverage, the FCC specifically stated that it was choosing an overinclusive standard to take into account the possibility of uneven population distribution," NCTA said. Measuring viewership in cable franchise areas ought

to be "straightforward, and the results ought to be conclusive," it said.

Switch back

Richard Leghorn, a cable pioneer who has been active in the federal government's efforts to come up with some kind of constitutional must-carry regimen, has asked the FCC to reconsider requiring television set manufacturers to install A/B switches in all sets.

Leghorn had proposed built-in A/B switches, which allow viewers to switch between cable and off-air programming, an alternative to must-carry rules requiring cable systems to carry local broadcast signals. Instead of adopting Leghorn's proposal, the FCC, at the urging of the broadcasting and cable industries, adopted must-carry rules along with the requirement that cable systems inform subscribers about A/B switches and supply them to those who ask for them. A federal appeals court subsequently struck down the must-carry rules as unconstitutional, but endorsed the A/B switch requirements, asking only that the FCC recast them in the absence of must carry.

Leghorn said the FCC recasting of its current A/B switch requirements provide the context for reconsidering built-in A/B switch requirements. He said the FCC has yet to solicit comments on built-in switches and "as a result the record is still inadequate." Built-in switches provide better reception than stand-alone switches that have to be attached to the set, he said. Also, cost of the built-in switches would be lower, technical performance would be superior and dangers of signal leakage would be reduced, he said. "Further, the home television environment would be substantially 'friendlier' for consumers, who are already faced with a plethora of television-related boxes, entangling wiring and indigestible instructions."

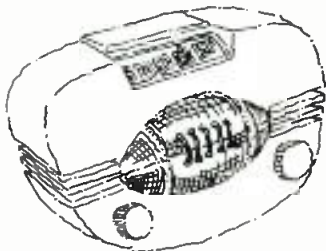
Seeking access for KKK

The Kansas City chapter of the American Civil Liberties Union has written to American Cablevision, requesting that it include programming from Ku Klux Klan

NORMAN FISCHER DELIVERS THE LION'S SHARE

When Dallas-based Dowe Communications, Inc. set out to acquire top-rated KDKS-FM, Shreveport from former Detroit Lions running back Billy Simms and Henry Cotton, they knew they'd need the brokering experience of a pro.

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embe on its community access channels. Both the cable company and members of the city council had sought to block Klan participation on local access channels. The controversy resulted in the city's voting to turn over editorial control of the channels to the cable system. The FCC gave the company 30 days to respond and has indicated it will file suit if the programming is not included on the system.

Syndex study

United Video has retained Malarkey-Taylor Associates to conduct a study on the FCC's institution of the syndicated exclusivity rules. United said the study will examine, among other items, whether the FCC's assumptions were correct in adopting the rule and whether the one-year transition period is adequate.

United also plans to use the findings in future FCC filings on the issue and expected court challenges. "We intend to continue our protracted battle against syndex for the sake of our customers, their subscribers and our own business," said Jeff Treeman, United's senior vice president.

Under investigation

In the Texas state attorney's office, investigating antitrust complaints against cable operators by wireless cable operators in the state, has received responses from about half of the 60 cable operators and programmers to which it sent civil investigative demands (CID's), comprising 31 pages and 33 questions, the CID's were broad in scope. "It's soup to nuts," said one recipient.

A spokesman for the attorney general's office said: "We are trying to determine whether cable is trying to put together a monopoly or if there already is a monopoly." Wireless cable operators who prompted the probe claim that programmers are refusing to deal with them, he said. Texas is member of a multistate task force formed by the National Association of Attorneys General to probe allegations of unfair trade practice and anticompetitive conducts by cable programmers and operators.

Democratic demographics

The Cabletelevision Advertising Bureau has released its own data on where viewers turned during the Democratic national convention, and found that in cable homes, more viewing took place on the first night of the convention, Monday, Aug. 18, than the week before.

CAB said that in cable homes, viewing has increased from 58.0 to 58.6 between those weeks. Cable viewing in those homes jumped the most, from a 32 to a 41 share, while the networks went from 48 to 0. CAB said superstations increased from 0 to 13, independents from 15 to 19 and PBS stayed the same at four. (Numbers added up to more than 100 because of multiset viewing.)

In total television households, CAB said television viewing dropped from a 55.3 to a

53.8 share. In those homes, independents showed the greatest jump, going from a 17 to a 27. Cable networks jumped from 17 to 22, superstations increased from 8 to 9, PBS remained constant at five and the networks dropped from 60 to 42.

CAB presented its figures, it said, to show that independent stations were not the only sector of the business to increase share during the convention.

Consciousness raised

National Cable Month organizers said last week that viewership and overall awareness of cable jumped as a result of the industry's extensive efforts to raise cable's visibility.

An audience response survey by Showtime/The Movie Channel found that in areas where cable was available, "awareness increased more than 50% during April, from 17.5% before to 26.6% after."

A.C. Nielsen figures show that viewing of basic cable networks increased 24% in April, while pay viewing increased 13%.

One area where there was need for greater promotion was the kickoff weekend. The Showtime survey found 10% aware of the weekend before it occurred, but only 11% cognizant of it afterwards. In 1988, the weekend fell on the Easter holiday, which may have contributed to low subscriber awareness.

HBO found that 19% of viewers tuned to the weekend marathon of programming that kicked off the month. An NCTA survey found that 97% thought the weekend increased the awareness of cable programming and more than 90% supported doing it again next year. Nielsen data concluded that 620,000 homes tuned in to the broadcast preview on Friday night, which kicked off the weekend.

The results were enough to convince participants to do it all over again next year. NCM organizers said more 97% of the systems planned to participate in next year's campaign.

Valuation

The first indication of results from United Cable's service value model (in which United, with an assist from Browne, Bortz & Coddington, attempted to put a dollar

value on each cable service), came during a CTAM session on channel realignment. The results showed the broadcast networks achieved the highest perceived value.

United and BB&C took objective data—what revenues a service brought and its costs—and added an element of subjective criteria for service that may have low ratings but high perceived value, such as C-SPAN.

Although he declined to breakout individual systems, Nimrod Kovacs, vice president, marketing, United, outlined by categories the results of United's survey. The broadcast stations achieved a value of between \$3 and \$5, he said. Second were the pay services, between \$1 and \$3, followed by superstations and basic services, 30 cents to 50 cents, older narrowcast services, 20 cents to 40 cents, and younger narrowcast services, 10 cents to 20 cents. Trailing the field, in order, were shopping services, religious services and local access channels.

United is using this model to decide what to delete when adding other services. Kovacs said he does not see why cable companies can't switch networks as frequently as the broadcast networks. Ultimately, he said, six-month to one-year contracts with program networks could come into vogue. "What doesn't play has to go," he said, although adding that in carriage decisions, a delicate balance must be maintained.

More Prevue

The Prevue Guide will add a series of three-minute special segments to its promotion and listing service on Sept. 15. Called Prevue Tonight, the segments will feature promotion of cable programming coming up each night in prime time and will air eight times "just before and throughout prime time at three minutes before each hour and half-hour." Each new segment will be updated to include specific upcoming programs. Eight to 10 programs will be featured in each segment, Prevue said.

The scheduling is designed to take advantage of the time when broadcast stations are going to commercials near the end of each half-hour segment. Prevue said those minutes were second only to commercial breaks as the time viewers most frequently turn to Prevue Guide.

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First Amendment claims by Erie cable left dangling by U.S. appellate court

Three-judge panel says system waived its constitutional rights by signing release with city

Erie Telecommunications Inc.'s suit against the city of Erie, Pa., had been looked to as a case that would help settle the question of cable television's First Amendment right to resist the imposition of franchise fees and requirements to make access channels available to the public and government. But a decision of the U.S. Court of Appeals for the Third District, in Philadelphia, supported the position of the city without reaching the constitutional issue.

The unanimous three-judge panel affirmed a decision of a district court that had rejected the First Amendment claims of Erie Telecommunications Inc., and in the process had upheld the validity of a broad release agreement between ETI and the city that provided for the franchise fees and the access channels. But the panel, in the opinion written by Judge Leonard Garth, held that the agreement disposes of the case. It is unnecessary, said Garth, to reach the constitutional and other claims asserted by ETI. The panel held that ETI, a subsidiary of American Television & Communications Corp., had waived its rights, an issue on which the district court had barely touched.

"We didn't get our day in court on the constitutional issues," said David Saylor, counsel for ETI. He noted that the case was "the furthest along" of those cable actions challenging the constitutionality of franchise fees. "And it was cut down on a nonconstitutional point." If Supreme Court review is sought, he said, the petition would deal with whether ETI had waived its constitutional rights, not whether a cable operator has such rights. He said no decision has yet been made on a possible Supreme Court appeal.

The roots of the case go back to 1980,

when ETI was awarded a 10-year franchise after promising prepayment of \$2.7 million in franchise fees as compensation for permission to use the streets and public ways of the city. The city and ETI entered into the franchise agreement and a related access-channel agreement on Nov. 11, 1980. Besides the \$2.7 million prepayment, \$300,000 in fees were imposed on ETI to reimburse the city for expenses it incurred and to pay for services it would provide. ETI was also obliged to pay 1% of its gross receipts for use in access programming. But then complications developed.

Teleprompter, which had been outbid by ETI in the competition for the Erie franchise, sued in U.S. District Court for the Western District of Pennsylvania in an effort to invalidate ETI's franchise agreement with the city. That case was settled in January 1984 with the entry of a consent order and the execution of a "Mutual Release and Covenants" signed by the three parties. In the release, the parties agreed to "discharge the City of Erie...from any and all claims...relating to...the franchise...." But a year later, ETI stopped paying franchise fees to the city and sued, challenging the validity of the franchise agreement, the access agreement and the city's cable TV ordinance.

ETI claimed that those agreements violated its First Amendment right of free expression because they imposed a money- and content-based prior restraint on ETI and singled out ETI from other members of the media in a discriminatory manner. The system also claimed the agreements violated its 14th Amendment right to equal protection under the law by impermissibly burdening its exercise of a fundamental right. The district court rejected those claims, and ETI raised them again on appeal.

But courts normally avoid reaching constitutional issues, if possible. And the Garth

panel decided that the Mutual Release provided the nonconstitutional ground on which the case could be resolved. Garth, writing for himself and Judges William Hutchinson and Anthony Sirica, said the panel concluded that "ETI, by executing a broad general release in January 1984, knowingly, voluntarily and intelligently relinquished any constitutional causes of action which must have known could be asserted against the city." Accordingly, Garth added, "We are satisfied that the release...does no more than require ETI to live up to its agreement." Thus, the contractual waiver in this case was made by equally competent parties to commercial transaction...."

One lawyer who represents cable interest said the opinion helps reinforce the notion that "franchise fee cases are the most difficult to win on First Amendment grounds. He noted that district courts in Palo Alto and Santa Cruz, Calif., in cases involving franchise agreements "had bought every [cable] argument except that involving franchise fees." He said the courts feel that use of government property requires payment of a fee. He said cable can be encouraged that the court did not endorse the district court's constitutional arguments. "It lets people fight the franchise fee issue another day."

The opinion in the Erie case was not totally without cheer for ETI. The panel had overruled the district court's holding that ETI was not entitled to interest on the \$2.7 million prepayment. The panel agreed as to the period beginning in 1980, when the franchise agreement was signed, and ending December 1984, when the Cable Act became effective. The act limited the amount of a franchise fee to 5% of gross revenue annually, the amount on which the prepayment was based. The same provision said the total prepaid could not exceed that amount, "including the time value of money," which would have been collected on an annual basis. The court held that interest could begin accruing on that date, and be payable when the franchise expires, in 1990. Saylor estimated total interest would amount to at least \$1 million.



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H.R. 2848 passes first hurdle

Last-minute compromises help move superstation compulsory license bill through House Judiciary Committee

The House Judiciary Committee last week approved by voice vote a bill (H.R. 2848) that would create a compulsory license for the satellite distribution of broadcast sig-

is—superstations—to backyard satellite dish owners (TVRO's). The legislation, which would create a license expiring after five years, has a troubled history, but a series of revisions (adopted by the Copyright Subcommittee [BROADCASTING, July 11]) and a last-minute compromise between the broadcast television networks and dish interests paved the way for action. It now moves to the Energy and Commerce Committee. However, where it could languish until Congress adjourns next October. There is no companion measure in the Senate.

But Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), a chief sponsor of the initiative, remains optimistic that the legislation could get to the floor before adjournment in October. He is hopeful Commerce will finish its review in September. However, a committee aide indicated Commerce may take its time examining the legislation. The aide said a request by Committee Chairman John Dingell (D-Mich.) for referral will not be "pro forma" and that he will ask for an "appropriate amount of time" to consider it. Because the bill is the result of lengthy negotiations, its proponents fear any changes made by Commerce would sink it.

Among Judiciary's alterations in the bill, as an amendment agreed to by the networks and dish interests concerning the definition of a network white area, where network signals are unavailable by other means and satellite carriers may distribute such signals without violating network copyrights. The networks are pleased because the change grants them and their affiliates greater protection against carrier transmission in competition to affiliates.

Also, the legislation's grandfather clause stricting the compulsory license to only those superstations in existence as of April 1, 1988, or those that attain penetration in 50% of cable households, was eliminated. And at the request of Judiciary Committee Chairman Peter Rodino (D-N.J.), a provision granting an antitrust exemption for industry groups to negotiate license fees was dropped.

The Copyright Royalty Tribunal now functioning for cable television would administer the new compulsory license and set rates to be paid by the satellite carriers for their carriage of superstations. □

Free to pay a major difference, says NABB

The National Association for Better Broadcasting has petitioned the U.S. Court of Appeals in Washington for rehearing *en banc* of a divided, three-judge panel's decision affirming the FCC determination that a licensee's change from conventional to subscription television is not a "major" change and therefore subject to petitions to deny from the public. The panel, by the same 2-1 vote, held that subscription television is not broadcasting in the legal sense (BROADCASTING, June 21).

The commission had reached those conclusions in an order adopted in 1987 that

was in response to an earlier court decision. That court had overturned an FCC decision that direct broadcast satellite lessees distributing broadcast signals to individual homes were not involved in broadcasting. The court said the commission had departed from past rulings without "reasoned explanation."

NABB, in petitioning for rehearing, said the panel majority had "overlooked not just the overwhelming body of legislative history indicating the Congress intended that subscription services should be regulated in the 'broadcast' model, but also significant case law of this court definitively construing the statutory term 'broadcasting' as well as more than 50 years of commission decisions holding that these services were properly regulated as 'broadcasting.'"

As for the consequences of the majority's opinion, NABB noted that STV broadcast-

ers will be excused from the kind of regulation to which conventional broadcasters are subject. The petition said that since DBS will be well suited to reach rural audiences and is likely to be an attractive medium for presidential candidates, one party's candidate for President would have "no 'equal opportunity' or 'reasonable access' rights to buy or receive air time, even if an opposing candidate has bought, or even received free, time on such a DBS service." The petition said that subscription DBS will be operative "as early as 1992, and more certainly by 1996."

"NABB maintains that the change to STV is 'major' under any reading of the word 'major,'" the petition says. "There can hardly be a change that is more 'major' than the shift from a free service to one which requires payment and the purchase or lease of special decoding equipment." □

Washington Watch

Reference ombudsman. Following criticism in a House Government Operations subcommittee report titled: "The FCC Public Reference Rooms are a Mess," ("In Brief," July 11) FCC Managing Director Ed Minkel announced that the commission would be appointing an ombudsman—to be called the FCC Reference Room Executive (RRE)—to resolve complaints about access to commission records. A new RRE will be appointed every 60 days and the first person to serve will be Deputy Managing Director Alan McKee.

Check please. Common Cause last week cited National Association of Broadcasters as being among top five honoraria givers to lawmakers in 1987. List included totals from 63 industry groups and showed that American Trucking Association, followed by NAB,

continued on page 44

"You might wonder how we sold over \$100 million worth of TV stations in the first half of 1988.

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Ithaca, NY: (607) 257-6283, John B. Babcock. **Lincoln, NE:** (402) 475-5285, Richard W. Chapin. **New York, NY:** (718) 544-2519, Donald E. Clancy. **Tampa, FL:** (813) 264-2346, Mark W. Jorgenson. **Special Consultant:** Ward L. Quaal Company, Chicago, IL: (312) 644-6066 and Los Angeles, CA: (213) 277-9399.

Securities Industry Association, Tobacco Institute and Paine Webber each gave more than \$100,000 in honoraria to members of Congress. BROADCASTING reported in June that NAB gave more than \$61,000 in honoraria just to members of House Telecommunications Subcommittee (and leadership on parent Energy and Commerce Committee), Senate Commerce Committee and Copyright Subcommittees in both chambers. BROADCASTING'S analysis also included figures from cable and telephone industries (BROADCASTING, June 20). According to Common Cause ranking, U.S. Telephone Association was eighth with \$72,250, National Cable Television Association, 18th at \$57,300, and American Society of Composers, Authors & Publishers, 62nd at \$25,485.

Landau nomination. Sonia Landau, former board chairman of Corporation for Public Broadcasting, may be back on Washington

communications scene. Last week White House nominated Landau to be coordinator and head of State Department's Bureau for International Communications and Information Policy, with rank of ambassador. Landau was mentioned among others as possible successor to Ambassador Diana Lady Dougan who left post in March (BROADCASTING, March 21). Landau served as CPB chairman from September 1984 until March of 1986, but failed to receive Senate confirmation for another term on board at close of 99th Congress in October 1986. Democrats refused to support Landau's reappointment because of problems with her role in board business that occurred following end of her term (BROADCASTING, Oct. 27, 1986). Furthermore, there were charges of politicization of board under her leadership.

Whether those issues will become impediment to Landau's State Department ambitions was unclear last week. Furthermore, with fewer than five months left in Reagan Presidency, Democrats may be reluctant to approve nomination.

For the Record

As compiled by BROADCASTING July 27 through Aug. 3 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—

prestunrise 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

■ WTRT(TV) Florence, AL (ch. 26; 690 kw-V, 69 kw-A; HAAT: 756 ft.)—Seeks assignment of license from Ala-

bama Management Corp. to Bridgerland Television Inc. \$2,000. Seller is headed by Larry M. DeArman. It has other broadcast interests. Buyer is owned by Les Whi who also owns KOIA(TV) Otumwa, IA, and has interest KHCT-TV Salina, KS. Filed July 6.

■ WKNI(AM) Lexington, AL (BAL880627EC; 620KHZ kw-D)—Seeks assignment of license from Allen Carwile Doris Harrison for \$160,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed June 2

■ WBOX-AM-FM Bogalusa, LA (AM: BAL880706I 920 khz; 1 kw; FM: BALH880706EB; 92.7 mhz; 3 | HAAT: 300 ft.)—Seeks assignment of license from No lake Audio Inc. to Bogue Chitto Communication Co. \$325,000. Seller is owned by Purvis M. Hall and has other broadcast interests. Buyer is principally owned Thomas F. McDaniel, who also owns WCJU(AM) Columbia, WJDR-FM Prentiss and WCHJ(AM)-WBKN(F Brookhaven, all Mississippi. Filed July 6.

■ KJCF(AM) Festus, MO (BAL880707EF; 1400 khz; 1 | U)—Seeks assignment of license from United Broadcast Inc. to KREI Inc. for \$230,000. Seller is headed by Har Wright. Buyer is principally owned by Jerrell A. Sheph and family. Buyer also owns KREI(AM)-KTJJ(FM) I mington, MO. Shepherd owns KAAN-AM-FM Betha KWIX(AM)-KRES(FM) Moberly and KJEL(A) KIRK(FM) Lebanon, all Missouri. Filed July 7.

■ KQDI(AM)-KOOZ(FM) Great Falls, MT (E L880707EB; 1450 khz; 1 kw-U; FM: BALH880707I 106.1 mhz; 100 kw; HAAT: 300 ft.)—Seeks assignment license from Lockhart Industries Inc. to Brown Broadcasting Co. for \$400,000. Seller is owned by W.A. (B) Lockhart, who has no other broadcast interests. Buyer principally owned by Kevin B. Brown, New York-ba businessman with no other broadcast interests. Filed July

■ WIDU(AM) Fayetteville, NC (BTC880705EF; 1600 k | kw-D)—Seeks assignment of license from Estate of V liam B. Belche to Charles W. Cookman for \$65,000. Se has no other broadcast interests. Buyer is station's gene manager. Filed July 5.

■ KBQG-FM Cordell, OK (BALH880715HO; 99.3 mhz; Seeks assignment of license from Washita Broadcast Corp. to Kerr Broadcasting Corp. for \$139,000. Seller l no other broadcast interests. Buyer is owned by Robert Kerr, Charlie Seay, Arch Yancey and Lynn Beaumont. It l no other broadcast interests. Filed June 27.

■ WUSJ(AM) Jonesboro, TN (BAL880711EA; 1590 khz kw-U)—Seeks assignment of license from Eaton P. Gov III and Berton B. Cagle Jr. to Holston Valley Broadcast Corp. for \$90,000. Seller has no other broadcast interest; Buyer is subsidiary of The Home News Co., headed William M. Boyd, chairman. It owns WTFM-TV Chri tiansted, VI. Holston Valley Broadcasting owns WKI AM-TV and WTFM(FM) Kingsport. Filed June 11.

■ WCHU(AM) Soddy-Daisy, TN (BAL880707EA; 15 khz; 1 kw-D)—Seeks assignment of license from Ernest Boston to C. Alfred Dick for \$350,001. Seller has no od broadcast interests. Buyer owns Knoxville, Tenn.-ba group of two AM's and three FM's. July 7.

Actions

■ KCVR(AM)-KWIN(FM) Lodi, CA (AM: B

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WIIS(FM)	Key West, Florida	1,050,000
KZAN(FM)	Ogden/Salt Lake City, UT	1,825,000
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Some sales subject to FCC approval.

30527EB; 1570 kHz; 5 kw-D; FM: BALH880527EC; 7 mhz; 3 kw; HAAT: 300 ft.—Granted assignment of license from KCVR Radio to Turnbaugh Communications \$1.9 million. Seller is San Jose, CA-based group of two 1's and two FM's principally owned by Stephen P. Snell 1 family. Buyer is principally owned by Roger Turnbaugh, who also has interest in KHSS(FM) Walla Walla, W. Action July 20.

WIS(FM) Key West, FL (BALH880509HH; 107.1 mhz; w; HAAT: 200 ft.)—Granted assignment of license from 1X Inc. to Drexel Hill Associates of Florida for 050,000. Seller is headed by Jack Norman, chairman. It owns KLCL(AM)-KHLA(FM) Lake Charles, LA; WRB-AM-FM Nashville, WHBB(AM)-WTUN(FM) Ma. AL, and WXKC(AM)-WWKZ(FM) Tupelo, MS. yer is owned by Peter Arnow, who also owns WTR(AM) Morristown and WDHA(AM) Dover, both w Jersey. Action July 15.

WQBQ(AM) Leesburg, FL (BAL880526EC; 1410 kHz; 5 -D; CP: 5 kw-N)—Granted assignment of license from ehr Communications Corp. to Hugh McComas for 0,000. Seller is owned by Robert Stoehr, who is appli- for new FM in Silver Springs, FL, and has no other adcast interests. Buyer also owns WOSO(AM) San Juan, . Action July 12.

WSUZ(AM) Palatka, FL (BAL880606EA; 800 kHz; 1 kw—Granted assignment of license from WSUZ Inc. to vans Communications for \$300,000. Seller is owned by Don Sports, who also owns WCLA-AM-FM Claxton, . Buyer is owned by Lyle R. Evans and Wayne Stenz, o also own KIID(TV) Huron, SD, WWRS-AM-TV Mayle- and KFQO(FM) New Holstein, both Wisconsin, and WPR(AM) Avon Park, FL. Action July 13.

CRNT(AM)-KRNO(FM) Des Moines, IA (AM: L880525ED; 1350 kHz; 5 kw-U; FM: BALH880525EE; 2.5 mhz; 100 kw; 1,248 ft.)—Granted assignment of nse from Stauffer Publications Inc. to Saga Communica- ns Inc. for \$3.25 million. Seller is Topeka, KS-based blisher and station group of four AM's, three FM's and e TV's owned by Stanley Stauffer. Buyer is Detroit-based up of three AM's and five FM's owned by Ed Christian. tion July 15.

CFIX-FM Ada, OK (BALH880426HS; 96.7 mhz; 3 kw; AT: 300 ft.)—Granted assignment of license from Dene Communications Inc. to Pontotoc County Broadcast- ; Inc. for \$280,000. Seller is owned by Fred Debrinc, who ; no other broadcast interests. Buyer is owned by Kather- ; M. Hoover and Roger R. Harris. It also has interest in WDA(AM) Ada, OK. Action July 14.

COMA(AM)-KRXX(FM) Oklahoma City (AM: BA- 880523EC; 1250 kHz; 50 kw-U; FM: BALH880523ED; 7.7 mhz with 100 kw and antenna 1,027 ft.)—Grants- ignment from Price Communications Corp. to Diamond adcasting for \$4,650,000. Seller is New York-based up of five AM's, four FM's and nine TV's headed by bert Price, president. It recently sold WWAY(TV) Wil- ington, NC ("Changing Hands," May 16). Buyer is owned Seth Mason and Danny Lee. Mason owns WXTN(FM) icago, where Lee is general manager. Action July 7.

CZRC(AM) Milwaukeec, OR (BAP880324EF; 1010 kHz;) w-U)—Granted transfer of control from 1010 Broad- ating Inc. to Daytona Group of Oregon Inc. for \$250,000. ller is owned by John E. Grant, who has no other adcast interests. Buyer is Waterbury, Connecticut-based ytona group of six AM's and eight FM's principally ned by Norm Drubner and Carl Como. Action July 15.

WTNZ(FM) Clinton, TN (BALH880308GQ; 95.3 mhz; 3 ; HAAT: 674 ft.)—Granted assignment of license from bs Knoxville Inc. to WTNZ Inc. for \$800,000. Seller is entwood, TN-based group of two AM's and one FM eipally owned by Rick James and John Roberts. Buyer is ned by Mildred Littleton and her son, Kevin Dean tleton. Mildred Littleton's husband, Sam, owns WI- (AM) Franklin, TN, and Kevin Littleton has interest in WMG(AM) Galatin, TN. Action July 15.

CIXI(AM)-KMG(FM) Seattle (AM: BAL880524EG;) kHz; 50 kw-D; 10 kw-N; FM: BALH880524EH; 107.7 z; 100 kw; HAAT: 1,194 ft.)—Granted assignment of nse from StarGroup Communications to Noble Broad- at Group for \$15.9 million. Seller is owned by C.T. binson and William C. Moyes, who also own WTK(FM) Minneapolis and Transtar Radio Network. yer is San Diego-based group of five AM's and six FM's ided by John Lynch. It recently purchased WHME(FM) edo, OH; KMJQ(FM) Houston, and KMJM(FM) St. uis ("Changing Hands," May 9). Action July 12.

E. Gravette, AR 72736. Principal has no other broadcast interests. Filed July 1.

Orange Grove, CA (BPH880629MD)—Richard B. Smith seeks 100.3 mhz; 0.072 kw H&V; 632 m. Address: P.O. Box 5, 1921 Bauder St., Selma, CA 93662. Principal has no other broadcast interests. Filed June 29.

Seaside, CA (BPH880701MV)—Seaside Valley Service Radio LP seeks 103.5 mhz; 3 kw H&V; 100 m. Address: 1165 Elmwood Dr., Walnut Creek, CA 94596. Principal is owned by Dale A. Tucker, who has no other broadcast interests. Filed July 1.

Seaside, CA (BPH880701MO)—Quadrmedia Inc. seeks 103.5 mhz; 2.416 kw H&V; 100 m. Address: 630 Palm Ave., Seaside, CA 93955. Principal is owned by Kent Tegmeier, who has no other broadcast interests. Filed July 1.

Seaside, CA (BPH880701MP)—Golden State Broadcasters seeks 103.5 mhz; 0.727 kw H&V; 202 m. Address: 1425 River Park Dr., Sacramento, CA 95815. Principal is owned by Edward R. Stolz, who also owns KRCK(AM) Burbank, CA and KWOD(FM) Sacramento, CA. Filed July 1.

Seaside, CA (BPH880701MH)—Coastal Broadcasting Co. seeks 103.5 mhz; 3 kw H&V; 100 m. Address: 8007 River Place, Carmel, CA 93923. Principal is owned by Elizabeth J. Wade, Lillian J. Larsen, Wanda D. Cooper and Frances W. Larsen. It has no other broadcast interests. Filed July 1.

Seaside, CA (BPH880701MR)—Barbara S. Greenstein seeks 103.5 mhz; 1.25 kw H&V; 150 m. Address: 11401 Rouen Dr., Potomac, MD 20854. Principal has no other broadcast interests. Filed July 1.

Seaside, CA (BPH880701MI)—Communications West Inc. seeks 103.5 mhz; 3 kw H&V; -21 m. Address: 1500 Glenwood Ave., Oklahoma City 73116. Principal is owned by Gary Massad, Becky Massad and Paul E. Wise. It has no other broadcast interests. July 1.

Seaside, CA (BPH880701MJ)—Threshold Communications seeks 103.50; 1.15 kw H&V; 158 m. Address: 1656 N. Calif. Blvd., #100, Walnut Creek, CA 94596. Principal is owned by James T. Arata and Douglas A. Wulff. Filed July 1.

Marianna, FL (BPH880630MG)—Jackson Radio Ltd. seeks 93.3 mhz. Address: P.O. Box 777, Marianna, FL 32446. Principal is owned by W.F. Dunkle III, who has no other broadcast interests. Filed June 30.

Sarasota, FL (BPED880624MJ)—Southwest Florida Community Radio Inc. seeks 89.10; 100 kw H&V; 131 m. Address: 1860 Boy Scout Dr., #202, Ft. Myers, FL. Principal is owned by Robert D. Augsburg, Felice Augsburg, Fred C. Shutrump, Merri Shutrump, Sherry Ford, John Geyer, Bill Erickson, Larry Ford, Steve Maloney, Dean Castillo and Colette Geyer. It has no other broadcast interests. Filed June 24.

Dubuque, IA (BPED880628MB)—Tri-State Independent Blind Society Inc. seeks 89.7 mhz; 0.1 kw H&V; 30 m. Address: 1098 Jackson, Dubuque, IA 52001. Principal is nonprofit corporation headed Donald Cagne. It has no other broadcast interests. Filed June 28.

Sioux Rapids, IA (BPH880630MB)—Donald A. Swan- son seeks 102.9 mhz; 50 kw H&V; 150 m. Address: Box 102-A, Rte. 2, Sioux City, IA 51106. Principal owns KTEC(FM) Sioux City, IA, KVSR(AM) Rapid City, SD and KTFJ(AM) Dakota City, NE. Filed June 30.

Champaign, IL (BPH880629ME)—Kathy L. McElroy seeks 100.3 mhz; 25 kw H&V; 100 m. Address: 444 S. Willow St., Effingham, IL 62401. Principal has no other broadcast interests. Filed June 29.

Champaign, IL (BPH880630NR)—Sebastopol Broadcast Group Inc. seeks 100.3 mhz; 25 kw H&V; 100 m. Address: 6700 S. Olgesby St., #1306, Chicago 60646. Principal is owned by Jaikveen Thomas, Victor M. Venters, David St. Germain and Catherine C. Pisaturo. It has no other broadcast interests. Filed June 30.

Champaign, IL (BPED880630NK)—Doxa Inc. seeks 100.3 mhz; 12.5 kw H&V; 145 m. Address: P.O. Box 227, 5th and Harrison Streets, Covington, IN 47932. Principal is owned by Gregg Curtis, Ogle Snider and Joann Murray. It has no other broadcast interests. Filed June 30.

Champaign, IL (BPH880630MO)—Maria E. Bernardi seeks 100.3 mhz; 25 kw H&V; 100 m. Address: 3031 North Clifton, Chicago 60657. Principal has no other broadcast interests. Filed June 30.

Champaign, IL (BPH880630MF)—Champaign-Urbana Broadcasting Corp. seeks 100.3 mhz; 25 kw H&V; 100 m. Address: 801B Hartwell Dr., Savoy, IL 61874. Principal is owned by Michele Bailey, who has no other broadcast interests. Filed June 30.

Thief River Falls, MN (BPH880705MA)—North Country Broadcasting Inc. seeks 99.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 606, Fosston, MN 56542. Principal is owned by Curtis W. Quesnell, who owns KKCO(AM) Fosston, MN. Filed July 5.

Cassville, MO (BPH880629MA)—Kevin and Patricia Wodlinger seeks 93.3 mhz; 1 kw H&V; 151 m. Address: Rte. 1, Box 180 Verona, MO 65769. Principal is owned by Kevin M. Wodlinger and Patricia W. Wodlinger. Filed June 29.

Avon, NY (BPH880629MK)—Karen S. Klehamer seeks 93.3 mhz; 1.7 kw H&V; 123 m. Address: 2374 Poplar Hill Rd., Avon, NY 14414. Principal has no other broadcast interests. Filed June 29.

New Paltz, NY (BPH880630MI)—Creative Broadcasters Inc. seeks 93.3 mhz; 0.35 kw H&V; 294 m. Address: P.O. Box 439, Cedar Hill Rd., High Falls, NY 12240. Principal is owned by Paul J. Vidich, Joseph Vidich, Deane J. Marcus, David Alexander, Richard Croce and Vivian Wad- lin. It has no other broadcast interests. Filed June 30.

New Paltz, NY (BPH880629MI)—Simply Broadcasting seeks 93.3 mhz; 0.355 kw H&V; 289 m. Address: Rd. 5, Box 270, Kingston, NY 12401. Principal is owned by Alice M. Ellenbogen and Henry M. Ellenbogen, who have no other broadcast interests. Filed June 29.

New Paltz, NY (BPH880630MT)—Skytop Telecom Inc. seeks 93.3 mhz; 0.34 kw H&V; 289 m. Address: P.O. Box 126, New Paltz, NY 12561. Principal is owned by Melinda C. Hidle and John E. Hidle. It has no other broadcast interests. Filed June 30.

New Paltz, NY (BPH880630NC)—Hermine A. Segal seeks 93.3 mhz; 3 kw H&V; 100 m. Address: 11405 Big Piney Way, Potomac, MD 20854. Principal has no other broadcast interests. Filed June 30.

New Paltz, NY (BPH880630NS)—New Paltz Broadcast- ing Inc. seeks 93.3 mhz; 0.35 kw H&V; 289 m. Address: P.O. Box 336, New Paltz, NY 12561. Principal is owned by Betty L. Walker and Floyd Patterson. It has no other broadcast interests. Filed June 30.

Elloree, SC (BPH880630NQ)—Radio Summerville Inc. seeks 100.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 859, Summerville, SC 29484. Principal is owned by Wayne Phillips, S.E. Felkel and Audreyette Phillips. It also owns WAZS(AM) Summerville, SC. Filed June 30.

Elloree, SC (BPH880629MB)—Clarence E. Jones seeks 100.3 mhz; 3 kw H&V; 100 m. Address: Rt. 2, Box 537,

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Bella Vista, AR (BPH880701MT)—Jerry J. Collins seeks 6.5 mhz; 50 kw H&V; 150 m. Address: Rte. 5, Hwy. 72.

Eutawville, SC 29048. Principal also owns WMNY(AM) Elloree, SC. Filed June 29.

■ Pawleys Island, SC (BPH880630MN)—Fogel Broadcasting L.P. seeks 100.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 428. Pawley's Island, SC 29585. Principal is owned by Harry R Fogel, who has no other broadcast interests. Filed June 30.

■ El Paso, TX (BPED880630NG)—World Radio Network Inc. seeks 91.1 mhz; 0.25 kw H&V; 340 m. Address: P.O. Box 3333. McAllen, TX 78502. Principal is nonprofit corporation headed by Abe C. Vanderpuy, Ben Cummings, Dwite McCloud, Hardy Hayes, Roger Bechtel and Ron Cline. Filed June 30.

■ Friona, TX (BPH880628MF)—Lois B. Crain seeks 95.1 mhz; 3 kw H&V; 87 m. Address: Rt. 5, Box 755-1, Byhalia, MS 38611. Principal has interest in KDFT(AM) Ferris, TX. Filed June 28.

■ Marlboro, VT (BPH880701MQ)—Marrian Akley seeks 101.5 mhz; 0.63 kw H&V; 221 m. Address: Marlboro Rd., P.O. Box 2108, W. Brattleboro, VT Principal has no other broadcast interests. Filed July 1.

■ Petersburg, VA (BPH880630NX)—Petersburg FM Broadcasters L.P. seeks 100.3 mhz; 3 kw H&V; 100 m. Address: 57 E. 11th St., 6th floor, New York 10003. Principal is headed by Cathis Hall, who has no other broadcast interests. Filed June 30.

■ Petersburg, VA (BPH880630NT)—Walsh and Partners Communications Inc. seeks 100.3 mhz; 3 kw H&V; 100 m. Address: 12941 Erlene Dr., Chester, VA 23831. Principal is owned by Norman J. Walsh and Carla S. Walsh. It has no other broadcast interests. Filed June 30.

Facilities Changes

AM's

■ Burbank, CA. KRCK. 1500 khz—July 5-Mod of CP (BP-20.111) to increase power to 14 kw night/50 kw day; change TL to: Tujunga Wash. 2.3 mi. W of Sunland in Los Angeles county near Cottonwood Ave. and Wentworth St., Los Angeles Co., CA; make changes in ant. sys.: 34 16 09N 118 20 31W.

■ Cypress Gardens, FL. WGTO. 540—July 6-Application

for CP to increase night power to 50 kw; change city of lic. to Pine Hills, FL; change TL to Lake county, FL. and make changes in ant. sys.: 28 22 52N 81 47 31W.

■ Chicago, WJJD. 1160 khz—July 1-MP (BP800814AD) for nighttime augmentation, also to reduce nighttime power to 5 kw.

■ Urbana, IL. WJTX. 1580 khz—July 6-Application for CP to increase day power to 1 kw; change hrs. of oper. to unld. by adding night service with 500 w; change TL to Urbana, IL. and make changes in ant. sys.: 40 09 27N 88 08 33W.

■ Park Rapids, MN. KPRM. 870 khz—July 21-Application for CP to increase daytime power to 25 kw.

■ Canonsburg, PA. WWCS. 540 khz—July 15-Application for CP to increase daytime power to 7.5 kw; change nighttime pattern and tower mod. to shunt feed.

■ Atlantic Beach, SC. WMIW. 1190 khz—July 14-MP (BP851223AG) to make changes in ant. sys. from DA to non-DA.

■ Jonesboro, TN. WUSJ. 1590 khz—July 11-Application for CP to employ direct nighttime antenna system of 2 kw for daytime operation and relocate daytime site to nighttime site.

■ Powell, TN. WQBB. 1040 khz—July 20-Application for CP to increase daytime power to 10 kw and critical hrs. to 3 kw.

■ Haymarket, VA. WDAW. 1530 khz—July 1-MP (BP861202A1) to make changes in ant. sys.: DA to ND; decrease twr. hght., also reduce day power to 0.5 kw and change power to 0.39 kw.

FM's

■ Prattville, AL. WQIM. 95.3 mhz—July 14-Application for CP to change FREQ: 95.1 mhz; ERP: 50 kw H&V; HAAT: 152 m H&V; change class to C2.

■ Paso Robles, CA. Kddb. 92.5 mhz—June 24-Application for CP to change ERP: 4.8 kw H&V; HAAT: 452 m H&V; TL: Cuesta Ridge. 7.2 km N of San Luis Obispo, CA; change antenna-supporting structure height.

■ Dunnellon, FL. WTRS-FM. 102.3 mhz—June 22-Application for CP to change ERP: 50 kw H&V; HAAT: 149 m H&V; TL: near SR 328. 16 km NNE of Dunnellon, Marion Co., FL; change antenna-supporting structure height; change class to C2 (per docket #87-301).

■ Fort Myers, FL. WSOR. 95.3 mhz—June 23-Application for CP to change ERP: 97 kw H&V; HAAT: 138 m H&V; TL: approx 1.2 km NNW of Pine Island Center, Lee C. FL.

■ Melbourne, FL. WVTI. 107.1 mhz—June 28-Application for CP to change ERP: 98.6 kw H&V; HAAT: 288 m H&V; TL: WAYK-TV tower, 7.5 mi. WNW of Fellsmore, Brev. Co., FL; change to class C1 (per docket #87-233).

■ Pensacola, FL. WTKX. 101.5 mhz—June 23-Mod of (BPH8707281C) to change ERP: 100 kw H&V; HAAT: m H&V; TL: WTKX transmitter site. 1.9 km W of Milt Santa Rosa Co., FL.

■ Titusville, FL. WSCF. 98.3 mhz—June 30-Application for CP to change ERP: 50 kw H&V; HAAT: 141 m H&V; TL: on Putnam Grove Rd., 1.4 mi. SW of Oak Hill, change antenna-supporting structure height; change class C2 (per MM docket #87-554).

■ Vero Beach, FL. WAVW. 105.5 mhz—July 18-Application for CP to change FREQ: 103.7 mhz (per docket #284); ERP: 50 kw H&V; HAAT: 145 m H&V; TL: E side Rte. 505, 0.95 mi. S of Wabasso Rd., near Wabasso, change to class C2.

■ Canton, GA. WCHK-FM. 105.5 mhz—July 1-Application for CP to change ERP: 50 kw H&V; HAAT: 15C H&V; change antenna-supporting structure height; Hause Rd., Lebanon, Cherokee Co., GA; change FREQ 298 and class to C2.

■ Rossville, GA. WLMX. 105.5 mhz—July 6-Application for CP to change HAAT: 80 m H&V; TL: Rear. 270 N C Rd., Chattanooga, Hamilton Co., TN: 35 02 55N 85 10W.

■ Coeur D'Alene, ID. KCDA. 103.1 mhz—July 5-Application for CP to change ERP: 2.5 kw H&V; HAAT: 468.3 H&V; TL: Sec 28 Blossom Mtn., 3.6 mi. S of Post Falls. CLASS: C2; 47 38 52N 116 58 00 (per docket #88-60

■ Pocatello, ID. KSEI-FM. 104.9 mhz—June 27-Application for CP to change HAAT: 316 m H&V.

■ Chicago, WOU1. 88.9 mhz—June 28-Application for change TL: 3300 S Federak, Chicago, Cook Co., I

■ Rantoul, IL. WZNF. 95.3 mhz—July 5-Application CP to change ERP: 1.94 kw H&V; HAAT: 125 m H&V change antenna-supporting structure height.

■ Keokuk, IA. KOKX-FM. 95.3 mhz—May 5-Application for CP to change ERP: 50 kw H&V; FREQ: 96.3MHz change class to C2; HAAT: 150 m H&V; TL: SW ¼ of SE of Sec. 9, Township 65 North, Range 5 West, Jackson Tw Lee Co., IA.

■ New Ulm, MN. KXLP. 93.1 mhz—July 18-Application for CP to change HAAT: 148.5 m H&V; TL: approx. 3.2 NE of Hwy. 60, Lake Crystal, MN.

■ Clarksdale, MS. WKDJ. 96.5 mhz—June 28-Mod of (BPH851112MB) to change HAAT: 56.1 m H&V.

■ New Albany, MS. WTMX. 106.3 mhz—June 24-Application for CP to change ERP: 33.1 mhz; HAAT: 183 H&V; TL: on N side of Wallerville Rd., 0.3 mi. SW of H-348, New Albany, Union Co., MS; change class to C FREQ: 106.7 mhz (per docket #87-58); 34 27 44N 88 07W.

■ Vicksburg, MS. WCKO. 98.7 mhz—June 22-Mod of (BPH8702271E) to change HAAT: 298.5 m H&V; TL: Palestine Rd., 1 mi. N of Palestine church, Hinds Co., MS change class: C1.

■ Henderson, NV. KLSQ. 95.5 mhz—June 30-Application for CP to change ERP: 91.8 kw H&V; HAAT: 366 m H&V change antenna-supporting structure height; TL: Blt; Mtn., approx 3.4 km SW of Henderson, Clark Co., NV

■ North Las Vegas, NV. KJUL. 104.1 mhz—June 28-Mod of CP (BPH810909AH) to change HAAT: 360 m H&V; TL: 3.4 km SW of Henderson, NV Post Office: 36 00 31N 115 22W.

■ Henrietta, NY. WBER. 90.5 mhz—June 8-Application for CP to change community of license from Henrietta, I to Rochester, NY.

■ Houghton, NY. WJSL. 90.3 mhz—June 20-Application for CP to change antenna type.

■ Chillicothe, OH. WFCB. 94.3 mhz—July 8-Application for CP to change ERP: 6.3 kw H&V; HAAT: 191 m H&V; TL: 11 km SE of Chillicothe, alongside Lancaster Rd., R Co., OH; 39 16 22N 82 52 03W.

■ Clyde, OH. WHVT. 90.5 mhz—June 9-Application CP to change ERP: 2.676 kw H&V.

■ Mansfield, OH. WYHT. 105.3 mhz—July 13-Application for CP to change HAAT: 143 m H&V.

■ Atoka, OK. KHKC-FM. 103.1 mhz—June 29-Application for CP to change CLASS: C2 (per docket #87-32

■ Martinsville, VA. WMVA-FM. 96.3 mhz—July 8-Mod CP (BPH861008ID) to change ERP: 13.8 kw H&V; HA.


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3 m H&V; TL: atop Cahas Mtn., approx 5.1 km W of Jones Mill, Franklin Co., VA; change CLASS: C1; 37 07 N 80 00 57W.

Woodstock, VT, WMXR, 93.9 mhz—July 15-Mod of CP (PH860808MC) to change ERP: 0.666 kw H&V; HAAT: 8.2 m H&V; TL: Kent Hill, 0.85 mi. E of Hartland Hill 1. at Woodstock-Hartland town line.

Belleve, WA, KBCS, 91.3 mhz—July 12-Application R CP to change ERP: 2.8 kw H&V; HAAT: 66 m H&V.

Evansville, WI, 105.9 mhz—June 27-Mod of CP to ange ERP: 1.2 kw H&V; HAAT: 154 m H&V.

V's
San Francisco, KBHK-TV, ch. 44—July 11-Application R CP to change ERP vis.: 5010 kw; ANT: Andrew Corp. [217.5H5-DSC-44.

Oxnard, CA, KADY-TV, ch. 63—July 11-Application for P to change ANT: Bogner/BUH28N.

Milwaukee, WDJT-TV, ch. 58—July 7-MP (PCT831219KF) to change ERP vis.: 2800 kw; HAAT: 13 m; ANT: Andrew Corp./ATW25H2-HTC-58; 43 02 IN 87 55 04W.

ctions
M's

Sand Point, AK, KSDP, 840 khz—July 21-Application (PH871019AJ) granted for CP to increase power to 1 kw day id night.

McFarland, CA, KXEM, 1590 khz—July 18-Application (PH87130AD) returned for CP to change city of license to akersfield, CA; FREQ: 750 khz; change hrs. of oper. to 1td. by adding night service with 1 kw; increase day wer to 1 kw; TL: 2.82 km E of Bakersfield Country Club 1 N side of CA Hwy. 178, Bakersfield, CA, and make anges in ant. sys.: 35 23 55N 118 54 00W.

Fort Myers, FL, WHYS, 1350 khz—July 15-Application (PH880203AF) returned for CP to increase daytime power 5 kw.

Jesup, GA, WLOP, 1370 khz—July 26-Application (PH870330AG) dismissed for CP to change hrs. of oper. to 1td. by adding night service with 2.5 kw, DA-N and make anges in ant. sys.

Michigan City, IN, WIMS, 1420 khz—July 18-Applica- (BP880217AF) granted for CP for experimental syn- rous AM station at La Porte, IN to operate simulta- ously with primary WIMS facility at Michigan City, IN on e mc freq, but with 50 w, DA-N.

Elkton, KY, WOAM, 1070 khz—July 18-Application (PH871106AA) granted for CP to increase power to 0.5 kw.

Williston, ND, KQSR, 660 khz—July 14-Application (MPH870630AE) granted for MP (BP811120AE) to change t. sys. (incl. incr. in hght. of twr.); TL: NE ¼ of Sec. 22, 155N, R101 W, 7.5 km N Williston, ND; 48 14 20N 103 9 01W.

Huron, SD, KOKK, 1210 khz—July 15-Application (MPH880328AH) granted for MP (BP820305BA) to change t. sys. and reduce daytime power.

M's

Leone, AS, WVUV-FM, 101.1 mhz—July 11-Applica- (BMPH870917IB) dismissed for Mod of CP to change ANT: 414 M (H) and 411 M (V); ERP: 0.612 kw (H) and .306 kw (V).

Eureka, CA, KFMI, 96.3 mhz—July 15-Application (PH870302NJ) granted for CP to change ERP: 100 kw &V.

Hanford, CA, KCLQ-FM, 107.5 mhz—July 20-Applica- (BPH1870128IG) granted for CP to change ERP: 20.3 kw &V; HAAT: 239 m.

Hollister, CA, KHIP, 93.5 mhz—July 15-Application (PH870615IB) granted for CP to change TL: Fremont Peak 'ommunications Site, 13.7 km, 221 degree True from ollister, CA; ERP: 0.058 kw H&V; HAAT: 688 m H&V; 36 5 23N 121 30 05W.

Seaside, CA, KMBY, 107.1 mhz—July 11-Application (PH870604IC) granted for CP to change ERP: 0.86 kw &V; HAAT: 184.4 m H&V.

Visalia, CA, KFSO, 92.9 mhz—July 19-Application (PH870330IK) granted for CP to change ERP: 17.8 kw &V.

Seaford, DE, WSUX-FM, 98.3 mhz—July 21-Applica- (BPH880310IB) granted for CP to change HAAT: 100 1 H&V; change antenna-supporting structure height; hange geographic coordinates: 38 36 47N 75 35 12W.

Crestview, FL, WTJT, 90.1 mhz—July 21-Application (MPED880422IG) granted for MP (BPED850911MC) to hange HAAT: 77 m H&V.

Fernandina Beach, FL, WNLE, 91.7 mhz—July 20-App-

lication (BPED860428ID) granted for CP to change ERP: 10 kw H&V.

Stuart, FL, WZZR, 92.7 mhz—July 20-Application (BMPH880518IC) granted for MP (BPH860902IG) to change ERP: 50 kw H&V; HAAT: 174 m H&V; TL: 3.65 km NNW of Intersec. of SR 5 and CR 732, Stuart, FL; change to class C2 (per MM docket #87-374).

Tallahassee, FL, WGLF, 104.1 mhz—July 21-Application (BPH870227IV) granted for CP to change TL: (Rural) 3.7 km E of Capitola, FL; HAAT: 426 m H&V and make changes in ant. sys.: 30 27 02N 84 02 57W. As amended April 1, CP to change TL: 2.9 km SSE of Lloyd, Jefferson Co., FL; HAAT: 425 m H&V; 30 27 09N 84 00 50W.

Forsyth, GA, WFXM-FM, 100.1 mhz—July 14-Applica- (BMPH880302ID) denied for MP to relocate main studio outside community of license to: 369 2nd St., Macon, GA.

Elgin, IL, WJKL, 94.3 mhz—July 20-Application (BPH880404IE) granted for CP to change TL: Spaulding Industrial Park, Elgin, Cook Co., IL; 41 59 54N 88 14 33W.

Van Buren, IN, WMRR, 99.3 mhz—July 14-Application (BMPH880309IA) granted for MP (BPH850711ML) to change TL: 91 m S of SR 218, 0.7 km E of Huntington/Wabash county line in Huntington Co., IN; 40 40 01N 85 37 50W.

Kansas City, KS, KUDL, 98.1 mhz—July 11-Application (BPH870227MW) granted for minor change application; change TL: Wallace Ave., S of 27th St., Kansas City, KS; HAAT: 303 m H&V, and make changes in ant. sys.: 39 04 23N 94 29 06W.

Beaverton, MI, WMRX-FM, 97.7 mhz—July 14-Applica- (BMPH871211IG) denied for MP to relocate main studio outside community of license to co-locate with WMPX(AM), Midland, MI.

Iron Mountain, MI, WJNR-FM, 101.5 mhz—July 13-Application (BPH870226IC) granted for CP to change ERP: 100 kw H&V.

Oxford, MS, WOXD, 95.5 mhz—July 18-Application (BMPH880308IF) granted for MP (BPH850711OI) to change antenna location: 0.32 km W of State Rte. 7 and approx. 7 km S of Oxford, Lafayette Co., MS; 34 18 10N 89 31 25W.

Duluth, MN, KDNW, 90.5 mhz—July 21-Application (BPED880308IA) granted for CP to change ERP: 0.455 kw H&V; HAAT: 259 m H&V; TL: 4th Ave. West and 10th St., Duluth, St. Louis Co., MN; 46 47 21N 92 06 51W.

Butte, MT, KOPR, 94.1 mhz—July 25-Application (BPH880603IB) granted for CP to change ERP: 58.4 kw H&V, 60 kw (MAX) and make changes in ant. sys.

Amsterdam, NY, WMVQ, 97.7 mhz—July 18-Application (BPH880324IA) granted for CP to change TL: 1.6 km N of Fulton county line, 0.7 km E of Hwy. 30; HAAT: 190 m H&V; ERP: 0.79 kw H&V; 42 59 05N 74 10 49W.

Kingston, NY, WBPM, 94.3 mhz—July 20-Application (BPH880223IB) granted for CP to change ERP: 1.1 kw H&V; HAAT: 169 m H&V.

Plattsburgh, NY, WGFB, 99.9 mhz—July 5-Application (BMPH870331PZ) dismissed for MP to change ERP: 66.1 kw H&V; HAAT: 238.2 m H&V; change to class C1.

Las Vegas, KNPR, 89.5 mhz—July 25-Application (BPE-D870302IH) granted for CP to change ERP: 98.3 kw H&V.

Charlotte, NC, WEZC, 104.7 mhz—July 20-Application (BPH880407IE) dismissed for CP to change HAAT: 376 m H&V; replace directional antenna.

Hendersonville, NC, WMY1, 102.5 mhz—July 18-Applica- (BMPH880303IB) granted for MP (BPH851213IC) to change HAAT: 542 m H&V.

Whiteville, NC, WZFX, 99.1 mhz—July 21-Application (BMPH870120IE) granted for MP (BPH851226ID) to correct coordinates: 34 44 05N 78 47 25W.

Williamston, NC, WKKE, 103.7 mhz—July 13-Applica- (BMPH870313IF) granted for MP (BPH851051C) to show actual measured pattern of directional antenna.

Cincinnati, WCNF, 90.1 mhz—July 13-Application (BMPED880107IA) dismissed for Mod of CP to change TL: 600 feet N of Bond Rd. and 1200 feet E of Brooks Rd., Harrison, OH; ERP: 4.47 kw H&V; HAAT: 78 m H&V; 39 12 37N 84 48 52W.

Oxford, OH, WOXY, 97.7 mhz—July 20-Application (BPH880330IC) granted for CP to change HAAT: 98 m H&V.

Hugo, OK, KITX, 95.3 mhz—July 21-Application (BPH880429IA) dismissed for CP to change FREQ: 95.5 mhz (per docket #87-219); ERP: 50 kw H&V; HAAT: 150 m H&V; change to class C2.

Gettysburg, PA, WGTY, 107.7 mhz—July 19-Application (BPH870219ID) granted for CP to change ERP: 50 kw

(MAX) H&V; HAAT: 107 m H&V.

Ponce, PR, WRIO, 101.1 mhz—July 11-Application (BMPH860716IA) dismissed for MP (BPH800925AA) to change TL: Carretera #388, km 5 Finald Barrio Jaguas, Penuelas, PR; ERP: 39.81 kw H&V; HAAT: 1644 feet H&V; 18 06 15N 66 43 08W.

North Charleston, SC, WXLY, 102.5 mhz—July 14-Applica- (BPH860902IC) granted for CP to change HAAT: 985 feet H&V.

Parris Island, SC, WBHH, 92.1 mhz—July 11-Applica- (BPH871127IH) dismissed for CP to change TL: on St. Helena Island, 320 m SE of intersec. of Land's End Rd. and Hwy. 195, Beauford Co., SC; ERP: 3 kw H&V; HAAT: 100 m H&V; 32 21 26N 80 35 27W.

Cookeville, TN, WGSQ, 94.3 mhz—July 22-Application (BPH880428N) granted for CP to change FREQ: 96.5 mhz (per docket #84-14); TL: 13.7 km E of Cookeville, TN; ERP: 100 kw H&V; HAAT: 402 m H&V; change to class C: 36 10 26N 85 20 37W.

Canyon, TX, KAKS-FM, 107.9 mhz—July 11-Applica- (BMPH871030ID) granted for MP (BPH830419AI as mod) to make changes; TL: 2.2 km NNE of Givens Ave., Amarillo, Potter Co., TX; HAAT: 403 m H&V; 35 20 33N 101 49 21W.

Jasper, TX, KJAS, 100.9 mhz—July 18-Application (BPH880425IA) granted for CP to change FREQ: 100.7 mhz (per doc #86-411); ERP: 5.076 kw H&V.

Whitehouse, TX, KEYP-FM, 99.3 mhz—July 14-Applica- (BMPH860218IB) dismissed for Mod of CP to relocate main studio outside community of license to: KDOK main studio and transmitter site in Tyler, TX.

Tremonton, UT, KKVU-FM, 104.9 mhz—July 20-Applica- (BPH880314IB) granted for CP to change TL: ½ mi. N of Hwy. 83 and Sulphur Creek at Little Mtn.; HAAT: 335 m H&V; ERP: 10 kw H&V; 41 35 34N 112 13 55W.

Vernal, UT, KUIN, 92.7 mhz—July 14-Application (BMPH861121ID) granted for MP (BPH840319CD) to change FREQ: 105.9 mhz; ERP: 3.015 kw H&V; HAAT: 412 feet H&V.

Cape Charles, VA, WIAV, 96.1 mhz—July 15-Application (BMPH860829IE) granted for MP to change TL: 0.64 km S of Mason Ave. on Rte. 642, Cape Charles, VA; HAAT: 147 m H&V; 37 15 46.5N 76 00 46.5W.

Fredericksburg, VA, WFLS, 93.3 mhz—July 14-Applica- (BP880324AD) granted for CP to change ant. sys.

Fredericksburg, VA, WFLS, 93.3 mhz—July 19-Applica- (BPH880315IB) granted for CP to change HAAT: 150 m H&V.

Fredericksburg, VA, WJYJ, 90.5 mhz—July 14-Applica- (BPED850621IO) returned for CP to change ERP: 35 kw H&V; HAAT: 164 m H&V; 38 11 48N 77 33 45W.

Pullman, WA, KPMP, 99.5 mhz—July 11-Application (BMPH870331IA) dismissed for MP (BPH841009IC) to change TL: Paradise Ridge, 3.1 mi. SSE of Moscow, ID; HAAT: 277 m H&V; reclassify CI: 46 40 52N 116 58 19W. Application is reinstated and accepted for tender.

Rhineland, WI, WZTT, 97.5 mhz—July 15-Application (BMPH870303IP) granted for MP (BPH-1146) to TL: Summit Lake Rd., 0.2 mi. NE of U.S. 45, Summit Lake, WI; HAAT: 235.2 m H&V; 45 22 43N 89 11 38W.

TV's

Panama City, FL, WPGX, ch. 28—June 16-Application (BMPCT880606KE) returned for MP (BPCT820122KE) to change HAAT: 228.22 m; antenna-supporting structure height: 30 23 42N 85 32 02W.

Hazleton, PA, WWLF, ch. 56—July 8-Application (BMPCT880408KG) granted for MP to change HAAT: 329 m; ANT: Andrew ATW32G2-HSS-56 (DA).

Roanoke, VA, WVFT, ch. 27—July 12-Application (BMPCT880115KF) granted for MP (BPH870612KE) to change antenna-supporting structure height: 37 11 46N 80 09 16W; HAAT: 609.6 m; ANT: Dielectric TFU-25JDAS.

Actions

FCC Actions

Executive named to handle problems with FCC public reference rooms—As part of commission's continuing effort to improve reference services to public, FCC's managing director has established "FCC Reference Room Executive (RRE)."

Peter Gimpel—Upheld staff action denying Gimpel's news distortion complaint against ABC, CBS and NBC concerning their news coverage of 1978 "Black Friday

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Massacre" in Iran. (By order [FCC 88-232] adopted July by commission.)

■ John R. Powley—Upheld decision by Mass Media Bureau's video services division denying Powley's request for extension of time to construct KIUU-TV Logan, UT. a KBSC-TV Helena, MT.

■ FCC upholds review board decision in Guadalupe, C. FM Proceeding—MM Docket 85-298 (report DC-121 action in docket case). Upheld decision by review board granting application of Armando Garcia for new FM station on channel 288A (105.5 mhz) at Guadalupe, thus denying Reimer Broadcasting Limited review of that decision. Action by commission July 26 by order (FCC 88-258).

■ FCC upholds action denying Poseidon requests against National for low power TV, ch. 19 New York (report MM-340, Mass Media action)—Denied Poseidon Production Inc. reconsideration of Mass Media Bureau action denying its petition to deny low-power TV application of Nator Innovative Programming Network Inc. of East Coast for ch 19 at New York. Action by commission July 26 by MO&O (FCC 88-260).

■ FCC concurs in authorization of noncommercial educational FM stations at Fort Hood, TX, and Fort Irwin, C (report MM-339, Mass Media action)—Granted request for concurrence submitted by U.S. Army and NTIA in authorization of 10 w military noncommercial educational FM stations to serve Fort Hood and Irwin. Action by commission July 26 by letter (FCC 88-262).

■ FCC upholds bureau's dismissal of Ramapo's application to upgrade facilities of WRRH(FM) Franklin Lakes, NJ (report MM-341, Mass Media action). Action by commission July 26 by MO&O (FCC 88-263).

■ FCC upholds action in WHCB(FM) Bristol, TN (report MM-342, Mass Media action)—Commission has upheld Mass Media Bureau's action denying RAM Communications Inc.'s request to deny Appalachian Educational Communications Corp.'s application for license to cover construction permit for WHCB Bristol, TN. Action by commission July 26 by letter (FCC 88-264).

Staff Actions

■ Brewer, ME—Denied Passamaquoddy Broadcasting Inc reconsideration of action substituting channel 262B (100 mhz) for channel 265A (100.9 mhz) Brewer and modify its license for WKIT-FM to specify new channel. (MM Docket 86-314 by MO&O [DA 88-929] adopted May 4 by deputy chief, policy and rules division.)

■ Lafayette, LA—Denied request by C.R. Crisler and Oa dale Limited Partnership for reconsideration of report an order denying petition for rulemaking filed by Crisler proposing substitution of channel 238C2 (95.5 mhz) for channel 238A at Lafayette and Oakdale's proposal to upgrade station KCIR(FM) from channel 285A (104.9 mhz) channel 239C2 (95.7 mhz). (MM Docket 87-196 by MO&O [DA 88-1145] adopted July 13 by chief, policy and rules division. Mass Media Bureau.)

■ Creswell, OR—Denied request by Visionary Radio Electronics of Oregon Inc. to amend FM table by substituting channel 237C2 (95.3 mhz) for channel 237A at Creswell and modifying license KZAM(FM) to specify operation on C2 channel. (MM Docket 87-589 by R&O [DA 88-110] adopted July 1 by deputy chief, policy and rules division.)

■ Ocean Pines, MD—Designated for hearing 10 mutually exclusive applications for new FM station on channel 225 (97.1 mhz) at Ocean Pines and dismissed applications Ocean Pines Broadcasting Associates and Ocean Pines Radio Co. (MM Docket 88-342 by order [DA 88-979] adopted June 24 by chief, audio services division.)

■ Naguabo, PR—Designated for hearing eight mutually exclusive applications for new FM station on channel 225 (96.9 mhz) at Naguabo. (MM Docket 88-343 by order [C 88-974] adopted June 23 by chief, audio services division. Mass Media Bureau.)

■ Narragansett Pier, RI—Designated for hearing 13 mutually exclusive applications for new FM station on channel 274A (102.7 mhz) at Narragansett. (MM Docket 88-344 by order [DA 88-975] adopted June 23 by chief, audio services division.)

■ Hayden, ID—Designated for hearing mutually exclusive applications of United Broadcasting of Idaho Inc. and Media West Inc. for new FM station on channel 233A (94 mhz) at Hayden. (MM Docket 88-347 by order [DA 88-97] adopted June 24 by chief, audio services division.)

■ Lexington, KY—Granted F.B.C. Inc.'s application for extension of time to construct WLKT(FM), ch. 62, Lexington, as well as its application to modify station's facilities (By MO&O [DA 88-1122] adopted July 20 by chief, Ma

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■ Royston, GA—Designated for hearing, mutually exclusive applications of Oculus Broadcasting Corp. and Bennett's Broadcasting Co. for new FM station on channel 279A (103.7 mhz) at Royston. (MM Docket 88-348 by order [DA 88981] adopted June 24 by chief, audio services division, Mass Media Bureau.)

■ Silver City, NM—Designated for hearing mutually exclusive applications of Frank Werber and Avila Beach Ltd. for new FM station on channel 233A (94.5 mhz) at Silver City. (MM Docket 88-349 by order [DA 88-982] adopted June 24 by chief, audio services division.)

Review Board Actions

■ Review board reschedules oral argument in San Diego, FM broadcast proceeding (MM Docket 85-140).

■ Marco, FL—Dismissed as moot, joint request by all parties in this proceeding for certification and stay of hearing proceeding. (MM Docket 87-244 by order [FCC 88R-45] adopted July 20 by review board.)

■ Appomattox, VA—Approved settlement agreement, granted application of James A. Pounds for new FM station at Appomattox and dismissed applications of Elaine C. Eicher and Home Town Broadcasting Inc. (MM Docket 87-138 by order [FCC 88R-44] adopted July 12 by review board.)

ALJ Actions

■ Kirksville, MO—Resolved air hazard issue and granted North Missouri Christian Broadcasting Inc.'s application for new FM station on channel 300C1 (107.9 mhz) at Kirksville. (MM Docket 88-182 by summary decision [FCC 88D-21] issued July 21 by ALJ Joseph Chachkin.)

By ALJ Walter C. Miller on dates shown:

■ Fort Valley, GA (Valmedia Inc. et al.) FM proceeding—By separate orders, granted request by Bernard A. O'Neill and dismissed his application with prejudice; dismissed with prejudice application of Christian FM Application Partnership for failure to prosecute. (By order, June 28 and by MO&O, June 29, MM Docket 88-265.)

■ Webster, NY (Webster-Fuller Communications Associates et al.) FM proceeding—Enlarged issues against Peter A. Broikou to determine whether Broikou's amended application violates 47 USC 310, and, if so, whether Broikou is basically qualified to be commission licensee. (By MO&O, June 30, MM Docket 88-83.)

By ALJ Richard L. Sippel on date shown:

■ Visalia, CA (Visalia Broadcast Limited Partnership et al.) FM proceeding—Granted request for limited summary decision by Stillwell Broadcasting Limited and resolved financial certification issue in its favor. (By order, June 30, MM Docket 88-228.)

By ALJ Joseph Stimer on date shown:

■ Curwensville, PA (Robin B. Thomas et al.) FM proceeding—Approved settlement agreements and dismissed with prejudice applications of Robin B. Thomas; Joseph (Don) Powers, and Laurel Media Inc.; granted application of Raymark Broadcasting Co. Inc. for new FM station on channel 275A (102.9 mhz) at Curwensville; and terminated proceeding. (By MO&O, June 24, MM Docket 88-203.)

Allocations

■ Selma, AL—At request of Holder Communications Corp., proposed amending FM table by substituting channel 261C2 (100.1 mhz) for channel 261A at Selma and modifying license for WTUN(FM) to specify higher power channel. Comments are due Sept. 22, replies Oct. 7. (MM docket 88-367 by NPRM [DA 88-1135] adopted June 29 by deputy chief, policy and rules division, Mass Media Bureau.)

■ Idaho Falls, ID—At request of AJP Investment Co., proposed amending FM table by allotting channel 288C (105.5 mhz) to Idaho Falls as its fourth FM service. Comments are due Sept. 22, replies Oct. 7. (MM docket 88-370 by NPRM [DA 88-1095] adopted June 29 by deputy chief, policy and rules division.)

■ Mt. Morris and Savanna, IL—At request of Carroll County Communications Inc., proposed substituting channel 262B1 (100.3 mhz) for channel 261A (100.1 mhz) at Savanna and modifying license for WCCI(FM) to specify new channel; and substituting channel 239A (95.7 mhz) for

channel 263A (100.5 mhz) at Mt. Morris and ordered M&M Broadcasting, permittee on channel 263A at Mt. Morris, to show cause why its CP should not be modified to specify operation on channel 239A. Comments are due Sept. 22, replies Oct. 7. (MM docket 88-369 by NPRM [DA 88-1096] adopted June 29 by deputy chief, policy and rules division.)

■ Burnside, KY—At request of Lenn R. Pruitt, proposed substituting channel 230C2 (93.9 mhz) for channel 230A at Burnside and modifying license for WJDJ(FM) to specify class C2 channel. Comments are due Sept. 22, replies Oct. 7. (MM docket 88-368 by NPRM [DA 88-1097] adopted June 29 by deputy chief, policy and rules division.)

■ Brewer, ME—Denied Passamaquoddy Broadcasting Inc. reconsideration of action substituting channel 262B (100.3 mhz) for channel 265A (100.9 mhz) at Brewer and modifying license for WKIT-FM to specify new channel. (MM docket 86-314 by MO&O [DA 88-929] adopted May 4 by deputy chief, policy and rules division.)

■ Indian Springs, NV—At request of Claire B. Benezra, proposed allotting channel 257A (99.3 mhz) to Indian Springs as its first local FM service. Comments are due Sept. 22, replies Oct. 7. (MM docket 88-355 by NPRM [DA 88-1102] adopted June 30 by deputy chief, policy and rules division.)

■ Stamford, TX—Dismissed Jon Bruce Thoen's petition requesting substitution of channel 246C2 (97.1 mhz) for channel 221A (92.1 mhz) at Stamford. (MM docket 87-442 by R&O [DA 88-1134] adopted June 30 by deputy chief, policy and rules division.)

■ Ellensburg, WA—Effective Sept. 14, amended FM table by substituting channel 276C2 (103.1 mhz) for channel 276A at Ellensburg and modifying license for KQBE(FM) to specify new channel. (MM docket 87-452 by R&O [DA 88-1100] adopted June 30 by deputy chief, policy and rules division.)

■ Lake Lorraine, FL—Dismissed Michael J. Pollack's petition to allot channel 227A (93.3 mhz) to Lake Lorraine. (MM docket 86-470 by second R&O [DA 88-1094] adopted June 29 by deputy chief, policy and rules division, Mass Media Bureau.)

■ Port Charlotte, FL—Effective Sept. 12, amended FM table by substituting channel 261C1 (100.1 mhz) for channel 261A at Port Charlotte and modifying license for WEEJ(FM) to specify class C1 channel. (MM docket 87-456 by R&O [DA 88-1091] adopted June 29 by deputy chief, policy and rules division.)

■ Titusville, FL—Effective Sept. 12, substituted channel 251C2 (98.1 mhz) for channel 252A (98.3 mhz) at Titusville and modified license for WSCF(FM) to specify new channel. (MM docket 87-554 by R&O [DA 88-1098] adopted June 23 by deputy chief, policy and rules division.)

■ Mountain Home, ID—Effective Sept. 12, substituted channel 256C1 (99.1 mhz) for channel 257A (99.3 mhz) at Mountain Home and modified license for KJCY(FM) to specify new channel. (MM docket 87-507 by R&O [DA 88-1093] adopted June 29 by deputy chief, policy and rules division.)

■ Rexburg, ID—Effective Sept. 12, substituted channel 251C2 (98.1 mhz) for channel 252A at Rexburg and modified license for KKQT(FM) to specify new channel. (MM docket 87-606 by R&O [DA 88-1092] adopted June 29 by deputy chief, policy and rules division.)

■ Lima, OH—Effective Sept. 12, amended TV table by substituting ch. 61 for ch. 17 at Muncie, IN; reallocating ch. 17 to Lima, and modifying license for WTVO Rockford, IL, and WXMI Grand Rapids, MI, to specify operation on ch. 17+ in lieu of ch. 17-, respectively. (MM docket 87-417 by R&O [DA 88-1106] adopted June 29 by deputy chief, policy and rules division.)

■ Jennings, Erath, and Mamou, LA, and Groves, TX—Effective Sept. 12, amended FM table by allotting channel 299A (107.7 mhz) to Erath, LA; substituting channel 225C2 (92.9 mhz) for channel 224A (92.7 mhz) at Jennings and modifying license to KJEF-FM to specify operation on C2 channel; allotting channel 266A to Mamou, LA, and substituting channel 224A for channel 223C2 (92.5 mhz) at Groves, TX, and modifying license of KTFA(FM) to specify operation on C2 channel. (MM docket 87-104 by R&O [DA 88-1132] adopted July 13 by deputy chief, policy and rules division.)

■ Hartford, VT—Effective Sept. 13, amended FM table by allotting channel 282A (104.3 mhz) to Hartford as its first local FM service. Filing window opens Sept. 13, closes Oct. 13. (MM docket 87-482 by R&O [DA 88-1104] adopted June 29 by deputy chief, policy and rules division.)

■ Hot Springs, VA—Effective Sept. 12, amended FM table

by allotting channel 296A (107.1 mhz) to Hot Springs as first local FM service. Filing window opens Sept. 13, closes Oct. 13. (MM docket 87-384 by R&O [DA 88-110] adopted June 29 by deputy chief, policy and rules division.)

Call Letters

Applications

Call Sought by

New FM's

WAFY Barbara D. Marmet, Middletown, MD
WLJK South Carolina Educational TV Commission, Aiken, SC

New TV

KKAK Arthur C. Kralowec, Porterville, CA

Existing AM

WCLU WKAY Royse Radio Inc., Glasgow, MD (AM)

Existing FM

WSKT-FM WLSO RCR Communications Inc., Spencer, IN

Existing TV

KUVN KIAB-TV Univision Station Group Inc, Garland, TX

Actions

Call Sought by

New FM's

WMMC Illini Broadcasting Inc., Marshall, IL
KLUH Christian Educational Advancement Inc., Poplar Bluff, MO
KXPZ The Stronghold Foundation Inc., Lytle, TX
WAVI St. Croix Wireless Co., Christainsted, WI

Existing AM's

KCAF KTIM Marin Bcg Corp., San Rafael, CA
WFRK WWLW Starett Media Corp., Columbia, FL
WCOO WIKX-FM Naples Radio Inc., Immokalee, FL
WXGL WCOU Airborne Bcg Co. Inc., Lewiston, ME
WOLY WCLS Frink Inc., Battle Creek, MI
KLTQ KJLR James L. Gardner, Sparta, MD
KFNC KSDW Murray County Broadcasting Inc., Sulphur, OK

WNEZ WAKN CSRA Broadcasters Inc., Aiker, SC
WXGM WDDY WDDY Inc., Gloucester, VA
WMXB WEZS Ragan Henry National Radio, L.P., Richmond, VA
KBMS KAAR Christopher H. Bennett Broadcasting Co. of Wash Inc., Vancouver, WA

Existing FM's

KKLU KWBF Mark P. Guidotti, Colusa, CA
WXGL-FM WAYU Airborne Broadcasting Co. Inc, Lewiston, ME
WBOQ WVCA-FM Douglas H. Tanger, Gloucester, MA
WDFX WDTX WDTX Inc., Detroit, MI
WOFX WLLT WLLT Inc., Fairfield, OH
WKXC-FM WNEZ CSRA Broadcasters Inc, Aiker, SC

Existing TV

WMTT WSJA Dove Broadcasting Inc., Crossville, TN

Classified Advertising

See page 57 of Classified Section for rates closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

General manager sought for West Coast AM/FM in top 25 market by major public broadcast company. Must have strong sales background, ability control expenses, strong budgeting skills, and stable employment history. Submit letter with career and salary history, along with current references to: Box K-66

Sales manager. Exceptional opportunity for experienced professional. Established regional AM/FM power base looking for aggressive, organized person to take charge of sales management. Please send resume, earnings history and references to Box K-81.

General manager for small Midwest AM operation. Strong sales experience. Desk jockeys need not apply. You'll work an aggressive growing company with lots of opportunity. No hype or blue sky. Send resume: Box K-2

Team leaders: Tremendous opportunities for enthusiastic and motivated managers. We are looking for team leaders to operate FM station in Southeast. Seeking dynamic top managers with self-motivation assets. Prior leadership experience in broadcasting necessary. Currently seeking general manager, general sales manager, program director and business manager. We are an equal opportunity employer. Box L-16.

General manager: Southeast, medium-market class A. Sales-oriented leader to build station. Solid cash flow but under performing. Community involvement. References confidential. Box L-12.

General sales manager: Dominant combo in 5-station market. Central Texas. Salary plus commission/override, eat community, university, and resort area. Resume to: Assistant, P.O. Box 100, Brownwood, TX 76804. 915-646-35.

General manager for WFEL 1570AM with inspirational talent in Towson/Baltimore, Maryland. Successful sales background a must. Send resumes to Mark McNeil, American Sunrise Communications, 16742 Gothard Street, Suite #1, Huntington Beach, CA 92647.

General manager for KKIM 1000AM with inspirational talent in Albuquerque, New Mexico. Successful sales background a must. Send resumes to Mark McNeil, American Sunrise Communications, 16742 Gothard Street, Suite #1, Huntington Beach, CA 92647.

Station manager - KPBS Radio. KPBS-FM seeks an aggressive, highly qualified station manager for San Diego's public radio station with information and classical music format. KPBS-FM is also engaged in operating an A Radio Reading Service for the visually impaired, serving the Spanish speaking community, and producing performance and information programming for national distribution. The station manager is responsible for programming, promotion and production and works with staff and senior management in establishing short and long range plans. Qualifications: Applicants should have extensive, demonstrated experience in, and knowledge of, public radio, and be able to participate effectively in team management of PBS-TV/FM joint licensee. Must be a creative self-starter who possesses good business management skills. Must have the ability to forge common goals with a professional staff of approximately 25 employees and with a large and active volunteer corps. Strong programming experience with record as a team player. Must have strong personal skills effectively represent the station in the community. Salary competitive and commensurate with experience. Excellent fringe benefits. Apply: Submit resume and salary requirements, along with a request for employment application, directly to: San Diego State University Employment Office, 3rd Floor-Administration Building, San Diego, CA 92182. Submit completed applications to the above address no later than August 31, 1988. EEO/AA/Title IX Employer.

Sales manager: Exceptional opportunity for experienced sales professional. 100,000 Watt easy listening station in a Southeast Metro 500,000 plus. Experienced in local direct sales management required. Must be promotion oriented. Base salary plus commission. Company offers profit sharing and pension plan. Send resume outlining accomplishments, salary history and availability to: Box L-1.

General sales manager - Immediate opening for experienced and aggressive sales manager or experienced person to move up in one of Midwest's fastest growing markets. Please send resume to: Porter County Broadcasting, 2755 Sager Road, Valparaiso, IN 46383 - ATT: Hugh Ellis

Public radio program director. KFWG radio seeks creative individual who knows audience research, latest public radio programming practices, a variety of musics, and can lead a staff of veterans and novices. Teaches one class per semester. Requires MA degree in broadcasting or related field: 5-7 years of full time experience or part time with academic training in increasingly responsible positions in radio-public radio preferred. Knowledge of radio operations; equipment; regulations; many musical styles; audience research; news, public affairs, entertainment standards. Skills in translating knowledge into good programming, supervising staff. Salary: \$21,757 minimum. Starting date: September 15, 1988. Send cover letter, resume, 3 references, 5 minute audition tape including presentations of classical, jazz and folk or new age, plus public service interview to: General Manager, KFWG Radio, P.O. Box 3000, Las Cruces, NM 88003-3000. Deadline: 8/26/88 postmark. KFWG Radio/New Mexico State University is EOE. Women and minorities encouraged to apply.

Sales manager for top rated Colorado FM. Experienced professional with ideas and willingness to work plus the ability to train, motivate, and sell. Attractive package for right individual. Send resume to Ron Barnhart, KUAD-FM, 600 Main Street, Windsor, CO 80550.

HELP WANTED SALES

Immediate opening for experienced and aggressive AE. AM/FM combo on beautiful east coast of south Florida. Excellent earnings potential. EOE M/F. Box K-39.

Account executive needed to handle existing list selling to both local and agency accounts. Experience and creativity a must. CRM/C preferred. If you're looking for a fine current list and growth too, send your resume to: GSM, WCHV Radio, 1140 Rose Hill Drive, Charlottesville, VA 22901-3826. EOE, M/F.

Attention sales executives. New and aggressive radio chain is now accepting applications for sales people who want to grow Major N.E. market. Send resume and commission history to: W.C.R.N. Inc., Box 142, Lincoln, MA 01773. An EOE.

Pennsylvania Growing group of eight stations seeks several experienced account executives. Unlimited growth and earning potential. Send resume to Rick Musselman, HGF Media Group, 15th and Hamilton Sts., Allentown, PA 18102.

Looking to move up - Immediate opening for experienced and aggressive account executive. One of Midwest's fastest growing markets. Please send resume to: Porter County Broadcasting, 2755 Sager Road, Valparaiso, IN 46383 - ATT: Leigh Ellis.

Sell in sunny California: 10,000 watts 660 AM stereo. Dominant facility in market. Expanding group owner company with many opportunities for advancement. Radio sales experience required. Send resume, sales results and salary history to KGDP, 3070 Skyway Drive, #501, Santa Maria, CA 93455.

Gainesville, Florida FM is seeking greedy, ambitious, experienced account executive to work best account list. Commission negotiable, benefits. Ruth 904-964-5001.

Entry level sales. WVVE, 102.3 FM is searching for another hard working, self starter to join our team. It's the perfect place to begin a career in broadcast sales. AC format. Growing company. Terrific shoreline market. Send letter and resume to Karen Quinn, GSM, P.O. Box 97, Mystic, CT 06355. EOE.

Sales manager: KOMA/KRXO, Oklahoma City. Seeking the right person with exceptional leadership and motivational skills to manage solid local staff of seven people and report directly to General Manager. Must have senior radio sales experience at both retail and agency levels. Management experience preferred. Diamond Broadcasting, Inc., Chicago will be taking over the properties on or about September 1, 1988. Send resumes and relevant information in confidence to: Seth Mason, Diamond Broadcasting, Inc., c/o WXRT-FM, 4949 W. Belmont Avenue, Chicago, IL 60641.

Account executive. Sales background. Strong writing abilities. NAB application for employment necessary before interview. Radio WOOF AM/FM, Box 1427, Dolhan, AL 36302. EOE

Account executives... Stopped learning? Looking for continual self improvement in a challenging, supportive environment? Small market New England radio station wants you!! Excellent opportunity for professional growth. Salary plus commission. Send resume to Phillip A. Maghione, General Manager, WMRC, 11 Congress Street, Milford, MA 01757. EOE

If you are good enough to work on straight commission then contact the TRN Radio Network at 606-781-8255.

HELP WANTED ANNOUNCERS

Pennsylvania. Growing group of eight stations, country, CHR, AC, looking for professionals. Small, medium, and large market openings. Send tape and resume to Rick Musselman, HGF Media Group, 15th and Hamilton Sts., Allentown, PA 18102.

Florida group has opening for personalities who communicate. P.D. job possible. If you can entertain, and are dedicated to radio, call Ron Kight 904-785-9549 EOE/MF

Our national talk network is looking for host in the following categories: sports, business advice, personal advice, car repair, general talk. More information call 606-781-8255

HELP WANTED TECHNICAL

Assistant chief engineer: WWKB/WKSE has an immediate opening for an assistant chief engineer. At least two years experience in broadcast studio maintenance and RF required. F.C.C. general preferred. Send resume to: Chief Engineer, WWKB-AM/WKSE-FM, 695 Delaware Avenue, Buffalo, NY 14209. No phone calls please. We are an equal opportunity employer.

Chief engineer wanted yesterday at group-owned AM/FM combo. Good pay, benefits and sunshine for experienced person. Rush resume. Operations Manager, WSPB/WSRZ, 1751 City Island Road, Sarasota, FL 34236 EOE. No calls please

Chief engineer for major NYC-market FM station. Applicants should have in-depth experience with competitive audio processing systems, plant design and installation, and RF systems with digital experience very helpful. The successful candidate will possess a driving desire to succeed in the marketplace and be able to interface well with like-minded professionals. This is a hands-on position. Competitive salary with excellent fringe benefits. General Class License or SBE Certification required. Send resume to General Manager, P.O. Box 7100, New York, NY 10150. EOE/MF.

Radio broadcast engineer. Responsible for AM/FM combo in Hawaii. Familiarity with Continental Transmitters helpful. 2-thousand dollars/month. Send resume to P.O. Box 747, Hilo, HI 96720. Attention Engineering

HELP WANTED NEWS

Top ten market all newer needs well seasoned pros for reporter/anchor positions currently available. Only the best need apply. Resume and letter detailing qualifications to Box L-15.

News director for Virginia AM/FM. Great place to live and work. T & R to WLCC/WRAA, P.O. Box 387, Luray, VA 22835. Phone calls accepted. EOE

Barnstable Broadcasting seeks news director for flagship WHLI/WKJY, 11th market Long Island, NY. First news opening in 3 years. Qualifications: 5 years minimum experience. Local news orientation. Ability to maintain award winning news and public affairs department. Tape/resume to: Dean Anthony, Operations Director, WHLI/WKJY, Long Island, NY 11550. M/F - EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Operations supervisor/announcer. KANU-FM, a Peabody Award-winning public radio station at the University of Kansas, seeks an operations supervisor/classical music announcer. Duties include supervising the traffic flow of all on-air programming, preparing daily program logs and announcing daily classical music programming. Required: Bachelor's degree, or equivalent combination experience/education; one year previous experience announcing classical music; facility with languages, demonstrated ability to work effectively under daily deadlines, typing ability. Preferred: Previous experience as traffic/operations supervisor, knowledge of jazz, New Age and/or folk musics; word processing ability; radio production skills. Salary \$15,000 - \$17,000, with excellent benefits. Send resume, references and aircheck to Darrell Brogdon, Program Director, KANU Radio, Broadcasting Hall, The University of Kansas, Lawrence, KS 66045 AA/EO.

SITUATIONS WANTED MANAGEMENT

Selling my station. GM/GSM with 18 years experience seeks new challenge. 817-751-0749

Hire a part-time sales manager with full time experience. Help for the small to medium absentee or owner operator. Let's talk! East Coast. Al Wunder 201-538-1250.

High performing general manager, 19 years managing all markets. Expertise includes building sales & profits, heavy promotions, programming. No-nonsense hands on professional that leads by example. Want a quality leader, write: Box L-14.

Employed broadcast married couple (both currently employed), management, sales and promotion, looking for opportunity to work together. Let us manage and promote your station to its highest profitability. Bottom line oriented. All markets considered. Box L-5.

Owner's dream - bottom line G.M., Manages, programs, trains, motivates, sells. Makes money. Box L-25.

Major market pro, solid sales/sales management experience, seeks medium/metro GM slot with stable organization. 12588A North Kendall Drive, #521, Miami, FL 33186.

Last five years my stations have been number one. Sales-/programming/promotion oriented. General manager available immediately. Multiple formats. I'll make you a winner! Bill James 804-794-7777 - days. 804-674-5379 - nights.

A top biller in top 10 radio market seeking 1st sales management opportunity. Minority. 12 yrs experience. A leader. Very strong background. Major or medium market preferred. Box L-29.

SITUATIONS WANTED SALES

Experienced salesman/announcer! Community-minded professional seeks small market opportunity. List plus air shift! Box L-2.

SITUATIONS WANTED ANNOUNCERS

Christian now in secular radio seeks move to Christian broadcasting. 16 years experience in radio and television. Award winning news director. Telephone talk experience. Would like to relocate to Northeast. Call Carl 805-836-1323.

Be a morning drive winner! Since morning drive schticks are either "shock or shlock", most markets are prime for a change. I have a concept for an upbeat morning show that will put the "Zoos and Sterns" out of their misery. Writing, production and on-air. I can do it all. Interested? Call this current national TV host (who desperately misses radio) at 609-784-1678. Make me a part of your team and let's succeed together!

Team oriented announcer who can help you cover the bases. Experienced, Bill, 308-534-1211.

Former D.J. seeks return with rock oldies format. Previous part-time experience. Not rusty! No automation. Ohio, nearby. Doug Hendricks. 21692 TR 175, Mount Blanchard, OH 45867.

Experienced N.Y.C. broadcaster seeks talk opportunity. Radio's hip Larry King. Will travel. 213-656-5883.

"Indian giver employers" unwanted! 2 yrs, PT progressive. AOR. country. automation experience. 6 yrs. research, copywriting, telemarketing experience. Degreed. initiative. versatility. 3rd phone. prefer Southeast. surrounding states Janet Lynch 502-895-5888. 509 Highwood, Louisville, KY 40206.

Experienced sales/air personality - play by play - and production available immediately - MOR - C&W - All talk/news. Prefer Midwest or Southeast, all locations considered. 1-803-223-1334.

Talk show host worked with the best. Controversial, humorous, well versed, excellent interviewer. Seeking East Coast slot with station needing ratings...Box L-31

Seeking entry level DJ position. Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Contact Charles Urnie, P.O. Box 3055, Waterbury, CT 06705.

SITUATIONS WANTED NEWS

Award winning sportscaster seeks college PBP. 16 year pro can also do news. 303-241-6452.

High-energy ND ready for the majors. Big sound, crisp writing, and positive attitude Box K-63.

Sportscaster: Hockey PBP, three years major college experience, plus all sports expertise. Electrifying style - never miss a beat. Call now. Rob 312-348-4386.

Sportscasting pro: Exciting P-B-P. Experienced, energetic team player. Will relocate anywhere. Call Mike 803-576-8190.

Former US-99 Chicago anchor/sidekick Al Sellers has an aircheck ready to send you! Available September 1st. 5535 Hamstead Crossing, Raleigh, NC 27612. 919-781-1294.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Quality producer. Hard working perfectionist with solid production, PR and writing skills. Blade master. Strong music, news, sports and entertainment judgement. Supportive critiqueing capability. Currently director of Midwest news service. Seeking post with network, syndicator or station in major market. Box L-19.

CONSULTANTS

Exciting new format! Confidentially contact: Consulting. Box 2741, Laurel, MD 20708 -- Where the numbers live!

Sales and programing. Available Midwest. Any size market. For quick results call or write Dick Perry at Perry Media, Inc., 2418 E. Grand River, Howell, MI 48843. 517-548-1040.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager. Strong independent in Ft. Myers, Florida, seeks aggressive, experienced leader to motivate and direct local staff. Must be strong on people skills with ability to train and motivate. Knowledge of ratings a must. Resume to Rod Hall, GSM, P.O. Box 150036, Cape Coral, FL 33991. No phone calls. EOE.

Program director. Looking for an aggressive, creative leader to manage programing dept. Good people skills with ability to motivate and get results essential. Experienced only need apply. Send resume to: Lee Brantley, VP/GM, WAFF-TV, P.O. Box 2116, Huntsville, AL 35804 WAFF is owned by the American Family Broadcast Group. EOE.

New Mexico's number one independent station, KGSW-TV, is seeking a national sales manager. Aggressive, self-starter, with a minimum of 2 years rep or national sales experience. Independent sales background very helpful. Join a growing station, work with the country's best rep and live in one of America's most desirable locations. Send resume to Jason Gould, General Sales Manager, KGSW-TV, P.O. Box 25200, Albuquerque, NM 87125.

News director: CBS affiliate in top 50 Southeast market seeks energetic, knowledgeable news director to take 1 1/2 year old newscast to next plateau. UHF versus two V's creates interesting challenge for right person. Resume and salary history to: Hoyle Broome, WBMG-TV, 2075 Golden Crest Dr., Birmingham, AL 35209.

Operations manager. Operations manager for national special effects division of major teleproduction company. Exciting, energetic environment. Knowledge of video production helpful. Call Bill Casari at 1-800-341-7878 in Massachusetts call 617-267-6400, ext 168.

Anchor/news director: Here's a great opportunity for a high energy news professional with a will to win. Our small market affiliate intends to be number one: we're looking for an outstanding person to anchor and direct our news department...in short, a creative dynamo who can motivate, manage, and lead our news team. Salary \$30,000 in a mountain area community with great recreation and family living. EOE. Box L-33.

HELP WANTED SALES

Growth company seeks highly motivated, experienced TV sales representative to sell proven marketing systems to TV stations in Northeast. Draw against commission. Earning potential 60K+. Resumes to: Tim Brown, Broadcast Resource Group, 210 25th Ave. N., Suite 818, Nashville, TN 37203.

Group-owned, ABC affiliate needs general sales manager experienced in national, regional, and local sales. Excellent compensation package. EOE. Send resume immediately to Bill Acker, KODE-TV, P.O. Box 46, Joplin MO 64802.

Top 50 market VHF independent seeks experienced, hard working, self-motivated account executive to replace station's top biller. Join Act III, the fastest growing television group in America. EOE, M/F. Contact: Steve Rabb, GSM, 11 Broadcast Plaza, Charleston, WV 25526. 304-757-8823.

HELP WANTED TECHNICAL

Television studio maintenance supervisor. Responsibilities include maintenance of network on-air and studio, audio, and video equipment. Position requires knowledge of Ampex 1", Sony 3/4", computer/timecode editing systems, RCA TK-47 cameras, Grass Valley switching systems, digital video systems, video and audio quality control techniques, excellent supervisor skills, four years experience in commercial or educational television maintenance/installation and appropriate FCC license. Send resume to Coy Simmons, Director of Engineering, Louisiana Public Broadcasting, 7860 Anselmo Ln., Baton Rouge, LA 70810. Please respond by August 19, 1988. The Louisiana Educational Television Authority is an EEO/AAEP employer.

Mtce, engr. Only those experienced in state-of-the-art equipment and technology need apply. Need video, aud digital, RF experience, cmml. license or SBE certifica Contact J.D. Weigand, KFMB AM-FM-TV, P.O. Box 858E SD, CA 92138. EOE.

Successful independent TV needs tape ops and switcher. Send resumes to: Bob Hardie, P.O. Box 3322 Tulsa, OK 74153. No phone calls, please. EOE.

Maintenance engineer: UHF independent seeks pers. experienced in operation and repair of broadcast facility. Must be able to work flexible hours. Must have valid FC general class license. Send resume to WDCATV, Engineering Department, 5202 River Rd., Bethesda, MD 20816. No calls, please.

Television maintenance engineer. Lifetime Cable seeks an experienced maintenance engineer for its n. broadcast facility in Astoria, Queens, NY. Knowledge: Sony 1", 3/4", Beta SP and Betacart desired. Familiarity w GVG switchers, editors and FX a plus. Position will invol custom construction and routine maintenance. Available work evenings. Salary commensurate with experience. F benefits, 401K savings, discounts. Send resume with salary history to: Lifetime Cabletelevision, Attn: Personnel Department, 1211 Avenue of the Americas, New York, NY 10036. Telephone inquiries accepted by contacting Director of Engineering at 1-718-706-3509.

Director of Engineering: Full service teleproduction house in Philadelphia has immediate opening for a hanc on director of engineering. Successful candidate will ha had 5 to 10 years prior experience installing and maintaing state-of-the-art broadcast equipment, as well as above average ability to manage, train, and motivate staff members. Impressive salary and benefits. Call 215-564134.

Master control operator for CBS affiliated UHF Operate master control switcher, keep program operating log, operate transmitter and keep log, operate video tape machines other duties as assigned. Resume and salary requirements to Roger Topping, WIFR-TV, Box 123, Rockford IL 61105. EOE.

If you're looking for a challenge, a growing station, growing market (ranked 34) and a great opportunity, the #1 independent station in the Carolinas could be the place for you. Due to an expansion of our engineering department, we are seeking an experienced PM, oriented broadcast maintenance engineer. First class license or equivalent required; must be experienced in both digital and analog of electronics. If a position with a progressive station in a dynamic market interests you, send resume Stephen C. Crook, Chief Engineer, WHNS-TV/21, 21 Interstate Ct., Greenville, SC 29615 EOE. M/F/H.

TV maintenance engineer: Minimum two years experience with installation, operation, and repair of all types broadcast equipment used in modern TV studio facility. Ability to function independently, perform component-level repairs on broadcast equipment, and work well with students. Desire individual with FCC General Radiotelephone Operator license. Good benefits available. EEO employ. Send resume to Chief Engineer, George Washington University TV, 801 22nd St., NW, T-306, Washington, DC 2005

Assistant chief engineer: Associate degree in electronic engineering or equivalent technical training. Must be able to take charge of supervision and maintenance of a major television station studio facilities. Send resume to Ed Edens, CE, WCYB-TV5, P.O. Box 2069, Bristol, VA 24201.

Maintenance engineer for television mobile unit based Texas and Florida. Send resume and salary requirement Tel-Fax Texas, 3305 Pleasant Valley Ln., Arlington, TX 76015.

Manager of television engineering operations. Reporting to chief engineer. Must have associates degree in electronics or equivalent, and 5 years experience in television operations and maintenance. Supervisory experience preferred. Please send resume and salary requirements Personnel Department, WDTN-TV2, P.O. Box 741, Dayton OH 45401. EOE.

KOKH, A Busse Broadcasting station, is seeking experienced UHF transmitter maintenance engineer. Station offers an excellent benefit package and pleasant surroundings. Please contact Spec Hart to: KOKH, P.O. Box 14925, Oklahoma City, OK 73113. 405-843-25. EOE.

Townsend Broadcast Systems is looking for a field engineer with UHF and VHF transmitter experience. Applicant should have a current general class license, and be willing to re-locate to the New England area. This is a prime opportunity for an individual who enjoys travel. Salary commensurate with qualifications. Send resume to: Kenneth Barker, Townsend Broadcast Systems, Inc., 79 Main St., Westfield, MA 01085.

HELP WANTED NEWS

itors and writers: Headline News is looking for intelligent, creative people with good writing and copyediting skills and a strong knowledge of current events. Able to pay close attention to detail and transform sometimes thin copy into sparkling copy under extreme deadline pressure. Send resume and five re-writes of recent national or international stories from newspaper to Headline News, One CNN Center, P.O. Box 105366, Atlanta, GA 30308-3666. Attn: Editors. Include originals. No possibility of on-air work. Do not send tapes. Do not call.

porter-producer-anchor. Major station in Hong Kong seeks news-oriented professionals with degree, three or more years of reporting, producing and anchor experience. Resumes, salary expected, references and return envelopes should reach Raymond R. Wong, TVB ws, 77 Broadcast Dr., Kowloon, Hong Kong, no later than September 5. Short-listed candidates will be interviewed in late November in LA, SF, Vegas, Harrisburg, Ontario and Honolulu.

adding Midwest news station, 60's market, seeking experienced anchorperson to complement our male anchor at 10PM. Must be strong journalist with reporting and on-air experience. Send resume and salary requirements to Mary King, Box 10305, Des Moines, IA 50306, EOE.

ws co-anchor person to co-anchor evening newscast. Do some general assignment reporting. Send tapes of resumes to Ms. Arles Hendershott, P.O. Box 123, Skidmore, IL 61105 EOE.

porter with energy, imagination, sound writing skills, persuasive on-air ability. Gulf Coast VHF. EOE. Box L-8.

radio news reporter: Western Alaska PBS station seeks professional reporter-anchor. Experience preferred in editing and shooting. Good on-air radio-TV delivery, driving requirement. Salary \$23,000-25,000. Deadline: AP. Send resume, application letter, references and audition tape to: News Director, KYUK-AM-TV, Pouch 468, Bethel, AK 99559. KYUK is an AA/EOE.

porter/Modesto bureau: Seek qualified person to fill reporter vacancy in our Modesto bureau. Applicants must have at least three years experience in broadcast or related field, good writing skills, strong on-air ability necessary. Send resume, salary requirement, and non-returnable tape to: Bob Jordan, News Director, KCRA-TV, 3000 Circle, Sacramento, CA 95814-0794. No calls, please. EOE. M/F.

executive producer - looking for the person with strong realistic judgement, outstanding people skills, 2-4 years reporting, full-time experience in news production, reporting, live and satellite coordination. Will be responsible for overall quality and content of all news department programs and serve as line producer for early evening newscasts. Salary negotiable. \$442 per week minimum and current, complete resume to Box L-24 by August 19, 1988. EOE/AAE.

newscast producer. KMSP-TV, one of nation's top industries, seeking talented producer for hour-long prime time news. Need innovative person, who can combine the best writing skills with video effects. Need DVE experience, 2 previous years producing required. No beginners. Send resume, resume and salary requirements (a must) to Penny Hirsch, News Director, KMSP-TV, 6975 York Ave. S., Minneapolis, MN 55435. EOE. No phone calls.

weekend anchor reporter: Dominant #1, news commitment station seeks quality journalist. Minimum one year experience. Good salary, lifestyle. Tape/resume to Michael Onley, KSBW, Box 81651, Salinas, CA 93912 EOE.

sports reporter - Wanted. Team player for two-person sports department. Looking for good writer who enjoys working more with sports than reading ball scores. May also be required to shoot and edit occasionally. Send non-returnable tapes to Kirk Frosdick, News Director, KOLO-TV, P.O. Box 10,000, Reno, NV 89510. No phone calls, please. KOLO-TV is an equal opportunity employer.

photo journalist/producer. Creativity a must. Live experience helpful. One year minimum experience. Resumes and non-returnable tapes to Larry Blitstein, Chief Photographer, KOLO-TV, P.O. Box 10,000, Reno, NV 89510. No phone calls, please.

porter (Junior) (E-3). Basic job functions include the ability to research, write, produce and report video news stories for weekly news analysis program. Originate story ideas, supervise field crews and story post production. Must have experience as news reporter or field producer. Must include basic field production, writing, research and presentation skills. BA degree or significant experience in broadcast journalism. No phone calls. Send resume to James Horn, KERA-Ch 13, 3000 Harry Hines Blvd., Dallas, TX 75201. EOE.

Newscast producer: Two years professional experience preferred. Creative writer with sound news judgement and imaginative production skills. Resume, references, news philosophy statement, writing samples, recent newscast tape to Robert Hite, WJAC-TV, 1949 Hickory Ln., Johns-town, PA 15905. EOE.

News reporter: Number one NBC affiliate television station has an opening for a reporter with strong writing skills. Some anchor experience preferred. Send resume and tape to: Randy Upton, News Director, KTUU-TV 630 West 4th Ave., Anchorage, AK 99501. Salary DOE. KTUU is an equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Director for news in top 20 market network affiliate. Fast paced creative newscasts require experienced director with hands-on switching ability to work in state-of-the-art production facility. Great people in this Sunbelt station which must temporarily remain anonymous. You are not applying for your current job. All inquiries will be handled discreetly. If you are seeking a challenge, send your resume to Box L-17.

Studio operations supervisor for PBS station in Southwest. Requires master's degree in TV or related field plus three years professional experience in TV production. Must know production/editing techniques, lighting, set construction, production equipment operation. Will train and supervise student crews, supervise studio set-up, lighting, build sets, teach production class. \$19,960 minimum plus benefits. Send resume and names of three professional references to Jim Ficklin, KRWG-TV, Dept. 3TV22, Box 30001, Las Cruces, NM 88003. Deadline August 19, 1988. Offer of employment contingent upon verification of individual's eligibility for employment in United States. New Mexico State University is an EO/AA employer.

Promotion producer: If you're tired of producing the same old news promos with no budget, if you want creative freedom, and like to shoot film, this is the job for you. Affiliate in southwestern top twenty market. If you have strong writing and production skills and would like to be involved with a creative and innovative promotion department, send demo reel and resume to Creative Services Manager, KTVK, 3435 N. 16th St., Phoenix, AZ 85016 EOE.

Director. Fox Television, KRIV in Houston is seeking a qualified television broadcast director. The individual will be required to direct and technical direct assigned programs, spot announcements and remotes. 2 years experience directing television broadcast productions, college degree in communications or related field required. Hands-on experience in the operation of Grass Valley 300 switcher, DVE's, editing 1", 3/4" Beta formats. Please send resume and demo tape of directed projects to KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: Production Manager.

Assoc./assist. producer needed - immediate opening, very busy in-house production dept. needs energetic self-starter to help build direct response TV commercials. A chance to see your work on national television! Previous video experience and education necessary. Salary to \$25,000 based on exp. + benefits. Wimps need not apply. Send resume to JWPL, P.O. Box 7012, FDR Station, New York, NY 10022.

WOSU-TV of The Ohio State University is accepting applications for the following positions: TV PRODUCER/DIRECTOR to produce and direct promotional announcements for use on WOSU-TV. This individual writes, announces and records daily continuity materials, plans and schedules promotional announcements, and assists in producing and directing on-air fund-raising events. Candidates must have a bachelor's degree in communications or related field or an equivalent combination of education and experience. TV studio production experience required. Professional announcing experience desired. TV PROGRAM COORDINATOR to supervise preparation of TV program logs. This individual prepares TV listings, secures TV programs and promotion materials from suppliers, resolves shipping, receiving and operational problems, schedules recording, dubbing and playback activities for TV programming, manages videotape library, maintains records and implements and maintains computer system. Candidates must have a bachelor's degree in communications or related field or an equivalent combination of education and experience. Considerable experience in TV programming or operations, preferably at a PBS TV station is required. Supervisory experience desired. Starting salary for each position: \$19,320-21,840. To assure consideration materials must be received by August 17, 1988. Send resume and a letter indicating position of interest to Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Ave., Columbus, OH 43210. An equal opportunity, affirmative action employer.

Operations/program director. Southeast group-owned affiliate looking for creative professional versed in production and programming with management experience. Aggressive self-starter to fill new position. Send resume to Personnel Department, WSET, Inc., P.O. Box 11588, Lynchburg, VA 24506-1588. EOE.

Promotion producer/assistant. 1 yr experience in producing on-air promotion. Exp. in copy, editing 3/4 & 1 inch time code. Must be organized. Send only resume first letter with salary requirement to Promotion Manager, WHTM-TV, P.O. Box 5860, Harrisburg, PA 17110.

Production director: Live morning show - commercial production and noon news. 2 years experience necessary. Send resume to Production Manager, P.O. Box 4029, Wilmington, NC 28406.

Program director. 3-5 years background in television programming management. Prefer some broadcast financial and production experience. Scheduling of ratings effective and cost efficient programs. Computer literate especially Lotus 1-2-3. Heavy interaction with finance and sales departments. Send resume only to Gayle Brammer, VP/General Manager, KDFA-TV, Fox Television Stations, Inc., 8001 Carpenter Freeway, Dallas, TX 75247. No telephone inquiries will be accepted.

SITUATIONS WANTED MANAGEMENT

Attention bankers. Former TV network executive and investment banking/lending/brokering. Excellent references and track record. Self starter with great ideas. Will consider all competitive inquiries. 212-486-2520.

SITUATIONS WANTED TECHNICAL

Director of engineering/chief engineer. Excellent credentials and references. Please call Dennis Maddox 716-488-5700.

Chief engineer: All phases of television engineering, camera to antenna. Over thirty years experience. Call 601-366-7526.

SITUATIONS WANTED NEWS

Experienced newscaster in New York City suburb area looks on-air position in TV news. Tape available, willing to relocate. Call Adam at 212-874-6700.

Assignment editor/managing editor: 9 years experience including top 30 work. Aggressive journalist, sound news judgements, good people manager. If you want a leader, call 314-843-4084.

Energetic, creative, athletic, male. 2 years sports reporting, shooting, editing experience in cable TV, 2 years major college basketball & baseball PBP. Looking for big break in small to medium market. Will relocate and put in extra time that results in quality work. Neil 714-524-9999, 1030 Pacifica Dr., Placentia, CA 92670.

Experienced NYC broadcaster seeks talk/host/feature opportunity. TV's hip Larry King in the making. Will travel. 213-656-5883.

News junkie: Aggressive, hardworking, attractive female broadcast journalist with 3 years professional radio and TV experience - looking for reporting position with a TV news operation interested in quality, talent and tenacity. A team player. Willing to relocate and will consider all offers. Call 301-675-2011.

News director, executive producer. Award winner, presently working seeks start-up or news department wanting to be #1. Box L-32.

Energetic black male seeks challenging opportunity with news organization. 10+ years reporting, anchoring, media management experience. Aggressive and dependable too. 513-871-0867.

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.

Travel more important than \$\$. Freelance cameraman/lighting director, 9 years experience-magazine, commercials + news. Call Richard 813-367-2546, Fl.

Television engineer who has become so obsessed with our C.G. he has tunnelvision, would like to do C.G. work somewhere. Stan Amster 802-863-3676 or 802-658-8022.

Extensive commercial production background. 16 years broadcast/cable, 10 years commercial producer/director. Seeking top 20 market TV cable agency. Anxious to relocate. 803-472-2887, Haden.

One foot in 6 o'clock news other on a banana peel. Former New York talk show host has TV formula for late night/daytime success. 619-437-1195.

MISCELLANEOUS

Primo People is seeking anchormen and anchorwomen with command and on-air presence, all size markets. Send tape and resume to Steve Porcellini or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Be on TV. Many needed for commercials. Casting info. 1-805-687-6000 Ext. TV-7833.

Check out your video tapes before you use them. Video tape evaluators for sale. 1", 3/4" and 2" Rectortec's. Check both dropouts and edge damage. 800-328-2546.

ALLIED FIELDS

HELP WANTED MANAGEMENT

General sales manager Salinas/Monterey/Santa Cruz market. Qualifications are minimum three years experience in TV sales management, plus proven performance in both national and local sales. Ability to organize, train and develop a local sales team is a must. Send resume to: Search Committee - S.M.: KCBA-TV, P.O. Box 3560: Salinas, CA 93912 EOE

HELP WANTED SALES

Jingles sales. Experienced only, please, for America's hottest (and one of the oldest) jingle companies. 1-800-825-9595.

Sales without competition? That's right! If you are a seasoned advertising sales professional looking for an opportunity to be creative, challenged, and rewarded, let's talk. Call Rich Snider at Marketing Messages 617-527-3023.

HELP WANTED TECHNICAL

Maintenance engineer needed for TV remote production company. Top-notch engineer with minimum 5 years experience required. Send resume, salary requirements to TRIO VIDEO, 700 North Sangamon, Chicago, IL 60622.

Technical operations manager. Florida broadcast syndicator needs technical leadership in audio production and distribution operations. Qualifications include hands-on studio and remote recording and editing skills and in satellite distribution processes. Send resume including salary requirements to: New Century Broadcasting, P.O. Box 49077, Sarasota, FL 34230.

HELP WANTED NEWS

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Editors: Southern California post house needs editors. Two or more years client handling skills, digital effects and AB roll. CMX, Convergence or ACE background. Send resume and or reel to VP, Operations, 2796 E. Miraloma, Anaheim, CA 92803

SITUATIONS WANTED SALES

EMPLOYMENT SERVICES

Government jobs. \$16,040 - \$59,230/yr. Now hiring. Your area 805-687-6000 ext. R-7833 for current Federal list.

Airlines now hiring. Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1-805-687-6000 ext. A-7833.

EDUCATIONAL SERVICES

On-air training: For working/aspiring TV reporters. Polish anchoring, standups, interviewing, writing Teleprompter. Learn from former ABC Network News correspondent and New York local reporter. Demo tapes. Private coaching. 212-921-0774. Eckhart Special Productions (ESP).

MISCELLANEOUS

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.

Wanted 1 or more SMC 352-RS carousels to interface with a Harris 9002 automation system. Gary Stinnard WEJL, 717-961-1842.

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 30000DS (1968) **Transcom Corp. 215-884-0888, Telex 910-240-3856.

AM transmitters **CCA AM 10,000D (1970), Collins 820E (1978) **Gates BC-5P (1962) **Harris MW1A (1970), Harris BC-1H1, CSI T1A (1981), Bauer 707 (1970), Collins 20V3 (1968), **McMarlin 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.

RCA UHF TV transmitter: 60 KW, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen or Dirk Freeman. 303-665-8000.

For sale: Remote unit, 28 ft. box on 1985 Ford truck. Completely self-contained. 3 JVC Procams, 2-BVU 820's 16 input/3-ME swx, digital video, stereo audio, etc. Complete location package w/grip van available. \$225,000 O.B.O. Call 701-241-9073.

RCA UHF TV transmitter: Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen or Dirk Freeman. 303-665-8000.

Ampex 1" machines with TBC's, VPR6 in full console, one available. VPR 2Bs in console three available. VPR 6 in new condition. VPR 2Bs fully refurbished. All machines with 100% 30 day warranty. Call Video Brokers, 407-851-4595.

Ikegami cameras, in stock HL 79 Es, 79 As four available. Also Ikegami 730 AP studio versions with studio viewfinders, full tripods and camera control units, one year old, in excellent condition. Call Video Brokers, 407-851-4595.

Sony VP 5000's, ten available in like new condition. Call Video Brokers, 407-851-4595.

Panasonic JVC 850 U, editing video tape recorders with controllers, four systems available. Call Video Brokers, 407-851-4595.

Ikegami black and white rack mount monitors sixteen available. Ikegami 14" and 19" color monitors. Call Video Brokers 407-851-4595.

Chyron dual channel character generator, model RGU2D with all accessories, in stock for immediate delivery. Call Video Brokers, 407-851-4595.

Video Brokers has numerous small items available including wave form monitors, vector scopes, routing switchers, sync generators, in both Tektronix, Hitachi, and Lenco. Call for pricing, 407-851-4595.

Audio equipment, including Lexicon, Tascam 8 track, Otari 2 track, Otari and Sound Craft mixers, Ramsa mixers, Orban equalizers, Yamaha mixers, Crown 2 track recorders, Tascam noise reduction systems, Yamaha reverb unit. Call Video Brokers for details and pricing.

Tripods and head, both Satchler and Oconnor, model 30 and 100 heads, also Oconnor hydropod model 102-B, ITE Peds & fluid heads (4). Call Video Brokers, 407-851-4595.

Aurora 220 graphics system - Acquired in a facility buyout, only four months old - warranty balance applicable, IBM based includes floppy drives, hard drive, monitor display, Aurora Bit Pad, Ikegami and Sony picture and output display monitors. Extended software package including 3-D Paint. Priced at 50% less than new. Call Video Brokers - 305-851-4595.

RCA TCR-100 video cart machine - two TCR-100's are available with 3000 carts. For more info call WBRC-TV 205-322-6666.

Kline tower - overall height is 645 feet with two platforms. Tower will be dismantled by July 31st. Excellent condition. Ready to sell. WBRC-TV, 205-322-6666.

Ampex ACE editor. One year old. Includes: Keyboard, 5 ILC's, GPI card, monitor, and dual 8" drives. As equipped will control any serial switcher, and any 8 serial VTRs. \$37,500. 919-833-8888.

Off-line edit package: Two (2) Sony BVU-800's, Sony Trinitrons, Shure audio mixer, speakers, beautiful custom-made console. 518-393-0185.

Metrotech 3000 series automated music system. \$7,500. Will trade for 3/4" video editing equipment. Don Barnes 918-647-2337.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes \$6.49; KCA-60 minutes, \$10.99; 1" - 60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

New WV3260/8AF CCD camera with lens, plus many features. \$1,395. Needed: Quad machines, RCA-TCR-100 cart machines, production switches, character generators and microwave systems. Call: Bob Pelletier, Golden East Communications, 919-977-2040.

Vital 114 (24 input/3 ME) only \$3,000. Warehouse full, m move. Five RCA TK-44s, same situation, must move. still need RCA TK-47s, TK-28Bs and late TK-29s. We n have VPR-2Bs and BVH-1100As in the teens. Also, 1 200Es, \$14,000, 5800/5850/440 systems, \$8500 ea BVW-40s, \$19,500, Grass Valley 400s, \$18,000 ea \$49,000. Call for more information on many other listing Media Concepts 919-977-3600 or FAX 919-977-727

Just taken from studio three RCA TK44 with pedest RCA and Ampex 2 inch Quads, two RCA 16mm pe projectors, all sold as pick up package only, \$3,000, John Elliott, CE, 513-323-0026.

3/4 Sony - 2 - 5850's, RM-440, 2-6800's, 1 - M-3 Camera - TBC. All for \$18,750.00. Phil - days 201-681-447 evenings 201-974-0579.

Equipment financing: New or used 36-60 months, down payment, no financials required under \$25,000. Finance existing equipment. Exchange National Fund 214-422-5487.

480' Harris tower with transmission line and 14 bay antenna at 98.5. Call John in Michigan 517-366-5364.

Broadcast equipment (used) Transmitters STLs remote antennas, monitors, consoles, processing tape equipment, automation turntables Continental Communicatio Box 78219, St. Louis, MO 63118. 314-664-4497.

FM and AM transmitters (used) Most powers. Continental Communications, Box 78219, St. Louis, MO 63118. 314-664-4497

RADIO

Help Wanted Management

COME HOME TO SOUTH DAKOTA Exceptional career opportunity WANTED

General Sales Manager KELOLAND RADIO GROUP

Rare opening at legendary four station group after previous GSM left to pursue ownership. Qualified candidates must have strong record of leadership skills. Training, coaching, and motivation expertise required.

Position requires active involvement in the community, and desire to have fun working and living in South Dakota.

Growing group owner committed to radio. We offer excellent benefits and a compensation package designed to keep you happy. Please submit your sales leadership philosophy in no more than two pages along with resume and compensation history.

- all required -
to:

**W. Tom Simmons
General Manager
KELOLAND RADIO GROUP
500 South Phillips
Sioux Falls, SD 57102**

EOE

GENERAL SALES MANAGER

Are you that rare executive who can geometrically grow an organization to excellence? Are you aware of the power in building close relationships with your staff? Do you enjoy helping others grow? Do you always need to win and are you a risk taker? Do you have the courage to stand up for what you believe in?

If you can answer yes to all these questions, a unique opportunity awaits you. We are a Top 50 southeast combo and we offer unlimited income potential, chance to express your creativity, an innovative environment focused on excellence and one of America's best places to live and raise a family. Send your resume and detailed sales management history to: Ed Weiss, WOJY/WGLD, P.O. Box 2808, High Point, NC 27261 EOE

Help Wanted News

WCNN, Atlanta is interviewing candidates to staff a 24-hour All-News Operation. Positions include News Director, Anchors, Reporters, Producers and Writers.

We are looking for Broadcast Journalists with **ALL-NEWS** experience, or those that have worked in organizations producing large blocks of news. At this time there are no entry level positions available.

We invite tapes, resumes and phone calls from **EXPERIENCED** candidates.

Materials may be submitted to:

John Wheeling
Operations Manager
WCNN
209 CNN Center
Atlanta, GA 30303
404-688-0068

Help Wanted Sales

MAJOR LEAGUE SPORTS SALES

Major League sports franchise with in-house broadcast operations is looking for a Director of Broadcast Sales. Successful candidate will possess 3-5 years of sales experience, with a sports sales background being extremely helpful, but not required. Excellent salary and benefits package. If you want to enjoy the thrills of individual sales success, plus an opportunity to work for a championship caliber team, please send your resume to: Box L-34.

Broadcast Marketing Rep

Top company serving broadcast industry seeks marketing representative for multiple-state region. Experience in broadcast sales and/or news is required. Position involves extensive travel. Resume, references and salary requirements to Box L-28.

Help Wanted Programing Production & Others



Major Sunbelt Country FM in need of a people oriented program director. Our Program Director was promoted to VP/GM of another company property. This is not a building situation. This radio station has consistently been number one in our target demographic, book after book for several years. Your job will be to maintain the winning tradition of this sunbelt legend. The inclination and ability to work with national consultants and research companies an absolute must. Excellent compensation and benefit package. Send tape and resume to JOHN BIBBS, WGKX/FM, 5900 Poplar, Memphis, TN 38119.

Situations Wanted Management

RADIO MANAGER SALES MOTIVATOR

Looking for station to manage medium or small market.

Box L-23

CAN HE TALK? YES!

Veteran communicator, 16 years in various music formats, looking to move into personality full-service or talk radio. Bright, versatile, opinionated, creative, funny, well-informed - a proven ratings builder with great interpersonal style. 914-949-8596.

Miscellaneous

WRAS

Reunion in October for all former staff! Contact Jeff Walker, GSU, U. Plaza, Atlanta, GA 30309, or call 404-651-2237.

TELEVISION

Help Wanted Programing Production & Others

Help Wanted Programing Production & Others Continued

DIRECTOR: GOOD COMPANY

Experienced pro needed for our challenging daily talk/variety show. It's one hour of talk, live audience, fashion, cooking, live remotes and more. Show goes on full remote a dozen times a year. Must be familiar with all aspects of production. We want the best for our top-rated show. Please send letter, resume and tape to:

GOOD COMPANY KSTP-TV

Attn: Jennifer Groen
3415 University Ave.
Minneapolis, MN 55414

Equal Opportunity Employer, M/F

WRITER/PRODUCER

We need a dynamic on-air producer with winning ideas! Strong copy writing skills and a knack for visual story telling essential. Minimum 2 years in News and Program promotion required. Send tape and resume to Patrick Baldwin, Creative Services Director, WISN, P.O. Box 402, Milwaukee, WI 53201. No phone calls please. EOE.

Two Marketing & Promotion Positions Available

National Syndication: Promotion Producer

- Creative high energy environment
- State of the art production facilities
- News promotion experience preferred

National Coordination: Station Relations

- Coordinating national media placement
- Scheduling media events and personal appearances
- Press relations & excellent writing skills required

If you have three years major market experience in on-air promotion or public relations, please send resume & reel or portfolio to: Lynn Lazaroff c/o GERALDO, 311 W. 43rd St. Penthouse, New York, NY 10036. Equal opportunity employer. No phone calls please.



TRIBUNE ENTERTAINMENT
Company

*With Your Expertise,
We Can Expand
Our Network
And Your Horizons*

We're Hughes Television Network, an established leader in the television communications industry for over 30 years. Keeping pace in our highly competitive marketplace means we have to grow and expand faster, and that requires the skills of the following individuals:

Director of Marketing

Reporting directly to the President, you will be responsible for identifying new business development and directing our company's marketing and sales efforts. Your 5+ years' satellite communications industry experience should be complemented by outstanding communications skills and leadership ability.

Satellite Systems Engineer

Recently, we created a scrambling network that's setting new standards in communications technology. With the establishment of this network and continued growth, an opportunity has been created for an experienced engineer to supervise the technical aspects of a complex, sophisticated encryption and related transmission facilities—both satellite and terrestrial. To qualify for this highly visible opportunity, you will need a minimum of 3 years' satellite transmission and broadcast audio experience and you must possess a working knowledge of satellite earth station facilities. Familiarity with encryption equipment helpful. In addition to your technical skills, you must possess strong communications skills that will enable you to work effectively with clients in diagnosing and resolving transmission related field technical problems. College degree preferred.

In return for your skills, we offer the competitive salaries and excellent benefits you'd expect from a leader. Please send your resume with salary history, in confidence, to: Lonnie Guida, Hughes Television Network, 260 Madison Avenue, New York, NY 10016. We appreciate your interest but can only consider qualified, written responses. An Equal Opportunity Employer.



KTTV-Fox Television
Los Angeles

SALES MANAGER

Tremendous career opportunity at one of the country's premier major market television stations. Excellent salary and benefits. Contact:

KTTV/Director of Sales
5746 Sunset Blvd.
Los Angeles, CA 90028

EEO

Broadcast Marketing Rep

Top company serving broadcast industry seeks marketing representative for multiple-state region. Experience in broadcast sales and/or news is required. Position involves extensive travel. Resume, references and salary requirements to Box L-27.

THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

SuperStation TBS

TELEVISION ENGINEERS

Turner Broadcasting System, the leading News, Sports and Entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

Jim Brown, Engineering
Turner Broadcasting System, Inc.
One CNN Center
Box 105366
Atlanta, GA 30348-5366

TBS is an equal opportunity employer.

Situations Wanted Management

Former T.V. network executive with radio/T.V. station mgmnt experience seeking T.V. general mgr. position for income/equity. Market size immaterial. Excellent references. Box L-22.

Help Wanted Management

Audience Promotion Manager

Group W's KYW-TV, an NBC affiliate in the 4th largest TV market, Philadelphia, is looking for a talented and experienced broadcast advertising/promotion professional.

Duties include: creative and production of news and programming promotion (TV, Radio & Print); managing on-air and media placement; and staff supervision responsibilities.

Send reel, book and resume immediately to:
H. Brian O'Neill,
Creative Services Director,
KYW-TV, Independence
Mall East, Philadelphia,
PA 19106.

KYW-TV 3 W GROUP
EEO M/F

GENERAL MANAGER

Cable Television Promotion Service

PRIME TIME TONIGHT, an exciting new cable program promotion service to be based in Atlanta, requires a hands-on General Manager with a unique combination of skills and expertise in management, tune-in promotion, television production, sales and marketing. In this well-funded start-up situation, the General Manager will report directly to PTT's Board of Directors and have the opportunity to build his/her own staff. Relocation to Atlanta is required.

The GM will direct the launch and successful growth of the service. Broad responsibilities include negotiating and obtaining program resources, maintaining production quality, distribution of PTT to the MSO marketplace, staffing and financial management.

The ideal candidate will have a wide range of relevant experience including senior management in sales, promotion and/or marketing. He/She will offer a track record of documented successes in these fields and be ready for general management.

Serious candidates should send a current resume including specific responsibilities and major career accomplishments along with salary history to:

PRIME TIME TONIGHT

P.O. Box #724554

Atlanta, GA 30339

Deadline for applications, September 2, 1988

EQUAL OPPORTUNITY EMPLOYER M/F

MANAGER OF MARKETING RESEARCH

THE WEATHER CHANNEL, cable television's 10th largest network with over 3,000 affiliates and 35,000,000 subscribers, has an immediate opening for a Manager of Marketing Research to be based at its studios and corporate offices in Atlanta

As part of the Marketing Department, the person selected for this newly-created position will supervise the design, budgeting, execution, analysis, interpretation and applications of a wide variety of research projects serving all the network's departments except Advertising Sales. The Manager of Marketing Research will be a source of internal expertise providing analysis and interpretation of TWC and competitive viewership data, observations on industry and marketing trends, consultation with department managers and affiliates, presentations and recommendations on marketing and programming strategies

The successful candidate will have a degree in Marketing, Business, Statistics, Research or related field and at least 5 years professional experience directly involved with the collection, dissemination and application of research data. He/She will be computer literate and able to establish and utilize a data base for tracking and predicting trends, be familiar with standard broadcast research services (i.e., NSI, NSPM, CODE, CAP, MRI, etc.), and, above all, have a demonstrated ability to translate complex statistical data both verbally and graphically

THE WEATHER CHANNEL, a division of Landmark Communications, Inc. and an Equal Opportunity Employer, provides an excellent and comprehensive salary and benefits package, ideal working conditions and a challenging environment. Qualified candidates must send (no phone calls please) current resume including specific responsibilities, application samples, and salary history to:

Mike Lerner
VP/Marketing
THE WEATHER CHANNEL
2600 Cumberland Parkway
Atlanta, GA 30339



Deadline for applications is September 2nd, 1988.

Help Wanted News

KTVY, Oklahoma City, has an immediate staff opening for a qualified news photographer. Must be skilled in shooting and editing techniques. Minimum 2 years shooting experience required. We place a high value on visuals and visual storytelling. Send resume and tape to Chief Photographer, KTVY, P.O. Box 14068, Oklahoma City, OK 73113. Minorities are encouraged to apply.

Washington news bureau seeks chief photographer with 5 years experience (minimum) to run fast-paced photojournalism operation. Must be excellent photographer, quick editor and manage other staffers, equipment purchases. Strong organizational skills essential. Send resume, references and salary requirements to:

Washington Independent News
122 C St. NW
Suite 360
Washington, DC 20001

TOP 20 INDY

- Winner of numerous awards - Needs top notch coanchor to work with present male anchor. Must have excellent reporting skills. No beginners. Send resume and salary requirements to Box L-18. NO TAPES, PLEASE. EOE.

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

EXECUTIVE DIRECTOR

State educational television agency operating statewide systems of television, radio, radio reading service, comprehensive microwave backbone and regulator, and advisory functions for all noncommercial frequencies. **Salary - \$48,000 per annum.**

Requirements: B.A. in radio/television/film or related field and 9 years high level related experience. Related education and related experience may be equally substituted. Applicant should understand and have demonstrated competence in concepts of modern management, decision making dynamics and proven abilities to execute plans, policies and procedures in an effective and decisive manner. Experience should include long range planning, policy making and handling of large budgets. Knowledge of FCC rules/regulations, understanding of legislative process and relationship with executive branch and other government entities essential. Demonstrated expertise in education, programming, distribution, production, promotion, engineering/technical and public relations.

Submit applications to Andy Carpenter, Chairman Mississippi ETV, P. O. Box 1101, Jackson, MS 39215-1101. Applications/resumes must be received or postmarked by **September 23, 1988.**

EOE/AA M-F

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

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

NEWS CORRESPONDENT

WE NEED AN OBJECTIVE REPORTER IN WASHINGTON, D.C.

Someone who's willing to dig for and report the facts. Someone who's experienced and able to deliver credibility in more than just looks. If you have five years experience in writing and reporting news with a major television network and agree with the philosophy of the Christian Broadcasting Network, Inc., then send a video tape and resume to:

Employment Department
Box PS
CBN Center
Virginia Beach, VA 23463

FIELD PRODUCER

If you've ever wanted a chance to prove yourself, here it is! Washington, D.C. will be your proving ground where you will assist the CBN News Department in finding and reporting timely news stories. A candidate must be able to do through story research, development and production. Skills in television news production are a must. Send your video tape and resume to:

Employment Department
Box PS
Christian Broadcasting Network, Inc.
Virginia Beach, VA 23463

PUBLIC SALE

Harris Enterprises, Inc. ("Harris"), the successor-in-interest to RG, Inc. ("RG"), will conduct a public sale ("Public Sale") of the following personal property ("Collateral") belonging to Rainbow Broadcasting Corporation pursuant to the provisions of the Uniform Commercial Code as adopted by the State of Colorado at 11:00 a.m. on August 17, 1988:

All of the equipment, fixtures, inventory and general intangibles formerly belonging to RG and used or useful in connection with the operation of the radio stations known as KFKA-AM and KFKZ-FM (currently known as KISF-FM) and the proceeds thereof.

The Collateral will be sold on an "as is, where is" basis without any representations or warranties, written or oral, express or implied, of any kind, including, but not limited to, those representations and warranties pertaining to TITLE; ABSENCE OF LIENS, SECURITY INTERESTS, ENCUMBRANCES OR CLAIMS; ABSENCE OF PATENT, TRADEMARK OR COPYRIGHT INFRINGEMENTS; CONDITION; MERCHANTABILITY; OR FITNESS FOR A PARTICULAR PURPOSE. The Collateral may be sold in parcels or in bulk. Harris reserves the right to cancel the public sale of any of the Collateral.

The Public Sale will be subject to the successful bidder's ability to be assigned the Federal Communications Commission ("FCC") licenses pertaining to the Collateral. The assignment of these licenses are subject to the approval of the FCC. Harris makes no representations or warranties regarding the FCC's willingness to assign the licenses to the successful bidder for the Collateral.

Harris will be entitled to bid at the Public Sale on credit or for cash or certified funds. All bids by other parties will be solely for cash or certified funds.

The public sale will be conducted at Rothgerber, Appel, Powers & Johnson, Suite 2800, 1200 17th Street, Denver, Colorado. Any party interested in inspecting the Collateral before the public sale should contact Roy Rowan of Blackburn & Company, Incorporated at 213-274-8151 or 9465 Wilshire Boulevard, Beverly Hills, California 90212.

Harris Enterprises, Inc.
616 First National Center
1 North Main Street
Hutchinson, Kansas 67501

ALLIED FIELDS

Employment Services

JOB HUNTING?

If you need a job, you need MediaLine. MediaLine gives you instant access to jobs in news, weather, sports, production, promotion, programming, radio news and announcing. Access a daily report by phone or computer for less than 90 cents a day. To get the first word on the best jobs, call

1-800-237-8073



Miscellaneous

HOW GOOD IS YOUR SALES STAFF?

Your sales people are only as good as your commitment to their training.

1989 will be the most competitive year in broadcasting history. Now there is comprehensive, on-going and effective sales training available to your station.

Contact:

Broadcast Sales Training
1057 Red Oaks N.E.
Albuquerque, NM 87122
(505) 293-4323


10,000 RADIO-TV JOBS

American Radio TV

Up to 300 openings weekly over 10,000 yearly-The most complete and current job listings published ever by anyone. Disk Jockeys, Newspeople, Programming Engineers, Sales. **Money Back**

Guarantee- One week \$7.00 **Special:** Six weeks \$1595. You save over \$20
AMERICAN RADIO TV JOB MARKET
1553 N. EASTERN Dept F
LAS VEGAS, NEVADA 89101



* Be above the Rest! *
* * * * *
*  *
* Giant Blimps, Hot Air Balloons, Roof Top Balloons *
* 800-235-2201 *

Business Opportunities

SCA 67khz CHANNEL
FOR LEASE IN CENTRAL FLORIDA.
PLEASE CALL 1-813-985-8709
ASK FOR JOHN.

AUCTION

The assets of KCLN AM/FM in Clinton, Iowa will be sold by silent auction. Details call 312-419-0149.

Nationwide Media Brokers
Chapman
 Associates

CALIFORNIA FM
 FM in southern CA resort mkt.
 B-1 app. pending. Asking \$1.8
 million with \$600,000 down.

DAVID LaFRANCE
 818/893-3199

MEDIA, INC.
 Television-Radio Brokers

Central Florida AM
 Only Game in town.
 Near attractions, movie studios.
 Terms or \$390,000 cash.

Rick Mitchell
 (813) 439-6489

AUSTIN, TEXAS CLASS C FM
 Strong competitive signal
 Price: \$11 million
 Send acknowledgement of interest and
 financial qualifications to:

George Otwell
Blackburn & Company, Inc
 Suite 1006
 400 Colony Square
 Atlanta, GA 30361
 404-892-4655


SE / COMBO
 Class A FM. 1kw Day AM. City 21,000.
 Coverage 125,000. Prosperous,
 recession proof area. Fine physical
 facilities. Asking \$750,000. Terms.

SNOWDEN Associates

919-355-0327

Attention
Urban Contemporary Broadcasters
 10,000 watt AM - Phoenix Market
 Low Price - Terms Available
 Well-equipped - Inspection Invited
 PO Box 25302, Dallas TX 75225

MEDIA BROKERS • APPRAISERS
 RADIO • TV • LPTV
 Confidential & Personal Service
 RT **SHERWOOD** INC
 1125 Maple Leaf Dr • Glenview, IL 60025
312-272-4970



UTAH AM
 50 kw, non-directional, 1010 khz. Large market suburb

NEW MEXICO AM/FM
 Fulltime, non-directional AM.
 Class A FM with C2 upgrade CP.

NEW MEXICO CLASS C FM
 Good opportunity for first station buy-in.

COLORADO CLASS A FM
 Unique, quaint mountain town.

MONTANA AM
 Fulltime, non-directional. Positive cash flow.
 Terms possible

ARKANSAS FM
 Class A. Owners retiring for health reasons.

AL PERRY (303) 239-6670

Nationwide Media Brokers
Chapman
 Associates

SOUTHEAST - 100 KW
 Class C FM with cash flow in
 popular coastal resort. Asking
 \$3.5 million, terms available.

GEORGE REED
 904/730-2522

FOR SALE
MAJOR SUNBELT FM
 located in Arkansas
 \$4mm cash.
 Qualified prospects only,
 please
 Brokers protected.
 Reply to Box L-30

R.E. Meador & Assoc.
 MEDIA BROKERS
 AM-FM-TV-Appraisals
 P.O. BOX 36
 LEXINGTON, MO 64067 KANSAS CITY, MO.
 816-259-2544 816-455-0001

FOR IMMEDIATE SALE
CLOVIS, NEW MEXICO AM
 Including furniture, equipment and towers. Will
 sell equipment only. SALE PRICE NEGOTIA-
 BLE. Contact Warren F. Frost, Attorney at Law,
 Box 790, Clovis, NM 88101. 505-763-4457.

BILL - DAVID ASSOCIATES
BROKERS-CONSULTANTS
 719-636-1584
 2508 Fair Mount St.
 Colorado Springs, CO 80909

PUBLIC SALE
 Greeley Broadcast Associates, LTD.
 ("Greeley") will conduct a public sale
 ("Public Sale") of the following personal
 property ("Collateral") belonging to Rain-
 bow Broadcasting Corporation ("Rain-
 bow") pursuant to the provisions of the
 Uniform Commercial Code as adopted by
 the State of Colorado at 1:00 p.m. on
 August 17, 1988:

All of Rainbow's assets used or
 useful in connection with, or aris-
 ing from, the operations of the
 radio stations known as KFKA-AM
 and KGBS-FM (currently known
 as KISF-FM) in Greeley, Colorado,
 including all equipment, invento-
 ries, fixtures, accounts, motor
 vehicles, goods and general in-
 tangibles, wherever located, and
 all cash and non-cash proceeds
 thereof or therefrom.

The Collateral will be sold on an "as is,
 where is" basis without any representa-
 tions or warranties, written or oral, ex-
 press or implied, of any kind, including,
 but not limited to, those representations
 and warranties pertaining to TITLE; AB-
 SENCE OF LIENS, SECURITY INTER-
 ESTS, ENCUMBRANCES OR CLAIMS;
 ABSENCE OF PATENT, TRADEMARK OR
 COPYRIGHT INFRINGEMENTS; CONDI-
 TION; MERCHANTABILITY; OR FITNESS
 FOR A PARTICULAR PURPOSE. The Col-
 lateral may be sold in parcels or in bulk.
 Greeley reserves the right to cancel the
 public sale of any of the Collateral.

The Public Sale will be subject to the
 successful bidder's ability to be as-
 signed the Federal Communications
 Commission ("FCC") licenses pertaining
 to the Collateral. The assignment of
 these licenses are subject to the approv-
 al of the FCC. Greeley makes no repre-
 sentations or warranties regarding the
 FCC's willingness to assign the licenses
 to the successful bidder for the Collater-
 al.

Greeley and Harris Enterprises, Inc.,
 (which possesses a security interest in
 Greeley's rights, title and interest in an
 to the Collateral) will be entitled to bid at
 the Public Sale on credit or for cash or cer-
 tified funds. All bids by other parties will
 be solely for cash or certified funds.

The public sale will be conducted at
 Rothgerber, Appel, Powers & Johnson,
 Suite 2800, 1200 17th Street, Denver,
 Colorado. Any party interested in in-
 specting the Collateral before the public
 sale should contact Randy G. Bobier,
 Esq. of Holme, Roberts & Owen at 303-
 623-2764 or Suite 400, 102 N. Cascade
 Ave., Colorado Springs, Colorado 80903.

Greeley Broadcast Associates, Ltd.
 1040 North Dallas Bank Tower
 Dallas, Texas 75230

- Fulltimer + 100,000 watt FM. Western Idaho. Covers 65,000. \$320,000.
- FM CP in central Ohio city. \$130,000.
- UHF TV. Large city on Gulf coast in Florida. \$8.5 million.

Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
 615-756-7635 — 24 Hours

Media



Conway



Shields



DeFrancesco

Appointments at Gannett Radio Group: **Chris Conway**, president and general manager, KSDO(AM)-KSWV(FM) San Diego, joins KUSA(AM)-KSD-FM St. Louis as VP and station manager; **Mike Shields**, president and general manager, WDAE(AM)-WUSA-FM Tampa, Fla., joins KSDO(AM)-KSWV(FM) in same capacity; **Gerry DeFrancesco**, VP/programming, Gannett Radio, joins WDAE(AM)-WUSA-FM as VP and general manager.

Bob White, VP, McGraw-Hill Broadcasting, and general manager, KMGH-TV Denver, joins WSYX(TV) Columbus, Ohio, as VP and general manager.

James Moran, VP, television programming, noncommercial WXEL-TV West Palm Beach, Fla., named VP and station manager.

Steve Berner, sales manager, WKIP(AM) Poughkeepsie, N. Y., named VP and general manager.

Penny Haft, VP and local sales manager, WTTG(TV) Washington, joins WTTQ(TV) Birmingham, Ala., as VP and general manager.

Mike Crusham, general manager, KRMG(AM)-KQMJ(FM) Tulsa, Okla., joins WGFX(FM) Gallatin, Tenn., in same capacity.

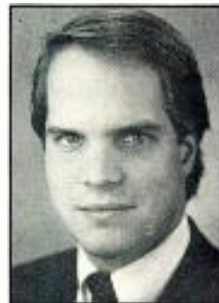
Holly Shelton, national sales coordinator, WRKO(AM) Boston, named research manager, WRKO(AM)-WROR(FM) there.

Carl Chance, communications marketing director, noncommercial KPTS(TV) Hutchinson, Kan., named VP and director of contract services.

Appointments at Storer Cable: **Rod Dagenais**, operations manager, Storer Cable, Venice, Fla., named operations manager, Storer Cable, Sarasota, Fla.; **James Brown**, operations manager, Metroplex operations, Storer Cable, Dallas, replaces Dagenais as operations manager, Storer Cable, Venice, Fla.; **Richard Germano**, sales manager, Central New Jersey System, Highstown, N.J.,

named operations manager.

Marketing



Williams

Dave Williams, VP of marketing, Turner Broadcasting System, Atlanta, named VP, marketing, CNN there.

Walter Horsfall, group creative director, DDB Needham Worldwide, Chicago, named senior VP.

Appointments at Saatchi & Saatchi DFS Compton, New York: **Janine Gordon**, **Joseph Pedone** and **Carolyn Roughsedge**, all senior VP's, named executive VP's.

Jack Donohue, VP/account supervisor, BBDO, Chicago, named VP/management supervisor, Detroit.

Sandy Merrin, promotion director, KUPL(AM)-(FM) Portland, Ore., joins KPDX(TV) Vancouver, Wash., as sales promotion coordinator.

Alan Gregory, director, broadcast business affairs, DDB Needham, Los Angeles, joins Eisaman, Johns & Laws Advertising there in same capacity.

Lauren Ruetz, senior media planner, J. Walter Thompson, joins Chiat/Day, San Francisco, as media supervisor.

John Sanders, president, Young & Rubicam, Detroit, named chairman and chief executive officer there.

Anthony Fedele, senior VP, creative director, Point Communications Inc., Dallas, joins Haddon Advertising, Chicago, as creative director.

Bob Dunn, senior VP, McCann-Erickson, New York, named managing director, McCann Promotion Group there.

Dan Lusk, VP/sales manager, Network Media Corp., Chicago, joins Movietime there as Midwest director of advertising sales.

Suzanne Rayson, director, sports operations, WABC-AM New York, joins Texas State Networks, Dallas, as sports marketing director.

Val Coleman, air personality, WNOP(AM) Newport, Ky., named sales manager.

Will Shearer, local sales manager, WTLV(TV) Jacksonville, Fla., joins WCRI-FM there as sales manager.

Marjorie Nelowet, national sales manager, WTKR-TV Norfolk, Va., named general sales manager.

Francis Brady Jr., manager, local and regional sales, WITN-TV Washington, N.C., joins

WCTI(TV) Greenville, N.C., as general sales manager.

Daryl McIntire, account executive, WAJI(FM) Fort Wayne, Ind., named local sales manager.

Donn Shelton, sales consultant, KPSI(AM) (FM) Palm Springs, Calif., named local sales manager.

Debby Smith, sales manager, TeleRep, Boston, joins WFXT(TV) there as local sales manager.

Rosemary Bennett, local sales manager, WMAL(AM) Washington, named general sales manager. **Alan Leinwand**, account executive, WMAL(AM), named local sales manager.

Keith Simmons, national sales manager, WDIV-TV Detroit, named local sales manager. **Bill Burke**, local sales manager, WDTN-TV, named national sales manager.

Gary Scobie, group manager, Independent Television Sales, Chicago, joins KTVI(TV) Saint Louis, Mo., as national sales manager.

Martha Alvarez Limner, account supervisor, Aida Levitan & Associates Inc., Miami, joins Julie Simon Communications, Miami, in same capacity.

Terry Greenhalgh, president, Grand Marketing & Public Relations, Tampa, joins Modern Picture Service, Saint Petersburg, Fla. as sales promotion supervisor.

Patricia Simpson, public relations account executive, W.B. Doner & Co., Detroit, named public relations director.

Amy Lapine, media planner, D'Arcy Masius Benton & Bowles, Chicago, named account executive there.

Tamara Rieck, media buyer and traffic coordinator, Gross Hatch Advertising, joins KREM-TV Spokane, Wash., as account executive.

Patricia Gibbs, freelance promoter, joins KCFX(FM) Harrisonville, Mo., as account executive.

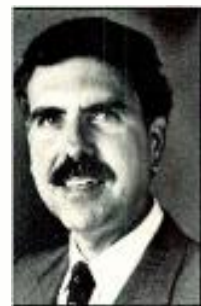
Appointments at TeleRep: **Gary Harbison**, sales manager, R team, Detroit, to group sales manager, T team there; **Marylo Goyette**, account executive, R team, Detroit, to manager; **Brigitte Ward**, account executive, R team, Atlanta, to sales manager, Boston; **Vickey Smith**, account executive, KDAF(TV) Dallas, to same capacity, team there; **Stuart Scott**, account executive, Petry Television, New York, to same capacity, Wildcat team there; **Lauren Raskin**, account executive, MMT Sales Inc., New York, to same capacity, Lions team there.

Jason Kleinhein, account executive, team E MMT Sales Inc., Los Angeles, named sales manager, team A there. **Marilyn Schienberg**, account executive, Seltel, Los Angeles,

ins MMT Sales Inc. there in same capac-

ren Ziglin, account executive, WHIT-FM
arrisburg, Pa., joins WKOW-TV Madison,
is., in same capacity.

rograming



Levin



Konowitch

ppointments at Time Inc., New York: **Geri Levin**, executive VP and chief strategist, med vice chairman and member of board directors; **Glenn Britt**, VP of finance, med chief financial officer; **Tommy Harris**, ntroller, named VP.

Arley Konowitch, VP, video and artist development, Arista Records, joins MTV, ew York, as VP, programing.

Charles McGregor, president and worldwide ad, Warner Bros. Distribution, Burbank, ilif., named executive VP, corporate pro- ts, Warner Bros. Inc.

James Griffin, film programing, HBO, New rk, joins 20th Century Fox Film Corp., evision division, Beverly Hills, Calif., as nior VP, home video and pay television.

Henry Montanus, VP, advertiser sales, orldvision Enterprises, New York, named nior VP, marketing.

John Lammi, freelance line and associate pro- cer, joins Columbia Pictures Television, s Angeles, as VP, production.

Steve McCay, operations manager, WZEZ(FM) ishville, joins KODA(FM) Houston as pro- am director.

John Carr, news and sports reporter, WABI-TV ngor, Me., named program director and sistant operations manager.

Rosemary O'Brien, manager, talent rela- ns, Fox Broadcasting Co., Los Angeles, med director, talent relations.

Bobbi Hoffman, production coordinator, af- late advertising and promotion services, 3C, joins Buena Vista Television, Los geles, as supervisor, station relations.

Richard Marschner, VP and general man- er, WFMT(FM) Chicago, joins noncomm- erial WTTW(TV) there as director, national ogram marketing.

Craig Jones, chief financial officer, Holly- od Park Companies, Inglewood, Calif., ns Select Entertainment Corp., Los An- les, in same capacity.

John Kelly, afternoon air personality, CKIS-FM innepeg, Manitoba, Canada, joins Ameri- n Comedy Network, Bridgeport, Conn.

Mark Dvornik, account executive, Paramount

Pictures Corp., Chicago, named central divi- sion manager, domestic television.

Lowell Soffer, director, financial services, Columbia Pictures, New York, joins ESPN, Bristol, Conn., as director, program finance and strategic planning.

Bobbi Martin, High Point bureau chief, WXII-TV Winston-Salem, N.C., joins WGHP-TV High Point as director of community in- volvement.

Lem Lewis, producer/director, KLAS-TV Las Vegas, named production manager.

News and Public Affairs



Sanders

Jonathan Sanders, CBS News consul- tant, New York, named general as- signment reporter.

Nancy Valenta, execu- tive producer for news, KNBC-TV Los Angeles, joins WTVJ(TV) Miami as news director.

Arlin Stevens, execu- tive producer, WXIA-TV Atlanta, joins WRTV(TV) Indianapolis as news director.

Jim Otte, radio reporter at statehouse, Ohio Public Radio News Bureau, Columbus,

Ohio, joins WHIO-TV Dayton, Ohio, as Co- lumbus bureau chief.

Jim McLaughlin, anchor, WINK-TV Fort Meyers, Fla., named managing editor, news.

Paul Menzella, director, video services, Ca- sey Communications Management Inc., Southfield, Mich., joins WDIV-TV Detroit as news unit manager. **Rebecca McGinnity**, pro- ducer, WITI-TV Milwaukee, joins WDIV-TV in same capacity.

Robb Cizek, graduate, San Diego State Uni- versity, joins KNAZ-TV Flagstaff, Ariz., as news producer.

Peter Ford, anchor, WSVN(TV) Miami, joins WRC-TV Washington as co-anchor.

Jack Groh, anchor/producer, Satellite News Channels, joins WLNE(TV) New Bedford, Mass., as co-anchor.

Dave Gonzales, anchor and field reporter, KSBW-TV Salinas, Calif., named co-anchor, 6 p.m. and 11 p.m. newscasts.

Linda Farrell, co-anchor, KCNC-TV Denver, joins KMGH-TV there in same capacity.

Kim Vatis, news reporter, WIDE(AM) Bidde- ford, Me., joins WABI-TV Bangor, Me., as news anchor. **Anne Gabbianelli**, news direc- tor, WEAN(AM) Providence, R.I., joins WABI-TV as news assignment editor.

Larry Massett, independent producer, joins *Soundprint*, national radio documentary se- ries produced by noncommercial WJHU-FM Baltimore for American Public Radio, as

Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

Broadcasting Magazine

3 years \$190 2 years \$135 1 year \$70 6 mos. \$35

(International subscribers add \$20 per year)

Broadcasting Cablecasting Yearbook 1988

The complete guide to radio, TV, cable and satellite facts and figures—\$110 (if payment with order \$95.) **Billable orders** must be accompanied by company purchase order. Off press March 1988. Please give street address for UPS delivery.

To order by MASTERCARD or VISA credit cards, phone toll free 1-800-638-SUBS

Name _____ Payment enclosed

Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes No

(required)

For renewal or address change
place most recent label here

Jerry Ostertag, corporate director of marketing. TeleScripps Cable Television, Knoxville, Tenn., joins Associated Press, Kansas City, as national cable executive/marketing manager, corporate sales, central division.

William Prasad, reporter and Hendersonville, N.C., bureau chief. WLOS-TV Asheville, N.C., joins KTVY(TV) Oklahoma City as nightcast reporter.

Steve Daniels, weekend anchor/reporter, KOMU-TV Columbia, Mo., joins KVOA-TV Tucson, Ariz., as general assignment reporter.

Bill Pounders, reporter, KCST-TV San Diego, joins KPRC-TV Houston in same capacity.

John McPherson, investigative reporter, WESH(TV) Daytona Beach, Fla., joins KPRC-TV as reporter.

Rich Knight, chief meteorologist, WKJG-TV Fort Wayne, Ind., joins KXAN-TV Austin, Tex., as weeknight meteorologist. **Michael Coleman**, sports director. KAUZ-TV Wichita Falls, Tex., joins KXAN-TV as weekend sports anchor.

Technology

Richard Ploss, director, electronic applications software development, Computervision Corp., Bedford, Mass.-based computer hardware and software manufacturer and marketer, joins New England Digital Corp., White River Junction, Vt., as VP of engineering.

R. Dean Merkley, VP, business development, Litton/Gould, San Carlos, Calif., joins Varian Associates Inc., Palo Alto, Calif.-based systems and components manufacturer, as marketing manager, California solid-state operation.

Michael Howey, VP, director of engineering, KOCO-TV Oklahoma City, joins WXIA-TV Atlanta in same capacity.

Sam Spennachio, director of sales and marketing, C-T Audio Marketing Inc., Boynton Beach, Fla., joins Klark-Teknik Electronics Inc., Farmingdale, N.Y., as national sales manager.

Promotion and PR

Virginia Mikula, development director, non-commercial WXEL(FM)-WXEL-TV West Palm Beach, Fla., name VP of development.

Patricia Simpson, public relations account executive, W.B. Doner, named public relations director. Detroit.

Cindy Rucker, graduate. San Antonio College. San Antonio, Tex., joins KABB(TV)

there as public relations director.



Fisher

Steve Fisher, VP and general manager, Group W-owned KFWB(AM) Los Angeles, named VP of development, Westinghouse Co. Inc., New York.

Richard Bornstein, senior publicist, Warner Bros. Television, Burbank, Calif., joins Samuel Goldwyn Co., Los Angeles, as national director of publicity.

Andrea Alvarado, advertising and promotion administrator, KTLA(TV) Los Angeles, joins KPDX(TV) Vancouver, Wash., as promotion manager. **Liz Atkinson**, media relations representative, Oregon Public Broadcasting, joins KPDX(TV) as on-air promotion coordinator.

Allied Fields



Mater

Gene P. Mater, former senior vice president of CBS/Broadcast Group, joins John Adams Associates Inc., Washington, as senior consultant specializing in media and communications issues. During CBS career he also served as senior vice president of CBS News and re-

presented company in international broadcast activities.

Kevin Richardson, executive director, government relations, Electronic Industries Association, Washington, named staff VP, government relations. **Lisa Kjaer**, director, government relations. Electronic Industries Association, named executive director, government relations.

Matthew Field, VP and general manager, WNCN(FM) New York, has been elected chairman, New York Market Radio Broadcasters Association there.

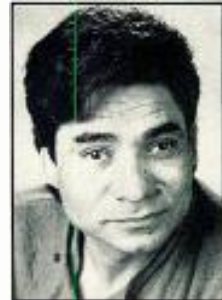
David Elliot, ABC production executive, and **Renee Valente**, president, Renee Valente Productions, named co-chairs, activities committee, Academy of Television Arts & Sciences, Burbank, Calif.

Appointments to Associated Press board of directors, Washington: **Wendell Mayes**, president, Wendell Mayes Stations, Austin, Tex.; **Scott Herman**, executive editor, WMAQ(AM) Chicago; **Treeda Smith**, news director, WRVQ(FM) Richmond, Va.; **Christine Woodward**, general manager, WENS(FM)

Shelbyville, Ind.

Bernard Shaw, anchor, Cable News Network. Washington, presented with the Lowell Thomas Award for Electronic Journalism by International Platform Association, Wichita, Kan., on August 4, at IPA convention, Washington.

Deaths



Silva

Trinidad Silva, 39, television and screen actor, died in automobile accident July 31 in Los Angeles. Silva was a regular performer in two television series, NBC's *Hill Street Blues*, in which he portrayed gang lead Jesus Martinez, and HBO's *Maximum Security*.

Silva also appeared in various movies including "Alambrista," "Walk Proud," "Corte," "Milagro Beanfield War" and "Cops," in which he portrayed "Frog," an old gang leader. He is survived by his wife Sofia, and one son.

Joe Carcione, 73, *The Greengrocer*, died cardiac arrest August 2 at Peninsula Hospital, Burlingame, Calif. In 1967 he began daily produce reports for KCBS(AM) San Francisco. He began his television reports 1974 on KRON-TV San Francisco and then moved to KGO-TV there. *Mighty Minute* programs, San Francisco, began national syndication of *Greengrocer* segments, which is shown five times each week. Carcione's son, Peter, will continue *Greengrocer* reports. He is survived by his wife, Madeline, one daughter and two sons.



Friedland

Milton D. Friedland, 68, former VP-general manager of WICD(TV) Champaign, Ill., died of leukemia July 20 at Memorial Medical Center, Springfield, Ill. Friedland began his broadcast career in 1948 at WBKB (now WBBM-TV) Chicago, where he eventually became national sales manager.

In 1953 he became VP and general manager of WICS(TV) Springfield, Ill. From 1959-1980 he was VP and general manager of WICD(TV). Friedland also served as president of Illinois Broadcasters Association in 1969, was member, NAB UHF Committee and member, UPI Advisory Board. He is survived by his wife, Ruth, and two sons.

Ted LeVan, 64, president, Narwood Productions Inc., New York, died of cancer July 1 at Stamford Hospital, Stamford, Conn. LeVan began his broadcasting career in the 1950's as audio engineer at NBC. In 1957 he founded Narwood Productions Inc., a New York-based radio programming and syndication company. He is survived by his wife Mary, a daughter and two sons.

INDEX TO ADVERTISERS: Associated Press Broadcast Services Cover 4 □ Blackburn & Co., Inc. 38 □ Business Radio Network 29 □ Chapman Associates 44 □ Citibank 46 □ Classified Ads 51-59 □ R. C. Crisler & Co., Inc. 43 □ Curran-Victor Co., The 4 □ Norman Fischer & Associates, Inc. 40 □ ITC Entertainment 18 □ King World R&D Network Front Cover, Second Cover/3 □ H. B. La Rue 41 □ Lorimar Syndication 6-7 □ R. A. Marshall & Co. 42 □ Media General Broadcast Services, Inc. Cover 3 □ Media Venture Partners 37 □ Millar Co. U.S.A., Inc. The 45 □ Multimedia Entertainment 8 □ NIWS Productions, Inc. 13 □ Professional Cards 49 □ Cecil L. Richards, Inc. 39 □ Services Directory 48

Investing in radio's future

Martin Greenberg thought about becoming a lawyer upon graduation from Brooklyn College, but a friend gave him a tour of a radio station in his junior year, and he changed his mind.

"That was 26 years ago," says Greenberg, and I've never been sorry." But the lawyer-turned broadcaster survives and has asserted himself in more than one room full of lawyers; earlier this year, the president and CEO of Genesis Broadcasting was a key negotiator in the \$74-million cash leveraged buyout of Dallas-based radio group, Duffy Broadcasting.

The 53 weeks of negotiating the deal, which he refers to as "the most difficult experience of my life," resulted in the purchase of seven of Duffy's nine properties: RZN(AM)-KMJI(FM) Denver; KSMJ(AM)-SFM(FM) Sacramento, Calif.; KONO(AM)-KITY(FM) San Antonio, Tex., and KBTS-FM Austin, Tex. (licensed to Killeen, Tex.). Making the deal during the stock market lunge, he adds, didn't help matters. "The investing community looked at all lending the day after the crash [Oct. 19, 1987], and we assumed that everything was worth 0-25% less," Greenberg says. The internal capital structure of the new entity had to be changed as a result. "Where the stock market really was painful to us at the time was that we were looking to do some other subordinated debt instruments, and those things became very expensive after the crash."

Greenberg's radio career began in 1962 as management trainee ("That's a fancy title or switchboard operator," he says) at WCA(AM) New York. Part of the job description was to float around the station and help out wherever help was needed. "Everyone," says Greenberg, "had something for me to do."

Two years later, Greenberg moved to ABC Radio's WXYZ(AM) Detroit, where he began a working relationship with the network that was to last from 1964 to 1982. He started at the station as promotion director, but switched to local sales a year later. The move would prove a good choice.

ABC spotted the potential of the budding salesman and sent Greenberg to KXYZ-AM-Houston in 1968 as general sales manager. The station, which had been purchased that same year by ABC, would be Greenberg's home for the next two-and-a-half years. The experience was an introduction to growth market radio, which later in life would be his primary target in purchasing stations.

ABC sent him back to WXYZ in 1971, where he spent a year as general sales manager. He said he enjoyed the station-hopping during his years with ABC, noting, "When the next opening happened, they would call you. You never really had an opportunity to sit down and think about it or plot and plan



MARTIN GARY GREENBERG—president and CEO, Genesis Broadcasting Inc., Dallas; b. April 6, 1941, Brooklyn, N.Y.; BA, Brooklyn College, 1962; management trainee, WCA(AM) New York, 1962-63; promotion director, WXYZ(AM) Detroit, 1964; local sales rep, 1965; national sales manager, 1966-67; general sales manager, KXYZ-AM-FM Houston, 1968-70; general sales manager, WXYZ(AM) Detroit, 1971-72; VP and general manager, WLS(AM) Chicago, 1973-1978; president, ABC-FM Station Group, 1979-1982; VP, radio division, Belo Broadcasting Corp., Dallas, 1983; president and chief operating officer and equity partner, Duffy Broadcasting, 1983-1987; present position since February 1988; m. Elin Bank, April 7, 1963; children—Corey, 23; Mark, 20; Jennifer, 18.

where you wanted to go next."

It was at WXYZ that Greenberg met then vice president and general manager, Chuck Fritz. Greenberg repeatedly refers to him as his mentor, noting that his success in the business began with the support Fritz gave him.

Fritz, who bought WXYZ in 1984, has equal praise for Greenberg: "He has a real positive attitude toward business and life. You could see very quickly that he really liked the business."

"He always had a smile on his face," adds Fritz. "even though he could be tough."

Greenberg was given a tough assignment in 1973 when ABC moved him to vice president and general manager of WLS(AM) Chicago. He gets very animated when he talks about his six years at top 40 WLS, when the station went through a ratings battle with top 40 WCFL(AM) (now WCZE(AM)). "Those were the last days of the big AM giants slugging it out with each other," he says.

The "crowning glory" of his years at WLS, he says, was when WCFL changed its format in the mid-1970s.

The WLS experience was followed by a move to New York to become president of the ABC FM Group in 1979, his last position with ABC. His primary responsibility was to upgrade senior management. By

1983, he decided to leave the company.

"At my age [39], I found myself very, very frustrated being an administrator in a very large corporation," says Greenberg. That frustration was coupled with Greenberg's growing distaste for working in New York, even though he grew up in Brooklyn. "Being raised in Brooklyn as a kid," he says, "is very different from working in Manhattan as an executive of a company and commuting to New Canaan, Connecticut."

Greenberg joined Dallas-based Belo Broadcasting in 1983 as vice president of its radio division, where he negotiated the acquisition of Denver properties KOA(AM)-KOAQ(FM) for \$22 million. Not long after that purchase, he says, Belo had opportunities in television and invested heavily in the medium.

"It became clear that the future was not going to be in radio in that company," says Greenberg, adding that he left with no hard feelings. "Their strategy changed, and rightfully so."

No stranger to changing positions, Greenberg in 1983 was named president and chief operating officer and equity partner of Duffy Broadcasting Corp., where under his stewardship the company purchased the following stations: KRZN(AM) Denver; KSMJ(AM)-KSFM(FM) Sacramento, Calif.; KONO(AM)-KITY(FM) San Antonio, Tex.; WORZ(FM) Orlando, Fla.; KLZI(FM) Phoenix, and KBTS(FM) Austin, Tex.

Greenberg's plan for Genesis through 1989, unless "an excellent opportunity came our way," is to operate the company and "get it up to speed." The goal of the company, he says, is to continue to look at stations in growth markets, particularly medium to major markets in the South and Southwest and on the West Coast.

The Genesis executive says his field experience has given him a fresh perspective on local station needs. "Companies that run stations from headquarters and say: 'This is the Acme way of doing things' are the companies that I wouldn't want to work for."

Greenberg's interest in radio extends to his board of directors position with the National Association of Broadcasters, where he was one of 12 National Radio Broadcasters Association members selected for such a post when the associations merged. He is also a member of NAB's Group Radio Committee.

When Greenberg is not thinking about radio he's busy walking (five to seven miles a day), cycling (30 to 50 miles each weekend) and reading (he and his wife have a fiction collection so large that they have become a library for neighbors).

"Usually I can turn the business off when I am away from it," he says, "but I can't tell you that I was very successful at doing that during the 53 weeks when we were trying to buy Duffy." □

FCC voted last Friday to stay \$2,000 fine against Media Central's kzkc-TV Kansas City, Mo., for prime time broadcast two years ago of "indecent" movie in light of U.S. Court of Appeals broadcast indecency ruling two weeks ago. In stay order, FCC said: "While affirming the commission's general approach to reinforcing the prohibition against indecent broadcasts and upholding the commission decisions as to a daytime broadcast, the court vacated two commission decisions involving evening broadcasts pending further commission proceedings."

Coalition of broadcast and citizen groups urged House and Senate conferees to vote against broadcast indecency amendment attached by Senator Jesse Helms (R-S.C.) to appropriations bill that funds FCC and other agencies. Measure would require FCC to enforce total ban on indecency. Nine-member coalition, including NAB and American Civil Liberties Union, said measure is "unconstitutional." "While the FCC may restrict 'indecent' programming to hours when parents are able to supervise their children's viewing and listening, the First Amendment prohibits a ban," it said.

Senate Rules Committee last week approved bill (S. 182) that would establish uniform poll closing time of 10 p.m. EST across continental U.S. (Hawaii and Alaska are excluded) for presidential elections. Originally, Senate measure was identical to legislation adopted by House last year. House bill establishes poll closing time at 9 p.m. EST in all four time zones (except Alaska and Hawaii) and it extends daylight saving time for two weeks in Pacific time zone, making closing time on West Coast 7 p.m. But Rules Committee not only changed closing time, it also withdrew controversial daylight saving section. Bill now moves to Senate floor where its prospects for passage are considered good. It is expected to be amended further to clarify that it does not apply to this year's election.

Beginning May 1989, **Playboy channel will change focus** to more mainstream entertainment. In move away from traditional Playboy adult entertainment fare, channel will now carry main-

stream R-rated films rather than edited X-rated fare; but it will keep X-rated segments such as "video centerfold" and sex-oriented talk and news shows. **Tentative new name for pay channel is Night Life.** Playboy channel has been grappling with marketing problems in recent years. According to published reports, since debut in 1984 with 743,000 subscribers, Playboy's subscriber base has dropped to below 500,000 homes.

Bryant Gumbel has signed contract to continue as co-host of Today, through 1991. Gumbel, who has hosted NBC's morning show since 1982, will reportedly also anchor two prime time NBC News specials per year, and be prime time host of summer Olympics. Estimates of three-year compensation package ranged between \$6 million and \$7 million.

Scheduled hearing on high-definition television by House Telecommunications Subcommittee for this Wednesday (Aug. 10) has been **postponed** due to markup session to be held by parent Energy and Commerce Committee on that day. Hearing, which was originally to be held on Aug. 3, is now tentatively planned for early September. Also in early September, subcommittee is sponsoring two-day exhibition of HDTV transmission systems to be held on Capitol Hill.

Senator Timothy Wirth (D-Colo.) has introduced children's television bill, alternative to House-passed proposal pending in Senate, that would require broadcasters to provide educational programming for children as quid pro quo for license renewal, promote it adequately before airing, reinstate FCC's commercial advertising limits in children's programming to 12 minutes per hour weekdays and 9.5 minutes per hour on weekends and restrict use of program-length commercials. Action for Children's Television, which supports House measure, was absent from list of organizers who support Wirth's bill. ACT head Peggy Charren said disagreement was on tactics, not on substance. Charren believes House bill has better chance of passing than more controversial Senate measure, which is expected to draw heavy opposition from broadcasters. "We need to get something

Way Down Yonder in New Orleans

Invasion of the dishes. *Pretty much the same group of satellite uplinkers that settled around Atlanta's Georgia World Congress Center to distribute news feeds from last month's Democratic national convention will converge on New Orleans's Superdome for next week's Republican national convention (see "Top of the Week").*

According to Skip Erickson, satellite consultant to both conventions, the 55 satellite newsgathering vehicles present in Atlanta are moving en masse to the gulf port city where, as in Atlanta, they have reserved parking spaces in two sites adjacent to the dome. But at the larger facilities in New Orleans, "there is more room," said Erickson, and the bulk of Ku-band transportable uplinks won't be as isolated from the convention site as in Atlanta.

Turner Broadcasting's Cable News Network, which on its home turf in Atlanta had no need of transportables, this time is sending three CNN NewsBeam affiliate service Ku-band trucks. Otherwise, names from the earlier convention remain the same. Joining CNN on the roof of the west side parking garage with their own Ku-band vehicles will be ABC's NewsOne (eight vehicles); NBC's Skycom affiliate service (five) and O&O group (two); CBS's NewsNet affiliate service (two); Independent Network News (one); C-SPAN (one); Conus Satellite news cooperative (four); Potomac Communications (five); Group W Newsfeed (two); H&C Communications broadcast group (two); Midwest Communications and King Broadcasting (sharing one) and Viacom Broadcasting, Pulitzer Broadcasting and Scripps Howard Broadcasting (one each).

In a bus parking lot across the street, ABC-TV network news will have three or four Ku trucks, plus one other truck that will stay on the move around New Orleans, and ABC's O&O group will have two more Ku's in that lot. NBC-TV network news will likely use the bus lot for the same combination of C-band and Ku-band uplinks and Ku-band downlinks it deployed in Atlanta. CBS-TV network news and CBS NewsNet will each park two C-band uplinks there, and NewsNet also plans a "roam truck" for moving about the city. The Florida News Network also plans a "roam" and has reserved spots for four Ku's, and Potomac Communications may also uplink from the bus lot. IDB Communications will operate two C-band uplinks from that lot for the European Broadcasting Union and, all told, will deploy seven earth stations to serve ABC, CBS and NBC TV, as well as radio networks including ABC, CBS, Mutual/NBC, AP, UPI, VOA and the BBC.

Bonneville Satellite, set to operate three C-band and one Ku-band uplinks from a construction site not far from the dome, will provide services to Bonneville International stations and to other broadcast groups: Times Mirror, Gillett, Cosmos and Belo. Bonneville will also transmit CNN for Televisa in Mexico. And outside town, an accelerated construction schedule has made the New Orleans Teleport (NOTEL) ready in time for the convention. A number of broadcast stations have contracted for teleport services through resellers, said NOTEL operations coordinator, Kathleen Doskey, and one network has contracted for feeds additional to its transportables.

Erickson volunteered one advisory: There was some rain fade

m this Congress," she said, fearing that Wirth's measure would torpedo House bill's chances.

□

Free television network affiliate associations are embarking on initiative to elevate their presence and influence in Washington policymaking decisions. Last week chairmen of three groups and their government relations committee chiefs met in Washington in NAB leadership to discuss their ambitions for forging a closer working relationship with NAB," as well as plans for stepping up government relations activities. Affiliates also met with networks' Washington representatives. Statement released by the groups said affiliate government relations committee chairmen would meet regularly in Washington (and confer routinely) to coordinate lobbying efforts. There will be greater coordination of FCC filings and appearances before Congress. Moreover, affiliate leaders say they will soon be making "periodic" rounds of Capitol Hill and at FCC.

□

Cable proposed last week that technical standards for cable TV signals retransmitted from local TV stations be extended to all other cable services. Commission divides signals delivered by cable systems into four classes. Class I (retransmitted local broadcast) signals must conform to earlier devised FCC technical standards. Proposal would extend those guidelines to other cable classes, which include basic and pay cable networks; government, educational and public access channels, and non-video signals (interactive and audio-only services). Action followed recent court decision which upheld FCC's authority to set technical standards for Class I. At same time, court found that lack of technical standards for other classes makes it more difficult for local authorities to evaluate cable signal quality when considering franchise renewals. NCTA President Jim Honey said that nonbroadcast signals on most cable systems already provide quality higher than is mandatory for Class I. He commended the commission's proposal... would provide ample assurance that cable systems will continue to provide high-quality signals to their subscribers," he said.

Game show pushes Rather back on WCBS-TV

WCBS-TV New York will push CBS Evening News with Dan Rather back a half-hour and boot USA Today to late-night oblivion to introduce a double-access game show lineup in its fall schedule, the CBS-owned station announced last week. Game show Win, Lose or Draw will air at 7 p.m. beginning Sept. 5, followed by the number-one syndicated program, Wheel of Fortune, remaining at 7:30 p.m.

Evening News's move to 6:30 p.m., long resisted by CBS News in part because of lower viewing levels at that time, is expected to be highly lucrative for the station, giving it 11 30-second commercial availabilities in a time period where it previously had none.

The new schedule also deals a blow to USA Today: The Television Show, which will run 2:05 a.m. weeknights and midnight-1 a.m. Sundays. The half-hour news magazine is the first effort of Grant Tinker's new joint venture production company with Gannett, which publishes the newspaper on which the show is based. USA Today also has a late night airing in Philadelphia, where KYW-TV will run it at 1:30 a.m. KCBS-TV Los Angeles will air it at 7 p.m. following ABC's Evening News, while WMAQ-TV Chicago will run it at 6 p.m. weeknights, following NBC's network news.

USA's executive producer, Steve Friedman, could not be reached for comment last Friday, but a company spokesman said: "We're all disappointed."

Fox Television will open Aug. 28 Emmy telecast for carriage on cable systems in markets where show won't be seen on Fox affiliate or some 30 ABC, CBS or NBC affiliates that are picking up telecast. Broadcast coverage will reach 92% of country. Cable operators in other 8% of country will be able to pick up special feed for free. Nine minutes of local ad avails in telecast will be turned over to operators for promotion of cable programming services. Fox reports interest from both TCI and ATC.

Notes from the Crescent City

in Atlanta, and a heavy rain history in New Orleans portends the same.

□

Winning and dining. *The Fifth Estate will be well represented at the Republican national convention next week in New Orleans, not only through the various news operations covering the meeting but, on a more informal basis, by industry groups planning to give a series of receptions, dinners and special functions. Democrats were feted last month in the same manner (BROADCASTING, July 25) by media executives, their Washington lobbyists and trade association officials who went to spend time with party officials, congressional policymakers and others.*

Many of the same industry players will be in New Orleans with the Republicans. CBS President Laurence Tisch is sponsoring a breakfast Monday, Aug. 15, at the Windsor Court hotel; ABC will have a VIP hospitality suite in the Superdome under its anchor booth, and NBC corporate executives (including President Bob Wright) will host a series of private dinners and lunches throughout the week.

The National Association of Broadcasters is sponsoring breakfast and tennis (as it did for the Democrats) Saturday through Thursday (Aug. 13-18) at the Hilton hotel. NAB President Eddie Britt and Joint Board Chairman Wallace Jorgenson of Jefferson-Pilot Communications Co. (and their wives) and Jim May, the association's chief lobbyist, will be at the convention all week. As it did in Atlanta, NAB is supplying the Republican gathering with 200 new 19-inch Toshiba television monitors for delegates and press to view the floor proceedings.

Other broadcast interests will have a high profile too. Univision, the Spanish-language network, and its parent, Hallmark, are hosting a Tuesday afternoon (Aug. 15) reception honoring Hispanic delegates and elected officials at the Hyatt Regency. Gannett and its USA Today are sponsoring a breakfast Sunday (Aug. 14) at Le Meridien. LTV Corp., the underwriter for public television's Washington Week in Review, is hosting a Monday (Aug. 15) brunch. The law firm of Verner, Liipfert, Bernhardt, McPherson & Hand along with Gencorp and The Travelers are holding a reception Tuesday night (Aug. 16) for Norman Lent of New York, who is the ranking Republican on the Energy and Commerce Committee.

As for the cable industry, Turner Broadcasting is honoring the Republican platform committee at a party Tuesday night (Aug. 16) in New Orleans's French Quarter. The National Cable Television Association says it has not been asked to host any events, but some association staff are expected to attend the convention.

The telephone industry will be busy in New Orleans. The U.S. Telephone Association is hosting a boat trip Saturday night (Aug. 13) in honor of Republican governors, congressmen and the platform committee. It will have a VIP suite in the Hyatt. BellSouth's activities (all at the Windsor Court hotel) include a Sunday brunch (Aug. 14) for House Minority Leader Robert Michel of Illinois, a Monday (Aug. 15) breakfast for Senator Bob Dole and his wife, Elizabeth Hanford Dole, and a Tuesday afternoon reception (Aug. 16) for the Republican Senatorial Campaign Committee.

Editorials

Back to work

The networks were breathing guarded sighs of relief last week as the almost-six-months-old strike by the Writers Guild of America against the Alliance of Motion Picture and Television Producers appeared to have come to an end. (The rank and file had still to vote on the agreement at press time, but that was expected to be a pro forma stamp on the agreement.) There was more relief than elation evident in the settlement of the protracted strike, as writers immediately prepared to get back to work (with, one observer predicted, "baskets full of scripts"), networks tried to figure out the what, when and where of their hybrid schedules and producers prayed for eight-day work weeks to make up for lost time.

As it stands, the strike has cost all sides money—in the millions of dollars—and time, both in production and lost man/woman hours. Whether the gains on either side of the table will have proved worth the battle remains to be seen. Both sides said they were happy with the agreement (read "happy to get back to the business of making television and of paying the bills"). Among those writers who will not share that happiness are those guild members who chose to break ranks and those nonguild writers who did not honor the picket. The first group will be fined a hefty 110% of their salaries, the second will be barred for life from the guild. "It's a life sentence" said a guild spokesman.

Only time will tell whether the strike has also cost the networks viewership. Cable services, which claimed to be relatively unaffected by the strike, were licking their collective lips over the prospect of making further inroads, but the networks, with Olympics, mini-series and now a better-late-than-never new season, are conceding nothing. The strike has thrown more than a few obstacles in the path of the fall 1988 schedule, turning the horse race into something of a steeplechase. It should be an exciting show for industry as well as TV viewers, if something of a bumpy ride.

Healing the rift

The good news is that the FCC appears ready to eliminate its prohibition against network ownership of cable systems. The bad news is that there ever was such a thing. All it did was to change forever the character of the television business, in ways we'll never know.

Way back then, in 1970, the three networks were the locomotives for the industry. They were full of sass and vinegar, innovative, exciting and eager to take on the new world of telecommunications. Including, most specifically, the beginning-to-burgeoning world of cable TV. But the FCC said no. Fearful that the networks would accrue even more power, and perhaps that they might retard the progress of the new medium to protect the old, it entered a blanket prohibition against any network owning any cable system anywhere (broadcasters in general were only prohibited from owning cable systems in their own markets). Except for a waiver that permitted CBS to own up to 80,000 cable connections in Texas for an experimental purpose, that's been the story.

For two decades, all the energy and interest the networks might have brought to the cable party has instead been directed principally against it. The Fifth Estate was divided into two camps with competing interests and goals.

Was cable made better by growing to maturity without this major broadcast input? We very much doubt it, although grow it did, anyway. Was the network broadcasting system weakened by

not being allowed to be a part of the brave new world? Without a doubt.

The twain may yet meet, albeit anticlimactically; better late than never. But there's a lesson in here somewhere about denying access to the video future to some of your best and brightest. One hopes it won't be forgotten the next time there's a chance to go wrong as the media future evolves.

The big chill

What is fundamentally wrong with the FCC's hot pursuit of indecent programing is clearly demonstrated in a story beginning on page 38 of this magazine, and may be summed up this way: Censorship chills speech. It's that simple.

The FCC asserts it does not wish to be a censor, yet it has both accepted that role and forced it on the industry by creating a climate of insecurity and unease that promotes self-censorship. WCET(TV), a noncommercial station in Cincinnati, is not taking any chances. It plans to submit a videotape of the documentary, *Rate It X*, dealing with various sexual subjects, to the FCC for approval. "If [the FCC] says it's not indecent," says the station president and general manager, Charles Vaughan, "we'll consider putting it in the schedule."

It is likely the ball will be tossed quickly back into Vaughan's court, however. The commission has already said it would not screen programing ahead of time, because, as one commissioner put it, the FCC doesn't have the power to censor speech. Wrong. When the regulating body of the communications industry sets a vague standard and enforces it with a \$2,000 fine for an "indecent" broadcast (on KZKC-TV Kansas City), it is sending a strong signal: "We're not sure what we don't like, and you'll have to decide for yourself whether we won't like it or not, but if you guess wrong, you will be punished." With a fine or license threat riding on that gamble, WCET might well opt not to air the documentary. If so, a programing quality decision will have been supplanted by a business decision determined by a risk that the station might, understandably, choose not to take.

Throw another controversial videotape on the fire; the temperature is dropping.

□

There was an encouraging sign at press time. In light of the appeals court decision two weeks ago questioning the FCC's justification for its indecency enforcement policy (BROADCASTING, Aug. 10), the commission stayed its fine of KZKC-TV.



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