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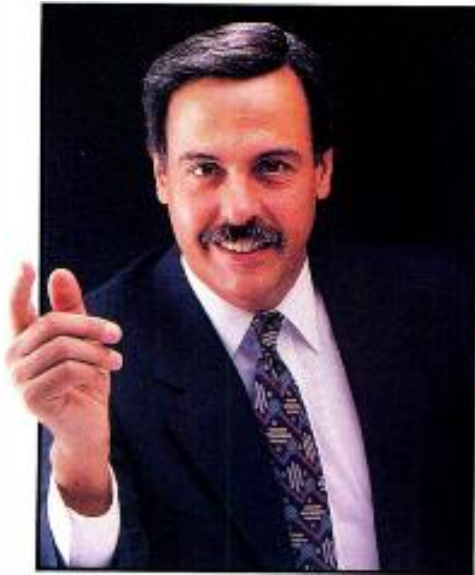
T2364 IZK NOV/90

88

57th Year 1988

SPECIAL REPORT
ON
Cable Programming
The GOP Conventio

KNXV's Stuart he joined A



“KNXV is the leading kids’ station in Phoenix. This season, thanks to quality off-network adult series like ‘Cheers,’ we’ve been able to beat our VHF competition in important male demos.

With ALF we felt that we had a show that would be a hit with both of our target audiences. It’s a runaway hit with kids; and more importantly, a strong draw for young adult male demos—the audience that is the toughest for an indy to reach.

And ALF viewers don’t just like the program, they love it—showing a strong loyalty, even when ALF ran head-to-head with the Olympics. That’s the kind of viewing habit that we look for in a five-day-a-week series.

Kids, young adult demos and viewer loyalty. That’s why we bought ALF. It’s a success formula that works for NBC now, and will work for us in ’90.”

Stuart Powell
Vice President and General Manager
KNXV-TV, Phoenix

Powell tells why ALF's family.



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**LATE
NIGHT
STALE?
GET
FRESH
BENNY!**

**NEW YORK: BIGGEST 11 PM
RATING/SHARE IN 7 YEARS!**

With little fanfare, WWOR premiered the fresh *Benny Hill Show* on June 27.

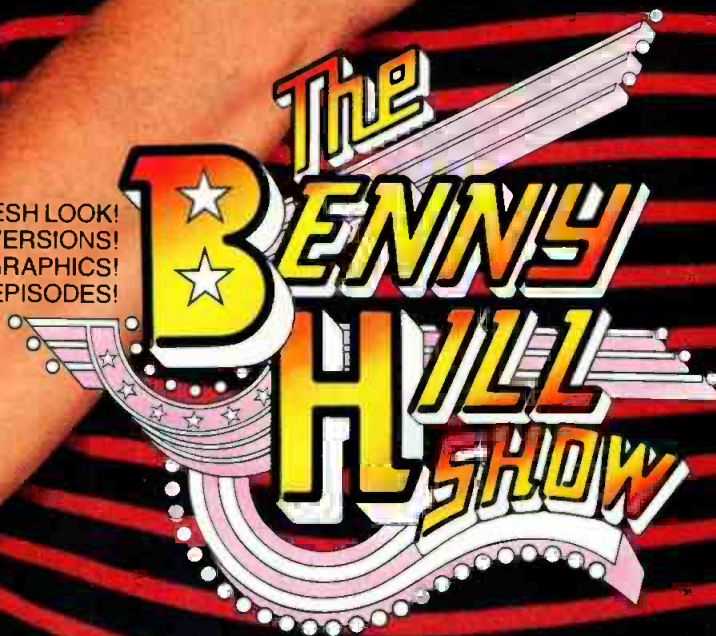
His very first week, Benny increased the time period audience by 100%. And he continued to build—averaging a 5 Rating and 10 Share from debut through July.

Bottom line: it's the station's best time period performance since November '81!

Fresh Benny means fresh late-night excitement—and fresh audience appeal for your station—right now.

SOURCE: NSI Overnights, July 7 through August 3, 1988.

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FRESH VERSIONS!
FRESH GRAPHICS!
FRESH NEW EPISODES!



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GOP Party... There was considerable grist for media mill—some 13,000 journalists strong—covering Republican national convention in New Orleans. NBC scores scoop of week in getting name of George Bush's choice for vice president prior to official announcement. **PAGE 19.**



Flat... TV broadcast network revenues are flat in second quarter. **PAGE 24.**

Wired... From basic to pay to pay per view, from sports to theatrical releases to original fare, word of cable programming is expanding and growing more



Showtime's 'Brothers'

lucrative. BROADCASTING's special report addresses resurgence of some forms of programming and hurdles to be crossed by others. It all begins on **PAGE 27.**

26/CHANGE OF COMMAND

J. William Grimes leaves ESPN Inc. to join Hispanic television network, Univision Holdings Inc. Roger Werner returns to ESPN, taking over chief executive position left by Grimes.

41/PROMOTION PLANNING

ABC, NBC and CBS plan strategies for promoting upcoming fall schedules. Mix of repeats and original product and staggered starts are making it challenging task.

45/BIG DEAL

Cablevision Systems buys Viacom cable systems serving Long Island and Cleveland and takes 5% interest in Showtime/The Movie Channel in deal valued at \$575 million.

46/IN FASHION

Cable Value Network takes over operations of financially troubled Fashion Channel Network, moving service to CVN's Minneapolis base.

48/NO LAUGHING MATTER

Industry observers say libel and

invasion of privacy suits against radio stations and personalities are on rise. Some stations are becoming more cautious about using pranks and practical jokes to attract listeners.

50/THOSE OPPOSED

FCC receives comments from broadcasters overwhelmingly against commission proposal to change present status of FM translator stations.

51/TKO

Fire at New York's Empire State building takes many of city's FM radio stations off air for about three hours.

53/PRIVATE PROPERTY

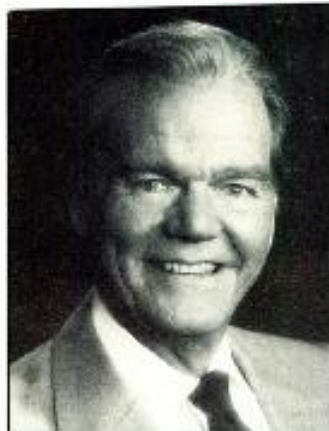
Management group led by Milton Maltz, chief executive officer and majority owner of Malrite Communications Group, offers \$141 million for Malrite, company that went public in 1984.

88/DAY IN COURT

U.S. District Court rules that Satellite Broadcast Networks Inc. violates Copyright Act by retransmitting broadcast signals.

25/RADAR RANKINGS

ABC Radio's veteran commentator, Paul Harvey, captures top five network radio program slots, with his weekday morning program reaching more than 6 million listeners ages 12 and over, according to just-released spring 1988 RADAR results.



Paul Harvey

60/MORE INFORMATION

National Telecommunications and Information Administration report calls for lifting of judicial and regulatory restrictions on Bell Operating Companies so they can offer information services.

87/PUBLIC PERSONA

National Association of Public Television Stations President David Brugger's career began same year Corporation for Public Broadcasting was formed. They have both come long way since.

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39

America's fastest
selling sitcom.

Amen

Starring Sherman Hemsley

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Alternative

Among several post-election scenarios involving FCC—in event of Dukakis victory—is one that would have Commissioner James H. Quello become acting chairman to bridge gap between exiting Dennis Patrick (should he opt for early departure) and whoever new President might name as successor. Parallel would be to Robert E. Lee's tenure as acting chairman between Charles Ferris and Mark Fowler in 1981.

Should Democrats take over, they'd have opportunity to reshape commission virtually from top to bottom. Patrick's leaving would create one vacancy; two others already exist and term of Commissioner Patricia Diaz Dennis ends in June 1989. Only Quello is sure thing through June 1991.

Long run

White House says no official date set for President Reagan's final Saturday radio broadcast, although it is likely to continue throughout his term. Weekly five-minute broadcast has aired since April 3, 1982, when Reagan arranged radio network pool that today includes ABC, AP, CBS, NPR, UPI, VOA and Westwood One's Mutual. White House spokesperson said a survey taken two years ago found 45% of stations in U.S. pick up weekly address in whole or in part.

Rescuer

Look for acquisition by Transworld International, New York-based international management group company, of financially troubled Peregrine Film Distribution. Deal is apparently in final stages, with Transworld currently examining Peregrine's books. Sources said that debt-laden Peregrine, which was close to similar deal with Transworld six-eight weeks ago before negotiations broke off, will be hard pressed to continue operations without buyout or cash infusion soon. Peregrine is distributor of *The Spectacular World of Guinness Records and Night at the Improv*.

Foolproof?

After consulting for "several months" with electronics manufacturers, Hughes Communications believes it has "satisfactory answers" on how to make secure, addressable scrambling system, Hughes Chairman Robert Dankanyin told BROADCASTING last week. Secure system is critical element in Hughes's planned direct

broadcast satellite system, which is to be put to parent General Motors for okay later this year. Dankanyin said system will "probably" be based on input of manufacturers and others that may be involved in DBS, including cable programmers and operators. Among potential manufacturers of systems is Delco Electronics, which, like Hughes, is subsidiary of GM. Delco may also be called on to make receivers and antennas.

Both backyard dish owners and cable systems currently use General Instrument's Videocipher II, but it's estimated that up to half of units in circulation have been altered to foil billing.

Together again

National League of Cities and National Cable Television Association got wires crossed. Two weeks ago NLC source told BROADCASTING that parties were at impasse on legislation that would limit liability of cities sued by companies demanding cable franchise on First Amendment grounds. Parties held series of discussions, but source said there was disagreement over scope of proposed legislation (cable wants issues addressed as amendment to Civil Rights Act) and types of activity that might be protected under measure. NLC was prepared to pursue independent course on Capitol Hill when Congress returns from August recess. However, after receiving call from NCTA official, NLC now says talks resumed, although cable association told BROADCASTING that it never thought talks had broken off.

Lots of HDTV

Scheduling of hearing on high-definition television by House Telecommunications Subcommittee on Sept. 7 ("In Brief," Aug. 15) has not hurt planning for earlier-scheduled HDTV gathering in Washington sponsored by Association of Maximum Service Telecasters to be held that day. AMST reports that no scheduling conflicts have arisen among speakers appearing at both morning hearing and AMST event, which is to begin at noon. Possible side benefit is tentative plan by subcommittee's chairman, Representative Ed Markey (D-Mass.), to appear before AMST to report highlights of hearing.

Officials from Zenith Electronics Corp. will appear at both events to give first public explanations of company's proposed advanced TV transmission system. Zenith sent letter of intent to take part in test process of FCC's ATS advisory committee, but has declined to give details on system, such as spectrum needs, compatibility with NTSC, resolution and

aspect ratio. Those questions will also be answered in document due to ATS committee Sept. 1.

Co-production

Lifetime and Shelly Duvall's Think Entertainment are developing half-hour sitcom to run next to *Days and Nights of Molly Dodd*. Lifetime president Tom Burchill said he expects move into production of another series will be supported by subscriber fee increases paid by cable operators. There was no word whether Lifetime will share Think production's syndication proceeds after network run. More than \$500,000 per episode being paid for 13 new *Molly Dodd* shows debuting in spring will be partially offset by Lifetime ownership of piece of show.

CBS Cable II?

FCC's move to repeal network-cable crossownership ban is fueling speculation about whether networks will make good use of rules change if it occurs. CBS President Laurence Tisch has stated in past he has no desire to get back into cable programming business. But would network buy cable systems? Although some believe Tisch may be warming up to idea of cable investment, one network source says he is more likely to continue adding to network's broadcast properties. Still, CBS feels FCC proceeding is important and that it wants to be on "equal footing" with other networks. What about NBC (with its new cable programming venture) and ABC (with its interest in ESPN, Arts & Entertainment and Lifetime cable networks)? Sources there indicate there are currently no plans to branch out into system ownership.

Looking for laboratory

Long Island News 12, which has considered launching regional news service in New Jersey, is looking to develop pilot experiment to test regional news service in markets that don't have same characteristics as New York. News 12 has flourished because it serves populous area largely unserved by New York stations. But whether concept would work elsewhere, News 12 parent Cablevision Systems is unsure. "We need to do the news regionally in an area where circumstances are different from LI to prove the concept," said Cablevision Chairman Charles Dolan. Boston, where Cablevision has extensive cable operations, doesn't appear to be at top of list. Strength of local broadcast stations that cover whole Boston area would make that city unlikely test site.





MGM/UA PREMIERE NETWORK III
MGM/UA #4



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Bright Lights, Big City
Dead of Winter
Fatal Beauty
Garbo Talks
Gymkata
Just the Way You Are
The Lord of the Rings
The Manchurian Candidate
Masquerade
Moonstruck

9½ Weeks
Overboard
Poltergeist II: The Other Side
Rocky
Rocky IV
Running Scared
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Solarbabies
Spaceballs
Still of the Night
Wiseguys



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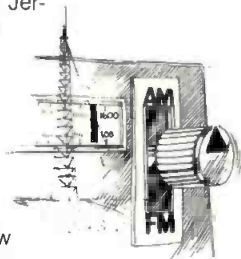
Where Things Stand

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

AM-FM Allocations

FCC received mixed reviews in comments on rulemaking to authorize FM's to use directional antennas and permitting allocation of stations in short-spaced positions. NAB was among those opposing proposal, restating its view that an increase in FM directional antenna use would lead to AM-ization of FM band. Some broadcast groups, however, favored commission's goal of providing more flexibility for FM broadcasters seeking suitable site to locate transmission facilities. Commission says it has no plan to change table of FM allotments.

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 by New Jersey class A FM Broadcasters, and on counter proposal by NAB to allow 60% of 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 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

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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 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. But Hollings has revived transfer fee idea, which was subject of Senate Commerce Committee hearing in April.

Cable Regulation

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

Motion picture industry and independent broadcasters have been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable industry to be on its best behavior or Congress may feel need to reevaluate regulatory environment.

Second 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 likely 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. Results of inquiry will be issued in September.

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 that duplicate programs on local stations (see below).

Children's Television

Action for Children's Television withdrew petition last month that had asked FCC to investigate alleged "unfair and deceptive" children's advertising. Decision came after Association of Independent Television Stations agreed to endorse advertising guidelines developed by Children's Advertising Review Unit of Council for Better Business Bureaus. ACT's 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

naware of dual standards practice.

On June 8, children's television bill breezed through House 328 to 78. Chances for Senate action were considered good, but Tim Wirth (D-Colo.) says he may amend measure, which could complicate prospects for passage. Wirth is drafting alternative proposal (with more stringent requirements) to House bill BROADCASTING, Aug. 8), which is expected to draw opposition from broadcasters. NAB says it won't fight House bill, but would oppose any amendments that might occur when Senate acts. Moreover, Justice Department has written an Senate Majority Leader Robert Byrd (D-Va.) opposing House legislation and promising to recommend presidential veto BROADCASTING, Aug. 1). Office of Management and Budget released statement opposing bill prior to House action, but stopped short of recommending veto.

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and proposes 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 at 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 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.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's 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

CABLE †	
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.

ready for action in late summer or early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged that abolishing it for carriage of local stations would create some practical problems.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its longstanding opposition, arguing that license should be left alone for time being.

Crossownership

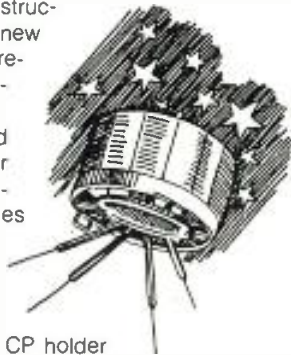
■ **Telco-cable**—FCC has tentatively concluded it should recommend Congress lift cross-ownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its July 20 meeting, will seek comments on subject, as well as on separate considerations 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 tone" to anyone with program to offer, though not programming of their own, in NTIA's view. At 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 crossowner-

ship 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. 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.

Direct Broadcast Satellites

■ April 8 round of applications at FCC brings current total to eight U.S. firms holding or seeking DBS construction permits—four new applicants, three requests for construction permit modifications and one request for four-year extension. But Hughes Communications, as major established fixed-service satellite operator and DBS CP holder with a 200-watt bird already in construction, is likely best qualified to launch and operate first U.S. high-power, direct-to-home delivery of



entertainment programming. DBS's high-power signals allow delivery to very small, affordable earth stations, promising consumer market much larger than current two million backyard dish market. Already dominant mode of program distribution in Japan and moving fast in Europe, DBS will definitely become a reality in U.S. in the 1990's, Hughes has said.

Next most viable competitor in race to provide first DBS service here may be GE Americom. With 60-watt Ku-band birds, Satcom K-1 and K-2, already in orbit in fixed satellite service arc, GE is trying to bring together "business system," including programmers and cable operators, to launch K-3 and K-4, now under construction, to provide service to both cable industry and home businesses, with cable likely retailers (BROADCASTING, July 18). Hughes says such service would only be "interim" step toward its 200-watt service.

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." TCI backing of Tempo DBS venture may indicate that cable operator resistance to a distribution form that threatens to bypass cable may be passing. 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.

High-Definition TV

■ Date for second congressional hearing of summer on HDTV by Telecommunications Subcommittee has been rescheduled for Sept. 7. Subcommittee is also sponsoring HDTV equipment demonstration on Capitol Hill Sept 8-9.

Systems subcommittee of FCC's advisory committee on Advanced Television Services (ATS) met last week to begin work on second interim report on HDTV transmission. Report will review claims of 18 system proponents and detail procedures to be used in testing of prototype hardware in terrestrial transmission tests.

Special FCC meeting is tentatively set for September 1 to consider possible actions following release of first interim report by ATS committee, including second inquiry and rule-making. 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

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Founder and Editor
Sol Taishoff, (1904-1982)
1705 DeSales Street, N.W. Washington 20036
Phone: 202-659-2340

Lawrence B. Taishoff, publisher

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Mark K. Miller, Harry Jessell
assistant managing editors
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David Berlyn, senior sales manager
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sales managers.

Hollywood
Tim Thometz, sales manager
Schiff & Associates, (Western Equipment
and Engineering) 213-393-9285

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Production

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Bureaus

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Adam Glenn, assistant editor
Scott Barrett, staff writer
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Cecelia Tyson

Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Tim Thometz, Western sales manager
Sandra Klausner, editorial-advertising assistant
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International Advertising Representatives
Europe and United Kingdom: Lucassen International,
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Badhoevedorp/Amsterdam, Netherlands Phone:
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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 next fall.

Indecency

U.S. Court of Appeals in Washington has affirmed in part FCC's new, tougher position on indecency. Court rejected arguments that commission's definition of indecency was unconstitutionally vague or that it suffered from overbreadth. But court remanded case to commission to consider its decision to reduce its safe harbor for allegedly indecent programming from 10 p.m. to 6 a.m. to midnight to 6 a.m. Commission said its aim was to protect children from exposure to indecent language or pictures. 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." At issue in case was get-tough indecency policy FCC adopted in April 1987 in conjunction with action against three radio stations for broadcasting programming FCC deemed to be indecent.

Court decision was seen as setback for Senator Jesse Helms (R-N.C.) and his effort to require FCC to enforce its indecency policy around 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.

Another effect of court decision: FCC voted Aug. 5 to stay \$2,000 fine for indecency against Media Central's KZKC-TV Kansas City, Mo., for its 1987 prime time broadcast of "Private Lessons." FCC had levied fine June 23 by 2-1 vote. It was first time television had been fined for indecency.

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.

International Satellite

Intelsat and Hughes Communications have not commented on May 10 *Washington Post* story quoting Intelsat attorney Ray Banoun saying that both organizations have conduct-

ed investigations into reports of Hughes employe or employes paying Intelsat officials for inside request-for-proposals information. Hughes is building \$785-million satellite series for Intelsat.

Pan American Satellite Corp. saw its first satellite, PAS 1, go into orbit June 15 aboard Arianespace rocket launched from Kourou, French Guiana. The satellite is intended to provide domestic services in South American countries as well as international services. Lack of "substantial" U.S.-to-South America data and video services, said PAS, exemplifies "gap" in Intelsat services which PAS intends to fill.

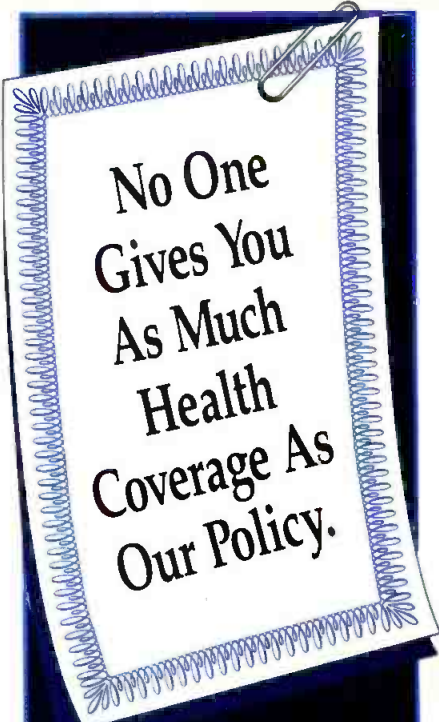
President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but only PAS has secured foreign correspondent (Peru) and received Intelsat consultation. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meeting in April 1986. Although PAS, only American separate system thus far authorized to compete with Intelsat, has complained that European Postal Telephone and Telegraphs are combining to deny PAS access to their markets, United Kingdom has taken two actions in past month to permit international systems entry into that market. First, Britain's Department of Trade and Industry issued ruling that will permit individuals and businesses, using on-site earth stations within UK, to receive signals of independent international satellites directly. Then, three weeks later, UK's Office of Telecommunications declared that operating licenses of British Telecom, UK's signatory to Intelsat, require it to provide "conveyance of messages to or from" international satellite system when customer in UK requests such service.

In related development, Orion Network Systems and British Aerospace announced plans to collaborate on construction, launch and operation of satellite-based telecommunications system across Atlantic.

Land-Mobile

Last fall, FCC delayed decision on petition to reallocate 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 system 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



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0-25 miles proposed by FCC. It also agreed with private agreement provision.

Mergers

■ Malrite Communications Group announced August 15 that it had received a buyout offer from management group led by chairman and majority stockholder, Milton Maltz. Offer was \$10.25 per share in cash for approximately 13.7 million shares of common and class A stock. (See story p.53) ¶ Rogers Communications Inc. announced August 9 that it had agreed to sell its U.S. subsidiary, RCA Cable-systems Holding Co., to KBL Cable Inc., a newly formed subsidiary of Houston, Tex.-based utility, Houston Industries Inc. Price was \$1.265 billion for systems serving roughly 500,000 subscribers in San Antonio; Minneapolis; Portland, Ore., and Orange County, Calif. Houston Industries board unanimously approved purchase August 16. Definitive agreement is subject to transfer approvals at municipal levels, plus FCC approval and Hart-Scott-Rodino requirements. Deal would close around December, at earliest. ¶ 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 presi-

dent and chief executive officer, Carl Brazell Jr., to form new company, Command Communications, to purchase KJOI(FM) Los Angeles; KHOW(AM)-KSYY(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 non-voting 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 KTWW(FM) Los Angeles, will be co-owned by Sillerman and group owner, Legacy Broadcasting, in which he is shareholder. Application for transfer of licenses to Command was filed at FCC in early August. Deals expected to close in November. ¶ Cablevision Industries signed definitive agreement July 18 to acquire most of systems comprising 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 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 bondholders 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 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 has also taken over distribution of Lorimar home video library. Lorimar shareholders meeting to approve merger is tentatively planned for late September. ¶ MSO's United Cable (UCT) and United Artists Com-

Where Things Stand continues on page 67.

Advertisement

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On August 4, a front-page story in The New York Times said: "Vice President Bush today leveled his most scalding attack yet against Michael S. Dukakis, charging that the Democratic presidential nominee would make the world a more dangerous place because he has repudiated the foreign policy vision of John F. Kennedy....Mr. Bush delivered a hard-hitting and specific speech defining the differences between himself and Mr. Dukakis, and between Mr. Dukakis and other Democrats." The Times devoted 15 paragraphs to the Bush speech. Other major newspapers also gave it good coverage.

The previous night, both ABC and NBC devoted considerable time to the Bush speech. Brit Hume on ABC introduced four separate shots of Bush addressing the GI Forum in Corpus Christi, Texas, saying: "Bush...attacked Dukakis's foreign policy views as a far-out rejection of the U.S. role in the world since World War II. Specifically, he cited what he said were three Dukakis positions on land-based nuclear missiles."

Bush was then shown saying: "No new MX, no midget man, no flight-testing of new missiles adds up to no modernization and no modernization adds up to unilateral disarmament." Hume then showed Bush criticizing Dukakis for opposing stationing U.S. warships in the Persian Gulf, for having supported a nuclear freeze, and for running on a platform devoid of substance. Bush asked if Dukakis still supported the nuclear freeze movement.

ABC's Sam Donaldson put that question to Dukakis. He replied, "Sure, and a comprehensive test ban treaty." Donaldson pointed out that a little later Dukakis changed his mind about the nuclear freeze. He told reporters that while he had originally favored a nuclear freeze, he no longer did so. Donaldson also pointed out that speaking in Neshoba County, Mississippi, near the spot where three northern civil rights workers had been murdered and buried under an earthen dam 24 years ago, Dukakis had not mentioned them. He had made only a passing reference to civil rights in his speech to a mostly white audience.

NBC also devoted considerable time to the Bush speech, saying the vice president had portrayed Dukakis as inept and weak on national security. It said Bush "pummeled

Dukakis in line after line" of his "tough, hawkish speech."

Dan Rather said Bush had campaigned in Texas "and tried to portray Michael Dukakis as a foreign policy novice and a liberal who favors, among other things, quote, unilateral disarmament, unquote." Bush was shown deplaning at the airport while a mariachi band played. Rather said: "Beyond that attack speech and a mariachi band, Bush is now struggling in Texas, a state he once considered a safe bet until Dukakis picked Lloyd Bentsen as a running mate." He then introduced Lesley Stahl, who gave a lengthy report on hard times in Texas and how this hurt Bush and helped Dukakis. That was followed by a very upbeat report on the Dukakis campaign in Mississippi. It appeared that Dan Rather and company were doing their bit to win the South for the Duke.

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This week

Aug. 23—Southern California Cable Association half-day customer service seminar and dinner meeting featuring Tony Cox, CEO of Showtime/TMC. Long Beach Hyatt Regency at Shoreline Village. Long Beach, Calif. Information: (213) 684-7024.

Aug. 24—USA Network affiliate marketing seminar. Chicago O'Hare Marriott. Information: Lori 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. Informa-

tion: 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.

Also in August

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—Women in Cable, New York chapter, meeting. "An Evening with Dr. Ruth Westheimer." Viacom Conference Center, New York. Information: Beth Araton. (212) 661-6040.

Sept. 6-9—Fourth Pacific International Media Mar-

Continues on page 66

Open Mike

Convert

Editor's note: The following is an open letter sent to Representative Thomas Tauke (R-Iowa) in response to the congressman's Aug. 8 "Monday Memo" in this magazine.

Dear Congressman Tauke:

I share with you a background of Midwest conservative thought. My degrees from the University of Iowa date to the 1940's.

Your commentary printed in the Aug. 8 issue of BROADCASTING, prompts this open letter.

The responsibility for KZKC(TV) the Kansas City, Mo., station fined and then unfined for indecency, is mine and I take this responsibility seriously. "Private Lessons," a third-rate, at best, comedy with nudity and indiscretions played on that station against our company policy. Firm and prompt action was taken that week by management, as responsible broadcasters. About a year and a half later the station was fined for an indecency violation. We were not a group testing the extremes of First Amendment rights. We thought we acted promptly and responsibly. Our sense of right and wrong said that when the FCC reviewed all the documentation they would know that they made an error.

That was the beginning of my education of First Amendment rights, the danger of government control of content of programming and, in general, the formidable threat that we all must jealously guard against. Consider these facts:

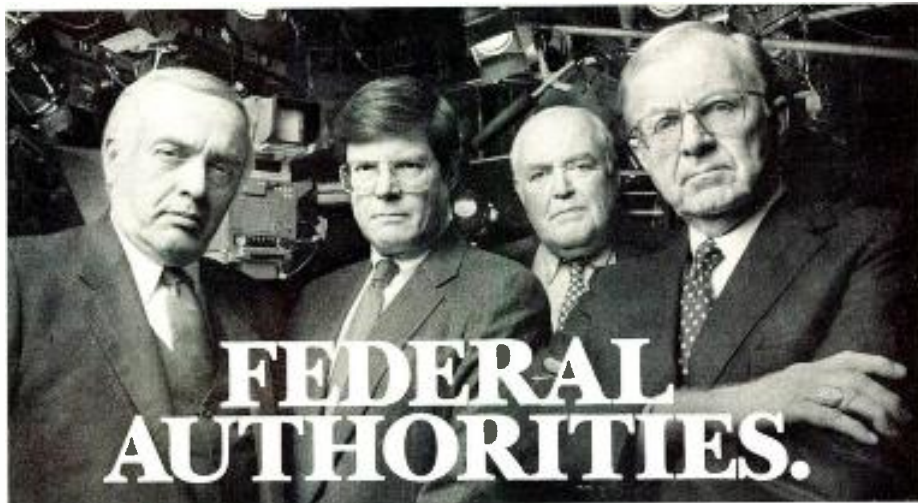
1. Condemning press releases were given to all media, obviously for political reasons, days before any notification was given the station. It wasn't until well after the news releases that the FCC determined who the owners of the station were.

2. The fact that the FCC was getting ready to "fine" on a violation it could not "define" reminded me of my youth. In those days, Iowa had a speed limit on its highways that

read "Reasonable and Proper." The spirit of that limit probably led to as many deaths as inequities. Under the methods of the FCC with its after-the-fact determinations (as with the old speed limit), every enforcer becomes a singular judge and jury, based on his or her

standards. A once tarnished reputation is not repainted by appeal.

3. Perhaps the most indicative of the dangers we all face is the determination of community standards. A woman (whom I hope some day to meet, because our standards may



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be somewhat alike), wrote a letter and sent a tape to the FCC about the "Private Lessons" broadcast. *This established Kansas City's community standard.* Since Kansas City is acknowledged to be the city that is the average of the United States it really established everybody's community standard. Thank God we got a good woman this time.

4. The FCC found the movie would be titillating to children. I didn't know what that exactly meant, but my dictionary says "1. excite pleasantly; stimulate agreeably; 2. tickle." Now, that doesn't sound too bad, but which bureaucrat has the appropriate child's mind, genes and makeup to be entrusted to the right to titer titillation?

5. People are asking whether titillation is better or worse than violence, but we must not let humor distract us from being alert to the danger.

6. Support for KZKC came from sources expected and unexpected, such as Action for Children's Television and the Society of Professional Journalists. These people know the implications and, with all my years and wisdom, I am just learning the importance of fairly and well-defined law and regulation.

7. We must protect the children, the innocent, honor, propriety, and the many things we each hold as dear or as standards, but, if we do it wrong, we may destroy the very rights we are laying the groundwork to protect.

8. We, as owners of television stations, will continue to be alert to our responsibility and will comply with law and regulation. However, we now know your warning

against forsaking First Amendment principles has great depth. We broadcasters must self-police, prevent content control, and do as much as possible for the broad public interest and help set standards that allow reasonable diversity—*so that no one woman from Kansas City with the help of a titillated bureaucrat gets the job by default.* Congressman, thank you for your comments.—*Morton J. Kent, board chairman, Media Central Inc., Chattanooga.*

Errata

CNBC will include nine minutes of advertising for NBC and three minutes for cable systems. Aug. 8 story, "NBC introduces CNBC at CTAM," incorrectly reported three minutes for NBC and nine minutes for cable systems.

□

In "Tracking the Fickle Business of Formats" (BROADCASTING, July 25), Spokane, Wash., station should have been identified as KEYF(FM). KEYF went from 2 in spring 1987 Arbitron 12+ metro share to 3.5 in fall 1987; during that time it was programing Transtar's "Format 41." In story, ratings rise was attributed to Progressive Music Network's "The Breeze." KEYF(FM) switched to "The Breeze" in early 1988.

Rate revision

EDITOR: We read with interest BROADCASTING's Aug. 1 "On Radio" article about the regional radio networks. However, we take great exception to the comments reported in the article on wire service costs.

Steve Mayes, general manager of new for Missouri and Radio Iowa, couldn't be more wrong about what it costs a small radio station to be a member of the Associate Press.

He said "\$15,000 to \$18,000 is a lot of money out of pocket" for small radio stations.

That is not what it costs.

Small-market stations (those that form the bulk of network affiliates) actually pay close to a third of what he says they pay.

The article also failed to mention Texas AP Network, one of the best advertising vehicles for small-market stations in Texas. Texas AP Network (TAPN) currently serves 79 stations and is carrier for the Houston Oilers Football Network.

TAPN offers salable radio programming and permits affiliates to keep their valuable commercial avails.—*James R. Williams, director, AP Broadcast Services, Washington.*

Editor's note: BROADCASTING has learned that annual AP station rates indeed run from \$4,500 for small markets to \$7,500 for medium markets. "It was a rather cavalier comment on my part," said Steve Mayes, when asked about the discrepancy. Member radio stations of his networks, he admitted, usually do not tell him the rates paid for wire services.

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. 2-4, 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.

March 1-4, 1989—20th annual Country Radio Seminar, sponsored by Country Radio Broadcasters. Opryland, Nashville. Information: (615) 327-

4488.

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.

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

A commentary on the fairness doctrine/public interest standard from Robert Fox, KVEN(AM)-KHAY(FM) Ventura, Calif.

Just what is meant by public interest?

There appears to exist a misunderstanding and misinterpretation on the part of certain members of Congress about broadcast licenses and the public interest. Those members of Congress have positioned the fairness doctrine as the fulcrum of the public interest standard.

I disagree.

Before continuing, let me state that there exists no "standard" of the public interest. The public has a great many interests and in varying degrees. There is no standard or yardstick to utilize as a specific means of measurement. What it is that does exist is a public interest "concept."

The management/licensee of each broadcast station attempts to determine in its own special manner the means by which the station will serve the needs of the community. For example:

- A broadcast station responds to a plea from a local Red Cross unit for a need for blood. The station develops an on-the-air campaign and is responsible for public donations of 1,100 pints of blood.

- A home that has housed a farm hand and his family burns to the ground and leaves the family without food, clothing and shelter. A broadcast station covers the event as a news item, and station management determines to air announcements to help the family. As a result, housing, food and clothing are provided by listeners, and in excess of \$5,000 cash is donated to the family.

- A broadcast station provides office space and telephones for a self-help program for the community. Volunteers man the phones 18 hours per day, five days per week and respond to requests for food, medical aid, etc.

Broadcast stations devote air time to local charities, service groups and on and on. Stations provide up-to-the-minute traffic reports, weather data, etc. Stations air special programs dedicated to community projects such as hospitals, boys' clubs, women's groups and to movements against drunk driving and drug addiction, and stations work with local PTA's, police and fire departments, park and recreation departments, symphony associations...The list would fill a large book.

Licenses in the same or different communities may have similar or dissimilar approaches as to serving their communities; each licensee makes its own unique determination.

Yes, broadcasting is special because stations are licensed to serve the public interest, convenience and necessity. And there is ample proof that licensees are committed to doing just that.

What does the above have to do with the



Robert L. Fox has been chairman, chief executive officer and majority owner of KVEN Broadcasting Corp., which owns KVEN(AM)-KHAY(FM) Ventura, Calif., since 1965. He is director of the California Broadcasters Association and was vice chairman of the National Association of Broadcasters radio board and a member of NAB's executive committee in 1987-88.

fairness doctrine and what does the doctrine have to do with serving the needs of the local community? Absolutely nothing as far as I am concerned.

It is my belief that the fairness doctrine is an unwarranted government intrusion with respect to the First Amendment. It is government's "nose under the tent." The founding fathers wisely feared that government might stifle the free flow of ideas. Thomas Jefferson stated, "No experiment can be more interesting than that we are now trying, and which we trust will end in establishing the fact that man may be governed by reason and truth. Our first object should therefore be to leave open to him all the avenues to truth. The most effectual hitherto found is freedom of the press."

In a worst case scenario the fairness doctrine can lead to government control of what is broadcast or a reduction by broadcasters in the amount of air time devoted to controversial issues.

If you do not believe that government is interested in controlling broadcast journalism, then think about this direct quote from

the past. It is a statement by Bill Ruder, assistant secretary of commerce during the early 1960's: "Our massive strategy was to use the fairness doctrine to challenge and harass right-wing broadcasters and hope that the challenges would be so costly to them that they would be inhibited and decide it was too expensive to continue."

Perhaps Congress fears that with no fairness doctrine that broadcasters will find a manner in which to eliminate "reasonable access" for federal candidates and the "equal opportunities rule." As a point of interest, some members of Congress have confused the fairness doctrine with the above.

The reasonable access and equal opportunity laws are not in jeopardy and are not a matter of consideration with respect to the fairness doctrine and First Amendment rights for broadcasters.

Other viewpoints have referred to the immense "power" of the broadcasting industry, and that the power is an argument for the fairness doctrine. Whatever may be the extent or perception of that power, it has little to do with the First Amendment. The founding fathers realized that. Ideally, everyone should be fair—newspapers, magazines, radio, TV, etc; that is a worthy ideal. But the First Amendment does not guarantee a "fair" press. It guarantees a free press. The search for truth was at the heart of establishing the right to free expression, and that goal could only be accomplished by means of a free press.

Each time government attempts to control a basic freedom of our democracy, it threatens the foundation of our nation. Within the parameters of the First Amendment and our guaranteed freedoms each of us has the right to speak, read, hear and view whatever each of us chooses. We have the right to make the decision. If we give to government the right to control broadcast program content, it may give some future Congress the impetus to determine the content of books to be read. The Constitution clearly enunciates that free speech isn't free if it can be dictated by bureaucrats.

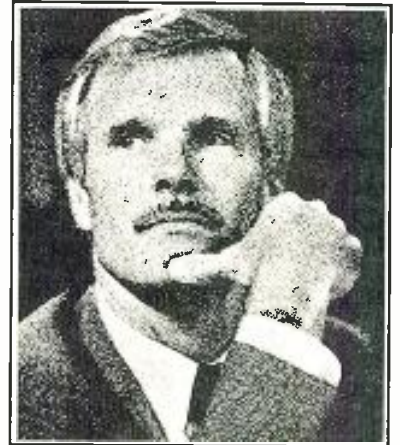
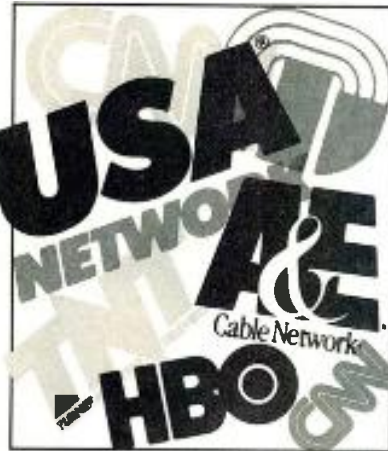
It seems to me that many members of Congress are concerned by what they perceive to be unfair broadcast press coverage and they want to continue their control of broadcasting and its content.

There are those who believe it is not worthwhile to make an issue of the fairness doctrine. Those persons believe the doctrine is easy to live with and the issue is not worth antagonizing Congress.

On the other hand there are those (and I am one of them) who believe what we're talking about is the basic fabric of our nation—the fairness doctrine is just a small part of the real issue. And that issue is freedom of the press and preservation of our nation's ideals.

All the rest is commentary. ☐

Special Reports: Cable



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NBC scoops 'em all in New Orleans

Network reports Bush's choice of Quayle as VP 15 minutes before next announcement; coverage by TV stations and networks turns spotlights on Indiana senator

The Story (with a capital S) at the Republican national convention last week was not, at least as a short-range matter, the nomination of George Bush as the party's presidential nominee. For a couple of days, it was his choice of a vice presidential running mate, and the extraordinary efforts members of the press made to learn who it was before the announcement was made. It was a game competitive journalists love. Thousands played it in New Orleans. And it was NBC News that won. But then. The Story shifted; it was, remarkably, whether Bush's choice would remain on the ticket that he had not yet joined.

Who said national political conventions are dull?

At 3:15 p.m. Central time, on Tuesday (Aug. 16), NBC interrupted its schedule for an announcement by anchor Tom Brokaw that the choice had been made and was Senator Dan Quayle (R-Ind.). Brokaw credited Andrea Mitchell with the news beat, and said Chris Wallace had confirmed the information through independent sources. Both are White House correspondents.

Cable News Network reported the Quayle story at 3:31, basing the piece on an Associated Press report that was put out on the wire a minute earlier. CBS News's Dan Rather did not report the story until 3:51, when

Bush was making the announcement on the riverbank in New Orleans, after debarking from a paddle wheeler on which he had steamed down the Mississippi. ABC News's Peter Jennings finally made it unanimous at 3:54.

Considering that scoops on radio and television are often measured in seconds, NBC's was clear and unmistakable, acknowledged as such even by the opposition. "It was a good, clear scoop," said Hal Bruno, director of political coverage for ABC.

The attention focused on the beat reflected not only the skill and determination of NBC News. It reflected as well the hunger of the 13,000 journalists in New Orleans for a hard news story.

Actually, Bruno said, the convention generated an abundance of important, even dramatic, stories. There was the passing of the baton of Republican party leadership from Ronald Reagan to George Bush, for openers. Then, there was the question of whether Bush could seize the opportunity offered by the hoopla and attention centered on the convention to launch an effective campaign in the fall.

But, suddenly, another story began to dominate the news: Did Quayle's wealthy family obtain a place for him in the National Guard in 1969 to enable him to avoid military service in Vietnam during the height of the war? Quayle's obvious difficulties in his televised press conferences and interviews with network anchors provided considerable grist for the media mill as the week wore on. (The headline on a story in the *New Orleans*

Times-Picayune put it bluntly: "Draft-Dodger Questions Dog Quayle.") By Thursday morning, reporters were chasing another story, maybe one even hotter than whom Bush would pick as his running mate: Would Quayle's nomination be only temporary?

The competitive fires of the thousands of journalists in New Orleans generated considerable steam behind a story that would have been a hot one under any circumstances. What's more, the gathering in the Superdome in New Orleans, like the Democratic convention in Atlanta's Omni Coliseum, demonstrated anew that national conventions are a rich source of news for radio and television stations from around the country. Slightly more than 4,000 correspondents, producers, editors, photographers and technicians—about the same number as in Atlanta—represented 315 television and 245 radio outlets in New Orleans. They could not get enough of the convention, particularly stations with a special stake in the convention's outcome. At 3:15 p.m. last Tuesday, for instance, crews from Indiana stations suddenly realized they had a piece of a national story.

The competition among journalists to ferret out Bush's choice of a running mate began a few weeks ago when the Vice President said he would not make the announcement promptly. He intended to hold off until the last day of the convention—Thursday—as a means of contributing suspense and interest to a convention that was expected to be lacking in both. But with the suspense

and interest threatening to reach a level where it would overshadow the nomination of Bush himself—and with the candidates for the job grumbling about what some described as a “demeaning” process—Bush decided to move up the announcement.

He told President Reagan of his choice when they met at the airport, shortly before 11 a.m. CT, on Tuesday. Then Bush began calling the rejected candidates, and the cat began getting out of the bag.

Joe Angotti, NBC News’s executive producer of election year coverage, described the anatomy of the scoop as an example of “group journalism.” The calls to the disappointed candidates became an alarm bell to journalists all over New Orleans. NBC

News correspondent Tom Pettit received a tip from a Bush camp source at about 2 p.m., and notified Joe Bartelme at the news desk. He in turn called Brokaw and Angotti, and the producer hurried to the correspondents’ trailer, behind the Superdome. He found Wallace, Mitchell, Lisa Myers, Connie Chung and Ken Bode and their producers and directed them to “hit the phones.”

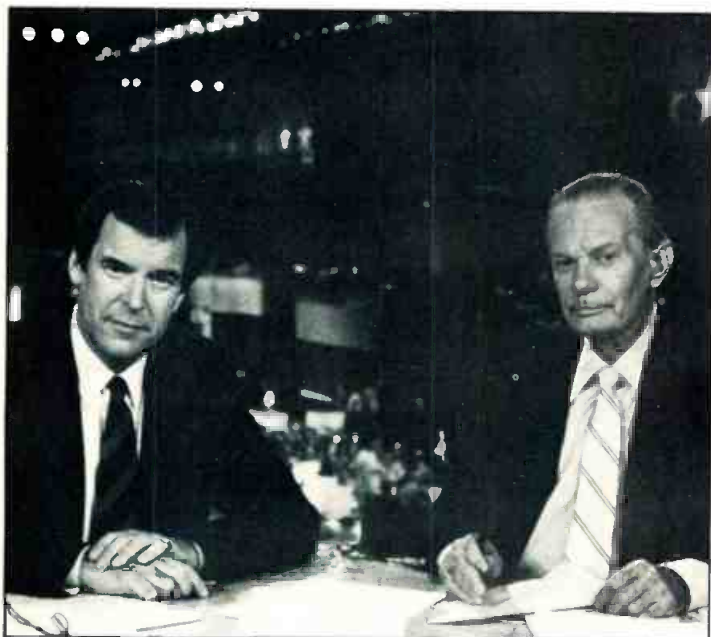
Within minutes, they had learned that Senator Robert Dole and his wife, Elizabeth, Representative Jack Kemp, former White House chief of staff Howard Baker and Senator Pete Domenici had been notified they were not Bush’s choice. So at 2:55 p.m., Brokaw went on the air to report that information. He also reported that Quayle

and Senator Alan Simpson appeared to be still in contention.

That may not have been an unqualified beat, since Phil Jones reported on the CBS radio network at 2:33 p.m., and on the television network 10 minutes later, that Bush had called the Doles to tell them they “were not in the running.”

But then NBC News correspondents and their producers went back to the phones, calling their sources and generating an atmosphere someone in the trailer later said reminded him of listening to the “1812 Overture,” as it builds to the climax of the booming cannon. Wallace—who had helped make his own career eight years ago when, on the floor of the Republican convention,

From ABC to C-SPAN: the network connections



ABC's Jennings, David Brinkley

CBS's Rather, Walter Cronkite



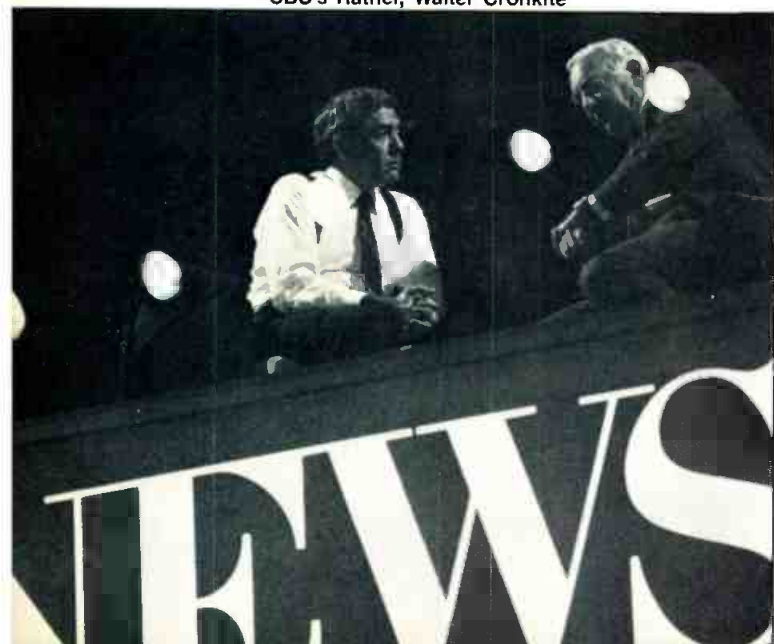
NBC's Brokaw with Bob Dole



CNN's Bernard Shaw, Mary Alice Williams



On location. C-SPAN's live gavel-to-gavel coverage of the Republican convention was beamed throughout the U.S., Europe, Central and South America and to U.S. embassies worldwide. Participating in call-in show was RNC Chairman Frank Fahrenkopf Jr., with C-SPAN's Lew Ketchum.



n Detroit, he scored a beat of about one minute on Ronald Reagan's choice of George Bush as his running mate—received a call from a senior Bush official who said that everyone had been called except Quayle. "But he would not say affirmatively it was Quayle," said Wallace. "Then finally," said Mitchell, "a call came in to me; it was a call back." It was information she trusted. So, evidently did Tim Russert, NBC News executive vice president, with whom she shared the source's identity, as required by NBC News policy. So she passed the information on to Brokaw, who was still in the anchor booth. He said, she recalled: "You got it. You're a winner. Let's go with it." With Angotti's agreement, the network lid, at 3:15 p.m.

It was a great moment for the correspondents and producers. The trailer erupted in applause when Brokaw put the story on the air. "There was great spirit in the trailer," Mitchell said. But there was also a downside: NBC News was so far ahead of the competition that Mitchell, who has been with NBC for 10 years, was beginning to question the information she had obtained. Supporters of the various hopefuls were known to have been putting out stories to advance their candidates' interests. "I would not have made the call to Brokaw if I were not confident," she said. Still, she felt a sense of relief when Bush himself confirmed the report.

The story provided Mitchell with more than a great feeling of accomplishment. She appears regularly on the *Today* show, and was worried, on Tuesday, about not having a lead for her piece on Wednesday. "Now," she said, "I have one."

□

Bush's decision to advance the timing of his announcement of his choice of Quayle—and NBC's ability to tell the world of it first—overshadowed the proceedings on Tuesday night that had been designed as a time for Democrat bashing. That was not the only deviation from the Republican convention planners' highly polished script. Speeches had been cleared and timed; the party had even suggested the topics. And attention had been paid to the numbers of women and minorities who would participate. The planners were professionals, and they were determined to present a convention tailored to make the best possible impact on the television audience. And there was drama and plenty of emotion in the response to President Reagan's farewell on Monday night and George Bush's acceptance speech (written by former CBS News writer and producer Peggy Noonan) on Thursday followed by what was said to be the most massive indoor balloon display ever—150,000.

Despite such pains, former Senator Barry Goldwater (R-Ariz.), who was singled out for special tribute on Monday night, pronounced the convention, in an appearance on the *Today* show Tuesday morning, as "the worst organized, worst run" he had ever attended. He said it took him 40 minutes to pass through security, and that, once inside his box, he could not hear a word. Stung, Mark Goode, the convention's program pro-

ducer, said of the man now regarded by Republicans as a senior statesman: "He's a little cantankerous in his old age. He says things he doesn't mean." And although the sound system inside the enormous Superdome—it seats 87,000 for football but was configured as a 30,000-seat arena—was a source of aggravation for convention planners, at least on the first couple of nights, Goode said he had checked with those who shared the box with Goldwater and was told they had had no problem with the audio.

Then, there was the embarrassment of running late each night, often very late. Former President Gerald Ford, one of the principal speakers on Tuesday night, for instance, did not begin speaking until 10:17 p.m. CT, after prime time had come and gone. And the plan had been to wrap up proceedings close to the end of prime time, when affiliates across the country begin itching to leave convention coverage for their local news shows. The problem, convention planners say, was speakers who refused to



L to r: Tisch, Murdoch, Diller

Political partying in New Orleans

Besides tending to convention business last week, Republicans stepped out with the media, at a breakfast hosted by CBS President Larry Tisch at the Windsor Court hotel. (Tisch treated Democrats in the same style.) The network rolled out its newsroom stars: Dan Rather, Diane Sawyer, Ed Bradley, Walter Cronkite, Kathleen Sullivan, Eric Sevareid and others. Numerous GOP heavyweights stopped by, including Senators Richard Lugar of Indiana and Larry Pressler of South Dakota and Representatives Norman Lent of New York, Carlos Moorhead of California and Connie Mack of Florida, who is running for the Senate.

The Tisch party also attracted the competition. Pictured with the CBS president is Rupert Murdoch, whose News Corp. includes Fox Television Network and, as of two weeks ago, *TV Guide* (BROADCASTING, Aug. 15). Joining Murdoch was Fox Inc. Chairman and CEO Barry Diller.

Asked if he might make any changes to *TV Guide*, Murdoch told BROADCASTING he would not. "We will keep the same staff and continue as before," said Murdoch, adding that "you don't take \$3 billion [the price for *TV Guide* along with the other Triangle Publications properties] and destroy it."

He also dispelled notions that *TV Guide* would be used to promote Fox. The two will be kept "totally separate," he said. Competing cable guide publications, which, in many cases, are owned by cable interests, promote their own product, Murdoch contended, but, he said, "we don't do that." And what will he buy next? Said Murdoch: "Nothing... I haven't paid for the last one yet."

ABC/Capital Cities and NBC kept lower profiles, with network executives dining privately with Republicans.

Public television's *Washington Week in Review* held a brunch (sponsored by its underwriter, LTV Corp.) at an elegant New Orleans restaurant. Turner Broadcasting System (CNN's parent company) hosted an evening reception to honor Senator Bob Kasten of Wisconsin and the Republican Platform Committee, at the historic Pontalba Building in the French Quarter.

And the National Association of Broadcasters reported steady traffic at the tennis/breakfast sessions it sponsored each morning of the convention. GOP lawmakers used the tennis courts, including the party's vice presidential nominee, Senator Dan Quayle of Indiana. NAB President Eddie Fritts attended the convention all week with half a dozen association staffers and Joint Board Chairman Wallace Jorgenson of Jefferson-Pilot Broadcasting. The Frittses told BROADCASTING they were one of 15 couples invited to a dinner for Quayle and his wife last Monday. The event was hosted by Heston and actor Arnold Schwarzenegger.

be bound by the times assigned to them. The keynoter, Governor Tom Kean of New Jersey, who preceded Ford, went on 17 minutes beyond his allotted time. "We can shape and suggest, but that's all," said one official, shrugging. President Reagan spoke for about 15 minutes more than scheduled, but none of the convention managers were heard to complain.

There was disappointment, but no apparent anger, over the decision of the three over-the-air networks not to carry the 19-minute film celebrating the Reagan Presidency as a lead-in to the President's appearance. C-SPAN, which was following its usual practice of full-text coverage, and CNN, which was also providing gavel-to-gavel service (subject to cutaways for interviews and analyses), carried the film—a loving, sentimental look back at the Reagan years—in full. But CBS and ABC chose to produce packaged pieces using excerpts from the film, while NBC ignored it until its final three minutes. For them, the film, as produced, was not newsworthy.

The Republicans' Goode was philosophical about such treatment: "We would rather have the whole thing carried, but it's their decision." There was no gnashing of teeth in the trailers of the Republican high com-

mand, he said. "We know they'll carry some things and not others."

"The question is classic," said Plante, in discussing the tension between the networks and the convention planners: "Who controls the news coverage—we or the people we cover in an event staged for television?"

The Republicans' failure to get mad, or even, as a result of the networks' treatment of the Reagan film, incidentally, may be a testament to a new sensitivity. Heavy-handedness, it seems, is out. And that sometimes affects party-network relations in interesting ways.

NBC's Angotti said that he and the Republicans had been "doing a little dance over the length of the George Bush video." The Republicans never approached Angotti directly on the matter of the film that was to introduce Bush at the convention. But they apparently read press reports quoting him as saying the film would "have to be in the six-to-seven-minute range" for him to consider airing it. Published reports had said the Bush film, produced by media consultant Roger Ailes, was running about 18 minutes. But Ailes said editing was still in progress. And when copies were delivered to the networks for screening last week, the piece was clocked at seven minutes, six seconds.

The magic of six-to-seven minutes is the film introducing Michael Dukakis at the Democratic convention ran that long, and both ABC and NBC carried it. Those networks carried the Bush film last week. CBS always the hardest-nosed among the networks on such matters, offered instead a packaged, three-minute piece by Plante that used excerpts from the film.

□

Journalists representing stations at the convention did not have the same problems as the networks. They had others. The lighting grid suspended from the ceiling of the Superdome to provide what the convention planners regarded as the ultimate in lighting caused headaches for crews in some of the skyboxes lining the rear of the Superdome (BROADCASTING, Aug. 8). While the network crews operated out of anchor booth and other positions on the floor, those in the skyboxes found their view of the podium obscured by the steel girders holding the lights. Some technicians accepted what they could not affect, saying, as one put it, they could "work around it." But one of Co Broadcasting's crew called the grid "a royal pain—we can't get a good shot."

Some problems were caused by a high



1. WMAF-TV Baltimore



2. WSMV (TV) Nashville



3. KABC-TV Los Angeles



4. WPRI-TV Providence, R.I.

authority than the Republican national convention officials. An air of controlled frenzy was evident on Monday afternoon at the Cox Broadcasting work area in the Hyatt Regency hotel, adjoining the Superdome. An uplink had failed, and technicians and engineers were trying desperately to find the cause and/or shift paths for the Cox and affiliated stations that were affected. Andy Cassells, who heads Cox's Washington bureau and served as coordinator of the group's convention coverage, said only a few of Cox's stations in the Eastern time zone suffered, losing their 5 and 6 p.m. live shots. The service was down 90 minutes. A few hours after the breakdown had been repaired, Cassells was sufficiently relaxed to observe: "These are mechanical things, and mechanical things break."

But as for finding news, that did not seem to be a problem. The delegations the stations' crews covered provided adequate supplies of local angle stories. And sometimes, the local stories were national as well. The Houston stations, for instance, KHOU-TV, KPRC-TV and KTRK-TV, had such local luminaries to cover as George Bush and his campaign chairman, James Baker. Senator Phil Gramm of Texas, who put Bush's name in nomination, was another source of local

interest. And the stations were not stingy in the amount of satellite time devoted to live broadcasts; KHOU-TV, for instance, did three half hours of live material every day.

Although the stations' crews left the cosmic issues to the networks, their coverage of the local folks was not necessarily reverential. KPRC-TV did a piece on what some perceive as Bush's identity crisis: After 26 years as a Houston resident, Bush, who was born in Massachusetts, grew up in Connecticut and summers in Maine, is not regarded as local. "If you're a Texan," said Jim Moore, chief of KPRC-TV's Austin bureau, "you live in Texas; you don't rent a room in a hotel."

By Thursday, with the focus of attention at the convention shifting to the controversy surrounding Quayle, stations from Indiana found themselves confronting new opportunities and new problems. "Our stories have taken on a harder look," said Luke Choate, anchor/reporter for WSBT(TV) South Bend. And the tone was shifting, too. A state Republican committeeman on Thursday was talking of the possible need to replace Quayle on the ticket with Senator Bob Dole. "Contrast that with yesterday, when Quayle was making the rounds and people were elated with him," said Choate. The story

occupied a large part of the station's newscasts.

But it is one on which the crew of WFIE-TV Evansville decided to pass. Chris Turner, a reporter, covered Quayle's arrival in New Orleans on Sunday, and did a live interview with him on Monday. "I considered that a small coup," he said. But once Quayle became a national story, he moved out of the range of WFIE-TV's crew in New Orleans. "With a two-person team," Turner said, "we concentrate on the local angle. We rely on the network [NBC] to do national stories."

Terry O'Reilly, news director of the Newsfeed network, pointed to an emerging problem for stations at major events: media "overload." The choices of pictures at the convention, for stations with the resources and need for them, was daunting. He noted that Newsfeed was taking both the C-SPAN and RNC Network feeds. In addition, stations have their own cameras, can take feeds from the networks with which they are affiliated, plug into the network pool and, if they are members of groups like Newsfeed, can exchange raw video. Speaking of the experience of the 24 Newsfeed members, O'Reilly said: "It's like having two dozen

1. Sally Thornar, anchor-reporter for WMAR-TV Baltimore, talks with Maryland delegate as camerawoman Helen Lester takes aim.
2. WSMV-TV Nashville's John Seigenthaler Jr., on the floor with cameraman Lane Michaelsen.
3. Interviewing California Governor George Deukmejian is KABC-TV Los Angeles's John North with cameraman Rawn Hairston.
4. Following Rhode Island delegates was WPRI-TV Providence's Greg Wayland and cameraman Les Breault.
5. Nolan Johannes of WNEP-TV Wilkes-Barre, Pa., and cameraman Jan Votapka.
6. The Telemundo Network's wscv-TV Miami had its crew on the floor with anchor Alina Mayo Azze and cameraman Julio Duran.
7. Newslink's Staci Adelman interviewing Tennessee delegates for WHBQ-TV Memphis.



5. WNEP-TV Wilkes Barre, Pa.



6. Telemundo Network



7. WHBQ-TV Memphis

crews running around."

The RNC Network, incidentally, did not restrict itself to providing an in-house feed. It put its pictures on Westar 4 to make them available to any station or cable system that was interested. Or individual homes. Goode said he had received calls from a number of individuals who had picked up the signal on their home earth stations. "The network," Goode said, "is working very well."

It was not only the network the Republicans employed as a means of leapfrogging the broadcasters. The Republican National Committee, in cooperation with the Republican Senate and House campaign committees, offered a service to television stations

that were not represented in New Orleans. If a station had a downlink and was interested, the Republican organization in New Orleans would make members of their states' delegations and other local officials available for interviews via satellite and telephone hook-up, with the Republican organization personnel operating the camera in the Superdome. The material was taped and fed by satellite within an hour. Mary Mead, deputy convention manager for media relations and public affairs, said the operation was feeding about 25 interviews a day—100 for the four-day convention. For the Republicans, it was a good way to use the satellite when it was not needed for the RNC Network. For

the 100 stations, it was the next best thing to being in New Orleans.

□

Despite the roller coaster excitement of the convention last week—the announcement of Quayle and the immediate eruption of controversy regarding his National Guard service—the ratings story of the convention was the same: down. The cumulative ratings for the networks for the four-days in New Orleans were poorer than the already poor record achieved in Atlanta last month (see below). So those who have grown weary of sharing a diminishing audience were not impressed by the drama—and the potential

TV networks post flat revenue in second quarter

The trend of television network revenue continues to be flat, as evidenced by second-quarter numbers provided last week by the Broadcast Financial Management Association. Those figures, assembled from unaudited numbers voluntarily submitted by ABC, CBS and NBC to Arthur Young & Co., showed an overall increase in the April-through-June quarter of less than 1%, to \$1.76 billion.

More than half that sum came from prime time advertising, which declined less in the second quarter than it had in the first. The second-quarter figures, which showed a 1% decline to \$923.6 million, confirm reports of an improvement in the scatter market over the first quarter.

A reversal was registered in daytime, where a decline of nearly 12%, to \$263.8 million, compared to the prior-year's second quarter, ended short-lived improvement for the daypart registered in the first quarter.

The offsetting good news for the three networks came in sports, where revenue jumped 21%, to \$240.8 million; news, which showed a gain of 4.5%, to \$203.9, and late night, which was up a strong 15.6%, to \$95.3 million. The late daypart was up roughly the same percentage in the first quarter as well.

Network revenue from children's programming was down 8.6%, to \$33.4 million.

The numbers released last week show that for the first half of the year, three-network revenue increased 9%, to \$3.65 billion. An analysis would show that absent the first-quarter's winter Olympic games, three-network revenues have shown little increase.

For all of 1988, the networks will benefit both from the upcoming summer Olympics and from political advertising. Through the second quarter, political advertising on the three networks has amounted to less than \$1 million.

Second-quarter television network revenue: 1988 vs. 1987

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenue from client-supplied programming							
Second quarter '87	\$12,162	\$0	\$315	\$0	\$2,598	\$0	\$15,075
Second quarter '88	11,334	0	0	0	3,490	0	14,824
% change	-6.81	0	-100	0	34.33	0	-1.67
All other gross revenue from time sales							
Second quarter '87	1,084,999	96,983	351,862	42,960	230,874	229,325	2,037,003*
Second quarter '88	1,074,957	112,119	309,927	39,249	278,839	239,730	2,054,821*
% change	-0.93	15.61	-11.92	-8.64	20.78	4.54	0.87
Total gross revenue from time sales							
Second quarter '87	1,097,161	96,983	352,177	42,960	233,472	229,325	2,052,078
Second quarter '88	1,086,291	112,119	309,927	39,249	282,329	239,730	2,069,645
% change	-0.99	15.61	-12	-8.64	20.93	4.54	0.86
Less advertising agency commissions							
Second quarter '87	164,315	14,548	52,495	6,405	34,159	34,283	306,205
Second quarter '88	162,651	16,796	46,107	5,853	41,545	35,838	308,790
% change	-1.01	15.45	-12.17	-8.62	21.62	4.54	0.84
Total net revenue from time sales							
Second quarter '87	932,846	82,435	299,682	36,555	199,313	195,042	1,745,873
Second quarter '88	923,640	95,323	263,820	33,396	240,784	203,892	1,760,855**
% change	-0.99	15.63	-11.97	-8.64	20.81	4.54	0.86

*Includes \$18,558,000 in color insertion revenue for 1987 second quarter and \$20,217,000 for 1988 second quarter.

**Includes political parties/candidates revenue of \$205,000.

or stirring journalism—surrounding the Quale announcement.

"What relationship does that have to the 'oll call [on Wednesday night] that went on until midnight [NYT]," asked Richard Wald, ABC News senior vice president. Coverage of the call of the roll of the states o vote on the Bush nomination, he said, was "pointless." Then, reflecting the view of ABC News President Roone Arledge and other network critics of the present practice, he asked: "How much time is a convention worth?" His answer: "It's how much news here is."

ABC, he said, could wrap up convention coverage in an expanded, one-hour version of *Nightline* each night. And if a story, like the Quayle controversy, were to break, the program could be extended. It was clear he thought the present system of coverage had become an anachronism—and one, he said, harmful to the American public. Viewers get the idea that, with conventions merely processes of ratification, "politics is cut and dried." But Wald was not predicting what he network would do in 1992. "That's a long time off," he said.

The networks last week went to work in New Orleans with fewer troops than in Atlanta last month—100 fewer in the case of ABC, although some of that reduction was attributed to the decision to leave the *Night-*

line crew in New York and Washington. But writing off live coverage of political conventions would probably be premature. Laurence Tisch, president and chief executive officer of CBS Inc., appears to be steadfast in his view that CBS, at least, should continue the kind of coverage it now provides. As in Atlanta last month, he said: "It's our obligation to the American people. If they want to see it, they should have the privilege." And in 1992, he said, "we intend to be there." When it was pointed out that C-SPAN and CNN offer full coverage of the conventions, he said: "But we're free TV. We have to keep free television strong."

□

As with the Democratic convention five weeks ago, TV viewers opted for independent TV stations and other alternatives to the three broadcast TV networks' coverage of the Republican convention. For the four nights, independent stations averaged a 19.8/37, while the three networks averaged an 18.5/35 for the same common, prime time period. ABC won the four-night battle with a 6.7/13 average for the period, over NBC's 6.2/12 and CBS's 5.6/11. These numbers are down from the Democratic convention's ratings, when the three networks averaged a 19.8/36 for the four nights.

Programming by independent stations, ac-

ording to Nielsen statistics, beat the networks on the first three nights of the Republican convention, but lost to the networks for the closing night. Independents took two of the four nights of the Democratic convention, losing to the networks on the second and closing nights.

On the first night of the Republican convention (Monday, Aug. 15), the networks had a combined 18.8/35, while independents had a 20.6/38. Night two (Tuesday, Aug. 16) gave the networks a 17.3/33 to the independents' 20.0/38. The third night, Wednesday, Aug. 17, put the standings at 17/32 for the combined networks and 20.1/38 for independents. Closing night for the Republicans brought in a combined network rating of 21.1/39, and an 18.4/34 for the independent stations.

Cable viewership came in with a 9.7/18 for the first convention night, while superstations had a 4.5/8 and pay services had a 5.8/11. Tuesday night numbers were: cable, 9.9/19; superstations, 4.3/8, and pay, 5.9/11. Cable rolled in with a 10/19 on Wednesday, while superstations had a 4.3/8 and pay services a 6.8/13. Closing night figures were: cable, 9.5/17; superstations, 4.8/9, and pay, 5.1/9. PBS numbers broke out to: 2.9/5 on Monday, 2.7/5 on Tuesday, a 2.8/5 on Wednesday and a 3.2/6 on Thursday. □

Paul Harvey, ABC top RADAR rankings

ABC's Harvey grabs top five slots; network leads in several categories, has eight programs in top 20

ABC Radio's Paul Harvey weekday morning show now has an average audience of more than 6.03 million listeners aged 12 and over, according to the just-released spring 1988 RADAR 37 results. Harvey has captured the top five network radio program slots, which, along with ABC's ninth, 11th, and 18th slots for weekday Information Network news, gives the network eight of the top 20 programs in network radio. ABC shares the top-20 list with CBS, which managed to draw 12 of the shows most listened to by persons 12 and older.

Harvey's dominance includes *Paul Harvey News* at 8:30 a.m., Monday through Friday, which averages 6,033,000 listeners; his 12:06 p.m. Monday through Friday 15-minute slot, 4,309,000 listeners; his 8:30 a.m. Saturday show, 3,780,000 listeners; his 11:10 a.m. Saturday show, 2,980,000 listeners, and *Rest of the Story*, airing Monday through Friday at 3:06 p.m., 2,676,000 listeners. All data is based on Eastern standard time.

The remainder of the top 10 network radio programs for audiences aged 12 and over, according to the survey, were the CBS Monday through Friday 6 a.m. newscast, with an average 2,147,000 listeners; the CBS Monday through Friday 7 a.m. newscast, with 1,994,000 listeners; the *Osgood File*, anchored by CBS News correspondent Charles Osgood and airing Monday through

Friday at 7:25 a.m., with 1,952,000 listeners; ABC Information Network Monday through Friday 7 a.m. newscast, with 1,888,000 listeners, and the 6:25 a.m. Monday through Friday *Osgood File*, with 1,858,000 listeners.

In the RADAR 37 largest common daypart category for all full-service networks (Monday through Saturday, 6 a.m.-7 p.m.) for listeners aged 12 and over, ABC topped the list with its Information Network (average 2,032,000 listeners per commercial, a 7.1% gain) and Entertainment Network (average 1,923,000 listeners, a 1.2% gain). Transtar Radio Network recorded the largest gain with a 34% increase in the category, rising from eighth to third place with an average 1,653,000 listeners. Mutual Broadcasting System dropped from third to fourth place, a 3% loss, with an average 1,564,000 listeners (Mutual PM and Satellite Music 2 were not included in the largest common daypart category because they offer no programming during the period).

Filling out the top 10 networks in the common daypart category were ABC's Contemporary Network (dropping from fourth to fifth place but with a 2.2% gain in listeners, average 1,552,000); CBS Radio Network (rising from seventh to sixth place with an average 1,388,000 listeners and an 11.7% gain); Westwood One's Source (dropping from fifth to seventh place with a 4% loss in listeners, average 1,273,000); NBC Radio Network (dropping from sixth to eighth place but with a 0.3% gain in listeners, average 1,256,000); ABC's Rock Network (staying at ninth place but with a

5.1% loss in listeners, average 1,161,000), and ABC's FM Network (remaining in 10th place but with a loss in listeners of 2.4%, average 1,143,000).

RADAR "All Broadcasts" ranking, instituted last year, ranks only programs that networks ask RADAR to include in the survey (excluding overnight). Top five rankings in the category for total persons 12-plus were ABC's Information Network (jumping from third to first place with an average 1,644,000 listeners, a 7.6% gain); ABC's Entertainment (remaining in second place but with a 0.6% gain in average listeners, 1,588,000); Mutual Broadcasting System (dropping from first to third place with a 3% loss in average listeners, now 1,564,000); ABC's Contemporary (remaining in fourth place but with a 2.1% gain in average listeners, 1,388,000), and Transtar (jumping from 10th to fifth with an average 1,326,000 listeners, a 36.6% gain). Mutual PM, measured for the first time in RADAR 37, placed 16th, with an average 706,000 listeners.

Mutual held the number-one ranking for adults 25-54 in the All Broadcasts category with an average 900,000 listeners, a 13.6% gain. ABC's Entertainment placed second in the category with 868,000 listeners, an 8.9% loss.

RADAR results are delivered twice annually by New Jersey-based Statistical Research, Inc. The spring and fall reports rely on continuous measurement of a 10,000-person sample aged 12 and older. RADAR 37 data was supplied to BROADCASTING by ABC, CBS and Transtar. □

Grimes leaves ESPN to join Hispanic network

Werner called back from ABC to run cable network

J. William Grimes has left the helm of ESPN Inc., the nation's biggest cable network, to become president of Univision Holdings Inc., the nation's dominant Hispanic television network, it was announced last Wednesday (Aug. 17). Roger Werner, who worked at ESPN for six years before moving to the ABC Television Network in March as executive vice president, has been recalled to take over the chief executive spot left by Grimes.

The 47-year-old Grimes, who plans to start work at the Spanish-language network Nov. 1, said his Spanish-speaking capability is "virtually nonexistent." But he added that he was "committed to the goal of learning Spanish soon. I didn't know anything about cable television, and I didn't know anything about sports, when I went to ESPN," Grimes said.

Grimes's recruitment to Univision caps the purchase of the network and station group by Hallmark Inc. and its partner, First Chicago Venture Capital, in a process that began in 1987. Univision, the largest Spanish-language communications company in the U.S., broadcasts 24 hours a day, seven days a week, reaching 84% of the U.S. Hispanic population through seven owned television stations and about 450 broadcast and cable affiliates.

Grimes said that Hallmark president and chief executive officer, Irvine O. Hockaday Jr., asked him if he was interested in the Univision job about three months ago, six months after the two men were introduced by a "mutual friend."

"This has been the most fun and the best job I've ever had," said Grimes, referring to his tenure at ESPN. But, he added: "There comes a time in people's lives when they feel they should attempt another challenge."

Grimes joined ESPN as executive vice president in 1981 and was made president of the then-struggling sports network in 1982. As president, Grimes said, the first person he hired was Werner, who had been part of the consulting team at McKinsey & Co. that put together ESPN's original strategic plan. Grimes said, "There is no one better qualified" than Werner to take over ESPN, which is 80% owned by Capital Cities/ABC and 20% owned by RJR Nabisco. "Three or four years ago, I told the owners he was ready to replace me then."

As executive vice president at ESPN for three years, Werner oversaw the network's programming, production, marketing, sales and research departments. Additionally, "Many of the strategies that have built ESPN over the years have come from [Werner]," Grimes said.

Over the past six years that Grimes has been president of ESPN, the network's subscriber base has grown from 21 million to 47.8 million. The network increased both its visibility and ratings when it began broadcasting NFL games in 1987 as part of a three-year, \$153-million contract. Werner



Werner

said that carrying Major League Baseball and some part of future Olympics were some of the specific plans he had for ESPN.

Grimes, a former ad salesman at WCBS(AM) New York, said the "biggest opportunity" he sees at Univision is the potential growth in Spanish-language advertising



Grimes

and cited statistics: Hispanics make up 8% of the U.S. population, but only 1% of U.S. ad dollars go to Spanish-language stations. Univision's major competitor in the Hispanic television market is the Telemundo network.

In his new position, Grimes will replace Hallmark's chief executive officer Hockaday, who has served as Univision president since the company's formation. Hockaday will now become Univision's chairman. □

Steele case to be settled out of court

A controversial eight-year-old legal battle over a license for a new Georgia FM station that brought into question the constitutionality of the FCC preference for women in awarding licenses appears headed for an out-of-court settlement.

The two competing applicants for the license, James Steele and Dale Bell, have worked out a deal with WBA Corp., under which Bell and WBA will co-own the yet-to-be-built station in St. Simons Island, Ga., and Steele will walk away with \$300,000. The settlement is subject to FCC approval.

WBA owns WMOG(AM) Brunswick, Ga., not far from St. Simons Island. WBA's principals include Bill Cate (15%), president of Chapman Associates, a Washington-based station brokerage, who was instrumental in putting the deal together. The other principals: Jim Arbogast, Robert Bartlett and Joel Williams (25% each), and Bill Powley, station manager (10%).

The Steele case grew into a major story in September 1986 when the FCC reversed itself and sided with Steele in his constitutional challenge at the U.S. Court of Appeals in Washington of the FCC's policy of awarding a preference to women in comparative hearings. Steele had lost the comparative hearing for the St. Simons Island permit because of the preference. Bell is a woman.

Contacted in New York last week, Steele, a former member-relations staffer at the National Association of Broadcasters, said he had been prepared to take his case all the way to the Supreme Court, but when the opportunity to end the litigation and "come out whole" presented itself, he felt he had to take it. "It's just time to get on with my life," he said, noting that since first filing for the station in 1980 he has married and had two children.

Steele said his goal was not to change FCC policies, but simply to own a broadcast station. Since he has been paying his legal fees as he incurred them, he said, he will be able to apply most of the settlement money to acquiring another radio station. He said his legal expenses have exceeded \$200,000.

In siding with Steele, the FCC said it could not justify the preferences for women or minorities in light of the equal-protection clause of the Fifth Amendment (BROADCASTING, Sept. 22, 1986). However, it subsequently opened an inquiry to see if such preferences could be justified. At the FCC's request, the court remanded the case to the FCC pending the outcome of the inquiry.

The FCC's action touched off protests by minority and women's groups and, more important, rankled supporters of the preferences in Congress. In late 1987, Congress attached a measure to the FCC's funding bill ordering the FCC to drop its inquiry and reaffirm its preference policies and its original decisions in *Steele* and *Winter Park*, a similar case in which the constitutionality of minority preferences is being challenged by a losing comparative applicant.



Cable Programming '88

A special
report
on
the
growing
world
of
wired
television



Taking the programing pulse of the wired nation

Cable programing could be the strongest side of the television business this year. What follows is BROADCASTING's examination of four of the more dynamic components of the cable programing business that lend some credence to that claim.

At the basic channel level, various reports predict that pretax cash flow of the major cable networks will exceed that of ABC, CBS and NBC by more than five times this year. Success, however, has not come without costs. Cable operators and cable programers have rarely agreed on the fees the latter charges the former. But there are signs that the difference of opinion today is wider than normal, as both sides wrangle over the proper level of subscriber fees and advertising support.

Whatever the result of that debate, there is one thing cable services are sure of these days: that cable's dual revenue stream is capable of drawing more quality product to the medium, such as rights to the next Major League Baseball package, which will likely be awarded later this year.

Perhaps the fastest growing part of the cable universe belongs to regional sports channels. In 1988, three new services offering regional (and increasingly national) coverage of major

sports were launched, and another is scheduled to begin in November. There is also interest in launching in several other markets. In all, between 14 million to 15 million subscribers are receiving regional sports networks. With its first major sports contract now under its belt—hockey—regional sports channels have become a major force that promises to play a role in all future sports negotiations.

On the pay side of the business there are two strong stories. The pay services' concerted efforts in marketing and promotion over the past year offer signs of encouragement to a business that as recently as 1986 found growth slowing to a near standstill.

Pay-per-view, which many believe can provide cable another strong revenue stream, is attracting buy rates of up to 50% at cable systems that are foregoing the the older addressable systems for more sophisticated methods. Expensive systems requiring dozens of customer service representatives taking telephone orders are being replaced by speedy automatic number identification systems and user-friendly impulse systems.

Walking basic cable's tightrope

Striking proper balance in funding channels is among challenges of potentially profitable cable sector

Programing a basic cable channel is a tricky business and not getting any easier. As one well-placed cable system executive described the world of wired channels, "Anybody who says they can predict this business is kidding themselves. It's like riding a bicycle down a tightrope."

Such MSO executives and their programing counterparts say the main hazard on basic cable's highly profitable journey to the future is disagreement on how to finance basic cable programing, how to strike the proper balance between advertising income and monthly subscriber fees paid by operators to carry basic channels.

These days, the subject of increasing subscriber fees is sensitive. According to Paul Kagan Associates, the cost to systems of the

12 largest basic cable channels in 1986 accounted for 6.9% of their total basic fee to subscribers. In 1987 that cost rose to 8.5% (chiefly as a result of ESPN's NFL purchase). In 1988 Kagan estimates total fee charges will drop to 8.1% with longer-term discounts. Others say that renegotiations of subscriber fees are moving the cost of basic services up once again. "It's getting worse by the day," said Lowell Hussey, senior vice president of programing and marketing at Warner Cable.

The two sides of the cable business have every incentive to figure out the best way to finance basic cable programing. One published analysis of 17 basic cable networks estimates they will generate pretax cash flow of \$372 million, on revenue of \$1.35 billion, for a 27.6% return this year; the three broadcast television networks, meanwhile, will make roughly the same return on \$8 billion in revenue, for a 5% return.

ESPN's investment in a package of NFL

games last year is almost universally cited as a subscriber fee increase that was accepted among MSO's.

Operators have watched the fees paid to ESPN rise from 11 cents in 1986 to 25 cents in 1987 and 26 cents in 1988.

For its part, ESPN has seen its 24-hour ratings rise from a .62 in 1986 to .85 in 1988; its estimated advertising revenue increased from \$96 million in 1986 to \$155 million in 1988.

Operators have seen their advertising revenue rise as well.

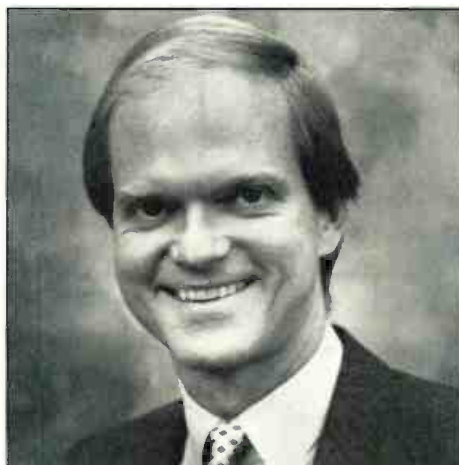
ESPN's noteworthy success has not, however, made it easier for other channels to raise subscriber fees. It is generally said the onus is on channels to justify each proposed increase now more than ever.

Warner's Hussey said that he "does not acknowledge" that channels must raise their subscriber fees to offer systems at attractive programing.

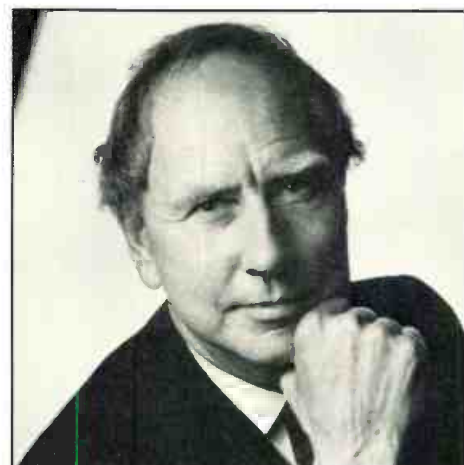
"They should buy what they can afford



Warner's Hussey



Viacom's Bennett



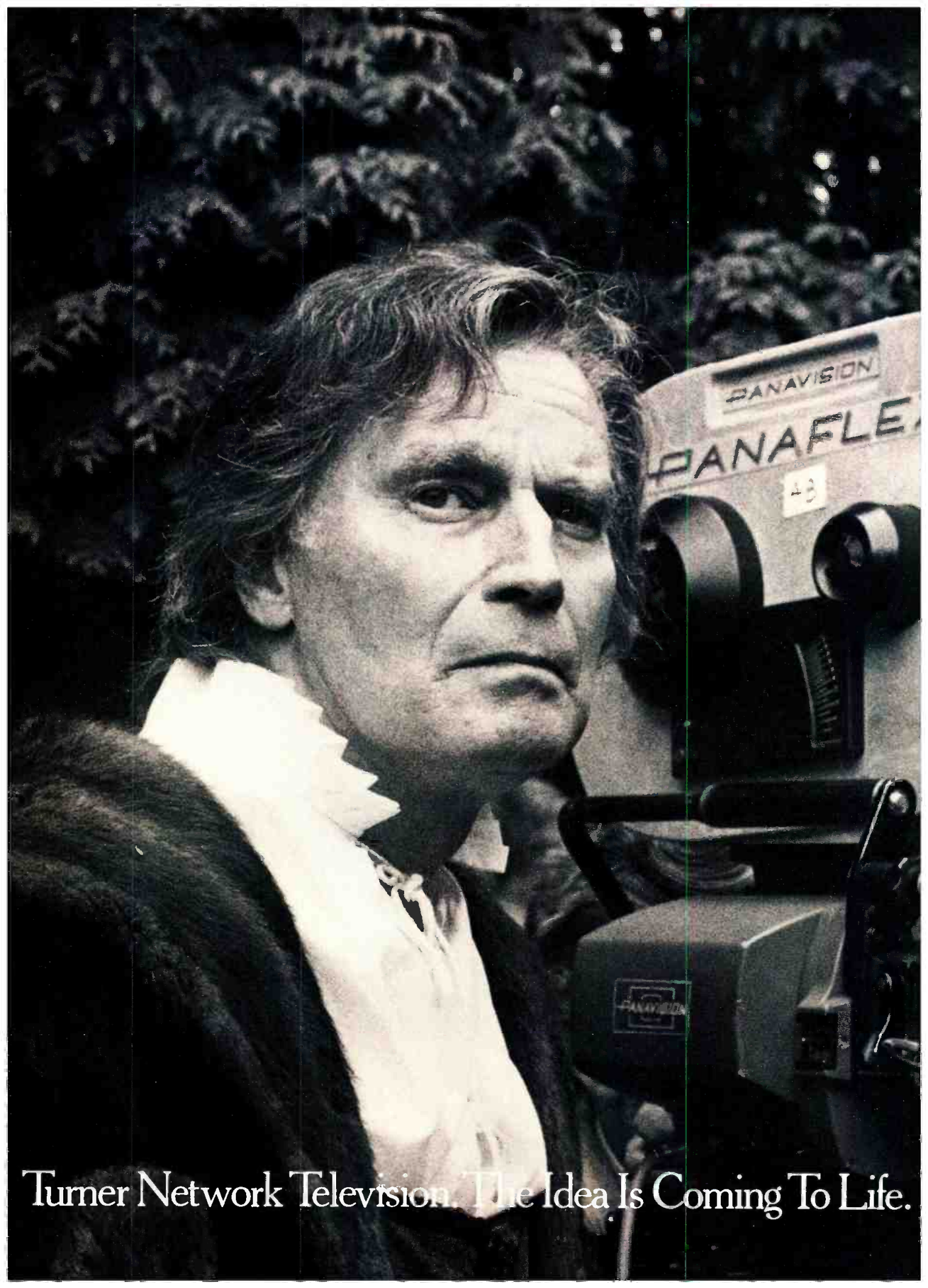
Jones's Jones

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THE CABLE NETWORK PROGRAMING UNIVERSE

BASIC SERVICES

Network Systems Subscribers	ESPN 19,500* 47,800,000	CNN 8,298 46,869,000	WTBS 9,171 45,718,000	USA Network 10,100* 45,200,000	MTV 5,010 42,700,000
CBN 8,215 41,642,000	Nickelodeon 6,195 41,200,000	Nashville Net. 7,335 41,051,392	Lifetime 3,800 39,800,000	C-SPAN 3,014 39,200,000	Nick at Nite 3,285 36,900,000
Weather Ch. 3,200 36,000,000	A&E 2,600 34,200,000	Discovery Ch. 3,567 33,800,000	Headline News 3,228 32,693,000	FNN 3,500 30,500,000	VH-1 2,140 27,900,000
WGN-TV 11,071* 24,653,463	Score 1,150 20,000,000	CVN 1,600 20,000,000	BET 1,200 20,000,000	HSN I 1,342 15,700,000	C-SPAN II 539 15,700,000
Learning Ch. 930 12,800,000	QVC Network 931 12,600,000	WWOR-TV 2,499 12,302,073	Telshop 850 12,000,000	Silent Network 350 10,300,000	Eternal Word TV 461 10,100,000
Fashion Ch. 600 10,000,000	Inspirational Network 950 10,000,000	WPIX(TV) 858 9,678,474	Travel Channel 260 9,300,000	Trinity 650 8,000,000	Tempo TV 700 8,000,000

Country Music Network 830 8,000,000	Movietime 273 7,000,000	Acts 358 6,600,000	HSN II 302 5,500,000	KTLA(TV) 182 4,929,355	Shop TV 119 4,400,000
Nostalgia 325 4,000,000	KTVT(TV) 417 3,588,270	Galavision 290 3,000,000	Mind Extension University 70 1,700,000	Family TV Net. 50 1,100,000	America's Shopping Ch. N/A 1,000,000

PAY SERVICES

HBO 7,400 15,900,000	Am. Movie Classics 1,500 12,000,000	Showtime 6,000 6,300,000	Cinemax 4,200 5,100,000	Disney 5,000 3,810,000	Movie Channel 6,000 2,600,000
Bravo 320 1,100,000	Playboy 500 490,000				

PAY-PER-VIEW SERVICES

Systems Addressable homes Total basic homes	Viewer's Choice I and II 181 3,500,000 5,000,000	Request TV 190 3,200,000 4,500,000	Home Premiere Television N/A 1,200,000 N/A	Cable Video Store 65 175,000 1,800,000	Zap Movies 7 66,000 170,000
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* Affiliates include noncable system distributors.
Showtime The Movie Channel does not break out individual system counts.
PPV numbers are for systems, addressable homes and total basic homes.
Figures for WGN-TV, WPIX(TV), KTLA(TV) and KTVT(TV) include TVRO and SMATV affiliates.



ABC Video's Granath



A&E's Davatzes

It's a strange relationship to always hand us the bill" in the form of a subscriber fee increase, he said.

Edward A. Bennett, executive vice president at Viacom Cable, said that for a system to sign a contract with a cable channel these days means an "explicit understanding" of what kind of demographics it will deliver. Bennett said that the subscriber fee issue has become a "concern" among operators recently because at times it has seemed that the channels have been asking for increases "simultaneously."

Bennett said he sees the key to the future of cable programing (and the key to systems' signing contracts with a channel) as a channel's ability to deliver customers and provide a unique addition to the cable dial. The process of choosing channels for a cable system "is not scientific," he said. "But you have to look at it from a strategic point of view."

Glenn R. Jones, president and chief executive officer of Jones Intercable Inc., said that an example of a basic channel's need for realistic evaluation of proposed programing strategies can be found in USA Network. Jones Intercable (which serves more than one million subscribers) has rejected a subscriber fee increase that USA is now requesting to support its recent \$60-70 million commitment for the production of 24 cable-original movies. Jones said that the proposed movie package, and repeats of the off-network hours, *Miami Vice* and *Murder, She Wrote*, will not differentiate the channel substantially from the broadcast networks or broadcast stations. USA Network president and chief executive officer, Kay Koplovitz, said that USA had not received official notification of Jones's decision as of last week.

"We want quality programing directed at a specific audience, and we think there are some that listen," he said. Jones said his company's rejection of USA's proposed fee hike should not be considered a lack of interest in mobilizing financial support for proposed programing. Jones Intercable operates a separate financing division, Jones 21st Century, for the creation of cable programing.

Warner's Hussey mentioned cable's possible involvement in the next Major League Baseball contract as an example of a difficult choice that operators may soon face. To



CAB's Alter

get a fee increase from operators to purchase part of the next contract, he said, a unique addition to coverage of the sport would be necessary. What made ESPN's football package valuable, he said, was an addition to football on television with a package of games on Sunday evening.

Herb Granath, president of ABC Video Enterprises, said that he still perceives a gap between MSO's' ability to pay for programing and channels' ability to provide worthwhile programing. Granath said that subscriber fees currently are often "not sufficient" to move channels ahead into new programing ventures.

Granath mentioned purchases of off-network programing as a "building block," but not a solution to closing the programing gap. "We've got to bridge that gap before we can move into the upper limits" of cable programing. In that regard, Lifetime (owned equally by Capital Cities/ABC, Viacom and the Hearst Corp.) has added to its off-network purchase of *Cagney and Lacey* with a commitment to original episodes of *The Days and Nights of Molly Dodd*.

Granath said that ABC VE (which oversees Capital Cities/ABC's 80% interest in ESPN) would hope to support a bid on the next baseball contract using subscriber fee increases. He also mentioned the possibility of supporting a bid on the 1992 Olympics in Barcelona, Spain, with a fee increase.

Nickolas Davatzes, president and chief executive officer at Arts & Entertainment Network, said that he "had strenuous discus-

sions with MSO's in the past several years" about increasing subscriber fees, but in his experience "reasonableness gets results." To keep its place on cable systems, A&E targets what it calls "light TV viewers" who would otherwise not subscribe to cable.

Although the subscriber fee issue appears uncertain for basic cable the advertising side of the picture is termed upbeat.

Barry Kaplan, vice president and media analyst at Goldman Sachs, said that advertising is becoming "a more important source" of financing cable programing. Kaplan said that despite slower growth in subscriber fees, tremendous upfront business for cable this year signals strong upward movement in the cable programing business.

CableTelevision Advertising Bureau President Bob Alter said cable advertising will grow from \$1 billion last year to \$1.3 billion-\$1.4 billion this year.

In Kagan's analysis, subscriber fees contribute \$500 million and advertising revenue \$835 million to the \$1.35 billion in estimated cable network revenue this year. It is advertising revenue, according to Kagan, that frees up subscriber fees to give the cable networks' their impressive bottom lines.

On a per-24-hour rating point basis (which encompasses subscriber and program ratings growth), the top 12 cable networks will grow 13.1% in 1987-88 over 1986-87. In dollars, an average 24-hour rating point will grow in value on those 12 cable networks from \$93.4 million in 1987 to \$105.5 million in 1988. □

By Scott Barrett

Picture brightens for pay cable

Increased marketing, original programing and greater differentiation among services seen as keys to success

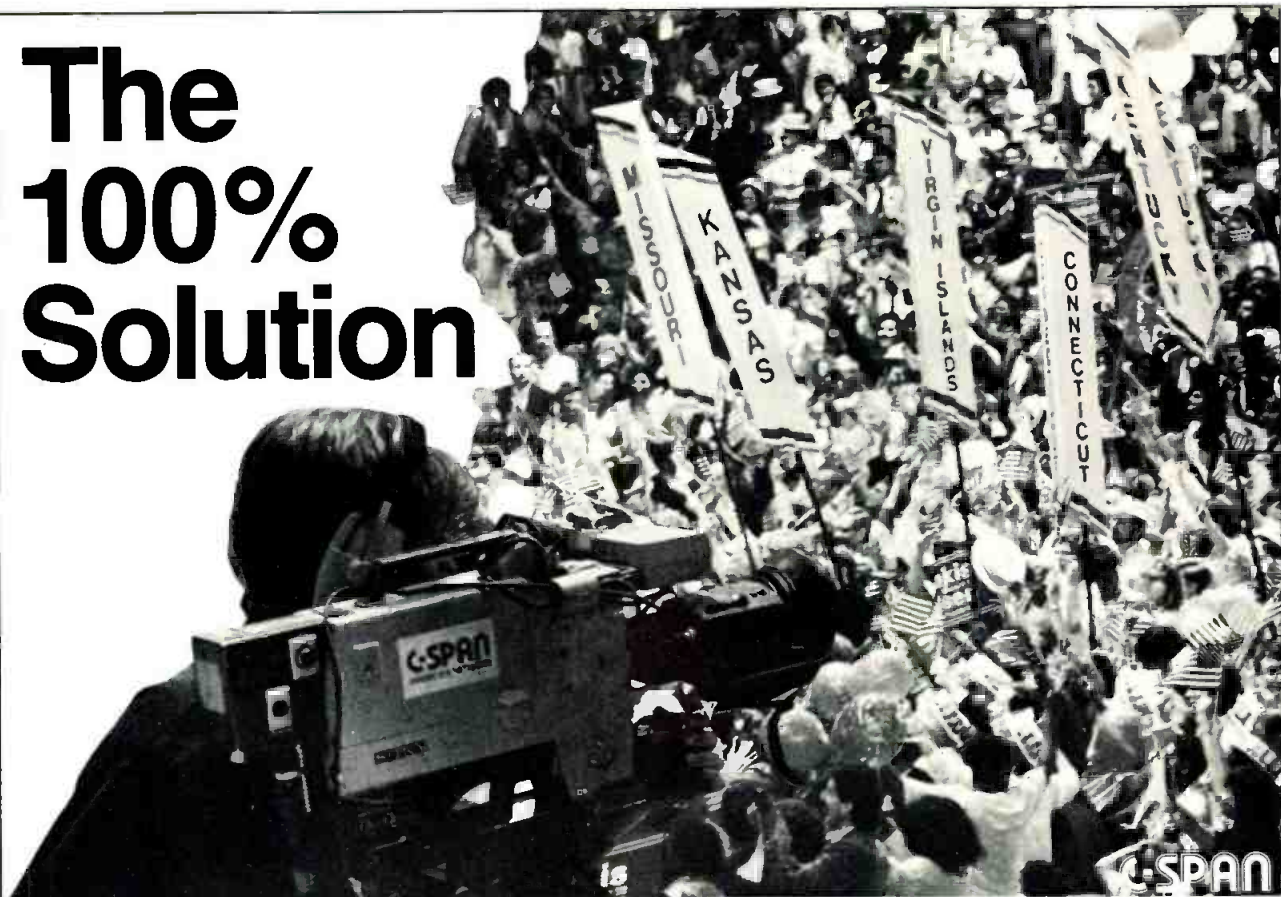
The pay cable business has survived its skirmish with the home video craze, and is continuing to see growth in its subscriber numbers. With aggressive marketing powering that growth, the individual channels are using different techniques to bring in new viewers.

"Our direct marketing activity has increased exponentially in the last 18 months," said John Billock, senior vice president, marketing, HBO. "We had always been relatively aggressive in that area, but we've just recently increased our intensity," he said.

HBO and Cinemax, its companion service, increased their subscription total by 1.8 million in 1987, and Billock said, the services are "even ahead or at least equal to that pace this year."

Although the increased marketing campaigns tend to cause a margin squeeze, Billock said the effect is temporary. "Although we give up short-term margin during the consumer promotion period, we increase our subscriber base significantly. We have

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—*The New Republic*—

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more than justified our increased marketing expenses, and once those customers who are getting their first month free—if that is the promotion—once they complete that first month, they become full revenue-paying users," he said.

In the case of offers that give viewers a free month or two of a premium channel, there is always some drop-off of viewers after the promotion. In HBO's case, Billock says that "we end up keeping about 60% of the gross installations in the post-promotion period." But even at that rate, he added, "it is a very economic strategy for us to be executing because we're growing at such an aggressive clip. Also, with these promotions we do a lot of marketing against the homes-passed marketplace, and those homes have been holding basic cable at about a rate of 80%-85%, so the net result is that while there are marketing costs, both the operators and the supplier, or HBO, are experiencing very heavy growth."

Jim Honiotes, director of programing, Jones Intercable, agreed: "The key to our growth has been aggressive marketing and promotion. Our year-end growth rate when we annualize the rate from the first two quarters will work out to an increase of 8%-9% from last year."

Although movies continue to be the staple of the pay channels' menus, original programing is now seen as a means of establishing an individual identity for channels, as well as providing viewers with programing exclusive to that channel. "The key to success for pay channels is original programing," said Paul Napper, analyst, Crowell, Weedon & Co., a Los Angeles brokerage firm. "Original programing makes the viewer think that if they don't get this channel they'll miss out on seeing the programing, that they won't be able to see it anywhere else," he said. "Exclusivity is very important because viewers want to know that they can get programing not available anywhere else," Napper said.

According to Gary Keeper, vice president, original programing, Showtime, "Showtime's original programing, generally speaking, is more expensive than buying movies. That being the case, and if you figure that most people purchase the service for the movies, then why would we bother at all?" The reason, said Keeper, "is that we feel we need to have the subscribers feel that they are getting their money's worth, that there is unique product on that screen that it is worthwhile for them to pay for month after month. In order to do that, there needs to be a mix of programing, and it needs to be of very high quality. We're convinced that the enhancement of the service by original programing means a lot to the subscribers, that they're saying, 'I've got all these movies, but I also have all this other programing.' I think a lot of it is perception, that they want to know that all that other programing is available. For instance, in the case of a series where they can accept the familiar faces and come back to them week after week, that kind of viewer loyalty is very important to us."

Keeper also feels that subscribers "want



HBO's Billock



Disney's Cooke

to get a complete entertainment package, and this way they are getting all those top movies that we promised them, but they're also getting big concerts, big comedy acts, series and high-quality made-for-cable movies, all that are video-proof, that they are not going to get anywhere, except on Showtime." Currently, 30-35% of Showtime's schedule is made up of original programing.

Keeper said that Showtime is satisfied with that figure now, but he sees a possibility of an increase in the future and hopes that by 1991 the pay channel will program on made-for-Showtime movie each month.

Home video has played a part in the pay channels' interest in original programing according to Honiotes. Now that viewer with VCR's can see theatrical releases much sooner on videotape than on their cable channels, the pay services find themselves in a position similar to that of the broadcast networks during the '70's, when cable began showing theatrical releases months before the broadcast networks' windows for those releases were scheduled. With original programing such as made-for-cable movies and series, Honiotes said, "pay channels are able to get back some of the exclusivity that they've lost to home video."

Indeed, differentiation of services has become a prime marketing base on which pay

The second coming c

After early struggle, sports channels hit stride, thanks in part to cooperative programing and shift to basic cable

Not too many years ago, regional cable sports services were as good as any place in the cable business to lose money. Spurred by high programing ideals, aggressive business plans and an abundance of channel capacity, dozens of sports services were launched. Some were full-fledged, year-round services; others were pay services centering on major league sports teams. Not all made it.

Some were disbanded; others were bought by other operations. But some made it through earlier struggles and are now profitable today. This year has sparked a resurgence in activities in regional sports programing. Earlier this year, two services were launched in Florida—SportsChannel Florida (affiliated with Cablevision Systems Chairman Charles Dolan's four other regional sports services) and the Sunshine Network (owned by a group of cable operators). The Z Channel in Los Angeles, a movie service, added a sports component to its lineup and is going head to head with Prime Ticket in that market. There are already two regional sports networks in both New York and Boston. United Cable, Bill Daniels (who owns 50% of Prime Ticket) and Home Sports Entertainment (which owns a Houston-based sports network and 49% of the Sunshine Network) will launch a regional service for the Rocky Mountain area next November. Viacom, Tele-Communications Inc. and Heritage are exploring the creation of a service based in San Francisco. United has taken a look at the Pacific Northwest, and SportsChannel is looking at Cleveland and Minneapolis for start-up operations. In its present markets, SportsChannel places its spillover games in New York on a second channel and has considered second services in Philadelphia and Chicago.

Not only are regional operations growing in number, but there are, increasingly, cooperative programing arrangements among the services. The prime example of their collective clout is the \$53-million rights fee SportsChannel has paid for 50 National Hockey League games and Stanley Cup action. Those games will appear on SportsChannel's five services—New York, New England, Philadelphia, Chicago and Florida—and the network is talking with other regional sports entities about carriage.

A group including primarily the non-SportsChannel services met in New York earlier this year to talk about pooling funds for a major event or two, such as a PGA golf tournament. That group represents a subscriber base of upward of eight million.

Already, services borrow games from other sports services, within the bounds of rights contracts, to bring top-flight, professional sports programing to their markets. The Sunshine Network, for instance, is carrying more than 100 Major League Baseball games, drawing from three other sports services this year. Those agreements allow regional networks to supplement games of interest in their local area, with baseball, college football and college and professional basketball.

In addition to the regional networks, services carrying only one team for a particular sport are doing business. Tele-Communications Inc. has been successful with Pirates on Cable in Pittsburgh. There are cable sports networks for the games of the Buffalo Sabres, Utah Jazz and Portland Trailblazers.

Services have been able to draw top-flight sports (all the major leagues, except for the National Football League) at rights costs that do not cripple the service. Advertising, naturally attracted to sports, has increased to provide a bona fide revenue stream. There has been a gradual shift from pay to basic among sports services, increasing distribution, and translating into more per-subscriber fees and advertising revenue. The cores

channels are building. "The demand for pay is currently very strong," said Nora Ryan, senior vice president, marketing, Showtime. "Showtime has shown steady growth for over a year now, actually record growth for the past year," she said. One reason for that growth, said Ryan, is that "consumer awareness about differentiation has really begun to take hold. Over 60% of the people who have Showtime and HBO now understand the instance of exclusive movies on one channel or another, and we feel that awareness has contributed to the growth of multipay homes as well as to the overall growth of Showtime."

"One pay channel service relatively unaffected by the home video industry is the Disney Channel. "In the time that I have been here [since August 1985], we have seen the penetration of VCR's in our subscriber base go from 50% to just over 80%, and that has not been a competitor to our

business. In fact, our subscribers use the VCR's to capture some of our programming for subsequent use," said John Cooke, president, Disney Channel. "We are not in the all-movie business, the kind of business that others are in, where the VCR could completely satisfy the alternative to pay television," he said. "For us, we are really in the family entertainment business, and our programming ranges from pre-school series in the morning to made-for-TV movies in the evening to specials in the evening to series programming in the evening. All those programs fill various needs for different segments in the household, and they are also needs that aren't satisfied by the VCR. We have had a unique niche that we filled, and in that position we were really immune from a lot of the other issues that the other pay services had and we had an opportunity to grow dramatically because of the special service we filled in the household." Cooke

added. "No other pay service tries to program by daypart for the different segment that you would expect in front of the television during that daypart."

Not all pay channels have participated in the growth of the past 18 months or so. HBO's Festival service, launched last year, is being canceled, effective at the end of this year. Limited channel space and failure to reach its intended audience were apparently the causes of the demise of the family-oriented channel. The Playboy Channel, because of decreasing subscriber rates, has announced that it will restructure its format. In addition to changing its name to Night Life, the channel will discontinue its edited X-rated movies, opting instead for softer R-rated features. Night Life will also program more mainstream, R-rated action films. □

By Steve Coe

Regional cable sports

of many major cities, unwired four or five years ago, are getting cable now.

"We are now in a position we always expected," said Tom Chestnut, senior vice president, SportsChannel America. SportsChannel's operations in New York, Chicago, Philadelphia and New England "are or are on the cusp of making money," he said. "Now you're getting regular places where people look for sports. People see that as the future—sports on cable."

Sports is home video proof. "You can't go down to the home video store and rent tonight's Rangers game," said Marty Brooks, vice president, programming, Madison Square Garden Network.

The regional sports idea has been tied to cable for more than a decade. "A lot of people saw the potential for this type of success" with New York and Philadelphia, said Chestnut, but one of the early problems was that "the teams wanted too much money." Regional sports on cable has always been "good for the teams and good for the cable operators," said Chestnut. "Now it is becoming good for us." "It took a little longer for it to become a good business for us. There wasn't a road map to follow," he said.

Even SportsChannel found the hurdles higher than it first expected. "We have come to learn it is a three-to-five-year payoff," he said, "and we did not know that from day one."

Bill Aber, vice president and general manager of Home Team Sports, a Washington-Baltimore sports service, said HTS, which just passed one million subscribers, is a year away from profitability. The problems of the early 1980's he attributed to "bad business forecasting" that included "pie in the sky ideas, and very rapid returns on investment... We already knew it was probably five years," Aber said, "but we couldn't predict the slowness with which D.C. and Baltimore were cabled." The uncabled city cores were where the staunchest

support for the local teams was concentrated.

Now there is a "second breadth of maturation," said Aber. There is much more realism on the part of teams, the operators and the networks, he said. HSE's Dick Barron, executive vice president, said the growth in sports services is "just a natural evolution of the business in areas where it made sense." Those with staying power are the operations that stay "lean and mean and don't overpay for rights," he said. HSE, although expanding today, at one time was retreating. It closed an operation in Pittsburgh several years ago and combined its Dallas and Houston services into one operation.

The basic versus pay conundrum

Most regional sports services are basic only or are a combination of basic and pay. In some markets, the sports service is on a pay tier at the core of the market, but on basic outside the core. And although the existing pay sports services continue to operate that way, the new services coming on line—the two in Florida and the proposed one in Denver—are basic services.

HSE executive vice president, Dick Barron, said HSE is a pay service within 90 miles of the base market and on basic sys-

tems farther out. The pay split with the operator is 50/50, he said, with a \$2.50 minimum. About 80% of HSE's revenue comes from subscriber fees, and the other 20% from advertising. For the moment, Barron believes HSE can continue the dual basic/pay offering in Texas. "I think we can hold out," he said, but he predicts that services will be "looking at going all basic eventually." The teams are worried about the gate, he said, but contends that "the function of a full house is a winning team," not its cable rights setup.

SCA's Chestnut said the decision to go basic "is really a market by market question. Every market has a different set of conditions." But he said SportsChannel is "leaning toward basic because it takes longer to build a pay base." In Florida, SportsChannel is on basic, and after SC acquired Sportsvision in Chicago it converted it to basic. "We were looking at it being a pay channel and recognized that it was never going to work that way," he said. The decision was made "to make it basic and give access to everybody," he said.

"We are basic because we want to be," said Prime Ticket President Tony Acone. The goal is to reach the greatest percentage of the base, he said, then "convert subscribers into viewers." In essence, said Acone,



The Washington Capitals on Home Team Sports

Sports channel scorecard

Service	Subscribers
Madison Square Garden Net.	2,400,000
Prime Ticket	2,300,000
Sunshine Network	1,900,00
SportsVision Chicago	1,400,000
SportsChannel New York	1,200,00
Home Team Sports	1,080,000
SportsChannel New England	952,000
Pirates on Cable	925,000
Home Sports Entertainment	850,000
Pro-Am Sport Systems	505,000
Prism	430,000
SportsChannel Florida	400,000
New England Sports Network	275,875
Z Channel	110,000

"you are shooting with a rifle after you've hit it all first with a shotgun."

Said MSG's Brooks: "We are a basic service. We feel the greatest distribution possible is in our best interests. Our birth-right is basic."

Unlike other pay services, the pay sports services, like their basic brethren, carry advertising. And advertising, like the sports services themselves, is growing. The key to advertising, said Chestnut, is market size. SportsChannel is in good shape, having operations in three of the country's four largest DMA's. "New York is clearly the leader," he said. Still, he said, some advertisers "are slower in coming to the conclusion that regional sports is a viable advertising vehicle."

Robert Fennimore, president of Rainbow Advertising Sales Corp., which handles advertising for SportsChannel's regional services, said advertising will be up 43% for all five networks, and 36% in New York. The list of advertisers has expanded, he said, and "our renewal rate is incredible," between 85% and 90%. "Each year the uphill run becomes a little flatter," he said. "The product is finally accepted," he said, and that is "contagious within ad agencies...Advertisers realize this product we deliver is a great product."

HTS's Aber said he is 100% sold out for major events. But he is cautious about too much advertising on a pay channel. "You ought to limit it since people are paying," he said. On the other hand, the natural breaks in sporting events are tailor-made for commercials, and sports service operators report that viewers are used to seeing commercials in sporting events. The advertisements follow the flow of the game, said Barron. "We don't create breaks to make money."

Aber said local ad sales on HTS will be up 100% over the year earlier. "You have a very, very efficient audience sitting at home," he said. Barron describes the typical viewer as upscale, high income, with lots of education and viewer loyalty to several games a week at a several-hour stretch.

Although the only ratings sports services have are the telephone coincidentals many periodically gather, Aber noted a different ratings criteria. Every 30 days, the viewers make the judgment to retain the service when they pay the cable bill. Churn, said Aber, seems to hit twice a year, at the beginning and end of the baseball season. It runs 6% to 7% at those times, and less than 5% at other times.

"Cable is getting stronger daily," said Bill Wischman, general manager of the Pro-Am Sports Service in Detroit, and the advertising has come around. "We were low on the totem pole," he said, but now "we're selling out, which we never did before." Sports, he added, "is probably your best seller anyway."

What regional sports bring to advertisers, instead of ratings, is "a lot of potential, and feeling for the actual event," said Prime Ticket's Acone. That the teams have already appeared on broadcast TV gives an advertiser a yardstick. "They realize we're not sitting here with Nielsen numbers...but they know the position and placement [of the

events] in the marketplace," said Acone. He said advertising on PT has increased each year, but gave no details. He said Prime Ticket is "moving aggressively into research" to gauge subscriber viewership.

The shared programing connection

The growing use of shared sporting events is adding to the quality of programing on regional sports. The best test of that approach will come this winter, when SportsChannel America will launch with the NHL as its keystone package. SCA will carry 250 live major events a year. There will be 50 NHL games, two each week, plus the All Star game and coverage of the Stanley Cup playoff series, which could mean another 36 or 37 games. Those games will be supplemented with college football and basketball (Notre Dame and several Florida schools), and tennis and boxing. SC's *Sports Nightly* news show, hosted by Lee Zeidman, will be expanded to include other hosts and more sports information.

Operators will be able to pick up two to three nights of SCA programing for nothing ("Closed Circuit," Aug. 15) from Oct. 6 through December. The full, seven-day-a-week schedule will begin in January 1989. SCA hopes to have 10 million subscribers on line this fall (the SportsChannel services combined reach nearly five million) and 30 million by the end of the three-year NHL contract.

But the reaction from other regional sports outfits has been guarded. "How much more hockey can we have?" asked HTS's Aber. HTS will carry 80 games of the NBA Bullets and NHL Capitals this winter, along with college basketball. There are not 50 nights available on HTS's schedule for that many NHL games, HTS said.

HSE's Barron is also concerned that a national hockey package won't work as well as regional sports. "What makes us successful is the regionality of what we do," he said. "It's a bold stroke on Dolan's part," Barron said, but "it's a lot of money." Still, HSE's corporate parent owns the New Jersey Devils, and although there are no hockey franchises in Texas, Barron said he does have room on his schedule to carry some games.

SportsChannel America's Chestnut agreed that regionality is the key. "Once the regionals understand the flexibility with the NHL, that argument [that national game won't be of interest to local fans] goes away," he said. SCA will have the pick of any game on the schedule, so regional services can tailor their selections as much as possible and provide viewers with live games versus taped programing, said Chestnut.

A SCA Major League Baseball package, if it were a successful bidder, would follow the same formula, he said. "Our approach would be to break down a national package into a regional component," said Chestnut as the networks now approach NFL coverage.

The ad hoc group of sports services, primarily nonSportsChannel services, are also looking to share events. MSG's Brooks said "Our primary focus is regional sports, but we couldn't fill every hour of events with just regional networks." The goal of the ad hoc group, he said, "is to get quality first run sports programing."

While networks are looking for better programing, and a way to share programing costs, they are also looking to expand into other markets. SportsChannel, with its hockey package in hand, is the most obvious.

Dolan, general partner of Cablevision Systems, SportsChannel's parent, said Cleveland and Minneapolis were two markets into which SportsChannel may venture. "We think Ohio is ready for a regional sport service," he said. But "it takes a lot of organizing to get it ready...We're talking to the teams and hope we can come up with a plan," he said. Minneapolis is one of two NHL markets without a regional sports service. And the ownership of the Minnesota North Stars (NHL) and the Cleveland Cavaliers (NBA) is the same, said Dolan.

San Francisco and the Pacific Northwest are two areas where "we are not actively involved," Chestnut said, but added that SCA is "delighted to see other people breaking fertile ground" in organizing sports services. Whether SCA is a service owner or program supplier, said Chestnut, it is a win-win situation for the company. Five years out, he predicted there would be 25 to 30 markets where regional sports service would be in place.

SportsChannel also considered adding services in Chicago and Philadelphia. Plans for a second service in Philadelphia have been put on hold, said Chestnut, pending greater availability of games from the professional teams. In Chicago, Chestnut said "we're looking at SCA combining to strengthen SportsVision."

Home Sports Entertainment has also expanded its horizons, being the managing partner in the Sunshine Network and taking a piece of the Denver-area sports service that will launch next November. "We're looking at any region that makes sense," said HSE's Barron. What makes sense are markets that "have the teams, have the product and have the number of homes," he said.

There is also the beginning of regional sporting events on pay per view. Barron said

HSE has used PPV for some college football and Dallas Mavericks playoff games. The reason is simple: "You try to maximize your revenue off your product."

Barron will sell to both cable systems and TVRO owners. He said Texas has 22% of the country's dishes, or about 400,000. "It's a nice little business all by itself," he said.

Prime Ticket's Acone is also bullish on PPV. "Somewhere out in the future is a very, very strong PPV business," he said. And he sees developing from a basic service, more so than a pay service. PT promoted the Mike Tyson-Michael Spinks fight very heavily, Acone said. "It was logical to promote to an everyday sports channel." That promotion can "uptick the value of PT for the operator" by driving up buy rates and making PT a key affiliate and part of the cable operator's core business, Acone said.

Chestnut said PPV is something SportsChannel has looked at, and was under consideration for a time as a second service in Chicago.

Intermarket competition

Regional sports services have grown to the point that this year the number of markets where two competing services are going head to head has doubled from two to four. In New York, SportsChannel and Madison Square Garden Network do battle. In Boston, there is SportsChannel New England and the New England Sports Network (owned partly by the Boston Red Sox and Boston Bruins). This year, Florida and Los Angeles joined the two-sports-services list.

"Some markets can handle two services at the same time," said Chestnut, citing New York, where there are seven professional sports teams. But in Florida, said Chestnut, "the competitive element is robbing subscribers of programming."

"We are making money," said Marty Brooks, vice president, programming, MSG, whose key is the Knicks and Rangers games

on the service. MSG and those two sports teams are owned by Gulf + Western. In Florida, the two basic regional sports services contest is keyed on distribution. The Sunshine Network, owned by 11 MSO's, has 1.9 million subscribers and is a state public affairs service by day and sports on evenings and weekends. HSE is the managing partner and helped by them, Sunshine will carry 108 Major League Baseball games this year, plus other local college sporting events, including football of Florida State, considered a top 10 power this year.

SportsChannel will claim about 400,000 subscribers, once several deals come through, including Paragon Cable, which will account for 210,000 subscribers. Paragon is an owner in Sunshine but conducted a survey among subscribers in its operating areas and they preferred SportsChannel programming. That includes MLB's Yankees, Mets and White Sox, the NBA expansion Miami Heat, the NHL plus other events from SportsChannel's four other services.

"We're definitely not where we want to be, but we have come a long way," said Rod Mickler, SportsChannel vice president of marketing. He said the service will not go away, but admitted that the growth has been "a lot slower than we hoped for." Mickler said talks have picked up with some operators and he hopes the Heat and the NHL package will draw in some operators. The number of northern transplants among Florida residents provides a base for hockey interest in Florida, he said.

Although some industry observers believe SportsChannel has the stronger schedule, Dave Almstead, general manager of Sunshine, disagrees. "Sunshine delivers product from every team in the state and the MLB teams," said Almstead, with the exception of the Heat. (Florida's other NBA expansion team, the Orlando Magic, will begin play next year and the rights to its games will pit the two sports against each other again.)

"We hang our hat on the pennant race," not on individual teams, said Almstead. Sunshine is carrying 25 MLB games in August and 26 in September. And Sunshine will carry 55 college football games this fall. "We're attempting to provide programming that appeals to all," he said, of the broad cross-section in that schedule.

For most cable operators it is a matter of one or the other. Since the per-sub fees are nearly identical—Sunshine charges 20 cents, while SportsChannel charges 22 cents—and the programming is relatively comparable, the issue is distribution. Almstead said Sunshine is interested in the NHL but admits "it will probably not be made available to us." But, he said, "nearly two million households is a hard thing to overlook." Sunshine will carry 20 to 25 college hockey games this year, he said.

Although it would appear that the regional sports service concept has arrived, Chestnut believes further shakeouts may be in the offing. "We're in a transition period," he said, "as sports moves from networks to cable. Cable has proven increasingly it can handle sports better than the networks." Chestnut believes that the five or six cable sports entities that can vie for national rights may be down to two or three in a few years.

But that sword could cut both ways. Aber worries about what more MLB games would do to HTS. "More games impact me negatively," he said, because he is already carrying 90 Baltimore Oriole games. His concern is that "in the quest to get national money, that they [the leagues] don't step all over us [the regional sports networks] in the process."

Although the dilution of product is a concern, regionals without competition in their markets are primarily insulated from losing programming. Tomorrow's success, said HSE's Barron, is linked to sticking with what has got them here: "Our future is to stay with programming on a regional basis." □

By Matt Stump

Unscrambling PPV options

System operators face a growing number of choices when adding pay per view, including addressable systems of widely varying cost

Cable systems planning to install pay per view face a number of questions when deciding which addressable system to buy. What will installation cost? Will it increase the buy rate? Will it interface with the billing computer? Will it employ a bank of telephone operators and require dozens of telephone lines?

Many cable operators are finding that those problems are best solved by the current automatic number identification (ANI) technology. Low installation costs and user-friendly aspects make it an attractive alternative. But others believe the future lies with interactive technologies that do not require customers to pick up a telephone to

place their orders.

As of Jan. 31, statistics compiled by Paul Kagan Associates, Carmel, Calif., show 5.2 million homes in the U.S. are capable of picking up pay-per-view programming, which is delivered through 240 cable systems. A June Kagan survey found that 60,222 PPV homes are equipped with some form of impulse, interactive box. The Kagan surveys, however, did not break the figures down according to the number of homes with telephone ordering systems, such as ANI or automatic response unit (ARU).

Request TV, New York, which delivers pay-per-view events to cable systems serving 2.8 million homes, estimates that 16% of those homes are served by ANI systems, 20% by ARU/customer service representative (CSR) systems, 46% by straight CSR and 18% by the impulse technologies. The fastest growing technologies, Request's Tina

Clark said, are ANI and impulse. Evidence of that, she said, is the fact that Request-2, Request TV's new pay-per-view service, is being introduced by either ANI or impulse by 52% of systems.

As the Request numbers reflect, there are four general pay-per-view delivery methods and many systems continue to use CSR, the earliest-developed and simplest form of addressable technology. In this system, customer service representatives take orders for programs over telephones. The orders are then manually programmed into the computer managing the addressable boxes. CSR's drawback is the expense of maintaining several telephone lines and a staff of operators to take the calls. Because many pay-per-view customers tend to order just before an event, CSR systems are often overloaded before popular offerings.

As an alternative, some cable systems

install ARU systems. Customers with touchtone telephones can access the management computer directly by pushing the correct telephone button when cued by a recorded message. However, viewers with rotary telephones must still order through a customer service representative. Another drawback is the time it takes to order. The consumer must wait until the recorded message cues the desired event, a process that can take several seconds. Because pay per view is considered by many to be a spur-of-the-moment, impulse buy, there is an incentive to find quicker ways to take orders.

ANI fills that bill. The telephone ordering process is streamlined so much that the entire process, from the time the viewer picks up the telephone to the moment the order is registered by the computer, takes about 15 seconds. Rather than getting a recorded message, the consumer dials a particular number and waits for a beep to confirm that the order has been placed. Companies marketing ANI systems also claim system overload is solved as thousands of orders can be taken by the computer at once. It is also relatively inexpensive to install and, because both rotary and touchtone phones can be used to order, the need to employ a large number of customer service representatives is eliminated.

Some operators are investing in the impulse technologies. Viewers with remote controls in hand can order programs through their cable decoder boxes from the comfort of their easy chairs. Manufacturers of decoders market two approaches to impulse pay per view (IPPV)—“store and forward” systems and two-way RF systems.

A “store and forward” decoder receives the pay-per-view order and immediately acts to descramble the desired program. Information on the order—time and cost of the viewed program—is then held in memory in the box’s built-in microprocessor. The box is connected to the telephone line and at regular intervals the billing computer at the cable system headend “polls” the decoders to collect the stored information. So far, the biggest drawback to these systems seems to be added complexity when installing the boxes. Because the boxes must be connected to both the cable system line and the telephone line, the box installers must receive additional training.

Two-way RF systems, in real time, pick up the order impulses through the coaxial cable. The management computer immediately receives the message to descramble the signal, and the order information is sent directly to the billing computer. This system is the simplest in concept, but can be expensive to maintain and requires reservation of a return channel over the cable system.

Decoder manufacturers generally build boxes for all the addressable systems. No specific technology is urged over the others, they say. After judging the virtues of the different systems, cable operators decide on the amount of money they plan to invest based on the size of their markets. “We offer flexibility to give the operator a better fit for his needs,” said Vito Brugliera, vice presi-

dent, cable products division, Zenith Electronics Corp., Glenview, Ill. The Jerrold division of General Instrument Corp., Hatboro, Pa., recommends to those considering the impulse technologies: “If a guy is going 100% impulse, he should go RF [two-way over coaxial cable]. If he’s going only 20%-25%, go telephone [store and forward]. That’s the rule of thumb,” according to Jerrold President Hal Krisbergh.

Zenith’s cable product line includes the two-way RF Z-View system. The company claims that its Z-TAC decoders are designed to be simple and require little maintenance. A great deal of research has gone into Zenith’s store and forward system with the PM-Pulse box, which employs the Zenith-developed pulse modulation scrambling method. PM-Pulse decoders, first installed eight months ago at Multimedia Cablevision’s Wichita, Kan., system, are the first IPPV boxes to sell for less than \$100 per unit, the company claims.

The latest, top-of-the-line box produced by Jerrold, the IMPULSE 7000, is compatible with all addressable pay-per-view systems, including store and forward and two-way RF. Scientific-Atlanta recently installed 10,000 of its first store and forward addressable boxes, the S-A 8585, at Multimedia’s suburban Chicago systems (BROADCASTING, May 16). A two-way system is now under development by Scientific-Atlanta and is expected to be ready for shipping by next spring, according to Steve Necessary, subscription product marketing manager.

Most cable operators find ANI “cleaner and simpler” than ARU from a billing and installation standpoint, Krisbergh said. But typical buy rates of 20%-30% are not much higher than those on ARU, he said. “The subscriber still has to get up, walk to a phone...All that you’ve really changed are the economics to the cable operator in terms of what the cost is of backing up that system.” But the fact that ANI is gaining popularity with cable operators is “not hard to understand,” Brugliera said. “Everyone has a telephone; that’s all you need. All you have to do is modify the headend.” That cost is slight. The hardware and software for Zenith’s “Phonevision” ANI system costs about \$20,000, Brugliera said.

Much of the capital outlay needed to install ANI is “typically purchased by the phone company,” Necessary said. “They get their payback on that equipment by charging a set amount per completed transaction,” which is usually about 25 cents per order.

Brugliera predicted that both forms of IPPV will be successful. Sometimes store and forward will be harder to sell because “some operators don’t want to deal with the telephone company,” he said. IPPV has the most long-range promise, according to Necessary, because its buy rate is higher. “Frankly, it has to be because of the additional expense,” he said. “But if you broaden your thoughts a little bit to consider that it’s not just impulse pay per view, but it’s impulse transactions...with essentially unlimited capacity,” cable systems could provide home shopping or other interactive

video services.

At the same time Krisbergh warned that buy-rate statistics are often not very helpful. Promotion seems to have more impact or pay-per-view sales than technology. Heavily promoted programs on CSR systems have been known to record 50% buy rates, he said.

Cable systems contacted seemed to be satisfied with their chosen addressable systems. “We’re doing fine with the ANI that we have in place,” said Cathy Wolosin, director of marketing and programming for Centel Cable Television Co.’s Florida cable systems. ANI has made a significant difference in the time it takes to order shows, she said, and gives the systems the ability to handle a great deal more volume. The systems take 25%-33% of their orders for programs on the day of the event. “Without some quick method for getting the customers’ orders in, and getting them off the phone, you can’t do it.”

An important priority for those installing an ANI system, Wolosin said, is being certain that the software interfaces with the billing computer are up to date. The software now used at Centel’s Florida systems “gives us the option of doing some checks before your order gets into the system—a credit check, a phone number check and a lot of different things that I think wind up making our service to the customer better,” she said.

A system also must be certain that the management computer has adequate memory to handle the additional orders, said Ron Meteney, technical manager of Cox Cable’s Lubbock, Tex., system, which is also operating an ANI system. Except for a few “software bugs,” the system has worked smoothly, he said. The investment for the implementation of ANI there three years ago was \$6 million, he said.

Paul LaChance, technical operations manager for Rogers Communications’ Minneapolis system, which operates a hybrid ANI-IPPV addressable system, said that he prefers the ANI part of the operation. ANI is a happy medium between ARU and IPPV, eliminating the wait of ARU but costing less to install and maintain than impulse, he said.

In some rare cases, system operators find consumer preference for CSR over the more technologically advanced methods. “I know myself that when I order something expensive, I feel more comfortable talking to a person,” LaChance said. But the dominance of CSR’s is declining, especially as the volume of pay-per-view sales goes up at some systems. “If we had to staff up with CSR’s we would never be able to handle it,” said Dave Edwards, manager of the Rogers system in San Antonio, Tex. The Zenith Z-View system installed there in 1984 can theoretically take up to 30,000 orders in 30 seconds. That threshold has never been tested, but the impulse technology has led to better sales figures than those enjoyed by nonimpulse systems, he said. □

By Randy Sukow

Promoting a patchwork fall

NBC looks to be in best shape, with Olympics a primed pump; ABC and CBS try to make the best of a bad situation

With network program production gearing up for the new prime time season, ABC, CBS and NBC are now faced with the challenge of coming up with effective viewer promotion campaigns.

NBC appears to be in the best position for two reasons. Most of its new season schedule will return sooner to the air than either ABC's or CBS's. Also, it has the 1988 summer Olympics to air in late September, and the games are expected to do well in the ratings as well as providing an effective promotional launching pad for new and returning shows in October. NBC will use around \$65 million in air time during the Olympics to promote its new prime time schedule, as well as news programming and to a lesser extent, daytime, sports and late night programming.

CBS and ABC have the greater challenge of promoting both the mix of repeats and original product that will make up their September and October schedules and also devise a strategy for introducing their delayed new seasons. Executives at both networks agree it will be extremely difficult, if not impossible, to execute uniform promotion campaigns addressing both the initial program lineups and the delayed new seasons. Both networks have said that most of their new and returning prime time series won't be on the air until November. NBC will have most of its new schedule on the air



CBS's under-review campaign



'War and Remembrance' star Robert Mitchum



Olympic star Carl Lewis

by late October.

At NBC, promotion executives breathed a sigh of relief when the writers' strike was settled because the settlement enables the network to take full advantage of the Olympics promotion opportunities. "I was sweating bullets there for a while," said John Miller, vice president, advertising and promotion, NBC. "We've been working on this strategy for a year."

Throughout the summer, NBC has aired general image spots featuring the "Come

home to the best," and "Only on NBC" tag lines. But as the season draws closer, the

Syndication Marketplace

Fox Television's WNYW(TV) New York will carry first-run sitcom, *Learning the Ropes*, Saturday mornings this fall, bringing the show to 73% national clearance. The program, sold on a barter basis by Action Media Group of New York, will premiere the first week of October on some 80 stations, including in 24 of the top 25 television markets.

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European satellite service, **Sky Television**, has agreed to broadcast business news programming supplied by the start-up European Business Channel (EBC). The Zurich, Switzerland-based EBC will begin airing its programming on Sky in November and will supply additional programs for a 24-hour news channel the Rupert Murdoch-owned Sky plans to launch next year on Luxembourg's Astra satellite. The advertiser-supported EBC, whose shareholders include Britain's Thames TV, also provides a German-language broadcast service to West Germany, Switzerland and Austria. Several key editorial executives are drawn from the ranks of British Broadcasting Corp. and Britain's Independent Television News, with former Young & Rubicam Senior Vice President Charles Dawson heading up EBC's marketing effort.

□

The Discovery Channel will carry three Australian documentary series later this year, following agreement reached with program distributor **All American Television**. Programs, produced by Australia's Beyond Limited, include nature-adventure magazine *Jack Thompson's Down Under* and *Festivals of the World* and *Festivals of the Far East*, which will run as part of Discovery's Festivals anthology during fourth quarter.

□

LBS Entertainment will distribute *Manhunt...Live*, with Patrick Duffy as host. Two-hour, live, special will air on Dec. 7, 8-10 p.m. on East Coast and at 5-7 p.m. on West Coast. Show will focus on Green River serial killer, said to be responsible for deaths of more than 40 women in Seattle area between 1982 and 1984. LBS will make available 800-numbers for viewers to call with information about case. On Oct. 14, LBS will present two-hour special, *UFO Cover-Up?...Live*. Michael Seligman is executive producer.

□

Republic Pictures said that Orbis Communications would handle sales of barter time in Republic's new syndication program, *On Trial*.

■ A story about murders in a small lakeside town, *The People Across the Lake*, is in production for future broadcast on **NBC**. Gerald McRaney and Valerie Harper star. Bill McCutcheon is the executive producer, and Dick O'Conner is the producer for Bill McCutcheon Productions, in association with Columbia Pictures Television.

Brotherhood of the Rose, a four-hour NBC drama about the CIA has begun production in New Zealand. Peter Strauss and David Morse star. Marvin J. Chomsky is producer-director.

Wedding Bell Blues, an NBC world premiere comedy, has completed production in Los Angeles for airing during the 1988-89 season. Paul Lynch is the director, Barry Orlinger is the executive producer and Sheldon Pinchuk the producer (for Finnegan-Pinchuk Co.).

A psychiatrist with troubles of her own is the focus of *Over the Edge*, an NBC movie that has just completed production in Los Angeles. It stars Melissa Gilbert of *Little House on the Prairie*. Emmy winner Waris Hussein directed for Millar/Bromberg Productions, in association with ITC.

Another NBC movie for the 1988-89 season is *Around the World in 80 Days*, which began production last month. Pierce Brosnan (*Remington Steele*) stars. The cast also features Eric Idle, Peter Ustinov, Lee Remick and Jill St. John.

■ The aftermath of a wife's and mother's desertion is the stuff of a six-part comedy, *First Impressions*, for broadcast on **CBS** Saturday, Aug. 27, at 8-8:30 p.m. NYT. Brad Garrett and Brandy Gold star.

Inspired by the life of American aviatrix Florence (Pancho) Barnes, the movie for television, *Pancho Barnes*, is in production in Texas for broadcast on CBS next October. Valerie Bertinelli stars in the title role of this Chrysler Showcase Presentation, with Sam Robards and Ted Wass.

The three-hour drama, *Day One*, an AT&T presentation, is now in production in Montreal for broadcast on CBS. Brian Dennehy and David Strathairn play General Leslie Groves and Dr. Robert Oppenheimer, respectively, of the Manhattan Project, code name for the development of the atomic bomb. David W. Rintels is the producer and Joseph Sargent the director, for Aaron Spelling Productions.

■ George Stevens Jr.'s portrait of his father, *George Stevens: A Filmmaker's Journey*, gets its TV premiere Thursday, Aug. 25, at 8-10 p.m. NYT on **ABC**. The film was a 1985 Castle Hill Productions theatrical release.

■ The tinted version of the 1941 horror thriller, *Dr. Jekyll and Mr. Hyde*, starring Spencer Tracy, Lana Turner and Ingrid Bergman, debuts on **superstation WTBS(TV) Atlanta** Thursday, Aug. 25, at 8:20-10:50 p.m. NYT.

The new series, *By the Sword Divided II*, to be broadcast on **PBS's** "Masterpiece Theater" beginning Aug. 28 at 9 p.m. NYT continues the tale of the original *By the Sword Divided* of several seasons ago—a family divided by their loyalty to the Royalists and the Parliamentarians. John Hawkesworth is executive producer and Jonathan Alwyn producer. Rebecca Eaton is series executive producer for "Masterpiece Theater" presented over PBS by noncommercial **WGBH(TV) Boston**.

Painter Diego Rivera is portrayed on "American Masters" on Monday, Aug. 29, at 9 p.m. NYT. *Rivera in America* is an Aturas Films production in association with American Masters. The program is produced and directed by Rick Tejada-Flores and narrated by Luis Valdez.

network promos will be more-program specific. "People watch programs first, stations second and networks third," said Miller.

The network will soon enter the second phase of its campaign, which will familiarize viewers with the casts and characters. One of those spots will deal directly with the issue of the strike and the fact that it is over and that viewers should discount everything they read or heard in the media about substitute programing and a delayed season.

The spot will feature about a dozen stars from new NBC shows who will share the following dialogue: "Forget what you heard. Just forget it. Whoever said there wouldn't be a new fall TV season was ...hasty. Very hasty. We should know. Who are we? We are the stars of the new NBC shows..." The spot goes on to name all of the network's new shows and wraps with the "Only on NBC" tag line. During the Olympic games close to 400 of the 20-second spots will be used to promote the NBC schedule, said Miller. If the games average the 21.2 rating on which the coverage was sold to advertisers, the new season promos would reach an average of some 40 million viewers.

During the Olympics coverage, NBC will air a series of new and returning program promotion spots featuring stars in various Olympic settings, said Miller. For example, *ALF* will be featured in one spot as an Olympic weightlifter who has difficulty handling the weight he tries to lift. The dialogue will read: "Okay, okay, you are tired of reruns. No kidding. Well, hold on to your pommel horses 'til Oct. 3—that's when *ALF's* new season begins with some very strong shows."

Other program promos will take a similar approach, said Miller. The stars of *Golden Girls*, for example, may be featured in a synchronized swimming scenario. In addition, Miller said, the network will use the Olympics to provide an in-depth look at the stars and story lines of the new prime time shows. To that end, each new show, with the exception of *Unsolved Mysteries*, will be promoted throughout an evening of prime time Olympics coverage.

On the night that *Dear John* is promoted, for example, an opening spot will feature the show's star, Judd Hirsch, introducing himself and explaining that throughout the evening viewers will see a series of spots highlighting the situation comedy and Hirsch's co-stars. That's more difficult to do with *Unsolved Mysteries* because the show has no recurring cast of characters. But that show will be promoted during the games with "victim testimonials" and other angles.

Miller also said that *NBC Evening News* anchor Tom Brokaw would likely get a night of promotion devoted to him and his newscast during the games. Brokaw and other prominent NBC News talent will also be "promoted" by their participation in the coverage, Miller noted. *Today* co-host Bryant Gumbel, for example, has a major anchor role during the games. Maria Shriver is also co-hosting an Olympics daypart. Brokaw will also take part in the opening ceremonies broadcast.

Being developed for use during the games is a series of new *NBC Nightly News* with Tom Brokaw spots that Miller is working on with the news division. He

declined to discuss them in detail.

Prime time will receive the lion's share of the Olympics' promotional availabilities, said Miller. News will get the next largest portion, with daytime, sports and late night dividing the rest. On the eve of the games, NBC will launch a new comedy between *Golden Girls* and coverage of the Miss America Pageant. As of last week, the network had not decided which new comedy to go with.

At CBS, the network is currently reviewing its entire approach to on-air promotion, according to George Schweitzer, newly named senior vice president, communications, CBS/Broadcast Group. Under review, he confirmed, is the "television you can feel" campaign, devised by Backer Spielvogel Bates last winter. "CBS Spirit," the tag line theme it was designed to complement, was replaced at the end of last month with the introduction of the revamped CBS eye logo (BROADCASTING, Aug. 8). He declined to discuss what future role Backer Spielvogel would play as the network's agency, other than to confirm that he and agency representatives will meet to discuss that role shortly.

But CBS sources attending meetings last week in Los Angeles reported that Schweitzer disclosed he wants to move most of the network's creative on-air promotional work in-house, where it was before Backer Spielvogel was hired a year ago. If that strategy is implemented, Backer, sources said, will be asked to remain on board as the network's agency of record, executing media buys and also doing much of the creative print work.

Schweitzer rejoins CBS (he was there for

for 15 years before leaving a year ago for young & Rubicam where he headed the agency's corporate relations department) : a time when the network's entire promotion effort has come under intense criticism from its television affiliates. At their annual gathering in June, affiliates complained the network's promotion effort was totally ineffective. The network announced at the meeting that department head Warren Spellman would be replaced by Michael Mischler, who is wrapping up affairs at King World and is expected to take on his new post at CBS as vice president, promotion, shortly.

Both Schweitzer and CBS Broadcast Group President Howard Stringer met with the network's West Coast promotion unit of about 30 staffers to voice support and talk strategy last week. While Mischler will be free to put together his own team, Schweitzer said last week there would be no cutback in the department. "If anything we'll expand it," he said. He added that for the first time at CBS, both the press and advertising-promotion functions will be reporting to the top communications executive and there will be a "consolidated strategic effort" between the two areas.

Schweitzer said CBS's new fall campaign would promote the first seven weeks—which will combine returning series repeats with fresh long-form product and some short-flight original series (BROADCASTING, Aug. 15)—separately from the delayed new season. The network is essentially offering female-targeted counterprogramming during the first seven weeks. "Tactically," he said, the initial approach "will be like retail advertising, telling the viewer, what, where and when. It will be creative but there will be no big wrapper" packaging that part of the campaign.

Toward the end of the initial phase, Schweitzer said, CBS will launch a cross-promotion blitz, designed to increase circulation among several shows that demonstrated hit potential last season, including *Beauty and the Beast*, *Wiseguy* and *Tour of Duty*. "We'll take a look at the CBS cumulative audience," he explained, and target or cross promotion programs such as news shows, with lighter television users. The cross promotion will try to persuade such viewers to sample programs in prime time.

ABC has two substantial special events with which to promote new series this fall—the 32-hour mini-series, *War and Remembrance* (18 hours of which will air in November, with the balance airing next year), and coverage of the Major League Baseball playoffs. However, the network will not be able to take full advantage of *War and Remembrance* as a promotional vehicle because of some severe restrictions Herman Wouk has placed on the network's ability to promote its new season in the program.

In fact, at Wouk's insistence, no program promos will appear in the body of the program. He has allowed ABC to air a 30-second promo at the beginning of each of the seven episodes that will air this fall, and a 90-second promo to air at the end of each episode. That amounts to 14 minutes

of promotion time that ABC has in its best promotion vehicle of the new season, which is about a 10th of the time NBC will use promoting programs in the Olympics.

Mark Zakarin, vice president of marketing, ABC Entertainment, describes this season's network promotional effort as a "uniquely chaotic situation." As to the restrictions on promoting the new schedule in the mini-series, Zakarin acknowledged they are "unfortunate." No doubt, the network will have to spend more on paid advertising to generate awareness of the new season (in print radio and cable), he added. But *War and Remembrance* remains "a very important on-air platform."

Zakarin said it was essential that affiliates carry those promotional spots in their entirety, and not use the time to tease the late news. "This is crucial for developing awareness of the fall season and building momentum for ABC," he said. The spots, he said, will have a "campaign feel," but he declined elaborate.

As for the mini-series itself, Zakarin said he is looking at some novel ways of promoting it. He said it was premature to discuss those approaches. However, other sources at the network reported that in early September ABC will run print ads alerting viewers to "three special sneak previews of a landmark event in the history of television." Then, on the September 5 half-time edition of *Monday Night Football* and the following day on *Good Morning America* and at the end of *General Hospital*, two-minute teaser clips from the mini-series will be aired.

During the Olympics, while CBS is going for women, ABC is going strictly for laughs. For the entire Olympic period, Sept. 15-Oct. 2, ABC will package prime time as the *ABC Comedy Decathlon*, featuring prime time strips of the networks more popular comedies from 8 p.m. to 9 p.m., followed by comedy specials and movies from 9 p.m. to 11 p.m.

Humor will be the theme of the promotion also, said Zakarin. As an example, he said one spot promoting the *Comedy Decathlon* will feature Rodney Dangerfield's face superimposed on the body of an Olympic gymnast. "We will be brash without showing any disrespect," for the Olympic movement, said Zakarin. The strips and specials have been formatted to allow viewers "to get in and out of the schedule quickly" as they switch in and out of the Olympic coverage.

ABC will use the baseball playoffs to promote male-skewing shows, such as *McGyver*, and to some extent a batch of new and returning comedies that will debut shortly after the playoffs end: *Perfect Strangers*, *Full House* and *Mr. Belvedere* (Oct. 14); *Who's the Boss?* and *Roseanne* (Oct. 18), and *Growing Pains* and *Head of the Class* (Oct. 19). Also last week, ABC said the series remake of *Mission: Impossible* will debut Oct. 23. A rebroadcast of the mini-series *North and South* will be "our female vehicle," said Zakarin. Patrick Swayze and Kirstie Alley have emerged as stars since the first airing of the show in 1985-86, and will be used to promote the rebroadcast. □

NBC takes summer's 16th week

NBC took the 16th week of the summer season (ended Aug. 14) with an 11.5 rating and a 22 share. CBS came in second with a 10.5/20, while ABC had a 9.4/18. In the evening news race, both CBS and ABC tied for first place with an 8.8/19. NBC closed just behind, with an 8.6/17.

The combined network rating/share for the week was a 31.4/60.

Nielsen	Net	Nielsen	Net
1.	18.1/34	N	Cheers
2.	17.5/35	N	Cosby Show
3.	17.4/33	N	Different World
4.	17.2/31	N	Night Court
5.	16.6/35	C	60 Minutes
6.	16.3/32	C	Murder, She Wrote
7.	15.4/30	N	L.A. Law
8.	15.3/29	A	Full House, Tues.
9.	15.2/27	C	Circus of the Stars
10.	15.2/27	N	NBC Monday Movie
11.	15.0/31	N	Hunter
12.	14.6/26	N	NBC Sunday Movie
13.	14.6/27	N	ALF
14.	14.5/29	A	Who's the Boss?
15.	14.3/30	N	Golden Girls
16.	13.9/27	A	Head of the Class
17.	13.7/25	C	CBS Sunday Movie
18.	13.1/26	N	Amen
19.	12.8/26	A	Growing Pains
20.	12.5/24	C	Wiseguy
21.	11.9/24	A	20/20
22.	11.1/20	A	ABC Monday Movie
23.	10.6/20	A	Hooperman
24.	10.3/21	A	Mr. Belvedere
25.	10.3/21	C	Jake and the Fatman
26.	10.2/18	A	ABC Sunday Movie
27.	10.2/18	A	Moonlighting
28.	9.9/21	A	Full House
29.	9.8/19	N	Major League Baseball, Tues.
30.	9.8/21	N	Cheech Show
31.	9.7/20	C	CBS Friday Movie
32.	9.6/17	C	Memories Then and Now
33.	9.5/22	N	Facts of Life
34.	9.4/17	A	Thirtysomething
35.	9.4/19	A	I Married Dora
36.	9.3/18	A	Spenser: For Hire
37.	9.3/17	N	Funny People
38.	8.9/16	C	Magnum, P.I.
39.	8.8/17	C	48 Hours
40.	8.6/17	C	Newhart
41.	8.5/16	N	My Two Dads
42.	8.3/15	A	Slap Maxwell Story
43.	8.3/16	N	Miami Vice
44.	8.2/15	C	Simon and Simon
45.	8.0/18	A	Perfect Strangers
46.	8.0/16	N	Family Ties
47.	7.9/15	C	Cagney and Lacey
48.	7.8/18	C	How B. Bunny Won the West
49.	7.7/15	A	ABC Thursday Movie
50.	7.6/16	C	Tour of Duty
51.	7.6/17	N	Best of TV Bloopers
52.	7.5/14	C	Cavanaugh's
53.	7.4/14	N	St. Elsewhere
54.	7.3/16	A	NFL Pre-season Football
55.	7.1/14	N	Blacke's Magic
56.	6.6/13	A	MacGyver
57.	6.4/12	A	Hothouse
58.	6.4/13	C	CBS Summer Playhouse
59.	6.1/14	C	Kate and Allie
60.	6.1/12	C	Frank's Place
61.	6.0/13	N	Rags to Riches
62.	5.9/12	N	J.J. Starbuck
63.	5.2/11	A	Disney Sunday Movie
64.	4.5/9	C	Pre-Republican Convention

Stock Index

	Closing Wed Aug 17	Closing Wed Aug 10	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)		Closing Wed Aug 17	Closing Wed Aug 10	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING													
N (CCB) Capital Cities/ABC	312	1/2 313	1/2	- 1	-00.31	18	5,055						
N (CBS) CBS	160	1/4 159	7/8		3/8	00.23	9	3,786					
A (CCU) Clear Channel	13	5/8 13	3/8		1/4	01.86	24	52					
O (INFTA) Infinity Broadcast	29	7/8 29	7/8		00.00	93	248						
O (JCOR) Jacor Commun.	6	5 5/8			3/8	06.66	-13	58					
O (LINB) LIN	57	56 7/8			1/8	00.21	36	2,945					
O (MALR) Mairite	10	1/8 7	3/4		2 3/8	30.64	-22	137					
O (MALRA) Mairite 'A'	10	7 1/4			2 3/4	37.93	-14	136					
O (OBCCC) Olympic Broad.	3	1/2 3	1/4		1/4	07.69		8					
O (OSBN) Osborn Commun.	6	7/8 6	1/2		3/8	05.76	-5	35					
O (OCOMA) Outlet Commun.	22	22			00.00	-8	144						
A (PR) Price Commun.	8	3/8 9	1/8		- 3/4	-08.21	-7	81					
O (SAGB) Sage Broadcasting	4	3/4 4	3/4		00.00	-7	18						
O (SCRIP) Scripps Howard	81	82			- 1	-01.21	65	836					
O (SUNNC) SunGroup Inc.	2	2			00.00	-2	4						
O (TLMD) Telemundo	7	7/8 7	1/2		3/8	05.00	-1	60					
O (TVXGC) TVX Broadcast	2	2			00.00		11						
O (UTVI) United Television	28	7/8 29	1/2		- 5/8	-02.11	47	316					
BROADCASTING WITH OTHER MAJOR INTERESTS													
N (BLC) A.H. Belo	26	26 7/8			- 7/8	-03.25	10	274					
O (ASTV) Amer. Comm. & TV	3/32	3/32			00.00		7						
N (AFL) American Family	12	1/2 12	1/2		00.00	10	1,011						
O (ACCMA) Assoc. Commun.	23	23 1/2			- 1/2	-02.12		219					
O (BMAC) BMA Corp.	32	31 3/4			1/4	00.78	86	335					
N (CCN) Chris-Craft	21	22 1/4			- 1 1/4	-05.61	46	457					
N (DNB) Dun & Bradstreet	47	3/8 46	7/8		1/2	01.06	18	7,201					
O (DUCO) Durham Corp.	32	3/4 33	1/2		- 3/4	-02.23	27	276					
N (GCI) Gannett Co.	31	3/4 31	1/4		1/2	01.60	16	5,140					
N (GY) GenCorp	18	3/4 19	5/8		- 7/8	-04.45	1	594					
O (GMXC) GMX Commun.	3/32	3/32			00.00	1	594						
O (GACC) Great Amer. Comm.	9	5/8 10	1/2		- 7/8	-08.33	9	253					
N (JP) Jefferson-Pilot	35	3/8 34			1 3/8	04.04	15	1,396					
N (KRI) Knight-Ridder	39	3/4 40	1/4		- 1/2	-01.24	15	2,261					
N (LEE) Lee Enterprises	28	27 1/2			1/2	01.81	20	695					
N (LC) Liberty	39	38 3/8			5/8	01.62	14	361					
N (MHP) McGraw-Hill	68	5/8 63	1/2		5 1/8	08.07	20	3,309					
A (MEGA) Media General	37	1/2 38			- 1/2	-01.31	25	1,057					
N (MDP) Meredith Corp.	30	3/8 30	1/2		- 1/8	-00.40	12	583					
N (MCG) Mich. Energy	29	3/4 30	3/8		- 5/8	-02.05	19	80					
O (MMEDC) Multimedia	71	1/2 73	3/4		- 2 1/4	-03.05	69	786					
A (NYTA) New York Times	26	26 3/8			- 3/8	-01.42	13	2,131					
N (NWS) News Corp. Ltd.	16	5/8 16	5/8		00.00	9	4,430						
O (PARC) Park Commun.	28	1/4 28	5/8		- 3/8	-01.31	22	389					
O (PLTZ) Pulitzer Publishing	29	29 1/2			- 1/2	-01.69	19	303					
N (REL) Reliance Group Hold.	5	5 1/4			- 1/4	-04.76	5	375					
O (RTSY) Reuters Ltd.	24	24 1/8			- 1/8	-00.51	16	19,927					
T (SKHA) Seikirk	24	24 3/4			- 3/4	-03.03	20	194					
O (STAUF) Stauffer Commun.	140	144			- 4	-02.77	47	140					
N (TMC) Times Mirror	29	1/2 30	3/8		- 7/8	-02.88	14	3,817					
O (TMC) TM Communications	5/16	1/2			- 3/16	-37.50	1	2					
O (TPCC) TPC Commun.	1/8	1/8			00.00	1	1						
N (TRB) Tribune	34	5/8 35	1/4		- 5/8	-01.77	19	2,641					
A (TBSA) Turner Bcstg. 'A'	15	1/4 16			- 3/4	-04.68	-2	664					
A (TBSB) Turner Bcstg. 'B'	15	3/4 16	1/4		- 1/2	-03.07	-2	342					
A (WPOB) Washington Post	190	190 1/4			- 1/4	-00.13	13	2,440					
PROGRAMING													
O (SP) Aaron Spelling Prod.	6	5/8 6	7/8		- 1/4	-03.63	5	121					
O (ALLT) All American TV	1	3/4 1	3/4		00.00		2						
O (BRRS) Barris Indus.	6	7/8 7	1/2		- 5/8	-08.33	-3	54					
N (KO) Coca-Cola	38	1/2 37	3/8		1 1/8	03.01	15	14,453					
A (CLR) Color Systems	3	3/4 3	1/2		1/4	07.14	-2	20					
N (KPE) Columbia Pic. Ent.	9	3/4 9	1/2		1/4	02.63	139	1,069					
O (CAVN) CVN Cos.	13	12 5/8			3/8	02.97	10	225					
A (DEG) De Laurentis Ent.	3/8	9/16			- 3/16	-33.33	4						
O (dopl) dick clark prod.	4	3/8 4	1/8		1/4	06.06	11	36					
N (DIS) Disney	62	3/8 61	3/8		1	01.62	18	8,269					
N (DJ) Dow Jones & Co.	34	33 7/8			1/8	00.36	16	3,274					
O (EM) Entertainment Mktg.	4	3/4 4	3/4		00.00	15	58						
O (FNNI) Financial News	6	7/8 7			- 1/8	-01.78	31	82					
A (FE) Fries Entertain.	1	5/8 1	3/4		- 1/8	-07.14	7	8					
N (GW) Gulf + Western	42	5/8 41	3/4		7/8	02.09	7	2,562					
O (QNTX) Hal Roach	3	3/4 3	3/4		00.00	-8	26						
A (HHH) Heritage Entertain.	2	3/8 2	7/8		- 1/2	-17.39	2	10					
A (HSN) Home Shopping Net.	3	5/8 3	1/2		1/8	03.57	16	316					
N (KWP) King World	20	5/8 21	1/2		- 7/8	-04.06	13	594					
O (LAUR) Laurel Entertain.	2	2 1/8			- 1/8	-05.88	4	5					
A (LT) Lorimar-Telepictures	13	13			00.00	-4	602						
N (MCA) MCA	41	1/4 41	1/2		- 1/4	-00.60	22	2,999					
N (MGM) MGM/UA Commun.	12	12 1/4			- 1/4	-02.04	-6	601					
A (NHI) Nelson Holdings	3/8	3/8			00.00	-3	10						
A (NWE) New World Enter.	2	1/2 2	7/8		- 3/8	-13.04	6	27					
PROGRAMING													
O (NNET) Nostalgia Network	1	1/8 1			1/8	12.50	-1						
N (OPC) Orion Pictures	14	1/2 14	1/2			00.00	12	25					
O (MOVE) Peregrine Entertain.	1	3/8 1	5/8		- 1/4	-15.38	-45						
N (PLA) Playboy Ent.	14	14			00.00	15	13						
O (QVCN) QVC Network	9	1/4 9	7/8		- 5/8	-06.32	-19	9					
O (RVCC) Reeves Commun.	6	5/8 5	3/8		1 1/4	23.25	33	8					
O (RPICA) Republic Pic. 'A'	7	1/4 7			1/4	03.57	80	3					
O (RPCB) Republic Pic. 'B'	6	3/4 7			- 1/4	-03.57	48						
O (SMNI) Sat. Music Net.	4	1/4 4	1/4			00.00	-106	3					
N (WCI) Warner	33	7/8 33	1/2		3/8	01.11	18	4,27					
O (WONE) Westwood One	11	10 3/4			1/4	02.32	15	15					
SERVICE													
O (AMEA) A.M.E. Inc.	8	3/4 8	7/8		- 1/8	-01.40	9	4					
O (AGRP) Andrews Group	4	3/4 4	5/8		1/8	02.70	-1	3					
O (BSIM) Burnup & Sims	13	1/4 13	5/8		- 3/8	-02.75	28	21					
N (CQ) Comsat	27	1/4 27	1/8		1/8	00.46	-10	49					
N (FCB) Foote Cone & B.	25	1/2 26			- 1/2	-01.92	12	21					
O (GREY) Grey Advertising	115	118			- 3	-02.54	15	13					
O (IDBX) IDB Communications	8	1/2 8	1/2			00.00	34	3					
N (IPG) Interpublic Group	33	1/4 33	1/8		1/8	00.37	14	74					
O (OGIL) Ogilvy Group	26	3/4 27			- 1/4	-00.92	13	38					
O (OCMC) Omnicom Group	19	5/8 19	1/4		3/8	01.94	13	48					
N (SAA) Saatchi & Saatchi	18	3/8 17	3/4		5/8	03.52	8	2,67					
O (TLMT) Telemation	1	7/8 1	7/8			00.00	7						
A (TPO) TEMPO Enterprises	7	3/4 8			- 1/4	-03.12	25	4					
A (UNV) Unitel Video	9	1/2 9	3/8		1/8	01.33	14	2					
CABLE													
A (ATN) Acton Corp.	12	5/8 13	1/8		- 1/2	-03.80	2	1					
O (ATCMA) Amer. TV & Comm.	23	23 3/4			- 3/4	-03.15	51	2,50					
O (CTEX) C Tec Corp.	38	3/											

Cablevision, Viacom strike \$575-million deal

Former buys Long Island and Cleveland cable systems, 5% interest in Showtime; agreement includes joint marketing support for each company's programming services

Cablevision Systems bought the Viacom cable systems serving Long Island, N.Y., and suburban Cleveland and took a 5% interest in Showtime/The Movie Channel last week in a deal valued at \$575 million.

Cablevision will be getting the Suffolk county, N.Y., system it long desired, adding 40,000 subscribers in an area where it owns most of the other cable systems. The deal will give Cablevision more than 30,000 subscribers on Long Island.

In Cleveland, Cablevision will be purchasing a suburban system from Viacom as well as Viacom's 20% interest in North Coast Cable, the operator of the city system. That will give Cablevision 160,000 subscribers in the Cleveland area, plus a stake in the cable operation serving the 200,000 homes in the city itself, the birthplace of Cablevision Chairman Charles Dolan. "We are very pleased," said Dolan, of the system portion of the deal. "We've been trying to get into those two markets for a long time."

Cablevision will also take a 5% interest in Showtime/The Movie Channel for \$25 million. Connected with that purchase is the two companies' pledge to help market each other's cable programming services on their respective cable systems. Viacom, in addition to Showtime/The Movie Channel, owns MTV, VH-1, Nickelodeon/Nick at Nite and Viewer's Choice. Cablevision owns American Movie Classics, Bravo and SportsChannel America.

Most of Viacom's basic services are carried by Cablevision, but the pay services are another story, and are one of the key parts of the deal from Viacom's perspective. Frank Biondi, president and chief executive officer of Viacom, said Cablevision has about 300,000 HBO subscribers, but only 170,000 Showtime/The Movie Channel subscribers. After the system purchase, that figure will rise to between 230,000 and 240,000, but is shy of what Viacom wants to see. Biondi said Cablevision will get an incentive distribution deal at a "very aggressive price" that calls "for marginal growth over the next three to five years." The investment in Showtime also will get it a seat on the board. Cablevision has one of the highest revenue-per-subscriber-per-month figures (\$33) in the industry, and has a strong pay-to-basic penetration ratio. In addition to its Long Island system, Cablevision has ownership in systems being built in New York and Boston, plus systems recently acquired from Adams-Russell (including ones in New York, Maine and Massachu-

setts), providing Viacom with more fertile ground to extend its reach of Showtime/The Movie Channel.

Dolan said the added push behind Showtime won't hurt HBO. "I don't think we're going to take anything away from HBO," he said. "We would like to find new ways of packaging Showtime so that the subscriber has the benefit of both services." Marketing



Dolan

two pay services on a stand alone basis "is difficult," Dolan said. Cablevision will look to combine Showtime with HBO or as part of its other pay packages, Rainbow and Rainbow Gold. "The more the subscriber buys, the less each element costs him," Dolan said, making the customer more satisfied customer and less likely to drop services.

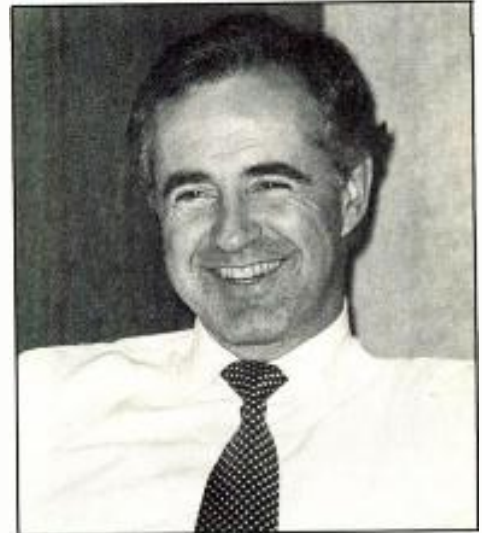
The Showtime buy-in does not preclude other MSO participation, and Biondi said those discussions continue to take place. Viacom is willing to sell up to 50% of S/TMC, and hopes to realize another \$200 million to \$250 million from that sale. Biondi said it was more likely that five to seven MSO's would buy into S/TMC than for nine other companies to take a 5% stake, as Cablevision did. Tele-Communications Inc., the country's largest MSO and a heavy investor in cable programming, has often been mentioned as a likely buyer of an interest in Showtime, but a company spokesman last week had no comment on where TCI stood.

Biondi said Viacom will roll out AMC and Bravo "as channel capacity becomes available with rebuilding. We have commitments to TNT and PPV already in the works," he said, and the rollouts of AMC and Bravo will occur over the next five to seven years as rebuilding takes place.

The Cablevision-Viacom deal will also help the bottom lines of each company's cable operations when paying for cable programming. "We've agreed to give the other as

good a deal as anybody else," said Dolan about future programming contracts. It would be a "most favored nation status and nothing more than that," he said. That would mean Cablevision and Viacom would pay as much for the other's services as industry heavyweights TCI and American Television & Communications are paying.

How SportsChannel will fit is uncertain.



Biondi

Biondi said the agreement "didn't get that detailed" in calling for Viacom carriage of Dolan's new regional sports channel. Viacom and TCI have discussed launching a San Francisco area channel, and both MSO's have substantial operations in the Pacific Northwest, a more likely home for SportsChannel's NHL package.

There was also the hint of new programming services being developed. Dolan said: "Cablevision and Viacom are leading programmers in the cable industry. Our arrangement for joint marketing support will encourage both firms to create new program service for the cable market." Biondi said there were no specific ideas for new programming services, although they would "presumably" be basic.

The deal, which is subject to the parties entering into a definitive agreement and other regulatory and board approvals, will give Cablevision 1.3 million subscribers in 11 states. Viacom will have 940,000 subscribers. But the transaction also portends closer ties between the two companies.

The asset sale will help Viacom further reduce its \$2.4-billion debt associated with the leveraged buyout by Sumner Redstone. The company is looking to get between \$150 million and \$200 million for WVIT(TV) Hartford, Conn., which, coupled with further sales of S/TMC, will reduce the company's debt to less than \$1.5 billion. The company last month completed the sale of \$500 million in bonds. Biondi said once the

asset sales are completed—the Cablevision deal is expected to close within the next six to nine months—"we will get a new bank line."

Biondi said Viacom will then look at expanding its operations "in line [with what] we are already in," including radio and television stations, programming, cable systems and cable programming services. Viacom will look for wherever the best deal is, he said. "You can't force a quality sale in [a given] market," Biondi said.

Viewer's Choice, Viacom's pay-per-view

operation, is not a part of the deal. Biondi said the merger between Viewer's Choice and Home Premiere Television is basically "a done deal," with the final details being worked out. As envisioned, Viacom would join the five MSO's in HPT—American Television & Communications, Cox, Telecable, Continental and Newhouse—in owning the HPT PPV distribution arm. Biondi hinted that the ownership may not be limited to six MSO's. Viewer's Choice would remain intact and become a supplier of PPV programming, such as events and specials. □

Cable Value Network goes shopping; gets Fashion Channel Network

CVN will continue to offer service; creditors of troubled operation will be paid from sales of FCN merchandise

The Cable Value Network took over the operations of the financially plagued Fashion Channel Network last week, closing down its operation in Los Angeles and moving the service to CVN's offices and studios in Minneapolis. CVN "will maintain the look, concept and product mix of the Fashion Channel," chairman and chief executive officer Ted Deikel said, but "the difference

will be in marketing and merchandising, which is something we know how to do very well," he said.

CVN will not assume the liabilities of the Fashion Channel (in excess of \$15 million) that were incurred before CVN officially took over the service last Monday, Aug. 15. Provisions in the agreement, however, call for those creditors to be paid from sales on Fashion Channel merchandise. Included in the list of creditors are Tele-Communications Inc. and United Cable, which also own a piece of CVN, who combined, are owed more than \$3 million.

CVN is the largest cable home shopping service with 20 million subscribers and sales of \$350 million-\$400 million in its last fiscal year. The agreement calls for CVN to continue to produce and distribute Fashion Channel programming (offering apparel, jewelry and accessories). Initially, CVN will carry eight hours live and 16 hours of taped programming each day. Marketing, merchandising, accounting, order entry, fulfillment and related functions will all be handled by CVN. CVN is also expanding its inventory of apparel and accessories it is selling on the Fashion Channel, but will draw from its own warehouses and order new product through its own buying department. It is expected that CVN will hire between 50 and 100 people, mostly production and on-air talent, for the new Fashion Channel.

Part of the agreement says that CVN "will not be responsible for FCN's liabilities, personnel, physical plant or legal and financial claims arising from Fashion Channel activities before the execution of the agreement," CVN said. Richard Harvey, an attorney with the Los Angeles law firm of Mitchell, Silberberg & Knupp, which has been retained by FCN, said the service has an apparel inventory valued at \$500,000, plus other production and operational assets that could be sold as part of a final bankruptcy plan.

CVN will retain 97.5% of total net sales from FCN, with the other 2.5% going to

Satellite Footprints

PAS blocking. Pan American Satellite last week filed comments at the FCC encouraging denial of Comsat's application to participate in construction of the high-power Intelsat VII satellite series. Arguing that Comsat "has not met its burden of establishing that these new satellite are required in the public interest" and that it "has repeatedly, and significantly, overestimated its traffic requirements," PAS also charges that "over 28% of Intelsat's capacity in use is dedicated to non-U.S. domestic service." Calling the Intelsat VII application "impermissably vague on the domestic services issue," PAS says that "Comsat has entirely failed to justify why U.S. ratepayers should make any contribution toward the cost of procuring capacity to be used for non-U.S. domestic services." □

News hours ascend. GTE Spacenet Corp., responding to a rise in satellite newsgathering needs—as evidenced by the 1,600 hours of transponder capacity booked on Spacenet birds during the five days of the Democratic national convention last month—has opened 20 additional voice channels on its Spacenet I satellite that are to be dedicated to newsgathering. The new "demand assigned multiple access" (DAMA) voice hub was characterized by GTE satellite services director, Harley Shuler, as a commitment specifically to "the broadcast community." More than 1,000 of the Democratic convention hours were used by ABC, CBS, the Cable News Network, Gannett News Service, affiliates of those news organizations and the Florida News Network. Through brokers, said GTE, other convention hours were booked by independent television stations. Eighty-five satellite newsgathering customers used GTE's GStar and Spacenet birds as of last month, according to GTE.

In a separate development, Group W Television's Newsfeed Network, in an effort to provide its 100 TV station affiliates "with more options and opportunities than they ever had before," has expanded its evening Nightfeed news video transmissions by 50%, from 30 minutes to 45 each weekday. The network will continue to provide the one-hour Dayfeed at 4 p.m. (NYT) weekdays, as well as the 7:45 p.m. (NYT) Update and unscheduled Flashfeeds. All distribution feeds originate at production headquarters in Philadelphia. □

Up, up and away. Financial results for first six months of 1988 show IDB Communications net income (\$1,171,000) up 90%. revenue

(\$9,481,000) up 103% and earnings per share (24 cents) up 60% over same period in 1987. IDB president, Jeffrey Sudikoff, called May-June Moscow superpower summit "most significant first-half special event...contributing revenue to all of our service categories," including broadcast radio and TV networks. Earlier this month, the FCC authorized expansion of IDB's international business by granting applications to construct and operate two international earth stations at Staten Island, New York, for provision of Intelsat Business Services and television services. □

Hitting the books via satellite. A quarter of the nation's colleges own and operate satellite receiving dishes—800 colleges, according to PBS, which, on Aug. 27, will launch its "summer term preview" Adult Learning Satellite Service (ALSS). As of last week, 105 colleges (PBS had been aiming for an initial 50) in 24 states had signed up to receive college level telecourses. ALSS feeds will include arts, business, technology, science and history courses and some series previously broadcast on PBS, such as *The Mind*, *French in Action* and *The Africans*. Public TV already offers "video-based educational resources" to 1,400 colleges through "partnership with over 300 public television stations," adding up to more than 200,000 students enrolled in Adult Learning Service courses during the 1987-88 school year, said PBS. Satellite delivery will allow more opportunity for teachers to preview a larger variety of programming, as well as scheduling flexibility at the schools. More than 350 colleges currently receive The Learning Channel telecourses either via satellite or cable systems, according to that basic cable programming service.

PBS has also teamed up with Visa International and Arby's restaurants to create an "Express Payment Service," part of PBS's National Datacast service, delivered via PBS satellite. Express Payment is scheduled to become operational at 17 Arby's locations in Arizona, all of which need only tune into KAET(TV) Phoenix and look at the vertical blanking interval for Visa's "hot card file" listings of unauthorized Visa card users. □

Busy schedule. In a rare move indicating confidence in both its own capabilities and the abilities of satellite manufacturers to

FCN. As envisioned, FCN will exist as a shell corporation. If FCN sales eventually reach \$50 million a year, then \$1.25 million will go to the shell corporation, and almost all of that is expected to go toward paying off the \$15 million owed to creditors, Deikel said. That percentage will increase to 5% when sales volume exceeds \$75 million, which are bullish figures compared to FCN's operating results. For the year ended Jan. 30, FCN incurred a loss of \$18.5 million on revenue of \$5.5 million.

Also part of the agreement is the stipulation that CVN continue paying cable operators the 5% commission on sales FCN had been paying.

The agreement is for three years, at which time CVN can continue to operate the service and/or take a majority ownership stake in FCN by purchasing 51% of newly issued stock at 50 cents per share. Deikel said the purchase price would be a sliding scale between 50 cents and \$1, depending on the liabilities still remaining. But CVN said it had "no present intention" to exercise this option.

CVN also has the right to terminate the agreement upon 90 days' notice after Dec. 31. Deikel said that was designed to protect CVN from unforeseen circumstances, such as drastically lower sales or the dropping of the service by MSO's. The latter is unlikely since many MSO's have equity stakes in

both services.

For FCN, the agreement provides a way out of its fiscal troubles. Harvey said the creditors are owed "in excess of \$15 million," with Union Bank the largest creditor at just under \$5 million. In addition to what TCI and United are owed, cable operators are owed less than \$500,000 from commissions from FCN.

Some 60 MSO's took an equity position in FCN last year as part of affiliation agreements and at a price substantially below the \$10.50-per-share public price. But the stock took a beating after Oct. 19, trading around \$5. Late last year and early this year, TCI and United purchased more stock on the open market, but a poor earnings report in April caused the stock to dip farther. Harvey said it was trading in the \$1-plus range before the service went into bankruptcy.

FCN counts 10 million subscribers, but Deikel said the number of full-time equivalent subscribers is closer to five million. Of those, a portion overlap with present CVN subscribers, giving CVN about three to three-and-a-half million subs "that we will now be able to reach that we could not reach before," said Deikel.

Deikel said FCN "did a fine job of introducing the fashion concept to television shopping," and said he believes the service "can be profitable.... We can build the Fashion Channel back into a viable entity." And

he doesn't foresee one service taking sales away from the other: FCN, he said, "is more fashion-oriented. Ours is much more basic."

Deikel said the common MSO ownership of the service "didn't have much to do with the deal.... If there was pressure, we would have been in there a long time ago." The reason they weren't, he said, was because "nothing made sense.... When they made the decision to go into bankruptcy, it changed things dramatically."

(Indeed, CVN is not the first white knight for FCN. The Video Marketing Network agreed to provide FCN with an influx of cash in early May, with total consideration of \$6 million, but that deal fell through two weeks later.)

Although Deikel said there was no pressure from the MSO's, he was mindful of the MSO connection. "We are exclusively cable and these are our partners," he said. "Those relationships are key to us.... These are our affiliates [and] we have to help where we can help."

FCN had filed for bankruptcy last month, and the court assumed jurisdiction on July 22. The court gave preliminary approval to the plan on Aug. 12. A full hearing on the plan is scheduled for Sept. 19 in Los Angeles. FCN President Don Miller said "FCN expects that this agreement will be the basis upon which it will propose a plan of reorganization to the bankruptcy court." □

deliver their products on time, Arianespace has issued a launch manifest through the end of next year. The 13-launch schedule includes no domestic U.S. satellites beyond the September 1988 launch of GTE Spacenet's GStar III, Geostar Corp.'s Geostar R02 and Satellite Transponder Leasing Co.'s SBS 5 together aboard Arianespace Flight 25, an Ariane 3 rocket. The nearly one-launch-a-month manifest, "based on the experience acquired since last September—11 satellites placed into orbit in 11 months—and the possibility of an increased launch rate," said Arianespace, comprises: *Flight 26*, October 1988, carrying TDF 1 (a French direct broadcast satellite [DBS]); *Flight 27*, November 1988, carrying Astra (a European DBS) and a British Defence Ministry bird; *Flight 28*, December 1988, carrying Intelsat V F15; *Flight 29*, January 1989, carrying JC-Sat 1 (a Japanese DBS) and a European meteorological satellite; *Flight 30*, February 1989, carrying Tele-X (a Swedish TV satellite); *Flight 31*, March 1989, carrying Superbird A (a Japanese telecommunications bird) and a West German telecommunications bird; *Flight 32*, April 1989, carrying Olympus (a European TV and telecommunications bird); *Flight 33*, May 1989, carrying TV-Sat 2 (a West German DBS) and a European scientific bird; *Flight 34*, June 1989, carrying Spot 2 (a French remote sensing satellite); *Flight 35*, September 1989, carrying Intelsat VI F1; *Flight 36*, October 1989, carrying Superbird B and Inmarsat 2F1 (an international maritime communications bird), and *Flight 37*, November 1989, carrying TDF 2 and DFS 2.

□

Bring it on home. Having joined most other cable program services in the move into Videocipher II encryption last month, Hearst-ABC-Viacom International's Lifetime channel has also entered into new agreements with five distributors of programming to the home satellite market: Viacom Satellite Networks, Tempo Development Corp., Superstar Connection, TCI's Netlink USA and National Rural Telecommunications Cooperative—all in addition, said Lifetime, to cable operators already distributing to the home dish market. The agreements, it said, will take the service to "an additional 425,000 TV households...by the end of 1988."

□

Second window. Promising a format that can be aired "24 hours a

day...as is" or easily broken into segments according to a radio station's needs, radio superstation WMMY(AM) Pomona, Calif., has begun uplinking its Money Radio format via Satcom F1R, transponder 21. Available on Westar IV since April, Money Radio gains access to "4,000 radio stations coast to coast" through use of the additional feed, said executive vice president, Vera Gold.

□

Loss leader. The home satellite dish industry battle to prevent piracy of satellite-delivered programming services will see television receive-only (TVRO) manufacturers and retailers reaching deeper into their pockets this fall. The Satellite Broadcast and Communications Association Retail Group's October 1988 Satellite TV Month promotions will feature an attempt to discourage piracy by including a year's worth of programming in the purchase price of home receiving equipment. Dish distributors, dealers and manufacturers will pay \$299 for the one-year "Dealer's Variety Pack," which includes HBO, Cinemax, CBN, CNN, ESPN, CNN Headline News, Lifetime, The Weather Channel, USA Network, Netlink USA and Superstar Connection superstation packages, superstation WTBS(TV) Atlanta and Starion Premium Movie Service. Other services, including Viacom cable channels, AMC, Satellite Broadcast Networks and Netlink USA network superstations, Disney and SelecTV, will be available as "add-ons" to "Variety Pack."

If the promotion is successful, said SBCA general counsel, Mark Ellison, consumers will be without a motive for saving themselves programming subscription costs by stealing programs via pirated Videocipher decoders.

□

Special services. World Communications last Friday began a monthly satellite feed of a half-hour TV news program to television stations and cable systems. Produced and hosted by Victor Livingston, the closed-circuit, advertising-supported industry information program, *BTR: The Business of Television Report*, will immediately follow one-hour *NAB Telejournal* over Telstar 301, transponder 5V. Both shows will move to transponder 12V on Sept. 16. World provides monthly half hours of satellite time to NAB, TVB, BPME and Advertising Council.

Defining the fine line between laughter and libel

Libel, invasion of privacy suits said to be on rise against radio; at fault: use of practical jokes and prank telephone calls

Radio station pranks may be successful in attracting listeners, but they may be equally successful in generating lawsuits. Industry observers say suits for libel or invasion of privacy against radio stations and personalities are on the rise, and some stations are becoming more cautious about using trick phone calls and practical jokes.

One active case involves two former WQUE-FM New Orleans morning announcers who played a May 1987 telephone prank on Christine May, a woman nearing her wedding day. Using information given by one of her bridesmaids-to-be, announcers John Welch and Steve Woody identified themselves as employees of her already booked wedding reception hall and told May that the space had to be canceled.

The announcers taped the call and then identified themselves. At the time, accord-

ing to her attorney, Joseph LaHatte, May gave her consent for the tape to be aired. But the airing of the tape caused psychiatric and medical damage, LaHatte said, and by July May filed suit against the announcers and station owner Clear Channel Communications.

"She was just the wrong person to do this to," said LaHatte, saying his client was emotionally vulnerable. "I even admit some of [the pranks] are funny," he said, "but some of them take it too far." During the two-minute prank telephone call to May, he said, the announcers referred to her fiance as a "dork."

The case, which is awaiting a trial date, has drawn considerable local attention. LaHatte, like others interviewed, said one reason such cases tend to attract publicity is because of their anecdotal nature.

"This situation of comedy routines and dirty deeds of the day leading to litigation has only been for the last two years," said Steve Bookshester, assistant general counsel, National Association of Broadcasters



Dyk



Grossberg

wait (wāt) v. 1. To remain inactive 2. To delay; postpone. —n. A period of time spent in waiting. [*< ONFr. waitier, to watch.*]

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legal department. At the NAB's Radio '88 convention next month in Washington, a session on "Jokes, Trick Phone Calls and Libel" is being promoted as an opportunity to learn how to avoid drowning in the "current flood" of libel and invasion of privacy suits against radio stations and their on-air personalities.

Most of these cases against radio stations have been dropped or thrown out of court, making it difficult to estimate how many have cropped up in recent years, said Henry Kaufman, general counsel, Libel Defense Resource Center. "Cases that have gone to trial," he said, "are only the tip of the iceberg."

While statistics are not readily available, many have agreed that there is a perception that such suits are on the rise. That perception is likely to encourage others to bring suit, warned Timothy Dyk, partner in the Washington law firm of Wilmer, Cutler & Pickering. Since such lawsuits are "terribly expensive" to defend, he said, costly settlements are likely. "They're not suing because of the actual injury, but because of the jackpot," he said.

The rise in libel radio litigation has been primarily related to humor over the last two to three years, said Chad Milton, vice presi-



Bookshester



Milton



Waggoner

Waggoner, "it costs a lot of money to get there."

Lamfers said that potential damages against a radio station in such a suit would be "unpredictable" since she could not immediately recall a case that resulted in a verdict. Most cases fall short of reaching a verdict, she said, pointing to a recent case in Florida that was dropped when the plaintiff failed to follow through on the suit. The case involved two announcers who developed a comedy routine around a local restaurant that had been cited for health violations.

In another pending suit, WKMF(AM) Burton, Mich., and its morning announcer, Dennis Cannon, are being sued for libel by insurance salesman Lawrence Faro. A woman identifying herself only as "Bonnie" telephoned the station in March 1987 and nominated Faro as the "dodo of the day." During the 30-second broadcast, she said that Faro had suggested to her that she throw a brick through her already damaged car windshield to increase her claim.

Faro, who denied the incident and claimed no knowledge of business with "Bonnie," brought suit last July. The station said that it did not have any further identification of "Bonnie," and did not have a tape of the broadcast.

John Risher, WKMF's vice president and general manager, said his primary recommendation for radio stations—especially those with controversial personalities—is to carry libel insurance on their programming. "People are looking for deep pockets," he said. "Stations that program controversial

personalities trying to sensationalize information that they have not totally researched," he added, "could be in big trouble."

Regarding phone pranks, Risher said: "Before any kind of programing goes on the air of that nature, the content of those kinds of programs should be taped and should be cleared by the company's legal counsel."

Libel cases against radio stations are most prevalent in small markets, explained Waggoner, where day-to-day talk about the private lives of local figures is commonplace. Also, according to at least one general manager interviewed, smaller stations tend to have less experienced, less responsible announcers. At the larger-market stations, some general managers claim to trust their experienced announcers: WXRK(FM) New York's general manager Tom Chiusano, discussing the station's controversial morning announcer, Howard Stern, said he does not advise him on libel or invasion-of-privacy issues. "Howard's a smart broadcaster," Chiusano said.

For those stations seeking legal guidance, recommendations used by defending libel attorneys appear to differ from case to case. Libel specialist James Grossberg, a Washington-based lawyer with Ross, Dixon & Masback, said a general rule to remember is: "It may make great radio, but it may be risky."

Libel charges, said Grossberg, are not always difficult to defend: "If it's intended strictly to be humorous [and] was not intended to be taken seriously, then there's a very strong argument that humor and parody

dent and assistant counsel for Media/Professional Insurance Inc., an underwriting manager for Seattle-based Safeco. He said the company, one of the nation's largest underwriters of libel insurance, now sees at least one such new case each month.

Most of the cases, he said, are "sufficiently obscure." Among the more common claims: telephone polls that criticize local businesses and personalities; announcer put-downs of advertisements heard on the show; telephone call-in skits that feature an actor portraying an individual, and solicited or unsolicited telephone calls that insult or play a trick on the person being called.


"Most of the time, the subject of the joke laughs it off," said Milton, "but sometimes the jokes are distressing and a lawsuit follows."

Jean Lamfers, a Kansas City, Mo., attorney who has worked with Milton, said the rise reflects what she described as a "litigious society." She added, however, that the lawsuits against radio stations and their announcers may be leveling off. Although she would not give specifics, she said some general managers appear to be concerned about potential lawsuits and are beginning to set parameters for their announcers.

"A management team needs to work on concepts before a disk jockey goes out and does his thing," said Lamfers. "The station has to decide how far they want to take a practical joke."

The legal fees of defending such radio suits are usually between \$90,000 and \$100,000, Lamfers said, although smaller markets may expect to pay closer to "a few thousand dollars." Even if a libel defendant wins, added Seattle-based attorney Daniel

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are protected by the First Amendment." He said cases involving invasion of privacy or intentional infliction of emotional distress, however, are trickier.

Invasion of privacy suits, he said, may come from broadcasting of a private fact about an individual. They may also come from an intrusive telephone call in the

middle of the night. Even if the announcer were to identify himself upon calling the person, he said, "it wouldn't help if they then proceeded to say something defamatory." Emotional distress suits, according to Grossberg, are difficult to defend when the announcer's conduct is considered "sufficiently outrageous to shock the con-

science."

Anticipating a jury's response in libel or invasion of privacy cases is not always easy. LaHatte, attempting to predict the outcome of his client's suit, shrugged: "The jury's either going to feel sorry for her or not. We'll just play the tape for the jury and let them decide." □

FCC's translator ideas unpopular

Comments on commission plan to allow program origination opposed by many broadcasters

Broadcaster comments received last week by the FCC were overwhelmingly against a commission proposal to change the present status of FM translator stations. Instead, a second proposal in the inquiry for stricter regulations of translator licensing was preferred. All but a few of about 30 commenters were broadcast station owners and broadcast-related associations. By a 2-to-1 margin, opinion weighed against the proposal to create what the National Association of Broadcasters again called "a new low-power FM service."

NAB asked the commission "to insure that translators conform to their original purpose of providing fill-in service to unserved areas and are not used as profit-making ventures." When translators were authorized for use in the FM band in 1970, the association argued, they were meant to be a secondary service "designed to receive signals from a full-service station and simultaneously retransmit those signals on another frequency." But since then, some "entrepreneurs...have discovered cavernous loopholes in the FCC's rules to accommodate a perversion of the commission's original intent." Those stations have been originating programming rather than retransmitting signals from full service stations. The NAB asked the FCC not to "legitimize" that practice.

The FCC proposal to raise the power limit for all translators above the present 10 w was also opposed by NAB which argued that such a move would be unnecessary and "would be an unwise policy determination in light of the potential for increased interference."

The second half of the inquiry asked whether rules should be adopted to eliminate program origination from translators and set power and antenna height limits for translators. NAB urged the issuance of such a rulemaking "to curb translator abuses which are occurring nationwide."

The comments of Scripps Howard Broadcasting, owner of three FM stations, were typical of most submitted by broadcast companies. "A translator used to originate programming is no longer a translator... To permit translators to operate as mini-FM stations would likely overburden the FCC process, and could cause interference to existing FM signals," it said. Like NAB, Scripps Howard called for stricter technical standards for translators.

The National Translator Association, a

Riverton, Wyo.-based organization "dedicated to...the maximum utilization of TV and FM translators," sided with the broadcasters. FCC approval of local program origination from FM translators "would not provide quality service due to economic constraints and would impose additional burden on the commission in the enforcement of regulations," it said.

London Bridge Broadcasting Inc., owner of KBBC(FM) Lake Havasu City, Ariz., claimed that "the radio industry in the state of Arizona is literally being torn apart by translators." It said that program-originating translators are proliferating in the smallest communities in the state and are making it difficult for the established full-service stations to survive. "The original concept of FM translators as small nonprofit operations extending radio service where there would otherwise be none is unquestionably fiction today."

Arguing directly against NAB's position was J&J Broadcasting, a Fayetteville, Ariz., company "operating many FM translators which offer exclusive programming to their communities of service." NAB opposes expanded translator service, "we feel, because they are selfishly attempting to limit the competition of their member stations.... NAB in our view is heavily influenced by large-market station owners seeking to prevent small-market station access to their lucrative market areas."

FM translators, J&J said, "are simply efficient producers providing a service oth-

erwise unavailable to the public." Many of those underserved areas are small Hispanic communities in the Southwest and black communities in the South, J&E said. By approving program origination for translators, the FCC could give broadcasters "the ability and desire to provide program format variety in heretofore unparalleled quantity" to those areas, J&J said.

Also defending the idea of program origination from translators was the Bureau of Economics of the Federal Trade Commission. "Granting increased flexibility in the use of translators may benefit consumers by permitting greater competition for the patronage of listeners and the development of additional listening options for consumers," the bureau said. It said that wider variety program formats will be available to smaller radio markets and the quality of existing services would increase due to the new competition. However, the bureau suggested that the FCC weigh the potential benefits against the possibility of inefficient use of spectrum by translators "and the current absence of public interest obligations or translator licensees."

An owner of an FM translator in Fort Lee, N.J., Gerard A Turro, wrote that unlimited program origination should be considered in cases where the translator serves a county "with no existing or allocatable commercial FM service." After a period of such limited translator origination, the FCC could decide whether less restrictive rules should be approved. □



New start. *The Rush Limbaugh Show*, produced by EFM Media Management, has premiered nationally on the ABC Talkradio network. The bartered two-hour talk show is available through Satcom 1R, airing daily noon to 2 p.m..

Pictured above at the inaugural broadcast (l-r): Lee Vanden-Handel, EFM Media Management; John Mainelli, operations director, WABC(AM) New York; Rush Limbaugh, and Ed McLaughlin, president, EFM Media Management. New York-based EFM Media also produces and distributes the *Dean Edell* radio programs.

View sound in New York

WPIX-FM New York changed its format without fanfare from AC to what the station described as "a contemporary jazz-based music format that will have a sprinkling of R&B." The change followed industry speculation that WPIX-FM, which tied for 25th place in the spring 1988 Arbitron ratings and which has changed formats several times, would become New York's first new age station.

Raymond A. Gardella, the station's general manager since July 1, stressed that the new format is "nothing at all like new age." He added that the station, a Tribune Broadcasting station, changed its call letters to WQCD, effective Aug. 15. The station has also added a new program director, Wendy Silvershein Leeds. She has been at WPIX-FM since 1983, most recently as assistant program director and music director. A new music director will also be announced in the coming weeks, the station said.

Consolidated complaint

Three Westwood One shareholders are scheduled to file a consolidated complaint this week against the company, including charges that shareholders purchasing Westwood stock this year were given inaccurate financial information by the company. One of the allegations in the complaint is that Westwood Chief Executive Officer Norman Patitz may have known that the company's performance would be disappointing prior to an official announcement he made last May, according to Eugene Mikolajczyk, a lawyer with the San Diego-based firm that is representing the trio.

Eric Weiss, Westwood's vice president of business and legal affairs, said the company intends to review the complaint. "We absolutely believe it's baseless and without merit, and we plan to defend it vigorously," he said, adding that the three shareholders own 550 shares of the company's stock.

Name change

Atlanta-based Georgia Radio News Service is changing its name Sept. 1 to The Georgia Network. The 140-affiliate statewide radio network is making the change because the Georgia Network "is easier to remember and better describes the many different things we do," said GRNS general manager, Richard Warner.

He added: "Of course news is still our bread and butter. But in the eight years since we began, our company has branched out into the distribution of University of Georgia and Georgia College sports, the Atlanta Hawks, a number of different political campaigns and regularly scheduled agriculture programs."

Latest flashback

Rockville, Md.-based Parkway/Muse reported that it has signed eight affiliates for *Flashback with Bill Hickock*, a weekly one-hour musical nostalgia show set to premiere in September. The show, produced by Hickock and Parkway, is the latest offering from the 20-year-old syndicator. Other programs produced and distributed by Parkway, all available on reel-to-reel tape on a cash basis, include: *Starlight Concert*, a daily two-hour show heard on 35 stations and over the Armed Forces Radio Network; *Cameo Concert*, a daily one-hour program with 23 affiliates; *Music with Bob Ellsworth*, a daily two-hour program with nine affiliates, and a library service with up to 200 hours of periodically updated music.

Money talks

Los Angeles-based Money Radio Network has uplinked with Satcom 1R, the company reported. The 24 hours of continuous business news, talk and information offered by the network has also been available since last April via Westar IV. Participating stations have the option of accepting all or part of the service. The network is an outgrowth of all-business-radio, KMNY(AM) Pomona, Calif.

Minnesota sports

The WCCO Radio Sports Network launched its services Aug. 7 with a preseason broadcast of Minnesota Vikings football. The new satellite-fed network reported that it reaches 50 affiliates in Iowa, Minnesota, North Dakota, South Dakota and Wisconsin. Some of the stations that signed up to receive the preseason and regular season games pay affiliate fees, and some strictly share advertising time.

The network was founded by WCCO(AM) Minneapolis-St. Paul, which reported it has carried the Vikings play-by-play for 21 years. The network said it will also offer University of Minnesota Gopher sports to about 20 affiliates already signed, and will be distributing the Minnesota North Stars NHL hockey games to a prospective 20 affiliates.

Spanish sound

National Hispanic Heritage Week, Sept. 11-17, will find National Public Radio airing a series of five half-hour Hispanic music specials, a special *Horizons* (weekly documentary series) profile of a salsa band leader and joint promotion of the week's specials and NPR's new daily Hispanic news program, *Latin File*, which debuted last Monday.

Spanish-language singer and 1986

Towering inferno. Bruce Springsteen's "I'm On Fire" and Deep Purple's "Smoke on the Water" were just two of the songs played on WXRK(FM) New York's "disaster request radio." The station launched the format for several hours following a fire at the Empire State building's master FM antenna.

The Aug. 12 fire knocked out many of the city's FM radio stations for about three hours late that afternoon and left the stations with only partial operating capacity for several days afterward. The FM stations most affected by the fire were WXRK, WBSL(FM), WEVD(FM), WLTW(FM), WNSR(FM), noncommercial WBAI(FM) and classical music stations WNCN(FM) and WOXR-AM-FM, all New York. Most of those stations were operating at 25% capacity through the middle of last week, which station engineers indicated probably decreased station range outside a 30- to 40-mile area.

The Empire State building fire started on the 86th floor and traveled up a utility shaft to the FM antennas on the 102d floor, according to Richard Koziol, vice president of Northeastern Communications and chief engineer for WNCN. He said the heat from the flames melted the wires in the conduits of the antenna's protective circuitry, thereby shorting the system. The stations did not want to return to full power until the protective circuitry could be corrected, he said.

Three FM stations sharing the antenna—WHTZ(FM), WRKS-FM and WNEW-AM-FM—relied on back-up systems on Aug. 12 to quickly return to the air. For most of the stations, as much as three hours of broadcast time was lost.

General managers at the stations agreed that damages could not be immediately assessed, although several complained about make-goods for the advertising time that was lost. WNSR's Bob Dunphy, vice president of programming, said that he was not too concerned about avails because August is generally a slow period for advertising sales. He said he was concerned about the effect that the decreased capacity could have on ratings. "Business interruption insurance doesn't do much for your ratings," said Dunphy. "What does this down time do to your cumes?"

But WXRK general manager Tom Chiusano said he is optimistic that the decreased capacity would only affect the outer reaches and would not have much impact on ratings. Although he said it was too early to determine immediate impacts, he expressed concern about trying to find avails for the three lost hours of inventory.

WOXR President Warren Bodow said many of the general managers and chief engineers involved have been in contact about the damage from the fire, but he said he is "not at liberty" to discuss possible joint legal action by the stations. "We are damaged and we look to get the relief from those parties that were responsible," he said.

Grammy winner, Vikki Carr, who has earned eight gold records for Spanish language albums recorded with CBS Mexico, will host the five specials, which will include a profile of Chilean contemporary music group, Huara, and their 1988 U.S. tour; an interview during the Texas Jazz Festival with percussionist Poncho Sanchez, who discusses the influences on and evolution of his music; a visit to the ninth annual Chicago Jazz Festival, highlighting the music of Cuban jazz-salsa big band, Irakere; an examination of Mexico's premiere folk music, Mariachi, and a profile of Cuba's "Queen of Salsa," Sonora Matancera. The series will be available in both Spanish and English. New York-based salsa band leader and percussionist, Ray Barretto, is the focus of *Horizons'* Hispanic Heritage Week special. That program, produced by Donna Limerick, will feature 30 years of Barretto's music.

All talk

ABC Radio Network's Talk Programming launched its new weekend line-up with the addition of "Home Sense" with Mike McClintock and "The Garden Hotline" with Ralph Snodsmith. The network's new weekend hours, which have been cut back three hours each day, now include: "Home Sense," Saturdays, 1-4 p.m. NYT; "The Garden Hotline," Sundays, 1-4 p.m.; and "Money Talk" with Bob Brinker, Saturdays and Sundays, 4-7 p.m. "Home Sense" presents home repair experts and "The

Garden Hotline" features gardening expert Ralph Snodsmith.

Changing their tunes

WAYL-FM Minneapolis-St. Paul has switched to a gold-based adult contemporary format after 25 years as an easy listening station. The new format features hits from the 1960's, 1970's and some from the 1950's.

WAYL(AM) stereo, which has provided simulcast easy listening music with the FM station for more than a year, will continue with the format. The AM station will reach the 35-plus age market while the new FM format will target the 35-50 market, according to Steve Woodbury, vice president and general manager.

Foxy

WDTX(FM) Detroit has overhauled its format and changed its call letters. The station, now known as WDFX, switched from top-40 rock to what the station describes as "CHR with a rock edge." A station representative reported that the new format, nicknamed "The Fox," will include "a touch of the urban sound and enough of the rock 'n' roll sound to keep our audience."

Labor Day lineups

The Westwood One Radio Networks will broadcast a six-hour Jimi Hendrix special featuring music recently made available from the late musician's estate. The show,

Jimi Hendrix: Live and Unreleased, will be available over the Labor Day weekend and is produced by musician Bruce Gary. Material includes alternate takes from studio sessions; rare recordings of club dates; acoustic jams with musician Johnny Winter and others, and conversations with Hendrix and others associated with the musician.

The show, available on disk and designed to be broadcast in segments or in full, will end with a two-hour recording of The Jimi Hendrix Experience's 1969 concert at the L.A. Forum.

Los Angeles-based Westwood One said it will also broadcast over the Labor Day Weekend the third edition of its Jimmy Stewart special, *Dancing With The Stars*. The show, produced by Marcia Hrichson, will focus on the 1950's and will be the last in a series heard on Westwood's Mutual Broadcasting System.

The United Stations Radio Networks will air its *Summer Encore 1988* special over Labor Day weekend, along with two other new specials. *Summer Encore*, a three-hour program written and produced by United Stations, will be the network's third annual wrap-up of the summer's music and movies.

Rep4Report

KGTO(AM)-KRAV(FM) Tulsa, Okla.: To Christal Radio from Torbet Radio.

CISN-FM Edmonton, Alberta: To Eastman Radio from Hooper Jones.

WJYY(FM) Concord, N.H.: To Eastman Radio from Hillier, Newmark, Wechsler & Howard.

WSFL-FM New Bern, N.C.: To Eastman Radio from Torbet Radio.

KWLN(FM) Osceola, Ark. (Memphis): To Christal Radio from Torbet Radio.

KHEZ(FM) Caldwell, Idaho (Boise): To Hillier, Newmark, Wechsler & Howard. No previous rep.

KONE(AM)-KOZZ(FM) Reno: To Hillier, Newmark, Wechsler & Howard from Eastman Radio.

KHHH(FM) Honolulu: To Hillier, Newmark, Wechsler & Howard. No previous rep.

WRMX(FM) Murfreesboro, Tenn. (Nashville): To Hillier, Newmark, Wechsler & Howard from Torbet Radio.

WFMT(FM) Chicago: To Hillier, Newmark, Wechsler & Howard from Concert Music Broadcast Sales.

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Maltz taking Malrite private again

CEO of group owner and others in management offer \$141 million or company that went public in '84

Ailton Maltz, who took Malrite Communications Group public in 1984, wants to take the company back. Malrite, a television and radio group owner, announced last Monday (Aug. 15) that a management group led by Maltz, chief executive officer and majority owner, had made an offer to buy out the company for about \$141 million.

"He's offering a substantial premium to the current market," said Edward Hatch, an analyst with Merrill Lynch. "There would appear to have been room to possibly sweeten the deal by another dollar or two, but given the chairman's large majority holdings, it is, in fact, his company."

Malrite's television properties comprise five UHF Fox affiliates and one VHF independent in Puerto Rico. It operates 11 radio stations in seven major markets.

The management group offered a price of \$10.25 per share of outstanding "common stock" (with 10 votes per share) and class A stock (with one vote per share). The price represents a premium of about 28% over the previous trading day's closing price of \$8 per share for the common and a 46% premium over the \$7 price of the class A shares. On the day of the announcement, Malrite common closed at \$9.50, and the class A stock closed at \$9.75.

Maltz owns about 75% of Malrite's outstanding common stock, and about 59% of Malrite's outstanding class A stock. The company has about 8.5 million shares of common stock and 5.2 million shares of class A stock outstanding, Hatch said. Hatch said the management takeover offer put the company in a situation similar to that of Infinity Broadcasting, which just completed a leveraged buyout. The Infinity management group controlled 87% of the company's voting power. Some shareholders may balk at the price, Hatch said, but he added that Maltz "is offering what he feels is a fair premium to the minority shareholders, which, given the current stock market environment, is realistic."

Malrite said it received from the management group a letter from the Bank of New York on the arrangement of \$170 million in bank financing, and a letter from Shearson Lehman Hutton Inc. on the underwriting of up to \$90 million of debentures, subject to certain conditions. About \$60 million in equity would be provided to the new company by management investors.

The management group also expects to purchase, for a still undetermined price, Malrite's outstanding 9% convertible subordinated debentures due in 2010, the company said.

In the first quarter of 1988, Malrite



Maltz

bought back \$4.1 million of the convertible debentures for \$3.5 million. "The decision was driven by management's view that the equity underlying the debentures was significantly undervalued," the company reported. "Our assessment is supported by

security analysts at major investment firms who have expressed the opinion that Malrite common stock is currently selling at a substantial discount to its underlying asset value."

Malrite's common stock traded at \$11.50 and class A shares at \$10.50 in pre-crash October 1987. Following a post-crash low of 4¼, the stocks soon were trading in the \$6 range. Like many other small over-the-counter stocks, Malrite has not rebounded as well as many exchange-traded stocks since the crash.

Another possible reason for the stock's performance was that the company did not do as well in 1987 as it had earlier projected. Malrite said that cash flow from its stations in 1987 was a disappointing result of the "soft broadcast economy" and "quite weak" spot advertising. On net revenue of \$97.3 million in 1987, an increase of 10% over 1986, the company showed a net loss of \$6.4 million. Malrite showed 1988 first-quarter losses of \$3.6 million on net revenue of \$22.5 million, up 15% from the previous year. □



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TV reps try in-store tie-ins to draw advertisers

Three-way deal among station, retailer and advertiser is being used to attract more ad dollars to television

More than one TV station representative is currently citing figures showing the share of

total marketing dollars spent on advertising in all media declining from 42% in 1977 to 35% last year. To combat that trend as tracked by Donnelly marketing reports, and to provide added value in a national TV advertising market often determined solely by costs-per-thousand, two national reps in recent weeks have undertaken new marketing efforts.

Seltel said it would offer retailers extra advertising time in exchange for in-store space that is then given to advertisers who place a larger slice of their advertising with Seltel-client stations. Blair Television said it had agreed to sponsor a Jefferson-Pilot program that advises retailers on how to better



Seltel test at KIFI-TV

obtain and utilize manufacturer marketing dollars for television advertising.

The Seltel program, called Direct Impact on Sales, has already been subjected to two pilot tests; one at WMDT(TV) Salisbury, Md., and the other at KIFI-TV Idaho Falls, Idaho. At the former station, a flight was bartered for a retailer's in-store display space, which was offered to Dr Pepper. The soft drink manufacturer in turn agreed to place 100% of its advertising budget with the station, said Kelly Porter, Seltel's marketing manager. Dr Pepper said sales of its products were up between 20% and 40% during the month the campaign ran over sales for the same month a year earlier. In the five months preceding the campaign sales were up 7% over the same period the year before.

During the two-week test at KIFI-TV, Clorox was the advertiser that agreed to give a larger share of its budget to the station. Both Dr. Pepper and Clorox were represented through Young & Rubicam's spot TV buying group. Said Porter: "Everyone gets something in this situation: The station is getting new dollars; the advertiser gets to sell more products, and the retailer gets both to sell more of those products and has more foot traffic in the store buying other products." He added that although both tests involved retailers that had not previously considered advertising on television, Direct Impact on Sales could involve established retailers.

Porter said Seltel is now looking to expand the program to involve an "unwired" group of stations and national or regional retailers: "We have contacted some of the chains and have set up meetings," he said.

Blair's agreement with Jefferson-Pilot, currently for one year, calls for expanding the latter's local efforts with stations and retailers to the regional and national level. Jefferson-Pilot, which began its program in 1982, is paid by stations to provide consulting services to retailers, explaining to them how to obtain more promotional money from manufacturers and how to use that money more effectively to increase sales

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Cablevision Systems	Second	\$124,381	79%	(\$39,922)	NA	(\$1.86)
Centel	Second	\$304,351	3%	\$29,967	-16%	\$0.69
Cosmos Broadcasting	Second	\$28,600	2%	\$3,300	-3%	NM
Jefferson-Pilot	Second	\$306,689	6%	\$28,523	-19%	\$0.73
Laurel Entertainment	First	\$333	-48%	(\$360)	NA	(\$0.14)
Lorimar Telepictures	First	\$106,790	-7%	(\$45,322)	NA	(\$0.99)
Ogilvy Group	Second	\$184,928	14%	\$9,129	12%	\$0.55
Omnicom Group	Second	\$223,581	12%	\$12,351	18%	\$0.50
Scripps Howard	Second	\$70,086	14%	\$4,878	-27%	\$0.47
Zenith Electronics	Second	\$589,300	9%	(\$12,100)	NA	(\$0.46)

Cablevision said increase in revenue resulted primarily from its recent acquisition of Adams Russell Co., SportsChannel equity, and other properties. ■ **Centel** said that its proxy contest with dissident shareholder group led by George Lindemann and Asher Edelman had cost it approximately \$5.2 million this quarter. ■ **Cosmos Broadcasting** is subsidiary of Liberty Corp. Company said that Cosmos's operating cash flow for second quarter declined 9%, to \$10.1 million. ■ **Net earnings for Jefferson-Pilot Communications Co.** were 30% higher than last year's second quarter, at \$3.3 million from revenue of \$30.6 million. ■ **Laurel** said company's financial results were negatively affected by Writers Guild strike. ■ **Lorimar** attributed net loss to increased interest costs; inventory writedowns from various theatrical and television products, and operating losses and costs associated with closing of theatrical film distribution and home video divisions. ■ **Net income for Ogilvy** includes \$680,000, or 5 cents per share, from investment sale. ■ **Domestic billings for Omnicom** accounted for two-thirds of revenue, but grew at less than half rate of international income from fees and commissions. ■ **Scripps Howard** said second-quarter revenue from television and radio broadcasting increased by 4.5%, to \$55.7 million, "but were affected by sluggish local advertising late in the quarter. Revenue gains were largely offset by increased programing costs." Broadcasting operating income inched up 1%, to \$17.1 million. Company's cable division had second-quarter revenue of \$14.4 million, and operating income of \$611,000. ■ Higher sales of cable products and color TV picture tubes were offset by lower prices for TV and video products, **Zenith** said, leaving consumer electronics division revenues flat at \$247 million compared to second quarter 1987.

Viacom Inc. reported a 17% gain in second-quarter revenues and a 9% gain in second-quarter earnings on the strength of increases from the company's cable segment. For the quarter ending June 30, earnings from operations were \$29.5 million, compared with \$27.1 million during the second quarter last year. Revenues were \$298.4 million, compared to \$254.3 million last year. Viacom reported a net loss attributable to common stock of \$44.7 million, or 84 cents a share, as a result of \$68.2 million in net interest expenses.

Earnings for the company's cable segment were up 65% to \$14.8 million, on revenues of \$81.4 million. Last year that division earned \$8.9 million on revenues of \$70.7 million.

Expenses were up 21%, from \$194 million during the second quarter last year to \$235 million this year, lead by a 44% gain in entertainment expenses.

An earnings increase of 42% at MTV Networks was offset by increased promotion costs at Showtime/The Movie Channel in the networks segment. Second quarter results were also positively affected by the sale of \$44.2 million of the company's stock in Orion Pictures. That money was applied to retiring the company's bank debt. A profit of \$16.8 million was reported on that stock sale.

For the first six months of 1988, the company reported a 21% gain in revenues (from \$488.5 million last year to \$591.6 million this year) and a 43% increase in earnings from operations (\$53.2 million this year, compared to \$37.2 million last year). The net loss for the first six months fell from \$93.4 million last year to \$74.5 million this year.

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Said Jack Poor, senior vice president, support services, Blair Television: "It is only coincidental that the individual stations have sponsored it in the past. Our feeling was that the sponsorship could be equally well done by Blair marketing or regional sales managers, who have the ability to cross markets. This will ... help retailers who are not necessarily set up along ADI lines."

Charles Pittman, vice president and general manager of Jefferson-Pilot Retail Services said: "Generally promotion budgets are neutral budgets...pots of money the manufacturer can use however they want to increase sales. Retailers have growing clout, and can persuade the manufacturer to change the allocation toward TV advertising. We don't hold a lot of face-to-face discussions with the manufacturer, but we prepare the retailer to present this program."

Pittman said the services provided to the retailer also include advertising advice and in-store support and merchandising techniques "The only real stipulation placed on the retailer is that when working with a TV station, that station would receive a slightly larger than normal share of the advertising budget." According to Ken Donnellon, vice president, advertising and communications, John Blair Communications, regional managers and New York staff of Blair have already started training with Jefferson-Pilot. Blair staff will make the first contacts with-retailers and then bring in the Jefferson-Pilot specialists for the consultation. □

Three TV station TV groups report 2d-quarter earnings up over 1987 period

According to three major independent television group owners who have reported broadcast revenues for the second three months of 1988, television revenue is up over the comparable period last year.

Television station revenue at Tribune Co., including WPIX(TV) New York and KTLA(TV) Los Angeles, grew 7% to \$113 million. Entertainment revenue grew 7% to \$27 million and radio revenue declined 6% to \$11 million. Operating profits for the broadcasting and entertainment division rose 17% to \$37.8 million from \$32.4 million last year. Jerry Agema, vice president, operations, and chief financial officer, Tribune Broadcasting, said that operating profit for the stations also improved due in part to lower "nonprogramming costs."

Operating revenue and operating profits for broadcasting and entertainment had stayed flat for the quarter from 1986 to 1987. In 1986, operating revenue for the division were \$139.9 million, compared to \$142.6 million one year later. Operating profits were \$32.6 million for the unit in second quarter 1986, dropping to \$32.4 million in 1987.

Television division revenue at Chris-Craft Industries was up 7% in the second quarter,

BottomLine

Belo lookout. Standard & Poor's placed rating on \$200 million of unsecured A.H. Belo debt is under review for possible downgrade. Company said S&P cited "concern about a recent decline in the company's earnings performance, as well as lack of clear evidence of strong near-term turnaround in company's principal Southwestern advertising markets." Debt is currently rated BBB by S&P. □

Cablevision calculations. Cablevision Systems said that revenue jumped 79% and operating cash flow increased 65% in quarter ending June 30. Revenue was \$124.4 million, versus \$69.6 million last year, and operating cash flow was \$38.2 million, up from \$23.2 million. Due to increased interest, depreciation and amortization expenses, company said it had net loss of \$39.9 million in quarter, versus net loss of \$10.8 million last year. □

IDB activity. Group of investors including New York investment manager George Soros and Quantum Fund N.V., Netherlands Antilles corporation, said it has bought 7% of stock of IDB Communications Group Inc. Group reported in Securities and Exchange Commission filing that it holds 344,500 IDB common shares, all purchased between July 5 and Aug. 3 at prices ranging from \$8.25 to \$11.25 per share. IDB shares, according to filing, are held by group for investment purposes. IDB released second-quarter earnings of 13 cents per share, up from 9 cents last year. Net earnings for 1988 second quarter were \$636,000 on revenue of \$5.18 million, compared to net earnings of \$391,000 on revenue of \$2.5 million for same period last year. □

Money in hand. On Aug. 10, Kidder Peabody & Co., Drexel Burnham Lambert and Smith Barney announced initial closing of Cinema Plus L.P., limited partnership for financing of four to 10 feature films with budgets of \$8 million to \$15 million for HBO Inc. As of Aug. 10, Cinema Plus L.P. had sold 36,100 units at \$1000 per unit (raising \$36.1 million). Final closing is expected to take place in early October. HBO's license agreement provides partnership with a minimum aggregate return from all sources of at least 115% of the partnership's investment within seven years. In first three years, that works out to guaranteed minimum distribution of 9%, 11%, and 13% for partners. According to limited partnership prospectus, domestic theatrical distribution of films will be handled by major studios, and films will be produced by experienced independent producers. Partnership has already signed agreements with actor-producer Michael Douglas for two features. Prospectus says that MGM Pictures Inc. is expected to distribute films in domestic theatrical and foreign nontheatrical markets. HBO will handle home video distribution. □

Unhappy customer. CBS lost round in three-year-old suit in which it charged Ziff-Davis Publishing with inflating profits of magazines it sold to CBS in 1984. Judge Martin Evans of Supreme Court of State of New York, New York county, dismissed remaining CBS complaint, which had made, among other claims, allegation that Ziff-Davis did not allocate all costs to magazines that it sold to CBS, thereby overstating those magazines' operating profit, and that Ziff overstated likely collectible value of receivables. CBS said it would appeal decision. □

Moody pessimism. Moody's Investors Service downgraded rating of Outlet Broadcasting senior subordinated notes from B2 to B3. Debt rating service said noted that group broadcaster's affiliate company, Atlin Communications, which owns two independent TV stations, had continuing cash flow shortfall. "Outlet's actual investment in Atlin and its exposure to possible Atlin insolvency are increasing." Moody's said it believed Outlet would divest itself of some properties. □

the company said, resulting in a 2% increase in operating income. Operating income for the company, which mostly came from its BHC subsidiary controlling the seven TV stations (including two network affiliates), was up 7% to \$11 million. Operating revenue were up 5% to \$67.5 million. Chris-Craft's net income for the second quarter 1987 rose 52% from the previous year, to \$8.6 million. Much of the income came from the company's investment in Warner Communications. Chris-Craft's return on that investment grew from \$9.3 million in second quarter 1987 to \$12.1 million in the same period in 1988. Additionally, the com-

pany made a \$3.3-million profit this quarter on the sale of marketable securities, compared to none in the second quarter of 1987.

Revenue from BMA Corp.'s television division grew 26% for the second quarter up to \$11.1 million. Operating earnings for BMA's two stations, Fox affiliates KTXL(TV) Sacramento and KDVR(TV) Denver, grew to \$1 million after a second-quarter loss of \$1 million last year. "Television is performing above expectations," the company reported attributing the results to "broadcast management's ability to gain an expanded share of revenues in the market during a period when the market has not expanded." □

HBO's four new films

HBO will bring four new *HBO Showcase* productions to its viewers beginning in August and running through the fourth quarter. *HBO Showcase* executive producer, Colin Callender, explained the provocative nature of the four films as a conscious effort to look "for subjects that are relevant to the urgency in the world" these days. These are "stories that audiences care about."

"Tidy Endings," starring Harvey Fierstein and Stockard Channing, is an encounter between a woman and her ex-husband's male lover, who face the reality of having shared a man who died of AIDS. In the television station setting for "Lip Service," a slick, shallow and young on-air personality played by Griffin Dunne runs into controversy when he attempts to buoy the falling ratings of a staid morning talk-show personality played by Paul Dooley. "Dead Man," starring Danny Glover, pits a death-row inmate against a psychiatrist who is charged with determining whether the prisoner is insane. And in "The Christmas Wife," starring Jason Robards and Julie Harris, a widower meets a mysterious woman who becomes his companion for the holidays.

Callender, the Emmy Award-winning producer of the television presentation of *Nicholas Nickleby*, said the *HBO Showcase* productions are based on the premise of granting producers creative control. Once a project is developed and has begun production "we've signed off," he said. "We're known to have faith in the people we're producing for."

Giving away such control does not mean big costs for HBO, however, since all but one of the films were shot in Canada, where production costs are lower. The one that wasn't, "Lip Service," was produced at noncommercial WGBH-TV Boston, where production costs are lower than at other facilities.

PTL proposal

A \$113-million bid by two Canadian businessmen to acquire bankrupt PTL Ministry and Heritage USA resort park has been accepted. Although bids were expected last week from group including defrocked PTL founder, Jim Bakker, and Charlotte, N.C., businessman, George Shinn, neither had submitted a bid by press time.

Placing BET

Black Entertainment Television said it has reached 20.3 million subscribers with the addition of 42 cable systems last month, including Warner's Canton, Ohio, system (52,000 subscribers) and Comcast's

Timonium, Md., system (45,000 subscribers).

BET also announced it had signed Procter & Gamble to a "lucrative upfront corporate advertising package." Although P&G has been a BET advertiser since 1983, the agreement goes further than previous deals. In addition to ads, P&G will produce vignettes that will appear on the network.

Investors for Talk TV

Talk Television founder Paul Fitzpatrick briefed cable operators at the Cable Television Administration & Marketing Society on his progress in putting together a 24-hour all-talk cable television network.

Fitzpatrick said five companies, which are not limited to cable MSO's, have signed on as investors in the new service. "There is an extraordinary amount of interest," he said. Fitzpatrick is looking for a broad base of support in the industry before launching the service. Those initial investors will receive more favorable financing terms, said Fitzpatrick, but not necessarily a better rate card for carrying the basic, advertiser-supported network.

Fitzpatrick hopes to complete the first stage of the development process by the end of October. That will include a final ownership structure, an initial marketing plan, a programming grid, further market research and talks with producers, directors, on-air talent and advertisers.

The network, as envisioned, will be a wide array of talk programming with some nationally known hosts. Fitzpatrick hopes to launch by the second quarter of 1989.

NRTC packages

The National Rural Telecommunications Cooperative began marketing its new TVRO cable programming packages last week, the outgrowth of a compromise between it and cable programmers that has slowed efforts to pass a home dish bill in Congress (BROADCASTING, July 4).

NRTC's Jeff Almen said interest in the new packages is running high, pointing to the 1,000-order increase NRTC saw the week before the packages hit the marketplace. NRTC's basic package includes the Cable News Network, Headline News, ESPN, USA, Nickelodeon, CBN, WGN-TV Chicago, WPIX(TV) New York, KTVT(TV) Dallas, Lifetime, Weather Channel, The Nashville Network, Nostalgia Channel, Learning Channel, Country Music TV and Travel Channel. Local retailers determine price, but it usually runs between \$9 and \$10. The basic plus package includes the basic services plus the six Netlink television signals from Denver.

The premium channels are HBO, Cinemax, Disney, Select TV and Starion Premiere Cinema, which is a 24-hour movie service owned by Amway Corp. Also available on a standalone basis are the six Netlink signals, WTBS(TV) Atlanta, Home Sports Entertainment (regionally) and two sets of superstations—WWOR-TV New York, WSBK(TV) Boston and KTLA(TV) Los Angeles, through Eastern Microwave, and WABC-TV New York, WXIA-TV Atlanta and WBBM-TV Chicago, through Satellite Broadcast Networks.



Getting started. The advisory board of Prime Time Tonight approved the launch of the promotional service at the Cable Television Administration and Marketing Society conference in Boston (BROADCASTING, Aug. 15). Pictured at the meeting are (seated, l-r): John Sie, Tele-Communications Inc.; Fred Dressler, American Television & Communications; Charles Townsend, Colony; Dan Cavallo, Newhouse, and Michael Eckert, Weather Channel.

Standing, l-r: Joel Sussell, United Cable; Jeff Wayne, Colony; Phil Laxar, ATC; Mike Burris, Multimedia; Gordon Herring, Telecable; Dave Bohmer, Centel; Rob Stengel, Continental; Doug Wenger, Storer Cable; John Wynne, Landmark Communications; Mike Young, Comcast; Arwin Cohen, Wenmar Enterprises; Dick Sullivan, Cable Video Entertainment, and Tom Wehling, Centel.

Cable TV's big spenders. The following is a ranking of the top 10 advertisers on major cable networks (by size of subscriber base) for the first quarter of 1988, according to Arbitron's Broadcast Advertisers Reports.

	First quarter 1988	First quarter 1987	% change
1. Procter & Gamble	\$6,765,584	5,174,055	+31
2. Time Inc.	5,848,177	5,321,821	+10
3. General Mills	4,688,460	3,654,724	+28
4. Philip Morris	4,351,793	5,427,642	-20
5. Anheuser-Busch	3,992,308	4,283,601	-7
6. RJR Nabisco	3,308,468	3,746,217	-12
7. Eastman Kodak*	2,991,527	99,805	+300
8. Mars Inc.	2,792,684	5,744,355	-51
9. Chrysler Corp.	2,605,645	924,247	+282
10. Am. Home Products	2,125,712	1,837,816	+16

* Includes Sterling Drug

Lawyers via cable

The Cable Value Network announced it will provide legal advice through Hyatt Legal Services on its home shopping service. Joel Hyatt, founder and senior partner in the firm, has been a well known fixture in television commercials promoting Hyatt services and will dispense direct legal advice on television for the first time, the parties said.

Subscribers who join the LawPlan pay \$119 per year and will have access to a number of services of local Hyatt offices. Those services include "unlimited in-person and telephone consultations on virtually any personal legal matter," preparation of wills, documents, deeds, notes and powers of attorney. The fee also covers a quarterly newsletter distributed by Hyatt.

Subscribers can purchase Hyatt services using CVN's credit card or other major credit cards.

Restrictions in several states—Florida, New Jersey, Nevada, Mississippi, Iowa and South Carolina—will prevent CVN from

marketing Hyatt services there. Those states account for 2.6 million of CVN's 20 million homes. There are 182 Hyatt offices in 22 states and the District of Columbia.

Joel Hyatt will premiere LawPlan on Sept. 9. CVN will repeat the program once a day, at a minimum, with the ultimate frequency yet to be determined.

CATA spotlight

Telephone companies, the broadcast networks and an inside look at the cable industry will be the topics of the next three Community Antenna Television Association open forums at regional trade shows this fall.

At the Eastern Cable Show in Atlanta Sept. 7, CATA President Steve Effros will interview Tom Robak, who will be building the cable system in Cerritos, Calif., on which GTE will sublease space to provide cable service; Greg Kriser, Helicon Corp., the cable operator in Perryopolis, Pa., through which Bell Atlantic will test fiber optic cable and telephone service, and

John Wilbur Hicks, of Applied Fiber Optics.

At the Atlantic show on Oct. 5, CATA will hold an open forum discussion with Tom Rogers, president of NBC Cable, and Michael Eskridge, president of NBC's new Consumer News and Business Channel cable service.

And Trygve Myhren, departing president of American Television & Communications, will headline the CATA forum at the Mid-America Show in Kansas City, Mo., Oct. 18.

Toe tapping for Tutu

Showtime will have live coverage of the Bishop Tutu World Peace Concert from Los Angeles Sept. 10. The 12-hour concert will feature about 70 musical acts and raise funds for various projects supported by South African Archbishop Desmond Tutu. The pay service will present the final three-and-a-half hours of the concert live and replay the entire 12 hours the following day, Sunday, Sept. 11. LBS has the domestic syndication and worldwide home video rights to the event and will offer a two-hour version in domestic syndication that will be available starting Oct. 24.

Bravo back

The Bravo cable network will move back its start time from 7:30 p.m. to 7:55 p.m. beginning Sept. 1. The network had moved to the earlier start time in July, replacing a Chyron-graphic block between 7:30 p.m. and 8 p.m. with regular programming. But the move caused confusion among system operators, some of whom were unable to pick up the feed until 8 p.m. Bravo will now revert to a pre-July schedule, where a preview and calendar appear at 7:55 p.m. and programming begins at 8 p.m. Bravo runs until 6 a.m.

Drive time

Viewer's Choice said 1,000 viewers took advantage of a toll-free number during its pay-per-view carriage of the Pocono 500 auto race to ask questions of drivers and pit crew members during the race. The call-in feature was a first for Viewer's Choice. The event was carried by more than 400 cable systems reaching six million homes.

Viewer preference

The Long Island Coalition for Fair Broadcasting has released a study showing that Long Island residents give poor marks to New York television stations for their coverage of the island, while Cablevision Systems' *News 12* received higher marks for local coverage. In a survey of 150 people, 35% said the city stations did a "fair to poor" job of covering Long Island issues. Of 59% of the people familiar with *News 12*, 50% said its Long Island coverage was "good to excellent." Abby Kenigsberg, executive director of LICFB, said she hopes that study will move New York stations toward expanded coverage of Long Island news.



Check in hand. Dr. Herman James (center), president of Glassboro State College (N.J.), received a \$10,000 check from New York Times Cable to help the school's journalism program. Presenting the check are David MacDonald (r), president of NYT Cable, and Bob Townsend (l), NYT vice president, sales and marketing. NYT serves 157,000 subscribers in southern New Jersey.

SSDD OK'd

The U.S. Court of Appeals in Washington has upheld the FCC's action permitting Sanyo Manufacturing Corp. to market television sets for cable reception capable of tuning only two VHF channels (3 and 4). The Association of Maximum Service Telecasters had challenged the FCC, arguing that the two-channel cable sets—jubbled specific signal display device (SSDD)—violated the All-Channel Receiver Act of 1962 and the FCC's implementing rules. AMST Vice President Greg DePriest said the association would not pursue the case further: "We are disappointed, but life goes on."

In a 15-page opinion, Judge Kenneth W. Starr ruled the FCC decision to permit the sets is consistent with Congress's intent in the All-Channel Act: to insure that UHF stations can compete effectively with VHF stations. The set, Starr wrote, "is for all practical purposes a neutral device, in that it is intended to display, without discrimination, the images it is fed by a cable system. The SSDD itself, quite unlike the discriminatory television sets of yesteryear, draws no distinction between JHF and VHF; to the contrary, it displays all channels that the cable system provides."

Starr specifically rejected AMST's argument that the sets would undermine Congress's intent because cable systems will not carry unpopular UHF signals in the absence of must-carry rules requiring them to carry all local signals. "In short, the acuna now lamented by...[AMST] has more to do with cable and cable regulation (or lack thereof) than it does with a new sort of device which has emerged out of the cable-video era."

The set is not designed to replace conventional sets that receive all channels, Starr said. "To the contrary, it represents a less expensive vehicle for the viewer to display the images cable television projects. Indeed, the SSDD has no reasonable use as a broadcast receiver; it only becomes practically useful when employed in conjunction with a cable system...."

Facing off

The presidential candidates will not be the only parties debating on television this fall. *Firing Line's* Michael Kinsley, editor of *The New Republic*, will moderate two, two-hour debates during the final stretch of the campaign, beginning with *Resolved: The Right is Better Able to Deal with the Soviets than the Left*, to air live from 9 to 11 p.m. NYT, Sept. 7. Former Secretary of State Henry Kissinger, U.N. Ambassador Jeanne Kirkpatrick, Congressman Jack Kemp (R-N.Y.) and William F. Buckley Jr. will make up the "conservative team," facing a "liberal

team" including arms limitations negotiator Paul Warnke, former Senator George McGovern (D-S.D.), former Senator Gary Hart (D-Colo.) and Congresswoman Patricia Schroeder (D-Colo.). With replacements for Kissinger and Warnke, the same teams will face off on *Resolved: Conservatives Are Better Able than Liberals to Run the Country for the Next Four Years*, to air Oct. 9, from 2 to 4 p.m. NYT.

On air

Home Shopping Network's WYHS(TV) Hollywood, Fla. (ch. 69), has gone on the air, according to HSN. To promote the launch, WYHS will simulcast the morning radio program of WHYI(FM) Miami from 5:30 to 10 a.m. for 13 weeks, beginning Aug. 24. HSN said the 5 million-watt station can reach 1.2 million homes in southern Florida. HSN programming will appear seven days a week, along with other local and public service programming, it said.

Around the clock

PBS is considering adding a new wrinkle to broadcasters' efforts to get maximum carriage on cable systems. During an opening session address to the TV Critics Association August press tour, PBS President Bruce Christensen said providing noncommercial stations with full 24-hour service, or "seamless presence," might make public TV more viable in comparison with 24-hour basic and pay services. The stations could themselves move to 24-hour broadcast days or just direct cable systems to the PBS feed even after daily sign-off by the station.

PBS, using a Nielsen Cable Activity Report, has compared viewership with what it considers its closest cable competitors. According to those numbers, it says, average weekly comes from January through March 1988 show PBS still reaching a considerably larger audience: PBS, 33.4 rating (29,610,000 homes); superstation WTBS(TV) Atlanta, 17.0 (15,060,000 homes); Nickelodeon (not counting Nick at Night), 13.9 (12,330,000

homes); CNN, 8.0 (7,120,000 homes); Discovery, 5.0 (4,430,000 homes); Arts & Entertainment, 4.7 (4,150,000 homes).

Despite the encouraging numbers, Christensen stressed the importance of creating new programming within public TV. "The strength of public television is based on its ability to produce the programs that it needs, not to acquire them....If we lose the opportunity, if we lose that competitive edge, if we lose that advantage, then I think we're in real trouble."

Two in one

Rebo High Definition Studio, New York, which specializes in video production and postproduction using 1,125/60 high-definition video equipment, is merging with co-owned Rebo Production Associates, specializing in NTSC production. One reason for the move to create a unified Rebo Studio is to facilitate the introduction of high-definition technology to NTSC customers, according to company president, Barry Rebo.

Calling all cops

The Los Angeles Police Department reports that a public service campaign recruiting minorities and women drew the largest response the LAPD has ever had. In one day, more than 1,000 people called to inquire about a police career. The theme of the campaign, which aired on Los Angeles television stations KABC-TV, KCBS-TV, KCET(TV), KCOP(TV), KHJ-TV, KNBC(TV), KTLA(TV) and KTTV(TV), and also ran on billboards and in newspaper ads, was: "Our cops only come in one color: blue." Evans/Los Angeles created the campaign. This was the first time the L.A. City Council had approved money for the professional production of a TV ad for the police department.

Funding coup

While commercial broadcast networks have apparently given up thoughts of expanding national evening news broadcasts beyond the long-established

More news. Network affiliates are continuing to expand their early evening local news, according to a survey of 627 affiliates in 212 markets by the Television Information Office.

Using A.C. Nielsen data, TIO found 49 stations added a half-hour or more of local news between 1987 and 1988, while 24 dropped a half-hour. Between 1986 and 1987, 37 had added news, 18 had decreased their total.

The annual survey also showed 265 affiliates, or 42% of those surveyed, now broadcast an hour or more of local news between 4 p.m. and 7:30 p.m., up from 249 (40%) the year before, TIO said. There was also a 57% increase in those stations expanding early evening news to 90 minutes.

The tally had 362 stations now airing a half-hour of early evening local news, 215 airing one hour, 36 with 90 minutes, 12 with two hours and one apiece with two-and-a-half and three hours of news. By comparison, in 1987, 373 stations had a half-hour of news, 209 had an hour, 23 had 90 minutes, 14 had two hours, two had two-and-a-half hours and one had three hours.

Laugh tracking. S. Robert Lichter's study of the networks' news coverage of candidates during the presidential primary season (BROADCASTING, Aug. 15) was not the only evaluation included in the magazine *Public Opinion*. He and Daniel Amundson took a look at the political humor in the opening monologues of late-night talk show hosts Johnny Carson and David Letterman.

The researchers found that Carson opened far more shows with political jokes than did Letterman. "Most of the late-night political jokes steered clear of pure politics; instead, the candidates' verbal gaffes, their offbeat proposals and their character flaws were big favorites," the article stated. Republicans seemed to be the brunt of most of the jokes—particularly the Vice President. "Poor George Bush endured a veritable comedic vivisection. The late-night hosts carved up his record, his campaign tactics and his manhood. The wimp image offered the richest vein," they wrote.

As for Democrats, Hart was a prime target. Carson, they said, "managed to joke about Hart's affair while discussing the Robertson campaign: 'Pat Robertson had a concept to increase the birthrate in the U.S. He will offer a \$500 incentive for people to conceive.... The first volunteer was Gary Hart.'"

half-hour format, public television's five-year-old *MacNeil/Lehrer NewsHour* forges ahead, announcing a 1988-through-1992 production funding commitment of \$57 million from AT&T, PepsiCo and the John D. and Catherine T. MacArthur Foundation—the largest financial commitment to a single program in noncommercial broadcasting history, according to NewsHour Productions.

"With AT&T seeking to diversify its sponsorships," said Robert Allen, chairman and chief executive officer for long-time *NewsHour* supporter, AT&T: "We worked with MacNeil-Lehrer Productions and the producing stations to identify additional sources. . . . Happily, PepsiCo and the MacArthur Foundation responded to the call."

AT&T, which became the \$10-million-a-year sole underwriter of the program when it expanded to an hour in 1983, will provide \$36 million in grants over the five years, during which PepsiCo will contribute \$15 million. The MacArthur Foundation will provide \$6 million for the program from 1988 through 1990.

All told, AT&T's annual contribution will decrease, but total corporate and foundation funding will rise with rising production costs. The program's annual budget—already around three times that of the next most expensive public TV series—is expected to reach more than \$25 million by 1992, said MacNeil-Lehrer Productions. That means public TV stations and the Corporation for Public Broadcasting will need to continue to provide approximately

half the cost of producing the show, which has won five Emmys and three Peabody Awards.

CPB seedings

Seventeen public television projects have been selected to receive production or development dollars in the third and last round of this year's Corporation for Public Broadcasting Open Solicitation program funding process. Independent productions make up just over half the projects, which include a 10-part Latin American and Caribbean history series, *The Other Americas*, from WGBH-TV Boston; a 90-minute documentary on the American working class, *America's Workers: Problems and Prospects*, from WETA-TV Washington and WNET(TV) Newark, N.J.; a one-hour children's drama, *Jacob Have I Loved*, from KCET(TV) Los Angeles; a one-hour biographical look at classical guitarist Andres Segovia, *The Segovia Legacy*, from New York-based Nathan Kroll Productions and South Carolina Educational TV Endowment, and a one-hour documentary on racial stereotyping in prime time TV, *Color Adjustment: Blacks in Prime Time*, from producer Marlon Riggs. Among programs selected to receive development money is a five-part dramatic mini-series, *A History of the Future*, "about an American family's life through the 21st century, grounded in the latest scientific, technological, economic and geopolitical speculative thought."

Law & Regulation

NTIA wants BOC's to be able to offer information

Report says country needs 'universal information service'

The National Telecommunications and Information Administration, in a report released last week at a Washington press conference, called for the lifting of judicial and regulatory restrictions on the Bell Operating Companies so that they can offer videotex and other information services to the "ordinary American telephone subscriber."

"Just as America has had 'universal postal service' under the postal laws and 'universal telephone service' under the Communications Act, we must now have as our goal 'universal information service,'" the 125-page report said. At the briefing in his office, NTIA administrator Alfred Sikes said he believes the report will induce Congress, the FCC or a "much more enlightened" District Court Judge Harold Greene to remove the remaining barriers to the BOC's entry into information services. "I absolutely do not believe [the report] will be put on a shelf and forgotten."

Unless the barriers are removed, the re-

port warned, the U.S. may fall behind other countries and end up with a "second-class" telecommunications system. What's more, it said, barring the BOC's perpetuates a society of information haves and have-nots in the U.S. Large and medium-sized business must have the wherewithal to establish private networks to meet their information needs, the report said. But small businesses and consumers do not, it said. And since the BOC's cannot, it said, they have been "shut off to a significant degree from fair and equitable access to the electronic information services upon which our economy and society increasingly depend."

The clear target of the report was Judge Greene, who regulates the businesses the BOC's can and cannot get into through his oversight to the 1982 consent decree that ended the government's antitrust suit against AT&T by spinning off the seven BOC's.

In the first of his triennial reviews of the BOC's restrictions, Greene last spring freed the BOC's to offer a limited number of information services, principally videotex "gateways"—the computerized networks

necessary to interconnect information providers and users. He also ruled that the BOC's could offer electronic "white pages," electronic messaging and electronic mail.

Greene's ruling was a "positive step," Sikes said, but it fell short of the "general freedom" BOC's should be granted. By substituting its judgment for policy determinations made by the executive branch and the businesses themselves, he said, the court is "preventing American telephone subscribers from receiving all but the most rudimentary and limited information services at least through 1990."

Greene has "hamstrung" telecommunications in the U.S., and his continued regulation of the BOC's has become "intolerable," the report said. "The court is well equipped to assess the possibility of antitrust harms. But it is simply not prepared, nor charged with the ability or responsibility, to detect the severe damage to our economy and the great majority of businesses and consumers."

Sikes's opposition to Greene's oversight to the BOC's is nothing new. In November

1987 the NTIA petitioned the FCC to assert jurisdiction over the BOC's and usurp Greene's authority. The FCC has received several rounds of comments on the petition, but even Sikes acknowledges that the FCC is unlikely to tackle such a controversial issue as the Reagan administration winds down and the congressional and presidential elections heat up.

According to the report, the BOC's should be allowed to provide not only videotex gateways, but some of the information that is transmitted through them, including electronic "yellow pages." They should also be allowed to manufacture videotex terminals, it said.

There are limits, however, the report said. Reiterating the principal finding of its report on video program distribution released two

months ago, it said all telephone companies should be restricted from providing video programming in their local service areas (BROADCASTING, June 20). "This conclusion was based largely on the fact that most cable companies are themselves prohibited from providing traditional local exchange carrier services," it said.

Sikes and the report cited France Telecom's Minitel videotex service now available in France as a model of what could be done in the U.S. To get that service off the ground, Sikes said, the government gave away terminals to consumers. If allowed, he said, the BOC's may be willing to do the same thing in the U.S. As far as interest in information services is concerned, he said, French and American consumers are no different. □

TRUSTED. RESPECTED.

Lawyer takes case against 'overbuild' laws to NTIA, FCC

A law firm that has been challenging the power of municipalities to regulate cable television on First Amendment and antitrust grounds has asked the heads of the National Telecommunications and Information Administration and the FCC for help in discouraging the adoption of state "antioverbuild legislation."

In letters to the communications policy-makers, Sol Schildhouse, who heads the Washington office of the Oakland, Calif.-based firm of Farrow, Schildhouse & Wilson, said two states have already adopted, and others are considering adopting, legislation that encourages municipalities to deny applications for second or third cable franchises. He called such legislation "anti-competitive" and "out of step" with the public interest.

In an Aug. 12 letter to Assistant Secretary of Commerce Alfred Sikes, who is head of NTIA, Schildhouse asked him to issue a statement condemning the legislation. "I would expect that such a stand from your office would bring the issue out of the closet and would, at the very least, appreciably

slow the drive to enact this kind of statute in legislatures across the country."

Three days later, Schildhouse sent a copy of the NTIA letter to FCC Chairman Dennis Patrick (with copies to Commissioners James H. Quello and Patricia Diaz Dennis), suggesting that he join NTIA in helping to "stem the spread" of the anti-overbuild legislation.

The legislation that is moving through the California legislature is typical, said Schildhouse in the Sikes letter. The bill (A.B. 3295) is "packaged in deceptively innocent language," Schildhouse said. "In effect, it tells local governments to be careful before authorizing a second system. It's hard to knock that."

But the language of the bill "gives local officials unfettered discretion to choose from a limitless array of pretexts for shutting out a new cable company," he said. "Municipal and county licensing authorities, already programmed to look for excuses to keep out competition, would now be handed a blank check to do as they please." Schildhouse said such legislation has already been

Temporary reprieve. Although the FCC last Tuesday (Aug. 17) ordered a hearing that could result in disqualifying Booker T. Wade Jr.'s Black Television Workshop (BTW) as potential licensee of KEEF-TV Los Angeles, the commission granted special temporary authority that will allow the station to broadcast for the first time in a year. Saying that due to facilities variances KEEF-TV was "on the air illegally," the commission ordered the station off the air last year and began an investigation of numerous allegations related to control of BTW (BROADCASTING, Dec. 28). Information gathered since then, the commission said last week, has "raised substantial and material questions" about BTW's fitness as permittee.

The hearing, said the commission, will determine whether Wade, as well as others involved in the battle for control, participated in unauthorized control or transfers of control, made misrepresentations to "or attempted to mislead or deceive the FCC as to the true ownership and control of BTW" or failed to file required documents. That list of possible violations is similar to allegations made against Wade by former board members, which included the charge that Wade used unratified bylaws to remove several original BTW board members, allowing Wade to appoint relatives and friends in their places. The special temporary authority specifies that "the original eight-member board of directors, whose qualifications had already been passed upon in comparative hearing" may operate KEEF-TV pending outcome of the hearing. Radio Telecom & Technology, which invested \$400,000 in the station's transmission plant, believes that, under the temporary authority, the station should honor a contract to allow RTT use of the first adjacent channel to operate its T-NET two-way data transmission service, said RTT attorney, Peter Tannenwald. "We have no indication that RTT has been shut out," he said.

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Schildhouse acknowledged that the firm represents companies that are overbuilders and that would like to join their ranks. "But our private interest does not. I submit, diminish the cause."

In both letters, Schildhouse appealed to the policymakers' oft-stated belief in competition in lieu of regulation. In the Patrick letter, he said bills such as A.B. 3295 are "thinly disguised encouragement to perpetuate monopoly franchising" and are "not consistent with the welfare of cable subscribers."

Sikes had no comment; Patrick, on vacation, could not be reached for comment.

Comparatively speaking. Two months after it was adopted, FCC released text of proceeding aimed at revamping comparative renewal process to make it easier for broadcasters to win comparative renewal proceedings and discourage groups from using process to "extort" money from broadcasters. Release of document, which fleshed out combined inquiry and rulemaking, elicited another round of praise of FCC's effort from NAB. It said it is "looking into ways to provide evidence" to support FCC's proposed ban of payoffs in exchange for the withdrawal of competing applications. It also suggested that FCC should not go too far in eliminating evaluation of programming in comparative hearings. "We consider programming to be an essential element of the comparative renewal process."

Changing Hands

KYOU(FM) Greely, Colo. □ Sold by Surrey Broadcasting Co. to All Pro Broadcasting for \$5.5 million. **Seller** is Denver-based group of three AM's and two FM's principally owned by John Nichols and his son, Kent. It bought station (with companion AM) two years ago for \$1,750,000 ("Changing Hands," April 28, 1986.) **Buyer** is Los Angeles-based group of one AM and two FM's principally owned by Willie Davis. Kyou is on 92.5 mhz with 25 kw and antenna 470 feet above average terrain. **Broker: Kalil & Co.**

WHHR-AM-FM Hilton Head Island, S.C. □ Sold by Hilton Head Broadcasting Corp to WHHR Inc. for \$2,700,000. **Seller** is owned by John Magliola. It has no other broadcast interests. **Buyer** is owned by Kermit S. Allen II, his wife, Ann, and Brenda L. Meltebeke. It has no other broadcast interests. Allen is investment banker from Boston; Meltebeke, attorney, is also from Boston. WHHR is on 1130 khz with 1 kw day and 500 w night. WHHR-FM is on 106.3 mhz with 3 kw and antenna 300 feet above average terrain.

KDHL(AM)-KOFN(FM) Faribault, Minn. □ Sold by KDHL Inc. to Robert Ingstad Broadcasting Inc. for \$1,519,500. **Seller** is owned by John Hyder, who has no other broadcast interests. **Buyer** is Valley City, S.D.-based group of four AM's and five FM's owned by Robert Ingstad. It is also buying KXRA-AM-FM Alexandria, Minn.

(see below). KDHL is on 920 khz full time with 5 kw. KOFN is on 95.9 mhz with 3 kw and antenna 328 feet above average terrain. **Broker: Johnson Communication Properties Inc.**

KSYZ-FM Grand Island, Neb. □ Sold by Manchik Broadcasting Inc. to Mid-Nebraska Broadcasting for \$1 million. **Seller** is owned by Lyle A. Manchik, who has no other broadcast interests. **Buyer** is owned by Boyd Kelley who also has interest in KKDA-AM-FM Dallas. KSYZ-FM is on 107.7 mhz with 100 kw and antenna 899 feet above average terrain. **Broker: Chapman Associates.**

KXRA-AM-FM Alexandria, Minn. □ Sold by Robert Hines to Robert Ingstad Broadcasting Inc. for \$630,000. **Seller** has no other broadcast interests. **Buyer** is also buying KDHL(AM) KOFN(FM) Faribault, Minn. (see above). KXRA is on 1490 khz full time with 1 kw. KXRA-FM is on 92.7 mhz with 3 kw and antenna 150 feet above average terrain. **Broker: Johnson Communication Properties Inc.**

KIKM(AM) Sherman, Tex. □ Sold by Hawthorne Broadcasting Corp. to Belen Enterprises Inc. for \$525,000. **Seller** is Tyler, Tex.-based group of three AM's and three FM's owned by Paine Webber Capital, New York-based investment banker. Hawthorne Broadcasting is headed by Dennis Purcell, president. **Buyer** is owned by Belen and Cesar Hernandez, husband and wife, local investors with no other broadcast interests. KIKM is on 910 khz full time with 1 kw.

WYRV(AM) Cedar Bluff, Va. □ Sold by Cedar Bluff Broadcasting Inc. to Johnnie W. Fletcher and Gary L. Deel for \$450,000. **Seller** is owned by Acie Rasnake. It has no other broadcast interests. **Buyers** are investors from Vansant, Va., with no other broadcast interests. WYRV is daytimer on 770 khz with 5 kw.

WHOF(AM) Wildwood, Fla. □ Sold by James Patrick to Ron Pollow for \$367,600. **Seller** has no other broadcast interests. **Buyer** recently bought WCKS(AM) Cocoa, Fla. ("Changing Hands," July 25). WHOF is on 640 khz full time with 1 kw. **Broker: Doyle Hadden & Associates.**

KALV(AM) Alva, Okla. □ Sold by Martin Broadcasting Corp. to Alvaomni Inc. for \$366,000. **Seller** is owned by Lynn L. Martin. It has no other broadcast interests. **Buyer** is owned by Michael W. Mitchell, Gary L. Mitchell, J. Douglas Williams and Karen Laubhan. It also has interest in KJAK(FM) Slaton, Tex. KALV is on 143C khz full time with 500 w.

WLBE(AM) Leesburg, Fla. □ Sold by Lake Country Radio Inc. to Chuck Carroll and Donald Kane for \$365,000. **Seller** is owned by Harry Reiner, who has no other broadcast interests. **Buyer**, Carroll, is Los Angeles businessman and Kane is Miami restaurant owner. Neither has other broadcast interests. WLBE is on 790 khz with 5 kw day and 1 kw night. **Broker: Hadden & Associates.**

KMTL(AM) Sherwood, Ark. □ Sold by Sherwood Broadcasting Co. to George V. Domesse for \$330,000. **Seller** is owned by John J. Shields. It has no other broadcast interests. **Buyer** also has interest in KFDF(AM) Van Buren, Ark. KMTL is daytimer on 760 khz with 10 kw.

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System serving Roseville, Calif. □ Sold by West Star Communications Inc. to Jones Inter-cable for estimated \$17 million-\$20 million. **Seller** is Fair Oaks, Calif.-based MSO owned by Rodney A. Hansen and Eugene Iacopi. It serves approximately 25,000 subscribers in California. **Buyer** is publicly owned, Englewood, Colo.-based MSO headed by Glenn Jones, president. It serves approximately 1 million subscribers in 18 states. System passes 10,000 homes with 7,000 subscribers and 114 miles of plant. **Broker: Daniels & Associates.**

Systems serving Manor, Garfield, Mustang Ridge and Creedmore, all Texas □ Sold by northeast Cablevision Inc. to Mission Cable Co. L.P. for \$1.8 million. **Seller** is owned by Timothy Timmerman and Jeff Sullivan, who have no other cable interests. **Buyer** is headed by Jack Morgan, former vice president of Rust Mortgage Co., Austin, Tex. It also owns systems in Tulia, Tex., and surrounding areas. **Broker: Norman Fischer & Associates.**

For other proposed and approved sales, see "For the Record," page 69.

ALJ takes away licenses of two Tempe radio stations

Judge says principal operated AM-FM combo after commission ordered him not to; former owner given control of stations

An FCC administrative law judge, in a decision released last week, stripped Tri-State Broadcasting Co. of its licenses for KUKQ-(AM)-KUPD(FM) Tempe, Ariz., and awarded them to the former owner of the station, Grimm & Clifford, that had challenged the stations' license renewals five years ago.

ALJ Edward J. Kuhlmann denied Tri-State's renewal application because of the conduct of its two principals, Robert Melton and Jack Norris. He found that Melton had managed the stations after being proscribed by the FCC from having anything to do with their control and operation and that he and Norris compounded the violation by covering up Melton's role. Kuhlmann also said that Norris's "unlawful" conduct in other business dealings shows that he cannot be relied upon to act "truthfully and reliably." If upheld on appeal, Kuhlmann's ruling will be costly for Melton and Norris. The stations, consistently near the top of the ratings in the Phoenix market, were appraised last week by one broker at "at least \$20 million and probably a lot more."

These are the first stations to have their licenses denied since RKO was ruled unfit to be a licensee last year (BROADCASTING, Aug. 17, 1987). Judge Kuhlmann also presided in that case.

Joel Levy of Cohn & Marks, attorney for Tri-State, said they would appeal the decision to the FCC's Review Board. Kathryn Schmeltzer, of Fisher, Wayland, Cooper & Leader, attorney for Grimm & Clifford, said

they were gratified by the judge's decision. The renewal challenge had been led by William Clifford, who died in 1985.

The complicated story that led to Kuhlmann's action began in January 1971, when Melton signed a contract with the owner, Grimm & Clifford, to become general manager and 10% owner of KUPD-AM-FM (the AM was later changed to KUKQ).

At the same time, Norris obtained an option to purchase KUPD-AM-FM. In the fall of 1971, Melton filed a lawsuit against the stations to force them into bankruptcy, and by the next year a receiver, Ben P. Marshall—the former assistant of Melton's lawyer and later, general manager of the stations, Barry Leverant—had been appointed. In July 1973, a stipulation was entered that allowed Norris and Melton to purchase the station, and in January 1974, an application to buy the stations was filed at the FCC.

There were problems at the FCC, however. The stations had been inspected by the Los Angeles office of the commission's special enforcement director in 1972, '73 and '74, and each time were given "very unsatisfactory" ratings. At each inspection the FCC engineers reported evidence of negligence and misrepresentations ("falsifying program logs, not making required readings, complete disregard to problems in the antenna system"). After each inspection, Marshall reported the problems fixed, but FCC engineers found that no repairs had taken place. The inspectors also reported they were treated with open hostility by Melton, who at

one point, they said, berated the inspectors for "over 25 minutes" with profanity.

The problems with the FCC became so severe that Melton was told late in 1974 that the transfer applications for the stations would probably not be approved if he were 50% owner. Accordingly, he withdrew as proposed owner and was demoted from general manager to salesman.

The crux of Kuhlmann's decision on the first point centers on Melton's role at the station after that point. While Melton insisted that he was only a salesman, after weighing the evidence, Kuhlmann decided that "Melton was engaged in managing and operating Tri-States station's at all times" and that "Melton and Norris repeatedly lied to the commission...to retain their broadcast licenses and avoid scrutiny of Robert Melton's actions." Kuhlmann found that Melton's inability to prove that he had managed any active sales accounts plus the unusually high compensation Melton received—the use of several station-owned cars (including a Lincoln Continental and a Lotus Espirit sports car), the authorization to bind the station to trade agreements, many to Melton's benefit and the very low price he paid for the 49% interest he was eventually allowed—indicated that Melton was at all times in charge and running the station. More important, Kuhlmann found that Melton and Norris had been consistently and knowingly shielding Melton's actual control of the station from the FCC and that lack of truthfulness required that the license be de-

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Sporting questions in New York

The New York Yankees are expected to opt out of their contract with SportsChannel New York later this year, putting the Yankee cable rights up for grabs between SportsChannel and the Madison Square Garden Network, the likely principal bidders. And as a subplot to the situation, MSG and SportsChannel's parent, Cablevision Systems, are in disagreement over continued carriage of MSG on the cable operator's New York area systems after the carriage contract expires Sept. 15.

MSG believes it should be carried as a basic service. Cablevision believes that MSG, which carries the New York Knicks and Rangers, should be a pay service and has carried it as such, although it pays MSG from a basic rate card. Cablevision has 150,000 MSG pay subscribers, plus another 30,000 on basic systems the company has recently acquired. "They are insisting we go to basic, and we do not believe in that," said Charles Dolan, Cablevision chairman. "Especially as product costs increase, that requires us to charge everybody more," he said.

MSG charges that Cablevision's position "is an abuse of its unregulated monopoly power," according to a statement released by MSG executive vice president, Robert Gutkowski, and is an attempt to block MSG from "effectively competing with its own SportsChannel programming service for the rights to Yankees baseball games, which may become available in November." Gutkowski fears that Cablevision would drop MSG and prevent 600,000 Cablevision subscribers from having access to the service. "Obviously, if we have fewer subscribers, we wouldn't be able to pay as much for the rights to the Yankees games," said Gutkowski.

Gutkowski said MSG has insisted for years that Cablevision "stop overcharging its customers" and market MSG as a basic service, instead of a pay. MSG reportedly charges operators about 80 cents per subscriber per month. MSG claims that Cablevision charges an additional \$10 to \$12 for MSG. Gutkowski points to the lower-income boroughs where Cablevision operates that will carry a heavier burden in paying for MSG on a pay basis, versus nonCablevision systems that carry MSG on a basic channel in other New York boroughs.

Dolan denied that Cablevision wanted to drop MSG because of the competition with SportsChannel, which is a pay service. "Of course we want to carry them," he said. Many Cablevision subscribers want to see Knicks and Rangers games, he

said. And if MSG eventually gets the Yankees, Dolan said Cablevision would want to carry the service, but only as a pay offering.

It is Dolan's contention that putting professional New York sports teams on a basic package results in the teams, and not the marketplace, deciding the price for the service, since the programming service will pass the rights costs along to all the subscribers on the cable system. Having seven New York area professional sports franchises on basic cable would create an enormous bill for the consumer, Dolan said. If MSG gained the Yankees contract, Dolan said, it could force the product on to basic, believing the operators "will be compelled to pay [MSG] what [they] ask.... If we operators permit that to happen, we have given up our accountability to our subscribers of what our service costs.... It makes the price of cable driven more by relationship with teams, and that's what we're trying to avoid," said Dolan.

Dolan said there is a one-time window in the 10-year agreement Yankees owner George Steinbrenner has with SportsChannel, allowing him to make an exit payment and get out of the contract. Dolan said Steinbrenner has stated he will exercise that option. "We, of course, will be disappointed if we lose the Yankees games on SportsChannel, but it certainly will not be the end of the world if that happens," Dolan said. SC would be more profitable in that event because of the exit payment and reduced rights expenses, he said. And Cablevision's subscribers could still receive the games on MSG, Dolan said, but only as a pay offering. MSG, the Knicks, Rangers and the Garden itself are owned by Gulf+Western. As Dolan surmised: "Gulf+Western has a lot more money than we do" and is likely that Steinbrenner will go with whoever is willing to pay the most.

But MSG remains steadfast in its insistence to be on basic, even if it obtained the rights to the Yankees. And it sees something sinister in Cablevision's "intransigence in the negotiations," as the MSG statement put it last week. In the statement, Gutkowski charged that "Cablevision, as a powerful unregulated monopoly, has as its ultimate goal becoming the only source of regional sports programming through SportsChannel to its Cablevision subscribers and the entire tri-state area.... Because it wears two hats—one as a cable operator and one as a cable programmer—[it] is providing its subscribers with less service at a higher price."

nied.

The second point centers on Norris's plea of no contest to criminal contempt in a case surrounding the family business, Marston's Inc. It was alleged, but never proved, that Marston's had engaged in a kickback scheme involving school supplies sold to

Arizona school districts. In his no contest plea, Norris was accused of destroying evidence in that case. "On this issue, it is concluded that his past conduct with other government bodies shows that he is not someone upon whom the commission can rely to act truthfully and reliably." □



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Fox on LPTV. The second low-power television station to announce an affiliation with the Fox Network is K49A2 Twin Falls, Idaho. It joins K25AS Eugene, Ore., which joined the network in January.

Since then, the station's ratings have increased by 300% on Saturday and Sunday nights, and 200% on weeknights when Fox airs *The Late Show*, according to K25AS general manager, John Mielke.

The Community Broadcasters Association, Milwaukee, an organization representing LPTV stations, hopes additional network affiliations will follow. "This seems to be a new phenomenon. It is not something we counted on because we didn't think it was a possibility," said CBA President John Kompas.

Fox officials have indicated that more LPTV stations could become affiliates, Kompas said.

Continued from page 15

et, 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) 57-0980.

Sept. 7—Local advertising sales seminar, sponsored by USA Network. Brown Palace, Denver. Information: Joyce Uyeno, (213) 277-0199.

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

Sept. 8—Cabletelevision Advertising Bureau local advertising sales workshop. Holiday Inn Crowne Plaza, White Plains, N.Y.

Sept. 8—Local advertising sales seminar, sponsored by USA Network. Remington, Houston. Information: Joyce Uyeno, (213) 277-0199.

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—"HDTV and the business of television in the 1990's," seminar sponsored by law firm of Davis, Graham & Stubbs, Washington. Information: Mary Meijer, (202) 822-8660.

Sept. 9—Local advertising sales seminar, sponsored by USA Network. Dallas Marriott Mandalay at Los Colinas. Information: Joyce Uyeno, (213) 277-0199.

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. 10-11—Seventh annual Pater Awards, Asia-Pacific region awards for television and radio, held as part of Australia's Bicentennial. Brisbane, Australia. Information: Australian Trade Commission, 636 Fifth Avenue, New York, N.Y. 10111.

Sept. 11-13—Arkansas Broadcasters Association annual convention. Fayetteville Hilton, Fayetteville, Ark. Information: (501) 227-7564.

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—Cabletelevision Advertising Bureau local advertising sales workshop. Hyatt Regency O'Hare, Chicago.

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. 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. 15—Cabletelevision Advertising Bureau local advertising sales workshop. Radisson hotel, Columbus, Ohio.

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—Federal Communications Bar Association monthly luncheon. Speaker: William McGowan, chairman, MCI Communications Corp. Marriott hotel, Washington.

Sept. 20—Cabletelevision Advertising Bureau local advertising sales workshop. Amlac hotel, San Francisco.

Sept. 20—Deadline for entries in Forum Award competition, sponsored by U.S. Council for Energy Awareness, "honoring excellence in reporting that best contributes to public understanding of civilian nuclear energy." Information: Scott Peters, (202) 293-0770.

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—Cabletelevision Advertising Bureau local advertising sales workshop. LAX Hilton, Los Angeles.

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

Sept. 22-23—Broadcast Technology Society/IEEE 38th annual broadcast symposium. Washington hotel, Washington. Information: (301) 948-7151.

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. 23-24—North Dakota Broadcasters Association convention. Holiday Inn, Bismarck, N.D. Information: Neil McCutchan, (701) 777-2806.

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

Sept. 23-25—"Science, Pseudoscience and Quackery: Knowing the Difference," conference for journalists co-sponsored by Foundation for American Communications, Gannett Foundation and Detroit News. Hyatt Regency Dearborn, Dearborn, Mich. Information: (213) 851-7372.

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. 27—Association of National Advertisers media workshop. Plaza hotel, New York. Information: (212)

More on move. General Services Administration has advertised for new office space in Washington to house FCC starting in late 1991 or early 1992. FCC, through GSA, has been planning to save money by leasing building large enough for all its offices. FCC offices are now spread out in three buildings in northwest quadrant of city (1919 M Street, 2025 M Street and 2000 L Street). GSA will issue formal "solicitation for offers" detailing needs of agency to those who respond to ad in October and, according to FCC's managing director's office, it should have picked new location by early next summer. FCC has promised not to stray too far away. Unlike aborted effort to move in late 1970's to suburban Virginia, FCC has said it will stay within District of Columbia—within area bounded by P Street on north, 23d Street Northwest on west, Interstate 395 on south and 1st Street Northeast and Southeast on east. Also, it has said, it will stay within 2,000 "walkable" feet of Metro rail station.

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Sept. 27—Third annual fall forum luncheon sponsored by *National Academy of Cable Programing*. 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**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hilton Airport Plaza Inn, Kansas City, Mo.

Sept. 27-28—"Forging a New Telecommunications Strategy: Choices for the Next Administration," sponsored by *Public Service Satellite Consortium's National Center for Telecommunications and Information Policy* and co-sponsored by *Comsat, Pacific Telesis*. National Press Club, Washington. Information: (202) 863-0890.

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

Sept. 27-28—*Public Service Satellite Consortium* conference on telecommunications policy, "Forging a New Telecommunications Strategy: Choices for the Next Administration." National Press Club, Washington. Information: (202) 863-0890.

Sept. 28—Fifth annual *Walter Kaitz Foundation* dinner, honoring Ralph Baruch. Hilton hotel, New York.

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. 29**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Dallas Parkway Hilton, Dallas.

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

Sept. 30—"Covering Liability, Risk and Insurance Reform," conference for journalists co-sponsored by *Foundation for American Communications* and *Sacramento Bee*. Sacramento Community/Convention Center, Sacramento, Calif. Information: (213) 851-7372.

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, (803) 799-5517.

■ **Oct. 4**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Omni hotel at CNN Center, Atlanta.

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

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

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

■ **Oct. 6**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Radisson Inn Maingate, Orlando, Fla.

Oct. 7—*Radio Broadcasters of Chicago* 10th annual Windy Awards honoring excellence in creative use of radio as advertising medium. Hotel Nikko, Chicago.

■ **Oct. 7-Jan. 2**—"On the Air: Pioneers of American Broadcasting," exhibition co-sponsored by *National Portrait Gallery* and *Museum of Broadcasting*, New York. Smithsonian National Portrait Gallery, Washington.

Oct. 7-8—*Southeast Regional Intercollegiate Broadcasting System* convention, sponsored by WRAS-FM Atlanta. Urban Life Center, Georgia State University, Atlanta. Information: (404) 651-2237.

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

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

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

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

■ **Oct. 11**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Howard Johnson hotel, Boston.

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**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Valley Forge, Philadelphia.

Oct. 12-14—*World Teleport Association* general assembly conference and exhibition. Theme: "New Impacts for City Development and Initiatives for New Telecommunications Services." Congress Center East, Cologne, Germany. Information: Holly Kobran, (202) 333-7400.

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

Oct. 13-14—*Alaska Broadcasters Association* 24th annual convention and engineering conference. Hotel Captain Cook, Anchorage, Ala. Information: (907) 258-2424.

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

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

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

■ **Oct. 15**—Deadline for entries for film or videotapes produced or directed by women, sponsored by *Women in the Director's Chair*. Information: (312) 281-4988.

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

Oct. 16-18—*Wireless Cable Association's* Wireless Cable '88 annual conference and equipment exhibit. Hyatt Regency Crystal City, Arlington, Va. Information: (202) 347-4253.

Oct. 16-18—*Nevada Broadcasters Association* annual convention. Hyatt Lake Tahoe Resort, Lake Tahoe, Nev.

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

Oct. 18-19—*Broadcast Credit Association* credit seminar. Omni Netherland Plaza, Cincinnati. Information: (312) 827-9330.

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

Oct. 19—*International Radio and Television Society* newsmaker luncheon featuring Laurence Tisch, CBS president/CEO. Waldorf-Astoria hotel, New York. Infor-

Oct. 19—Seventh annual Telecommunications Career Day, sponsored by *James Madison University, department of communications*. University campus, Harrisonburg, Va. Information: (703) 568-6221.

■ **Oct. 19**—*Federal Communications Bar Association* monthly luncheon. Speaker: Thomas Fitzpatrick, FCC chief administrative law judge. FCC. Marriott hotel, Washington.

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

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

Oct. 20-22—*Friends of Old-Time Radio* 13th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

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

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

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

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

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

Oct. 26—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

November

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

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

■ **Nov. 4-5**—*Rocky Mountain Public Radio* fall conference. Olympic hotel, Park City, Utah. Information: (702) 456-6695.

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

Nov. 6-9—*Canadian Association of Broadcasters* and *Western Association of Broadcast Engineers* joint annual conference and trade show. Winnipeg Convention Center, Winnipeg, Manitoba. Information: Elmer Hildebrand, (204) 324-6464.

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

Nov. 13—*Academy of Television Arts and Sciences* installation ceremonies for *Television Academy Hall of Fame*. 20th Century Fox Studios, Los Angeles. Information: (818) 763-2975.

■ **Nov. 15**—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Galvin, chairman, Motorola. Marriott, Washington.

Nov. 16-18—*Private Cable Show*, sponsored by *National Satellite Programming Network*. Denver Tech Center, Denver. Information: (713) 342-9655.

Nov. 21—International Emmy Awards gala, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton Center, New York. Information: (212) 308-7540.

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

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

December

Dec. 7-9—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Dec. 13—Presentation of Women at Work broadcast awards, sponsored by *National Commission on Working Women*. Capital Hilton, Washington. Information: Sandra Porter (202) 737-5764.

January 1989

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

Jan. 8-13—*Annenberg Washington Program* second annual winter faculty workshop, on "communications issues, policy issues expected to confront the new administration." Washington Program, Washington. Information: (202) 393-7100.

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

Jan. 29-Feb. 1—*National Religious Broadcasters* 6th annual convention and exposition. Sheraton Washington and Omni Shoreham, Washington. Information: (201) 428-5400.

Jan. 31-Feb. 2—*South Carolina Broadcasters Association* annual winter convention. Columbia, S.C.

February 1989

Feb. 2-4, 1989—*Radio Advertising Bureau's* ninth annual Managing Sales Conference. Loews Anatole, Dallas. Information: (212) 254-4800.

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

Feb. 10-12—*Oklahoma Association of Broadcasters* winter meeting. Tulsa Marriott hotel, Tulsa, Okla. Information: (405) 528-2475.

Feb. 14-15—*Broadcast Credit Association* credit seminar Orlando Airport Marriott, Orlando, Fla.

Feb. 16—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Allen, chairman, AT&T. Marriott hotel, Washington.

Feb. 22-24, 1989—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex. Information: (512) 474-2082.

March 1989

March 1-4—20th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488

March 30—*Federal Communications Bar Association* monthly luncheon, featuring international telecommunications panel, including Seth Blumenfeld, president, MCI International. Marriott, Washington.

April 1989

April 9-12, 1989—*Broadcast Financial Management/Broadcast Credit Association* 29th annual conference. Loews Anatole, Dallas. Information: (312) 296-0200.

April 10-12, 1989—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York. Information: (212) 751-7770.

April 19-23, 1989—*National Broadcasting Society, Alpha Epsilon Rho*, 47th national convention. Riviera hotel, Las Vegas. Information: David Guerra, (501) 569-3254.

April 19—*Federal Communications Bar Association* monthly luncheon. Robert Johnson, president-publisher, *Newsday*. Marriott hotel, Washington.

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

April 27-29, 1989—*Broadcast Education Association* annual convention. Las Vegas. Information: (202) 429-

5355.

May 1989

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

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

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

May 24—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Kahn, president, Corporation for National Research Initiatives. Marriott, Washington.

June 1989

June 17-22—16th International Television Symposium. Montreux, Switzerland. Information, in Montreux: (021) 963-32-20.

June 21—*Federal Communications Bar Association*

ation monthly luncheon. Speaker: Ralph Oman, Register of Copyrights. Library of Congress. Marriott, Washington.

September 1989

Sept. 13-16—*Radio-Television News Directors Association* annual convention. Kansas City Convention Center, Kansas City, Mo.

October 1989

Oct. 3-5—*Atlantic Cable Show*. Atlantic City Convention Center. Atlantic City, N.J. Information: (609) 848-1000.

Oct. 12-16—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

November 1989

Nov. 13-15—*Television Bureau of Advertising* annual convention. Century Plaza, Los Angeles.

Continued from page 14

munications 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 ended TCI's standstill agreement with UCT and allowed TCI to expand UCT ownership beyond 23% stake in March to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own a majority of newly formed UAE. Proxy is under review at the SEC and is expected to go out to shareholders in mid-September. ¶ On April 23, joint venture of Tele-Communications (TCI) and Comcast agreed to purchase SCI Holdings, fourth largest MSO serving 1,480,000 subscribers. Plan was

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ADDRESS _____

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ADDRESS _____

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amended in July 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 and 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. Company has already received franchise approval on transfers involving "substantial" number of SCI subscribers.

Network Rules

FCC's network rules—adopted over years to mitigate power of networks over affiliates, program suppliers and other media—are being reviewed, and several may be modified or eliminated in upcoming year on ground that networks now face stiff competition, particularly from cable. FCC has opened proceedings looking at rules prohibiting networks from representing affiliates in spot advertising market, barring networks from owning cable systems and limiting network-affiliate contracts to two years.

FCC initiatives are taking place as networks prepare to sit down with Hollywood studios and reconsider financial interest and syndication rules, which limit networks' ownership interest in network programming and in syndication of programming after its network run (BROADCASTING, July 4). Meetings at "relatively high level" are expected to begin in six weeks (BROADCASTING, Aug. 15).

With some prompting by networks, FCC tried to eliminate rules in early 1980's, but Congress and President Reagan quashed effort. FCC will wait for affected industries to reach compromise before it takes up issue again.

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.

Results are due Sept. 1. Last February, National Association of Broadcasters television board directed NAB staff to seek all avenues to restore must carry. To support argument, it surveyed broadcasters and found, of 259 responding, around 50 that are not being carried on at least one cable system that would

have had to carry them under must-carry rules. National Cable Television Association is also conducting survey, but results are not expected until early fall.

Public Broadcasting

Senate 1991-1993 CPB reauthorization bill, S. 2114, and companion House bill, H. 4118, both of which passed through committee in late July, had still not come to floor votes before late summer congressional recess. Amendments to Senate 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.

CPB has called Senate amendments "attack" on its mandate and have charged that, with all national programming in station hands, several established series may go on "endangered species list." CPB board had recently adopted package of resolutions that, in future budgets, would "focus CPB's resources on limited number of higher priority issues," with "measurable" contribution to programming as single criterion for each budget decision. Board also resolved to extend use of all appropriate programming for educational purposes and approved radio program fund top priority of creating "major new services and series." PBS and National Association of Public Television Stations support amendments, saying stations already prove ability and willingness to support national schedule.

House version contains language creating new program fund specifically for independent producers and to "expand diversity and innovativeness of programming." 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. Administration has recommended freeze at 1988 level, \$214 million.

Results of Senate and House conference on 1991 CPB appropriations—\$242,060,000 to CPB with additional \$56,810,000 earmarked for replacement of satellite interconnection system—also had not been voted on before recess.

PBS presented ideas to stations for streamlining program acquisition process and called for reinstatement of some common carriage of prime time schedule to aid in promotion during annual Program Meeting (formerly Program Fair) in San Francisco last month. 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%. NPR this month launched *Latin File*, 14-minute, daily Hispanic news service in English.



Scrambling

Due to developments on Capitol Hill and in marketplace (BROADCASTING, July 4), prospects for passage (in House and Senate) of legislation regulating home satellite industry are considered dim. For starters, House bill (H.R.1885) passed Telecommunications Subcommittee by narrow vote, 13-11, indicating that action in parent Energy and Commerce Committee might not be forthcoming. Moreover, momentum behind measure is believed to have slowed because of announcement that National Rural Telecommunications Cooperative (noncable distributor serving dish owners) had closed deals with five leading cable programmers, move many observers feel will persuade lawmakers that congressional intervention is unnecessary. Moreover, NRTC, which is one of legislation's chief proponents, says it is no longer going to push for Hill action.

Despite NRTC deals, Senator Al Gore (D-Tenn.) believes there is still need for legislative action and is poised to move his satellite measure when Congress returns in September. (Gore was hoping to act during last two weeks but failed to find appropriate vehicle on which to attach his bill as rider.) Gore must offer measure as rider to another bill because of problems he encountered trying to gain time agreement to bring up legislation. Both House and Senate bills would mandate that cable programmers permit any qualified third party to distribute their services to backyard dish (TVRO) owners. Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) is legislation's chief opponent.

On other front, House Judiciary Committee approved legislation (H.R. 2848) to permit satellite distribution of broadcast signals—superstations—to backyard dish owners (BROADCASTING, August 8). House Energy and Commerce Committee Chairman John Dingell (D-Mich.) plans to request referral of bill, which will slow down legislative process at time when there are fewer than six weeks on congressional calendar.

Syndex

FCC has received petitions to reconsider, in whole or part, new syndicated exclusivity

Rules adopted at May 18 meeting. Rules, which empower television stations to enforce exclusivity of their syndicated programming against cable systems, are tentatively set to take effect Aug. 18, 1989. To mitigate impact of rules, FCC adopted one-year transition period.

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

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

The FCC acknowledged that cable systems would suffer increased costs from having to delete and, if they wish, substitute programming, but said benefits outweigh costs. Rules would not apply to systems with 1,000 or fewer subscribers. Also, exclusivity in existing contracts may not be immediately enforceable.

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

Cable, on other hand, was not pleased. United Video, common carrier for superstations WGN-TV Chicago, WPX(TV) New York and CTV-TV Dallas, and Century Communications have already notified U.S. Court of Appeals of their intention to challenge rules in court.

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 100 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.

Wireless Cable

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

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

Detroit.

Wireless Cable Association, trade association representing wireless cable operators, has elected Robert Schmidt president.

Schmidt is former president of National Cable Television Association. WCA believes cable industry is unfairly denying wireless cable operators programming.

For the Record

As compiled by BROADCASTING from Aug. 10 through Aug. 17 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aural.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Broadcasting Inc. to Bessemer Radio Inc. for \$250,000. Seller is principally owned by Mel Allen. It has no other broadcast interests. Buyer is owned by Gene Landeau, broadcast consultant from Signal Mountain, Tenn. It has no other broadcast interests. Filed July 11.

■ WNPT(AM) Tuscaloosa, AL (1280 khz; 5 kw-D; 500W-N)—Seeks assignment of license from West Alabama Broadcasting Co. to WANR Inc. for \$180,000. Seller is owned by Edna Ruth Harris, who has no other broadcast interests. Buyer is owned by Mignon C. Smith and Ellis J. Parker. It owns new FM in Linden, AL, and WLPH(AM) Irondale, AL. Filed July 18.

■ KMTI(AM) Sherwood, AR (BAL880715ED; 760 khz; 10 kw-D)—Seeks assignment of license from Sherwood Broadcasting Co. to George V. Domeresse for \$330,000. Seller is owned by John J. Shields. It has no other broadcast interests. Buyer also has interest in KFDF(AM) Van Buren, AR. Filed July 15.

■ KCDX(FM) Kearny, AZ (BAPH880708GX; 105.1 mhz; 1 kw)—Seeks assignment of license from Jack Weidner to Desert West Air Ranchers Corp. for \$2,000. Seller has no other broadcast interests. Buyer is owned by Ted Tucker and his wife, Jana. It has no other broadcast interests. Filed July 8.

■ WKBX(FM) Kingsland, GA (BALH880711GU; 106.3 mhz; 3 kw; HAAT: 330 ft.)—Seeks assignment of license from Kings Bay Area Broadcasting Co. to WKBX Inc. for \$1 million. Seller is owned by Roy Dowdy and his wife, Carol. It has no other broadcast interests. Buyer is principal-

Ownership Changes

■ WSMQ(AM) Bessemer, AL (BAPL880711ED; 1450 khz; 1 kw-U)—Seeks assignment of license from Mel Allen

Northern Colorado Radio, Inc.

has acquired

KUAD(FM)

Windsor/Fort Collins, Colorado

from

KUAD-FM, Inc.

for

\$2,300,000

Subject to FCC Approval

We are pleased to have brokered this transaction.

Nationwide Media Brokers
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ly owned by John Schneider, retired businessman with no other broadcast interests. Filed July 11.

■ WRED(AM) Monroe, GA (BAL880707EG; 1490 kHz; 1 kw-D 250 w-N)—Seeks assignment of license from Earl J. Akery to Phoenix Flight Broadcasting Co. for \$151,000. Seller has no other broadcast interests. Buyer is owned by Ronald A. Reeves and Brent L. Johnson. It has no other broadcast interests. Filed July 7.

■ WAZY-AM-FM Lafayette, IN (BALH880712HC; 96.5 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Radiovision of America to Heritage Venture Partners II Ltd. for \$3,360,000. Seller is owned by Anthony J. Gazzana and also owns KEZA(FM) Fayetteville, AR. It bought station in 1986 for \$2 million ("Changing Hands," Sept. 15, 1986). Buyer is owned by Arthur A. Angotti. It is former owner of cable system and cellular telephone operation in Indianapolis. It has no other broadcast interests. Filed July 12.

■ WKAY(AM) Glasgow, KY (BAL880713EA; 1490 kHz; 1 kw-U)—Seeks assignment of license from Heritage Communications Inc. to Roysie Radio Inc. for \$250,000. Seller is owned by Clovis Sadler and his wife, Moena. Buyer is owned by Henry G. Roysie, who also owns WTPR(AM)-WAKQ(FM) Paris, TN. Filed July 13.

■ WRKO(AM)-WROR(FM) Boston, MA (BAL880712HE; 680 kHz; 50 kw-U; FM: BALH880712HF; 98.5 mhz; 8.1 kw; HAAT: 1190 ft.)—Seeks assignment of license from Commonwealth Broadcast Group to Atlantic Ventures of Boston for \$33,885,000. Seller is subsidiary of RKO General Corp., New York-based group of six AM's and six FM's. Buyer is owned by Steven B. Dodge, Eric B. Schultz, Joseph L. Winn and Michael B. Milson, all of whom are former officers of American Cable Systems, which merged with Continental Cablevision last year, and James T. Herron, former radio consultant based in Chicago. It also owns WNYR(AM)-WEZO(FM) Rochester, NY, and recently bought WAQX(FM) Syracuse, NY ("Changing Hands," July 25). Filed July 12.

■ New FM Thief River Falls, MN (BAPH880712GZ; 102.7 mhz; 100 kw; HAAT: 981 ft.)—Seeks assignment of license from Rita Cole to Thief to the Forks Broadcasting Inc. for \$5,000. Seller has no other broadcast interests. Buyer is owned by Daniel Peters, Dennis G. Carpenter and Sheldon A. Johnson. It also owns KKSR(FM) Sartell, MN. Filed July 12.

■ KRCC Jefferson City, MO (Ch 13; 316 kw-V 47.4 kw-A; HAAT: 1010 ft.)—Seeks assignment of license from Cardinal Broadcasting Corp. to Mel Wheeler Inc. for \$24 million. Seller is subsidiary of Price Communications Corp., publicly owned New York-based publisher and station group of five AM's, four FM's and nine TV's headed by Robert Price. Buyer is Denton, Tex.-based group of two FM's and two TV's, principally owned by Mel Wheeler and family. Filed July 19.

■ KUVR(AM)-KTTY-FM Holdrege, NE (AM: BALH880713EC; 1380 kHz; 500 w-D; FM: BALH880713ED; 97.7 mhz; 3 kw; HAAT: 240 ft.)—Seeks assignment of license from W. W. Broadcasting Co. Inc. to High Plains Broadcasting Inc. for \$162,000. Seller is owned by William C. Whitlock, who has no other broadcast interests. Buyer is owned by Peggy J. Goth, Chris L. Erickson and Robert Edwards. Goth has interest in KXMK-FM Arizona City, AZ. Filed July 13.

■ WKNE-AM-FM Keene, NH (BTC880711HA; 1290 kHz; 5 kw-U; BTCH880711HB; 103.7 mhz; 42 kw; HAAT: 530 ft.)—Seeks assignment of license from WKNE Corp. to Lightfoot Broadcasting Corp. for \$5.5 million. Seller is owned by E.H. Close Jr., who also owns WPNH-AM-FM Plymouth, NH. Buyer is owned by Richard Lightfoot, former owner of WSUB(AM)-WQGN(FM) Groton-New London, CT, and WAZY-AM-FM Lafayette, IN. It has no other broadcast interests. Filed July 11.

■ WHDL(AM)-WEBF(FM) Olean, NY (AM: BTC880708GV; 1450 kHz; 1 kw-U; FM: BTCH880708GW; 95.7 mhz; 43 kw; HAAT: 740 ft.)—Seeks assignment of license from WHDL Inc. to Dean Aubol and his wife, Penny, and Frank Penny and his wife, Grace, for \$750,000. Seller is owned by E.B. Fitzpatrick and family. It recently sold newspaper, Olean, NY, *Times Herald*, and has no other media interests. Buyer owns WEBO(AM)-WQXT(FM) Oswego, NY, and recently sold WATN(AM) Watertown and WTOJ(FM) Carthage, both New York ("Changing Hands," April 11). Filed July 8.

■ WYDK(AM) Yadkinville, NC (BAL880719EA; 1480 kHz; 1 kw-D, DA)—Seeks assignment of license from Childress Radio Company to Lucas Broadcasting Inc. for \$150,000. Seller is headed by Susan Childress. It has no other broadcast interests. Buyer is owned by Dan Lucas, who also owns WRRZ(AM) Clinton, NC. Filed July 19.

■ KALV(AM) Alva, OK (BAL880715EA; 1430 kHz; 500W-U)—Seeks assignment of license from Martin Broadcasting Corp. to Alvaomi Inc. for \$366,000. Seller is owned by Lynn L. Martin. It has no other broadcast interests. Buyer is owned by Michael W. Mitchell, Gary I. Mitchell, J. Douglas Williams and Karen Laubhan. It also has interest in KJAK(FM) Slaton, TX. Filed July 15.

■ KGBU(AM) Florence, OR (BAL880720EA; 1250 kHz; 1 kw-D)—Seeks assignment of license from Frances Young to Charles A. Farmer for \$17,200. Seller has no other broadcast interests. Buyer owns KTDO-AM-FM Toledo, OR. Filed July 20.

■ WHHR-AM-FM Hilton Head Island, SC (AM: BAL880629GO; 1130 kHz; 1 kw-D 500W-N; FM: BALH880629GP; 106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Hilton Head Broadcasting Corp. to WHHR Inc. for \$2,700,000. Seller is owned by Job Magliola. It has no other broadcast interests. Buyer is owned by Kermit S. Allen II, his wife, Ann, and Brenda L. Meltebeke. It has no other broadcast interests. Allen is investment banker from Boston; Meltebeke is attorney, also from Boston. Filed June 29.

■ WAEW(AM)-WXVL-FM Crossville, TN (AM: 1330 kHz; 1 kw-D; FM: BALH880705GN; 99.3 mhz; 3 kw; HAAT: 170 ft.)—Seeks assignment of license from Cumberland Plateau Broadcasting Inc. to Crossville Radio Inc. for \$576,000. Seller is owned by Michael D. Stone, who has no other broadcast interests. Buyer is owned by Charles E. Whiteaker, his wife, Debra, and Randel E. Trevena. Whiteaker is stations' sales manager, and Travena is announcer and sports director. They have no other broadcast interests. Filed July 5.

■ KGAS(AM) Carthage, TX (BAL880715EB; 1590 kHz; 2.5 kw-D 130 w-PSSA)—Seeks assignment of license from Beverly E. Brown to Jerry T. Hansen for \$200,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed July 15.

■ KIKM(AM) Sherman, TX (BAL880714EA; 910 kHz; kw-U)—Seeks assignment of license from Hawthorn Broadcasting Corp. to Belen Enterprises Inc. for \$525,000. Seller is Tyler, TX-based group of three AM's and three FM's owned by Paine Webber Capital, New York-based investment banker. Buyer is owned by Belen Hernandez and Cesar Hernandez, local investors with no other broadcast interests. Filed July 14.

■ WYRV(AM) Cedar Bluff, VA (BTC880708HH; 770 kHz; 5 kw-D)—Seeks assignment of license from Cedar Bluff Broadcasting Inc. to Johnie W. Fletcher and Gary L. Deel for \$450,000. Seller is owned by Acie Rasnake. It has no other broadcast interests. Buyers are investors from Vansant, VA, with no other broadcast interests. Filed July 8.

Actions

■ WVHG-FM Labelle, FL (FM: BALH880523HD; 92.1 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Labelle Broadcasting Inc. to Omega Broadcasting Corp. for \$550,000. Seller is owned by Thomas A. Smith who has no other broadcast interests. Buyer is principally owned by Robert J. Miller and his wife, Harriet. Miller is Washington-based communications attorney with no other broadcast interests. Action Aug. 2.

■ WLSO(FM) Spencer, IN (BALH880527HN; 92.7 mhz; 1 kw; HAAT: 480 ft.)—Granted assignment of license from Spencer Communications Inc. to RCR Communication Inc. for \$475,000. Seller is owned by Leonard White, who has no other broadcast interests. Buyer is owned by Ronald L. Gates, Charles C. Davies and Russell Algood. Gates and Davies were formerly general manager and sales manager respectively, at WBWB(FM) Bloomington, IN. Algood is local car dealer. Action July 26.

■ KLUZ-TV Albuquerque, NM (BTCCT880429KQ; ch 41; 26.5 kw vis., 2.65 kw aur.; HAAT: 4,144 ft.)—Granted assignment of license from Olivarez Television Co. to Sun West Communications Associates Inc. for \$750,000. Seller is owned by Victor Olivarez, who has no other broadcast interests. Buyer is principally owned by Univision Station Group Inc., Secaucus, NJ-based group of six TV's headed by William D. Stiles. Action Aug. 3.

■ WABZ-FM Albemarle, NC (BALH880616GR; 100.1 mhz; 3 kw; HAAT: 200 ft.)—Granted assignment of license from Stanley County Communications Inc. to Piedmont Crescent Communications Inc. for \$675,000. Seller is owned by William C. Boyce, James R. Willis and William S. Self. It also owns co-located WVVX(AM). Buyer is owned by Charles A. Hicks, William R. Rollins and Robert R. Hilker. Hicks and Hilker own WEGO(AM) Concord, NC. Hilker and Rollins own WJJJ(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia. Hilker also owns WDIX(AM)-WORG(FM) Orangeburg, SC, and WSTX AM-FM Christiansted, VI, and has interest in WCGC(AM) Belmont, NC. Action Aug. 2.

■ WZLE(FM) Lorain, OH (BALH880615GT; 104.9 mhz

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1 kw; HAAT: 183 ft.)—Granted assignment of license from Lorain Christian Broadcasting Corp. to Victory Radio Inc. or \$820,000. Seller is headed by Norlctet R. Jones. It has no other broadcast interests. Buyer is owned by Vernon Baldwin, Marcella Baldwin, John W. Sloan and Vernon R. Baldwin. It also owns WCNW(AM) Fairfield, Ohio, and WWXL-FM Manchester, KY. Action Aug. 2.

1 WFBG-AM-FM Altoona, PA (AM: BAL880607GM; 290 khz; 5 kw-D, 1 kw-N; FM: BALH880607GN; 98.1 mhz; 30 kw; HAAT: 1,020 ft.)—Granted assignment of license from Gilcom Stations to Empire State Radio Stations nc. for \$3.9 million. Seller is Altoona, Pa.-based group of wo AM's and one FM owned by Ed Giller and his wife, Adele. Giller is former member of NAB radio board. Buyer s owned by Dennis Israel, who owns WNYR(AM)-WEZO(FM) Rochester, NY; WGIV(AM)-WPEG(FM) Concord, NC; WIPS(AM)-WXTY(FM), Ticonderoga, NY, and 2P for new FM in Hillsboro, NC. Action Aug. 1.

New Stations

■ Quincy, FL (870309MD)—Returned app. of Upton Broadcasting Inc. for 102.7 mhz; 3 kw H&V; 328 m. Address: 219 East Virginia St., Tallahassee, FL 32301. Principal is owned by Jerome Swaine, Sondra J. Anderson, Henry C. Hunter, Keith Miles and Earnest Brewer. Filed Aug. 5.

■ Valdosta, GA (BPH880229NH)—Returned app. of Stanley J. White for 107.7 mhz; 3 kw H&V; 91 m. Address: P.O. Box 2211, Valdosta, GA 31604. Principal has no other broadcast interests. Filed Aug. 5.

■ Midway, KY (BPH870615MT)—Returned app. of Midway Communications Ltd. for 107.9 mhz; 3 kw H&V; 99 m. Address: c/o 105 Laurel Way, Versailles, KY 40383. Principal is owned by Gary W. Gillis, Lanny Combs and Don Fields. It has no other broadcast interests. Filed Aug. 3.

■ Alexandria, LA (BPH871203NL)—Dismissed app. of Central Louisiana Radio Partnership for 93.9 mhz; 3 kw H&V; 100 m. Address: 3803 Duhon Lane, Alexandria, LA 71302. Principal is owned by Gary Butler. Filed Aug. 3.

■ Eden Prairie, MN (BPH871203MY)—Dismissed app. of Spacecom Inc. for 105.7 mhz; 3 kw H&V; 100 m. Address: 444 Pine St., St. Paul, MN 55101. Principal is owned by S.W. Richey, F.A. Kosciak, W.E. Barsness, M. Deane Johnson, W.B. Hockensmith, M.W. McDonald, H.G. McNeely and Richard L. Egebretson. It also owns KOSO(FM) Patterson and KGNU(FM) Fresno, both California. Richey has interest in WCWC(AM)-WYUR(FM) Ripon, WI; WKHY(FM) Lafayette, IN, KQEU(AM) Olympia, WA, and KLBB(AM) St. Paul, MN. Filed Aug. 4.

■ Stillwater, NY (BPH870515NV)—Granted app. of Ian T. Hanigan and Maureen D. Carusone for 101.3 mhz; 3 kw H&V; 100 m. Address: 8 Loughberry Rd., Saratoga Springs, NY 12866. Principal has no other broadcast interests. Filed Aug. 2.

■ Stillwater, NY (BPH870515ML)—Dismissed app. of Molly A. Waltman for 101.3 mhz; 0.285 kw H&V; 320 m. Address: 1111 Fawn Rd., Saugerties, NY 12477. Principal has no other broadcast interests. Filed Aug. 2.

■ Youngstown, OH (BPED850613MA)—Granted app. of Family Stations Inc. for 91.7 mhz; 3.0 kw H&V; 300 m. Address: 290 Hegenberger Road, Oakland, CA 94621. Principal is nonprofit station group headed by Harold Camping. Filed Aug. 2.

■ Coal Grove, OH (BPH871008MF)—Granted app. of Tri-State Broadcasting for 97.1 mhz; 3 kw H&V; 100 m. Address: 4433 Wells Parkway, University Park, MD 20782. Principal is owned by Arthur V. Belendiuk. Filed Aug. 5.

■ Coal Grove, OH (BPH871023MH)—Returned app. of Getz Broadcasting Inc. for 97.1 mhz; 2.45 kw H&V; 111 m. Address: 4301 SW 35th Terrace, Topeka, KS 66614. Principal is owned by Gerald A Getz. Filed Aug. 5.

■ Perry, OK (BPH871029ML)—Granted app. of The Andover Corp. Inc. for 105.1 mhz; 3 kw H&V; 100 m. Address: 8030 East Kellogg, Wichita, KS 67207. Principal is owned by Louis S. Morgan and Betty J. Morgan. Filed Aug. 2.

■ Dallas, PA (BPH860530MH)—Granted app. of Mountain Broadcasting for 93.7 mhz; 1 kw-H&V; 575 m. Address: RD 1, Box 281D, West Mt. Rd., Plympton, PA 18651. Principal is owned by Denise and Ronald E. Schacht, who have no other broadcast interests. Filed Aug. 1.

■ West Chester, PA (BPED870708MC)—Returned app. of Student Services Incorporated for 91.7 mhz; 0.01 kw-H 0.25 kw-V; 31 m. Address: 219 Sykes Union, West Chester, PA 19383. Principal is nonprofit corporation headed by Mell Josephs, Norman Mawby, Linda Posey and Dr. Rodger

Summers. Filed Aug. 5.

■ Knoxville, TN (BP860630AG)—Granted app. of Family Stations Inc. for 760 khz. Address: 3108 Fulton Ave., Sacramento, CA 95821. Principal is nonprofit station group owned by Harold Camping. Filed Aug. 4.

■ Huntington, TX (BPH870224MD)—Granted app. of Huntington Broadcasting Corp. for 101.9 mhz; 3 kw H&V; 100 m. Address: Rte 3, Box 515, Huntington, TX 75949. Principal is owned by Robert D. Tindle, Lonnie W. Ethridge, Dianne Tindle and Cherie L. Ethridge. It has no other broadcast interests. Filed Aug. 2.

■ Rutland, VT (BPH851209MB)—Granted app. of Edward and Carole Pickett for 94.5 mhz; 3 kw H&V; -241 m. Address: 1 North Park Place, Fair Haven, VT 05743. Principal owns WHWB(AM) Rutland, VT. Filed July 29.

■ Narrows, VA (BPH870515NI)—Granted app. of Megan H. McWilliams for 101.3 mhz; 1.5 kw H&V; 143 m. Address: 500 College St., Narrows, VA 24124. Principal has no other broadcast interests. Filed Aug. 1.

Facilities Changes

AM's

■ McDonough, GA, WZAL, 1540 khz—July 27-Application for CP to change Freq.: 1470 khz; decrease power to 1 kw; change ant. rad. efficiency, and correct geographic coordinates: 33 25 47N 84 07 52W.

■ La Grange, TX, KVLG, 1570 khz—Aug. 3-Application for CP to change hours of operation to untd by adding night service with 500 w; increase day power to 1 kw; install DA-2, and make changes in ant. sys.

FM's

■ Booneville, AR, KBSS-FM, 92.1 mhz—July 22-Application for CP to make changes; Freq.: 104.7 mhz (Per Doc. 87-216); ERP: 50 kw H&V; HAAT: 150 m. H&V; TL: 12 mi. W of Booneville on Hwy 10; change to class C2.

■ Stamps, AR, KMSL, 100.1 mhz—July 26-Application for CP to make changes; Freq.: 100.5 mhz (Per Doc. 87-40); ERP: 50 kw H&V; HAAT: 149.7 m. H&V; TL: approx. 14 mi. NE of Stamps, AR, off State Hwy 19, Delta Community; change to class C2.

■ Calipatria, CA, KSSB, 100.9 mhz—July 7-Application for CP to make changes; HAAT: 45 m. H&V; TL: 450 Sorensen Ave (State Hwy 111) Calipatria, Imperial Co, CA; 33 07 12N 115 30 47W.

■ Hialeah, FL, WCMQ-FM, 92.1 mhz—July 12-Application for CP to make changes; ERP: 31 kw H&V; HAAT: 188 m. H&V; TL: #1 Biscayne Blvd, Miami, Dade Co, FL; 25 46 29N 80 11 19W.

■ Boulder City, NV, KRRI, 105.5 mhz—July 20-Application to make changes; ERP: 3.74 kw H&V; HAAT: 484 m. H&V; change to class C2 (Per Doc. 87-519), and correct geographic coordinates: 35 59 45N 114 51 51W.

■ Wheeling, WV, WPHP, 91.9 mhz—Aug. 2-Application for CP to make changes; ERP: 0.1 kw H&V.

Actions

AM's

■ Woodville, FL, WTVF, 1160 khz—Aug. 4-Application (BMP880602AG) returned for Mod of CP to change city of lic. to Tallahassee, FL; increase night power to 1 kw, and change TL to Mission Rd at I-10, Tallahassee, FL; 30 28 47N 84 20 44W.

■ Perry, GA, WPGA, 980 khz—Aug. 3-Application (BP870709AC) granted for CP to increase power to 5 kw.

■ Minneapolis, KUOM, 770 khz—Aug. 4-Application (BMP860605AK) granted for Mod of CP to change ant. sys. (night) to 2.2 kw DA; TL: 1.3 mi. W of Coates, MN, 4 mi. ESE of Rosemount, MN; 44 42 52N 93 03 39W.

■ Cleveland, WRDZ, 1260 khz—Aug. 2-Application (BP880620AH) granted for CP to relocate its daytime TL to 6201 Snowville Rd, Brecksville, OH; 41 17 10N 81 38 34W (combine day and night sites).

■ Cuyahoga Falls, OH, WCUE, 1150 khz—Aug. 3-Application (BP871214AB) granted for CP to increase day power to 2.5 kw; change day TL to Bellaire Lane, Northampton Twp, OH, and make changes in ant. sys.: 41 12 05N 81 31 25W.

■ Dover, NJ, WMHQ, 1510 khz—Aug. 3-Application (BP880324AF) granted for CP to increase night power to 1 kw and change nighttime radiation pattern.

FM's

■ Lompoc, CA, KBOX, 92.7 mhz—Aug. 2-Application

(BPH880531ID) granted for CP to make changes; ERP: 5.7 kw H&V; HAAT: 208 m. H&V; Freq.: 104.1 mhz; class: B1 (Per Doc. 88-384).

■ San Francisco, KIOI, 101.3 mhz—Aug. 3-Application (BPH870709IC) dismissed for CP to change TL: San Bruno Mtn., Daly City, CA; 37 41 15N 122 26 01W.

■ Jacksonville, FL, WAIV-FM, 96.9 mhz—Aug. 3-Application (BPH880609IA) granted for CP to make changes; HAAT: 309 m. H&V; change antenna-supporting structure height.

■ Punta Gorda, FL, WQLM-FM, 92.7 mhz—Aug. 2-Application (BPH880316IB) granted for CP to make changes; Freq.: 92.9 mhz (Per Doc. 87-169); ERP: 50 kw H&V; HAAT: 69 m. H&V; change to class C2; 26 53 37N 82 03 03W.

■ Danville, IN, WGRF-FM, 107.1 mhz—Aug. 3-Application (BMP8880411IA) granted for MP (BPH871113IK) for changes; ERP: 0.883 kw H&V; HAAT: 184 m. H&V; TL: 175 ft W of Rte 236, 3.7 mi. NW of Danville, IN.

■ North Platte, NE, KXNP, 103.5 mhz—Aug. 3-Application (BPH870224IY) dismissed for CP to change HAAT: 342 m. H&V.

■ Charlotte, NC, WSOC-FM, 103.7 mhz—July 29-Application (BMP88706261B) granted for CP to change HAAT: 320 m. H&V.

■ Davidson, NC, WDAV, 89.9 mhz—Aug. 3-Application (BPED880527IA) granted for CP to make changes; ERP: 100 kw H&V; make changes in ant. sys.

■ Rockdale, TX, KRXT, 98.5 mhz—Aug. 3-Application (BMP8880331IC) granted for MP (BPH8704300I) to make changes; TL: approx. 0.75 km W of Rockdale, 200 m S of I-79, Milam Co, TX; 30 38 32N 97 02 13W.

■ Wheeling, WV, WOYK, 98.7 mhz—Aug. 3-Application (BPH870921IA) granted for CP to change TL: Woods Rd, 0.5 mi. N of Brookside, Brookside, OH; ERP: 15 kw H&V; HAAT: 906 ft H&V, and make changes in ant. sys.: 40 04 48N 80 46 06W.

Actions

■ Leesburg, GA—Designated for hearing mutually exclusive applications of Joy FM Limited Partnership, Georgia Radio Fellowship, Goldwing Broadcasting Co., Marshall William Rowland Jr. and Rivers Broadcasting Inc. for new FM station on channel 279A (103.7 mhz) at Leesburg. (MM Docket 88-363 by order [DA 88-1088] adopted July 13 by chief, audio services division, Mass Media Bureau.)

■ DeKalb, IL—Designated for hearing eight competing applications for new FM station on channel 235A (94.9 mhz) at DeKalb. (MM Docket 88-360, by order [DA 88-1084] adopted July 12 by chief, audio services division, Mass Media Bureau.)

■ Mahomet, IL—Designated for hearing mutually exclusive applications of Adlai E. Stevenson IV, Alliance Broadcasting of Champaign County, Middletown Developers Inc. and Dybedock & Associates Inc. for new FM station on channel 290A (105.9 mhz) at Mahomet. (MM Docket 88-364 by order [DA 88-1090] adopted July 13 by chief, audio services division.)

■ Grand Rapids, MI—Designated for hearing six competing applications for new FM station on channel 255A (98.9 mhz) at Grand Rapids. (MM Docket 88-362, by order [DA 88-1087] adopted July 13 by chief, audio services division.)

■ Franklin Lakes, NJ—Upheld Mass Media Bureau's dismissal of Ramapo Indian Hills Regional High School District's application to upgrade facilities of WRRH(FM) at Franklin Lakes, NJ. (By MO&O [FCC 88-263] adopted July 26 by commission.)

■ Columbia, Greenwood, Hartsville, Lexington and North Augusta, all South Carolina—Denied petition by South Carolina Educational Television Commission for reconsideration of FM channel changes affecting these communities. (MM Docket 86-72, by MO&O [DA 88-1245] adopted Aug. 3 by chief, policy and rules division, Mass Media Bureau.)

■ Calhoun, TN—Designated for hearing mutually exclusive applications of David L. Robinson, Carroll, Carroll and Rowland, and Glory FM Limited Partnership for new FM station on channel 281A (104.1 mhz) at Calhoun. (MM Docket 88-361, by order [DA 88-1082] adopted July 12 by chief, audio services division.)

■ Fort Hood, TX, and Fort Irwin, CA—Granted request by U.S. Army and NTIA for concurrence in authorization of low-power 10 watt military noncommercial FM stations to serve these areas. (By letter [FCC 88-262] adopted July 26 by commission.)

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Allocations

■ Jonesboro, AK—On request of Outlaw Broadcasting, proposed amending TV table to allot ch. 48+ in lieu of ch. 45, to Jonesboro, as its second local commercial TV broadcast service. Comments due Sept. 29, replies due Oct. 14. (MM Docket 88-380, by NPRM [DA 88-1143] adopted July 1 by deputy chief, policy and rules division. Mass Media Bureau.)

■ Palm Springs, CA—Substituted channel 263B1 (100.5 mhz) for channel 265A (100.9 mhz); modified license of KPSI(FM) accordingly. (MM Docket 87-302, DA 88-1160 July 6).

■ Havana, FL, and Madison, FL—On request of Ed Winton, licensee of WMLO, channel 285A (104.9 mhz), Havana, FL, and WIMV, channel 285A, Madison, FL, proposed substituting channel 285C2 for channel 285A at Havana, modification of its license accordingly and substitution of channel 274A (102.7 mhz) for channel 285A at Madison and modification of license accordingly. Comments due Sept. 29, replies Oct. 14. (MM Docket 88-379, by NPRM [DA 88-1144] adopted July 1 by deputy chief, policy and rules division.)

■ Panama City, FL—At request of Nolan Ball, dismissed his proposal to allot noncommercial UHF TV ch. 68 to Panama City. (MM Docket 88-75 by R&O [DA 88-1193] adopted July 14 by deputy chief, policy and rules division. Mass Media Bureau.)

■ Dalton, GA, and Rockmart, GA—Allotted channel 283A (104.5 mhz) to Dalton; substituted channel 296C2 (107.1 mhz) for channel 296A (107.1 mhz) at Rockmart; modified license of WZOT(FM) Rockmart accordingly. (MM Docket 87-376, DA 88-1155, July 12.)

■ Lynnville, IL—Effective Sept. 26, amended FM table by allotting channel 296A (107.1 mhz) to Lynnville as its first FM service. Window opens Sept. 27, closes Oct. 27. (MM Docket 87-471 by R&O [DA 88-1187] adopted July 14 by deputy chief, policy and rules division.)

■ Ontonagon, MI—Substituted channel 266C2 (101.1 mhz) for channel 252A (98.3 mhz); modified license of WONT(FM) accordingly. (MM Docket 88-50, DA 88-1162, July 12.)

■ Roseburg, OR—Effective Sept. 26, amended FM table by substituting channel 276C2 (103.1 mhz) for channel 276A at Roseburg and modifying license of KRSE-FM to operate on higher-powered channel. (MM Docket 87-602 by R&O [DA 88-1189] adopted July 14 by deputy chief, policy and rules division.)

■ Bastrop, TX, and Burnet, TX—Substituted channel 296C (107.1 mhz) for channel 296A at Bastrop; modified license of KSSR(FM) accordingly; substituted channel 295A (106.9 mhz) for channel 296A (107.1 mhz) at Burnet; modified license of KHLB-FM accordingly. (MM Docket 87-347, effective Sept. 22, DA 88-1101, June 20.)

■ Gregory, TX—Effective Sept. 26, amended FM table by allotting channel 283A (104.5 mhz) to Gregory as its first FM service. Window opens Sept. 27, closes Oct. 27. (MM Docket 87-396 by R&O [DA 88-1192] adopted July 14 by deputy chief, policy and rules division.)

■ Elkton, VA—Effective Sept. 22, amended FM table to substitute channel 253B1 (98.5 mhz) for channel 252A (98.3 mhz) at Elkton and modify CP of Stonewall Broadcasting Co. accordingly. (MM Docket 87-481, by R&O [DA 88-1139] adopted June 30 by deputy chief, policy and rules division.)

■ Parkersburg, WV—Effective Sept. 22, amended FM table by substituting channel 256B1 (99.1 mhz) for channel 257A (99.3 mhz) and modifying license of WMGP(FM) accordingly. (MM Docket 87-444, by R&O [DA 88-1142] adopted June 30 by deputy chief, policy and rules division.)

■ Minocqua, WI—Effective Sept. 22, amended FM table by substituting channel 240C1 (95.9 mhz) for channel 240A and modified license of WWMH(FM) accordingly. (MM Docket 87-479, by R&O [DA 88-1140] adopted June 30 by deputy chief, policy and rules division.)

■ New London, WI, and Merrill, WI—Substituted channel 228C2 (93.5 mhz) for channel 228A at New London; modified license of WNBK(FM) accordingly; substituted channel 281A (104.1 mhz) for channel 228A at Merrill; modified license of WMZK(FM) accordingly. (MM Docket 87-258, DA 88-1158, July 8.)

■ Peshigo, WI—Effective Sept. 22, modified FM table by allotting channel 241A (96.1 mhz) to Peshigo; filing window Sept. 23-Oct. 24. (MM Docket 87-480, by R&O [DA 88-1141] adopted June 30 by deputy chief, policy and rules division.)

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RADIO

HELP WANTED MANAGEMENT

Equity position available for GM with strong sales background. Immediately own 49% with option to purchase 100%. Investment of \$150,000 necessary. Arbitron rated market. Midwest, great facility. AM/FM. Send resume & financial qualifications: Box L-39.

Wanted attorney to work at reasonable rates on new Applications 80-90. Promptness a must. Pete Hons, 100 Poplar, Portage, PA 15946. Phone 814-736-3883.

General sales manager. Top 100 Florida market AM/FM combo. FM CHR is #1 in the market. AM MOR has strong community ties. Train, motivate and lead your staff by example. Perfect opportunity for top producing professional to succeed in first management position. Send resume and sales philosophy to Box L-41.

Sales manager, KNIN-FM/KGTM-AM Wichita Falls, Texas. Send resume and track record to Mike Rosen, P.O. Box 787, Wichita Falls, TX 76307.

Sales manager. Opportunity for advancement to GM within our group as well as opportunity for ownership. Send resume and references to Kim Love, Box 5086, Sheridan, WY 82801.

Major broadcast group seeks general manager for top 75 major combo in eastern United States. Must be profit-minded, very strong sales background, and know how to control expenses. Stable employment history a must. Submit letter with career and salary history, along with current references to: Box L-51.

Sales manager - small market AM/FM combo in beautiful outstate Michigan. Single station, prosperous market. If you want to make money - can deliver - and enjoy a great area, please reply Box L-61.

WWFM program director - Program director for public radio station, WWFM, a CPB-qualified member serving Central NJ. Licensed to Mercer County Community College with state-of-the-art facilities located on West Windsor campus. Classical-jazz format. Responsible for program development, FCC compliance, supervision of production manager, traffic and membership manager and music director and computer related operations. Some board operation. Requires BA, operating knowledge of PC and relevant radio station experience. On-air ability a plus. Salary to mid twenties. Respond with letter, resume and audition cassette to: Mercer County Community College, Personnel Services, Dept. GS, P.O. Box B, Trenton, NJ 08690. Affirmative Action/Equal Opportunity Employer. M/F.

S.W. Michigan medium market full-service AM station looking for sales manager to develop, train, and motivate. We're an established station group with a 60+ year track record. Our current SM is retiring and we'd like our new team leader on board 4th quarter. Write to: Stan Smart, VP/Station Manager, WKZO-AM, 590 West Maple, Kalamazoo, MI 49008. E.O.E.

General sales manager - We are looking for an aggressive leader to move our radio stations sales department to new billing heights. Established Class C FM in Albuquerque, New Mexico with hot format, great coverage, slick sound and beautiful offices, needs an organized person to take charge of sales department. Send resume, in confidence, outlining accomplishments, salary history and availability. Box L-69.

Selling sales manager and aggressive AE's needed now at Connecticut AM. Experience a must. Submit complete resume and billing history to Box L-83.

Local sales manager: Wood AM & FM in Grand Rapids, Michigan is seeking an aggressive take-charge local sales manager. Candidates should be strong leaders possessing superior coaching, training, and motivating skills. Your experience must include a demonstrated history of managing people to reach their full potential through the achievement of goals. If you're ready to join a quality broadcast operation dedicated to growth and success, send letter, resume, and compensation history to: James P. White, VP/GM, WOOD AM & FM, 180 North Division Avenue, Grand Rapids, MI 49503. EOE/M/F.

Major broadcasting company seeking general manager for West Coast AM/FM in top 15 market by major public broadcasting company. Must have previous GM experience, have strong sales background, ability to control expenses, strong budgeting skills, and stable employment history. Submit letter with career and salary history, along with current references to: Box L-79.

Sales manager - San Francisco Bay area, country AM and AC FM. Need solid sales management experience and motivational talents. Commission and overrides mean tremendous earnings potential. Send resume to: KCAF/K-TID, 1623 Fifth Avenue, San Rafael, CA 94901. EOE.

FM sweat equity mgr. Need energetic, hands-on partner well-versed in sales & management for new FM in fast-growing, sunny Central Oregon. Come in with some cash, earn ownership % through "sweat equity." Call 503-645-1733.

HELP WANTED SALES

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.

Gainesville, Florida FM is seeking greedy, ambitious, experienced account executive to work best account list. Commission negotiable, benefits. Ruth 904-964-5001.

Start your sales career with us. We're looking for bright young people who want to learn broadcast sales. If you're creative, hard-working, and eager to learn, send us your resume. Sales Manager, WCHV Radio, 1140 Rose Hill Drive, Charlottesville, VA 22901-3826. EOE, M/F.

Aggressive west central PA station seeks career oriented person who has successful sales record. Draw versus commission. Draw based on how good you are. Right person will earn 20 to 25,000 first year and have opportunity to become Sales Manager. Send complete resume to: Box L-54.

Don't miss out on being part of the largest growth market in the Southeast! Charlotte's only Beautiful Music station is looking for a top producer who wants to grow. \$\$\$ Proven track record a must. Call Ray Ciafardini, RELAX 102.9/WRLX-FM 704-335-1029. EOE.

Experienced, enthusiastic sales pro who is looking to move up to FM sales management. Excellent compensation and future. In southwest Sunbelt at a stable operation. Call GM 505-863-4444. EOE.

Need a push to climb your AM's financial hill? Do it with a sales pro. Call Deborah Bowles 719-528-7040.

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, PO Box 97, Mystic, CT 06355. EOE.

Explosive California market seeking experienced CRMC/RAB trained sales leader, community involved, strong promotions, concepts, merchandising, compensation commensurate. Box L-64.

Radio sale background required to service top client expanding to Northeast and Midwest. Knowledge of barter business a plus. Great opportunity and top salary with major media firm. Call Nancy Schaeffer 212-687-6335.

Buffalo, New York's number one radio station is seeking a sales professional. Media Sales experience preferred. Outstanding opportunity to work with a progressive company which provides state of the art training and support services and pays up to 25% commission! You will be expected to manage and improve an established list of agency and direct accounts, as well as develop new business. If you are ready to earn \$50K+ in a large market at a top station, reply in confidence to: Ken Casseri, General Sales Manager, WKSE-FM, 695 Delaware Avenue, Buffalo, NY 14209. EOE.

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.

Announcer/producer: All-classical 105,000 watt WNED-FM seeks experienced professional. Must have classical music announcing skills suitable for a major market; remote recording and post-production experience highly desirable. Regular on-air shift, with production opportunities including weekly in-concert program. Competitive salary, excellent benefits. Resume (including references), air check and sample of concert recording to: Peter Goldsmith, 23 North Street, Buffalo, NY 14202. An equal opportunity/affirmative action employer.

Outrageous personality wanted! San Diego AM talk station seeks outrageous morning personality who knows how to create fun and controversy with the phones. Live in America's finest city and climate! If you're the next Morton Downey, Howard Stern, or Steve Dahl, send tape to Consultant, Box 881333, San Diego, CA 92108.

Experienced announcer for live work and commercial production who can communicate with adult audience on full-service station. Must be sharp control-room operator and enjoy small town rural living. Prime area to raise family. Above-market salary for right person. Send tape, resume, references, and salary history to KVSU, PO Box 7, Beloit, KS 67420.

Adult communicator needed for rare opening at Northern New York's premier adult station. Prime daytime shift. 5 day week, salary equal to experience, not less than \$25,000, paid benefits and pension. Join a stable winning team. Cassette and resume to: Jay Donovan, WTNV, 134 Mullin Street, Watertown, NY 13601. EOE

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/production talent for upgrading south Florida coastal adult contemporary FM. Candidates must be organized, maintenance minded, relate well to people, and enjoy the beach. RF experience required. Salary range 18 - 23K. Resume to Kyle Magrill, D.E., The Daytona Group Inc., 770 W. Granada Blvd., #206, Ormond Beach, FL 32074.

Chief engineer: Southern New England directional AM/FM combo seeking chief engineer who must also have knowledge of automation. General Class license required. Send resume to Edd Monskie, Group Engineer, Hall Communications, 24 South Queen Street, Lancaster, PA 17603. An EEO employer.

Chief engineer - Successful candidate will coordinate the installation, operation and maintenance of broadcast, sound, and electrical equipment, assure technical and personnel compliance with FCC rules and regulations; teach students; and recruit and train staff in the engineering department. Three years experience in broadcast engineering or relevant college education required. First Class FCC Radio-Telephone license mandatory. To apply submit a resume to the Personnel Office, Lincoln University, 820 Chestnut Street, Jefferson City, MO 65101 before August 29, 1988. An EO/AE.

HELP WANTED NEWS

Looking for experienced reporter-anchor for 3 person news dept in Elkhart, IN. Good pay and benefits. Must possess insight and motivation. Will learn a lot. EOE. Contact Curt Alexander, Box 699, WTRC Radio, Elkhart, IN 46515.

Newscaster: Must have experience. Position includes reporting, writing, and delivery. Four-person staff. High rated AM/FM 24 hours. Station operated on Biblical principles. Send resume or call Marv Boone, WCMR WFRN, P.O. Box 307, Elkhart, IN 46515, 219-875-5166.

Wanted...farm director, on air and sales. Also, opening for two sales people. Call 309-944-4633.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

AC WOBR AM & FM on the beautiful Outer Banks of North Carolina seeks PD/announcer to come grow with us. Send tape & resume to Pat Cahill, P.O. Box 400, Wanchese, NC 27981

Broadcast producer WOSU-AM, of The Ohio State University, is seeking a broadcast producer to plan and produce call-in public affairs programs; operate radio control console and related equipment; and perform reporting, newscasting, fundraising and promotional activities. The qualified candidate will possess a bachelor's degree in communication, journalism or related field or an equivalent combination of education and experience, and experience in broadcast production and journalism. Starting salary, \$17,520 - 19,800. To assure consideration, materials must be received by September 2, 1988. Send resume and a copy of this ad to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Avenue, Columbus, OH 43210, An Equal Opportunity, Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

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

can make your sales department do things you never thought it would do. I can make your announcers perform beyond their previous capabilities. I am a creative, experienced, enthusiastic motivator with a winning track record as a medium-market general manager, looking to move up. Box L-52

Down and out in the East? - Make \$ with great programming and good street wise sales programs. Call Don Karnes 717-321-9035

Owners attention: General manager armed with 21 years in management as a highly successful performer. Effective management skills include increasing sales & profits, programming, superior leadership, motivation, goal achievements. Seeking challenging opportunity. Box L-68

Consultants. Hire a part-time sales manager with full time experience help for the small to medium absentee or owner operators. Let's talk! East Coast. Al Wunder 201-338-1250

GM/CE small or medium market. Experienced, dependable, excellent track record. Presently employed. Prefer Midwest. Box L-75

GM, 13-yr track record of turnarounds in sales, profits. Seeking small-medium South or West. Box L-81.

SITUATIONS WANTED SALES

AM in the red? Get into the black! Tried and true methods. Knock on doors - make sales. Call Clark Jones. 615-373-2108

Help! Experienced salesman/announcer needs new deal. Country or MOR format! Affordable, versatile, available! Box L-65

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

SITUATIONS WANTED ANNOUNCERS

Kid at heart (personality). Black male with a distinctive voice and two years part-time college radio experience, seeks entry level in announcing. East Coast location preferred, but will consider others. Norman 617-298-3437.

Dependable announcer looking for work. Make your next move count! Call Bill, 308-534-1211.

Major market talent seeks growth opportunity in south Florida. Gifted programmer. Great pipes, smooth delivery. Creative copywriting and production. T & R upon request. 30 sec. video also available. Chris Dowd, 305-296-6565.

Classical announcer-programmer. NPR and Symphony-cast experience. Bright production. Bruce Thomson, 4515 Hamilton Ave., #6, San Jose, CA 95130

Top-ten market morning personality seeks major market adult music format. Call 313-531-2598

SITUATIONS WANTED TECHNICAL

Innovative engineering manager seeks position as technical-director for progressive radio group. 20+ years in broadcast industry includes previous TD experience, and tenure with broadcast equipment manufacturers. Keen on written skills, computer and production operations. Please respond to Box L-62

Conscientious CE seeks long term position with a medium market station. Station must have a genuine concern about quality maintenance. Currently CE of small group. 15 years RF/audio experience. Hands on, good troubleshooting skills, design ability, diverse technical background. Excellent cache of own test equipment to supplement yours. Willing to relocate for the right position. Midwest or New England preferred. Box L-66.

SITUATIONS WANTED NEWS

Former US-99 Chicago anchor/sidekick. AI Sellers has an aircheck ready to send you! Available September 1st. 5535 Hamstead Crossing, Raleigh, NC 27612. 919-781-1294.

Texas sports director. Recently resigned, and looking to relocate. Experienced in PBP, talk shows, anchoring, producing, reporting, the works. Can do it all with a young and dynamic sound, and a flair for sales and promotions. Call Todd today at 305-983-7846.

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Country programmer, 18 year radio veteran, seeking PD position in small or medium market. Call 301-957-4067

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TELEVISION

HELP WANTED MANAGEMENT

Promotion director for aggressive group-owned ABC affiliate in growing Midwest medium market. Must be capable of conceiving, planning and executing station promotion programs. EOE. Send resume immediately to Bill Acker, KODE-TV, P.O. Box 46, Joplin, MO 64802.

Managing editor. Got any bright ideas? If you have good organizational skills and the ability to generate interesting stories, I want you. Three years news experience a must. Send news philosophy, resume to Mike Cutler, KVBC-TV, 1500 Foremaster Ln., Las Vegas, NV 89101.

Director of programing for public TV stations in Akron and Youngstown, Ohio, areas. WNEO-TV and WEAQ-TV serve two markets with a single schedule, operating efficiently with a \$3 million budget, and serving a weekly cumulative audience in more than 300,000 households. Applications are being accepted from professional programmers with extensive television station experience (public TV preferred), and excellent communication and supervisory skills. Background must include program acquisition and scheduling, audience research evaluation, budget preparation, and production. Responsibilities include supervision of traffic and public information staffs. Serves as executive producer for local productions (including pledge campaigns), contracting with consortium university producers. Salary range: \$30-\$37,000, with extraordinary benefits. Send letter and complete resume to Torey Southwick, President, Channels 45/49, Kent, OH 44240. An EO/AA employer

Marketing/promotion manager. KTNV-TV, the ABC affiliate in Las Vegas, needs to continue its tradition of award winning advertising and promotion. If you think you're the person, let's hear from you. You'll work with ADDY, BPME and CLIO award winning ad agencies, and you'll be able to come up with ideas to lead an in-house staff. Responsibilities: Supervision of on-air promotion, publicity, multimedia ad budget, community affairs projects, and overall marketing. Requirements: TV station or ad agency experience, especially TV production. Strong creative and publicity skills. Media buying and ratings knowledge helpful. College degree or equivalent preferred. Salary negotiable. No phone calls. Write Marketing/Promotion Manager, KTNV-13, 3355 S. Valley View, Las Vegas, NV 89102.

General sales manager-top 40 market Northeast affiliate looking for a creative manager who can bring new ideas to the local sales team. Send your resume and tell us what you are doing to create dollars. Our people know of this ad. Box L-71.

Business manager, WPBY-TV, Huntington/Charleston, WV, is seeking a business manager as part of its senior management team. Assist in financial and capital planning; supervise business office staff, which is responsible for Friends' and Station's accounting, purchasing, payroll, inventory, and personnel records; coordinate and administer station's State, Grants, and Friends' budgets and reports. Experience: BS/BA or appropriate combination of education and experience in business, accounting, or related fields; Five years of financial management, auditing or closely related experience at a supervisory or senior level; demonstrated planning and communications skills. Previous non-profit experience and computer literacy preferred. Salary negotiable with excellent state benefits. Resume by September 9, 1988 to General Manager, WPBY-TV, Third Ave., Huntington, WV 25701. EEO employer.

General manager to assume day to day responsibility for operations of Invision Network (Spanish language) television station in top ten United States market. Job requires particular abilities in sales, marketing, production, as well as command and sensitivity to financial control and budget systems. Ideal candidate will have had hands-on experience in all facets of broadcasting, will have substantial experience in both selling and managing sales, as well as in station promotion, and will preferably be bilingual. CBP, 4828 Loop Central Dr. Suite 110, Houston, TX 77081.

Local sales manager. Aggressive competitive affiliate in top 35 television market looking for aggressive organized experienced leader to motivate sales staff. Strong background in people management. Able to train and create. Knowledge of ratings and inventory management. Send resume to. Box L-73. EOE

Accounting manager. Washington DC station is seeking a bright, energetic individual to be part of an accounting management team in an exciting, creative television environment. We're seeking an experienced accountant for financial reporting and analysis in addition to managing accounting personnel in payroll, payable and billing functions. The ideal candidate must be a CPA and should have 3-5 years accounting experience. Prior supervisory experience and strong PC skills are required. The position reports directly to the VP of finance. We offer excellent benefits and free parking. If qualified, please send your resume to: Personnel, P.O. Box 6236, Washington, DC 20015.

Director, business affairs. Dynamic Pittsburgh based entertainment firm has an immediate opening. This position is responsible for one of our Emmy-award winning, nationally and internationally televised children's dramas. Includes business, legal and financial direction and administration to a consortium of television stations and their related programming. Also, negotiations and management for production and co-production, domestic and international distribution, legal direction and administration for all projects and management of all revenue and funding for complete business. This is a key position on our management team and requires an individual with several years experience in entertainment management. Ideal candidate will possess a business degree (MBA) or a law degree and have experience in broadcast or feature productions. We offer a compensation benefits package and salary commensurate with experience. This is an exciting, visible position that has excellent growth potential with our growing organization. Interested candidates should submit a current resume or professional vitae and salary history to WOED, 4802 Fifth Ave., Pittsburgh, PA 15213. Attn: Human Resources. EOE, M/F/H.

General sales manager. Small market affiliate in SE seeks aggressive, experienced leader to motivate and train local staff. Strong people skills a must. Box L-78

Promotion manager. WGME, Portland's CBS affiliate seeks an experienced promotion manager with strong production, media and public relations skills. Send resume to David King, Vice President and General Manager, WGME-TV, P.O. Box 1731, Portland, ME 04101. EOE.

Promotion director: Top 50 Sunbelt indy. Need aggressive, widely creative person to give new station strong local identity. Copywriting production. Sales promotion, organizational and media buying skills necessary. Hands-on position for flexible, hardworking person. Send reply to Box L-77.

TV/radio general manager/chief operating officer: Top 25 public television/radio station seeking general manager. Excellent facilities, qualified 65-person staff, and latest equipment. Must have minimum five years public/commercial communications management experience and possess solid background in financial management and planning. Understand and appreciate quality programming with a strong commitment to local programs. Be proven team leader capable of directing professional staff and working harmoniously with volunteers. Experience in broadcasting and community fundraising. Should possess degree from recognized college/university in broadcasting/communications or related. Competitive salary, benefits, EOE. Send letter of application with resume to Chairman, Search Committee, WFYI, P.O. Box 449186, Indianapolis, IN 46202-9180. Postmarked no later than September 26, 1988. No phone calls.

HELP WANTED SALES

Sales research marketing director: Florida suncoast market. CBS affiliate needs an accomplished one-on-one and group presenter. Good business skills and knowledge necessary. Must be research literate in ratings services, PC software and graphics. We will teach BMP and Leigh Stowell research. Send resumes to: GSM, WTVT-TV, P.O. Box 31113, Tampa, FL 33631-3113. EOE.

WECT-TV6 is looking for one good person to lead local sales staff. Qualified applicants send resume and salary requirements to: Ray Sullivan, GM, P.O. Box 4029, Wilmington, NC 28406. EOE, M/F.

Aggressive and expanding ABC affiliate seeks bright and energetic television account executive who is looking for personal growth opportunities. Excellent compensation and company benefits package. Broadcast sales experience preferred. Send resume to: Director of Sales, WFYF-TV, Box 6250, Watertown, NY 13601. An equal opportunity employer.

KMPH-TV, one of the Nation's leading independent stations, is seeking to fill the position of retail marketing manager. Applicants must have a minimum of five years television sales experience and/or sales management. Position requires individual with proven outstanding sales performance, leadership and motivational skills. Experience in retail merchandising/marketing is encouraged. Applicants must have record of new business development, with knowledge of co-op, vendor and retail marketing essential. Salary commensurate with experience. Resumes accepted through September 16, 1988. An EOE, M/F/H. Send to: Lise Markham, Director of Marketing, 26 KMPH, 5111 E. McKinley Ave., Fresno, CA 93727.

Account executive. Must have at least 2 years sales experience working with agency accounts. Applicant should be self motivated, well versed in ratings, research and marketing resources. A strong background in account development is required. Please send resume to John Hirsch, GSM, WTEN-TV, 341 Northern Blvd., Albany, NY 12204.

WHNS-TV21 has an excellent opportunity for an energetic regional sales/marketing specialist to cover a virtually untapped, rich regional territory. If you are a self-starter with two years experience in television (preferably independent) and agency sales, please send resume to Personnel Department, WHNS-TV, 21 Interstate Ct., Greenville, SC 29615. EOE, M/F. Order takers need not apply.

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: Michele Roberts, Broadcast Resource Group, 210 25th Ave. N., Suite 818, Nashville, TN 37203.

Market development director. Motivated media and marketing person needed. Excellent communication skills required. Resume and references to GSM, KQTV, P.O. Box 247, St. Joseph, MO 64506. EOE.

HELP WANTED TECHNICAL

Successful independent TV needs tape ops and air switcher. Send resumes to: Bob Hardie, P.O. Box 33223, Tulsa, OK 74153. No phone calls, please. EOE.

If you're looking for a challenge, a growing station, a 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 P.M. 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 to: Stephen C. Crook, Chief Engineer, WHNS-TV21, 21 Interstate Ct., Greenville, SC 29615. EOE, M/F/H.

Maintenance engineer for television mobile unit based in Texas and Florida. Send resume and salary requirement to: Tel-Fax Texas, 3305 Pleasant Valley Ln., Arlington, TX 76015.

Television maintenance engineer. Leading Southeastern television production company seeks maintenance engineer with strong electronics background. Thorough knowledge of television camera, VTR, switching, audio, digital effects, computer editing, graphics and terminal systems. Send resume to: Box L-35.

Computer editor for full service post production/broadcast facility adding to it's editing staff. Wide variety of work and producers/clients. Must have minimum 4 years on line/ADO/audio graphics system experience. Send resume to: F. Abramowicz, 240 New Britain Ave., Hartford, CT 06106. No phone calls, please.

Studio maintenance engineer: KTPX-TV 9, the Permian Basins NBC leader, has an opportunity now for a studio maintenance engineer. Experienced with: 3/4" & 2" VTR's, field cameras, recorders, switchers & audio boards. Must have at least 2 years experience. Contact: Grady Woodward, Chief Engineer, Box 6699, Midland, TX 79711. EOE.

A progressive TV station in NY state is looking for a chief engineer or assistant. 1st class license or equivalent. Must have UHF transmitter experience, strong background in tape machine repair, possess good management skills, and able to work flexible hours. Excellent working conditions, salary commensurate with experience, full benefits. EOE. Box L-63.

CMX editor. On-line CMX editor for aggressive, production oriented PBS station in San Francisco. Minimum 4 years experience with CMX 3100, ADO, Chyron, Sony 1" VTRs or equivalent required. Heavy documentary and effects editing experience preferred. NABET. Additional expertise in technical direction, audio engineering, and video tape operations helpful. Resume to KQED Operations, 500 Eighth St., San Francisco, CA 94103. No tapes or phone calls, please. Equal opportunity employer.

Maintenance engineer with strong background in production equipment. NBC affiliate (UHF). Send resume, salary requirements to KTFG-TV, P.O. Box 1219, Great Falls, MT 59403.

Chief engineer: Top 50 Sunbelt indy. Hands-on manager to supervise department. Half-inch experience. Maintain studio, operations departments, and RCATTU-1100 transmitter. Must be tough-minded, organized, and hardworking. Send resume to Box L-80.

Chief engineer, KTVH, channel 12, seeking engineer with three to five years experience in broadcast maintenance. Salary, DOE. Send resume to Don Bradley, KTVH, P.O. Box 6125, Helena, MT 59601. EOE.

HELP WANTED NEWS

Weathercaster/meteorologist needed for one of the Northeast's most successful affiliate stations. Our client is seeking a weeknight weather person who has a credible, warm, memorable presentation. This is the top job in a highly competitive market with a wage to match, so only experienced persons with proven successes need apply. Send non-returnable resume and tape to NEWSPEOPLE, 20300 Civic Center Dr., Suite 320, Southfield, MI 48076.

Co-anchor/producer: Looking for producer and co-anchor for early and late weekday news. Some reporting. Lots of editing. Must be organized and not easily overwhelmed by workload in a nine person operation. Good writer, positive attitude and sense of humor. No plastic people, please. Send tape and resume to Dave Etti, KAPP-TV, 1610 South 24th Ave., Yakima, WA 98902. Deadline for tapes and resumes is August 26, 1988. Absolutely no phone calls. EEO.

News Director: Dominant top 25 market independent seeks news director for 10 pm news start-up. Top notch facility with major commitment to excellence. Send resumes and references to Box L-45.

Broadcast talent. Entertainment law firm seeking established on-air TV/radio broadcast clientele for representation with full service management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327.

Reporter. Competitive news department seeks strong individual who can cover a beat and break stories. Minimum two years experience a must. Minorities encouraged to apply. Non-returnable tape to: Craig Alexander, News Director, WTVQ-TV, Lexington, KY 40555. EOE.

Meteorologist - to do the 6 and 11 for CBS affiliate in Buffalo. If you know weather and can make it interesting, send tape to Tim Larson, News Director, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. No calls. EOE.

KUTV, Channel 2, an NBC affiliate within the top 40 markets, is looking for a top-notch, seasoned professional to host our new program "Backroads". Desire an individual with an understanding of the West, its lifestyles, its history--who can project that image on-air. Individual must have previous on-air experience, creative writing skills and producing skills. Interested persons should reply in confidence, to the following address. Please include writing samples and videotapes with your resume. Applications must be received no later than August 31, 1988. Backroads Host, Attn: Personnel Coordinator, KUTV, Inc., P.O. Box 30901, Salt Lake City, UT 84130-0901.

Reporter/weather anchor: Aggressive Pacific Northwest network affiliate is accepting applications for the above position. We are looking for a person who can shoot, edit and write their own stories. In addition, you will serve as a backup to our meteorologist. Previous experience in preparing computer generated weather graphics and presenting an easy to understand forecast are required. This position could also include weekend anchoring. Send resume to Box L-74.

Sports director/anchor: Seeking creative, experienced hardworking pro eager to become market boss in a sports and recreation paradise. Must shoot, edit, do lives, etc. Absolutely no beginners. Send resume, tape to Dick Larsen, KBCI-TV, Box 2, Boise, ID 83707. EOE.

ENG editor: Seeking tape editor for Northwest ABC affiliate newsroom. Must be familiar with news, 3/4" and Beta formats, possess creativity and most of all, speed. Salary depends on experience. No telephone calls, please! Send resume and videotape to Dennis Dwan, TV News Operations Manager, 100 4th Ave., N., Seattle, WA 98109.

Weekend weather - minimum 2 years experience with television news operation. AMS Certificate and/or degree in meteorology preferred. Knowledge of colorgraphics Live-line 5 and in-house radar helpful. Gannett ownership and NBC affiliate assure commitment and excellent lead-ins. Resumes & tapes to News Director, Paul Baldwin, WTLV-TV 12, 1070 E. Adams St., Jacksonville, FL 32202. Women and minorities are urged to apply. EOE.

Weekend reporter - minimum 2 years reporting experience required. Experience in live work a must - excellent opportunity for individual to begin a path toward anchoring. Gannett ownership and NBC affiliate assure commitment and excellent lead-ins. Resumes & tapes to News Director, Paul Baldwin, WTLV-TV 12, 1070 E. Adams St., Jacksonville, FL 32202. Woman and minorities are urged to apply. EOE.

Update reporter - Minimum 2 years reporting experience required. Experience in live work a must - excellent opportunity for individual to begin a path toward anchoring. Gannett ownership and NBC affiliate assure commitment and excellent lead-ins. Resumes & tapes to News Director, Paul Baldwin, WTLV-TV 12, 1070 E. Adams St., Jacksonville, FL 32202. Women and minorities are urged to apply. EOE.

Chief photographer. WTEN-TV is looking for a veteran news photographer. Candidates must have a minimum of two years experience. A college degree is preferred but not mandatory. We want an aggressive photojournalist who can shoot with the best, who knows how to tell a story with video and not sound, and knows how to teach others. Send tape and resume to Jim Holland, News Director, WTEN-TV 431 Northern Blvd., Albany, NY 12204. We are 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.

Publicist. Public television station in Southwest seeks a publicist. BA in journalism, broadcasting and/or related field. Three years public relations experience in print and/or broadcast media required. Equivalent education and experience accepted in lieu of degree on a one-year for one-year basis. Responsible for developing media relations and creating publicity for the station. Also assists in station promotions and special events. Strong writing and communications skills required. Salary \$19,094 DOE. Send resume to UNM Personnel Department, 1717 Roma NE, Albuquerque, NM 87131. Reference this ad. AA/EOE. Closing date 8/31/88.

Nashville's #1 independent is looking for a program/promotion director with independent experience in scheduling movies and knowledge of how to promote same. Send resume to General Manager, WZTV 17, 631 Mainstream Dr., Nashville, TN 37228. No phone calls, please. EOE, M/F.

News promotion producer: If you're aggressive, with 2-3 years experience producing effective promotion spots, you may be the person we're looking for. If you can edit 3/4" Beta, are familiar with post production, and love the intense daily pressure of a #1 rated, NBC affiliated news station in the top 30, you are invited to apply by September 9th. Box L-58.

Segment producer: Anticipated opening subject to funding on PBS science series, Newton's Apple. This is a highly varied producing position, requiring strong initiative and highly imaginative approaches to science television. Producers are responsible for all aspects of their segments, from initial concept through final CMX editing. 3-5 years television experience required. Send tape and resume by Sept. 9 to Newton's Apple, Box AP, 1640 Como Ave., St. Paul, MN 55108.

Wanted: EFP shooter who is a wizard with lighting. Send a tape, references and resume to prove you're the best there is to Production Manager, P.O. Box TV-12, Jacksonville, FL 32231. No calls. Recent applicants need not reapply.

Experienced animator for new show premiering in September. Must have working knowledge of Grass Valley 300 Switcher or equivalent, Abekas A64, Paintbox, Harry Chyron 4100, Scribe. Salary commensurate with experience. Excellent benefits. Contact Myles Tanaka, 703-284-3100.

Director/vidfont operator - Direct news 3 days a week; operate Vidfont Mark V graphics generator other 2 days, 2 years directing experience required. Resumes only, no tapes. Send to Randy White, News Production Supervisor, WSMV-TV, P.O. Box 4, Nashville, TN 37202. No phone calls, please. EOE.

Production manager. Hawaii calls! New growing, state-of-the-art Channel 5, indy seeks energetic, industrious, creative, ingenious production manager with 3 to 5 years managerial experience in commercials, promotions and local productions. Cost control ability necessary. Send resume, salary history to: VP Programming, KFVF, 315 Sand Island Rd., Honolulu, HI 96819-2295.

Promotion writer/producer. Midwest ABC affiliate is looking for a highly motivated professional to create dynamic news and entertainment promotion. You must have two years experience, with strong writing, production and interpersonal skills. A college degree is preferred. Send your resume and reel to Phil Clark, Marketing/Promotion Marketing, KETV, 27th & Douglas Sts., Omaha, NE 68131.

Design director wanted for ABC affiliate in top 20 market. Manage station graphic look and staff. Send resume to Box L-82. EOE, M/F.

Video editor - Number one station wants creative, energetic videotape editor for top-rated weekly magazine and other projects, with some camera or audio field work possible. News experience helpful. Self-motivation, enthusiasm and team work a must. Send resume and tape (no calls) to Michael Cascio, 4100 City Line Ave., Philadelphia, PA 19131. EOE.

Northeast station seeks director for fast paced newscasts, sport and political events. Send resume and salary requirements to Box L-76.

Team players who thrive on challenge! Production manager, magazine host, special projects producer, creative services director, and feature reporter. Send resume/references, and knock our socks off with non-returnable VHS memo. PO Box 22607, Tampa, FL 33622-2607.

SITUATIONS WANTED MANAGEMENT

Small market general manager seeking new challenge. Over 20 years experience. Strong background in news and programming. Knowledgeable in sales, budgets. Prefer West. Box L-77.

SITUATIONS WANTED TECHNICAL

Maintenance engineer who has drive and motivation would love to move to greener pastures. Stan 802-863-3676.

SITUATIONS WANTED NEWS

Experienced newscaster in New York City suburb area. Radio seeks on-air position in TV news. Tape available, willing to relocate. Call Adam at 212-874-6700.

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.

Meteorologist loves weather! AMS seal. 10 years TV. Accurate, personable, award winner. Seeks final destination. Northeast. Size unimportant. 415-381-4320.

Reporter, Black male, four years experience in medium market, college degree, ready to move up. 419-885-7328.

Talented newcomer, creative college producer/reporter, can also shoot and edit, looking for that big break in a small to medium market. I thrive on hard work, long hours, and news. Tom, 201-984-5802, 76 Stockton Ct., Morris Plains, NJ 07950.

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.

Creative director offering versatile background to facility/station that believes making money requires quality productions which boost company image. Desire to relocate. Challenging position sought. 312-662-3452.

Associate producer currently with political consultant must relocate to S. Florida. Experience, TV operations, advertising and production coordinator. I am energetic, personable and very organized. Laure, 703-978-1305.

Television engineer who has become so obsessed with our CG he has tunnelvision, would love to do CG work somewhere. Stan Amster 802-863-3676 or 802-658-8022.

MISCELLANEOUS

Primo People wants you. If you are a general assignment reporter who has some anchoring experience, send your tape and resume to Steve Porricelli 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.

Attention job hunters! Stay informed with The Hot Sheet--broadcasting's leading source for employment listings. Published twice weekly. Money back guarantee. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Reunion - If you're a former employee of WJRT-TV, Flint, MI, interested in a 30 year reunion, call 313-233-3130 by August 30.

ALLIED FIELDS

HELP WANTED INSTRUCTION

TV production -- Tenure-track assistant professor position beginning Jan 1989. Teach courses in TV production, Ph.D. and professional experience required. Send resume to Dr. Sam Swan, Head, Department of Broadcasting, 295 Communications, University of Tennessee, Knoxville, TN 37996 by September 15, 1988. UTK encourages applications from minorities and women.

Search reopened. Director of School of Mass Communication sought by Bowling Green State University beginning Fall 1989. Applicant must have significant media experience and research record worthy of full professor rank. Administrative experience with proven record of attracting outside funding desirable. Program consists of accredited Dept. of Journalism with 10 faculty members and 380 undergraduates; Dept. of Radio-TV-Film with eight faculty members and 340 undergraduates; and graduate program offering MA and PhD degrees with 35 graduate students. Attractive, state-of-the-art facilities. Salary competitive. Deadline: Oct. 1, 1988, or until suitable candidates are identified. Send credentials and names of three current references to Dr. Ray Laakaniemi, Mass Communication Director Search Committee, School of Mass Communication, Bowling Green State University, Bowling Green, OH 43403. BGSU is an Affirmative Action/Equal Opportunity Employer. Minorities and women are encouraged to apply.

HELP WANTED SALES

Sales/marketing reps. Corporation seeking energetic, dedicated person-oriented individual willing and able to work hard. Knowledge of radio and/or TV operations a must. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box L-70.

HELP WANTED TECHNICAL

Electrical equipment specialist - Riyadh, Saudi Arabia. U.S. citizen sought for two-yr position as technical electronic equipment specialist working with U.S. - Saudi Arabian Joint Commission on Economic Cooperation program in Riyadh, Saudi Arabia. This hands-on position requires expertise in maintenance of television, slide-tape, videotape, computer graphics and other electronic equipment. Equipment includes 3/4", 1/2" BETACAM, associated switching, routing, editing suites, studio cameras and multi-image equipment. Responsible for actual maintenance and for supervision of new equipment purchases. Special emphasis on training Saudi technical staff. Req'd. Min 5 yrs. hands-on maintenance exp. w/above equipment. College degree BSEE, prior overseas training exp., and knowledge of Arabic are pref'd. Benefits: Salary \$33,218-43,181 + up to 25%. Pls. send resume to: Dept. C-20, 1730 Rhode Island Ave., NW, Suite 910, Washington, DC 20036. EOE.

Director of engineering: Senior management position as the director of technical applications and planning for the broadcasting service of Southern Illinois University. Direct the technical operations of two public television stations, one VHF (Ch.8) and one UHF (Ch.16), and one 50,000 watt FM public radio station; and work with other members of the senior management team in planning for future technological growth and expansion. We offer a real professional challenge, an excellent competitive salary with outstanding fringe benefits, and mild winters in a semi-rural setting at the edge of the Shawnee National Forest, only two hours from St. Louis. Minimum requirements include an engineering/technology related Bachelors Degree, 5 years of technical management experience, demonstrable proficiency and experience with modern broadcast technologies and engineering practices, and well-developed leadership and management skills. Send letter of application, resume, & three professional references to Lee D. O'Brien, Executive Director, Broadcasting Service, Southern Illinois University, Carbondale, Illinois - 62901. Minorities and women are encouraged to apply. Southern Illinois University is an Equal Opportunity/Affirmative Action Employer.

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.

MISCELLANEOUS

Troubled? Counselor makes housecalls to broadcasters via audio cassette. Helps with career advancement, job problems, personal and family difficulties, and more. Doctor is a broadcaster who talks your language. Convenient, confidential, affordable. Clients nationwide. Free information. Clinic, Box 71223, Marietta, GA 30007.

Attorney - Seeking an associate with 1-3 years experience in communications law for busy D.C. law firm. Competitive salary, and benefits. Send resume in confidence to Box L-67.

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.

FM radio broadcast equipment. From tower to microphone. Contact N. Norris, 313-234-4335.

20KW FM transmitter with late model exciter; Hi power broadband 4 bay C.P. FM antenna 102-106 MHz; 3D Pback + R/P carts, (ITC) + R-R recorders. Doug, 402-488-4275.

Video production/editing equipment wanted. Need to purchase any of the following items. Must be in top condition. BVW-40 Betacam Editor; BVW-10 Betacam Player; BVW-25 Betacam Field Recorder; HL-95 Ikegami camera with or without Betacam back; Elemack Dolly; 1.2 KW HMI lights, stands; complete Betacam Editing suite; Pinnacle 2010 DVE. Contact: Scott Wheeler, Metro Communications, 424 Duke of Gloucester Street, Williamsburg, VA 23185. 804-253-0050.

SMC Mini-Pro automation system with stereo carousels and Otari reel decks in good condition. Call Joseph Torsitano 702-883-5647.

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), **McMartin BA 2.5K (1981), **Transcom Corp. 215-884-0888. Telex 910-240-3856.

50KW AM**CCA AM 50,000D (1976), excellent condition. **Transcom Corp. 215-884-0888. Telex 910-240-3856.

Silverline UHF TV transmitters. New best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw klystron transmitter. Bill Kitchen or Dirk Freeman, Television Technology, 303-665-8000.

1000' Kline tower, Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

FM antennas, CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

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.

RCA TCR-100 video cart machine - two TCR-100's are available with 3000 carts. For more info call 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.

3/4 Sony - 2 - 5850's, RM-440, 2-6800's, 1 - M-3 Camera, 1 - TBC. All for \$18,750.00. Phil - days 201-681-4493, evenings 201-974-0579.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding 214-422-5487.

BCS = BroadCast Store. Sony BVH-2000 w/BVT-2000 \$33,000 Ampex ACR-25 \$15,000 Ampex VPR-6/TBC/6 \$30,000 Comark 60kw UHF 3 1/2 years old \$290,000. Sony BVU-950 \$9,600, MCI JH-24 \$18,000. Turnkey systems design and installation. Showroom at 4525 Valerio St., Burbank, CA 91505. Calling us is a must 818-845-1999.

Kline tower - overall height is 645 feet with two platforms. Tower will be dismantled by July 31st. Excellent condition. **Ready for sale.** WBRC-TV 205-322-6666.

Vital switchers, CDI switchers, Grass switchers, RCA tape and cameras, Ampex tape, Sony tape, RCA film, Tektronix monitoring, ADDA, Quantel, DSC, NEC, Fairlight, Abekas and Vital DVEs, Ikegami, Hitachi, RCA, Sony, JVC, Bosch, Philips, CEI, and GE. Presently 85 camera group listings alone. Let us help you with your used equipment needs, either buy or sell. Call Media Concepts 919-977-3600 or FAX 919-977-7298.

Tektronix 1410R NTSC Sync & Test Signal Generator. With SPG2 Sync Generator (high stability option), TSG3, TSG5, TSG6 and TSG7. Like new \$5700 with Tek calibration or \$5000 not calibrated. T. Hopkins, Cape Fear Enterprises, Rt. 1, Box 269-A, Faison, NC 28341. 919-594-0172.

Panasonic color reel to reel. VTR 3140(2), VTR 3160, record play edit, \$750. Magnecore reel to reel audio MDLPTA5A (3) \$300, \$1000. all. 703-521-1089.

RADIO
Help Wanted Sales

We're building a new radio company called Degree Communications! Our first acquisition is KEYI in Austin. If you are goal oriented and want the opportunity to succeed - Let us hear from you. Ability to call on direct accounts is a must. No order takers. Unlimited potential. Resumes only to:

Otis Dunagan
VP/General Manager
P.O. Box 2197
Austin, TX 78768.
Degree Communications
is an EEO employer.

**Help Wanted Programing
Production & Others**

**Production
Coordinator**

Major AM/FM radio station seeking **Production Coordinator** with a minimum of 10 years major market radio production experience. Experience in the writing and production of radio station promotional announcements and multi-track recording experience required. Experience in equalization, compression, noise reduction and other state-of-the-art production techniques and equipment required. Qualified candidate must also have experience in the direction of talent in interpretation of promotional copy.

Successful candidate will operate multi-track recording equipment in the production of station promotional announcements. Will be responsible for the recording, production, and maintenance of the AM & FM on-air music libraries, as well as for the quality control of commercial announcements and monitoring of AM/FM to ascertain consistency of on-air product, promotions, commercials and music. Salary negotiable.

We offer a competitive benefits package. Send resume to:

**Department PC, Box 428
4111 Lincoln Blvd.
Marina del Rey, CA 90292**

Equal Opportunity Employer M/F/H/V

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 News

WJR
AM RADIO 76
Stands for Detroit

**NEWS DIRECTOR
WJR/DETROIT**

If you've got 3 - 5 years medium-major market experience in managing a full service news department, as well as equal on air anchoring skills, we'd like to hear from you!

Please send cassettes, resumes and ideas on how you'll keep us great to:

Gary Berkowitz
Operations Manager/Program Director
WJR Radio
2100 Fisher Building
Detroit, MI 48202

WJR is a Capital Cities/ABC Owned Station
An Equal Opportunity Employer.

Help Wanted News Continued

Reporters (free-lance)

National Public Radio seeking free-lance Reporters. Applicants should be self-motivated, creative, imaginative, innovative with strong working knowledge of tape production. Send tape/resume to: NPR, National Desk, 2025 M Street NW, Washington, DC 20036 EOE/AA.

WBBM
Newsradio 73

STAFF NEWSWRITER POSITION At CBS-Owned All-News WBBM, Chicago. Candidates must have college degree and a minimum of three years broadcast news writing experience. Ideal person will have a wide range of skills and experience in radio, including news.

Send resume and writing samples to Chris Witting Jr., WBBM Newsradio 78, 630 North McClurg Court, Chicago, Illinois 60611. No phone calls please. EOE.

Help Wanted Management

**ROTH COMMUNICATIONS
WKPE AM/FM
CAPE COD**

We are looking for a highly motivated GM with a strong retail sales background to build, train, and lead one of Cape Cod's top radio stations. A proven ability to develop and execute successful sales promotions and maximize stations revenue potential is essential. Competitive compensation based on results. Respond in confidence to: Roth Communications, 830 Main St., Melrose, MA 02176. EOE.

**ACCOUNTANT
BUSINESS MANAGER
with broadcast experience**

Be a key team member who will handle accounting and administration of a new expanding radio group.

Very good salary and benefits. Excellent working conditions and a Florida lifestyle.

Rush resume to:

InterMart Broadcasting Corporation
4250 Lakeside Drive
Suite 210
Jacksonville, FL 32210

Help Wanted Management Continued

Regional Sales Mgr.

to sell exciting new DAT programming system and formats to radio stns. via telephone from our No Calif hqtrs. Stns./Sales Mgt. or related experience required. Send resume, cover letter and salary history/requirements to:

Concept Productions, 1224 Coloma Way,
Roseville, CA 95661

Situations Wanted Management

ATTENTION: MEDIUM AND MAJOR MARKET GROUP OPERATORS - I AM A SALES AND BOTTOM LINE PEOPLE ORIENTED GENERAL MANAGER WHO LOVES RADIO AND IS LOOKING FOR A SOLID LONG TERM POSITION. AVAILABLE NOW. CALL DAVID C. WEINFELD 508-394-4041.

RADIO MANAGER SALES MOTIVATOR

Looking for station to manage medium or small market.

Box L-23

State of the Art

Successful results by employing management and marketing sales skills. Xerox - RAB trained, CRMC, Wharton and still learning after 13 yrs. Very Conscientious. Box L-37.

Situations Wanted Announcers

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

j.r. hill co.

broadcast engineering facility construction

The solution for your
construction dilemmas

full service contractors
35 years of combined experience in radio and construction
complete and efficient Project planning and management
facility moves or renovations
ground-up construction
competitive bids tailored to your needs
quick problem solutions
satellite and transmitter installations
custom plans available

Quality control and attention to detail are the reasons why we're proud to put our name on our work!

Contact:

Ted Nahil
Steve Green
603-432-1596

TELEVISION Help Wanted Sales



Television Technical Sales

Varian TVT, a division of Varian Associates, Inc., is expanding its Television Transmitter Sales Department. We are seeking experienced technical sales professionals in high power RF equipment. Knowledge of the industry we serve is important. These sales positions will require extensive travel and person-to-person contact with TV station management and technical personnel.

As a division of a Fortune 500 Company, TVT offers you a leading technological environment plus an excellent salary and benefits package including a 401(k) retirement savings plan, 100% tuition reimbursement, medical, dental and life insurance. To apply, please send resume to: Varian TVT, P.O. Box 270879, Dallas, TX 75227. Principals only, please. We are an equal opportunity employer.



Innovative People Making Technology Work



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
EOE

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.

For fast
Action Use
BROADCASTING'S
Classified Advertising

Help Wanted News

CO-HOST

KING 5 Television is looking for that dynamite personality to complement the female host of our weeknight, half-hour magazine program, Evening. Proven communications skills are required and the ability to perform scripted as well as ad-libbed material. Television writing and producing experience desired.

Send tape and resumé to:

Kristina Moris
Human Resources Director
KING 5 Television
Code -B-
333 Dexter Avenue North
Seattle, WA 98109

NO PHONE CALLS, PLEASE!

King Broadcasting Company
is an Equal Opportunity Employer
M/F/H



**WANTED
ON-AIR TV
METEOROLOGIST**

For Dominant Station in Top 120 Market. Need Experienced, Authoritative Air Personality. All Inquiries Confidential. E.O.E. Send Resume and Video Cassette to:

**JACK FISHER, MANAGER
KNOE TV
P.O. Box 4067
MONROE, LA 71211**

Help Wanted Management

**PROMOTION
MANAGER
TV**

Creative, energetic, enthusiastic, imaginative individual to manage personnel and daily operation of Promotion Department. Responsible for "hands-on" execution of promotion for news and non-news programming. Experienced in overseeing post production; must have strong creative writing background; experienced in dealing with other media and agencies. Familiarity with studio/field production a plus. Looking for a good communicator and "people person". Team leader/player with lots of follow through. Southeast affiliate. Major broadcast group. EOE, m/f. Box L-72.

Help Wanted Technical



TELEVISION ENGINEERS

Cable News Network, the leading news system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering. Turner Broadcasting System offers an excellent benefit and compensation program. Send resume to:

Jim Brown, Engineering
Turner Broadcasting System, Inc.
One CNN Center, Box 105366
Atlanta, Georgia 30348-5366
TBS is an equal opportunity employer.

**THIS PUBLICATION AVAILABLE
IN MICROFORM**

University Microfilms International
300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

**ASSISTANT
OPERATIONS
MANAGER**

KRON-TV in San Francisco is seeking an Assistant Operations Manager. Qualified candidates will have creative expertise in all areas of TV production, plus minimum 5 years' production management/technical operations management experience in medium-to-major market TV station. Must possess excellent supervisory skills, budget management experience, and operational knowledge of existing/new equipment. Must be computer literate. Send resume in confidence to:

**VP/Human Resources
KRON-TV
P.O. Box 3412
San Francisco, CA 94119**

KRON-TV is an Equal Opportunity Employer.



**FIELD
PRODUCER**

Education: Bachelor's degree or equivalent.

Experience: 3 years of field production with a magazine format show. Familiarity with electronic production and editing.

Duties: to produce and edit one story per week and oversee projects as assigned.

Please send resumes and tapes to:

**EVENING MAGAZINE
P.O. Box 4861
Baltimore, MD 21211
Attn: Emerson Coleman
Equal Opportunity Employer**

Looking for creative, experienced; flexible 1" videotape editor for news edit suite. Work on projects from corporate to documentary in exciting, active environment.

Sensitivity to needs of clients in corporate, advertising and entertainment fields is a must. Work with clients in pre and post-production developing strategy and creative look.

Requires at least 3 years edit experience in state-of-the-art 1" facility. Extensive knowledge of Grass Valley switchers. GVG-200 a plus. Extensive experience with Abekas or ADO digital BVE-9000 editor. Impressive demo reel.

Apply to:

Wall Nichol
General Manager
CPTV Channel 49
250 Harbor Drive
Stamford, CT 06904-2210

An Equal Opportunity Employer

STAFF BROADCAST DESIGNER

Experienced candidates needed for concept and production of video graphics, animations and print for News, Programming and Promotion. Skills in Paintbox, illustration, print and set design a must. Send resume to: Jim Hayek, WPLP-TV, 3900 Biscayne Blvd., Miami, FL 33137

EQUAL OPPORTUNITY EMPLOYER

Consultants

Your July Book is Out.

Who Cares? We do. (818-706-1690)

CURRIE COMMUNICATIONS

TELEVISION RESEARCH AND CONSULTING

**Help Wanted Programing
Production & Others**

**AUDIO SERVICE
OPERATIONS
MANAGER
CHICAGO**

A division of a Fortune 500 Company is looking for an Audiotex Manager. The position will be responsible for audio message production, voice talent selection, and overall studio management. This position is also responsible for management of voice response and telecommunication equipment. High priority will be placed on maintaining and improving information content and audio quality.

The ideal candidate will have a minimum of ten years experience in audio production with a broadcasting or recording operation. Staff and studio management, production planning, copy writing experience and voice talent are required. Familiarity with Audiotex or computer systems is highly desirable.

Position offers excellent potential, a competitive salary, and a complete fringe benefit program.

Please send resume and salary history/requirements to Box L-44.

An Equal Opportunity Employer

Miscellaneous

James Martin/Capital Markets requests principals seeking \$2-25 million for radio/TV acquisition or re-capitalization.



James Martin & Associates
Suite 1000, 65 E. State St.
Columbus, Ohio 43215
PH: 614-889-9747 FAX: 614-889-2659

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



**IN THE UNITED STATES
BANKRUPTCY COURT
FOR
THE MIDDLE DISTRICT
OF TENNESSEE
NASHVILLE DIVISION**

IN RE:

REBS, INC.,	Case No. 387-00671
REBS KNOXVILLE, INC.,	Case No. 387-00672
REBS NASHVILLE, INC.,	Case No. 387-00673
REBS BIRMINGHAM, INC.,	Case No. 387-00674

Notice of Sale

Notice is hereby given, pursuant to Bankruptcy Rule 6004, that Rebs, Inc. and Rebs Birmingham, Inc., Debtors-in-Possession in Case No. 387-00671 and Case No. 387-00674, respectively in the United States Bankruptcy Court for the Middle District of Tennessee, Nashville Division, have received an offer to purchase the assets used and useful in the operation of radio stations WLTB(FM) and WVOK(AM) licensed to Birmingham, Alabama, including but not limited to FCC licenses, permits and authorizations, leases and other agreements for purchase of land, copyrights, trademarks, business records, and other tangible personal property.

The offer is for \$6,650,000.00 cash from Dick Broadcasting Company, Inc. of Tennessee, and is made pursuant to an Asset Purchase Agreement dated July 19, 1988. Said sale shall be free and clear of all liens, claims and encumbrances, with all such liens, claims and encumbrances attaching to the proceeds of the sale.

A copy of the Application to Sell and the Asset Purchase Agreement is on file with the Bankruptcy Court and is available for inspection.

THIS SALE MAY IMPACT YOUR RIGHTS AS A CREDITOR OF THESE ESTATES. YOU SHOULD CAREFULLY CONSIDER THIS NOTICE AND ACT WITHIN THE TIME LIMITS SET FORTH BELOW IF YOU OBJECT TO THIS ACTION BY REBS, INC. AND REBS BIRMINGHAM, INC.

Any objection to this sale must be filed with the Clerk of the United States Bankruptcy Court, 701 Broadway, Nashville, Tennessee 37203 not later than the 31st day of August, 1988, along with a copy served upon and received by Paul E. Jennings, Attorney for Debtors-in-Possession, 303 Church Street, Suite 101, Nashville, Tennessee 37219, and on Marc T. McNamee, Dearborn & Ewing, counsel for Shawmut Bank of Boston, N.A., Suite 1200, One Commerce Place, Nashville, Tennessee 37239.



SOUTHEAST COMBOS

AM/FM in growth market. Asking price: \$1.2 million with \$400,000 down.

Suburban AM/FM; asking price is \$650,000 w/ \$350,000 down.

**Contact:
ED SHAFFER
404/698-9100**

FOR SALE

Salt Lake City AM. 10kw day, 1kw night. 1120 khz. Brand new facility. Three towers. Includes 46 acres land. 1.5 million cash. Contact: Jack French, 2201 S. 6th Street, Las Vegas, NV 89104. Phone: 702-731-6174. Pacific Time.

**ROCKY MOUNTAIN
MEDIUM MARKET
AM/FM COMBO**

Powerhouse FM, 5kw AM
Serving one of the strongest economic areas in the state
Reasonably priced at \$1.2 million
Negotiable

**P.O. Box 5308
Austin, Texas 78763**

- 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**

**CENTRAL TEXAS
SINGLE MARKET
AM/FM COMBO**

Serving one of the fastest growing areas in Central Texas
Highly Profitable, priced \$2.0 million
Valuable real estate included

**P.O. Box 5308
Austin, Texas 78763**

For Sale Stations Continued

Nationwide Media Brokers
Chapman Associates

NEW ENGLAND
Northeastern combo: AM with 50 kw FM, excellent cash flow. Asking \$5.4 million, terms.

KEVIN COX
617/330-7880

MONTANA

Regional AM/FM combo
100 KW Class C FM with powerful AM
Steady sales growth, excellent facilities, well respected in the community.
Terms to qualified buyers.
Send inquiries to Box L-60

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

50,000 WATT AM STATION FOR SALE.
LOCATED IN HUNTSVILLE, ALABAMA, THE NATION'S SEVENTH FASTEST GROWING MARKET. REASONABLY PRICED FOR QUICK SALE. FOR DETAILS, CALL WAYNE JOHNSON, 205-533-9190.

BILL - DAVID ASSOCIATES
BROKERS-CONSULTANTS

719-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

CLASS C MIDWEST FM
40,000 + CASH FLOW & GROWING

\$350,000 CASH NORTHERN FLORIDA CLASS A \$695,000

CALL WAYNE OR VIC
1-800-556-4040

MEDIA SALES, Inc
Communication Brokers

FM CP's (And Start-Up Stations)

We are qualified **cash buyers** for FM construction permits and start-up stations. Principals are radio group owners.

Please call, in strict confidence,
1-800-627-2272.

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A Confidential & Personal Service

BURT **SHERWOOD INC**

3125 Maple Leaf Dr. • Glenview, IL 60025

312-272-4970



Blind Box Responses

BOX ???

c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

PUBLIC SALE

Gulfport, MS independent television station will be sold at public sale to the highest bidder. Assets to be sold include land, equipment, buildings and tower. Sale will be held on September 6, 1988 beginning at approximately 11:00 a.m. at the Harrison County Courthouse, Gulfport, Mississippi. For additional information, contact Stephen W. Rosenblatt at 601-949-4504.

FLORIDA

Northern, AM fulltime. FM CP
Growing market \$750,000

Central, AM daytime, fulltime
authorization \$250,000

P.O. Box 82784
Tampa, Florida 33682

MILWAUKEE SCA CHANNELS FOR LEASE

Class B Milwaukee FM station. Excellent coverage of Milwaukee metro and beyond. Two SCA channels available immediately. Long term lease available. Call Dave Edwards, 414-229-4664.

Wanted to Buy Stations

We Are Seeking

. . . . Medium and Major Market FM's for select and financially-strong Corporate Clients. If you have considered selling your station, we would like to talk with you—in your city or at NAB-RADIO '88, September 14-17, Grand Hyatt Hotel, Washington.

J.T. Snowden, Jr.

SNOWDEN

Associates

919-355-0327

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS. CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted; Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue. Help Wanted, \$80 per inch. Situations Wanted, \$50 per inch. All other classifications \$100 per inch

For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Media

Appointments at C4 Media Cable Inc., Vienna, Va.: **Suzanne B. Etzold**, VP marketing, named executive VP; **Rory L. Test**, general manager mid-America region, to VP, operations; **Bradley T. Johnson**, associate attorney. McGuire, Woods & Battle, Washington, to VP, corporate development; **Luis Torres-Loeh**, director, international sales, Turner Program Services, Atlanta, to VP, international business; **John Laughlin**, director of finance, to assistant VP and controller; **Sylvia I. Salmon**, assistant director, of acquisitions, to director, acquisitions; **Michael Adamchak**, regional manager, Southeastern region, to general manager, mid-Atlantic region; **Leslie I. Guth**, assistant director of marketing, to director of marketing.

Stephen M. Godofsky, general manager, WRFX(FM) Kannapolis (Charlotte), N.C., named general manager, radio group, Metroplex Communications, Cleveland, which has bought WRFX(FM) subject to FCC approval and owns WKIX(AM)-WYLT(FM) Raleigh, N.C.; WFYV-FM Atlantic Beach, WNLT(FM) Clearwater, WHYI-FM Fort Lauderdale, WFYV(AM) Jacksonville, WYJO(FM) Mount Dora, WHBO(AM) Pinellas Park and WPRD(AM) Winter Park, all Florida, and pending FCC approval. WERE(AM)-WNCX(FM) Cleveland.

Paul Raymon, chairman, WAGA-TV Atlanta, forms Raymon Media Group Inc. for purpose of acquiring broadcast properties. Raymon will continue as chairman, WAGA-TV.

Bob Morhaim, news reporter and weekend anchor, WITI-TV Milwaukee, joins CBS Radio Networks, Affiliate Relations Department, southeast district director, New York.

Frank N. Moore, general sales manager, WVEL(AM) New Haven, Conn., appointed president and general manager, WANE-TV Fort Wayne, Ind.

Arton D. Downey, account executive, WSTM-TV Syracuse, N.Y., named general manager, WYBG(AM) Massena, N.Y.

Jtis Dunnagan, general sales manager, KVET(AM)-KASE(FM) Austin, Tex., named VP, general manager, KEYI-FM Austin.

Bob McCall, station manager, KITV(TV) Honolulu, joins WKOW-TV Madison, Wis., as general manager.

Donald V. Wilburn, general manager and general sales manager, WNTZ(TV) Natchez, Miss., named VP, general manager, WVAH-TV Charleston, W. Va.

Robert L. White, VP, general manager, KMGH-TV Denver, named VP, general manager, WSYX(TV) Columbus, Ohio.

Jinda Forrester, president, Martha's Vineyard Communications Inc., Vineyard Haven, Mass., adds duties as general manager, WMYV(FM) Tisbury, Mass.

Ken Kurtz, VP, news, WKYT-TV Lexington,

Ky., named director, long-range planning, for both WKYT-TV and WYMT-TV Hazard, Ky. **John Bobel**, television consultant, McHugh & Hoffman Inc., Washington, named VP, news, client and creative services.

Dick Cullom, director of operations, WWNC(AM)-WKSJ(FM) Asheville, N.C., named general manager.

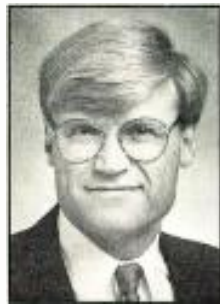
Frank Staley III, general manager, Century Cable TV, Santa Monica, Calif., named general manager, Bresnan Communications Co. cable system, Sault Ste. Marie, Mich.

Maria Zavarello, financial analyst, Federal National Mortgage Association, Washington, joins WWSB(TV) Sarasota, Fla., as business manager.

Bruce Beukelman, senior crew chief, KIRO-TV Seattle, named operations manager.

Craig Dorval, program director, noncommercial KPBS-FM San Diego, adds duties of acting station manager.

Marketing



Wilhite

Clayton Wilhite, managing director, D'Arcy, Masius, Benton & Bowles Inc., St. Louis, named president, D'Arcy, Masius, Benton & Bowles Inc., U.S.A. division. **Bill Salzman**, account executive, Gardner Advertising, St. Louis, and **Sheryl Smith Ferry**, account executive, Campbell-Mithun Esty Inc., join St. Louis office of DMB&B as account executives.

Appointments at J. Walter Thompson, New York: **Dennis Kuhr**, executive creative director and executive VP, J. Walter Thompson, Los Angeles, **Jeffrey White**, general manager and executive VP, J. Walter Thompson, Atlanta, and **Mike Lollis**, executive creative director and executive VP, J. Walter Thompson, Atlanta, named executive VP's of U.S. company.

James B. Lawrence, senior VP, managing director, Wells, Rich, Greene, Detroit, named executive VP, managing director.

Catherine Brower-Frangos, partner, Frangos, Smith, Wood & Partners, Chicago, joins CPM Inc., media management firm, Chicago, as media director.

Nicholas M. Bishop, media group head, McCann-Erickson, Sydney, Australia, named worldwide media manager, in agency's New York office.

Bennett A. Zier, Eastern regional manager, CBS Radio Representatives, New York, named VP, director of sales, New York. **Gloria Kostyrka**, sales manager, CBS Radio Re-

presentatives, Atlanta, named Eastern regional manager, New York. **Val Carolin**, account executive, CBS Radio Representatives, Atlanta, named sales manager there.

Ron Schruft, account executive, Harrington, Righter & Parsons Inc., Atlanta, named sales manager, newly opened Tampa, Fla., branch office. **Kathy Taylor**, sales team member, Katz Continental, San Francisco, joins San Francisco office, Harrington, Righter & Parsons, as account executive. **Janet Long**, account executive, Katz Continental, Los Angeles, joins green team, Harrington, Righter & Parsons, Los Angeles, as account executive.

David Newman, marketing manager, MTV Networks, New York, named director, MTV marketing. **Lisa Mihok**, manager, advertising, MTV Networks, named director, advertising, MTV Networks. **Norman Schoenfeld**, manager, retail merchandising, MTV Networks, named director, talent artist relations.

Robert Gainey, general sales manager, WOJY(FM) High Point, N.C., named general sales manager, WWMY(FM) Eden, N.C.

Tim Burke, local sales manager, WHAM(AM) Rochester, N.Y., joins WZSH(FM) South Bristol Township, N.Y., as general sales manager.

John Wade, executive director, March of Dimes, southern Minnesota chapter, Rochester, Minn., named local sales manager, KTTC(TV) Rochester.

Harrol A. Brauer III, national sales manager, WVEC-TV Hampton, Va., named local sales manager.

Mira Simon, national sales manager, KKHT(FM) Houston, named national sales manager, KJR(AM)-KLTX(FM) Seattle.

Scott Koondel, account executive, TeleRep Inc., New York, named national sales manager, WFTV(TV) Orlando, Fla.

Jay C. Rosenthal, account executive, MMT Sales Inc., New York, named sales manager, independent team B, MMT Sales division, New York.

Harvey Greenberg, executive producer, head, broadcast production, keye/donna/pearlstein, Los Angeles, named executive producer, head, broadcast production, Chiat/Day Inc. Advertising, San Francisco. **Doug Dickinson**, VP, account supervisor, Livingston & Co., Seattle, named management supervisor, Chiat/Day Inc., San Francisco. **John Greer**, senior VP, management supervisor, Grey Advertising, San Francisco, named management supervisor, Chiat/Day Inc., San Francisco.

Appointments at DDB Needham Worldwide, Washington: **Brett Robbs**, copywriter, named senior copywriter, creative group head; **Shirley Fee**, art director, Rosenthal, Green & Campbell, Bethesda, Md., named art director; **John Folger**, account coordinator, named assistant account executive.

Elpidio J. Caesar, account representative,

Southwestern Bell Media, New York, named account executive, WWPR(FM) New York.

Bill VanDeLaarschot, account manager, Creative Communications, Minneapolis, named account executive, Carmichael Lynch, Minneapolis. **Gregg Bender**, assistant account executive, Carmichael Lynch, Minneapolis, named account executive.

Cheryl Goick, territory sales manager, Coca Cola U.S.A., Denver, **Holly Kreidle**, account executive, KOA(AM)-KOAQ(FM) Denver, and **Joan Zabriskie**, account executive, KHOW(AM)-KSYY(FM) Denver, named account executives, KRZN(AM) Englewood, Colo., and KMJ(FM) Denver.

David Males, local and regional salesman, WFYF(TV) Watertown, N.Y., named account executive, WWNV-TV Watertown.

Patrick Amsbry, assistant media buyer, Flying A, advertising agency and media buying house, San Diego, named account executive, KFSD-FM San Diego. **Dana Marshall**, marketing, distribution and sales, Paramount Pictures, Los Angeles, named account executive, KFSD-FM.

Richard Grant, media traffic coordinator, Eisner & Associates, Baltimore, named assistant media planner. **Julie Brakus**, Towson State University, Baltimore, graduate, named print media buyer.

David Klein, sales trainee, Petry National, Los Angeles, named account executive.

Chris D'Ablemont, sales trainee, TeleRep, New York, named account executive, wildcat team, TeleRep, New York.

Cheryl Winer, account executive, Torbet Radio, New York, joins Premiere Radio Networks, New York, as account executive.

Erik Hellum, account executive, WDUZ-AM-FM Green Bay, Wis., named account executive, Katz Radio, Boston.

Carole Louie, media supervisor, Foote, Cone & Belding, Chicago, media supervisor, DDB Needham, Chicago.

Kevin Hayes, radio sales, WCXI(AM)-www(FM) Detroit, named account executive, WNIC(FM) Dearborn (Detroit), Mich. **Nick Guerra**, sales representative, Tandy Business, products division, Dearborn, named account executive, WNIC(FM).

Dave Michalak, creative supervisor, Campbell-Mithun Esty, Detroit, named creative group supervisor, W.B. Doner & Co., Detroit.

Chris Lancey, division manager, Central division, Group W. Productions, Chicago, named account executive, Blair Entertain-

ment, Los Angeles.

Carlton J. Coogan, sales, WCHS-TV Charleston, W. Va., named local account representative, WSAZ-TV Huntington, W. Va.

Brett Rateaver, sales assistant and trainee, Group W Radio Sales, Los Angeles, named account executive.

Robin Blair, assistant producer, Ellentuck & Springer Inc., Princeton, N.J., named agency producer.

David Kissell, media planner, DDB Needham, Chicago, named media supervisor, Chicago.

Programing

Appointments at Home Box Office, New York: **Robert Cooper**, chairman, Robert Cooper Entertainment, New York, named senior VP, HBO pictures; **Elizabeth Bruce**, director, area marketing group, HBO, New York, to VP, area marketing; **Marjorie Kalins**, senior VP, production and business affairs, Telecom Entertainment Inc., New York, to VP, production, East Coast, New York.



Ruhe

Jeffrey R. Ruhe, senior VP, King World, New York, named senior VP, executive producer, SportsChannel America.

Lisa Demberg, VP, cinema division, dick clark productions, Los Angeles, joins Elsboy Entertainment, Los Angeles, as executive VP.

Alan Sternfield, VP, current programs, program planning, Fox Broadcasting, Los Angeles, named VP, administration and planning, GTG Entertainment, Culver City, Calif.

Mark Reilly, senior account executive, advertising sales, ESPN Inc., Bristol, Conn., named director, international sales. **Michael Gannon**, senior account executive, named director, advertising sales, Eastern region.

David C. Logan, VP, marketing, ABC Radio Network, New York, named director, business development, D.I.R. Broadcasting Corp.

Susan Howarth, program director, noncommercial WNEB-TV and WNEQ-TV Buffalo, N.Y., named associate director, Arkansas

Educational Television Network, onway, Ark.

Philip D. Marella, director, business affairs, Worldvision Enterprises Inc., New York, named VP, legal and business affairs. **Noreen McGrath**, manager, research, national barter division, Camelot Entertainment sales, King World, New York, named director, marketing and strategic planning, Worldvision Enterprises Inc., New York.

Bruce Benson, head, computer division, Sun Radio Network Corp., Tampa, Fla., named general manager. **Jack Ellery**, talk personality, WFLA(AM) Tampa, named operations director, Sun Radio Network.

Paula L. Firestone, manager, network programming operations, Home Box Office, New York, named East Coast program administrator, ABC Entertainment, New York.

Cece Hugo, executive director, Marine World Foundation, San Francisco, named director, marketing and client services, Pacific Video Resources, San Francisco.

Dan DeVany, general manager, noncommercial WETA-FM Washington, relinquishes duties to become on-air host for station's *Sunday Morning* and producer.

Paul Bloomhardt, unit manager, WBZ-TV Boston, named production manager.

Richard D. Haase, program director, WHND(AM) Monroe, Mich., adds duties of manager, All Oldies Programming Services, Greater Media Inc., station licensee.

Appointments at The Investigative News Group, Tribune Entertainment, New York: **Bob Shapiro**, associate producer, *Geraldo*, to senior field producer; **Katin Fantus**, associate producer, *Geraldo*, to field producer; **Deborah Mitchell**, researcher, *Geraldo*, to field producer.

Sam Weaver, music director, WUSN(FM) Chicago, named program director, WAMO(AM) Pittsburgh.

Chuck Beck, assistant program/music director, KHYI(FM) Dallas, named program director, WDFX(FM) Detroit.

Harry Nelson, president, Harry Nelson Communications, Portland, Me., named program director, WROR(FM) Boston.

Julie Alstott, account representative, Film Craft Video, Southfield, Mich., named producer, The Covieo Co., Detroit.

Melinda Lawton, art director, WABC-TV New York, named design director, 525 Post Production, Hollywood, Calif.

Carole Orgel, licensing manager, MGM/UA, New York, named director of licensing, Turner Entertainment Co., New York.

News and Public Affairs

Larry McCoy, executive editor, CBS News, Radio, New York, named director, news, CBS Radio Networks, New York.

Dennis Wilden, national news director, NIWS Productions Inc., Culver City, Calif., named

Nielsen consolidation. Dun & Bradstreet's Consumer Marketing Information Group has taken certain operations of three main divisions, Nielsen Marketing Research, Nielsen Media Research and Donnelley Marketing, and combined those operations into single new division, Information Services and Technology, to be headed by Robert R. Brown, who will report to Dun & Bradstreet executive vice president, John C. Holt. Holt named new management board for group, to include Brown; Nielsen Media President Jim Lyons; Nielsen Marketing President Bert Kretch, and Donnelley Marketing President John Cleary. Also named to board, and reporting directly to Holt, are newly appointed senior vice presidents within Consumer Marketing Information Group: James W. Carter Jr., general counsel; Frank Polashock, finance and administration, and Kathryn Creech, communications. Creech said Information Services and Technology division would include such functions as "data collection; development of new technologies such as scanning devices, and development of software and systems."

director, marketing and sales operations.

Jon Wilkes, operations manager, WPOP(AM) Hartford, Conn., named director, news operations, FNN Business News, New York, newly formed radio network.



Guilmarten

Nance Guilmarten, communications director, WBZ-TV Boston, and director, public affairs and community relations, television group, Group W Television, named director, station relations and public affairs, Group W Television Stations, New York.

M. Kevin Trower, manager, media relations/communications, United Way, southwestern Pennsylvania, Pittsburgh, named public affairs manager, WTAE-TV Pittsburgh.

Jan McDaniel, news bureau chief, Chronicle Broadcasting, Washington, named executive news director, KAKE-TV Wichita, Kan.

Nancy Bauer, acting news director, KCST-TV San Diego, named news director.

Mike Cavender, assistant news director, WTVF(TV) Nashville, named news director.

Bob Feldman, manager, news operations, WPVI-TV Philadelphia, named news director, WTNH-TV New Haven, Conn.

Bob Navarro, news reporter, KNBC-TV Los Angeles, named news director, KVEA(TV) Corona, Calif.

Hal Brown, morning news anchor, XHTZ-FM San Diego, named news director, XETRA(AM) San Diego.

Nicole Szulc, correspondent, producer and bureau coordinator, Hispanic-American Broadcasting Corp., Washington, named producer and correspondent, *World Monitor*, television presentation of *The Christian Science Monitor*, Washington.

Michael W. Schilling, agriculture/general assignment reporter, Springfield Newspapers Inc., Springfield, Mo., joins KYTV(TV) Springfield, as news assignment editor.

Jac LeGoff, anchor, WDIV(TV) Detroit, named editorial director. **Nona Barbee**, substitute weekend anchor, WDIV(TV), named weekend anchor.

Becky Martinez, newscast producer, KABC-TV Los Angeles, named executive producer, news, KMGH-TV Denver.

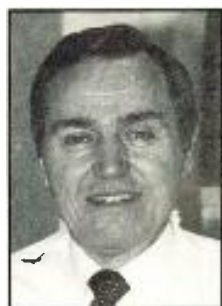
Raylena Fields, producer, WCAU-TV Philadelphia, named broadcast producer. *ABC World News This Morning*, New York.

Rob Johnson, general assignment reporter, WSAZ-TV Huntington, W. Va., named anchor and producer.

Jennifer Johnson, general assignment reporter and weekend anchor, WGME-TV Portland, Me., named general assignment reporter, WBAL-TV Baltimore.

Christopher Paul, graduate, Kutztown University, Kutztown, Pa., named county reporter, WLYH-TV Lancaster, Pa.

Technology



Miller

Howard N. Miller, VP, broadcast operations and engineering, Public Broadcasting Service, Washington, named senior VP, broadcast operations and engineering. Miller will fill vacancy left by Richard Green, who is joining Cable Television Laboratories Inc.

Michael J. Gallegos, executive assistant, chief operating officer, MultiComm Telecommunications Corp., Arlington, Va., satellite distributor of audio, video and data, named director, command center operations. **David L. Wilcox**, director, operations, technical support, named executive director, operations, technical support.

Appointments at C4 Media Cable Inc., Vienna, Va.: **Frederick A. Frank**, director of engineering, to VP engineering; **Scott A. Madison**, corporate engineer and acting general manager, C4 Media Cable, Huron, Mich., to regional engineer, mid-Atlantic region; **Wayne H. Schneider**, regional engineer, Southeastern region, to regional engineer, mid-America region.

Tadashi Hirakoa, marketing coordinator, pro-

fessional electronics division, Mitsubishi Electric Sales America Inc., Piscataway, N.J., named marketing manager.

Stuart Jagoda, maintenance engineer, Worldwide Television News Corp., New York, named chief engineer for U.S. facilities.

John Daniel Sessler, chief engineer and salesman, WEEJ(FM) Port Charlotte, Fla., named radio district sales manager, Harris Corp.

Larry White, chief engineer, KOAM-TV Pittsburg, Kan., named chief engineer, KLST(TV) San Angelo, Tex.

Promotion and PR

Peter Roussel, special assistant and deputy press secretary, President Reagan, named senior VP, public affairs, Rogers & Cowan Inc., public relations firm, Washington.

Harry Prestanski, VP, general manager, CMF&Z Public Relations, Cedar Rapids, Iowa, named VP, managing director, public relations division, Carmichael Lynch, Minneapolis.

Jack Womack, assignment editor, CNN, Atlanta, named manager, public relations, news division, Turner Broadcasting System.

Rob Saffer, account supervisor, Ketchum

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Public Relations, named manager, corporate communications, MTV Networks, New York.

Sue Raymer, VP, marketing services, Harmony Gold, international syndication firm, Los Angeles, named promotion manager, KCST-TV San Diego.

Sandy Strange, public relations account manager, Keller-Crescent Co., Evansville, Ind., named senior public relations account manager.

Carol Radel, publicist, Publicity Services Inc., New York, named manager and account executive.

Kevin Morrow, advertising and promotion manager, Public Broadcasting Council of Central New York, named promotion manager, noncommercial WAER(FM) Syracuse, N.Y.

Maureen Duffy, promotion director, WMMS(FM) Cleveland, named press publicity coordinator, WUAB(TV) Cleveland.

Lisa Fogleman, production director and announcer, WNGS(FM) West Palm Beach, Fla., joins WFMT(FM) Chicago as sales promotion coordinator.

Jacqueline Dieng, executive director, Broward Community Housing Resource Board, Fort Lauderdale, Fla., joins non-commercial WSFP-FM Fort Meyers, Fla., as promotion manager.

Watson Courtenay, executive producer, KUSA-TV Denver, joins WAVE-TV Louisville, Ky., as advertising/promotion director.

Holland McDaniel, promotion director, KMSS-TV Shreveport, La., joins KDNL-TV Saint Louis, Mo., as promotion manager.

Stephanie Cassell, writer-producer, lifestyle and entertainment segments, MTV Network, New York, joins WWOR-TV Secaucus, N.J., as writer-producer, creative service department.

Monica Worth, public relations and fundraising consultant, Washington, joins non-commercial WAMU(FM) there as development consultant.

Allied Fields

J. Richard Carr and Christopher J. Reynolds, former partners, Dempsey & Koplovitz, Washington, join Peper, Martin, Jensen, Maichel & Hetlage, Washington law firm, as partners.

Salvatore J. Iannucci, partner, Bushkin, Gaims, Gaines & Jonas, Los Angeles, named executive VP, Worldwide Entertainment division, Korn/Ferry International, executive search firm, Los Angeles.

Dave Nichols, operations manager, WLAC-AM-FM Nashville, joins Film House Inc., creator, marketing campaigns for radio stations, Nashville, as marketing director.

Cherie Harlow, assistant art director, *MacNeill/Lehrer NewsHour*, New York, joins Teleduction Associates Inc. as art director, to form new venture, Telegrafix Inc., Wilmington, Del., television graphics production company.

Elizabeth Curran, research director, Burns Media Consultants, Studio City, Calif., named VP, research director. **Sarina Araujo**, operations director, named VP, operations.

David G. Rozelle, partner, Fletcher, Heald & Hildreth, Washington, joins InterMedia Capital Management, limited partnership, cable television and newspaper property investment firm, San Francisco.

Charles F. Thompson, editorial director, KYW-AM-TV Philadelphia, elected president, National Broadcast Editorial Association, Rockville, Md.

Terry Drucker, director, research, CBS Radio Representatives, New York, named chairman, Procedures Review Sub-Committee, Radio Advertising Bureau, GOAL Committee. **Richard Betzen**, territory supervisor, Radio Advertising Bureau, Dallas, named regional director.

Mary P. Dickson, director, accounting, National Association of Broadcasters, Washington, named VP, comptroller. **F. Russel Wood**, VP, general manager, KSL(AM) Salt Lake City, appointed to fill vacant board seat, radio board of directors, NAB.



Polich

William H. Jamieson, independent marketing research and communications consultant, named executive VP, R.H. Bruskin Associates, New Brunswick, N.J.

Michael Samolis, research manager, KSMG(FM) Seguin, Tex., named research manager, American Media Inc., radio group headquartered in San Francisco. Samolis will open office in San Antonio, Tex.

Lauren J. Belvin, senior legal adviser to former FCC Commissioner Mimi Weyforth Dawson, Washington, joins Blackwell, Sanders, Matheny, Weary & Lombardi, Kansas City, Mo., as counsel for telecommunications law.

Deaths



Bingham

George Bingham Sr., 82, former newspaper publisher and broadcaster, died of brain tumor Aug. 15 at his Glenview, Ky., home. Bingham began his career on staff at WHAS (AM) Louisville, Ky. He then moved to newsroom of *Louisville Courier-Journal* and *Louisville Times*. Bingham became co-publisher of family-owned *Courier-Journal* in 1936 along with his father, Judge Robert Worth Bingham. His duties as publisher included direct supervision over WHAS(AM), also owned by his father. Bingham's media holdings continued to expand, until 1986, when, citing "divergent interests" of his children, Bingham decided to sell all properties, including: *Louisville Courier-Journal* and *Louisville Times*; WHAS-AM-TV, and WAMZ(FM), all Louisville. Bingham is survived by his wife, Mary, one son and two daughters.

Harold Guy Cowgill, 87, broadcaster and lawyer, died May 9 in Pitt Memorial Hospital, Greenville, N.C. Cowgill's career in broadcasting began in FCC, where he became chief of Broadcast Bureau. After brief time in private law practice in Washington, Cowgill joined Prairie Television Co., Decatur, Ill., and started WTVP(TV) Decatur. He is survived by daughter.

Phil Monroe, 71, animator and director, died of pancreatic cancer, July 13 at Los Robles Regional Medical Center, Los Angeles. Monroe began long association with Warner Bros. while still in high school. By 1937, he was full-fledged member of animation studio. He joined military for two-year stint in U.S. Army motion picture unit, 1943-1945. He returned to Warner Bros. and collaborated on many animated shorts, including: *Robin Hood Daffy* and *What's Opera Doc?* He left studio again in 1960's to head animation division, Leo Burnett Advertising Agency. Monroe joined Chuck Jones Enterprises in 1970's and collaborated on *How the Grinch Stole Christmas*. He subsequently returned to Warner Bros. and contributed to many more feature animations up until early 1988. He is survived by his wife, Beverly, and one son.

Samir E. Fares, 56, advertising executive, died in Dubai, United Arab Emirates. Fares was senior VP and world president-elect of International Advertising Association. He also served as chairman and chief executive officer of own firm, Amacom International, Dubai.

Marv Richfield, 61, former advertising agency executive, died of heart attack July 16 at his home. He founded Spot Quotations and Data Inc., Briarcliff Manor, N.Y., computer-based information source for advertising and TV programming distribution. He is survived by wife, Judith, one daughter and one son.

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TV for fun and nonprofit

David Brugger entered public broadcasting in 1967, the same year President Lyndon Johnson's administration passed the first Public Telecommunications Act, establishing the Corporation for Public Broadcasting and setting the stage for the local-to-national evolution of noncommercial radio and TV, and of Brugger. But at the time, says the president of the National Association of Public Television Stations, the politics of broadcasting stood at the margins of his interest. He was too busy pursuing a teenage obsession. He wanted to make radio and TV, not talk about it.

The word "reserved" comes to mind at a first encounter with Brugger in his spare Washington office. But a warming trend sets in upon notice of the family photos and the picture of "public TV's patron saints"—the Three Stooges.

Having left a CPB vice presidency last January to head NAPTS, Brugger has found himself in the midst of this summer's system infighting over Senate proposals to restructure public broadcasting, testifying on the Hill and participating in negotiations with a group of independent producers disappointed with public TV's record of support.

On those subjects, Brugger is unemotional but clear in his convictions. But of his experiences in the trenches, putting on the shows, his speech modulates with good feeling. A self-starting writer of press releases for his early school and civic groups, Brugger "started hanging around radio stations" during high school, waiting for one job, and then another, to open up. "I always believed that the only way you were going to get a job, because it was so competitive, was to make yourself available. Doing what you can where you can and waiting for an opportunity." These days, he says, "I'm accused of not going home. Showing up is easy."

Volunteer work for Duquesne University's WDUQ(FM) and commercial KDKA-TV, both in Pittsburgh, was followed by a graduate school internship at WCBS-TV New York, and in all cases it was production work, at first in newsrooms, to which he gravitated. But by his graduation, his enthusiasm for commercial television had become somewhat dulled. "I watched the news and I liked that part of it, but there wasn't that much production going on." KDKA-TV expanded from 15-minute to half-hour news, but it still seemed that three people read copy, a few clips were run and it was over. "I looked around, and all the production—and where people really had the opportunities—was in public broadcasting. I wanted to get in at a level where I could grow with them, and it worked out well."

Directly following graduation from Brooklyn College's broadcasting management program, the search for the opportunity to produce programs took Brugger from



DAVID JOHN BRUGGER—president, National Association of Public Television Stations, Washington; b. Feb. 5, 1943, Bethlehem, Pa., B.A., radio-television journalism, Duquesne University, Pittsburgh, 1965; M.S., broadcasting management, Brooklyn College, 1967; producer-director, KDPS-TV-FM Des Moines, Iowa, 1967-68; executive producer, KDIN-TV Des Moines, 1970-1977; general manager, WUFT-TV-FM Gainesville, Fla., 1977-1981; director, broadcast services, Corporation for Public Broadcasting, 1981-83, vice president, telecommunications, 1983-87, senior vice president, 1987; present position since January 1988. m. Joanne Strouf, Oct. 16, 1973.

the Big Apple to a drastically different setting. A federal grant allowed Des Moines public school system's KDPS(TV) to produce three hours of its own children's programming each weekday afternoon, and he jumped right in. "Live programming was still common. What they saw was what they got—every day. The videotape was rolling, and you got somebody out of the studio, and you got somebody in."

It was a budget-stretching experience that also stretched his imagination and gave him a firsthand taste of community broadcasting.

Although never the majority of the schedule, local production was an every-day affair. The station acquired a mix of National Educational Television's programming and commercial product from film companies like Encyclopaedia Britannica and McGraw-Hill and "tried to tie it all to what the kids were actually learning in school," he recalls. In between *Mr. Rogers*, "we had puppet shows, involved kids from the community—started a membership club, including membership cards and coins and things like that, to get their involvement. We had a monitor in every classroom. If they were studying American Indians of the South-

west, we had a film on it. They had calendars geared to the classroom and station schedules, and teachers were using it. It was really fun," he says.

At KDIN-TV Des Moines, Brugger expanded into public affairs and other kinds of program production, winning an NET award and becoming executive producer at the station that would shortly become the flagship of the Iowa Public Broadcasting Network. By 1970, he had become that network's operations manager and administration director, positions that provided a small-scale foretaste of his current job representing all the public television stations' interests in Washington. He became familiar with responding to the needs of a number of stations, all sharing the common cause of producing and distributing public-educational programming, yet each with its distinct needs.

The theme of community expanded with the scope of a job that blended contract negotiations and "just making sure everything was running smoothly," including production, public relations, daily technical operations, "the graphics, the film—all the things that have to go into the programs." The network's flagship station moved from a school to a larger warehouse, and Brugger participated in the acquisition and installation of towers, translators and production facilities. "The problem was we were growing very quickly, trying to tie a lot of things together."

After 10 years in Iowa, he had overseen KDIN's acquisition of a satellite receiver and, "anxious to sort of do it my way," he became general manager of the University of Florida's WUFT-FM-TV. A new dean at the college wanted to "remake the station, and that's what we did," until Brugger received a call from Washington. The Corporation for Public Broadcasting was reorganizing and wanted the man who had grown with the system to evaluate both the radio and TV sides of Washington operations. "I took a leave of absence from the university with the idea that I would do whatever they needed me to do and then I would go back and be a station manager." But the National Public Radio financial crisis came up, and he extended his leave by a year, and then another year, until he finally said, "This is crazy. It doesn't look like I'm coming back." He became CPB vice president, then senior vice president, telecommunications, overseeing policy development and planning, science and technology and other departments along the way.

If the stations, producers and Washington are sometimes estranged, Brugger's experience on those playing fields could have the power to bridge the gaps. Yet his practical views of how the system does and can work may best serve him and the broadcasters he represents. Having 240 million shareholders in public TV, he says, "makes for a big meeting."

U.S. District Court Judge Robert H. Hall ruled last week in Atlanta that compulsory cable copyright license does not cover Satellite Broadcast Network's satellite transmission of broadcast signals to backyard dish owners, exposing SBN's service to full copyright liability. "The clear statutory definition of 'cable system' contained in the Copyright Act [of 1976] indicates that SBN is not a cable system entitled to a compulsory license to retransmit broadcast signal is free from copyright liability," Judge Hall wrote in 26-page opinion. "In addition, even if SBN could be construed as a 'cable system'...it is not entitled to a compulsory license because its carriage of secondary transmissions is not permissible under the rules...of the FCC." In December 1986, SBN put three network-affiliate broadcast signals on satellite—WXIA-TV Atlanta (NBC), CBS's WBBM-TV Chicago and ABC's WABC-TV New York—and began charging dish owners to receive them. SBN started business without getting permission from three stations, arguing that its satellite service was "cable system" under Copyright Act and, thus, was able to retransmit broadcast signals to homes as long as it paid semiannual compulsory license fees. NBC, NBC Television Affiliates and Gannett's WXIA-TV challenged SBN's interpretation in Atlanta; CBS and ABC, in New York. Parties to Atlanta case are awaiting judgment in case. In prepared statement, Todd Hardy, SBN executive VP-general counsel, said SBN planned to appeal. "We knew this was going to be a long and difficult fight." Decision affects ability of other superstation carriers to sell to home dishes as well, he said. "We expect the entire satellite dish industry to join with us in this historic battle." In light of decision, Hardy said, legislation (H.R. 2428) that would create compulsory license for satellite distribution of broadcast signals is more timely than ever. Legislation would limit distribution of network-affiliate signals to areas underserved by network signals, but that is acceptable to SBN, which sees such "white areas" as principal market. Bill, now hung up in jurisdictional dispute with House Energy and Commerce Chairman John Dingell (D-Mich.), has support of SBN and networks.

King World-broadcaster program development consortium met for first time last week in Chicago and while syndicator King World was mum on outcome, word was uniformly positive from Group W, Gillett and Post-Newsweek programing executives in attendance. Gathering, which also included consortium members King Broadcasting and Scripps Howard (last-minute hitch kept Midwest Communications from attending), was said to have reviewed seven or eight show proposals from producers for prospective on-air testing prior to national syndication. One prospect is show on young people's problems hosted by former *Diff'rent Strokes* star Gary Coleman. Whether first projects will reach air soon is not known, but group hopes to have product ready to pitch at NATPE convention next January.

Broadcasters and cable operators alike asked FCC last week to make changes in syndicated exclusivity rules before they become final. Not surprisingly, suggested changes pull FCC in different directions. Rules, adopted last May, empower TV stations to enforce exclusivity of syndicated programing against cable system bringing in duplicative programing on distant signals. Due to transition period, syndex rules are not set to take effect until Aug. 18, 1989. National Cable Television Association and group of cable operators assembled by Washington law firm Cole, Raywid & Braverman asked FCC to do away with rules altogether, but said, at very least, changes should be made. NCTA said transition period should be at least two years; Cole, Raywid group said it should be at least three. NAB and Association of Independent Television Stations strongly favor rules, but also offered changes. Both said they believe broadcasters should be able to enforce exclusivity of programing obtain under all existing contracts, not just new ones and ones specifically granting exclusivity against cable. On other hand, Turner Broadcasting System, owner of WTBS-TV Atlanta, widely carried distant signal, said rules should not apply to any existing contracts. Tribune Broadcasting, owner of WGN-TV Chicago, another popular distant signal, joined Cole, Raywid group in calling for transition three-year transition period.

FCC approved settlement agreement allowing RKO General to sell WGMS-AM-FM Washington for \$33,885,000 to Classical Acquisition Partnership, joint venture of VerStandig Broadcasting, Washington-based group of three AM's and three FM's owned by John VerStandig and family and Mitchell and Steven Raes, Washington businessmen with no other broadcast interests. Commission decided earlier to allow settlements of KHJ-TV Los Angeles and WHBQ(AM) Memphis—and encouraged further settlements—without resolving RKO appeal of ALJ's decision to revoke licenses (BROADCASTING, July 25). Commissioner Patricia Diaz Dennis dissented from that decision as well as WGMS decision, calling action "an unfortunately short-sighted short-circuiting of established commission policy." WGMS has been called country's premier classical station by broadcasters and VerStandig has promised not to change format.

New York-based Spanish Broadcasting System has announced proposed purchase of WEVD(FM) New York from Forward Association Inc. Proposal involves SBS offering Forward "substantial cash payment" and "swapping" WFAN(AM) New York for FM station. SBS negotiated \$23-million purchase of WFAN last June from Emmis Broadcasting, when latter was forced to divest station. SBS said that its plans, pending FCC approval, are to complete WFAN purchase from Emmis and then immediately transfer ownership to Forward. WEVD would then transfer its call letters and programing to AM frequency, and SBS would inaugurate new programing and call letters WSKQ(FM) on FM. Forward's WEVD has maintained potpourri format including big band, Jewish and foreign language programing. SBS currently owns five Spanish-language stations: KSKQ-AM-FM Los Angeles, WCMQ-AM-FM Miami and WSKQ(AM) New York.

With writers' strike over, Fox Broadcasting Co. is gearing up for new season. *Angels '88* series is currently in preproduction and starts production in January 1989. Show's title will now be *Angels: City Court*, Stephen J. Cannell product, is in preproduction. *Beyond Tomorrow*, one-hour series, debuts on Saturday, Sept. 10, at 9-10 p.m. Premiere dates for *Angels* and *City Court* have not been set.

Three-judge panel of U.S. Court of Appeals in Washington ordered FCC to hold hearing on renewal of licenses of KWIC-AM-FM Beaumont, Tex., on charges of race discrimination and failing to meet FCC's equal employment opportunity guidelines. Beaumont affiliate of National Black Media Coalition had leveled charges in 1983 in petition to deny stations' renewal. FCC dismissed petition without hearing, although it granted Pyle Communications Inc. short-term renewal with requirement that it file two special EEO reports. In opinion, Judge Abner J. Mikva said FCC decision not to hold hearing was inconsistent with its obligation under Communications Act. "The record evidence...raises troubling questions that remain unresolved about whether the licensee practiced intentional employment discrimination," he wrote. "The commission acted unreasonably when it pronounced itself satisfied on these points based entirely on the licensee's sketchy and sometimes contradictory explanations."

Tribune Co. said it was setting up network to sell advertising in TV sections of 33 Sunday newspapers. Network is intended to compete against *TV Guide*, which will soon be acquired by News Corp. Ltd., owner of Fox Broadcasting Co. Estimated combined circulation for participating newspapers is 19.8 million, compared to average circulation of 17 million for *TV Guide*.

California Cable Television Association, in comments filed at FCC, supports GTE's application for construction of fiber optic test in Cerritos, Calif., but opposes telco's coaxial application. CCTA said fiber proposal to serve 105 homes for five-year period is reasonable. But it says cable application to serve 16,000 homes for 15 years goes beyond what is needed for test. CCTA points out that GTE has pulled back from "video on demand" test on coax plant in original application, to proposing "near video on

mand" in latest filings. CCTA said even with "near video on demand" GTE can test concept from independent cable operator town, without owning wire. National Cable Television Association took different tack in its comments, saying fiber application should not be granted before commission reviews challenges to original approval of GTE's plans to build coaxial plant Cerritos.

Connecticut-based **Titan Entertainment**, division of Titan Sports Co., has been retained by Victory Promotions as **exclusive distributor and marketer of pay-per-view, closed circuit and internal presentations of Nov. 7 Sugar Ray Leonard-Donny Lalonde boxing match** at Caesars Palace, Las Vegas. Scheduled 12-round (it heavyweight fight and super middleweight title main event) will air at 10:45 p.m. NYT. Titan said PPV event, expected to exceed 11 million addressable homes, will carry \$29.95 suggested retail price. Tickets for 15,300 seats at event, estimated by Caesars to gross about \$8.6 million at gate, will cost between \$500 and \$1,000 each. Promoters for match, sponsored by Dolph Coors Brewing Co., said boxers are guaranteed unspecified split of more than \$20 million. Match will be Leonard's first since April 1987. Fight will not air live on any radio station, according to Victory Promotions, who is presenting event in association with Caesars.

20/20 Television's new morning news entry in New York dropped BS's This Morning from perennial third-place to fourth last Tuesday (Aug. 16). *Good Day New York*, on Fox's WNYW(TV) New York, beat *This Morning's* 1.5 rating/9 share with 1.6/9, according to Nielsen overnight numbers. Show debuted two weeks before, replacing WNYW's children's programming with combination of news, local live remotes and guest spots. Also last week, 20/20 Broadcasting's *America's Most Wanted* hit highest rating yet for any Fox series, breaking into rankings of top 50 prime time shows with 7.9 rating/16 share for week of Aug. 8-14. Fox's struggling *Late Show* last week scored its first 2-plus weekly rating average since Arsenio Hall left host slot late last year. Show had been averaging 1.6 rating.

Spanish Television News Network, new Spanish-language cable channel that will program news, sports and entertainment, **plans to launch on U.S. cable systems in November**. Sherman Hildman, investor and "marketing consultant" in project, said that one million Hispanic subscribers are expected to be on board at that time. STNN will pay U.S. cable systems seven-and-a-half cents per subscriber to carry channel. STNN is owned by Multimedia Television Inc., which operates WSJN-TV San Juan, P.R. Major investor in new service is Telefonica Espana, telephone monopoly in Spain. STNN's first-year operating costs are estimated at \$25 million. STNN will operate six bureaus in U.S. and five in Central America, South America and Europe. Channel will also utilize EFE, Spanish news service. STNN will be second 24-hour Spanish language news service. On Sept. 1, STNN will introduce ECO on network of 300 cable affiliates. STNN-Telemundo feeds half-hour Spanish language newscast twice daily on national and international basis.

Laurentiis Entertainment Group Inc. filed last Tuesday (Aug. 15) **for protection from creditors under Chapter 11 of federal bankruptcy laws**. Company had said week before that failure of its \$65 million debt restructuring plan might lead it to Chapter 11 filing. Company listed \$199.7 million in liabilities and \$163 million in assets.

Tele-Communications Inc. has dropped KTVX(TV) Salt Lake City from its systems in Montana and Wyoming, stemming from disagreement over carriage and lease arrangement with TCI subsidiary, Western Tele-Communications Inc. (BROADCASTING, July 11). TCI plans to add Denver ABC affiliate, KUSA-TV, from Netlink package, on systems without ABC affiliate, or Turner Network Television, on systems already carrying ABC affiliate. Dispute began when KVTX linked renewal of lease for WTCI microwave site to TCI committing to on-channel carriage of KTVX in

surrounding states. WTCI has since moved microwave site off KVTX land, and TCI moved last week to drop KTVX signals. Company said KTVX continues to be carried on TCI systems within Utah. TCI has about 165,000 subscribers in Montana and Wyoming.

Anchor for WWL-TV New Orleans, Garland Robinette, who was to cover Republican convention in New Orleans last week, had credentials revoked after he entered Superdome with gun in his briefcase. Gun set off metal detector. Robinette, with WWL-TV for 16 years, said he forgot gun was there, and that he carries weapon, for which he has license, because he has received threats. Robinette admitted he has received many inquiries from colleagues, but, he said, if what happened to him is big news, "it must be a boring convention."

Vestron Inc. has entered into agreement to establish \$100 million secured revolving credit facility at Security Pacific Merchant Bank. Vestron's chairman and CEO, Austin Furst, said credit facility was essential element in financing company's expansion of its role as motion picture distributor.

Bishop Tutu World Peace Concert has been canceled (see page 58), it was announced by Mitchell Productions late last week. Slow ticket sales and reluctance of some of financial backers to follow through with support are apparent reasons. LBS Communications Inc. was worldwide distributor for event.

ABC affiliate WCVB(TV) Boston has announced that it will run off-network *The Cosby Show* on weekends, with triple run on Saturdays and double run on Sundays, starting Oct. 8. Most stations are running show as weekday strip leading into local news, but WCVB ruled that out because of success it has with *Donahue*, followed by *Oprah*, from 4 to 6 p.m., leading into news. On Saturday, station will air two episodes of *Cosby* at 7-8, followed by syndicated *Star Trek* at 8-9, preempting ABC's new series, *Murphy's Law*. With network series preemption, station does not afoul of prime time access rule. Third run will be at 11:30 p.m. On Sunday, program will air at 6:30 and 11:30 p.m. *Cosby* distributor Viacom, commenting last week, said it had no problem with station's scheduling of show.

Viacom update

Viacom Chairman Sumner Redstone and President Frank Biondi emphasized last week that "there will no other liquidations" beyond those currently planned to finance the company's \$2.4-billion bank debt.

Discussions with six cable operators about the sale of up to 50% of Showtime/The Movie Channel are now at their "highest pace," Biondi said. That sale is expected to bring in \$250 million. Viacom is selling that interest in units of 2.5% (\$12.5 million) and 5% (\$25 million). Cablevision's recent purchase of a 5% interest in S/TMC includes an option for the purchase of additional interest. Biondi said that Cablevision had been interested in buying an even larger share of the channel but that Viacom wants to keep any single MSO's stake in the channel relatively small to give other systems more incentive to promote and distribute the channel.

On the subject of Viacom's sale of cable systems in Long Island, N.Y., and Cleveland last week to Cablevision, (see page 45), Biondi said some telephone companies had made their interest known as buyers.

Beyond the two cable systems and S/TMC, Viacom also has WWIT-TV New Britain, Conn., on the block. Redstone said that station could sell for \$150 million-\$160 million. Biondi also said that the proposed merger of Viacom's pay-per-view service, Viewer's Choice, with Home Premiere Television is "pretty far down the road."

Editorials

Fish nor fowl

Technically, a satellite programing distributor is not a cable system. That is the way a district court read the law in concluding that Satellite Broadcast Networks Inc.'s satellite retransmission of network affiliate broadcast signals was a violation of the Copyright Act. Technically, the court is surely correct. But that does not answer the question of whether it should be classified as such for the purposes of broadcast signal retransmission.

The court ruled against SBN, but in such a way as to indicate there is still some confusion about the place of satellite distributors in the media universe.

In arguing its right to retransmit the signals of network affiliates, specifically NBC affiliate WXIA-TV Atlanta—challenged as copyright infringement by NBC and Gannett, which owns the station—SBN claimed that its service is similar enough to cable's to warrant its inclusion under cable's compulsory license, which permits retransmission for a fee. To meet the other test for qualifying for the compulsory license—that the signal carried be "permissible" under the FCC carriage rules—SBN argued that it was not a cable system under the Cable Act and, thus, exempt from the rules.

On the face of it, it would seem unlikely that the court would let SBN have it both ways. In fact, it did, only in reverse. According to the court's reading of the law, SBN was not technically a cable system for purposes of the Copyright Act but was under the definition of the Cable Act. Put another way: SBN hoped it would win the case by convincing the court that it was and wasn't a cable system. But it lost the case because the court ruled it wasn't and was. It does not take a legal scholar to see that some clarification is needed.

Needed: a critical mass

A year ago last May, this page suggested that if the Corporation for Public Broadcasting were broken, it should be fixed. Senator Daniel Inouye (D-Hawaii) and his Senate Communications Subcommittee, who believe it to be in need of repair, are attempting to achieve that end by taking most of CPB's programing money away. We're not at all sure that is the right solution, but considering that public broadcasting of late has been doing a fair impression of the bickering Bickersons, the legislature can hardly be blamed for trying to do something.

Recounting 15 years of political infighting at CPB and sounding the "principle of localism" in its S. 2114 report, Inouye's Senate Communications Committee has spelled out its intention to deal what CPB feels would be a knockout punch—codifying a fund allocation system that would give CPB only 5%, rather than the current 25%, of federal public TV funds (BROADCASTING, Aug. 15), and putting the balance in the hands of stations in the form of national programing production and acquisition grants. Had that policy been in effect this year, notes CPB, its television program fund budget would be around \$7 million, not the current \$35 million—a blow that would warrant at least a standing eight count.

Although the nearly \$30 million in question is only a fraction of public TV's billion-dollar fund pool, the figure is closer to a third of the amount spent on national programing. CPB says there's a danger that the system's 322 stations will go 322 different directions with the money. The stations say that they already successfully pool their national programing dollars through a variety of other mechanisms and that, as the system is

now set up, CPB merely waits to see which continuing series the stations support before committing its funds to those programs—the evidence of which helped lead the Senate to propose moving those dollars directly into local hands.

We applaud any effort to clarify who does what in public broadcasting. But spreading the money among the stations, just to have them pool it again, makes for only a different variety of muddy water.

PBS programing has established a viable, willing-to-pay audience for children's educational, literary, documentary, public affairs and cultural programing that contributes more dollar support than does Washington. Cable programers such as Arts & Entertainment, The Discovery Channel and Bravo, all reliant upon what has been "signature" PBS programing and with much more money to spend, have begun to serve segments of that same audience. And cable is not alone in liking PBS programing well enough to follow its lead—note ratings-driven decisions by a syndicator and major market broadcaster to air former PBS mini-series acquisitions, *Brideshead Revisited* and *Jewel in the Crown* (BROADCASTING, Aug. 1).

Congressional confidence in public TV's bang for a buck—both houses are recommending increased funding—and in its potential for remaining a contender in a competitive field without betraying its own causes, may be well-founded. But "the principle of localism" remains the enemy within. The stations both resent and need the PBS I.D. They are acknowledging the inefficiency of current money-pooling methods and have created a task force to find a way to streamline the process. They also appear ready to reinstate some common carriage of the prime time PBS schedule. An increasingly competitive market may leave them no other recourse. Yet method should follow mission, not vice versa, and the mission needs rearticulation.

As the stations' willingness to pool their resources indicates, it is not the centralized decision-making function of CPB that is somehow a threat to local initiation of national programing, but rather the political squabbling and factionalism that impede that decision making, in the process wasting valuable time and energy. Apportioning the pie only to have it reassembled somewhere else seems also a wasteful redundancy.

Whatever the remedy, one is clearly needed. Considering the competition, particularly from cable, for public broadcasting's target audience, a house divided could ultimately become a house of cards.



Drawn for BROADCASTING by Jack Schmidt

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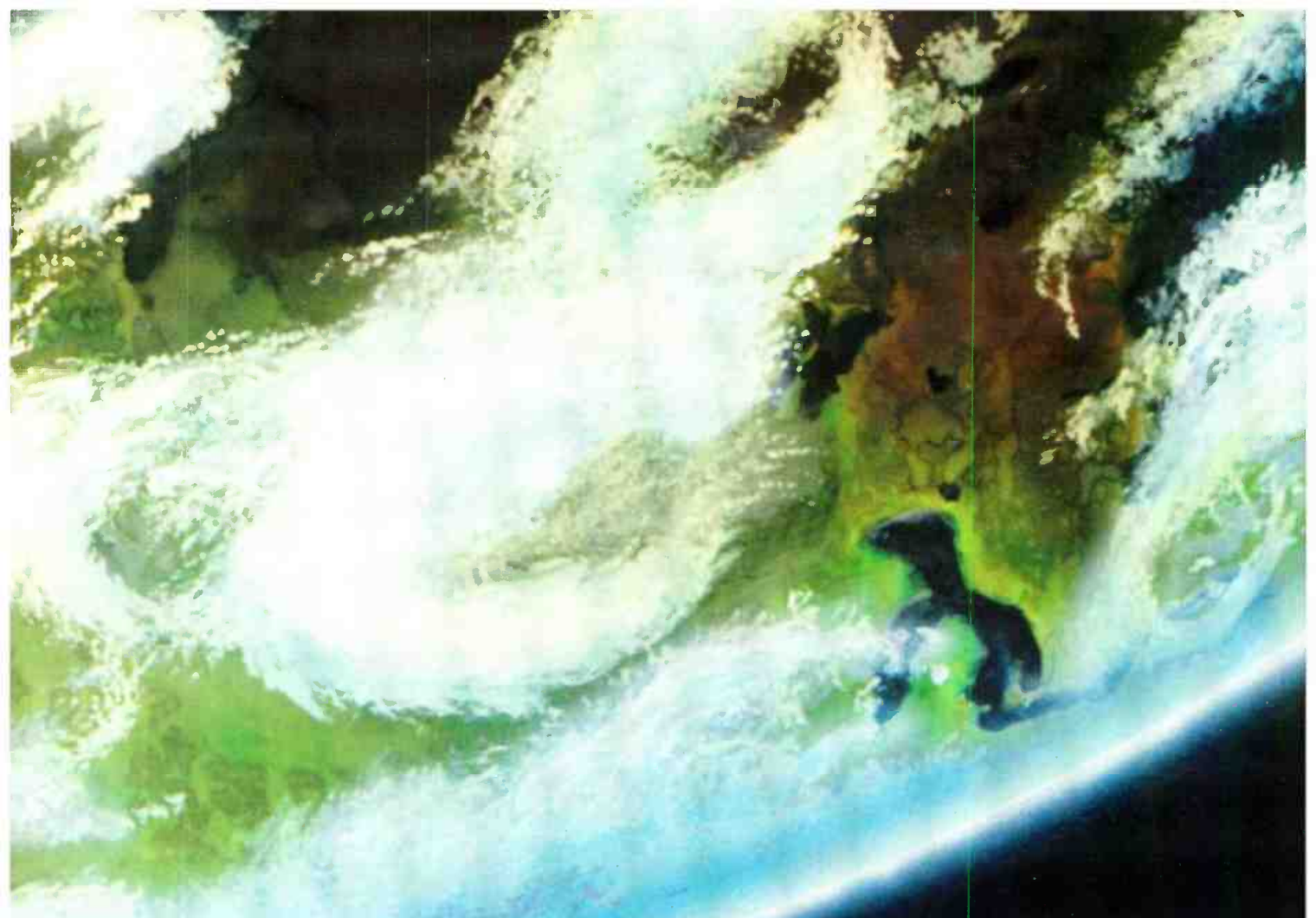
America's smokers travel by land, by air, by sea. They travel far and wide. During the summer, resort hotels alone will welcome 5 million smokers and their families. More than 7.5 million will travel the U.S.A. More than 2 million will head overseas. And 5 million will take to the air. Spring, summer, winter and fall, smokers keep the travel industry of America occupied.

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