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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting May 25

May 25, 1987

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The Philadelphia Inquirer  
Akira Suwa for "Inside Khadafy's Libya"  
(Best photographic reporting from abroad  
for newspapers and/or wire services)  
First Prize

The 1986 Overseas Press Club Award  
The San Jose Mercury News  
Evelyn Richards and Lew Simons for  
"The Trade War: Why Japan is Winning"  
(Best business and/or economic reporting  
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First Prize

The 1986 Overseas Press Club Award  
The Detroit Free Press  
David Turnley for his photos from South Africa  
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Honorable Mention

The 1986 Overseas Press Club Award  
The Philadelphia Inquirer  
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# Broadcasting **May 25**

## Peace talks among cable-broadcast-Hollywood Coverage from NCTA 87 and CBS affiliates Justice taking second look at MSO-Turner deal

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## Realignment of forces

WABC-TV New York's move of *World News Tonight* (Dec. 15, 1986) from 7-7:30 p.m. to 6:30-7 p.m. appears to have paid off, with network newscast leading local news competition in that time period, and syndicated *Jeopardy* at 7 p.m. trouncing other network newscasts. In Nielsen May sweep ratings through May 20, at 6:30-7, *World News Tonight* is doing 9.3/18, to 8.2/16 for WNBC-TV local news, and 6.6/13 for WCBS-TV local news. At 7-7:30 p.m. *Jeopardy* on WABC-TV is doing 12.8/23, compared to 7.5/13 for *NBC Nightly News* and 7.4/13 for *CBS Evening News*.

Rating pressures put on other networks' news by ABC-TV shifts have so far resulted in no comparable time shifting on CBS or NBC O&O's. According to reliable source, proposal of move of *CBS Evening News* to 6:30 was made to Van Gordon Sauter, then president of CBS News, by WCBS-TV general manager Roger Colloff, but meeting lasted no more than couple of minutes, due to Sauter's unwillingness to consider move. But Colloff made pitch before WABC-TV advanced national news. Additionally, Dan Rather has been on record with criticism of move of WABC-TV to make room for syndicated programming.

## Hot hot potato

One of FCC's four commissioners expressed view to BROADCASTING last week that Pacifica Foundation may not broadcast excerpts from James Joyce's "Ulysses" over WBAI(FM) New York as planned (BROADCASTING, May 18) without running afoul of commission's new policy on indecent or obscene broadcasts. But indications last week were that other FCC members are disinclined to issue so clear a declaratory ruling for fear of imposing prior restraint, blatant censorship role commission is not eager to assume. One source said agency planned to respond to Pacifica request for ruling before scheduled air date, June 16. "That doesn't mean we're getting into the business of prescreening broadcast material," source added.

## Cooler heads

National Association of Broadcasters' proposed "white paper" on "Cable—The Unregulated Monopoly" has been deep sixed. NAB's television directors decided last week association should not release paper after National Cable Television Association's decision to file in opposition to motion for stay of FCC's

new must-carry rules requested by certain cable interests (see story, page 75). There were always some doubts paper would see light of day ("Closed Circuit," April 20) because broadcasters feared it could damage must-carry compromise with cable industry. NAB's chief priority is to insure must carry's survival in court. Urgency of situation is apparent in memo to NAB board in which association officials stressed "winning constitutional case in this matter is paramount because another decision declaring the rules unconstitutional will mark the end of must carry."

## Mr. Fixit

ABC Entertainment President Brandon Stoddard will use upcoming affiliates meeting to explain why network renewed six series that finished between 50th and 87th places in past season's prime time ratings race. Stoddard will tell affiliates upset by renewals that network will be better off trying to improve existing series than introducing new programs and facing repetition of disasters that befell newcomers in 1986-87 season, according to Ted Harbert, vice president of motion pictures for ABC.

## Friend on high

Electronic journalists will get view from inside White House next month when President Reagan's chief of staff, former U.S. Senator Howard Baker (R-Tenn.), addresses Radio-Television News Directors Association regional meeting in Washington June 26. Baker, who led fight for cameras and microphones in Senate for years, has not selected talk's subject, his office said.

## Faster action

Assuming five pending nominees to board of Corporation for Public Broadcasting are confirmed by Senate (June 5, at earliest), CPB Acting Chairman Howard Gutin plans to move forward with selection of president at board's July 2 meeting. Four members currently serving had decided after special meeting in April to wait for more members before recommending selection of Acting President Don Ledwig, and Gutin says he will now make recommendation and call for vote. Gutin also said he would entertain motions for selection of permanent chairman, although vote is not required until annual meeting in September. Board has been without permanent president since November 1986

and without permanent chairman since pending nominee Lee Hanley's term ran out in March.

## Working on reform

Discussions of broadcast license renewal reform legislation between National Association of Broadcasters and representatives of public interest groups came to close last week. Now Representative Al Swift (D-Wash.) picks up ball and will begin work on bill. Details of what parties found agreeable and what remain major sticking points are sketchy. Swift will incorporate results of discussion and will seek input of House Commerce Committee Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and others. Broadcasters hope bill will emerge before end of June. It's likely to contain two-step renewal process that would base renewal on whether station has provided "meritorious" programming or it is "otherwise in public interest to renew license." As to issue of petition to deny, legislation would likely insure public has more complete information on programming.

## Shopper

Miami is not only market Westinghouse is surveying in its effort to expand its radio group, presently comprising 13 properties (see "Riding Gain," p.68 ) Other markets on Group W's radio acquisition target list include Atlanta, Chicago, Seattle and Tampa, Fla.

## Not sold on Syndex

Not all of broadcasting industry is in sync when it comes to FCC's proposal to reimpose some form of syndicated exclusivity. Tribune Broadcasting, for example, thinks life would be better for its operations including superstations WGN-TV Chicago and WPIX(TV) New York under present policy. Apparently leadership at National Association of Broadcasters has some qualms about FCC's proposal. To begin with, NAB is leery of Hollywood's motives in supporting return to syndex. There's concern producers will use syndex as leverage to boost prices of programs. Furthermore, under proposed rule either Hollywood or broadcaster can invoke exclusivity, and that worries doubters at NAB. And some broadcasters feel syndex will only exacerbate friction between cable and broadcasters. Smaller stations within 50 miles of major markets may have problems obtaining product.

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## Ku-band lobbying

Organizers of the National Cable Television Association convention gave RCA Americom and Home Box Office a forum—a Tuesday afternoon technical session—to tell cable operators and programmers why they should begin migrating from C-band satellites to medium-power Ku-band satellites. But RCA and HBO, which have formed a joint venture to build and launch the Ku-band birds, made little of the opportunity.

Walt Braun, vice president, engineering and operations, RCA Americom, spent most of his allotted time defending Ku-band technology from charges that Ku-band signals, because of their shorter wavelengths, are subject to intolerable attenuation from rain. Moving to Ku-band would be a considerable expense for the cable industry, and Braun offered little to justify it. He said Ku-band satellite technology is part of trend reaching back to the earliest days of telecommunications toward more powerful transmitters and less expensive, more compact receivers.

Medium-power Ku-band satellites are a touchy subject in the cable industry because they are able to bypass cable systems by delivering television signals directly to homes equipped with satellite dishes as small as one meter. Braun didn't discuss the satellite's broadcasting capability, but, he said, RCA was demonstrating at the convention a one-meter dish receiving "good quality pictures" from RCA's Satcom K-1 Ku-band satellite. "Be aware of it; be advised of it."

By contrast, Andy Setos, senior vice president, engineering and operations, Viacom Networks Group, offered plenty of reasons why programmers should stick with C-band: The price of C-band transponders is one-third that of Ku-band slots; operators have a \$750-million investment in C-band reception equipment that is "servicable into the 21st century" and that is not convertible to Ku-band use; there is currently insufficient Ku-band capacity to accommodate cable's needs; urban cable operators have learned to cope with terrestrial C-band microwave interference; C-band satellites have proved their reliability, and, although C-

band signals suffer more than Ku-band birds from predictable sun outages, they are immune to the effects of rain.

At the show, Viacom announced a "definitive" agreement with Hughes Communications, MCI and Equatorial Communications for several transponders on Hughes Communications' Galaxy III C-band satellite. According to Viacom, it will initially have five feeds of the bird: VH-1, MTV, Viewer's Choice II, Nickelodeon/Nick at Nite east and Viewer's Choice I. Expected to join Viacom on the satellite: The Weather Channel, C-SPAN and C-SPAN II.

To facilitate migration from other C-band satellites to Galaxy III, the cable services plan to provide Scientific-Atlanta 3.2-meter and 2.8-meter earth stations to their affiliates. Terms of the dish programs were not revealed in the announcement.

## Scrambled news

For the 1.6 million owners of home earth stations, the NCTA convention brought mostly bad news.

With General Instrument's promise to increase production to reduce its backlog on commercial Videocipher II descramblers, it's likely the scrambling of the major cable services will continue, depriving the dish owners of free reception of even more services. The next services to go dark: ESPN, CBN Cable Network, Lifetime and the Disney Channel.

Home Box Office said it would not be making Festival, its new family-oriented pay service, available to dish owners. At a press conference, HBO officials said Festival will be distributed only by Ku-band satellite (currently RCA Americom's Satcom K-1) and that not enough dish owners have Ku-band reception equipment to warrant HBO's gearing up to serve them. HBO is using Videocipher II to scramble Festival.

And Telstar Corp., which began distributing its three pay-per-view channels via C-band transponders on GTE Spacenet's Spacenet I, said it also would not serve the home satellite market. Carl Sambus, executive vice president, Telstar, said the Videocipher II system, which the service is also

using, is "extremely awkward for pay-per-view." "It allows a limited number of transactions," he said.

Coming into the convention, GI was under fire from cable programmers and home satellite distributors for failing to keep up with the demand for Videocipher II descramblers. At a press conference on the first day of the convention, Larry Dunham, executive vice president and general manager, Videocipher Division, acknowledged serious backlogs—25,000 modules for commercial descramblers and 400,000 for consumer units. The modules, which contain GI's proprietary scrambling technology, are the guts of the descramblers. One is needed for each standalone consumer descrambler or consumer integrated receiver/descrambler; two for each commercial descrambler. To eliminate the backlog, Dunham said, GI plans to spend an additional \$5 million to expand the production capacity of its plant in Puerto Rico and to tool up to begin production at another GI facility. With the new capacity, he said, GI will be able to crank out 100,000 units a month by the end of September. GI should be caught up on the commercial orders by August, he said.

(CBN Cable Network, which has delayed plans to scramble its satellite feed because of shortages of Videocipher II descramblers, said that it would begin fixed-key scrambling on June 1, daily one-hour tests of addressable scrambling on June 29 and full addressable scrambling on Aug. 24.)

GI also said that it has targeted 6,000 pirate Videocipher II descramblers for its second wave of electronic countermeasures, which are designed to pirate descramblers that allow users to receive scrambled satellite services without paying for them. "Analysis of our first phase shows that this program has been 99.96% accurate in shutting off targeted illegal decoders," Dunham said.

According to Dunham, GI has shipped 227,000 Videocipher II descramblers and, so far, 160,000 have been authorized to receive at least one scrambled service.

## Educational aid

The Learning Channel said last week that it has made a five-year commitment to carry a General Education Development (GED) series in prime time, beginning next September. According to Harold Morse, TLC chairman and chief executive officer, the cable network hopes to help a million adults gain high school diplomas during the next five years through the 43-part, half-hour series that was originally produced by, and aired, on noncommercial television. The series will run five times per week, TLC said.

Wally Amos (of Famous Amos cookies fame), himself a GED graduate while in the Air Force, is the national spokesman for the series. Last week in Las Vegas, he called the series a "positive use of television," adding that education comes first. "It is the foundation on which the country and a meaningful life is built."

TLC said it will meet with multiple sys-

**New opportunities.** NuCable Resources Corp., a supplier of "photoadvertising" hardware and software, introduced at an NCTA convention press conference last week CACS Jr., a \$10,000 photoadvertising system for small cable operations.

Photoadvertising systems are, in essence, programmable videographics systems designed to produce, store and play back full-color photo-ads on cable systems.

NuCable also introduced a digital audio system (Audio One) that makes it "possible to add lifelike quality sound" to the photo-ad channel and unveiled "exclusive" software that "provides for the easy creation of multiple frame ads with digital audio."

Among other announcements, NuCable's Chairman and Chief Executive Officer Thomas E. Wheeler said the company will begin satellite delivery of listings for affiliates of the Movietime Channel in September.

In addition, NuCable has reached a licensing and manufacturing agreement with Texscan Corp. Under the agreement, Texscan will "license NuCable's phototext and high speed satellite technologies for incorporation into Texscan products. NuCable has also designated Texscan as the exclusive manufacturer and assembler of the equipment utilized in NuCable's products and services."

tem operators and cable operators to discuss specifics of the campaign, and "research the use of an 800 telephone number to facilitate referrals and for tracking the numbers of cable viewers who obtain GED's" through viewing the course on TLC. Additionally, Morse said last week that TLC plans similar certification programs, including series on preparation for citizenship tests as well as science and math series.

### Lifetime ad push

Lifetime said last week it will launch a new "comprehensive" consumer advertising campaign to increase awareness of the cable network, as well as to reinforce Lifetime's image as a network for women, said Laurence Rebich, Lifetime vice president of marketing. The campaign, "We help you do the things you do," (based on the 1960's Temptations song, "The Way You Do the Things You Do") will run in female-focused magazines, on cable and on broadcast TV morning news programs beginning in July. Lifetime expects the campaign to reach about one-third of U.S. women about five times during an average four-week period.

### HSN studies revenue per sub

It appears that unlike pay services, shopping services do not suffer from cannibalization. Home Shopping Network released the results of a study at a press conference during the NCTA convention showing that revenue per subscriber almost doubles when two shopping services are offered, versus one.

Sixty cable systems that carry HSN (including HSN I and HSN II) were used in the study, and were divided into groups of 15. Systems carrying HSN I were found to have an average revenue per subscriber of nine cents a month. But when systems carried both HSN I and HSN II, revenue per subscriber almost doubled, to 16 cents.

In areas where HSN II is carried by an independent television station, the study said, systems that carry HSN I, are generating 22 cents per subscriber per month. In areas where HSN II is carried by an independent TV station and HSN I by a cable system, the monthly take per cable home is 30 cents. (HSN pays a commission to cable operators for all HSN II sales from within their franchise area even if the operators don't carry the service.)

"Operating a second channel of home shopping is like doubling the number of stores in a mall. You end up with an increase in product selection. The result [of two shopping channels] is that there is extended viewership. People watch longer and shop longer and they buy more," said HSN's Scott Campbell, senior vice president, marketing and sales.

### More business for FNN

Financial News Network, the 24-hour-a-day national cable network, plans to expand its business programming into prime time in the fall. The expansion, announced by Dr. Earl Brian, FNN chairman, at a press conference at the NCTA convention in Las Vegas last week, is intended at least in part to gain West Coast viewers.

FNN: *Business*, which is now seen from 6 a.m. to 7:30 p.m. NYT every business day,

will be on until 9 or 10 p.m. beginning Labor Day. With *FNN: Business*, the network's weekly business programming expanded from 67½ hours to more than 85 hours.

In discussing the expansion program, Brian said, "Increased business programming is a natural progression in globalization of the financial industry, as is the delivery of timely information to our viewers." He also noted the extra hours would make the program available to more viewers on the West Coast.

FNN is also extending the hours of its sports information and events programming, *FNN: Score*. The segment, which will continue to follow *Business*, will run until 3 a.m. NYT. In another change under consideration, the video shopping service Telshop would be shifted to another channel and run for 24 hours.

A less upbeat note was struck in Brian's acknowledgement that FNN's syndicated morning show, *America's Business*, introduced only three weeks ago as a replacement for Buena Vista's failed *Today's Business*, is in hiatus. Brian said only 36 stations had taken the show, while advertisers refused to consider buying time in it unless it was on 60 outlets. Brian said changes would be made in *America's Business* in an effort to meet the criticisms of a network—which he did not identify—that had declined to carry the program.

### Prove it

The National Cable Television Association has filed its opposition to the motions of the Justice Department and the seven Bell operating companies (BOC's) to modify the AT&T consent decree so that BOC's may offer cable television and other so-called "information services."

In a brief filed with the U.S. District Court in Washington, NCTA argued that Justice and the BOC's have failed to prove that technology and market conditions have changed sufficiently to warrant lifting the consent decree's prohibition against the BOC's offering information services. NCTA said they have also failed to prove that the BOC's would not impede competition in the provision of information services, if allowed to enter the market.

According to the NCTA filing, the court held that in entering the consent decree the prohibition against the BOC's offering information services "was necessary to protect competitors and consumers against the BOC's monopoly power." And, under terms of the decree, any party advocating lifting of the ban must show that the BOC's "local exchange monopoly" has been eliminated as a result of changes in technology or "in the structure of the competitive markets,"

NCTA said. "Yet, after two rounds of comments, [the BOC's and Justice] have failed to demonstrate that either of these criteria has been met."

NCTA also said that the consent decree places on those advocating lifting of the ban the burden of demonstrating that, upon its elimination, "there is no substantial possibility that [a BOC] could use its monopoly power to impede competition in the market it seeks to enter." According to NCTA, Justice and the BOC's overlooked the requirement and instead presented "a litany of claims that simply do not add up to a record that meets the 'no substantial possibility' standard."

### Community color

The Arts & Entertainment network is launching its second annual cable documentary contest. The competition, called Cityvideos, encourages original cable production and is aimed at strengthening cable's ties with local communities. This year's video theme is called A Celebration of America, and participants are being asked to focus on the "uniqueness" of their community, "its spirit, personality, history; or feature a special part of it that contributes to the community's individual identity, whatever that quality is that's cause for your community to celebrate itself as a vital part of America."

The network is suggesting operators produce the videos in conjunction with their local city government or community organizations. Entries must be submitted no later than Jan. 31, 1988, and eight finalists will be selected. Those videos will then be used as part of a one-hour special to be cablecast on A&E in 1988. A Celebration of America is part of a series of programs the network plans to present to commemorate the bicentennial of the U.S. Constitution.

### Pay review

Viacom International president and chief executive officer, Terrence A. Elkes, said that the decline in industry revenue from pay cable has not been as great as is commonly perceived. And Elkes predicted that pay-per-view will become a "\$5-billion business" for cable in the 1990's. Elkes appeared on a panel at an International Radio and Television Society luncheon in New York.

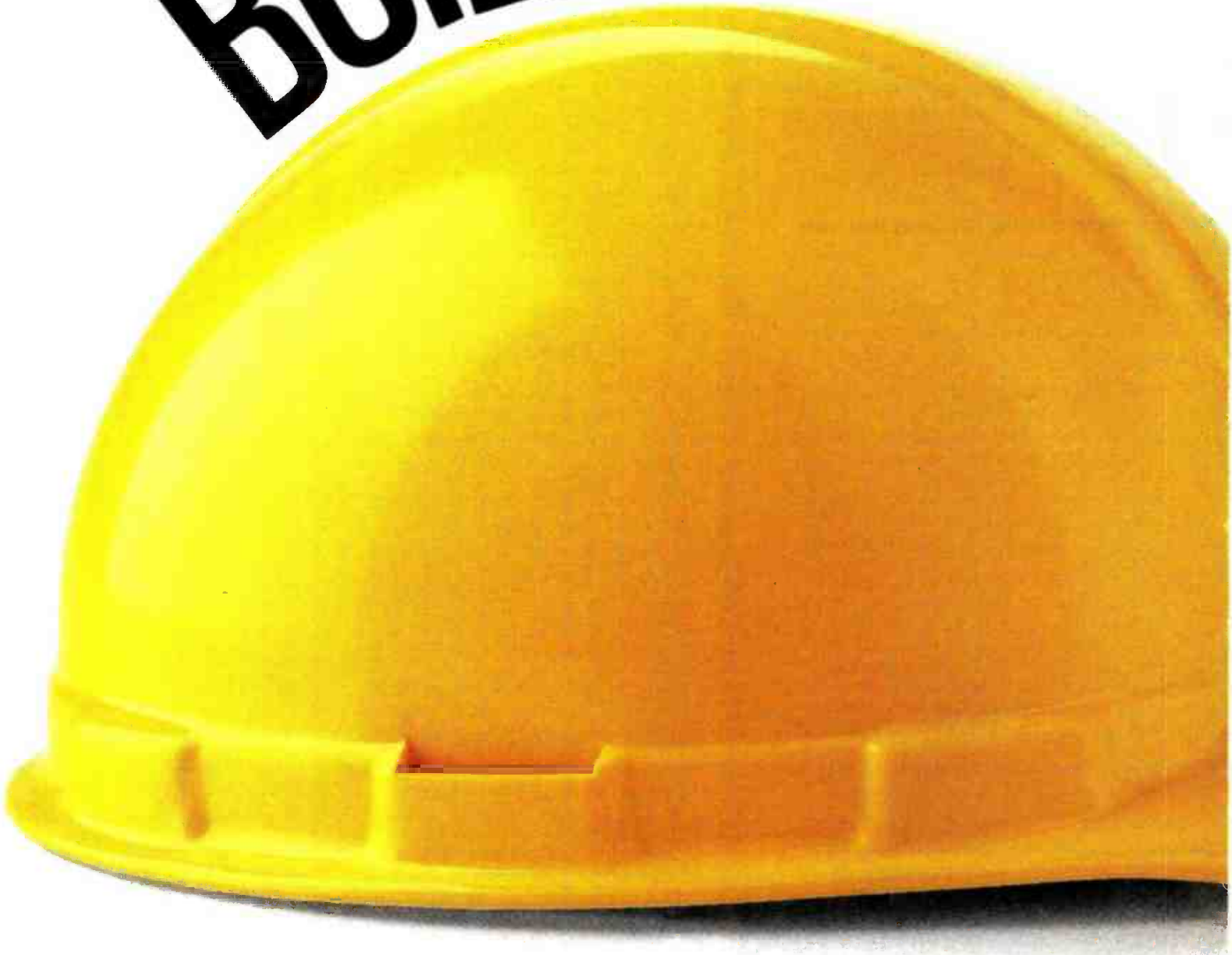
Also speaking on the panel, Cabletelevision Advertising Bureau President Bob Alter, said that there will be "more aggressive marketing" by cable operators in pushing penetration beyond 50%. Responding to an audience question, Alter said that cable is now in a position similar to that of FM radio when its coverage and market penetration were still inferior to AM's.



Alter, ESPN's J. William Grimes, Comcast's Robert Clasen and Elkes

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## TELEVISION

**Central Hardware Co.** □ Co-op campaign will be carried in Midwest markets for spring-summer effort for one

week during May and June. Commercials will be slotted in all dayparts. Target: men and women, 25-54. Agency: Hughes Advertising, St. Louis.

## Sperry & Hutchinson Green Stamps

Advertiser began national rollout of its advertising last week with television spots appearing in Miami and West Palm Beach, Fla., with expectation of national coverage over next nine months. Agency for S&H is Arnell Bickford, New York, which receives credit for creating commercial in lower left part of screen at end of 30-second spot. Agency spokesman believes this is first time such credit has been given in U.S. Commercial will appear in various dayparts. Target: women, 18-54.

## AdVantage

**Si for radio.** Radio West, national radio station representative firm based in Los Angeles, has announced formation of Spanish station division. Daren McGavren, president of Radio West, said population explosion in Hispanic community and their concentration in West and Southwest "fit in beautifully with Radio West's concept of offering national sales coverage for radio stations located west of Rockies." Armando Corral, formerly president of El Dorado radio representative firm in Los Angeles, has been named vice president in charge of Radio West's Spanish station division.

□

**A&P bought.** Ammirati & Puris, New York advertising agency, has reached agreement to be acquired by British advertising and marketing services company, Boase Massimi Pollitt, London. Under terms of agreement, A&P will remain autonomous, independent agency. Proposal calls for stockholders of Ammirati to receive approximately \$31.8 million now, plus future incentive payments through 1991. Of initial amount, some \$6.3 million will be paid in BMP stock, which will be retained by A&P stockholders. Announcement said BMPP and A&P are agencies of similar size. A&P had gross income of \$21 million in 1986 on capitalized billings of \$140 million. It allotted more than \$67 million to radio and television in 1986. Ralph Ammirati is A&P co-chairman and director of creative services while Martin Ford Puris is co-chairman and chief executive officer.

**Shady Brook Farms** □ Fresh turkey and turkey parts will be spotlighted in campaign that kicked off last week in New York; Baltimore; Washington; Providence, R.I.; Hartford, Conn.; New Haven, Conn.; Springfield, Mass.; Portland, Me., and Manchester, N.H., and it will continue throughout year. Target: women, 25-54. Agency: Warwick Advertising, New York.

**Pizza Hut** □ Fast-food chain will stage "carry out" promotion in markets in North and South Dakota and Minnesota for four weeks, starting in late May. Commercials will be placed in all dayparts. Target: adults, 18-54. Agency: Colle & McVoy, Minneapolis.

# Broadcasting

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## TELEVISION & CABLE

**Inter-Continental Hotels** □ Company has launched \$5-million advertising campaign, using spot television in New York, Washington, Los Angeles, San Francisco, Chicago, Houston and Dallas and four to five cable TV networks.



Separate international campaign estimated at \$3 million will start later this year. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Lois Pitts Gershon Pon/GGK, New York.

## RADIO & TV

**Nora Beverages Inc.** □ Company's

# Barney



# Great legs.

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**SONY**  
PRO AUDIO



## RepReport

KDHF (M) Albuquerque, N.M.: To Katz Hispanic Radio (no previous rep).

□

WLLT (FM) Fairfield, Ohio: To Republic Radio from Hillier, Newmark, Wechsler & Howard.

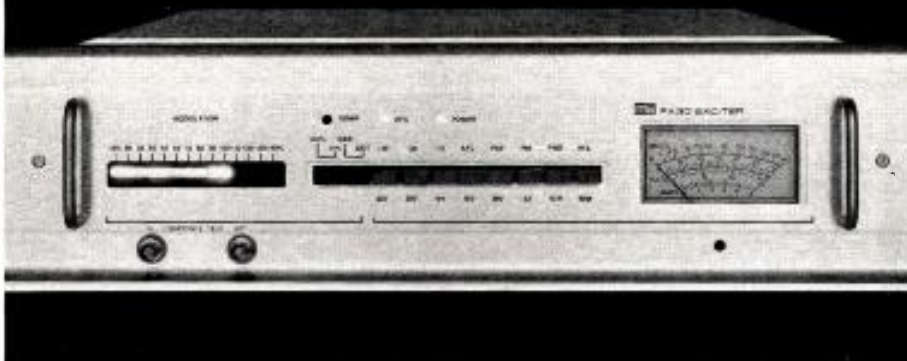
□

WNFL (AM)-WKFX (FM) Green Bay, Wis.: To Katz Radio from Hillier, Newmark, Wechsler & Howard.

NAYA Natural Spring water will make its U.S. debut, supported by introductory campaign on radio and television in New York in June. New York exposure is part of rollout planned for other parts of country. Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: Grey Advertising, New York.

**Yamaha Motor Corp.** □ Company's line of scooters will be advertised in seven markets on radio and on several cable TV networks for three weeks, starting in early June. Commercials will be scheduled in all dayparts. Target: adults, 18-54. Agency: Cole & McVoy, Minneapolis.

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△ AN INTEREP COMPANY

New York, Atlanta, Boston, Chicago,  
Dallas, Detroit, Houston, Los Angeles, Minneapolis,  
Philadelphia, St. Louis, San Francisco.

**Vernor's** □ Soft drink will have its first ad campaign in about three years, starting in early June in six markets in Michigan. Daytime, fringe, prime and prime access periods will be used for commercials. Target: women, 25-54. Agency: Deleew Ferguson & Bashaw, Southfield, Mich.

**Ross Stores** □ Promotion for Father's Day will be launched for one week in early June in 12 Southeastern markets to highlight clothing and accessories. Commercials will be carried in all dayparts. Target: women, 25-49. Agency: Western International Media, Atlanta.

**Braniff Airlines** □ Air Travel is promoted in four-week flight beginning in early June in Dallas and Kansas City, Mo. Commercials will run in all dayparts on radio and in fringe and prime periods on television. Target: adults, 25-54. Agency: Saunders, Lubinski & White, Dallas.

## Monday Memo

A colorization commentary from Eugene Secunda, New York University

### Is movie colorization a moral issue for broadcasters?

Few issues have triggered as much television industry furor as the colorization of old movies and TV shows. The press, TV news, even Johnny Carson, have all taken pot shots at Ted Turner and others who are using this new technology to recycle old and largely unsalable libraries.

At the heart of the debate is whether colorizers have the moral right to change film or video material. Since copyright laws permit computer-coloring of properties in the public domain, as well as those for which permission has been granted, even the most ardent critics have conceded the colorizers' legal rights at this time.

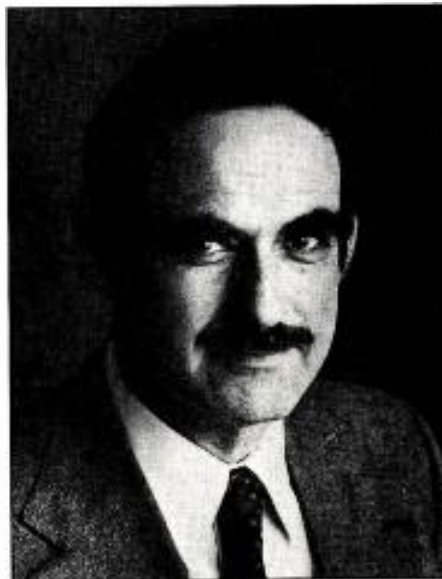
The critics' main thrust is the lowering of esthetic standards. They contend that the approximately 16,000 black and white features and 1,500 black and white TV series in the U.S. should not be violated. Frank Hodsoll, chairman of the National Council on the Arts, said: "The makers of the great black and white films and television dramas that are such an important part of our film and television heritage made them in black and white; that was their intention, and that art should be respected"

These questions then arise: Were these films and TV shows consciously created in black and white? And, should they all be regarded as untouchable art?

According to Max Youngstein, former chairman of United Artists, most black and white films now in existence were made when color either didn't exist or when most budgets didn't permit its use. And, he added recently, the choice of color or black and white usually rested with those not even involved in the creative process.

"Most of the people who have done the screaming (about colorization) are people who made pictures knowing full well that the making, distributing and marketing of motion pictures is 90% making money and at best 10% an art form," Youngstein said.

Even Vincent Canby, senior film critic of *The New York Times* and an outspoken opponent of colorization, acknowledged that relatively few films can be regarded as art. "We may write about movies as if they are



Eugene Secunda is on the faculty of NYU's Graduate School of Business Administration. He is a marketing communications consultant specializing in electronic mass media and has held senior management positions at J. Walter Thompson and N W Ayer.

art, or have the potential of being art, but most films aren't. They're get-rich-quick schemes, vanity productions, tranquilizers, attempts to cash in on fads, industrial products," he wrote in a recent article. "To most people, movies are still 'only movies' and not worthy of the fury that would automatically greet bowlderized versions of contemporary novels or plays."

These purists now criticizing coloration were mute when films originally shot in 35mm and recorded in monaural sound were converted to 70mm and Dolby stereo. And there was no great outcry when studios started dubbing movies for overseas distribution using foreign language actors' voices instead of sub-titles.

Furthermore, there has never been a comparable protest to the severely edited and often interrupted films shown on TV, or worse, on airlines.

And where does the American public

stand in this debate?

There can be little argument that the overwhelming majority regard films and TV shows purely as entertainment. It would be hard to deny that most filmgoers and TV viewers prefer watching in color. Since television converted to color in the mid-1960's, color programs have won 80% higher ratings than comparable ones in black and white. TV stations have become increasingly reluctant to run black and white programming during prime time, relegating it to fringe hours when viewership is lowest. Economic realities of commercial television demand that stations deliver the largest possible audiences to attract and hold advertising support. Black and white programs simply do not appeal to the mass audience, particularly the younger segment.

Ratings for the colorized versions of "Miracle on 34th Street" and "Yankee Doodle Dandy" were dramatically higher than for earlier black and white telecasts. "Miracle on 34th Street," in color, was the highest-rated syndicated film of the year, winning an audience almost three times greater than that of the black and white version the previous year. A recent call-in poll on Cable News Network indicated more than 60% of the respondents favored color-converting black and white films and television series.

While a vocal minority profoundly believes black and white films and TV shows must be seen in their original state, the public prefers them as it sees everything else—in color. This doesn't preclude the dedicated minority from continuing to enjoy black and white films or TV shows. The originals will still be available in film libraries, on videocassettes and in theaters catering to those whose esthetic standards demand the experience of viewing material as it was originally produced.

Ultimately the public will choose the format it prefers. That choice is one of the singular luxuries this country offers. In the case of colorized films and TV series, the choice is as close as the color knob on the set itself. If viewing colorized material repels us, we can turn off the color and watch musicals like "Yankee Doodle Dandy" in black, white and tones of grey. This may not satisfy the colorization critics, but it provides the most democratic solution.

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# Datebook

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## This week

**May 25-28**—Canadian Satellite User Conference, sponsored by *Telesat Canada*, private commercial corporation which owns and operates Canada's Anik satellites. Theme: "Directions for the Future." Ottawa Congress Center, Ottawa, Canada. Information: (617) 727-0062.

**May 26-27**—"Gambling in America: Where Are the Lotteries Taking Us?" conference for journalists sponsored by *Washington Journalism Center*, Watergate hotel, Washington. Information: (202) 331-7977.

**May 26-29**—*Public Telecommunications Financial Management Association* annual conference. The Pointe at South Mountain, Phoenix. Information: (803) 799-5517.

**May 26-29**—Fifth annual JCPenney-Missouri Television Workshop, sponsored by *University of Missouri-Columbia School of Journalism*, UM campus, Columbia, Mo. Information: (314) 882-7771.

**May 26-June 6**—Sixth annual Film & Video Institute, sponsored by *American University School of Communication*, AU campus, Washington. Information: (202) 885-2080.

**May 27**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring David Poltrack, VP-research, CBS/Broadcast Group, Copacabana, New York.

**May 27**—"Programming: Who Controls It Now?" second in series of three forums on "Television in Crisis?" sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Panelists: Robert Chandler, former managing editor, NBC's *1986*; James Miller, Showtime; David Salzman, Lorimar-Telepictures, and Joel Segal, Ted Bates Inc. Mark Goodson Theater, New York. Information: (212) 765-2450.

**May 27**—"Prime Time Television. This Year and Next... From Status Quo to Anything Goes," luncheon speech by David Poltrack, VP-research, CBS/Broadcast Group, sponsored by *National Academy of Tele-*

*vision Arts and Sciences, New York chapter*, Copacabana, New York.

**May 27**—Fourth annual *Center for Communication* award luncheon. Recipient: Katharine Graham, chairman, Washington Post Co. Guest speaker: John Chancellor, NBC News commentator, Plaza hotel, New York. Information: (212) 930-4878.

**May 27**—*Washington Metropolitan Cable Club* luncheon meeting. Speaker: Ralph Roberts, president, Comcast Corp. Washington Marriott, Washington.

■ **May 27**—*Academy of Television Arts & Sciences* panel discussion on "Public Television—How To" Directors Guild Theatre, Los Angeles. Information: Murray Weissman. (818) 763-2975

**May 27-28**—"Gambling in America: Where Are the Lotteries Taking Us?" conference for journalists sponsored by *Washington Journalism Center*, Watergate hotel, Washington. Information: (202) 331-7977.

**May 27-29**—*Prix Jeunesse Munchen*, children's television seminar. Bayerischer Rundfunk, Munich. Information: (089) 59-00-20-58.

**May 27-30**—*International Television Association* 19th annual international conference and presentation of Golden Reel Awards. Keynote speaker: Linda Ellerbee, co-host, ABC's *Our World*, Washington Hilton, Washington. Information: (214) 869-1112.

**May 28**—Edward R. Murrow Brotherhood Awards annual luncheon, sponsored by *Cinema/Radio/TV unit of B'nai B'rith*, Awards (categories include TV and radio, national and local) offer "recognition to the finest in television and radio news production that best promotes human understanding and good relations among people." Guest speaker: Ted Turner, chairman and president, Turner Broadcasting System. MC: Mary Alice Williams, Marriott Marquis, New York. Information: (212) 686-3199 or (212) 247-1515

**May 28-30**—*Television Bureau of Advertising* sales staff meeting. Stouffer hotel, White Plains, N.Y.

**May 28-31**—*NATPE Educational Foundation* management seminar for program executives. University of Colorado at Boulder. Information: (212) 949-8890.

**May 30-31**—"Nuts and Bolts of Screenwriting for Film and Television," workshop co-sponsored by *American Film Institute* and *New School*, New Dramatists, New York. Information: Lockie Chapman, (800) 221-6248.

**May 30-June 1**—Fourth annual ShowBiz Expo, exposition and conference for film and video professionals, Los Angeles Convention Center. Information: (213) 668-1811.

**May 30-June 2**—International Summer Consumer Electronics Show, sponsored by *Electronics Industries Association*, McCormick East, Chicago. Information: (202) 457-8700.

## Also in May

**May 31-June 2**—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**May 30-June 4**—*National Federation of Community Broadcasters* public radio RF transmission training seminar, funded by *Corporation for Public Broadcasting*, Claron hotel, New Orleans. Information: (202) 797-8911.

## June

**June 1**—Deadline for entries in *National Broadcast Association for Community Affairs* community service awards competition, recognizing excellence in two broadcast categories: total station projects on community concerns and PSAs. Information: Connie Allen, public affairs director, WAVY-TV, 801 Wavy Street, Portsmouth, Va., 23704; (804) 393-1010

**June 1**—"Pulling Together for Public Radio," North Carolina Public Radio Conference, sponsored by *North Carolina Agency for Public Telecommunications, North Carolina Public Radio Advisory Committee* and *State of North Carolina*, Velvet Cloak Inn, Raleigh, N.C.

**June 3**—*Northern California Broadcasters Association* luncheon. Speaker: Dick Orkin, radio personality

**May 31-June 2**—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**June 6-9**—*American Advertising Federation* annual convention, Buena Vista Palace hotel, Orlando, Fla.

**June 9-11**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**June 10-13**—*American Women in Radio and Television* 36th annual convention. Beverly Hilton, Los Angeles.

**June 10-14**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 31st annual seminar, Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

**June 11-17**—*15th Montreux International Television Symposium and Technical Exhibition*, Montreux, Switzerland.

**Aug. 16-19**—*Cable Television Administration and Marketing Society* 14th annual meeting, Fairmont hotel, San Francisco.

**Aug. 30-Sept. 1**—Eastern Cable Show, sponsored by *Southern Cable Television Association*, Merchandise Mart, Atlanta. Future meeting: Sept. 7-9, 1988.

**Sept. 1-4**—*Radio-Television News Directors Association* international conference, Orange County Convention Center, Orlando, Fla.

**Sept. 9-12**—Radio '87, sponsored by the *National Association of Broadcasters*, Anaheim Convention Center, Anaheim, Calif. Future meetings: Sept. 14-17, 1988, Washington; Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

## Major Meetings

**Oct. 6-8**—*Atlantic Cable Show*, Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

**Oct. 18-21**—*Association of National Advertisers* 78th annual convention, Hotel del Coronado, Coronado, Calif.

**Oct. 31-Nov. 4**—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit, Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

**Nov. 11-13**—*Television Bureau of Advertising* 33d annual meeting, Atlanta Marriott.

**Dec. 2-4**—Western Cable Show, sponsored by *California Cable Television Association*, Anaheim Convention Center, Anaheim, Calif.

**Jan. 6-10, 1988**—*Association of Independent Television Stations* annual convention, Century Plaza, Los Angeles. Future convention: Jan. 4-8, 1989, Century Plaza, Los Angeles.

**Jan. 23-25, 1988**—*Radio Advertising Bureau's* Managing Sales Conference, Hyatt Regency, Atlanta.

**Jan. 29-30, 1988**—*Society of Motion Picture and Television Engineers* 22d annual television conference, Opryland hotel, Nashville. Future meeting: Feb. 3-4, 1989, St. Francis hotel, San Francisco.

**Jan. 30-Feb. 3, 1988**—*National Religious Broad-*

*casters* 44th annual convention, Sheraton Washington and Omni Shoreham hotels, Washington. Future meetings: Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

**Feb. 17-19, 1988**—Texas Cable Show, sponsored by *Texas Cable Television Association*, Convention Center, San Antonio, Tex.

**Feb. 26-29, 1988**—*NATPE International* 25th annual convention, George Brown Convention Center, Houston.

**April 9-12, 1988**—*National Association of Broadcasters* 66th annual convention, Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

**April 10-12, 1988**—*Cabletelevision Advertising Bureau* seventh annual conference, Waldorf-Astoria, New York.

**April 17-20, 1988**—*Broadcast Financial Management Association* annual meeting, Hyatt Regency, New Orleans. Future meeting: April 9-12, 1989, Loews Anatole, Dallas.

**April 30-May 3, 1988**—*National Cable Television Association* annual convention, Los Angeles Convention Center.

**May 18-21, 1988**—*American Association of Advertising Agencies* 70th annual convention, Greenbrier, White Sulphur Springs, W. Va.

**Sept. 23-27, 1988**—*International Broadcasting Convention*, Metropole Conference and Exhibition Center, Grand hotel and Brighton Center, Brighton, England.

# EMBASSY NIGHT AT THE MOVIES TOP PIX LIST

(Starts on page 1)

# VARIETY

Vol. CCX No. B

USPS 656-960

New York

02371

112 PAGES

## EMBASSY #1 BARTER NETWORK

### Columbia Pictures Adds Strength To 'Embassy Night At The Movies'

**Hollywood**—Leslie Z. Tobin, Vice President, Motion Picture Sales and Acquisitions for Columbia/Embassy Television, in an exclusive interview discussed the future of Embassy Night at the Movies and barter movies in general.

"We are extremely confident that 'Embassy Night at the Movies' will maintain its #1 position in the years to come," Tobin stated. "A key factor in the future success of 'Embassy Night at the Movies' is the recent addition of Columbia Pictures' theatrical product to our existing library of potential releases.

"With Columbia Pictures being a leader in theatrical feature production, we will be gaining quality titles with outstanding name talents, both above and below the line. Moreover the value gained through their promotional campaigns will only add strength to the films we will use in 'Embassy Night at the Movies.'"

In addition to the Columbia Pictures films, Columbia/Embassy Television is continuing with what Tobin calls "our aggressive acquisition campaign. In recent months we completed deals with New Line Cinema, DEG and two separate arrangements with ex-Beagle George Harrison's HandMade Films.

"Some might think that we will slow down our program now that we have the Columbia product. They couldn't be more wrong. It just helps our position as a major player in film acquisition."

(Continued on page 67)

### Quarterly Release Schedule Gives 'ENATM' 'Event' Feel

**Hollywood**—In an exclusive interview yesterday, Barry Thurston, President, Syndication, Columbia/Embassy Television, reflected on the outstanding success of the company's "Embassy Night at the Movies" barter movie network.

When pressed for details, Thurston revealed that a key element entails the once-a-quarter release schedule—as opposed to the one-movie-per-month schedule followed by other barter movie networks.

(Continued on page 88)

### 'EMBASSY NIGHT AT THE MOVIES' LEADS PACK AS LATEST TOP 10 UNVEILED

**Hollywood**—'Embassy Night at the Movies' ('ENATM'), the first of the current genre, continues to be the #1 barter movie network, as shown by the latest NSS ratings, it was announced today by Barry Thurston, President, Syndication, Columbia/Embassy Television.

Since its premiere in October 1983, Columbia/Embassy's 'ENATM' is the only barter movie network to maintain a double digit Average Rating (10.4).

According to NSS SON Oct. '83 - Feb. '87, among networks airing more than one time, the top 10 list reads as follows:

- |                                |      |
|--------------------------------|------|
| 1. EMBASSY NIGHT AT THE MOVIES | 10.4 |
| 2. MCA DEBUT NETWORK           | 8.2  |
| 3. BUENA VISTA MAGIC I         | 7.4  |

- |  |     |
|--|-----|
| 4. TRIBUNETV NETWORK                     | 7.3 |
| 5. ROACH/LBS COLORIZATION NETWORK I      | 7.2 |
| 6. MGM/UA PREMIERE MOVIES                | 6.8 |
| 7. ORBIS PREMIERE MOVIES                 | 4.3 |
| 8. COLUMBIA/LBS                          | 4.2 |
| 9. FOX HOLLYWOOD THEATER/METRO PRIME '86 | 4.1 |
| 10. LBS MOVIE OF THE MONTH               | 3.1 |

"Our success with 'Embassy Night at the Movies' is a result of many elements," Thurston stated. "Timing is extremely important. Selecting the proper film and knowing when to schedule it, albeit an inexact science, is

one marketing strategy in which we take enormous pride. Understanding the nuances between theatrical and television film audiences is the key.

"Our partners, the individual stations in our lineup, constitute another important ingredient. Their efforts to promote each film, utilizing the extensive materials we provide and having the proper lead time, add greatly to their ability to generate audience awareness and interest, which translates to performance.

"Advertising confidence couldn't be any higher than it is right now with 'Embassy Night at the Movies,'" Thurston added. "We're certain we will continue to justify this confidence as a result of the excellent movies we will have available."

(Continued on page 73)

### 'Embassy Night At The Movies' Swamps Competition With 13.3 Rating

**Hollywood**—Columbia/Embassy Television's "Embassy Night at the Movies," the most successful syndicated barter movie network, scored a major success with an outstanding performance by its latest presentation, "Swamp Thing" which concluded its window (February 5 - March 4) with an exceptional 13.3 National Rating, tying it as the fourth highest barter film of all time.

In addition to the national number covering 139 stations, "Swamp Thing" made an impressive showing in the 13 metered markets with a strong 13.7 overall Rating performance. The movie was the #1 independent offering in 20 of a possible 24 airings. It placed #1 in its time period at least once in 5 of the 13 markets, including Chicago, Philadelphia, San Francisco, Houston and Miami, and was #2 in its time period in Boston and Washington, D.C.

In New York, "Swamp Thing" first aired 8:00 PM and scored an 8.0 Rating and 11 Share, making WPIX the #1 independent station in that time period. (The second airing in New York garnered an even higher 9.5 Rating and 16 Share.)

On KTLA, L.A., the film was initially run 8:00 PM as well and resulted in an 8.4 Rating and 13 Share. On WKBD, Detroit, the show first aired 8:00 PM and came in with a whopping 10.0 Rating and 14 Share.

(Continued on page 96)

### Promotion Contest Adds Flavor To Columbia/Embassy's Summer Release Of 'Sheena'

**Hollywood**—Columbia/Embassy Television is conducting a station contest with promotion managers in conjunction with "Embassy Night at the Movies" July 9 to August 5 release of "Sheena." It was announced today by Michael Zucker, Vice President, Marketing, Columbia/Embassy Television.

The contest will entail prizes, such as television sets, VCRs, compact disc players and an AM/FM stereo radios for the most unique and effective

(Continued on page 58)

## LATEST SUCCESS TOM CRUISE "LOSIN' IT" SHELLEY LONG



## 'EMBASSY NIGHT AT THE MOVIES' 139 STATIONS

COLUMBIA/EMBASSY TELEVISION

A unit of *Cocacola Television*

Advertisement

Trader Vic's, San Francisco.

**June 3**—"What's Behind the Dynamic Growth of WNYC in Employment and Programming Opportunities, Expanding Air Time and Audience," luncheon speech by Mary Perot Nichols, director, WNYC-AM-FM-TV New York, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Copacabana, New York.

**June 3-4**—10th annual Contemporary Copyright and Proprietary Rights Issues Institute, co-sponsored by *Prentice Hall Law & Business and Federal Bar Association* in cooperation with *U.S. Copyright Office*. U.S. Copyright Office in Madison Building, Washington. Information: 1-800-223-0231.

**June 4-7**—*Missouri Broadcasters Association* spring meeting, Rock Lane Lodge, Branson, Mo.

■ **June 5**—"Miami's Hispanic Media: Influence and Opportunity," half-day seminar sponsored by *The Media Institute*. Information: Martha Vilarchao, (202) 298-7512.

**June 5-7**—*National Council for Families and Television* annual conference, Santa Barbara Biltmore, Santa Barbara, Calif. Information: (213) 876-5959.

**June 5-7**—"Competitiveness and the American Economy," conference for journalists sponsored by *Foundation for American Communications* and funded by grant from *Gannett Foundation*, Hyatt Regency Dearborn, Detroit. Information: (213) 851-7372.

**June 6**—*Los Angeles Black Media Coalition* media conference, "In Touch with Tomorrow," Stouffer Conference hotel, Los Angeles.

**June 6-9**—*American Advertising Federation* annual convention, Buena Vista Palace, Orlando, Fla.

**June 7-9**—Houston Space and Telecomm Symposium, hosted by *Space and Telecomm Inc.* and *National Satellite Programming Co-Op*, Albert Thomas Convention Center, Houston. Information: (713) 225-1950.

**June 7-13**—*Eighth Banff Television Festival*, Banff Park Lodge, Banff, Alberta, Canada. Information: (403) 762-3060.

■ **June 8**—*Southern California Broadcasters Association* 1987 Wingding, Sportsmen's Lodge, Studio City. Information: (213) 466-4481.

**June 8-9**—"The Sports Conference," to bring together buyers and sellers of sports, sponsored by *Newstar Sports*, sports marketing company. Speakers include Art Watson, president, NBC Sports, and Phil Guarascio, executive VP-advertising services, General Motors, Sheraton Center, New York. Information: (212) 213-1100.

**June 8-10**—*NBC-TV* annual promotion executives conference, Peachtree Plaza, Atlanta.

**June 9**—*New York Women in Cable* meeting, "Cable's Class of '87: The New Channels on the Block," HBO Media Center, New York. Information: Beth Araton, (212) 661-6040.

**June 9-11**—*ABC-TV* annual affiliates meeting, Century Plaza, Los Angeles.

**June 9-11**—*International Radio Festival of New York*, including presentation (June 11) of award winners in its worldwide competition for radio advertising and programming, Sheraton Center hotel, New York. Information: (914) 238-4481.

**June 9-13**—Development Exchange workshops and seminars, sponsored by partnership of 225 public radio stations, for public radio's development, marketing and management people, Fairmont hotel, Dallas. Information: (202) 783-8222.

**June 10**—*Houston Association of Radio Broadcasters* Achievement in Radio Awards presentation, Westin Galleria, Houston. Information: (713) 621-9401.

**June 10**—"Basics in Cable Course," sponsored by *New York Women in Cable*, Time-Life Building, New York. Information: Katie Immesberger, (212) 304-3152.

**June 10**—New comment deadline on internal FCC studies that appear to undermine rationale for proposal to reallocate UHF-TV spectrum for land-mobile use. Comments also due on requests of broadcasters to defer reallocation of UHF-TV channels pending inquiry into effect such action might have on broadcast high-definition TV and to launch notice of inquiry on impact of HDTV on local broadcast services.

■ **June 10**—Comments due on FCC proceeding to gather information on technical standards for input selector switches (A/B switches) used to alternate be-

tween cable and over-the-air reception (Docket 87-107). Reply comments due June 25.

**June 10-13**—*American Women in Radio and Television* 36th annual convention, Beverly Hilton, Los Angeles.

**June 10-14**—31st annual Television Programming Conference, Disney World, Orlando, Fla. Information: (904) 432-8396.

**June 10-14**—*Broadcast Promotion & Marketing Executives/Broadcast Designers Association* annual seminar, Peachtree Plaza, Atlanta. Information: (212) 757-7232.

■ **June 11**—*Washington State Association of Broadcasters* Northwest All-Stars Sales Seminar, Thunderbird Motor Inn, Wenatchee.

**June 11-13**—*Iowa Broadcasters Association* 33rd annual convention, University Park Holiday Inn, West Des Moines, Iowa.

■ **June 11-13**—*New Mexico Broadcasters Association* annual convention, Featured speaker: Gene Janowski, president, CBS/Broadcast Group, Sally Port Inn, Roswell.

**June 11-17**—15th *Montreux International Television Symposium and Technical Exhibition*, Montreux, Switzerland.

**June 12**—*Arizona Cable Television Association* mid-year meeting, Days Inn, Flagstaff, Ariz.

**June 12-14**—*Chesapeake Associated Press Broadcasters' Association* annual convention/awards banquet, Dunes Manor hotel, Ocean City, Md.

**June 12-14**—"Economic Redevelopment in Colorado," conference for journalists co-sponsored by *Foundation for American Communications, Gates Foundation, Denver Post and KCNC-TV Denver*, Cheyenne Mountain Inn, Colorado Springs. Information: (213) 851-7372.

**June 14-16**—*Jefferson-Pilot Data Services* customer conference, Speakers include Thomas Leahy, president, CBS Television Network; Phil Jones, VP-general manager, KCTV(TV) Kansas City, Mo., and chairman of CBS affiliates board; Preston Padden, president, Association of Independent Television Stations, and Roger Rice, president, Television Bureau of Advertising, Peabody hotel, Memphis. Information: (901) 348-3544.

**June 14-17**—*Southern Educational Communications Association* spring planning conference, Marriott Harbor Beach Resort, Fort Lauderdale, Fla.

**June 14-17**—*National Association of Broadcasters* models for management seminar for radio, Adams Mark hotel, Charlotte, N.C. Information: (202) 429-5420.

**June 15**—New deadline for comments on FCC proceeding (MM Docket 87-7) proposing relaxation of provisions of broadcast multiple ownership rules, FCC, Washington.

**June 15-17**—Sales seminar for account executives, sponsored by *Television Bureau of Advertising and Sterling Institute*, Washington. Information: Barbara Zeiger, (212) 486-1111.

**June 15-17**—International Videotex Industry Exposition and Conference, sponsored by *Videotex Industry Association*, Sheraton Center hotel, New York. Information: (703) 522-0883.

**June 15-30**—*American Film Institute* second TV writers' summer workshop, AFI campus, Los Angeles. Information: (213) 856-7743.

**June 16**—*Electronic Media Marketing Association* meeting, Yale Club, New York. Information: (203) 625-0101.

**June 16-20**—Beijing 87, first international business, media and advertising conference, sponsored by *National Advertising Association for Foreign Economic Relations and Trade and South Magazine, London*, Great Hall of the People, Beijing. Information: Carolyn Nicholson, (212) 682-8714.

**June 17**—*International Radio and Television Society* annual meeting and "Broadcaster of the Year" luncheon, honoring late William B. Williams, long-time New York radio personality, Waldorf-Astoria, New York.

**June 17**—*American Women in Radio and Television, Washington chapter*, meeting, "Women as Managers," National Association of Broadcasters, Washington.

**June 17**—"Blueprint for Success," television broadcast acquisition seminar sponsored by *National Asso-*

*ciation of Broadcasters*, Ritz-Carlton hotel, Boston. Information: (202) 429-5362.

**June 17**—*Television, Radio and Advertising Club of Philadelphia* annual creative awards gala, Adam's Mark hotel, Philadelphia.

**June 17**—*New York Women in Cable* "Basics in Cable Course," HBO Media Center, New York. Information: Katie Immesberger, (212) 304-3152.

**June 17-19**—*Audio Engineering Society* second regional convention, Tokyo. Information: (212) 661-8528.

**June 18**—*Federal Communications Bar Association* luncheon, Speaker: FCC Chairman Dennis Patrick, Washington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.

**June 18**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring Roger Colloff, VP-general manager, WCBS-TV New York, Copacabana, New York.

**June 18-19**—"The Broadcasting/Cable Interface," seminar sponsored jointly by *Federal Communications Bar Association* and *BROADCASTING*, Four Seasons hotel, Washington. Information: Patricia Vance, (202) 659-2340.

**June 18-19**—National invitational conference on minorities and communications, sponsored by *Howard University School of Communications* and *University of Texas at Austin College of Communication*, Howard Inn, Washington. Information: (202) 636-7491.

**June 18-19**—*Texas Association of Broadcasters* Radio Day, Austin, Tex. Information: (512) 459-0656.

**June 18-20**—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention, Sheraton Fontainebleau, Ocean City, Md.

**June 18-20**—Conference on minorities and communications, sponsored by *Howard University School of Communications* and *University of Texas at Austin College of Communication*, Howard campus, Washington. Information: (202) 636-7491.

**June 18-21**—Third annual *NATPE* Production Conference, Opryland hotel, Nashville. Information: (212) 757-7232.

**June 18-21**—*Investigative Reporters & Editors* national conference, Arizona Biltmore, Phoenix. Information: (314) 882-2042.

**June 18-23**—29th American Film & Video Festival, sponsored by *Educational Film Library Association*, Vista International, New York. Information: Sandy Mandelberger, (212) 227-5599.

**June 20-22**—*Georgia Association of Broadcasters* 53rd annual convention, Peachtree Sheraton conference center, Peachtree City, Ga. Information: (404) 993-2200.

**June 21-26**—Leadership Institute for Journalism and Mass Communication Education, conference sponsored by *Gannett Center for Media Studies*, Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**June 22**—Comments due in FCC proceeding (Gen. Docket 87-25) aimed at building case against cable's compulsory copyright license. Comments also due in FCC proceeding (Gen. Docket 87-24) considering reinstatement of syndicated exclusivity rules.

**June 23**—*Washington Metropolitan Cable Club* luncheon, Speaker: Bill Grimes, president, ESPN, Washington Marriott, Washington.

**June 23-26**—*National Association of Broadcasters* board of directors meeting, NAB headquarters, Washington.

**June 23-26**—*National Broadcast Editorial Association* annual convention, Seattle Sheraton & Towers, Seattle.

**June 24**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring Lawrence Fraiberg, president, MCA Broadcasting, Copacabana, New York.

**June 24**—*New York Women in Cable* "Basics in Cable Course," HBO Media Center, New York. Information: Katie Immesberger, (212) 304-3152.

**June 24-26**—Media seminar sponsored by *American Association of Advertising Agencies*, Helmsley hotel, New York.

**June 24-28**—*Florida Association of Broadcasters* annual meeting, PGA Sheraton, Palm Beach, Fla.

**June 25**—"Employment: How Bleak Is the Picture?"



last in series of three forums on "Television in Crisis?" sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Mark Goodson Theater, New York. Information: (212) 765-2450.

**June 25-28**—*American Meteorological Society* 17th annual conference. Nugget, Sparks (Reno), Nev. Information: (617) 227-2425.

**June 26**—*Radio-Television News Directors Foundation* conference with *Society of Professional Journalists*. Hyatt Regency, Washington.

**June 28**—14th annual daytime Emmy awards (nontelevized) luncheon primarily for creative arts categories sponsored by the *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Premiere hotel, North Hollywood. ATAS: (818) 953-7575.

**June 30**—14th annual daytime Emmy Awards, jointly sponsored by *National Academy of Television Arts and Sciences* and *Academy of Television Arts and Sciences*, to air on ABC-TV, live from Sheraton Center, New York.

■ **June 30**—Entry deadline for 30th annual *International Film & TV Festival of New York* for TV programming, promotion spots and music videos. Deadline is for work produced or first aired between Aug. 1, 1986, and June 30, 1987. Sept. 14 is deadline for work produced or first aired between June 30 and Sept. 14. Information and entry kits: (914) 238-4481.

## July

**July 1**—Deadline for entries in Ollie Awards for outstanding American television programming for children, sponsored by *American Children's Television Festival*. Information: Valentine Kass. (312) 390-8700.

■ **July 1**—Second deadline for entries in *Academy of Television Arts & Sciences'* 39th Annual Primetime Emmy Awards. Deadline is for programs broadcast May 14 and June 30, 1987. Information: (818) 953-7575.

**July 2**—14th annual Daytime Emmy Awards (ABC-TV), sponsored by *National Academy of Television Arts and Sciences*, jointly presented by *Academy of Television Arts and Sciences*. Waldorf-Astoria, New York.

**July 7**—Comments due in FCC proceeding (MM Docket 87-6) considering use of synchronous transmitters to extend coverage of AM stations.

## Errata

In May 11 story on satellite newsgathering, Washington attorney **Laurent Scharff**, who represents Radio-Television News Directors Association, was quoted as saying, "We don't think there would be any case where true national security interest could be invoked to suppress information." He actually said, "We don't think there would be **many cases** where true national security interest could be invoked to suppress information."

□

Item in May 18 "Syndication Marketplace" on Multimedia's clearing **Donahue** on WFLD-TV Chicago said Multimedia's contract with WBBM-TV there had ended on March 31. WBBM-TV is actually carrying **Donahue** until Sept. 11, when show will move to WFLD-TV.

□

In May 18 "Syndication Marketplace," correct barter split for *Getting in Touch* is **four minutes for stations and two-and-a-half minutes for Access and Baruch Television Group**. Half-hour program is hosted by Dr. David Viscott, who is **psychiatrist**, as well as psychologist as reported.

**July 10-14**—*Television Programming Conference*, sponsored by group of television program executives and syndicators. Disney World, Orlando, Fla. Information: Diane Appleyard. (904) 432-8396.

**July 12-15**—*New York State Broadcasters Association's* 26th executive conference, including Fred Friendly (Columbia University)/Arthur Miller (Harvard University) Columbia University seminar on "Broadcasting and the Constitution." Sagamore Resort hotel, Lake George, N.Y.

**July 12-16**—Technology studies seminar, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**July 12-17**—*National Association of Broadcasters* management development seminar for radio. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5405.

**July 15**—Deadline for replies to FCC proceeding (MM Docket 87-7) proposing relaxation of provisions of broadcast multiple ownership rules. FCC, Washington.

■ **July 15**—*Arizona Cable Television Association's* public relations training seminar. Gateway Park hotel, Phoenix. Information: (602) 257-9338.

**July 16**—*National Federation of Local Cable Programmers* awards banquet for winners of 10th annual Hometown USA Video Festival. Chicago. Information: (202) 544-7272.

**July 16**—*Caucus for Producers, Writers and Directors* third annual general membership meeting. Chasen's, Los Angeles.

**July 16-18**—*Colorado Broadcasters Association* summer convention. Beaver Run, Breckenridge, Colo.

**July 16-18**—*National Federation of Local Cable Programmers* national convention. Chicago Hilton, Chicago. Information: (202) 544-7272.

**July 17-19**—*Louisiana Association of Broadcasters* radio-television management session. Lafayette Hilton, Lafayette, La.

**July 21-23**—*Florida Cable Television Association* annual convention. Bonaventure hotel, Fort Lauderdale, Fla.

**July 21-24**—Cable press tour, in conjunction with *Television Critics Association*. Century Plaza, Los Angeles.

**July 24-26**—*South Carolina Broadcasters Association* summer convention. Radisson hotel, Myrtle Beach, S.C.

**July 24-28**—*National Federation of Community Broadcasters* public radio training conference. Clarion hotel, Boulder, Colo. Information: (202) 797-8911.

**July 25-27**—NBC press tour, in conjunction with *Television Critics Association*. Century Plaza, Los Angeles.

**July 26-28**—*California Broadcasters Association* summer convention, celebrating CBA's 40th birthday. Keynote speaker: FCC Commissioner Dennis Patrick. Hyatt Regency, Monterey, Calif. Information: (916) 444-2237.

**July 28**—*Television Critics Association* Day, with presentation of TCA awards. Century Plaza, Los Angeles.

**July 29-31**—PBS press tour, in conjunction with *Television Critics Association*. Sheraton Redondo Beach, Redondo Beach, Calif.



## Counterpoint

EDITOR: Your editorial [May 18] which generally criticized the legislative priorities of the National Association of Broadcasters and, more specifically, condemned the association's position on the FCC's recent indecency ruling warrants a response and rebuttal.

Looking down from Mount Olympus on a clear day, an editorialist can survey the world with serene detachment. But for those down on the plain in the thick of things, the realities are often not quite so simple. Editorialists do not have to be concerned about license renewal; broadcasters do.

NAB's decision to pursue relief from comparative renewal was fully discussed by its board last June and again in February. There was strong approval for pursuing legislative relief. While the specific elements of the legislative package are not yet known, the NAB board was fully aware that legislation to eliminate the comparative renewal would involve trade-offs, including recognition of the public interest standard. Let me assure you that the board views license renewal reform as far more important than the "marginal" label you attach to it. We wish to bar extortive renewal challenges that are based only on the challengers' desire for a financial windfall. The board will again consider the elements of the renewal "package" in June.

The executive committee long ago recognized that the battle over the fairness doctrine should not be on Capitol Hill but rather

in the courts, where its fate will ultimately be decided regardless of what Congress does. We believe that passage of the fairness doctrine by Congress will not impose additional burdens on broadcasters and will give us our best opportunity for a clear constitutional challenge in the courts.

Turning to indecency, as you reported elsewhere in your magazine, this issue has been discussed at length on several occasions by the NAB board and executive committee. The executive committee's statement, contrary to your characterization as "a historic wimping out," represents the sentiment of broadcasters that indecency must be viewed as more than a pure First Amendment issue. NAB's statement recognized that the FCC's ruling raised some First Amendment questions because of the vague nature of the opinion, and the executive committee specifically authorized NAB to seek clarification of that ruling. We intend to do that. However, the statement also was a recognition by the executive committee that the broadcast of indecent material generally violates federal law and thus should not be a part of our system of broadcasting. Apparently you disagree.

If BROADCASTING's charge against the executive committee and the members of NAB in general is that the vast majority of broadcasters believe they can serve the causes of free speech, the First Amendment and community service without broadcasting indecency, then I suspect most broadcasters would plead guilty.—Edward O. Fritts, president and chief executive officer, National Association of Broadcasters, Washington.

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MIAMI	WPLG
SEATTLE	KOMO
DENVER	KMGH
PHOENIX	KTVK
INDIANAPOLIS	WRTV
ORLANDO	WESH
CINCINNATI	WXIX
MILWAUKEE	WTMJ



NASHVILLE	WTVF
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# Broadcasting May 25

Vol. 112 No. 21

TOP OF THE WEEK



NCTA President Mooney announcing opposition to a must-carry stay

## Threat of peace on cable-broadcast-movie horizon

**NCTA extends olive branch to broadcasters by opposing some in own industry seeking to stay must-carry rules; NAB applauds initiative; MPAA and cable agree to meet on compulsory license**

After years of verbal and real warfare among the cable, broadcasting and motion picture industries, there were growing signs of accommodation last week. Whether peace will follow remains anyone's guess, but there was reason for optimists to be optimistic.

For starters, the National Cable Television Association filed with the court of appeals an opposition to a stay of the must-carry rules requested by some of the cable industry's own—a move conciliatory to the National Association of Broadcasters, which also is appealing a stay (see page 75). And there's even a glimmer of hope that cable's relationship with Hollywood may be getting closer. Motion Picture Association of America President Jack Valenti told BROADCASTING he's tentatively scheduled to meet with NCTA President Jim Mooney next month, with the compulsory license on the agenda.

Whether the NCTA's extending an olive branch or the prospective NCTA-MPAA meeting will lead to any breakthroughs remains to be seen; all parties were being guarded about the prospects. The event of the meeting itself, said Mooney, "is not a big deal"; other meetings have occurred from "time to time." Valenti also hesitated to predict any outcome. "I have to wait until we sit down and talk. I am going to talk about anything and everything. But I don't know

what cable's going to talk about. I am not sure what cable's willing to offer," said Valenti.

News of the NCTA-MPAA meeting should go over well on Capitol Hill; Congress has little appetite for these industry wars. It was strongly suggested by senators participating in one NCTA convention panel last week that cable, Hollywood and the broadcasters should go to the table and settle

their differences (see story, page 53).

Cable's first gesture toward interindustry harmony came in a speech delivered this month by Tele-Communications Inc. President John Malone in which he called for renewed negotiations with MPAA and others on cable's compulsory license. "Things have changed in the last 10 years," he told a Washington Metropolitan Cable Club luncheon three weeks ago (BROADCASTING, May 11). "We know that. Some carefully drafted and well-thought-out fine tuning may be necessary."

Malone also tried to smooth over differences on the broadcasting-cable front. He announced TCI's intentions to accommodate independent television stations upset about being shifted from low channel positions to higher ones. And the MSO chief pledged to stick with the FCC's new must-carry rules even if the courts throw them out as unconstitutional.

Malone was still calling for peace during the convention. "Let's build a long-term consensus here. The MPAA community has a lot more to gain than lose from a close working relationship with cable, and vice versa," he told BROADCASTING.

"Basically, you've got to stay with the compulsory license as it was originally intended, which is to make it kosher to carry these regional signals into surrounding markets where there is maximum interest," said Malone. "I think the basic problem over in his [Valenti's] camp is that we are not exactly dealing with Caesar's wife over there. Those guys are broadcasters, studios and theater owners, aspirant networks, superstation



Fritts



Summers



Valenti



Padden

owners and cable owners. They have different motives."

As for the cable-broadcaster wars, NCTA's announcement that it was filing against the motion for a stay seemed to be making immediate inroads. NAB President Eddie Fritts "applauded" NCTA's decision. "Both Jim [NCTA President Mooney] and I are interested in preventing an all-out war between the two industries," said Fritts. "We're interested in working together constructively and their filing against the stay is a positive step in that direction."

Another indication that harmony might be achievable was evident in the remarks made by NAB's John Summers, senior executive vice president for government relations, during an NCTA convention panel. "We're very pleased with the olive branch Jim Mooney has put forth in the form of supporting must carry in the stay before the court," Summers said. "I must say that working with Jim has been a pleasure. He has a reputation as being a hard nose, which he is. But he also has a reputation as being very honest. When he gives you his word he sticks by it. You're very fortunate to have him as your president. I hope we can reciprocate in some way with an olive branch from our side," said the NAB executive.

Even the Association of Independent Television Stations, which has been cable's harshest critic, was exercising a new restraint. A speech given by INTV President Preston Padden to the Massachusetts Broadcasters Association last week was noticeably toned down from the previous salvos INTV has fired at cable. Although Padden was still talking about "competition in the cable monopoly environment," he said the independents "particularly acknowledge and appreciate" NCTA's efforts.

The NCTA filing was discussed at a spe-

The NCTA filing was discussed at a special press briefing during the annual convention in Las Vegas last week. It was approved by the association's executive committee a day prior to the briefing. Also joining NCTA in opposition were the Community Antenna Television Association, Continental Cablevision, American Cablesystems, Cox, Heritage Communications, Newhouse Broadcasting, Rogers, Tele-Communications Inc., Viacom and Warner. (Six of those companies are represented on NAB's nine-member executive committee.)

NCTA's initiative was being viewed as a gesture of peace aimed at reviving the spirit of cooperation that existed between cable and broadcasting when they cut a deal on must carry last year. Many observers feel NCTA's filing will make a difference in blocking the request for a stay. "It's something the court has to pay attention to... They can't ignore it," said NAB's Summers.

It was anticipated that the must-carry agreement would put an end to the decades-old broadcaster-cable wars. On the contrary, cable's dealings with broadcasters have become increasingly strained and are not expected to improve until the FCC's new must-carry rules take effect and are safe from constitutional challenge. Interaction between the independent TV community and cable has been particularly explosive due to the practice by some cable operators of switching the channel assignments of independent stations on their cable systems—usually from the VHF to a UHF position.

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Some industry observers feel that if cable can resolve its must-carry problems with broadcasters it would pave the way for what's considered an even greater challenge: working out an agreement with the motion

picture industry on the compulsory license. MPAA, which has spearheaded a major cable-bashing campaign, has been calling for greater federal regulation of cable, particularly in ownership concentration.

There's no doubt, said one Hill source, that cable is in a "very exposed position" on many issues. "On each of those issues they're being portrayed in a negative light" by broadcasters and Hollywood, the source said.

The antistay filing, explained Mooney at the briefing, is an effort to keep alive the "spirit of reconciliation and coexistence" that resulted in the must-carry compromise between broadcasters and cable last year.

"We don't know if any form of must carry will withstand constitutional scrutiny," he said. "We do not vouch, specifically, for the constitutionality of the compromise rule embodied in the joint industry agreement. Moreover, we do not believe it to be incumbent upon the cable industry to defend the constitutionality of the new rule before the courts, a rule whose benefits flow altogether in one direction—to the benefit of broadcasters, not cable operators." It's up to the broadcasters, he said, to defend in court "their constitutional claim to have another industry regulated to their advantage."

NCTA's primary motivation in seeking the compromise, Mooney stressed, was to "put an end to the political warfare" between the two industries. "In any event, what our participation in the compromise has accomplished is to get the broadcasters another day in court. As everyone knew since day one, there was no way the new rule would go unchallenged, and that someone would take it again to the Court of Appeals," he stated.

"Actual resolution of the litigation is likely to take quite a bit of time, although there is some possibility of a summary judgment," Mooney said. "If the stay is granted, of course, the rule will never see the light of day pending the entire case being decided, whether it is decided quickly or deliberately."

Still, Mooney added, "we continue to believe that peace between these industries is itself a value highly to be prized, and we take very seriously the notion that people ought to adhere to their political commitments in spirit as well as according to the letter."

Must carry "has already had enough ups and downs without there being resolved the ultimate questions involved, and that all parties—including cable—could benefit from a little stability until those ultimate questions are definitively answered," he said.

Asked where the impetus for the filing arose, Mooney said it was a product of a grass-roots movement: "I did not initiate this." Cable operators, he commented, "think this is a good idea...they're increasingly of a mind to tend to business."

In summing up NCTA's reasons for opposing the stay, Mooney told BROADCASTING. "if I have heard anything repeatedly from members of Congress attending this convention it is that they are sick and tired of these wars. They don't want to hear it anymore. We, too, are sick of war. And to the degree that we can work out our problems with other industries we want to do it." □



**Cable's Vanguard.** NCTA presented its Vanguard awards last week during the annual convention. The ceremony was held at the Las Vegas Hilton Wednesday night (May 20). The winners (l to r): Anthony Accamando, vice president, corporate development, Adelpia Communications Corp., Bethel Park, Pa., the Vanguard award for state/regional association leadership; Walter Ciciora, vice president, strategy and planning, American TV & Communications, award for science and technology; Arthur Sando, vice president, corporate communications, Turner Broadcasting System, Atlanta; the President's Award; Daniel Aaron, vice chairman, ComCast Corp., Bala-Cynwyd, Pa., the Distinguished Vanguard Award for Leadership; Beverly Harms, vice president, Communications Equity Associates, Tampa, Fla., who also received the award for leadership; Doug Wenger, senior vice president, Storer Cable Communications, Miami, award for marketing; C. Ronald Dorchester, senior vice president, Prime Cable Corp., Austin, Tex., award for young leadership, and William Bresnan, president, Bresnan Communications, White Plains, N.Y., who also received the President's Award.

Robert J. Mathews, president, CableData, Sacramento, Calif., was scheduled to receive the Vanguard award for associates. Mathews, 49, died Monday, May 18, of cancer in Fair Oaks, Calif. (see page 94).

# Cable basks in the good times in Las Vegas

**Speakers at annual convention tell attendees that subscribership and revenue are up; areas of future concentration: original programming, PPV, customer service and penetration**

Judging by the vital signs of the cable industry taken last week at the National Cable Television Association convention in Las Vegas, cable is an extraordinarily healthy business that's growing bigger and stronger. As securities analyst Gary Blemaster put it: "One can only continue to be bullish."

Basic and pay subscribership, basic rates, revenues, cash flow, system prices—all are up. Even attendance at the show, which organizers predicted would drop 10%, was up—to 13,383 as compared to last year's 13,148.

"We've won our battle for deregulation," NCTA President James Mooney said in his opening address. "We're in nearly 50% of American TV households. We've begun to shift our resources to large-scale investment in original programming. We've got critical mass and [are] gaining more every day."

Of all the businesses of the Fifth Estate, cable operators believe theirs is the best. "Since 1985, the cable industry has been generating more revenue at higher margins than our chief competitors, the broadcast networks," Gene Schneider, chairman and chief executive officer, United Cable Television, told a group of securities analysts.

The operators' high opinion of their business was confirmed by Martin Pompadur, a long-time broadcaster who is investing heavily in cable as manager of a limited partnership. For those looking for maximum appreciation in five to eight years, he told the operators at the closing session, cable is superior to broadcasting—be it independent television, network affiliate television or FM radio.

The only cloud hanging over the convention was the prospect of the FCC's reimposing some form of syndicated exclusivity rules, which would damage cable's popular superstations. FCC Chairman Dennis Patrick, who favors reimposition, argued in his closing session speech that rules are in the long-term best interest of the industry. It's doubtful anyone in his audience bought it.

But, as most of the cable executives are aware, there is hope that cable could dash any rules in the court or, more likely given last week's peacemaking initiatives, reach some compromise with broadcasters and the motion picture industry on the whole issue of the compulsory license, which allows systems to carry distant signals, including those syndex would affect.

At the show, the cable industry took credit for the audience erosion of the broadcast networks. For the first time, Mooney said, cable services have begun "to attract more viewership in full service cable homes than NBC, ABC and CBS put together."

And the industry also took note of (and possibly some delight in) the financial prob-

lems the erosion is causing broadcasters. "This is the first year I've smelt blood in the water," said Michael Fuchs, chairman and chief executive officer, Home Box Office, referring to the three major networks in his meeting analysts.

Both the NCTA and the National Association of Broadcasters, in apparent attempts to impress the policymakers, chose the same general theme this year—serving the public. Cable believes it's doing a better job. During his opening address, Mooney said cable "has done in 10 years what broadcasting failed to do in 40—make television more than just a mass advertising medium."

At the opening session, Fuchs said the broadcast networks had a "stultifying" effect on programmers. "We have opened up the process and exposed people to many different things," he said.

Through better marketing and program-



New NCTA Chairman Jim Cownie

ing, the cable industry promised it's going to work hard to boost cable penetration—the percentage of homes passed by cable that subscribe to cable. With new construction slowing, "we're increasingly going to have to win [new subscribers] within areas already served," Mooney said. According to United's Schneider, the "conventional wisdom" is that cable will go from 57% today to 70% by 1990. Somewhat more conservative, Trygve Myhren, chairman and chief executive officer, American Television & Communications, said ATC's goal is to hit 70% by 1993.

As there has been at every convention in recent memory, there was talk of the need for better service to keep the customers satisfied. Richard MacDonald, a cable securities analyst with First Boston, provided the latest best reason for publicly traded companies to take better care of their customers—higher stock prices. Potential investors who subscribe to cable wonder how cable can be "such a great business when they can't get their cable operators on the phone. It takes three days for a service call and the marketing leaves them cold."

NCTA President Jim Mooney promised other benefits. "What you do in your systems to provide good customer service—running all the way from promptly answering the phone to using consumer friendly equipment—will do more to properly focus

attention on cable's identity as a diverse television medium and not on its logistical problems—than 10 NCTA [conventions] combined."

The need for original cable-exclusive programming to further distinguish the medium from its competitors was an oft-heard theme during the four days. According to J. William Grimes, president and chief executive officer, ESPN, only "better, different, unique, proprietary programming" will persuade noncable subscribers to subscribe.

The most exciting development in the realm of exclusive programming was ESPN's contract with the National Football League to telecast eight regular season games this fall. Each game will be exclusive to cable except in the markets of the teams that are playing each game. At the show, the major MSO's started lining up behind ESPN, agreeing to ante up between 10 and 15 cents per subscriber to subsidize the games. Telecommunications Inc. had agreed to carry the games into six million homes, a commitment of at least \$7.2 million. And ESPN said it had reached "agreements in principle" with several other MSO's, including Jones Intercable, Multimedia, Rogers Cablesystem, Telecable and Warner Cable.

A group of major MSO's had formed a consortium to bid against ESPN, HBO, Fox Broadcasting and others for a package of NFL games. Although the consortium failed to get a football package, it remains intact. In fact, key members met during the convention to figure out what to do next.

James Cownie, president, telecommunications group, Heritage Communications, who is the spokesman for the group, said it appointed one member, whom he refused to identify, to review the options, including disbanding. The operators want to help bring better programming to cable, Cownie said. The question is whether to do it directly through the consortium or indirectly through the cable networks, he said. Cownie said he preferred the latter approach.

Getting MSO's behind an NFL bid was easy because everybody knows what the NFL is and what it could do for cable, he said. But, without the NFL to "focus on," he said, he's skeptical the MSO's can agree on what kind of programming to underwrite. "The programmers have the entrepreneurial skills and resources to carry this ball."

United's Schneider, in speaking to the analysts, seemed more sanguine about cable operators getting together to produce or acquire programming. "I think you will see more consortiums in the future to bid against the networks and independents for the rights to quality product," he said.

Like original exclusive programs, special-interest cable services can potentially boost cable penetration by attracting viewers whose interest matches those of the services. Among this year's batch of services that cable operators can contemplate carrying: The Gospel Music Network, a religious music service; Health Television Corp.'s You TV

## On and off the center court at the NCTA

It isn't yet official, but word began leaking during NCTA convention last week that **Bert Carp**, association's executive vice president, will be leaving in June to join Turner Broadcasting System as Washington lobbyist. He succeeds **Robert Ross**, who's now in London for CNN International. NCTA President **Jim Mooney** says there's at the moment no apparent candidate to succeed Carp, but that he has begun to look for one.

Also on the move: **Paul A. FitzPatrick**, president and chief operating officer of the Cable Satellite Public Affairs Network, has been named president and COO of Request Television, a pay-per-view programming company, effective in July. Before joining C-SPAN in 1984 he was executive vice president-COO of Titsch Publishing. **Brian Lamb**, C-SPAN chairman, said that plans for filling the position are "very much up in the air at the moment."

And: **Robert L. Schmidt**, a former president of NCTA (1975-1979) and since then involved in developing new communications technologies as entrepreneur (Communications Technology Management, Integration Communications International) was letting it be known in Las Vegas he is returning to private practice with the Washington law-lobbying firm of Wunder, Thelen & Forgotson (which includes as principals **Bernard Wunder**, former head of National Telecommunications and Information Administration, and **William Diefenderfer**, former chief counsel to the Senate Commerce Committee). He joins June 1. Also going aboard at WT&F: **Thomas Ryan**, former chief counsel of the House Commerce Committee.

Hero of the rank and file at NCTA convention was **Roy J. Stewart**, chief of the Video Services Division of the FCC's Mass Media Bureau, who **hit the slots for \$3,216**. He was playing three coins at a time on dollar machine, had put in some \$40 in 15 minutes when he hit jackpot. When he called home to tell his wife, Patricia, she turned to daughter Terry and said: "Daddy just won the down payment on your new car." So committed, Stewart pocketed his cash and walked away.

Also at the convention, **Ted Turner** of Turner Broadcasting (CNN, superstation WTBS-TV Atlanta), reportedly dominated a closed, hour-and-a-half roundtable luncheon discussion with FCC staffers. According to one FCC official in attendance, "everything under the sun" was discussed. Yet Turner, according to the FCC official, also talked about the FCC's proposal to reinstitute syndicated exclusivity

rules. Although reporters weren't permitted inside the room, they were able to observe and photograph the proceedings through a window until Seth Davidson, an NCTA attorney, blocked the view with a screen.

FCC policy generally prohibits agency staffers from accepting free meals from licensees or their agents. But **Diane Killory**, FCC general counsel, said NCTA had received advance agency clearance to host the luncheon—which featured sandwiches, potato salad, coffee and liquor—under an exemption permitting agency personnel to partake of free meals when they are "not lavish and offered in the course of a business meeting."

Among those reportedly in attendance: Killory; James McKinney, FCC Mass Media Bureau chief; Lauren Belvin, senior legal adviser to Commissioner Mimi Dawson; Brian Fontes, special assistant to Commissioner James Quello; Roy J. Stewart (see above); Bradley Holmes, chief, policy and rules division (and prominent contender for FCC commissionership); Greg Vogt, chief of the Common Carrier Bureau enforcement division; Sally Lawrence, chief, FCC news media division; Brenda Fox, NCTA vice president and general counsel, and Bert Carp, NCTA executive vice president.

**The NCTA board**, meeting last Thursday in Las Vegas after almost everyone else had gone home, elected **James Cownie**, president, telecommunications group, Heritage Communications, to be its new chairman. Cownie, who succeeds Trygve Myhen, chairman and chief executive officer, American Television & Communications, had been the board's vice chairman and chairman of the NCTA convention committee. The other newly elected officers: **John Goddard**, president and chief executive officer, Viacom Cable (vice chairman); **Robert Miron**, executive vice president, Newhouse Broadcasting Corp. (secretary), and **Steven Dodge**, chairman and chief executive officer, American Cablesystems Corp. (treasurer).

Upon his election, Cownie named five others to join the officers on the executive committee. They are NCTA President **James Mooney**; **John Malone**, president, Tele-Communications Inc.; **June Travis**, president, Rifkin & Associates; **Amos Hostetter**, chairman and chief executive officer, Continental Cablevision, and **Myhren**.

During the convention, NCTA also announced the election of three new district directors and one independent/small system director. The former are **Carolyn Chambers**, president, Chambers Communications Corp.; **John Rigas**, president, and chief executive officer, Adelphia Communications Corp., and American Cablesystems' **Dodge**. The new independent/small system director is **Jerry Craft**, president, Craft Cable TV.

Cable Network, a service devoted to health, fitness, medicine and self-help, and The Motivation Network, whose schedule features "motivational" speakers committed, as the service slogan says, to "keeping America positive."

For the first time in many years, pay cable captured a big portion of the convention spotlight. Home Box Office began the marketing push for Festival, its new family-oriented service, that is now carried on a more-or-less trial basis by 40 systems serving around one million homes. It held a press conference on the opening day of the convention and it pumped the service (along with HBO and Cinemax) into the closed-circuit television system of the Las Vegas Hilton, giving operators staying there a chance to sample it. Along the marketing trails, Festival was able to attract about 3.5% of homes passed, but HBO officials claimed that with proper marketing between 5% and 8% penetration is possible. At that rate, they said, "it's very profitable."

Before the securities analysts, HBO's Fuchs said Festival "hardly cannibalizes"

other pay services and couples well with the Disney Channel. But at least one astute observer of the industry thought otherwise, TCI Chairman John Malone, who told analysts he thinks HBO is trying to muscle out Disney and Showtime and prevent them reaching "viable scale economics."

Everybody seems to think that Showtime/The Movie Channel's two services are in trouble expect Showtime/TMC. At the show, it made much of the success of its two recent marketing campaigns, which, it said, has netted at least 400,000 subscribers since last July. Showtime introduced a bold new one for system roll-out in the second half of 1987. Its theme and slogan: "Showtime & HBO: It's Not Either/Or Anymore." All the campaigns, particularly the new one, are designed to make consumers aware of Showtime's and TMC's exclusive programming and the fact that if they want all popular motion pictures they are going to have to subscribe to one of Showtime/TMC's service and one of HBO's.

With Showtime/TMC's new slogan plastered all over the place, the joke was—and

many delegates thought—that Showtime/TMC and HBO had finally been merged. HBO was not amused. Following the convention, an HBO spokesman said lawyers are considering action against Showtime/TMC.

Malone, who called Showtime "a sick puppy" following a Washington speech three weeks ago, was unimpressed by the numbers Showtime/TMC was ringing up with its current "Get Connected" campaign. Before the analysts, he said that, considering that the campaign involved two free months of Showtime or TMC, it received a "relatively small response."

Detractors of pay-per-view television were more rare than ever this year as evidence mounted that PPV is a profitable business. Unlike last year, when people asked "Is PPV going to happen and is it real?" said Jeffrey Reiss, chairman and chief executive officer of Request TV, this year "it is assumed that PPV is here and it's here to stay." Now the questions are of the "how" nature, he said. "How do we get into it, and 'How do we do it best?'"

# Patrick outlines house rules for cable in Las Vegas

**FCC chairman tells cable assemblage that First Amendment should not be bargained for short-term interests; says reimposed syndicated exclusivity could be "diversity-enhancing" tool**

FCC Chairman Dennis Patrick traveled to Las Vegas, the land of glitter and dreams, last week to advise the cable industry that any vision its members may have of a free lunch—in terms of protection against competition—is a mirage. The pole star they should follow, he said, is the First Amendment, no matter what competitive problems it may present.

Patrick, who was speaking to the National Cable Television Association convention in his first major speech since becoming chairman a month ago, did not seem to be trying to tell cable operators what they wanted to hear. Don't give up your First Amendment card as the price for keeping competitors out of a market, he said. And, asking cable operators to think about what some of them consider unthinkable, he suggested that they consider whether negotiated copyright liability might not be a better, "or at least a livable alternative," to compulsory copyright.

The question of so-called overbuilds is one of the most vexing facing the cable industry. The cable industry mainstream, at least, seems prepared to battle those who fight for the right to offer cities a second cable service, even if the would-be newcomers are marching under the banner of the First Amendment. The NCTA board two months ago was reported considering whether to enter a court case where a city's right to bar overbuilds is at issue—and to enter it on the side of the city (BROADCASTING, March 2).

"If you abandon your fight to obtain full First Amendment rights to serve your short-term interests," Patrick said, "the whole cable industry could suffer dramatically in the long run. Without First Amendment protection, there would exist no constitutional impediment to various types of content and access regulations. The First Amendment affords great freedom, but it requires of you a consistent and vigorous defense of its principles. You cannot invoke it to resist those infringements you oppose, while compromising its terms to accommodate those regulations you favor."

Patrick noted that some cable system operators argue that the First Amendment is not necessarily compromised when a city denies a second franchise. They argue, he said, that all have a First Amendment right to speak—but that no one has such a right to build, that as a result, cities are not obliged to grant access to public streets. "If you buy this," Patrick said, "you are conceding the notion that your competitors have the right to speak over your system." Then he added: "This sounds perilously close to the must-carry rules you fought so hard to abolish or limit." What's more, he said, cities could use the same logic to argue that a cable system could be required to lease capacity on a municipal

system or from a public utility. "After all," he said, "they'd say, your First Amendment right to speak would be unaffected."

Once past the First Amendment/overbuild lecture, Patrick plunged into the even more sensitive issue of compulsory copyright. To cable operators, it seems as vital as the electric power that activates their systems. But Patrick insisted on discussing it in terms of "free and fair competition," and on urging the operators at least to consider negotiated copyright liability as a better or at least "livable alternative" to the compulsory license under which cable carries broadcast signals at government-set copyright fees. After all,



Patrick

he said, cable operators who negotiate for the carriage of basic, pay and pay-per-view cable services are already dealing in a full-liability marketplace for the majority of their programing. Why," he asked, "shouldn't broadcast services be treated like other program sources."

He even suggested that, beyond the question of fairness, cable operators might find broadcast services less expensive if obtained through negotiation in the absence of compulsory copyright. In any event, he said, "take a hard look before backing away from fair competitive principles that are in your own long-term interest."

Fairness was also the standard he invoked in discussing the commission's examination—at his request—of whether to reintroduce the syndicated exclusivity rule. "The cable industry has recognized the value of cable-unique, exclusive programing," he said. "Why shouldn't broadcasters be permitted to obtain similar exclusivity? Remember, the issue is not whether broadcasters will survive a syndicated exclusivity rule, but whether the public benefit of such a rule outweighs the cost of its imposition."

And Patrick indicated he feels it does. "There's no question that exclusivity rights play an important role in promoting competition by creating proper incentives to create, distribute and promote programing in a way that maximizes consumer welfare effectively," he said.

"And worse yet," he added, "if you manage to establish that principle—that government should by a certain regulatory regime accept a competitive advantage for one player that it effectively denies another—how long before that principle is applied against you? How long will it be before a variation of compulsory license guarantees others ac-

cess to your cable product—against your will and at a price set by the government?"

Patrick saw a syndicated exclusivity rule as a "diversity-enhancing" tool, one that benefits broadcasters and cable systems alike. At present, with the combination of compulsory copyright and a lack of syndicated exclusivity, he said, there is in place what might be called "the rule of reruns." The same program often appears "literally dozens of times on different channels during the same week," he said. And not only does that "rule of reruns" harm the local broadcaster's ability to attract viewers, he said. "Reruns also downgrade the value of cable service. . . . It may be time to abandon 'the rule of reruns.' A unique broadcast signal will undoubtedly prove to be a more valuable program source for you."

**Nary a discouraging word is heard at closing general session as cable executives meet in mutual admiration of state of industry**

Cable operators at the NCTA convention were sent home with some glowing opinions about the financial health and prospects of their business ringing in their ears. At the closing general session last Wednesday, Martin Pompadur, general partner, ML Media Partners, said cable is the best business in the realm of electronic media. Richard MacDonald, a cable analyst with First Boston Corp., went even further. He said it's "the best business in America."

"That's no exaggeration," MacDonald said. "You've made heroes of many professional investors."

Compared to the market indices, he said, cable stocks have performed poorly since the summer of 1986. But all that means is that there are some "outrageous opportunities today in cable" for investors. "I think the stock prices of publicly traded cable companies are going higher—much, much higher—because the value will continue to build," he said.

There are reasons for the relatively poor performance of cable stocks, MacDonald said. "Cable has not had everything go its way despite its media image as a spoiled child. The tax structure turned upside down, interest bottomed and overbuilds became a concern for the first time," he said. "Now your investors know that none of these can seriously weaken the economic health of your business, but the market spotlight has moved on for the moment."

Cable still has plenty of upside, Pompadur said, because of potential new "revenue streams and profit centers" like pay-per-view, local advertising, and home shopping. "How high is up depends on the improvement of existing program channels, the establishment of new . . . channels, the creation of new services and how effective the cable industry becomes as marketers," he said. John Malone, president of Tele-Communications Inc., the nation's largest MSO, said the "right way" to evaluate a cable system is "as a tax sheltered, tax-advantaged

annuity" that grows at a compounded annual rate of between 10% and 20%, Malone said.

"If you look at cable cash flow as that kind of annuity and apply to that annuity a discount rate... the present value is infinite," he said.

Malone said he sees no slowing of cable's appreciation. "Right now, I think people are... interested in leasing as much real estate as they can for intensive exploitative later," he said. "That will continue to push the business."

Malone said he only sees "one cloud on the horizon"—changes in the regulations governing cable. Cable has a lot of work to do in Washington, he said. "There are a lot of dikes we have to keep our thumbs in there." □

## Justice still questions MSO money in TBS

### Department's request for more information comes one week before planned closing date of MSO equity infusion into TBS

Back in January, many people expected that the investment in Turner Broadcasting Systems by a group of 13 cable operators would be quickly accomplished. Yet five months and 15 more MSO's later, there is still suspense in the proposed \$576.5-million infusion. With just a week to go before a May 29 closing date, the Justice Department's anti-trust division was still reviewing the investment. And there was talk that the MSO group was still between \$30 million and \$40 million short of the required total figure.

A proxy statement that Turner issued two weeks earlier—because the MSO's would receive a new class of preferred stock, the investment requires shareholder approval—had outlined some recent changes from the originally proposed investment. Time Inc. recently joined the investing group. It and TCI will put up more than two-thirds of the total cable investment in TBS. Although no breakdown of each MSO's investment was provided in the proxy, one unofficial version had TCI buying up \$240 million of the new preferred stock, while Time's ATC would purchase \$168 million. It was additionally speculated that Viacom, which was committed to purchase \$75 million, has decided not to participate and that Time would buy its share. The proxy said the company "believes" that both the number-one and number-two MSO's holdings are to be kept "virtually equal."

TCI President John Malone told reporters at last week's National Cable Television Association convention in Las Vegas that the Justice Department had made a second request for information that was due tomorrow, May 26. The inquiry, Malone said, concerns whether the operators would exercise undue influence over the availability of programming to other technologies, and may be related to another Justice Department investigation of the MSO's and the scrambling of programming signals. The 28 cable operators who propose to invest in TBS own systems with 58% of the subscribers served by Turner's WTBS Atlanta, 61% of those served by Turner's CNN and 66% of those served by Turner's CNN Headline News.

Some executives involved in the merger met with Justice Department officials last Thursday in Washington. According to the Hart-Scott-Rodino merger rules, the department theoretically has 20 days following the "substantial" compliance with its request in which to review the information it has received. Malone said the result of such a delay would mainly be that additional dividends would accrue on existing preferred

stock that Turner is trying to redeem with the proceeds of the cable operators' investment. TBS shareholders are to consider the proposal at a meeting tomorrow in Atlanta. Justice has indicated it may respond this week.

By in effect changing one brand of preferred stock for another—the cable operators are technically buying two kinds of stock, which are being sold together as "units"—TBS would halve its interest payments, from \$76 million to \$38.8 million. But unlike the existing preferred, the new stock would require interest payments in cash. If those payments aren't made, it would give the MSO's majority representation on the TBS board of directors.

Even if the MSO investment is made and the existing preferred is redeemed, the company has more plans in the works "for a substantial refinancing of the company's outstanding debt at lower interest rates and longer maturities... The restructuring could include any of various combinations of refinancing, such as bank borrowings, new debt issues, exchange offers for certain existing debt to remove unwanted covenants and other forms of financing." TBS's current long-term debt, excluding the preferred stock, comes to \$1.37 billion and bears a blended interest rate of 12¾%.

The proxy said that if the debt burden gets too heavy and TBS is forced to declare bankruptcy, Ted Turner, the company's chairman, chief executive officer, and current 80.3% owner, would be obligated to "offer to negotiate to sell his shares to the unit [MSO] investors."

If the company meets its interest payments, the cable operators would still exercise substantial control by their presence on the TBS board of directors where they will hold seven of the 15 seats. Three yet-to-be-designated directors on the current 11-person board will resign, with the other eight filling the remaining seats on the expanded 15-person board.

The company's budget would, under the proposed plan, be subject to approval by at least 12 of the 15 directors—thus a majority of the cable operators would be needed to approve the TBS budget. Following that approval, Turner could deviate from the budget by only \$5 million on such matters as acquisitions, sales, and other working capital commitments. Board approval would also be required for any additional indebtedness or modification of the company's capital structure, and all officers, except Turner and William C. Bevens Jr., TBS chief financial officer, would be subject to approval by at least 12 directors.

Additionally, the proxy states, Turner would have to give the investors the right of first refusal on purchasing his shares if he decides to sell more than 20%. The cable

investors also have the right of first refusal on another's shares. Both Time and TCI said they have agreed to vote together in all matters, and that if they later gained control of the company, it would be Time that would have "day-to-day management of the businesses of the company [TBS]."

Turner plans to keep voting control of the common stock by introducing a second class of common with one-fifth the voting power of the company. TCI's Malone said that one reason the dual-class voting structure was contemplated is that Turner may be facing a divorce suit whose settlement might force him to turn over part of his equity in the company. The new stock would allow him to do so without sacrificing a proportionate amount of voting control.

Despite the potential influence of cable operators, there was apparently no FCC filing made by TBS. The structure of the new securities, and the dual class of stock, would still leave Turner with majority ownership of the company and superstation WTBS. □

## Intelsat puts Colino damages at \$11.5 million

### It files suit in district court seeking triple damages for alleged diversions by former director general and 'associate' through kickbacks

A complex web of alleged fraud, deceit and violations of the federal racketeering statute was described by lawyers for the International Telecommunications Satellite Organization in a civil suit they filed last week against Richard R. Colino, the director general whom the Intelsat board of governors fired last December. The suit, filed in U.S. district court in Maryland, describes kickbacks, phony bills, imaginary consulting firms and Swiss bank accounts into which millions of dollars, the fruit of many of the alleged activities, were said to have been siphoned.

And while it does not name them as defendants, the suit indicates that two banks—one in Little Rock, Ark., and one in Dallas—participated in allegedly Colino-engineered efforts to defraud Intelsat.

The suit claims that as a result of Colino's actions, Intelsat has been harmed in the amount of almost \$11.5 million—and seeks recovery of treble damages. It says that Colino and associates converted more than \$5 million to their own use. Both amounts are substantially higher than Intelsat initially reported. The allegations in the 36-page com-



plaint are believed to reflect the kind of investigation being conducted by the U.S. attorney for Washington, Joseph E. diGenova, into the charges that were leveled against Colino when the board dismissed him and Jose L. Alegrett, the deputy director general, following an initial investigation into charges of financial irregularities.

Alegrett was not named as a defendant in the suit. He returned to Intelsat \$1.1 million he had in a Swiss bank account he is said to have controlled with Colino, as well as other assets valued at \$150,000, and has agreed to testify against Colino on Intelsat's behalf. He is not free of the possibility of an indictment by a grand jury investigating the case, but he has been out of the country for several months, most of the time in his native Venezuela, from which, lawyers say, extradition would be difficult.

Intelsat—with the aid of an outside law firm, Arent, Fox, Kintner, Plotkin & Kahn—and diGenova began their separate investigations after auditors last fall discovered what they said was an unauthorized payment of \$1.35 million. It was made to a husband-and-wife team of mortgage brokers, Charles and Dana Gerrell of Little Rock, in connection with the refinancing of the construction of the first phase of Intelsat's new headquarters in Washington (BROADCASTING, Dec. 8, 1986). The bulk of the damages claimed in the suit—\$6 million—is being incurred in the need to switch contractors on the \$25-million headquarters addition. The original contractor, the William P. Lipscomb construction company, is said to have agreed to a kickback scheme for Colino's benefit.

Lipscomb two months ago was replaced as contractor on the addition by the Gilbane Building Co., which had constructed the main Intelsat headquarters building, a \$60-million project (BROADCASTING, April 6). It had lost out to Lipscomb in competitive bidding for the addition because of what the suit says was the fraud and deceit of Colino. According to the suit, Colino had engineered the award of a \$25-million contract to Lipscomb in return for a \$2.4-million kickback.

Like Alegrett, Lipscomb has agreed to cooperate with Intelsat's investigation. It has also agreed to accept Intelsat's notice of termination for default, waived some \$800,000 in claimed change orders, and repaid Intelsat \$250,000 in cash. Nevertheless, a senior Lipscomb official denies engaging in any kickbacks. He said the firm dealt with Intelsat only through a consultant, Capitol Hill Associates, a Washington real estate firm. The firm was not mentioned in the complaint. But the Intelsat board chairman, Tadashi Nishimoto, in announcing the filing of the suit, said that Capitol Hill and two of its principals had been among those who "acted in concert with Colino" and have now agreed to cooperate in the investigation. Nishimoto said Capitol Hill "returned to Intelsat \$100,000 in cash," under an agreement struck on April 22.

For his part, Colino is maintaining his innocence. One of his attorneys, Jamie S. Gorelick, read a statement asserting that Colino's view of the facts differs from Intel-

sat's, and added: "He intends vigorously to defend this action in court, which is the proper forum for commenting on the assertions in the complaint." She also said Colino will show that Intelsat "suffered no harm" and will file a counterclaim, alleging "wrongful termination, failure to accord due process, and illegal interference with protected pension rights." She said Intelsat has "renege[d] on their pension obligations." Colino was fired about two weeks shy of his third anniversary of taking office, when he would have qualified for an Intelsat pension.

According to the suit, Colino was only a few months into his six-year term when he "devised a scheme and artifice to defraud Intelsat through false representations, omissions of material facts and deceit." The aim was to assure that Lipscomb won the con-



Colino in 1984

tract to build the headquarters addition. Colino allegedly misrepresented Lipscomb's experience to the board—the firm had never undertaken a project as large as the Intelsat job—and provided it with the information needed to underbid Gilbane—Lipscomb's winning bid of \$25,398,000 was only \$2,000 under Gilbane's—in return for what the suit says was the \$2.4-million kickback.

But after the contract was awarded, the suit says, Colino learned Lipscomb lacked the cash "to pay him and others" (not identified in the suit) a portion of the agreed-on kickback. So he "and his associates" devised a scheme under which Lipscomb sought and obtained a \$1.2-million advance for "long lead items." Lipscomb's explanation was that the money was needed to pre-order materials at a favorable price. But "the true purpose" of the requested payment, according to the suit, "was solely to provide Lipscomb with the needed funds to pay Colino and his associates a portion of the agreed-upon kickback." The suit says that \$1 million wound up in a Swiss bank account controlled by Colino and an "associate," presumably Alegrett. The account was in the name of Trendhouse Investment S.A., the suit says, "a Panamanian entity created by Colino and an associate for the purpose of defrauding Intelsat."

In the spring of 1985 Colino engaged in "yet another scheme and artifice to defraud Intelsat," according to the suit. Lipscomb

was directed to inform Intelsat that additional foundation work was required for the main headquarters building and to "falsely claim" that Intelsat's architect had failed to indicate the work in the Phase II construction plans. The suit says the aim was to obtain another \$1.2 million from Intelsat. Through various devices, according to the suit, Colino managed to have Lipscomb's request approved without its being cleared by the board. The suit says \$600,000 of the money paid under the "sham" contract wound up in a second Swiss bank account that was controlled by Colino and an "associate."

The Gerrells, along with the brokerage firm with which they were associated at the time, Simmons First Mortgage Co. of Little Rock, first emerge in the scenario, as pieced together by Intelsat's attorneys, in the spring of 1985 in connection with the payment of a fee and expenses allegedly incurred in obtaining financing from the RepublicBank of Dallas. The suit says the Gerrells and Simmons sought a brokerage fee of \$99,375 and sent "false and fraudulent letters" requesting expense money totaling \$950,473. And although he knew the invoices were false, the suit adds, Colino instructed Intelsat to pay the sums in full. The suit says Simmons returned to Colino "and an associate" \$250,000, which they deposited in the Trendhouse bank account in Switzerland. Jim Bell, Simmons president, last week said he knew nothing of such transactions—that he "never heard of or talked to Colino" and does not recall "anybody from Intelsat" contacting him. He does, however, remember some "FBI lawyers." Then he said the bank delivered some information to the FBI—"and probably forwarded the same material to Intelsat."

If RepublicBank's role in the episode appears to have been relatively passive, its role in another alleged scheme involving the Gerrells seems to have been something more. It was a scheme for which the suit says Colino "personally wrote a detailed scenario"—and it was the one that led to the auditors' report and Intelsat's internal investigation. The aim was to secure a \$1.35-million payment to the Gerrells who would kick back "a substantial portion." As part of the scheme, according to the suit, RepublicBank on Aug. 18, 1986, sent Colino a telex offering to refinance the construction of the main headquarters building and referring to a previous loan commitment letter dated Aug. 11, 1986. "In truth and fact," the suit says, RepublicBank had not sent such a commitment letter until Aug. 15—"and had backdated the letter to Aug. 11 at the direction of Colino." The Aug. 18 telex required an acceptance of the commitment offer by the close of business on that day.

In accordance with "Colino's plan," the suit contends, the RepublicBank commitment telex was wired to Alegrett in Colino's absence—a planned absence—and Alegrett accepted the commitment after discussing the matter on the telephone with Colino. Alegrett, acting as if he feared a nasty suit if he denied Gerrell's request, settled with Gerrell—\$1,350,000 paid then, \$900,000 within the following week. Colino, according to the suit, instructed Alegrett by telephone to

proceed with that arrangement. And Alegrètt did, despite the views of senior staff members that the Gerrells' claims were without merit.

Gerrell promptly cashed the check, and he and his wife each retained about \$131,250—while about \$1,087,000 was transferred to the Swiss bank account Colino controls, according to the suit. A spokesperson for the bank said, "We have received no information, so we assume the case does not involve the bank." She also said the bank's policy is not to comment "on customer relationships."

Then, too, there was Colino's award of "bogus" consulting contracts to his Panamanian corporations—Satellite Communications Consultants, SA, and its alleged subsidiary, Political Strategies Ltd., both set up, according to the suit, "to fraudulently obtain additional funds from Intelsat." All told, the suit said, Colino had Intelsat disburse a total of \$562,326 to SCC and PSL for four allegedly phony contracts. The suit said every one "was a sham in that any work produced in return for the funds paid by Intelsat was drafted by Colino himself, writing under pseudonyms, using Intelsat's confidential and proprietary information."

Finally, just before the roof fell in, in August 1986, the suit says Colino "found an opportunity for a kickback" in connection

with a Ford Aerospace Communications Corp. analysis, then underway, of Intelsat's needs for its next generation of communications satellites. Colino arranged to have Ford, in connection with its \$500,000-contract, subcontract a part of its work to Ingetel, SA, a Chilean corporation that Colino and his "associate" selected to assist in the traffic demand portion of the study. Ingetel, which received \$105,000 from Ford, based its work almost entirely on Intelsat's "confidential traffic forecasting data," according to the suit. And it forwarded \$90,000 of its fee to one of the Swiss bank accounts controlled by Colino and "his associate." Ingetel retained \$25,000 "for its limited work."

Ford spokespersons have denied any knowledge of kickbacks by any employees of the company.

The suit contends that Colino violated the antiracketeering statute in his "intentional and fraudulent uses" of the mails and interstate and foreign wires in furtherance of the schemes allegedly used to defraud Intelsat. It also says Colino invested proceeds of the alleged racketeering activity "directly or indirectly, in the acquisition, establishment and/or operation of one or more enterprises engaged in activities which affect interstate or foreign commerce."

Colino's response is expected in three weeks. □

## Rivers runs dry on FBC

**Fox's late-night show in search of new identity; it will continue to be 'guest-driven' and will feature string of hosts as network's number two program executive reshapes format**

In late night, it's back to square one for the Fox Broadcasting Co. *The Late Show with Joan Rivers* is no more. Rivers is out, but FBC will continue to search for a format, vamping night by night until the right formula can be found to counterprogram late news and mainstream syndication programming. Last week, the fledgling network scrambled to reorganize its late-night effort in the wake of a week of chaos that left a battery of Rivers's attorney's negotiating a settlement with the Fox legal department.

In the reshuffling, Joann Goldberg, who had been producer of the *The Late Show with*

*Joan Rivers*, was dismissed. She has been replaced by Kevin Wendle, FBC's number-two programming executive under Garth Ancier. Wendle was asked, officials said, to step down from that position, at least temporarily, to devote full time as executive producer of the newly named *The Late Show*. He has been charged with the task of reshaping the program.

An FBC spokesman said last week the show would continue to be "guest driven," as Wendle and his staff reshape the format. What he has in mind is unclear. But whatever it is, he's "awfully busy" doing it, and as a result, could not return phone calls last week. Some observers last week said that FBC decision to tap its number-two programming executive to take full-time charge of the show was a good strategic move as it signals to affiliates that the company is "seri-

ous" about fixing *The Late Show*.

Last week, FBC ran reruns of programs from April that featured guest hosts, through Thursday night, and returned to original programs on Friday with the first in what will be a continuous stream of new guest hosts. The first of those was Carol Bayer Sager, who was scheduled to chat with guests that included her husband Burt Bacharach. Fox also confirmed last week that Suzanne Somers, Buck Henry and George Carlin have been lined up as guest hosts for this week. There were also published reports last week, denied by Fox, that displaced PTL leader Jim Bakker and his wife, Tammy Faye, had been approached about doing a guest stint. Each new guest host will do the show for "an undetermined number of days" said the spokesman, presumably until the producers have a sense as to which ones have the potential to replace Rivers on a full-time basis.

As the on-air search for a new host goes on, the program, in addition to guests, will feature various forms of "light entertainment, anything and everything," according to the spokesman. "We realize there is a franchise at 11 p.m.," he added. A number of music, comedy and variety acts are scheduled to be tested in the time period, to break up the chatter between host and guests, of whom there will likely be fewer.

Despite the turmoil surrounding *The Late Show*, FBC affiliates polled last week remained supportive of Fox's efforts. They suggested that for the most part, the company's programs have boosted their ratings, both in late night and on Sunday nights. The biggest concern with the *Late Show* upheaval was the timing, which came right in the middle of the May sweeps. But, said Kevin O'Brien, general manager, KTVU-TV Oakland, Calif., "the decision on Joan will eventually turn out to be positive. . . . She served a purpose," he added, which was to draw publicity to the new program service. "She did her job and was well paid."

O'Brien said that what Fox was attempting was a "very difficult and demanding effort" that will take time to accomplish. "Think back to when [NBC's] *Tonight Show* was getting started. They had the same problems. They had Jack Paar, a high-powered personality in a new show in a new time period. It's a very analogous situation. When Paar left, everyone thought that was the end of the show. And Carson came along. That could well happen here."

Added Michael Liff, general manager, WPGH-TV Pittsburgh: "We are very supportive of the Fox effort. They've been an important part of our growth."

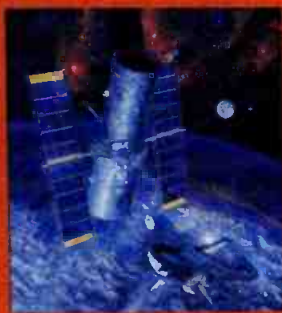
John Serrao, WATL-TV Atlanta, said FBC was probably "caught short" when *The Late Show* starring Joan Rivers didn't perform up to expectations. "But Fox is to be complimented for taking the action they did. The show really wasn't developing." As for the sweeps, Serrao said that for his station, at least, "it probably won't make much difference." As for the future, he's hoping affiliates will have the patience to see what FBC comes up with next. "It's going to be interesting," he said. □



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## KNOB, FM-RADIO

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

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

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

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

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**Bert Brown**, Chief Engineer  
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Sigma Broadcasting, Fort Smith, AR:

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

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

---

## WOMA, FM-RADIO

**Dale Eggert**, General Manager  
Algoma, WI:

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Inset: Lamb, Davatzes, Elkes, Fuchs, Lear and Myhren

## Lear is devil's advocate at opening session

**Cable executives disagree with moderator's contentions that the medium lacks innovation**

Saying he felt like a "spoiler," television producer Norman Lear told cable programmers and operators at the NCTA convention's opening panel session that cable has so far failed to encourage the production of truly innovative programming.

Program producers with "explicitly different or risky ideas," said Lear, who is best known for his groundbreaking *All in the Family* series for CBS in the early 1970's, have "no sure sense" that they can go to cable with them.

"I'm not sure I see cable risking, really risking with innovative formats that have never been tried before which, going in,

might seemed like narrowcasting but coming out might be something explosively mass oriented," he said.

None of Lear's fellow panelists—all prominent cable operators or programmers—agreed.

"I think we do things innovative every week," said Michael Fuchs, chairman and chief executive officer of Home Box Office. "There are things we do that have never been done in television."

Trygve Myhren, chairman and chief executive officer, American Television & Communications, asserted that cable has created "significant new forms of television." MTV, which had an impact on broadcasting and the record industry; C-SPAN, which offers "unedited news" and CNN and CNN Headline News, which offer around-

the-clock news were all "major risk situations," Myhren said. "People put money into those things and created something that was a whole new form on television."

Lear agreed that cable has created some innovative formats, but suggested it has come up with little innovative programming to flesh out the formats. "I'm not sure I see as much opportunity for that kind of innovative and entrepreneurial excitement in programming as I see in those [network] concepts," he said.

Nickolas Davatzes, president and chief executive officer, Arts & Entertainment, countered that there is "risk and innovation" in cable programming, citing Lifetime's Dr. Ruth and the Discovery Channel's carriage of Soviet programming. It's also true of locally produced cable programming, he said. The

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programs "are quite amazing," he said. "They are innovative. They don't cost as much money and they are risk-taking. People are on the line."

Fuchs and Terrence Elkes, president, Viacom International, the owner of several cable programming services including Showtime, said if the producers are not coming up with novel programming it's because they are still geared toward producing programming for network television.

Despite the relative artistic freedom, ideas the "creative community" came up with for HBO were the same sort of it did for the broadcast networks, Fuchs said. "I'm afraid the networks have poisoned these people."

"Cable is doing a lot," Fuchs said. "It's just not in the assembly line of what Hollywood is used to doing."

Producers still want to produce programs for broadcast networks and syndication, Fuchs said. But, he added, "the artists and performers appreciate cable more." "I think there are a lot of shows that come on HBO that don't want to be on network."

Elkes said Viacom's cable programming service "don't feel the push yet" from producers to carry their product. "The state of mind today still says: 'We would rather have a program on the networks.'"

But as cable's share of the television audience increases, Elkes said, the "creative community will evolve and be more receptive to the kinds of things we demand."

Because cable fragmentizes audiences, Elkes said, cable faces "some difficult economic problems" in developing programming. "The challenge for the industry is to continue to encourage the production of original programming for cable, but, at the same time, a methodology has to be found for paying the price," he said.

Lear's advice for the cable programmers: Don't be self-satisfied; don't become, like the broadcast networks, obsessed with "winning Tuesday night at 8 o'clock," and look beyond Hollywood for programming.

Davatzes said Arts & Entertainment has already tapped programming sources outside Hollywood. "We have been forced to look for that because initially we couldn't afford to go to Hollywood," he said. The network now has many regional and international sources and is making money, he said. "Who could ask for anything more," he said.

At the prompting of session moderator Brian Lamb, who is chairman of C-SPAN, Fuchs and Elkes addressed the question of excessive sex and violence on cable. Elkes took the issue head on. "A society that has open access and maintains parental control is probably better off in the long run than a society that goes the other way," he said.

Our children are "much smarter than most of us parents give them credit for so I'm not so sure about the long-term ill effects."

"Violence is one of the issues that should concern us the most," said Fuchs. "I don't know why kids of this generation are so fascinated by violence and horror. We couldn't bear to see a horror movie when we were kids."

Lear, the session "outsider," got the last word. Before going to sleep at nights, Lear

said, he likes to sit in front of the TV—remote control in hand—and flip through all the channels—broadcast and cable—and look for something that will capture his attention.

Most of the time, he said, he doesn't find anything. But, he goes to sleep with "a smile on my face and hope in my heart. . . [that] if I hang in there I'm going to find something that I really need." □

## Pay per view: bells and whistles or meat and potatoes?

Panel on a la carte cable service features upbeat outlooks on PPV as competition to home video

Pay per view is the "headline grabber of the day," began one NCTA convention session on that subject. And judging from the standing-room-only session, it looked like one of the headline grabbers of the convention. From the outset, the panelists acknowledged that they were bullish on PPV. Moderator Barry Lemieux, president, American Cable-systems, Beverly, Mass., challenged them to disprove claims that PPV is the "answer to our prayers"; they did not.

Playing devil's advocate, Lemieux told the audience PPV is "a frill" and that cable operators should not focus on "bells and whistles" until they have mastered the fundamentals, such as offering high quality reception and well packaged programming that is properly priced. "Let's stick to the basics. Let's not screw around with it," he said.

Lemieux asked the panelists to address charges that PPV is not competitive with videocassette rentals because video stores offer hundreds of titles and PPV prices are too high, that PPV cannibalizes premium service sales, that margins on PPV are low and that it is not a money maker. These are the reasons, he proposed, that companies are holding back on launching PPV.

Panelist Nimrod Kovacs, vice president, marketing, programming and communications of United Cable Television, Denver, acknowledged that video stores offer extensive choice at a low price and, in many cases, are perceived to be "a better value than cable." Video stores, he said, are a \$4-billion business? Because of this, he said, the question is: "Can we afford not to be in the PPV business?" Kovacs said people within United's franchise area spend about \$25 on cable per month and another \$15 on video rentals. "How do we get the \$15?" he asked. To

compete, he said, PPV has to be immediate and offer extensive choice at a good value. His suggestion: Market PPV as a new product.

As for the suggestion that PPV may cannibalize premium services, Kovacs said United has seen no evidence that subscribers look at PPV as a substitute for pay channels. United also strongly feels, Kovacs said, that PPV can be a money maker. United gets "substantial incremental revenues—\$3 per subscriber—with a nice 50%-60% margin" from the service, Kovacs said.

David MacDonald, president of NYT Cable TV, Cherry Hill, N.J., praised PPV, but advised cable operators that PPV is "the most sophisticated thing a cable can do both in terms of technology and operational control and marketing. It is no easy piece of work to launch a PPV enterprise, and you should not do it lightly."

PPV is competitive with the video store, MacDonald said, because although the video store has a huge inventory, the "idea of convenience is a very telling marketing tool. When a cable company puts on 'Top Gun,' for example, "it can satisfy tens of thousands of customers the first night it is available. No video store can come close to that."

NYT Cable, MacDonald said, has experienced steady, regular growth with PPV, and he predicted growth would continue. He described two ways it can grow: either by getting those people who already take PPV events to take more or by getting those who don't take PPV to do so.

MacDonald summed up: "Movies have margins of 50%. Remotes are very high margin. I don't know what people are talking about when they talk about short margins. We don't have any installation charges. We don't have churn. Our costs are extremely low. This is a lovely business to be in."

Why PPV? asked panelist Donald Kemper, vice president and general manager, Centel Cable TV Co., Traverse City, Mich. Because, he said, in the early 1980's, VCR and video rentals had become firmly entrenched. "The message was clear. Competition was mandating that we find a substitute for the video store," Kemper said. PPV came to the attention of Centel, which decided to give it a try, despite many unanswered questions about the technology. "From our perspective, it has gone a long way in refuting that PPV is a frill," Kemper said. Centel has not had to modify its work place—no additional work force, overtime or employee schedule changes—to accommodate PPV. Also, he said, "it gave us two bites at the apple: monthly subscriptions and another



Churchill, Maul, Kemper, Kovacs, MacDonald and Lemieux



way to pick up the consumer dollar."

Kemper finished by telling the audience that from a financial standpoint, Centel views PPV as a good business opportunity, rather than a low-margin, capital intensive business. "We are very bullish on PPV," he said. "We feel it has the potential to revitalize the life cycle of pay TV."

Dan Churchill, regional vice president for Comcast, agreed: "PPV is really the only interesting, convenient, value-added service this industry has developed for our customers in a number of years."

He said Comcast believes there ought to be multiple product distribution channels, such as Request TV, Viewer's Choice and Cable Video Store among others. "There are differences between these services and surely we do not want to be locked into one service. We need various programing choices."

Richard Maul, vice president, marketing, Western Communications, Walnut Creek, Calif., predicted PPV will "eventually become a basic part of our business." But he reminded the audience that "if it's not a good TV market, it won't be a good PPV market." □

## Home video vs. cable in Vegas

**Panel looks at competition between services, includes home video dealer who suggests way to work together**

Cable and home video went head-to-head at an NCTA panel session on how to handle the competition for viewers. A cable programmer, MSO chief and former advertising executive took the stage to debate the offerings of basic, pay, pay-per-view and home video.

Setting the stage was Moderator Larry Wangberg, president and chief executive officer of Times Mirror Cable, Irvine, Calif., who shared statistics with the audience that illustrated the rapid growth of all types of video programming. In 1984, he said, basic services offered by cable systems generated about \$3.9 billion, pay generated \$3.4 billion, and home video "only" \$1.5 billion, while domestic box office took in \$4 billion. Three years later, basic generates \$5.5 billion, pay \$4.3 billion, home video has jumped to \$6 billion and domestic box office has stayed flat at \$4 billion.

Jules Haimovitz, president, Viacom Networks Group, New York, told the audience that cable's competitive edge is in offering choice. He said the two most important words spoken by viewers when they sit down in front of the television set are: "What's on?" The two "worst words," especially to the cable operator, are: "Nothing's on." The challenge for cable, he said, is to eliminate those last two words.

Haimovitz said the industry has been doing a pretty good job, so far, of offering the viewer more choice. "It's now getting tougher and tougher to say: 'Nothing's on.' It wasn't very long ago that most TV households had only three options: ABC, CBS and



Wangberg, Haimovitz, Berger and Katz

NBC. But we developed multipay, VCR's, video rentals and along comes home shopping and PPV and we still haven't stopped."

These options, Haimovitz said, don't necessarily compete with one another. The customer wants a vast array of choices, and if, Haimovitz said, the viewer will perceive value in each service and "ascribe a value to the total package." He compared cable to a newsstand, saying that cable must carry both general interest services, such as USA Network or CNN, and special interest services, such as MTV or Nickelodeon.

But the pricing of cable services, he said, has caused some distortion in the perceived value of each of these channels. For instance, a customer can get 25 basic channels for \$10, but it can cost \$15 to \$20 for two pay services. Haimovitz suggested a pricing structure more reflective of the true value: dollar for dollar per channel—the more options, the more you pay.

Haimovitz acknowledged that home video provides viewers with another programing option that offers a variety of choice. But cable can offer PPV, he said. "It will give cable back the edge—the availability of movies at home."

The panel did not just talk about the competition: it featured a representative to argue the other side: Ron Berger, president of National Video of Portland, Ore., one of the largest systems of video stores in the country. Berger offered not only to smoke the peace pipe with cable, but suggested the two businesses work together. "Why don't you all replace your present offices with modern retail storefronts carrying videocassettes to rent and we will sell subscriptions to your services in our video stores? I believe the package we could offer together is considerably more attractive than the single service we now offer." The alternative, Berger said, is that "we all go home and do what we do best: knock each other as best we can and continue the tug-of-war."

Berger asked the audience if cable and video stores really are competitors or are they actually working together to expand viewing hours. He related statistics suggesting that viewing hours are directly related to the number of pay services. Viewers who only watch broadcast television watch 45½ hours a week. Add VCR, he said, and the figure rises to 47½; add basic and it rises to 54, and add pay and "the tube is on 59½ hours—more than a third of a week," he said. "There is a place here for each of us if

we play our cards right," Berger concluded."

Ron Katz, former J. Walter Thompson vice president and director of media concepts, now on the faculty of the advertising department of Northwestern University's Medill School of Journalism, was asked to wrap up the panel. His presentation comprised a number of factors that he said would affect cable, home video and broadcast television:

- VCR penetration recently hit 48.7%, the same as cable;

- "This is the first year the three networks have introduced fall lineups without a lot of ballyhooing." Also in this category, observed Katz, ABC's recently announced fall lineup contains "an extraordinarily large number of programs held over with very low audiences and CBS is planning to air hour dramas at 8 p.m. Do these things "create opportunity for cable and home video?" he asked.

- A plethora of home shopping shows has created a "softer market" for what Katz calls fourth-run syndication, because "a lot of the stations that are carrying home shopping were the stations that were carrying first-run syndication or second or third." He said those who watched those syndicated shows would probably go to cable to watch them if they were available.

- Cable is beginning to penetrate central cities of many markets, "to less than resounding applause." He said cable will have to look at this in terms of the kind of programing that is needed to attract viewers "on Lake Shore Drive in Chicago or the south side of Chicago." He noted that Chicago has recently been wired and he said penetration is "only somewhere around the 20% level."

- CNN and CNN Headline News, Katz believes, have had "more of an impact on the entire program structure of cable than perhaps anything else. I think there are a large number of people out there who are maintaining subscriptions to cable because of these two services."

- There are "incredible innovations" in home video. His example: "Top Gun." "It's phenomenal," he said, "how Pepsi, Paramount and the consumer got together and the consumer was offered a home video for \$26.95 instead of \$29.95. Pepsi got a commercial on it and they sold a whopping three million copies of that tape." That, he said, "proves there is a potential in that industry that we never knew before." □

## Cable's top 50 MSO's

<i>Company</i>	<i>Basic subs</i>	<i>Homes passed</i>	<i>Basic penetration</i>	<i>Pay units</i>	<i>Total homes</i>
1. TCI (Dec. 31)	5,165,000	9,056,000	57.0	3,488,000	N/A
2. ATC	2,888,957	5,115,529	56.5	2,424,097	N/A
3. Continental	1,445,000	2,640,000	54.7	1,544,000	2,670,000
4. Storer	1,392,000	2,382,000	58.4	1,179,000	2,672,000
5. Cox	1,371,731	2,420,190	56.7	1,404,669	2,545,476
6. Warner	1,260,000	2,377,000	53.0	564,000	3,000,000
7. Comcast	1,242,744	2,231,999	55.8	1,015,400	2,500,000
8. United	1,084,431	1,913,483	56.8	826,714	N/A
9. Newhouse	1,026,602	1,618,315	63.4	986,793	1,639,445
10. Heritage	1,000,856	1,982,808	50.5	791,567	2,313,546
11. Viacom (Jan. 1)	968,000	1,696,000	57.1	701,000	N/A
12. Jones Intercable	899,313	1,431,237	62.8	674,926	1,646,364
13. Times Mirror	854,093	1,560,168	54.7	553,909	N/A
14. Sammons (April 14)	831,183	1,358,029	61.2	820,691	N/A
15. Cablevision Systems	697,930	1,304,888	53.5	600,105	N/A
16. Century (Dec. 31)	592,176	N/A	N/A	N/A	N/A
17. Paragon Cable	571,663	1,068,200	53.5	391,000	N/A
18. Rogers	529,002	1,188,053	44.5	561,790	N/A
19. Daniels	528,026	1,048,698	50.4	673,921	N/A
20. Telecable	510,030	820,904	62.1	546,508	N/A
21. Cablevision Industries	501,242	759,458	66.0	339,727	923,000
22. Centel	491,580	815,579	60.3	352,211	1,169,296
23. American Cablesystems	449,928	995,386	45.2	609,958	1,233,670
24. Cooke Cablevision	439,341	733,714	59.9	239,538	N/A
25. Adelpia	433,604	685,460	63.3	338,224	700,000
26. Falcon	410,000	720,000	56.9	280,000	N/A
27. Scripps-Howard	390,000	N/A	N/A	N/A	N/A
28. Post-Newsweek	371,718	558,166	66.6	240,884	567,505
29. Wometco	371,500	643,475	57.7	225,725	750,000
30. Prime Cable	325,000	740,000	43.9	410,000	800,000
31. TCA Cable	297,562	453,830	65.6	130,597	N/A
32. Multimedia	295,000	558,509	52.8	270,000	N/A
33. Telemedia	285,300	375,400	76.0	147,900	375,400
34. Colony	263,547	468,883	56.2	260,601	N/A
35. Maclean Hunter	248,737	474,019	52.5	307,829	475,300
36. Lenfest	240,761	509,187	47.3	243,234	621,832
37. Western (April 8)	238,215	320,252	74.4	123,249	N/A
38. Rifkin	235,000	356,500	65.9	136,000	N/A
39. Communications Services	211,520	300,725	70.3	104,930	N/A
40. Service Electric	210,000	300,000	70.0	75,000	N/A
41. TCI-Taft	187,875	274,231	68.5	122,141	N/A
42. TKR Cable	187,624	322,363	58.2	254,892	358,053
43. Cencom Cable	171,007	315,895	54.1	140,041	330,000
44. Hauser	168,000	422,323	39.8	198,385	610,000
45. Adams-Russell	166,200	262,500	63.3	141,000	304,500
46. Harte Hanks	153,119	324,503	47.2	127,853	371,347
47. Harron	151,902	199,296	76.2	128,769	N/A
48. Media General	147,164	244,308	60.2	214,758	272,000
49. First Carolina (April 15)	146,231	257,464	56.8	79,510	N/A
50. Greater Media	145,000	230,364	62.9	127,376	240,000

TCI figures include consolidated and equity affiliates but do not include its purchase of Heritage. ATC figures do not include Paragon Cable numbers. Figures are for March 31 unless otherwise noted.

## HBO's message to analysts: Cable's star is on rise

HBO head Michael Fuchs upbeat on new Festival service; says public interest in VCR's has peaked

A sense of turnaround was manifest at the HBO analysts meeting during the NCTA convention. "This is the first year I've smelt blood in the water," said Chief Executive Michael Fuchs in referring to the declining fortunes of the three major broadcast TV networks. Moreover, the VCR has now had its couple of years in the sun and the public's attention to that new medium has peaked, he said, although the home video market is important to HBO. "We like being in the pay TV business right now," Fuchs continued. "We like not being on the advertising roller coaster; we have no plans for any type of advertising at all."

Referring to HBO's new service, Festival, Fuchs said it "behaved extremely well in test markets" and coupled well with the Disney pay TV service. "It hardly cannibalizes any of the pay brands, and lets us leverage our marketing organization. We're in the market for other new brands, whether basic or pay, as well."

Asked about the "incredible success of pay per view," Fuchs—saying he hadn't noticed any—nevertheless said that PPV service doesn't hurt pay. "It just brings more attention to cable."

Home video, on the other hand, "is a cornerstone of HBO's acquisition strategy." It allows for very efficient buying of product and produces product for eventual pay showing at almost no cost. (That strategy doesn't reach to the major studios, he said.) Calling HBO a "specialized product factory," he said there was a real synergy between what HBO manufactures on its own and what the home video market accepts.

Speaking of HBO's renegotiated pay deal with Columbia and Tri-Star, Fuchs said "the pain is behind us." And asked whether its cut-rate offers to new pay subscribers would produce any fall-off in 1988, Fuchs said: "You can't keep 100% of new subscribers" but "we're not headed for any kind of train wreck. We needed to reach these people at any cost."

The cable industry is doing quite well, Fuchs said, although pay is no longer the driving force. And referring to HBO's most prominent pay competitor, he said: "I'm not sure cable operators can afford to come in and rescue Showtime." The battle between those two companies is keeping prices down, he said.

Fuchs said his advice to operators is to "push out—push out your reach for C-band subs and SMATV's. We've needed every customer we could get." As for HBO, he thinks it should be in contiguous businesses. "We'd be in basic if the right deal came along." □



Actress Shelley Duvall and AC's Barry Lemieux

## NCTA bestows its system ACE awards

UA-Columbia Cablevision, Continental Cablevision and American Cablesystems walked off with top honors in NCTA's cable system ACE award competition, receiving honors at a ceremony last Monday in the Las Vegas Hilton showroom. UA and Continental won for overall commitment in local programming for systems over and under 30,000 subscribers, respectively. The systems were UA's Oakland, N.J., operation and Continental's Concord, N.H., system.

American Cablesystems won the distinguished achievement award for its literacy campaign. The effort included in-studio panel discussions, PSA's and co-productions with libraries and schools. Systems owned by American Television & Communications systems won five awards, the most by any MSO, followed by Comcast, which won four.

**American Cablesystems** □ Distinguished service award.

**UA-Columbia Cablevision**, Oakland, N.J. (UA Cablesystems) □ Lenny Melamedas, director of studio operations (overall commitment to local programming, 30,000 subscribers and over).

**Continental Cablevision**, Concord, N.H. □ Gregory Uhrin, program manager (overall commitment to local programming, below 30,000 subscribers)

**Comcast Cablevision**, Santa Ana, Calif. □ *Golden City Days Wine & Harvest Festival*, Randy Magalski, Robin Vogt, producers (single program magazine show).

**Suburban Cablevision**, East Orange, N.J. (Maclean Hunter) □ *Info. New Jersey's Newsmagazine*, Robin Kampl, producer (program series magazine show)

**Suburban Cablevision**, East Orange, N.J. (Maclean Hunter) □ *Caucus: New Jersey*, Steven Aduabato, Michael Buller, Ray Caprio, Karla Kasper, producers (single program talk show).

**United Cable of Colorado**, Englewood, Colo. □ *Talk TV with Peter Boyles*, Alan Hayden, Lynne Schotfield, producers (program series talk show).

**Mile HI Cablevision**, Denver (ATC) □ *Trash or Treasure: Searching for Our Western Heritage*, Rita Lovato, Denver public library, producers (single program public affairs).

**Simmons Cable TV**, Long Beach, Calif. □ *On the Spot*, John Blizek, Ed Leon, producers (program series public affairs).

**Cox Cable Santa Barbara**, Goleta, Calif. □ *Solstice... A Summer Celebration*, Barb Williams Frantz, J. Thomas Murphy, Lisa Kim, producers (single program community events coverage).

**Newport News Cablevision**, Newport News, Va. (Daniels & Associates) □ *Applause*, Barbara Forst, producer (program series community events coverage).

**Guam Cable TV**, Agaña, Guam (Western Systems) □ *Senators Under Fire*, Jayne Ryan, producer (single program news-special coverage).

**Cablevision of Connecticut**, Norwalk, Conn. (Cablevision Systems) □ *News 12*, Andree Duggan, producers (program series news)

**Community Cablevision**, Newport Beach, Calif. □ *1986 Police*

*Olympics*, Granville Swope IV, producer (single program sports events coverage).

**Cablevision of Baton Rouge**, Baton Rouge (Daniels & Associates) □ *LSU Baseball 1986: LSU-Auburn*, Mark Grant, producer (single program sports events coverage).

**McCaw Cablevision of Syracuse**, Syracuse, N.Y. □ *Super Sports*, Gary Maiorano, producer (program series sports events coverage).

**Comcast Cablevision of North Orange Cluster**, Fullerton, Calif. □ *The Great American Race*, Mike Ewing, Lisa Yale, producers (single program about sports).

**Greater Rochester Cablevision**, Rochester, N.Y. (ATC) □ *The Amers Report*, Hugh Quinn, producer (program series about sports).

**Mile HI Cablevision**, Denver, (ATC) □ *Sunguma the Magic Sounds of Papua New Guinea*, Masala Music Party, Brad Stensberg, Mike Drumm, producers (single program music).

**Rogers Cable TV of Portland**, Portland, Ore. □ *The 1986 Mt. Hood Festival of Jazz*, Alan Alexander III, producer (program series music).

**Comcast Cablevision of Central Orange Cluster**, Santa Ana, Calif. □ *Green Acres: A Water Reclamation Project*, Robin Vogt, producer (single program informational).

**Simmons Cable TV**, Long Beach, Calif. □ *Neighborhood Update*, Ted Woerner, Ed Leon, producers (program series informational).

**Rogers Cable TV of Minnesota**, Eden Prairie, Minn. □ *Edina Police Report*, Eric Felton, producer (program series informational).

**Syracuse NewChannels**, Syracuse, N.Y. (Newhouse Broadcasting) □ *Rock Solid PSA 3-3: Can Christians Rock and Roll?*, Mark D'Agostino, producer (single program documentary).

**Syracuse NewsChannels**, Syracuse, N.Y. (Newhouse Broadcasting) □ *Room 13-19*, Abby Lazar, producer (single program children's programming).

**Viacom Cablevision of Cleveland**, Cleveland Heights, Ohio □ *Cleveland's Kids & Co.*, Cathy Moats-Ols, producer (single program children's programming).

**Continental Cablevision of Springfield**, Springfield Cable TV Programing Endowment, Springfield, Mass. □ *Music & Me*, Springfield Symphony Orchestra, WGBY-TV, producers (program series children's programming).

**McCaw Cablevision of Syracuse**, Syracuse, N.Y. □ *State of the Arts Presents: MOMIX*, Linda Herbert, producer (single program drama/dance).

**Viacom Cablevision**, Nashville □ *Comic Competition*, George Flanigen IV, producer (single program comedy/variety).

**Syracuse NewChannels**, Syracuse, N.Y. (Newhouse Broadcasting) □ *Protect, Defend and Love... Forever*, Abby Lazar, producer (single program special audience).

**Rogers Cable TV of Portland**, Portland, Ore. □ *PrimeTimers*, Sid Brown, producer (program series special audience).

**Daniels Cablevision**, Carlsbad, Calif. □ *Nag, Nag, Nag*, David Gotfredson, producer (promotional programming cable promotion single spot).

**Austin CableVision**, Austin, Tex. (ATC) □ *Austin CableVision Image Campaign*, Philip Knudsen, Stan Sehested, Doak Davis, producers (promotional programming cable promotion campaign).

**Comcast Cablevision of Central Orange Cluster**, Santa Ana, Calif. □ *Showdown at Graffiti Gulch*, Dan Hubbard, producer (promotional programming PSAs: single spot).

**BerskCable**, Reading, Pa. (ATC) □ *American Viewpoints*, James Duffy, producer (promotional programming PSA campaign)

## Bright times for Rainbow

AMC and Bravo showing subscriber growth; News 12, sports to expand

Rainbow cable services, which include American Movie Classics, four regional sports networks, Bravo and News 12 Long Island, are "prospering," said Marc Lustgarten, president and chief executive officer of Rainbow Program Enterprises, during an NCTA press conference last week. Rainbow's success, he said, is due in large part to its narrowcast appeal, offering "distinctive"

**Shop talk.** Most of the cable operators participating in a discussion of home shopping networks, which included Ben Reichmuth of Gillcable, Paul Bambei of Rifkin & Associates, John Evans of Hauser Communications Inc. and Kevin Kidd of Cox Cable of Jefferson Parish, La. (with William Strange of Beta Communications moderating the session), said they were pleased and even enthusiastic about the teleshopping services their systems carried, and the added revenues they have gained carrying them. All agreed that quality products and presentations by the various services, as well as good product fulfillment and customer service, are vital in building credibility with viewers.

According to Evans, the customer's trust is diminished when there is the appearance of "huckstering." He cautioned programmers not to use inflated retail prices when showing a product. Reichmuth said that the "overall look" and quality of a program is also important. He said also that a benefit of carrying home shopping services is that the services pay the cable operator, which is "a nice trend in the industry" and an important consideration when one considers a system's limited channel capacity.

Such factors as equity in the shopping service, quality of the merchandise, value to subscribers and even community politics have played a role in deciding which shopping services are aired on a specific system, the panelists said.

According to Bambei, for example, a mayor in a small Tennessee town, who also managed a hardware store, felt the introduction of a shopping service on one of Rifkin's systems would hurt his business. Rifkin "made a political decision" not to add the service, Bambei said.

service and "value for the dollar" to consumers.

He said also that "the traditional cable terminologies of 'pay' and 'basic' as applied to programming services are no longer valid or applicable in today's industry." Rainbow's AMC, for example, has been successful "based on the fact that we've created the kind of positioning which can be made available as an option to a maximum number of subscribers," he said, adding that AMC now has six million subscribers and is expected to reach seven million by the end of 1987.

Rainbow's four regional sports networks in New York, Philadelphia, Chicago and New England now have three million subscribers, with plans to expand into Florida later this summer, he said.

Additionally, Rainbow plans to expand its regional news service, News 12, to markets in New Jersey and Westchester, N.Y., Lustgarten said. On Long Island the 24-hour news service claims 500,000 subscribers, with advertising revenues exceeding \$3 million, Lustgarten said, adding that it is another way of "creating a special value" for consumers. "People want the local feel, the local perspective," Lustgarten said.

The Rainbow executive said that the Bravo cable network is also expanding. Bravo and the Lenfest Group have reached an agreement to add Bravo to 10 of Lenfest's 19 cable systems, representing 87,000 new Bravo subscribers.

By Dec. 1, Lenfest will offer Bravo on its systems in Oakland, Berkeley, Hercules and Richmond, all California, as well as Doylestown, Holland, Collegeville, New Hope/Lambertville, King of Prussia and Jamison, all Pennsylvania.

Gerry Lenfest, chairman and president of the Lenfest Group, said Bravo will expand into other Lenfest systems in 1988. Lenfest said Bravo would not be "appropriate" for all 19 systems; some systems may not "be high-brow enough" for Bravo, he said. Bravo will have 450,000 subscribers following the Lenfest launch, Lustgarten said.

Also last week, Lustgarten said Bravo plans to support the arts in local communities nationwide. He said the program "has

obvious benefits for all involved: the arts groups promote Bravo from within, which leads to increased Bravo subscribers and excellent publicity for the affiliate, who is also recognized as a contributor to the arts. The arts groups utilize Bravo as a fund raiser for their nonprofit organization, and also become actively involved in insuring that Bravo will continue to be available in their community."

## Programmers push benefits of exclusive product

**Program costs, positioning and promotion also enter into discussion**

Words like "unique," "fresh" and "different," were heard often last week during a discussion moderated by John Sie, senior vice president of TCI, by cable programmers and operators assembled to talk about cable exclusive programming. All of the cable operators applied those descriptions to programming now airing on their respective networks. And although most agreed that such programming is an important component to the cable industry's growth and value to consumers, opinions varied on how it should be funded and how fast original product should grow.

MTV Networks President Tom Freston said that cable exclusive programs are "extremely important" to the viewer, the operator and the programmer. MTV has taken a "holistic" view of cable exclusivity, he said,

attempting to give each of MTV's programming networks "individual sensibility, style and appeal." MTV's strategy is not to "go head-to-head with broadcast television on a show-by-show basis," he said, adding that it has been effective in giving MTV's products strong viewer identity and loyalty.

J. William Grimes, president and chief executive officer of ESPN, agreed that it is "vitaly important" for the cable industry to air programming that is not seen on "over-the-air free TV," because it gives people a reason to subscribe to cable, to see programming "that they cannot see anywhere else." It also adds value for cable operators in increased retention and lift, he said. Additionally, it is important for ESPN that the sports network's programs look different and are produced better, so that they have "an air of exclusivity," even though the same sports can be seen on broadcast television, he said.

But from one cable operator's perspective, Ajit Dalvi, vice president of programming and marketing for Cox Cable Communications Inc., cable's strength lies not only in "blockbuster" programming, but also in the number of programming selections and "acceptable" options available. He said that it would "be good to have at least one punch-through program every week on every major network, a program that is the very essence of what that network is all about, [one] that will make it easier for us to merchandise that network to our customers."

But at issue, he said, is the cost and whether "the cost is in line with the benefits as they are measured by the viewership of those programs? Who is going to bear those costs, and how does an operator like me make sure that we and our customers get what we pay for?"

Dalvi said that what is needed is "a set of guidelines" with "built-in checks and balances, against well-intentioned, but somewhat overzealous program vendors, who overpay for the programs and then, in turn, overcharge me for those same programs." Cable programmers should recover at least 50% of the cost of such programming, he said, adding that most operators would be "willing and able" to fund the remaining half, thus insuring that "the cost we pay is consistent with a program's viewership." He called for "a responsible approach for improving the quality of programming and a critical distribution of risks and rewards between the program vendors and the program operators."

As for how fast cable should strive to increase the amount of exclusive programming on the air, The Nashville Network's vice president and general manager, David Hall, said TNN feels that the programming has "to



Dalvi, Freston, Burchill, Hall, Koplovitz, Grimes and Sie

grow gradually, and go along as you have the ability to market it, promote it and put it on the service, and not make huge quantum leaps."

Money is a consideration as well, according to Koplovitz, who said that because of "the economics involved" in quantum leaps, a programmer should concentrate on "broad appeal" programming, adding that sports and entertainment programming are two formats that "probably warrant quantum leaps."

MTV's Freston added that "in the television business, failure is the norm, and success is the exception. So any increases that we ponder certainly have to be ones that are well thought out and planned in a great sense from the consumer's standpoint."

Said Lifetime president and chief executive officer, Thomas Burchill, the ad-supported cable networks need to "at least" double the \$300 million to \$400 million he said is collectively spent each year on program-

ing if the cable industry is going to add more consumer value over time. Funding will be "critical to the future," he said, adding that the "better economic position of all the basic networks will allow us to put more impactful programming on the air."

How different will new cable programming look? Not very, according to TNN's Hall, who said there "are no new formats in television," that no new form of programming will come along. It is how programs are packaged and "how we sign our identity to those programs that are going to make us marketable items to cable operators," he said.

But MTV's Freston disagreed. He said that "some of cable's biggest successes" have been such things as uncut commercial-free movies, MTV and CNN, which "did break formats in terms of their single-minded focus on a form." He added, however, that different programming is not "the only way to succeed" in cable, citing ESPN's car-

riage of the National Football League games as an example. The "substance is still going to be a football game," he said.

Koplovitz added that programming is "all shades of different." Sometimes new programming may be "a quarter of a turn different," rather than "light years different than a lot of programming," she said, adding that once a subscriber has cable and sees the variety of programming options offered, he or she will see the value of having cable.

Cable's programming variety and options are its strength, said Sie. He said also that because the dynamics of cable are different than broadcast television, "one show does not a disconnect make," he said.

According to Grimes, only "better, different, unique, proprietary programming" will get noncable subscribers to sign up for cable. Additionally, a 10% to 15% increase in penetration would have twice that impact on national advertising revenues, he said. □

## NCTA: BUSINESS

### NCTA's paper winners share their knowledge

#### Participants address perennial problems, including reducing churn, increasing penetration and new revenue streams

Practical solutions to reducing seasonal disconnects, increasing basic penetration and developing new sources of revenue were among the topics discussed last week by winners of NCTA's first management paper competition. Moderated by TKR Cable's Paul Freas, the winners offered examples of "what really works" to solve those and other cable problems and emphasized the importance of innovation and quality in the cable business, Freas said.

Offering a program to combat seasonal connects and disconnects was John Gamin, of Centel Cable Television Co. of Florida. His company gained \$108,531, he said, by offering a \$4 flat monthly rate for subscribers who did not disconnect their cable service during their absence.

Among the first year's results of the program, which was offered to customers gone a minimum of three months (projected to be 7,288 customers), Centel saved \$160,600 by not having to send company vehicles to disconnect and then later reconnect service, and reduced its overtime personnel cost by \$16,186. Also, Centel received \$64,240 in additional revenues normally not received during June, July, August and September, Gamin said. The lost connection revenue was \$132,495, although Gamin noted that Centel always runs a fall promotion reducing installation costs by 50% to 70%, so "the real loss of connection revenue is only half the amount stated." The benefit to customers was saving a \$35 reconnection fee, and no waiting period for service when they returned.

Among the "key ingredients" of the pro-

gram, Gamin said, was that a cable system's connection or reconnection fee "must be high enough to make the program worthwhile for the customer." Also, he told cable operators to make sure it is legal in their areas. As part of the program, customers had to have their telephone service temporarily disconnected. Centel then verified the customer's absence by calling the home at least once a month, listening for the temporary disconnect phone recording.

For ATC's Ithaca, N. Y., system, new revenue and subscribers were gained by developing a local advertising sales effort and introducing a live, nightly local news program. Additionally, according to ATC's Georgia Griffith and Mike Withiam, the system established a TVRO subscription service, introduced a video production unit that produces industrial videotapes for training and sales presentations, and launched X\*Press, a cable-delivered information service for personal computer users, and other computer-related services to its customers.

Key to the success of the programs, they said, was using an "entrepreneurial approach to management." Each new business venture was assigned a manager, making one person responsible for developing and implementing the initial business plan, for the ongoing development and success of the

project and for its "long-term integration into the total system," they said. As part of that approach, the general manager of the system must clearly define and communicate the system's goals, establish checkpoints to monitor progress, and then "allow each department head the latitude to develop specific programs to meet those goals."

Griffith and Withiam said that during 1986, the system's new business ventures accounted for more than 5% of its total revenue. That figure is expected to grow to about 10% during 1987, they said.

Another winning paper discussed how to "recapture" former subscribers. Sue Ellen Jackson of Heritage Cablevision in Dallas detailed how Heritage sought to overcome the "widely publicized reputation for poor service" in a system it bought in Dallas in late 1985. After making system improvements, including better signal reliability, converting to a new billing system and improving customer service, Heritage researched the different market segments of Dallas, and then set out to communicate the improvements to a targeted group of consumers. Direct mail pieces outlining the service changes and offering the basic service plus two premium channels free for a month with a \$9.95 installation charge were sent out. Additionally, follow-up telephone calls



Jackson, Carver, Gamin, Ledbetter, Withiam, Griffith and Pardonner

and door-to-door sales were used as sales tools.

According to Jackson, returns on direct mail and direct mail with telemarketing follow-up were "disappointing"—about 2% and 2.5%, respectively. However, about one in three residents contacted through direct sales agreed to the trial offer. After one month, 87% of the customers who connected via the campaign remained on the system and paid their first bill, Jackson said. After four months, 46% of the newly found customers were still active with current accounts, she said.

Of the 53.6% who disconnected, 39.8% were disconnected for nonpayment after the trial ended. In hindsight, Jackson said that a "risk-free trial which delivers on a promise of excellent customer service can be effective in recapturing former subscribers." Because the "bad debt ratios" on the test were "unacceptable," however, in subsequent tests, Jackson said Heritage will test a money-back guarantee instead of a free trial, and use a stronger follow-up on the second bill after a free trial.

In Canon City, Colo., a different method was used to increase subscriber penetration. According to Tom Ledbetter of Cablevision Canon City, his company tested what it called a "hot drop" program, under which cable service was not disconnected when a customer moved. When someone new moved in, one of Cablevision's salesman made a house call to sign the new resident as a cable subscriber. If a sale were not made, the home was placed on a "priority disconnect list" and disconnected within 24 hours. Everything is monitored "to be sure we are not creating illegals," Ledbetter said.

He added that Cablevision is pleased with the results of the program. The salesmen like it because "the sale is easier to close" when the product can be demonstrated, offering the customer instant gratification, he said. Ledbetter said Cablevision's penetration has increased because of it.

Among the other benefits is that the customer is connected immediately and Cablevision is paid sooner. There is also a saving of \$40 since trucks do not need to be sent to disconnect the service when a customer moves, and then sent again when a new resident moves in. The office time spent scheduling those trips is saved also, he said.

Ledbetter said he would also like to try a variation of the program, creating a "sales-installer" position with training to make the sale and also make the installation, Ledbetter said. The company would furnish the vehicle and installer's tools, and pay one commission for the sale and a second for the installation. Ledbetter thinks that would be a "win-win situation."

Also presented last week was a strategy to improve customer perception of cable-VCR compatibility. Jim Carver of ATC Appleton-Green Bay, Wis., said his system held VCR workshops at its cable store in a major mall, twice each Saturday from Thanksgiving until early February, a 12-week period considered to be "peak VCR purchase season." More than 360 people attended the workshops, "many of whom went away with ex-

panded knowledge as well as positive feelings about using their cable and VCR," Carver said, adding that the workshops seemed to help "close the compatibility gap between cable TV and some consumer electronics products."

An added benefit was that 32 units of service were sold during the sessions, and Carver said the workshops also had a "positive effect on the attitude and morale of the technical group" running the workshops.

A sixth winning NCTA management paper was on turning customer churn into company profits, presented by Dave Pardonner of Essex Communications Corp. He said that the "right combination" of product packaging, positioning and pricing could increase the company's pay-TV penetration by as much as 50% over existing levels. Those results can be sustained over time in some markets, he said. (Essex launched Premium Choice in four systems in North Carolina and Alabama.)

Under the Premium Choice program, customers were given access to all of the premium channels. They were charged for and delivered only the two channels they chose at the start of each month. A price for the two pay channels was kept constant "so as to make it easy to understand and easy to administer in the billing cycle but encourage the customers to call in at the start of every month and change services," Pardonner said. Hence, price differentiation such as The Disney Channel costing less than HBO or Showtime, was eliminated, he said.

Also, Premium Choice was designed to help upgrade lower levels of service through value incentives, such as offering American Movie Classics as a premium service and giving it free to every customer who took both expanded super basic and Premium Choice. □

## ATC to shoot for 70% penetration

**Myhren says figure is attainable by 1993; NCTA chairman also sees little chance that FCC's move to reinstate syndex rules will succeed**

American Television & Communications Corp., the second-largest multiple system operator in the country, with nearly 2.9 million subscribers, is aiming for 70% penetration of its markets by the end of 1993. "Optimistic but achievable," said Trygve E. Myhren, chairman and chief operating officer, of that goal in a meeting with security analysts at the NCTA convention. The company's penetration now is something more than 55%.

Myhren cited the goal in laying out a three-phase program for growth, similar to the ambitions of other MSO's. The first phase is acquisitions. ATC, he said, has "the muscle" and clearly "the will" to expand through acquisitions. The aim, he said, is to create "new clusters"—concentrations of 50,000 or more households close enough together to permit economies of scale. "This is

how the strongest cable operations will be run in the future," he said.

In announcing the goal of 70% penetration by the end of 1993, Myhren noted that a number of ATC's systems have been registering rapid growth in the last two years. Penetration in its Portland, Me., system, for instance, went from 65.9% to 74.4%, while in San Diego penetration has increased from 59.6% to 65.3%, and in Albany, N.Y., from 52.3% to 67.1%. At least part of the reason for such increases, he said, is "customer satisfaction—it reduces disconnects and increases the number of new customers." And he said ATC's "satisfaction index continues to grow."

What's more, he sees ATC's growth hooked to the public's increasing acceptance of cable television. Indeed, he sees cable television as being the new "definition of television." The choice of programming continues to improve, he said, and viewers are learning to flip through the dial to take advantage of the variety. In fact, he sees cable becoming "the choice of the discriminating viewer. So I'm bullish about penetration. Instead of getting more difficult, it [penetration] will be easier."

As for new sources of revenue, Myhren cited advertising. He noted that cable in 1986 had generated \$1 billion in advertising, most of it national, but that ATC did \$15 million of it locally. He expects ESPN's agreement to carry some of the National Football League games to be a "shot in the arm" for cable in terms of advertising revenue. (In that connection, he said he would not want to run ads during time-outs as the television networks do. "I'd want to differentiate from the television networks," he said.) Myhren also saw advertising revenue in the upcoming 1988 political campaigns. "In state and local races," he said, "cable can target viewers for far less money" than television stations can. Then, too, there is "pay per view—another source of unlimited potential," in Myhren's view.

Tom Benning, chief financial officer, ATC, also participated in the presentation, reciting figures to back his claim that the company's first priority remains increasing ATC's value to the stockholders. Revenues increased from \$155.2 million in the first quarter of 1986 to \$170 million in the first quarter of 1987, while operating expenses increased from \$99.7 million to \$103.7 million, and operating cash flow, from \$55.5 million to \$66.3 million. The cash flow margin increased from 35.8% to 39%. He also said 65,000 new basic customers were acquired in the first quarter, compared to 36,000 in the first quarter last year. And the growth was accomplished, he said, "without significantly changing our premium service pricing structure." Indeed, he said, basic service rates were increased only 5.5%.

Myhren, who is also chairman of the NCTA, predicted nothing would come of the consideration the FCC is giving to reinstating its syndicated exclusivity rule. He saw the commission's "probing" as aimed at starting a dialogue among interested parties on four interrelated issues—syndex, the compulsory license under which cable sys-

tems operate and the FCC's must-carry and network nonduplication rules.

But if the commission reinstated the syndicated exclusivity rule, he said, "we'd blow them out in court." He said provisions in the 1984 Cable Telecommunications Policy Act prohibit interference with program content. Myhren also expressed confidence Congress would to bar the commission from reinstating the rule. □

## Comcast on an expansion roll

**MSO has digested portion of Group W buy and is looking for more**

After doubling its subscribership twice since 1982, Comcast Corporation shows no signs of having trouble handling the increase in size. In fact, it is looking to expand further, and not necessarily in the cable television field.

Dan Aaron, vice chairman of Comcast, and two of his colleagues discussed those matters in a session with security analysts at the National Cable Television Association convention in Las Vegas last week. Aaron said that the company's second doubling occurred between 1985 and 1986, largely as a result of the acquisition of 26% of Group W Cable. And Robert Clasen, Comcast president and chief executive officer, said the company has \$250 million in cash—even after the Group W purchase and the acquisition of a major cable system in Indianapolis—that it is prepared to spend on new "opportunities" for which it is looking.

Bernard Gallagher, treasurer of the company, reported that what had been a strong surge in revenues and cash flow became even stronger after the Group W and Indianapolis purchases. Revenues had gone from \$117.3 million in 1985 to \$130.8 million in 1986, an increase of 12%, and cash flow, from \$37.4 million to \$46.6 million, an increase of 24%. Total assets are now \$1,007.3 billion, an increase of 179% over the figure of \$360.9 million achieved in 1985. During the first quarter of 1987, revenues were up 129%, to \$30.9 million, and cash flow 137%, from \$10.6 million to \$25.1 million. And with current liabilities figured in, Gallagher said, Comcast has \$187 million in working capital, "the highest in the industry."

As a result of the second doubling in size, Aaron said, Comcast now has 1.2 million subscribers, 200,000 more than the company felt was necessary for a take-off position. Aaron said the company had determined that one million subscribers would enable it to take advantage of economies of scale and of operating efficiencies and would permit it to "negotiate contracts on more favorable terms." There was also a prestige factor involved. With 1.2 million subscribers, Comcast is the seventh largest multiple systems operator in the cable industry.

With its assets, Aaron said the company will continue an "aggressive" plan of expansion that will involve acquisitions, the kind

of plan that resulted in the Group W purchase. "We will look hard at various opportunities, not just cable," Aaron said. But if not cable, he indicated the target would be in the communications field, a company with which Comcast could fit.

Comcast's Indianapolis purchase indicates the company has been doing something right. It paid \$150 million for the system when it had 82,000 subscribers, which was as far as the company felt it could "stretch," Gallagher said. But the system was a desirable one, in a "stable" area of the city. In the six months since Comcast assumed control, the system has added 7,000 subscribers, and it is running a cash flow of \$7.5 million. Comcast helped the cash-flow picture by trimming what had been a 225-member labor force by 50. (Cutting costs is one of Comcast's ways of doing business, apparently; it reduced the Group W payroll it acquired by 300, from 1,500 to 1,200, and will reduce it another 100.)

Things are breaking right for Comcast throughout the organization. At present, Aaron said, Comcast has an income per subscriber of \$23, saturation of 56%, and a cash flow margin of 40%. "We increased rates for basic service between \$2 and \$3, on average, and decreased pay services by about \$1, on average," Aaron said. "So far, the results indicate no decline in basic subscribers, despite the increase and, for the first time, we've had no further decline in pay saturation." □

## United Cable gives analysts bottom-line view

**At analysts meeting at NCTA, cable company says margin is down, but big picture is rosy**

Despite basic rate increases by two-thirds of its systems, better-than-expected growth in basic and pay subscribers and record revenues, United Cable took a "small hit" on its net operating income margin during its third quarter, which ended Feb. 28. At a meeting with security analysts at the NCTA convention last week, United President Fred Vierra explained why.

The decrease in operating margin from 40.7% to 40.1% was a "blip," Vierra told the analysts, caused by postponement of rate increases by some systems, reduction in rates or elimination of extended basic tiers, decreases in pay rates and increased expenditures for programing and marketing.

Even though most cable systems have been allowed to raise rates to any level without the approval of franchising authorities since the first of the year as a result of the Cable Communications Policy Act of 1984, Vierra said that one-third of United systems opted not to increase fees. Each had its reasons, he said. A United system in the San Francisco area, for instance, he said, decided against it because it is in the midst of

negotiating a new 20-year franchise. Other systems wanted to finish upgrades or rebuilds so they could roll out new services at the same time they impose the higher rates, he said. United's Hartford, Conn., system deferred its hike until it ironed out some technical problems.

All in all, he said, systems serving nearly 200,000 homes imposed no rate increases, depriving United of around \$300,000 a month in additional revenue.

The elimination or reduction of rates for extended basic service has also hurt, Vierra said. To illustrate his point, he cited a hypothetical system that charged \$10 a month for basic and \$14 for extended basic and signed an equal number of homes for each type of service. If the system raises basic from \$10 to \$12.50 a month, but eliminates the extended basic tier, it effectively reduces the monthly rate for half its subscribers from \$14 to \$12.50, he said. "You don't get the benefits from rate increases that you thought you were going to get."

To hang on to multipay homes, Vierra said, United has lowered the price of second and third pay services a few dollars a month, resulting in an overall reduction in pay revenues.

The cost of affiliating with basic cable networks is going up, said Vierra. Some services like The Nashville Network and Lifetime that were once free are now charging affiliate fees. And services like ESPN, CNN and MTV are charging more than they used to, he said.

In addition, Vierra said, United has spent "very aggressively" on marketing campaigns designed to attract subscribers and to dissuade subscribers from dropping service in the face of rate increases.

United chairman and chief executive officer, Gene Schneider, who preceded Vierra, presented most of the good news. During the first quarter of 1987, basic penetration rose 18,000 as compared to 14,000 a year earlier. United had a net increase in pay units of 1,800 during the quarter compared to a net decrease of 14,000 a year earlier.

It also fell to Schneider to give the United analysis of cable's regulatory situation.

At the urging of broadcasters and the Motion Picture Association of America, the FCC is moving toward the reimposition of syndicated exclusivity rules, Schneider said. The rules would enable television stations to force cable systems to black out syndicated programing on distant signals (superstations) for which the stations have exclusive local rights.

United opposes reimposition of the rules, he said, and its proponents would too if they thought about its implications. "Why the FCC feels an urgency to interfere with the marketplace in this matter is somewhat of a mystery," he said. "What is even more of a mystery is why the very people who are pushing hardest for syndicated exclusivity don't realize that they will be the biggest losers in the long run.

"If the cable industry is told that they can not carry the syndicated programing currently available on [distant signals]," he said, "it will simply accelerate our efforts to develop

new programing exclusively for cable."

The broadcasters who support syndex are "pawns" in MPAA's game, he said. By pushing for syndex, the MPAA is trying to "break down" the compulsory license, he said. "Ultimately, the goal of the MPAA is to drive a wedge between cable and broadcasters and force us all into bidding wars."

But MPAA's strategy could "backfire," Schneider said. Instead of getting into a bidding war with broadcasters, cable could start producing more of its own programing, circumventing MPAA's members. "If cable gets its act together, the MPAA may find it has weakened its negotiating position by creating a new industry giant," he said. The final irony, Schneider said, is that the broadcasters' talk about how powerful cable is becoming may improve cable advertising sales. "The more the broadcasters complain about cable's increasing audience, the more the big advertisers will climb aboard," he said.

According to Vierra, United has taken a long hard look at PPV and its underlying technology and has concluded that "it works...[and] is profitable, not five years from now, but today."

The keys are using technology that allows subscribers to make "spontaneous" decisions and providing programs that "create demand," he said. "If we get good titles, this is a great business," he said. "PPV is going to be a very important revenue source for the company and for the industry."

United thinks high-definition television is "very exciting," Vierra said, noting that it had the "potential for turning television viewing into an experience similar to what we find in commercial theaters."

Vierra said cable would be able to transmit HDTV, which is to today's television images what 35 mm film is to 16 mm film, over two conventional television channels. He said standards for HDTV have become "bogged down" in international politics. □

## Wall St. is bullish on cable

**Financial community looks with favor on cable industry, with positive trends expected to continue**

"The sheer supply of money to invest in cable will overshadow the negatives [in the marketplace]. One can only continue to be bullish."

That was the view from Wall Street about cable enunciated by Gary F. Blemaster of Kidder, Peabody & Co., one of three panelists addressing that subject at the NCTA convention last week. He was joined by Ian Gilchrist of Paine Webber and Frederic M. Seegal of Shearson Lehman Brothers in a dialogue moderated by J. Patrick Michaels of Communications Equity Associates.

After years of preaching cash flow as a means of evaluating cable, the industry has made a believer of Wall Street, Blemaster said. The fundamentally strong financial values are bolstered by the industry's being "a virtual monopoly with no competition"—a viewpoint unlikely to endear Blemaster to industry lobbyists in Washington. Not only is the American investor interested but so also are Japanese and European investors, he said, adding that "people watch more and more TV, and the consumer has accepted cable."

Such alternative revenue sources as pay per view, shopping and advertising are the "icing on the cake," Blemaster said. And

among other positive indicators:

- Revenues are expected to triple in next decade.

- Industry consolidation has resulted in fewer places to put money. There is a great amount of money chasing fewer deals.

- Access to financing has never been better, even for smaller operators.

- Banks and insurance companies have an "insatiable" demand for cable paper.

- Private equity sources are up as well.

The biggest cloud on cable's financial horizon is fear of a rise in interest rates, to which cable stocks have long been sensitive, Blemaster said. Nevertheless, he sees "very little chance of prices going down."

Gilchrist added two other factors to cable's short list of uncertainties: possible deregulation and competition from telephone companies. Yet Paine Webber feels industry stocks are "very attractive" against the Standard & Poor's 400 and expects them to advance from an index of 36 in 1987 to 58 by 1990. "The excellent potential to add advertising revenue adds to the positive viewpoint," Gilchrist said.

Seegal noted that cable can't be assessed in a vacuum and said that, within the communications industry, it was still undervalued. While it is trading at 11-12 times cash flow, newspapers are going for 15 to 19 times, radio for an "infinite" multiple and television stations for 13 to 17 times cash

flow, he said.

A question from the floor about the danger of overbuilds—considering that it's now cheaper to build than to buy cable systems—elicited this response from industry analyst Paul Kagan. "Although it may cost only \$700 per subscriber to build against \$2,000 to buy, the exposure of overbuilds is increased because they won't get the same penetration. The actual cost could be from \$3,000 to \$5,000." To which Seegal added that independent television stations coming into a market are essentially overbuilds—and the history of that industry "suggests that the guy who gets there first" remains in the best competitive position. Moderator Michaels said that, nevertheless, overbuilds are going to cause a lot of pain and grief.

Addressing a question about takeovers, Blemaster said their likelihood has been substantially diminished. Mergers among the top 20 will continue, he said, while Seegal remarked that the entry level of new players will remain low "because corporate America still doesn't understand cash flow." And Gilchrist said he's seeing increasing evidence of cable operators diversifying elsewhere.

While system values remain high, cable programing is a more difficult marketplace to sell, said Seegal.

Michaels closed by saying that telephone companies will be looking to acquire cable systems in 1989. "They'll be fine buyers, judging from the prices being paid for cellular radio." He noted later that telephone companies are buying the nonwireline carriers in other markets, often paying \$100 a home based on total homes in the area. □

## Cable: making sense out of financing dollars

**Panel offers monetary options for underwriting cable expansion**

As the cable television industry grows—and its growth was one of the major topics at the National Cable Television Association convention in Las Vegas last week—its need for new money grows with it. And a panel at the convention was devoted to helping cable operators and their bankers sort out the options available.

There was Monroe Rifkin, chairman of Rifkin & Associates, a multiple system operator, speaking of the benefits of master limited partnerships, and the frustrations he encountered in attempting to market one. Then there was Thomas J. Coughlin, managing director of Merrill Lynch Capital Markets outlining the new financing scheme the firm offers, Master Lease. And, finally, his experience with the old-fashioned initial public offering technique was described by Steven B. Dodge, chairman and chief executive officer of American Cablesystems Corp.

The MLP is a limited partnership that is



Seegal, Gilchrist and Blemaster



traded on a stock exchange. A cable system that employs the technique to raise funds serves as the sponsor or general partner. Cable systems began using the technique last year, not always with success. Rifkin said he had planned a \$75-million offering, but withdrew because he felt market conditions had soured. The only success story he could report was that of Galaxy Cablevision Industries of Sikeston, Mo. When offered, its yield was 6½%; it is now selling at 19½, slightly under its original offering prices and Galaxy officials are pleased with the performance. "The question is whether they can keep their price up," Rifkin said.

Cable MLP's—which Rifkin said combine the attributes of common stock with the liquidity of partnership/ownership—are a product of the anticipation of the new tax law that was being developed in Congress last year. The tax breaks enjoyed by real estate and oil and gas were expected to end. As a result, some saw investment money being freed for cable—or "electronic real estate," as Rifkin called it.

But things did not turn out entirely as expected. Rifkin said the institutional market "showed little to minimal interest." And the financial market, he said, produced a "worst-case" scenario. With deals having to be completed by year's end to take advantage of the tax law then in effect, Rifkin said, "the distribution pipeline was full." Cable MLP's had to compete for customers with those of other industries. The result was that underwriters said cable MLP yield prospects had to be increased and, what Rifkin considered particularly unfortunate, "cable yields lost their identity." When it appeared that the limited partners would do far better than the general partner, Rifkin withdrew the offering.

"But I'm still bullish [about cable MLP's]," he said. What is required, though, is a "substantial" education of underwriters on what Rifkin sees as the special nature of cable MLP's. They are special, he feels, because they are part of the cable industry. And he sees that industry as special because it is a constantly growing business with increasing sources of revenue. And with high fixed costs, additional revenues "go right to the bottom line." Other industries, like oil and gas, he said, are constantly using up their assets.

Merrill Lynch's Master Lease is also a new financing concept. Coughlin said it had been used in about a dozen transactions. He described it as "off-balance sheet lease financing, which involves a conditional sale for tax purposes." He also said it provided 100% of debt financing on a cost-effective basis. Under the plan, Merrill Lynch establishes a lessor which will buy a cable operation's fixed assets and lease them back for the life of the property.

One application Coughlin described involved a hypothetical cable system originally financed at \$50 million with a current book value of \$20 million and a market value of \$100 million. The cable system owner would get deferred credit of \$80 million. Coughlin also cited the plan's value in strategic planning: It could provide the cash a



Dodge, Coughlin, ML's William Suter and Rifkin

company would need either to fend off an unwanted takeover attempt—or to finance a takeover of its own.

Dodge, whose company is among the newer additions to the ranks of publicly held companies, offered some pros and cons of going public. A company that takes that route, he said, expands its equity base, positions itself for growth and opens alternative means of financing. What's more, the owner can maintain control of the company. Some of the disadvantages Dodge sees are personal: Management has to answer to stockholders, go on the road to sell stock, and

subject itself and its company to intense scrutiny. There might also be more attractive financing alternatives, like junk bonds.

Dodge also offered some do's and don't's in going public. "Don't go for the last buck... Clean up the balance sheet... Project realistically... Don't let analysts run the business or lawyers write the prospectus... [In making presentations] share the spotlight with other members of the company." What is it like being public? "It's better when the stock is going up than when it's going down." But in sum, Dodge said, "I'd do it again." □

## How to raise rates and survive

### Offer subscribers greater value and do a better job in promoting that, is advice given operators

"If we go out and sell the value of the product, then we can all stop worrying about pricing," said Bruce Jones, vice president for marketing and promotion, American Cablesystems. Jones was one of several cable marketing experts who shared their views on "pricing strategies in a deregulated market." They said operators should concentrate on persuading subscribers that cable is more valuable than the rates being charged.

The convention panel focused on how cable operators can increase rates for basic services without alienating subscribers. "We probably don't do the best job of telling people what we've got to sell," Jones said. And consequently "we're selling cable by the pound." Jones felt customer sensitivity is key to any pricing formula.

Times Mirror Cable faced two problems when it decided to implement a rate increase, said Lawrence Higby, senior vice president for marketing, sales and program-

ing. "We were afraid to death how the consumer would react to a price change. The staff was convinced that if we raised the price by 50 cents, we'd lose basic subscribers." On the other hand, Higby continued, "we had systems that had not had an increase for the last five years." They were still pricing 30-channel basic systems at \$8.50.

The company realized, he said, "we had to make some radical changes." In one test market Times Mirror raised its basic rate 64% at the same time it increased the number of channels. Since then, the system gained 1,000 new basic subscribers. All told, the cable MSO has gained 11,000 basic and 27,000 pay subscribers since implementing its rate hike last January.

The rate increases or "rate adjustment opportunities," as Higby called them, were accompanied by an extensive eight-month campaign aimed at emphasizing the "value of cable television." He said the campaigns "had one consistent sound and look" with the same messages delivered "over and over again... the value of cable."

In California, cable rates have been deregulated for some time, and Barbara Sitkin,



Handler, Higby, Jones, Sitkin and Dovey



The One & Only  
Prime Time  
Network Show  
Chosen By CBS For  
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vice president and general manager of Continental Cable of Stockton, related her experiences. Each time Continental raised its rates, it has experienced only a "handful" of subscriber losses, she said. Sitkin had several suggestions for making rate adjustments easier. "Conduct regular surveys so you'll know how to relieve buyer's anxiety. Let your subscribers tell you what they want. As long as your value and price are in sync you don't have to apologize for a price increase."

James Dovey, president and general manager of United Cable of Colorado, stressed the importance of building a trust with local cable regulators. "Every time we've gone for a rate increase, we've had the cities' support," Dovey said. When United adjusted its basic rates, it conducted a major promotional campaign using direct mail, television and newspapers. In the end there was little negative reaction; indeed, he thought they might have been able to price it even higher. "But

we regard that as an opportunity for the future."

"By keeping prices low, we think we can strengthen our appeal to marginal subscribers," said Mark Handler, vice president of sales/affiliate marketing for the Disney Channel. Pricing is a key factor, he said, in determining value. He said Disney found that if a system lowered its price from \$9.95 to \$7.95 it would realize a 54% increase in Disney Channel subscribers. □

## NCTA: PUBLIC POLICY

### Syndex among Congress's cable concerns

#### Among issues on minds of senators and representatives are syndicated exclusivity, must carry, scrambling

If the FCC reinstates some form of syndicated exclusivity rules, implementation would be a "nightmare," said Representative Pat Swindall (R-Ga.). Swindall, a Copyright Subcommittee member, made those comments after meeting with cable operators during a closed-door session at last week's NCTA convention. He was one of 24 House members who participated in seven closed public policy roundtables in which cable's concern about the reimposition of any syndex rules seemed to be a primary topic.

(NCTA's agenda underwent some last-minute adjustments. Only one of the three scheduled sessions on Monday [a panel featuring only Senate members, see page 53] was held because House members cut their attendance at the NCTA convention short [BROADCASTING, May 18]. Their early departure was due to an unexpected scheduling of House votes on Monday. Some congressmen canceled their Las Vegas appearance altogether, including Representatives Robert Kastenmeier [D-Wis.], Henry Hyde [R-Ill.], Mickey Leland [D-Tex.], Al Swift [D-Wash.], Henry Waxman [D-Calif.] and Tom Tauke [R-Iowa]. The NCTA expanded its Sunday roundtables to include congressmen who were there but unable to stay for Monday sessions. In all, 28 congressmen [24 House members and four senators] attended the convention.)

Other issues such as must carry, scrambling and compulsory licenses were said to have cropped up during the roundtable discussions. Swindall was one of several members who talked with reporters following the sessions. He said he felt that even if Congress were to attempt any syndex legislation, the process is so complicated it would "take five years" to sort the issues out. Swindall said that the "key" is for the FCC "not to change" things.

Representative Mike Synar (D-Okla.), who sits on both the Telecommunications and Copyright Subcommittees, was even more emphatic. "I don't know what Dennis [FCC Chairman Dennis Patrick] has in

mind. I thought we went through this before. I've got to believe he thinks he's got all the cards in his hand and it's time to do it now," Synar said. Furthermore, the congressman thinks Patrick is underestimating subscriber interest in the issue. He predicted there would be hundreds of thousands of complaints if programs were dropped as a result of FCC action. It's obvious, Synar said, that cable needs to get its views on the syndex issue more widely publicized. He felt it was important for cable operators to make sure Washington realizes the debate over syndex isn't private interests "competing for dollars," but one that involves the public's interest.

Additionally, Synar announced that he and Copyright Subcommittee Chairman Kastenmeier would soon reintroduce their superstation scrambling bill. Similar to the measure they offered last year, the legislation would create a compulsory license requiring satellite carriers to pay 12 cents per subscriber. The bill would sunset in seven years. Synar anticipates broadcasters will oppose the legislation again. "That's the nature of the game," he said.

Representative John Bryant (D-Tex.), a member of the Telecommunications and Copyright Subcommittees, said that the cable operators he spoke with were concerned about possible attacks on the compulsory license. Bryant said he told them: "If the sunset provision in the new must-carry rules is not eliminated, it's likely you'll see us revisit the compulsory license."

As for community reaction toward cable rate increases or channel realignment, Representative Howard Berman (D-Calif.), who sits on the Copyright Subcommittee, said he hadn't "seen any consumer protest." Gerry Sikorski (D-Minn.), on the Commerce Committee recounted a different tale. Sikorski said that at a recent town meeting conducted via telephone, he found the number-one issue of concern among his constituents was Social Security. The number-two issue, he said, was cable. There were complaints, Sikorski said, about a local system's decision to switch one superstation for another and to drop a basic tier service it had been offering for some time. The cable people, Sikorski said, were "very responsive" and worked out those problems. □

### Hill staffers see little bill action for cable

#### But some issues are slated to be raised in hearings, including scrambling and cable deregulation, as Congress is expected to keep an eye on things

The House Telecommunications Subcommittee is gearing up for a series of hearings on communications issues including one next month on scrambling. According to Larry Irving, senior counsel of the Telecommunications Subcommittee, who appeared on an NCTA panel last week, there will be a minimum of two to three hearings a month on mass media issues, starting off with a "full ventilation" of the scrambling issue. In the fall, he said the subcommittee will examine "the lay of the land," three years after cable deregulation. "We'll take a look at where we are from cable's standpoint, from your competitors' standpoint and from the

consumers' standpoint," Irving said.

Despite all this proposed activity, there was no hint of legislative action. Indeed, as Irving said, "this year will be less of a legislative year and more reflective." He also told convention attendees the subcommittee will spend more time on finance issues than it has spent in the past.

Irving, was joined on the "Washington Insiders" panel by Mark MacCarthy, a staff member with the subcommittee's parent Energy and Commerce Committee. Like Irving, MacCarthy didn't envision any immediate congressional action.

MacCarthy noted, there is a perception by some that the cable industry consists of a collection of local monopolies. Since others don't share that view it has led to a "standoff," which he thinks may never be resolved. "What cable operators do and what

they don't do on the local and national level, will determine whether they will be perceived as a local monopoly," he said. The public policy debate in Washington, MacCarthy stressed, "will depend crucially on how cable operators operate in the marketplace."

In that context, MacCarthy advised cable to "move slowly" in taking advantage of its "newfound freedom to raise rates." He also warned cable operators not to link rising revenues and penetration levels with subscriber satisfaction. And furthermore, cable should recognize it needs to relate to "customers as citizens not just customers."

Both MacCarthy and Irving stressed that Congress wants a permanent set of must-carry rules. A provision in the FCC's new must-carry rules calls for the rules to sunset in five years and Irving indicated there's unanimity in the House and Senate "to do something about it." But the constitutionality of the rules hinges on the sunset, argued Diane Killory, the FCC's general counsel. Nor did Killory see any long-term justification for must carry.

Killory also told cable operators she didn't expect the FCC's decision on indecent radio broadcasts to spill over to cable. Because of lock boxes and because viewers bring cable into the home by choice, Killory said, she didn't see any "great need" for the FCC to take a look at indecent speech on cable. Dale Brown, special assistant for congressional affairs to FCC Chairman Dennis Patrick, presented an overview of the commission's scrambling report released in March. Brown didn't foresee imminent congressional action on scrambling. He expects the scrambling hearings to play a major role in determining what the final outcome will be.

As for the issue of telephone companies entering the cable business, Brown, MacCarthy and Irving were in sync. They each thought it was an issue that would some day be revisited. "This is something that will probably pop up in the future," Brown said.

Asked whether Congress thinks the cable deregulation act is working, Irving pointed out that Subcommittee Chairman Ed Markey (D-Mass.) was a co-sponsor of the bill. "He [Markey] thought it was good legislation then and it's good legislation now," Irving commented. But, he added, Markey also recognizes that it "may need fine tuning." The subcommittee, Irving explained, has received at least three dozen letters from members of Congress concerning calls they've gotten on cable rate deregulation. "Not a week goes by that I don't hear from local cable regulators who are saying, 'What's going on? What allows these guys to do what they're doing?'" Irving also indicated he's hearing a lot of questions raised concerning the concentration of ownership within the cable industry, as has MacCarthy. The reaction MacCarthy said he gets from House members is that they "hear there are restrictions on concentration of ownership in broadcasting, but not in cable. And they ask, 'Why not?'" It's Chairman Markey's aim, Irving explained, to give "full ventilation" to these issues, and "we want to make sure that the cable industry recognizes that it doesn't operate in a vacuum." □



MacCarthy, Irving, Killory and Brown

## No help from Hill on syndex

**Senators tell NCTA audience that Congress is tired of mediating disputes among communications factions; they urge parties to reach compromise on copyright matters**

The message was clear: Don't look to Congress to settle the debate on syndicated exclusivity. At least that seemed to be the consensus among Senators J. James Exon (D-Neb.), Ted Stevens (R-Alaska) and Tim Wirth (D-Colo.), who appeared on an NCTA panel last week.

"We are getting weary of continuing to be called upon to be the referee between cable, broadcasters and the studios," said Exon. Exon and Stevens, both members of the Senate Commerce Committee, and Wirth, who chaired the House Telecommunications Subcommittee before his election to the Senate last year, urged cable to sit down with the other industries and negotiate a compromise that would not only tackle the syndex issue but copyright matters in general (including must carry, cable's compulsory license and network nonduplication).

"We don't want to address this issue and we won't unless you force us to do so," Exon said. The industries would be "a whole lot better off" solving copyright issues among themselves than inviting Congress into the act, he said.

Wirth suggested that the parties agree on a package similar to the industry agreement reached in 1982 on copyright. (That compromise came close to becoming a law, but collapsed following a rate hike decision by the Copyright Royalty Tribunal.) Wirth also said the Motion Picture Association of America is interested in sitting down to talk

about copyright issues.

The Colorado senator felt the FCC's energies might be better spent looking at areas other than syndex and the compulsory license. Both issues, he said, involve copyright law and fall under congressional jurisdiction. Wirth maintained that the Cable Telecommunications Policy Act specifically prevents the FCC from reinstating the rules. He said Section 624(f) of the act precludes the FCC from making any new cable content rules.

"I hope the FCC can get into other business of concern," he said, such as "affordable telephone service, children's television and access to rural areas." Wirth later criticized FCC Chairman Dennis Patrick for making a "fishing expedition" of syndicated exclusivity. He suggested the cable industry has undergone enough changes for a while, and it is time to "let things settle out."

Stevens warned NCTA attendees not to pursue a "piecemeal" approach to solving copyright issues which will only lead to "a lot of battles," and said he feared the consumer would suffer in the end. Stevens, unlike Wirth, did not object to the FCC's syndex inquiry. He thought the agency's proceeding has had a positive effect. It's "provoked" an industry dialogue that Stevens hopes will result in a settlement.

While the senators agreed Congress was not inclined to jump into the syndex debate, Stevens indicated Congress might intervene if the FCC acts prematurely. The agency's notice of inquiry, Stevens pointed out, addresses some 40 issues. "It would take a Solomon," he said, to make those decisions. He anticipated the FCC could spend up to two years on the matter. Nevertheless, Ste-



Exon, Stevens and Wirth

vens emphasized he saw nothing wrong with the FCC's examination: "I don't see anything to get excited about."

"It seems to me you [the cable industry] should be able to work out some kind of arrangement," Exon said. □

## NCTA panelists sing syndex blues

**Return to syndicated exclusivity seen as "confusing" and "unpopular" by panel of cable executives; Summers of NAB is dissenting voice**

Cable subscribers will ultimately be the losers if the FCC reimposes syndicated exclusivity. That was the assertion of cable leaders during a panel session at the NCTA convention last week.

It would be "very unpopular, very confusing and very disruptive to subscribers," said Robert Miron, president of Newhouse Broadcasting Corp. Subscribers won't be silent, predicted Charles Townsend, president of Colony Communications. He thinks Congress will be besieged with complaints from viewers who won't be able to watch the programs that are blacked out under the syndex rules.

Former FCC Chairman Charles Ferris, now with Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, joined Miron and Townsend on the panel. Ferris, who represents Turner Broadcasting, argued vehemently against a return to syndex. The syndex rules were thrown out in 1980 during the Ferris chairmanship of the FCC.

John Summers, National Association of Broadcasters senior executive vice president for government relations, was the lone member of the panel who wanted to see the rules put back. Broadcasters, he said, should have the right to contract for exclusivity. "We want to protect the integrity of the marketplace," and as long as programs are allowed to be duplicated, Summers said, it can't be done.

While broadcasters want syndex back, Summers noted, he also said that Hollywood would be the chief beneficiary of the rules. "We're not naive. We know very well who will benefit," he said. Broadcasters, he continued, are paying "up to the hilt" for programming now and they "don't intend to pay any more" if syndex is reimposed.

Colony Communications' Townsend presented a grim picture of the reimposition of syndex. Superstation fans would suffer, he said. (According to a survey of Colony's New England subscribers, superstations WOR-TV and WPIX(TV), both New York, were the second and third most popular cable channels.) Under syndex, he predicted, 11 hours of programming (representing 80% of the shows aired between 1 p.m. and 11 p.m.) would be "knocked off" superstation WOR-TV. Townsend doesn't think subscribers will be silent. If the rules are reinstated, he said, they would cost his company well over a million dollars trying to "fulfill its obligations" in blacking out incoming programs.

"I don't know why they [the FCC] want to tinker with something that works so well," Ferris said. After lengthy studies, the commission concluded that eliminating the rules would not adversely affect the economic viability of over-the-air television, Ferris said. Take a look at the value of independent television stations and "you'll get a good idea of their economic viability," he told the convention audience. Furthermore, according to those FCC's studies, only 3% of broadcasters were exercising their option of syndicated exclusivity, he said.

"If the public wants to watch *M\*A\*S\*H* for breakfast, lunch and dinner, so let them do it," Miron said. For cable to negotiate, it would be "utter chaos," he said. □

## Cable panelists battle over telco questions

**Justice wants triennial review of telco exclusion from cable**

Remarking that "this subject causes brain death in normal human beings," Washington lawyer Philip L. Verveer (of Willkie, Farr & Gallagher) told an NCTA panel on the possibility of telco entry into cable that the Justice Department's recommendation in that direction can be explained in two words: "Ed Meese."

There was, nevertheless, an argument put forth by Justice in its filing before Judge Harold Greene, who has "enormous discretion"—under the so-called modified final judgment that broke up the Bell companies in 1984—to redetermine every three years whether market conditions warranted allowing telcos into cable.

Justice's argument, Verveer said, was that economies of scope were being denied to the marketplace, thus hurting consumers, and that implementing regulation could protect competition. Verveer said Justice had pointed to only one change that had taken place since 1984: that the creation of the seven regional holding companies had created benchmark mechanisms that could be compared against one another. "Voluminous" pleadings in the case were due to conclude last Friday (May 22), Verveer said, with a ruling expected in August or September—followed by congressional assessment.

Reminding the audience that "AT&T is not Bell," Lawrence Garfinkel, AT&T marketing vice president, said that certain post-divestiture activities had gone as anticipated while others had been surprising. According to the FCC, he said, there are now 526 competitors providing competition in the new marketplace. AT&T itself has introduced 120 new services in the last three years, and costs have gone down—long distance costs 35% by his reckoning.

The big surprise has been in the balance of trade, with the U.S. going from a positive exporting balance of plus \$3 billion in technology to a negative balance of approximately \$1 billion, Garfinkel said. Moreover, "we are as strongly regulated in exchange services as before divestiture," while the regional holding companies have been granted some 100 waivers so far, leading to a great drive to diversify among those entities.

AT&T has filed with the court to reject the Justice recommendations, asserting that conditions have not changed.

Unfortunately, Garfinkel said, while there has been a proliferation in interexchange services, there has been no similar surge in local services. As to the likelihood of Judge Greene's upsetting the balance this time around, he did not expect it. "But there will be another triennial review three years hence," he said.

James A. Hirshfield Jr., of Summit Communications, Bellevue, Wash., represented cable operators on the panel, and took an antitelco stand. He reminded the audience how telcos had impeded cable progress in the medium's early years, resisting any other wire going into the consumer's home, and recalled the past and present controversies over pole attachments. (His definition of a "damn shame": a busload of telephone managers going over a cliff with three seats empty.) Relating an account of his company's efforts to use Pacific Northwest Bell to wire one prospective system—at the city's urging—he concluded that the telco wanted to preclude any other user from running wire. "Things haven't changed over the years," he said.

James R. Hobson, a former FCC Cable Bureau chief now in the legal department of GTE, said he "sincerely hopes that telcos and cable can talk," and feels they have been finding a lot to talk about. Telcos could be of particular assistance in the construction phase under a variety of arrangements, including an option to buy. Hobson cited the GTE-cable joint venture in Cerritos, Calif., where he said his company hoped to learn



Ferris, Summers, Townsend and Miron



Hobson, Goddard, Hirshfield, Verveer and Garfinkel

the relative merits of various technologies in order to perfect its role as a video transport provider. He insisted that was GTE's only ambition in the cable area.

Moderator John Goddard of Viacom Cable asked the panelists how each would invest his IRA's—in cable or telcos. Only one responded, Garfinkel of AT&T, who remarked that another post-divestiture surprise was that the RHC's had taken off while AT&T performed modestly. He said he would put his money into the regional telcos, "for a while."

During the Q&A, Verveer returned to the question of telco entry, saying that the consent degree standard was "no harm [to the marketplace]." That hasn't come close to being met, and that the best telcos can argue is that there would be great benefits. From cable's point of view that stand is unwarranted, he said. "What can they provide that cable can't?" The question is whether they can provide economies of scope, for which Verveer sees limited opportunity. RHC's are trying very hard to solve the "last mile" problem of fiber optics, but until it's solved "there's not much reason to let them in."

Garfinkel added that "a lot of [fiber optic] plant had been put in. The question is whether there has been overcapacity construction paid for by the present rate base" in anticipation of later cable entry.

When one questioner asked if cable were not being aggressive enough about getting into some telco services, Goddard cited the industry's reluctance to get back into the rate of return business after winning Cable Act deregulation. Hirshfield, pointing to the competitive obstacle to such an attempt, said each of the RHC's is larger than the entire cable industry. Asked whether AT&T had its own plans to go into cable seven years after the consent decree, Garfinkel indicated in the negative. "There are no plans I am aware of to purchase companies or go into the business. We will provide services within the context of our network [but] not to homes."

At the close of the telco entry panel one delegate rose to challenge the industry's vision and direction. Tom Robak of T. L. Robak Inc., who is co-venturing with GTE to wire Cerretos, Calif., rose in the audience to declare: "In the days of railroads they were big, at the turn of the century. And in the days of Hollywood, they were big. The railroads said: 'We do the shipping, and no one else can do shipping.' And Hollywood said: 'We do major motion pictures, and the TV industry won't hurt us.' And the airlines won't hurt the railroads. I think we in cable TV today have the same narrow concept."

"That's not the right way to look at our industry. We have to be a broadband commu-

nications industry. We have to have more than just HBO and Cinemax. If we continue in this direction, when HBO goes direct to home, or the other technologies that you can walk out on the exhibit floor and see today [come on stream], we will no longer be the

## FCC tells cable what's on its mind

### McKinney offers stiff admonition to operators to correct signal leakage or face fines

James McKinney, chief of the FCC's Mass Media Bureau, offered the manufacturers of some of the equipment on display at the National Cable Television Association convention in Las Vegas last week a free plug—while at the same time delivering a stern warning to cable operators.

Bring equipment into compliance with commission rules aimed at preventing signal leakage, and fast, McKinney told the operators, or face a commission-imposed forfeiture. The FCC is particularly concerned about compliance with the rules because of the danger of interference to aircraft radio.

The commission has adopted new anti-leakage rules based on a cumulative leakage index (CLI) that are to take effect in 1990. The new standards will be tougher than those now in effect. But as McKinney said, cable operators are not following the existing rules. Or as Steve Ross, chief of the bureau's cable branch, put it: "Cable is doing a lousy job." As many as 60% of all cable systems fail to meet existing standards.

McKinney and Ross warned that now is the time to begin preparing for 1990. Indeed, McKinney noted that he had directed the field engineers to begin monitoring cable systems for leakage on the basis of existing rules. "People will be in your neighborhoods," he said. "They won't be kind. There will be forfeitures. You will seek reductions. They won't be reduced." The commission could impose forfeitures of \$2,000 a day, up to a total of \$20,000. In other matters:

- Brian Fontes, an aide to FCC Commissioner James Quello, said the commission's anticipated notice of inquiry (NOI) into the question of whether telephone companies should be free to own co-located cable television systems would probably be ready for commission consideration by June 30.

- Gregory Vogt, chief of the Common Carrier Bureau's enforcement division, mentioned a couple of pole-attachment issues occupying the division's time. One involves complaints by cable systems that utility companies are adding charges to what are

cable industry. And that scares me.

"Is the cable industry doing research to find out the future products that are going to keep you and me in business? I don't see that. When I go look at the telephone companies and see what they're doing in the research area it's phenomenal. On demand, 3,000 videos to pick from when you're sitting at your TV. Technology that's going to take cable TV to the next 20 years. I want to get involved with that.

"It's not going to do me any good or you any good to keep my head in the sand and think that nothing will happen. That the phone companies won't come on. That HBO won't go direct to home. If you continue to think that way you'll end up like the railroads and Hollywood." □

already fully allocated costs. Involved, among others, are charges for processing applications and for inspection fees.

The other issue Vogt mentioned involves the commission's authority to order a utility to place the cables of a system on its poles. The FCC has asked the U.S. Court of Appeals for the Fifth Circuit in New Orleans to remand a case involving Port Gibson, Miss., in which such a commission order has been challenged by a utility on the ground it amounted to an unconstitutional "taking" of property without due process. Vogt said the commission wants to examine the case in light of the Supreme Court's *Florida Power* decision. It affirmed the constitutionality of the law authorizing commission regulation of pole attachment agreements, but the commission lacked authority to order a utility to accept a systems cables. "We want to be sure," Vogt said, about the commission's authority in cases like Port Gibson. □

## McKinney warns cable on deal renegeing

### He joins others in advising DL&A cable audience on how to watch their step

Cable clients and guests of Dow Lohnes & Albertson, the communications law firm, heard a quick comeuppance for the cable industry at a breakfast meeting during the NCTA convention last week. "You are now living with the deals you made in the past," said James McKinney, head of the FCC's Mass Media Bureau. "That's fair. What's not fair is to do what cable has done in the past—go to the courts to get rid of those parts of the deals you didn't like."

His sentiments were echoed by Lauren (Pete) Belvin, legal assistant to Commissioner Mimi Dawson, who said "Mimi would agree" with McKinney's statement that the FCC believes the issue between the cities and cable was resolved in 1984.

McKinney also declared—in a pointed reference to the FCC's current inquiry into

syndicated exclusivity and the compulsory license—that “contractual relationships are more important than they’ve ever been,” and quoted Charles Dolan of Cablevision as saying that cable may now be able to pay for all its programming product.

R. Bruce Beckner of Dow Lohnes spoke to the growing problem of overbuilds, and advised that, whatever cable operators did in addressing it, “it’s not permissible to sit down with competitors and decide who’s going to get what piece of the county. . . . Make sure that the record shows the conversation is two-way between you and the city.” Beckner called permitting overbuilds the best way for a city to retaliate against a cable operator if it is unhappy with its franchise

situation and doesn’t otherwise have teeth to correct it. In those cases, such franchises may prove to be an actual disadvantage to the cable system, in his view.

Asked whether cities could permit overbuilding operators (SMATV’s and others) to have arrangements superior to, or more lenient than, those of the original franchisee, Beckner said yes. “The level playing field is far from an argument carved in stone, politically,” he said, remarking that the only real shield a cable operator has against unfair competition is the Sherman Antitrust Act.

On the question of whether cities may grant exclusive franchises, Beckner said yes, but added that a lot of cities are afraid to do so for fear of being sued. But ultimately it

can, he said, if it can be shown the city has acted not from pressure but from a showing of the public interest.

DL&A’s Charles Helein offered his view that the pole attachment battle is not yet behind the cable industry, and said it could be a “touchy and tender” issue before the Supreme Court. And he noted that any First Amendment gains cable achieves apply to others as well—a situation that can lead to overbuilds.

Addressing the threat of telephone company entry into cable, Henry Rivera, a former FCC commissioner now with DL&A, said that although the enabling technology is present, “Right now you are not in imminent danger.” □

## NCTA: TECHNOLOGY

### The hazards high tech brings to cable

**As television set technology advances, so does the frustration level of consumers who seek to integrate the capabilities of both the VCR and cable harmoniously; but there is hope that further advancements will bring peace to state-of-the-art viewers**

There’s a cruel irony afoot in cable television. The better the medium gets, technologically, and the more bells and whistles are available to its users, the harder it is for consumers to use it. Or, as moderator Andrew G. Setos, senior vice president for engineering and operations of the Viacom Networks Group put it, “Television is getting relatively difficult to totally enjoy in the home.”

The first dilemma, of course, seems always to be: “How do I record pay and watch basic?” But it goes on from there, to embrace such developments as the cable-ready and cable-capable “debacles,” in Setos’s term. And then VCR’s, whose pairing with cable in the home entertainment center brought on a new surge of incompatibility and cancelling-outs.

Michael Hayashi of Pioneer Communications fingered as a principal culprit the microprocessor, which could add marvelous

functions to the television set at low cost, and enabled the manufacturer to charge higher prices. This led to more features, more buttons and more confusion.

Before asking, “Who caused this mess?,” Hayashi listed the following functions as basic to the modern TV system: wireless remote control, stereo broadcast reception, cable-ready and cable-compatible operation and digital television (picture in picture). The basic VCR functions: recording, playback of a prerecorded program and cable compatibility. And, in the cable environment, multiple pay offerings, signal security (including broadband methods and scrambling, descrambling) and upgrades.

All this gives the consumer a powerful position from his armchair, Hayashi said, but also creates an unmeasurable amount of psychological damage if removed, inoperable or beyond comprehension. It is not yet known how many VCR users can’t even time shift (record) with their devices.

There are solutions, he said, including the new EIA Multi-port IS-15 (BROADCASTING, Aug. 18, 1986) or interface standardization technology, which appears to be the basic component leading out of the dilemma. (Basically, as described by another panelist, Walter Ciciora of ATC, that is a 20-pin plug on the back of the TV set and VCR that

accepts a descrambler, makes possible the first true cable-ready TV and has a provision for impulse pay per view [IPPV] and home shopping.)

Other solutions include off-premise technology (controlling functions from the head-end), consumer learning remotes (offered by GE, Drake and Onkyo; nice, expensive and hard to use, according to Hayashi, and requiring a 50-page instruction manual), cable learning remotes (which limit programable keys to eight-12) and preprogrammed remotes (offered by Sylvania).

No one solution works for all systems, said Doug Truckenmiller of Heritage Communications, although he indicated a decided preference for off-premise technology if it can be accomplished in the neighborhood of \$80 a subscriber. Among the “cable unfriendliness” issues at present are disabling the cable-ready remote, having to rent a remote from the cable system (sometimes without a volume control), VCR interface problems and lack of stereo capability.

Among other short-term solutions Truckenmiller listed were pricing the remote unit in the basic service, selling or renting a video command center, selling or renting smart remote controls and, if possible, descrambling the basic service. Many operators are achieving greater flexibility by “melting down” tiers of service, he said, and expanding basic while scrambling only pay services. Also on his solution list: utilizing more positive and negative traps and, above all, consumer education.

As for long-term solutions he listed the IS-15 technology, on-premise addressability (in a box outside the house) and the aforementioned off-premise addressability.

Joe Van Loan of Viacom Cable described the industry as flying high, making good time but wondering where it is going next. “With 50% of the country wired, any time there’s a problem with cable, everybody has a problem,” he declared.

The EIA Multi-port IS-15 solves much of



Setos, Hayashi, Truckenmiller, Van Loan and Ciciora



this, with RCA now including such connectors in its new line of sets and new VCR's also incorporating the technology. The latter, in the long run, may be even more important, Van Loan said, as consumers buy TV sets only every eight years while VCR's cost less and are purchased more frequently. The incompatibility issues are at the root of many of cable's customer problems, he said, and "when we can get out of that business we're going to save a lot of service calls."

ATC's Ciciora opened up a still larger technological box for the NCTA audience to contemplate. On the VCR horizon is Super-VHS, said to increase picture resolution by 70%, and Extended Definition Beta, said to be 25% greater in resolution than S-VHS. Each really requires a new TV set, he said, but when they're combined with hi-fi sound "it's a new TV experience."

And not far beyond those developments is high-definition TV itself, which could be cable's strategic answer to S-VHS and ED-Beta and rejuvenate the pay business, in Ciciora's opinion. But there's a danger that cable could be stuck with an onerous technical standard if it does not participate in the standardization process now proceeding on the broadcast side. "If HDTV is not cable-friendly we're looking at another \$100 box," he said. □

## Cable shoulders share of blame for signal piracy

**Panel discusses how systems open door for signal theft, and ways those doors can be closed and pirates turned into subscribers**

Cable has fingered the principal culprit in the unauthorized reception of cable services that, according to one 1986 study, is costing the industry \$1.4 billion a year: itself.

According to panelists at an NCTA convention session on cable signal piracy, poor management by cable operators is responsible for at least half of the homes now receiving basic or pay services without paying for them.

"Much of the unauthorized reception problem involves situations where cable operators, through accident or errors... have caused signals to get into viewers' homes without any willful or malicious or criminal intent" on the viewers' part, said Jeremy Stern, director, Office of Cable Signal Theft, a year-old joint effort of the NCTA and the Motion Picture Association of America.

Citing a Showtime/The Movie Channel study, Stern said about half the nonpaying or underpaying homes are due to "operator error." But recent "tap audits" conducted by the two cable operators on the panel indicate that the portion may be substantially larger.

Michael Ritter, vice president-general manager, Continental Cablevision of East Lansing, Mich., said Continental found that about 60% of the unauthorized homes could

be traced to something it did or did not do. And Roger Kramer, vice president, engineering, American Television & Communications/Southwestern Cable TV, San Diego, said the system was to blame for two out of every three unauthorized homes it found. The other culprits are individuals and commercial establishments (such as bars, restaurants and motels) that deliberately and maliciously defeat the security of systems to receive cable services for free, often in violation of federal and state antipiracy laws.

OCST is "very concerned" about dealers in pirate decoders, Stern said. "The illegal decoder marketplace is flourishing," he said. "It's apparently become a good business," he said. "We need to add some risk back in that calculus that these pirates go by."

All the panelists agreed that, regardless of who's to blame, it makes sense for cable operators to start "auditing" their systems and converting unauthorized homes into authorized ones that contribute to the systems' revenue and cash flow.

In addition to the negative "bottom-line impact"—\$1.4 billion in lost annual revenue and \$1.7 billion in lost equity—unauthorized reception tends to diminish the perceived value of cable by forcing up the price of cable, Stern said. The paying subscribers subsidize the "freeloaders," he said.

When the OCST was started last summer, Stern said, "we believed that signal security programs would be a particularly good source of incremental revenue, and since that time cable operators... have consistently confirmed this."

Stern said cable is not alone in cracking down on sellers and distributors of illegal decoders. The FBI is investigating decoder rings and the U.S. Customs Service is trying to stem the flow of pirate decoders manufactured off-shore into the U.S., he said.

According to Kramer, one of the ways cable operators swell the number of unauthorized cable homes is through loosely managed "hot disconnect" programs, in which the "hot" cable is left in a home after a subscriber moves out to simplify the reconnect when the next person moves in and orders service. In too many cases, he said, the cable system never gets around to reconnecting or disconnecting the home, and the person ends up getting the service for free.

Another problem is simply failing to disconnect homes for nonpayment, Kramer said. "It is very important that once the disconnect order is printed it is done and done properly," he said.

Kramer suggested paying "fairly substantial commissions" for either reinstating the subscriber or recovering his converter.

"When this is not done, it often becomes a major source of unrecovered equipment," he said.

To reduce unauthorized reception on the eight systems he manages in eastern Michigan, Ritter decided to create a new department whose sole purpose is to audit the systems on a rotating basis, identify homes that are getting services for free and trying to convert them into paying affiliates.

The new six-person "Tap Audit Department" has so far proved to be cost-effective, he said. In the Roseville, Mich., system, auditors checked more than 18,000 addresses and found 332 unauthorized basic and 1,742 unauthorized pay hookups. The unit's sales specialist was able to sign 76 or 23% of the basics and 349 (20%) of the pays, generating \$2,805 in additional net operating income each month. The system expects to recoup the \$47,135 it spent on the audit in 17 months.

According to Ritter, the payback from subsequent audits will come even more quickly. In Madison Heights, where the auditors checked 10,000 homes and produced 61 new basic subscribers and 345 new pay subscriptions, he said, the payback will come in less than 8.8 months. In Hazel Park, where the check of 7,250 homes produced 58 new basic subscribers and 283 new pay units, he said, the payback will come in 8.4 months.

Another weapon in fighting distributors and users of illegal decoders is the civil suit, but Terrell Wingfield, senior attorney, litigation, Cox Cable Communications, said the civil suit should be used sparingly. Through litigation, it's possible to collect some damages, he said. But, he said, it's also possible to spend a lot of money and get nothing in return.

Systems should choose their cases carefully. Losing cases can result in countersuits for false prosecution, he said.

At some point, however, he said, systems have to "call the bluff" of the pirates and file suit. And after some successful suits, he said, systems should give pirates the opportunity to come in and reimburse the systems.

Whenever a system wins a case, he said, its public relations people should make sure everybody knows about it so the case can serve as a warning to other pirates.

According to Stern, the OCST will begin its second year on the job this week following an agreement between MPAA and NCTA to continue funding it. Stern said that the OCST is assisted by the Coalition Opposing Signal Theft, a group of 22 "senior cable executives," headed by Rod Thole, executive vice president, telecommunications group, Heritage Communications. □



Stern, Thole, Kramer, Ritter and Wingfield

# Programming

## Action/drama shows dominate new season entries

**CBS, with the most new shows, is seen going after strong NBC nights; Arledge blasts ABC's decision to move '20/20' to Friday**

Observers analyzing the three broadcast television network schedules for the 1987-88 season see a familiar pattern—those with the least to lose have altered their schedules the most.

First-place NBC is playing it safe, introducing only five new shows (two comedies and three hour action/dramas) totaling four new hours of programming in prime time. CBS is seen as the most aggressive scheduler of the new season, going after NBC's powerful Thursday night lineup with two new hours and chasing NBC on Saturdays as well, with an entirely new lineup. In all, CBS is introducing nine new shows (two comedies and seven action/dramas) totaling eight hours of new programming. ABC falls in between, with six hours of new programming, including four half-hours, three action/dramas and a variety hour.

The three networks, at this point, plan to go with 22 new shows next fall—eight new half-hour entries and 14 new hour programs—accounting for 18 hours of prime time. Last season the three networks ordered 24 new shows totaling 18 hours of new programming. NBC ordered five hours and three half-hours, while ABC ordered four hours and five half-hours and CBS ordered three hours and four half-hours.

Despite the ongoing debate between producers and the networks over program costs, particularly for hours heavy with action,



CBS's *Tour of Duty*



NBC's *'A Different World'*

there was no shortage of orders for that form, as evidenced by such new programs as *Tour of Duty*, from Zev Braun Productions and New World for CBS, the first regularly scheduled television series about soldiers fighting in Vietnam. Other examples are *Private Eye* from Universal on NBC and *Buck James* from Entertainment Partners and Tri-Star for ABC. In all, the networks will program 31 dramatic hours with varying degrees of action, ranging from *Tour of Duty* and *Private Eye* on the high end of the action scale, to new entries such as *Year in the Life* (from Universal on NBC) and *Thirtysomething*, (from Bedford-Falls and MGM for ABC), which emphasize the dramatic content and downplay the action elements.

CBS, with its seven new hours, now has 11 hours of action/drama (which exclude three prime time serials) in its schedule. Last season, the network started the season with 10 action/drama hours. ABC and NBC each ordered three new action or drama hours. NBC will enter the new season with 11 such hours on the air, compared to 10 a year ago, and ABC will go with nine such hours, up from six at the start of last season.

News programs in prime time are not as prominent this year as they were last, due largely to their failure to attract sizable audiences. At the start of last season, there were four news magazines in prime time—*60 Minutes* on CBS, *20/20* and *Our World* on ABC and *1986* on NBC. Two of those shows have been dumped—*Our World* and *1986*—while a third, *20/20*, has been moved to what most see as a substantially less desirable time slot, Friday at 10 p.m., from Thursday

### Monday

	ABC	CBS	NBC
8:00		Kate & Allie (Lachman/Reeves)	ALF (Alien Prods.)
8:30	MacGyver (Winkler-Rich/Paramount)	Everything's Relative* (Fredde/Columbia)	Valerie (Miller-Boyett-TAL/Lorimar)
9:00		Newhart (MTM)	
9:30		Designing Women (Mozark/Col.)	
10:00	Monday Night Football (ABC Sports)		Monday Night at the Movies
10:30		Cagney & Lacey (Orion)	
11:00			

### Tuesday

	ABC	CBS	NBC
8:00	Who's the Boss? (Embassy)	Houston Knights** (Bernstein/Columbia)	Matlock (Viacom)
8:30	Growing Pains (Warner Bros.)		
9:00		Jake and the Fatman* (Silverman/Strathmore/Viacom)	J.J. Starbuck* (Stephen J. Cannell)
9:30	Moonlighting (Picture Maker/ABC Circle)		
10:00			
10:30	Thirty-something* (Bedford-Falls/MGM)	The Law and Harry McGraw* (Universal)	Crime Story** (New World)
11:00			

### Wednesday

	ABC	CBS	NBC
8:00	Perfect Strangers (Miller-Boyett/Lorimar)		Highway to Heaven (Michael Landon)
8:30	Head of the Class (Elias/Warner Bros.)	The Oldest Rookie* (Touchstone)	
9:00	Hooperman* (Adam Prods/Fox)	Magnum, P.I. (Universal/Beisarius/Glen Larson)	A Year in the Life* (Universal)
9:30	Slap Maxwell* (You and Me Kid/Lorimar)		
10:00			
10:30	Dynasty** (Shapiro/Spelling)	The Equalizer (Universal)	St. Elsewhere (MTM)
11:00			

at the same time. *West 57th* is being given another shot on CBS next fall, contingent upon the show's ability to draw a respectable audience this summer at 10 p.m. on Saturday. (CBS/Broadcast Group President Gene Jankowski said at a recent press conference that if the show did not come close to a 16 share of audience, the network would have to take "a hard look at its performance" before giving the go-ahead for a run in the fall.)

The shift of *20/20* to Friday at 10 p.m. was seen as a signal by some that the program is in its last season or two, being shoved aside to a low television viewing night to make way for a potential hit entertainment program. The reaction from within the ABC News department was predictably negative.

According to Mel Conner, senior vice president, director, network operations,



ABC's 'Full House'

DFS-Dorland. *20/20* could lose perhaps 15% of its audience on Friday night because of lower viewing levels and the belief that audiences are less tolerant of nonentertainment fare on that night. "Friday has been the bonyard for the networks" in recent years, he added, where they tend to shuffle programs on their way out, such as CBS's *Scarecrow & Mrs. King*, which wound up there last season and was recently canceled. In the case of *20/20*, he said, ABC may have moved it in

part to get better promotion for its movie titles, which last season on Sunday nights had to endure three nights of poor ratings beforehand (Thursday, Friday and Saturday) mitigating promotional efforts for the movies.

So far, the buying community has not responded strongly one way or the other to the move, said Steve Grubbs, senior vice president, network television buying, BBDO. "There is a limited audience," for such programs, he said. "No news shows ever really attract a substantial audience, so why put it in a time period where you could develop something much more positive in the entertainment vein."

The news division at ABC reacted strongly against the move. In a memo to all bu-

reaus, News President Roone Arledge said the program was caught "in a situation over which we had no control; and caught in a situation that regardless of its strength, its importance, and its great success simply could not prevail against those seeking a way out of a historic entertainment failure." Arledge said the program has been profitable up to this point and that the change in time periods was a "major step backward" for the news division. He said that he and his management team argued vehemently against the move but failed to win "because of the enormous pressure placed on the decision makers by the extraordinarily poor performance of ABC's prime time programming, and the economic loss facing the network."

Affiliates were not happy with the switch

## Fall planning

This is the 1987-88 network lineup as of May 20 (changes are likely between now and the start of the new season). The networks ordered 22 new programs (two fewer than last year) accounting for 18 hours of prime time (the same as last year). CBS ordered seven new hours and two new half-hours, compared to three and four last May. ABC ordered four new hours and four new half-hours, compared to four and five a year ago. NBC ordered three new hours and two half-hours, compared to five and three a year ago. Not reflected in the chart are two additional half-hours—*Beverly Hills Buntz*, from MTM, and *Mama's Boy*, from Witt-Thomas-Witt—and a re-order of a midseason hour from UBU Productions and Paramount, *Bronx Zoo*, that NBC will air once a month. An asterisk indicates a new show. Two asterisks denote a time change. One program (shown with three asterisks), ABC's *The Disney Hour*, is a one-hour form of last season's two-hour *Disney Sunday Movie*, and ABC does not consider it to be new.

### Sunday

	ABC	CBS	NBC
7:00			
7:30	Disney Hour*** (Disney)	60 Minutes (CBS News)	Our House (Blinn-Thorpe/Lorimar)
8:00			Family Ties** (UBU/Paramount)
8:30	Spenser: For Hire** (Warner Bros.)	Murder, She Wrote (Universal)	Who's Dad* (Tri-Star)
9:00			
9:30	The Dolly Show* (Sandollar)		
10:00		CBS Sunday Night Movie	Sunday Night at the Movies
10:30	Buck James* (Ent. Partners/Tri-Star)		
11:00			

### Thursday

	ABC	CBS	NBC
8:00	Sledge Hammer!** (New World)		The Cosby Show (Carsey-Werner)
8:30	The Charmings** (Embassy)	Tour of Duty* (Zev Braun/New World)	A Different World* (Carsey-Werner)
9:00			Cheers (C-B-C/Paramount)
9:30		Wise Guy* (Stephen J. Cannell)	Night Court (Starry Night/Warner Bros.)
10:00	ABC Thursday Night Movie*		
10:30		Knot's Landing (Roundelay/MF/Lorimar)	L.A. Law (20th Cen. Fox)
11:00			

### Friday

	ABC	CBS	NBC
8:00	Full House* (Miller/Boyet/Lorimar)		Rags to Riches** (Leonard Hill/New World)
8:30	I Married Dora* (Reeves)	Beauty and the Beast* (Witt-Thomas/Republic)	
9:00			
9:30	Max Headroom** (Lakeside/Chrysalis/Lorimar)	Dallas (Lorimar)	Miami Vice (Mann/Universal)
10:00			
10:30	20/20** (ABC News)	Falcon Crest (Lorimar/Amenda/MF)	Private Eye* (Universal)
11:00			

### Saturday

	ABC	CBS	NBC
8:00			Facts of Life (Embassy)
8:30	True Colors* (New World)	Frank's Place* (Viacom)	227 (Embassy)
9:00		My Sister Sam** (Warner/Pony)	Golden Girls (Witt-Thomas-Harris/Disney)
9:30	Ohara (Warner Bros.)	Leg Work* (Treasure Island/Fox)	Amen (Carson)
10:00			
10:30	Arthur Hailey's Hotel** (Aaron Spelling)	West 57th** (CBS News)	Hunter (Cannell)
11:00			

either, in light of the probable ratings decline the program will suffer. "That's the scary thing," said Thomas Cookerly, president of the Allbritton television group, which includes WJLA-TV Washington, an ABC affiliate. On Thursday at 10 p.m., he said, it was "a good show and a good showcase for us. We are proud of its performance. For years it has done very well with a lousy lead-in." Although he understands the network had a tough decision, Cookerly said he was "disappointed" that *20/20* is being switched.

Andy Fisher, vice president and general manager of ABC affiliate WSB-TV Atlanta, also expressed concern over the *20/20* move, which he described as "inexplicable and dangerous." Some of the network's moves, he said, "look quite clever." But he said he hoped the *20/20* move "will be revisited" because it provides ABC affiliates with their best news lead-in throughout the schedule.

"This one is too big," he said, to move and risk a potentially sizeable audience drop.

There are also fewer movie time slots going into next season, which some cite as the result of better than usual regular series development. Both CBS and ABC have programmed one less movie slot for next season. NBC continues with two movie slots. Sunday and Monday nights. ABC reduced its *Disney Sunday Movie* to a one-hour *Disney Hour*, and moved its Sunday movie to Thursday night. A spokesman said the network doesn't consider the reduction in the Disney time period as a cutback in movies of the week per se, since that product comes from a single source. He also said that a number of the *Disney* programs airing in the Sunday 7 to 8 p.m. period would be two-part episodes, or movie-length programs. ABC plans to air 23 made-for-television movies next season, he said, the same as last season.

At NBC, the network aired 40 made-for-television movies this season. It is unclear whether there will be a cutback next season. All the network will say at this point is that it plans "more than 30" made-for-television movies next season. At CBS, the Tuesday movie has been eliminated, leaving only a Sunday movie. However, the network has reportedly also ordered more than 30 major television movies for next season.

On the comedy front, the three-network total for the new season is the same as it was last September 29, with each planning to carry the same load this time around as well. Eight new half-hour comedies were ordered for September, two each by NBC and CBS and four by ABC. NBC has the most comedies, with 13, including the hour-long mid-season entry, *Rags to Riches*. ABC has 10 comedies, as it did last season, and CBS has six, also the same as last season.

## Prime time production led by Lorimar

When the dust had settled and the television network prime time schedule for the 1987-1988 season became clear, Lorimar Telepictures emerged as the top supplier of programs to the networks, overtaking Universal Television, the long-time leader in the field.

If the current new network schedules hold, Lorimar, by itself or in association with others will have nine programs in prime time including the new *Slap Maxwell* on ABC and *Full House* on CBS. Renewed programs include *Our House*, *ALF* and *Valerie* on NBC; *Knots Landing*, *Dallas* and *Falcon Crest* on CBS, and *Perfect Strangers* on ABC. That amounts to seven-and-a-half hours of programming.

Universal was a close second with seven programs totaling seven hours, including the new *Private Eye* and *A Year in the Life* on NBC and *The Law and Harry McGraw* on CBS. Universal's renewed series include *Murder, She Wrote*, *Magnum PI* and *The Equalizer* on CBS and *Miami Vice* on NBC. *Simon & Simon* has also been renewed by CBS, but only as a midseason replacement.

In the last two years New World Television has come from nowhere to rank third in network television production output. Going into the new season it has five programs totaling four-and-a-half hours including the new *Tour of Duty* on CBS and *True Colors* on ABC. Three New World programs were renewed—*Crime Story* and *Rags to Riches* on NBC and *Sledge Hammer!* on ABC.

Tied for fourth in production output on the networks were Warner Bros and Coca-Cola's Columbia Embassy unit. Both companies accounted for four hours of programming. Warner Bros' four hours came from six renewals: *Spencer: For Hire*, *Growing Pains*, *Head of the Class* and *Ohara* on ABC; *Night Court* on NBC, and *My Sister Sam* on CBS. Embassy had four half-hour comedies renewed: *Who's the Boss* and *The Charmings* on ABC and *Facts of Life* and *227* on NBC, while Columbia's two hours comprised the new *Everything's Relative* on CBS and the renewed *Designing Women* and *Houston Knights*, both also on CBS.

Rounding out the top six network program suppliers is Stephen J. Cannell, which, after having *A-Team* and *Stingray* canceled early on, received a renewal order from NBC on *Hunter* and a buy order from the same network for *J.J. Starbuck* and a buy order from CBS for *Wiseguy*.

Depending on how the shows are counted, Paramount also has three hours going into the new season, if *Bronx Zoo* is included, which NBC picked up as part of its "designated hitter" rotation (BROADCASTING, May 18). But at the start of the new season, only two hours of its programming will appear on the

network rosters: *MacGyver* on ABC and *Cheers* and *Family Ties* on NBC.

The Walt Disney production units came up on the short end, losing a net one-hour of programming compared to last season. ABC canceled Disney's *Ellen Burstyn Show*, *Harry and Sideways*, and pared back the *Disney Sunday Movie* from two hours to one. However, NBC renewed *The Golden Girls*, and CBS bought a new hour, *The Oldest Rookie*.

Two other companies each account for two-and-a-half network hours—20th Century Fox and Viacom. Fox received a renewal for NBC's *L.A. Law* and got buy orders from CBS for *Leg Work* and the half-hour *Hooperman*. It lost another two-and-a-half hours, however, with cancellations of *Heart of the City*, *The Wizard* and *Mr. Belvedere*. Viacom had NBC's *Matlock* renewed and received buy orders from CBS for *Jake and the Fatman* and the half-hour *Frank's Place*.

Both Aaron Spelling and MTM will have two hours of programming on the networks this fall. Spelling lost *The Colbys* on ABC, but received ABC's renewals for *Dynasty* and *Hotel*.

MTM was another studio that improved its lot with the help of NBC's designated hitter concept. At the start of the season, MTM will have the renewed *Newhart* on CBS and *St. Elsewhere* on NBC. Its new *Beverly Hills Buntz* is expected to appear about a month later in the rotating DH slot.

Two new players broke into the network production scene, including Republic Television, which picked up a buy order from CBS for the action/fantasy *Beauty and the Beast*. The other new company is Dolly Parton's Sandollar Co., which is producing her new variety show on ABC.

Other companies with programs on the network schedule include: Tri-Star (*Buck James* [ABC] and *Who's Dad* [NBC]); Carsey/Werner (*Cosby* and its spin-off, *A Different World* [both NBC]); Reeves/Lachman (*Kate & Allie* [CBS] and *I Married Dora* [ABC]); Michael Landon (*Highway to Heaven* [NBC]); MGM (*Thirtysomething* [ABC]); Orion (*Cagney & Lacey* [CBS]); Carson Production Group (*Amen*), and Witt-Thomas-Witt, (*Mamma's Boy* [the third designated hitter on NBC].)

If the networks are included in the supplier group helping their own causes, then ABC would be high on the list, tied for fourth with Warner and Columbia Embassy, with four hours in prime time, including *Monday Night Football* and *Moonlighting*. CBS will account for one hour in prime time next season with *60 Minutes*, and maybe two hours, if *West 57th* gets final approval for a fall run. NBC won't start the season with any of its own program hours in prime time. Last year it began the season with *1986* and in midseason came out with its own sitcom, *Roomies*, neither of which will be back in the fall.

canceled. No true anthologies series have been picked up this season. The closest program resembling the anthology form is *The Disney Hour*, which will be a mix of stand-alone hour shows and two-hour movies shown in two parts.

The cancellation of *The Colbys* by ABC leaves five prime time soaps on the air, compared to six last season. They are *Dallas*, *Knots Landing* and *Falcon Crest* on CBS and *Dynasty* and *Hotel* on ABC.

As for the three-network picture, most agree believe NBC is in a very strong position to repeat for a third season as the leader in prime time. "The key is how good is CBS's development," said Allbritton's Cookerly. The network, he noted, tried unsuccessfully last season to address the 8 to 9 p.m. time period, where it is generally acknowledged it has big troubles across the board. CBS has again addressed that time period aggressively. "They are kind of the swing in this whole thing," he said. As for ABC, Cookerly cited new shows as *Hooperman*, from Steven Bochco and Terry Louise Fischer. *Max Headroom* and the new Dolly Parton variety hour as having strong potential. "As to how it will work," he said of ABC's new schedule, "I have guarded optimism." But, he noted, "I had guarded optimism last year as well. I think [all the ABC affiliates] thought we'd do a little better than we did." □

**Mini-series plans.** The three television networks have announced plans for a minimum of 10 mini-series totaling almost 50 hours of programming in the 1987-88 season, and several more are likely to be announced in the months ahead. The trend toward shorter mini-series continues next season as half of those announced are only four hours in length.

The longest announced to date is eight hours, NBC's *James Clavell's Noble House*, from De Laurentiis Entertainment Group. NBC has also announced three other mini-series for next season including: *Poor Little Rich Girl: The Barbara Hutton Story*, five hours, from ITC Productions; The Ballad of Mary Phagan, four hours, from Orion, and *Mario Puzo's The Fortunate Pilgrim*, four hours, from Carlo and Alex Ponti.

At CBS the mini-series in production for next season include: *Echoes in the Darkness*, based on the best seller from Joseph Wambaugh, five hours, from New World; *Kenny Rogers as "The Gambler" III*, four hours, from Lion Share Productions, and *Windmills of the Gods*, four hours, from Michael Viner.

At ABC, the three announced entries for next season include: *Napoleon and Josephine: A Love Story*, six hours; *Elvis and Me*, four hours, and *Onassis*, five hours.

The networks have regularly scheduled only four movie slots at the start of next season, compared to six a year earlier. But that is not expected to have a dramatic effect on the output of made-for-television movies for several reasons, including less and less network reliance on theatrical product for their movie windows. Also, ABC will add a second movie slot on Monday, after *Monday Night Football* has run its course next season. The network said it was ordering 23 made-for-television movies this year, the same as last season. Among the titles are *Family Reunion*, based on the network's critically acclaimed series from the mid-1970's *Family*.

NBC says it has ordered more than 30 for next season, and may order more, compared to the 40 it aired this past season. Among next season's titles are *Eight is Enough: Reunion*, and several more Perry Mason movies.

CBS executives in charge of made-for-television movie production could not be reached at all, but published reports indicate that the network plans more than 30 made-for-TV movies this year, despite cutback in movie slots.

## Syndication Marketplace

The board of directors of **NATPE International** unanimously voted to cancel the organization's plans to hold its annual program conference in Miami in 1990 and 1991, barring the repeal of the state's new advertising tax law. Association executive director Phil Corvo said that NATPE is currently getting dates from "six or seven" cities to replace Miami. Corvo said that roughly \$10 million can be generated by a NATPE programming convention for a city, based on attendance of 7,500.

**Paramount** said last week that it will produce 50 more episodes of *Webster* through Paramount Network Television for its debut in syndication in 1988. *Webster* ran for four seasons on ABC before its cancellation this year. Lucie Salhany, president of Paramount Domestic Television, said that the extra episodes of the series will give stations the opportunity to strip 26 weeks worth of episodes without a repeat. The 50 additional episodes will be part of the overall cash deal on the show. *Webster* is cleared in 145 markets.

**Group W Productions** reports that it has achieved coverage of 80% of the country with *The Wil Shriner Show*. There are now 90 stations in the lineup, cleared on a cash-plus-barter basis. In the top 10, clearances include WNBC-TV New York, KHLI-TV Los Angeles, WMAQ-TV Chicago, KYW-TV Philadelphia, KPPIX(TV) San Francisco, WBZ-TV Boston, WXYZ-TV Detroit, KDFI-TV Dallas, WRC-TV Washington and WKYC-TV Cleveland.

**Syndicast Services** says that *Slim Cooking*, the daily half-hour cooking show hosted by Richard Simmons, is a go for next fall. Clearances total 36 stations covering 43% of the country. The show is cleared on a barter basis with three minutes for Syndicast and three minutes for stations.

*America's Business*, the financial news show produced by FNN subsidiary **Century Business Productions**, and syndicated by Fox/Lorber Associates, ended its brief run in syndication as of May 18. The show, cleared on 36 stations, was designed to fill the void created by the exit from the marketplace of Buena Vista Television's *Today's Business*.

**USTV** reports that *The AIDS Connection: An All Night Dialogue* has been cleared in 125 markets covering 85% of the country. The program, airing on July 24, will deal with the problem of AIDS now confronting young Americans, 18-34, the age group considered

most vulnerable to the disease. The program is five hours long.

AGB Television research reports that it has signed **D.L. Taffner** for its National Audience Measurement Service, making Taffner the second syndicator to sign up for the service. International Advertising Sales was the first company to sign up.

**Blair Entertainment** reports that it has cleared *Fan Club*, the first-run weekly interactive show hosted by Mitch Gaylord that puts fans in direct contact with stars, in 60% of the country. Recent clearances include wxia-TV Atlanta; wcco-TV Minneapolis; KMOV-TV St. Louis; WTNH-TV Hartford, Conn.; WKRN-TV Nashville; WTVB(TV) Raleigh, N.C., and wvec-TV Norfolk, Va. *Fan Club* is distributed on a barter basis with three-and-a-half minutes for stations and three minutes for Blair.

**All American Television** has agreed to sell the barter time in a package of Vestron Films and All American acquisitions being sold under the banner *All American Feature Theater*. The Vestron movies, distributed by Vestron Television to 60% of the country so far, will begin in July with "Ghoulies," "Trancers" (September), "Re-animator" (November), and "Troll" (February). Movies acquired by All American will appear in alternating months, beginning with "Boy and His Dog," in August. All of the movies are cut to two hours with 11 minutes for All American and 13 minutes for stations. All American also recently agreed to represent World Event Productions for barter sales of the animated *Saber Rider*, now cleared in 65% of the country.

**Orbis Communications** says that *Matchmaker*, the half-hour game show strip hosted by Los Angeles disk jockey Dave Hull, is now a firm go with 52 stations covering 48% of the country. Barter distribution of the show gives stations three-and-a-half minutes of advertising and Orbis three minutes. There are 26 weeks of first-run episodes and 26 weeks of repeats.

**LBS Communications** in association with **The Gaylord Production Co.** is offering stations *Bonanza—The Next Generation*, a two-hour, first-run movie, for January 1988. Lorne Greene and Dirk Blocker (son of the late Dan Blocker, "Hoss" in the original series) will star in the movie. David Dortort, creator and executive producer of the original *Bonanza* series, will be executive producer of the film.

# Lorimar has new wrinkle for marketing 'It's a Living'

Costs to stations to be partially determined by strip's ratings

Fearing it would not get a fair price for *It's a Living*, the weekly first-run sitcom series that will become the first to go into strip syndication in the spring of 1988, Lorimar has devised a new marketing strategy ("Closed Circuit," May 18).

The plan, which Lorimar put into effect last week, would make the price dependent on the program's performance in its time period. Dick Robertson, a member of the office of the president, said Lorimar took the tack because it is an innovative way to reap higher profits from *It's a Living* in a market dominated by *The Cosby Show* and *Who's The Boss*, which are commanding huge license fees.

Lorimar will have 100 episodes of *It's a Living* available beginning in March of next year, and may possibly produce 50 more before the program closes out production in a few seasons, Robertson said. Stations will get six runs per episode over five years. According to Robertson, Lorimar will set a

"minimum base price" for the initial 100 episodes, and may adjust the price per episode upward depending on its performance.

Initially, Lorimar will calculate a base share performance number by averaging the program shares from the four most recent Arbitron and Nielsen sweeps for the time period in which *It's a Living* will run. The minimum base price will rise if program shares increase after the program debuts. To determine the extent of the price boost, Lorimar will examine the next two consecutive sweep periods once *It's a Living* is on the air. It will take the two highest NSI or ARB share numbers from those two sweeps periods and average them together. If that number is above the base share number, the price per episode will be adjusted upward, with the exact increase depending upon the individual market. The higher per episode rate would be retroactive, with remaining monthly payments adjusted accordingly. There would be no downward adjustments, however.

The price for the first additional 25 episodes (above the 100 originally produced) will be 10% above the highest price paid for the initial 100 episodes. And the rate for the second additional 25 episodes will be 10% above the highest price paid for the first additional 25 episodes.

"What we're trying to achieve here is fair value," Robertson said. "Fair value for the stations and fair value for the producer and distributor. We think it's a very unique and

**Sports pays for CBS.** BROADCASTING'S May 4 story on revenue and profit outlooks for the television broadcast groups at ABC, CBS and NBC stated that all three TV networks lost money on sports programming. While that is true for ABC and NBC, more than one knowledgeable source has since stated that CBS last year, and in prior years, has made money on its sports. While all three TV networks lost money on NFL telecasts, CBS does not carry baseball, which lost money for at least one of the other two networks, and it made money on much of its other sports programming including golf, NCAA basketball and NBA basketball. CBS Sports would have reported a profit, it is said, even after counting its share of the CBS/Broadcast Group overhead and not using the lower bookkeeping expenses created by the NFL contract write-down.

clever way to sell a show because it's fair."

Lorimar may apply the strategy to some of its other first-run series, such as *She's the Sheriff* and *Mama's Family*. "We want to see how it flies first," Robertson said.

The distributor is aiming the *It's a Living* campaign at affiliates as well as independents, since only 27 of the original episodes have had network runs, according to Robertson. □

## NBC-TV wins in prime time and news

It was NBC's week (the one ended May 17) once again, when the network eked out a prime time win with a 14.6 rating and a 25.3 share. CBS, close behind, finished the week with a 14.3/25.0, while ABC posted a 10.6/18.3. Last year at this time, the finishing order was NBC 15.3/26, CBS 14.5/25 and ABC 13.0/22.

In the evening news race, NBC won with a 10.4/23. CBS had a 9.5/21, while ABC had a 9.0/19. A year ago, the news numbers ran: CBS 11.8/24, NBC 10.7/22 and ABC 9.9/20.

ABC was without an evening win for the week. NBC took Monday, usually an ABC staple, with a 16.5/27.2. CBS had a 14.1/23.3 for the same night. ABC's low 12.9/21 evening average came from the three-hour conclusion of *Queenie*, which ran from 8 to 11 p.m. NBC ran the two half-hours, *ALF* and *Valerie*, from 8 to 9 and followed with the conclusion to *Hands of a Stranger*. The two-hour movie ran from 9 to 11 and pulled a 17.4/28. CBS's 9-11 lineup of *Newhart* (14.1/23),

*Designing Women* (14.7/23) and *Cagney & Lacey* (14.7/24) averaged a 14.6/23.5 for the two hours.

NBC took Tuesday with a 15.5/25.4, the smallest of rating margins over ABC's 15.4/25.0. The final episode of *Hill Street Blues* (10-11 p.m.) exited with an 18.1/31 and 15th place. CBS had an 11.5/19.4.

Wednesday went to CBS with a 14.5/25.4. NBC had a 12.2/21.2 and ABC an 11.1/19.1.

Thursday was back to NBC with a 20.8/34.5. CBS had a 13.7/22.9 and ABC an 8.1/13.6.

Friday was won by CBS's 17.2/31.0. NBC, which aired a two-hour repeat *Miami Vice* (10.3/18), only managed to pull a 9.4/16.9 for the night. ABC had an 8.9/16.2.

Saturday was another NBC win, this time with a 12.9/25.1 over ABC's 9.4/18.7 and CBS's 8.7/17.0. Sunday went to CBS with a 19.1/33.0 over NBC's 15.0/25.8 and ABC's 9.0/15.2.

Rank □ Show □ Network □ Rating/Share

1.	Family Ties	NBC	26.8/44
2.	Cosby Show	NBC	25.5/44
3.	Dallas	CBS	21.5/37
4.	Sunday Night Movie	NBC	20.5/33
5.	Murder, She Wrote	CBS	20.3/36
6.	Cheers	NBC	20.1/33
7.	Growing Pains	ABC	20.0/32
8.	Moonlighting	ABC	19.2/30
9.	60 Minutes	CBS	18.7/37
9.	Knots Landing	CBS	18.7/32
11.	Sunday Night Movie	CBS	18.6/30
11.	Falcon Crest	CBS	18.6/33
13.	Who's the Boss?	ABC	18.3/31
13.	Matlock	NBC	18.3/30
15.	Hill Street Blues	NBC	18.1/31
16.	Golden Girls	NBC	17.8/34
17.	Monday Night Movies	NBC	17.4/28
18.	Magnum, P.I.	CBS	15.8/26
19.	Equalizer	CBS	15.7/28
20.	Valerie	NBC	15.2/26
21.	Designing Women	CBS	14.7/23
21.	Cagney & Lacey	CBS	14.7/24

Rank □ Show □ Network □ Rating/Share

23.	Me & Mrs. C	NBC	14.5/27
24.	Tuesday Movie	CBS	14.4/24
25.	Kate & Allie	CBS	14.3/25
26.	Newhart	CBS	14.1/23
26.	ALF	NBC	14.1/25
28.	Head of the Class	ABC	13.8/24
29.	Monday Movie	ABC	12.9/21
30.	L.A. Law	NBC	12.7/21
31.	Hunter	NBC	12.6/24
32.	St. Elsewhere	NBC	12.4/22
33.	20/20	ABC	12.3/21
33.	Perfect Strangers	ABC	12.3/23
35.	Mr. Belvedere	ABC	12.2/23
35.	Happy Anniversary 007	ABC	12.2/20
35.	My Sister Sam	CBS	12.2/21
35.	Night Court	NBC	12.2/20
39.	Highway to Heaven	NBC	12.0/21
40.	Cathy	CBS	11.9/22
40.	Mike Hammer	CBS	11.9/22
40.	Simon & Simon	CBS	11.9/19
43.	Spenser: For Hire	ABC	11.3/22
44.	Blondie & Dagwood	CBS	11.0/22

Rank □ Show □ Network □ Rating/Share

45.	Rags to Riches	NBC	10.6/19
45.	Gimme a Break	NBC	10.6/17
47.	Scarecrow & Mrs. King	CBS	10.4/18
48.	Sweet Surrender	NBC	10.3/21
48.	Miami Vice	NBC	10.3/18
50.	Tortellis	NBC	9.8/15
51.	Webster	ABC	9.6/19
52.	Facts of Life	NBC	9.3/20
53.	Sunday Night Movie	ABC	9.1/16
54.	Disney Sunday Movie	ABC	8.8/16
55.	Saturday Movie	CBS	8.7/17
56.	Ohara	ABC	8.4/16
56.	Starman	ABC	8.4/18
58.	Our House	NBC	8.3/16
59.	Mariah	ABC	8.0/14
59.	Roomies	NBC	8.0/16
61.	Friday Night Movie	ABC	7.9/14
62.	Dumb Waiter	ABC	7.7/13
63.	Amazing Stories	NBC	7.2/13
64.	Our World	ABC	6.6/11
65.	West 57th	CBS	5.8/10
66.	Jack & Mike	ABC	5.4/9

## Grossman stumps for end to equal time in presidential and VP campaigns

He says if law stands, coverage will be 'eviscerated' by horde of 'no-name' candidates

NBC News President Lawrence Grossman was in Washington last week to renew his call for broadcast exemption from equal time requirements during the 1988 presidential and vice presidential election campaigns.

Speaking before a May 18 luncheon of the Center for National Policy, the network news chief also laid out NBC's plans to cover the campaign, beginning next Dec. 1 with a two-hour prime-time debate hosted by NBC's Tom Brokaw from Washington and featuring Democratic and Republican candidates.

Grossman had previously raised the equal time issue during National Public Radio's annual conference in Washington late last month and has written Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and House Commerce Committee Chairman John Dingell (D-Mich.) seeking support for the effort (BROADCASTING, May 18). The exemption is imperative, Grossman argued, because of the large number of Democratic and Republican candidacies anticipated. "There are a lot of no-name candidates in the race," he said. "We'll treat the major candidates equally, but equal treatment of the many no-names would eviscerate our coverage...TV and the press in general are not very good at dealing with multiple candidates."

"We've been saddled with this for years. It's time we got rid of it," Grossman said of the equal time law, whose legal history he described as "arcane [and] bizarre."

Grossman, who called discussion of network plans for 1988 political coverage "awfully premature," reviewed network strategies for covering the national conventions and the handling of candidate "character" issues and early election projections.

Network coverage of the national conventions in the summer of 1988 may be "increasingly diminishing," he said, explaining that NBC's decision on how much air time to give the events would depend on whether the nominations are contested or the conventions become "coronations." Minimum convention coverage would probably be one or two hours per night, longer if deemed necessary, he added. "We're not going to conventions out of historical need, [but] strictly on basis of journalistic judgment."

He also said that if one convention requires more air time than the other because



Grossman

of a battle for nomination, the network would try to be "fair" in insuring balanced coverage between the two parties, but would not take "fairness to point of lunacy of equal time."

"If we start going overboard," in political coverage, Grossman told the group, "the public will turn away. In 1984, we saw an alarming drop in news audiences, I think [because] we spent too much time on the political coverage."

Such audience losses are unacceptable, Grossman indicated, especially with NBC



**Hewitt honored.** Don Hewitt, executive producer of CBS News' *60 Minutes*, has been named the winner of the 1987 Paul White Award by the Radio-Television News Directors Association. He will receive the award on Sept. 4 at the 42d annual RTNDA International Conference in Orlando, Fla. Hewitt, who has been executive producer of *60 Minutes*, since its premiere in 1968, is a 38-year employe of CBS News. He has also served as producer of the *CBS Evening News with Walter Cronkite* and produced the first presidential debate between John F. Kennedy and Richard Nixon in 1960. Past winners of the Paul White Award, named after the first news director of CBS Radio, include: Edward R. Murrow, David Brinkley, John Chancellor and Cronkite.

**Ready to debate.** It appears PBS will host the first of this year's presidential campaign debates, although CBS has yet to set dates for two commercial-free, one-hour, prime time debates in its campaign coverage plans (BROADCASTING, April 27). On July 1, at 9-11 p.m., *Front Line's* William F. Buckley (along with a counterpart of his choosing) will moderate a field of Democratic candidates meeting at Houston's Gus S. Wortham Theater Center. Republicans will follow in the same time slot on Sept. 2. Decisions on panelists and format have not yet been made. (NBC News president Larry Grossman has announced the only interparty debates to air Dec. 1 on NBC. [See below.]

News in the red more than \$50 million a year in direct costs, \$100 million if network overheads are counted. Although he said the network "can't afford that level of loss," costs continue to go up "dramatically" and losses are expected to be even greater in the 1988 election year.

Grossman laid the blame for escalating costs squarely on network news organizations themselves, citing as key factors the race to cover news around the world, the competition for talent and resulting salary escalations.

On covering the "character" of the various candidates, Grossman explained that NBC News would "try to distinguish between what makes a good candidate and what makes a good President, how he will govern, his management style."

But one audience member commented that he saw the "potential for hubris" on the part of the press when covering personality issues in a highly competitive news atmosphere. "Who brings about modesty in the exploration of character?" the questioner asked.

Grossman assured the group that NBC News's exploration of character would focus more on job performance "than on psychoanalysis," and said no NBC News correspondent would ask about the personal lives of candidates unless the issue surfaces elsewhere, adding that such stories were ones he would "much rather come in second on."

He noted, however, that he was "much less disturbed" than others about the *Miami Herald* story on Gary Hart's relationship with model Donna Rice which led to Hart's withdrawal from the race. "Our job is to watch and wait. It's better to get first-hand knowledge... What the *Miami Herald* did was okay."

Grossman also defended the accuracy of network projections of election night results before voting ends on the West Coast. He said "far too much" was made of the issue and suggested that a bill calling for uniform poll closings could solve the problem. □





## Half-inch is new measure of TV news

**ABC has joined CBS, NBC and CNN in small-format fold, but each has distinct plans for implementation**

With Capital Cities/ABC's decision earlier this month to adopt the Betacam half-inch videotape format for newsgathering (BROADCASTING, May 11), CBS, NBC, Cable News Network and ABC have now embraced small-format video. But each of them has taken to the half-inch technology in widely varying degrees and with dramatically different objectives.

Their divergent implementation plans also come despite the use by ABC, CBS and CNN of the very same system, Sony's market-leading Betacam (also sold by Ampex, Broadcast Television Systems and Thomson). Only NBC has committed to the incompatible M-II format of rival manufacturer Matsushita.

It has been more than six years since the first professional half-inch products hit the market, promising greater operational flexibility than the standard three-quarter-inch tape U-matic record system because of their compact size and one-piece construction, as well as picture quality improvements through the use of component video recording, which unlike composite techniques, separates color and brightness information.

CBS, which became the first of the four networks to buy Sony Betacam in late 1984, now has more half-inch product than any other U.S. broadcaster. It currently has 400 Betacam videocassette recorders, 50 cameras and a dozen of the Betacart multicasset-

te machines at the network and owned-and-operated stations.

The network has concentrated its use of the small-format systems largely in its studios, however, with the largest installation at its new hard news center in New York, where some 80 Betacam VCR's are housed in a variety of edit room configurations feeding the three Betacarts used for on-air news segments. The network also has four more cart machines to be used soon for airing commercial spots.

Another 90 of the Betacam decks have gone to CBS News bureaus outside New York, and another 230 VCR's and five cart machines have been uniformly distributed among the network's four owned stations in New York, Los Angeles, Chicago and Philadelphia. Between the network and the O&O's there are also some 50 Sony Betacam-compatible cameras.

Although the majority of CBS's Betacam decks have been used in-house and there was early resistance among news operation executives to their use in the field, there has been a recent shift that the company says will now let the half-inch recorders find more extensive applications by network news crews in the field. Earlier this month, the network confirmed that shift with delivery from Sony of 22 portable Betacam VTR's, 13 camera-recorders and three ENG cameras.

CBS engineering head Joseph Flaherty declined a phone interview to discuss the network's future use of Betacam, but NBC President of Operations and Technical Ser-

vices Michael Sherlock did detail that network's small-format philosophy, which is by far the most aggressive of any of the four companies.

NBC's conversion is, in fact, rapidly outpacing CBS's, and it expects by year's end to have orders for the M-II half-inch tape recorders totaling 900 units, well on the way to fulfilling its estimated \$50-million-plus, five-year contract signed last year with Matsushita.

NBC's approach, unlike that of CBS, CNN and ABC, is to use half-inch in applications far beyond news origination and news editing. High-end field and studio production and post-production, as well as a host of other uses in the studio and in sports (such as the upcoming 1988 summer Olympics in Seoul, South Korea), is what the network has in mind in its rapid transition away from U-matic and the current studio tape standard, one-inch Type C.

"We have a real program that's working," Sherlock said of the network's implementation of M-II. Already, according to Sherlock's count, 346 studio machines, camcorders and field recorders have been delivered, with more than 200 machines on line at news, network and sports operations in Washington, New York and elsewhere.

NBC's news facility in Washington has the largest installation of M-II units so far, with 110 recorders delivered and some 87 on-line. New York network news and the Long Island City, Queens, news bureau have more than 50 units delivered and 40 on line, and in excess of 75 recorders, about a dozen now on-line, have also gone to network stations in New York; Burbank, Calif.; Chicago, and Washington (the bulk are at WRC-TV Washington).

Sherlock emphasized that the network considers M-II "generally equal to one-inch" and he remains confident it could replace the network's Type C machines, despite industry skepticism that half-inch formats can achieve one-inch quality, even those like M-II and Sony's advanced Betacam SP that use enhanced metal particle tape formulations.

NBC is already using M-II to replace one-inch, he explained, in applications such as the mountain time zone feed inaugurated last fall and in *NBC Nightly News* segments. Other pending studio applications are also expected for the taping of NBC's *Another World* in New York and later this year for a West Coast feed, a project delayed by a couple of months, Sherlock said, while the network waits for delivery of improved multicassette systems technology.

The idea of a universal format covering the range of television operation requirements is one that Sherlock believes will ultimately catch on, whether users opt for M-II

**On its own.** Wold Communications' long-time partner in the distribution of syndicated programming to television stations is about to become one of Wold's principal competitors. The Video Tape Co. (VTC), one of the oldest and largest videotape duplication and distribution companies, has announced the establishment of its own satellite arm, which will enable it to distribute syndicated programming to television stations via satellite as well as by tape.

According to VTC Vice Chairman Keith Austin, VTC has worked with Wold since 1979, supplementing Wold's satellite distribution of programs with tape distribution. "But now, we feel it's time to stake out on our own and to provide syndicated program producers and distributors the capability to reach every station in the country from a single location," he said.

The breakup of the VTC-Wold partnership was precipitated by the acquisition of VTC by WesternWorld-Samuel Communications Inc. last month for \$7.3 million. Under the direction of President and CEO Gary Worth, WesternWorld-Samuel has been trying to establish itself in the program distribution business in direct competition with Wold. Worth is former president of Wold Communications.

WesternWorld-Samuel's satellite distribution division, WesternWorld Satellite, which has satellite time on RCA Americom's Satcom K-2 Ku-band satellite and several distribution contracts, is being folded into VTC. The VTC Satellite Network, as VTC's satellite arm, will have C-band and Ku-band capability. It has acquired C-band time on AT&T's Telstar 301 to complement Ku-band time acquired through the WesternWorld Satellite on Satcom K-2. Initially, the VTC Satellite Network will use uplinking facilities of IDB Communications, Culver City, Calif. But it has begun construction of 3,000-square-foot operations center in North Hollywood that will have its own uplinking facilities. The complex is slated for completion in the fall.

or Beta-Beta SP. "NBC has a long tradition of being alone," he added, "in color, in Ku-band, in stereo and now in the use of a universal format."

At CNN, the transition to half-inch Betacam for newsgathering will be less dramatic than NBC's wholesale conversion.

According to CNN Vice President of Engineering Gene Wright, the move to Betacam will begin late next month with the operation's move to the new CNN Center in Atlanta, where some 200 VCR's are now being installed. CNN already has two Beta-

carts in use to record its international feed and for playback of commercials, promotional spots and news programming.

CNN also plans to begin, as early as this summer, its conversion to Betacam in the field, Wright said, with some 300 field U-matic decks to be replaced by Beta in the next two years or before.

Wright added that CNN will retain U-matic capability in the studio for an indefinite period to accommodate incoming cassettes from its bureaus or broadcast station affiliates. The enhanced Beta SP system is also

being considered for uses such as recording *Headline News* for playback during program repeat cycles.

Although ABC was one of the earliest proponents of small-format newsgathering gear, it was the last of the networks to make its choice and in many ways its conversion is the most conservative of all.

Julius Barnathan, president, broadcast operations and engineering, explained that the network's "evolutionary" approach to implementing half-inch Betacam would probably mean that the transition will not proceed in earnest until as late as 1989, although during ABC's five-year contracts with Sony and Ampex it could ultimately bring the network as many as 1,000 Betacam systems.

The first half-inch units, he explained, will go mainly to outfit ABC's 200 network and owned-station news crews, starting in highly competitive markets like Washington. The network will also begin work to establish hybrid Beta/U-matic studio edit suites this year.

Barnathan said that while no fixed dollar amount has been set on its purchase plan, which he expects to split evenly between Sony and Ampex, he expects to begin buying product this year, although on a small scale. Next year will be "fairly quiet," he added, while 1989 will represent the major start in its conversion program. The network, for instance, plans to cover the 1988 winter Olympics using standard U-matic and one-inch systems, although Barnathan said a few crews may be outfitted with Betacam.

Network-owned stations will make independent Betacam purchasing decisions, Barnathan added. Some stations, including the network's O&O's in Los Angeles and Raleigh-Durham, N.C., have already been using some Betacam gear. Others, such as San Francisco's KGO-TV (which earlier this spring was seriously considering going M-II after conducting its own series of tests on both systems), will move quickly to replace existing U-matic systems this year.

The network has no specific plans to use the enhanced Betacam SP format, Barnathan said, but is considering it for such uses as delayed feeds or cart machines for commercial integration.

While the four networks' approaches may differ, all agree that use of the smaller format presents significant cost and operation opportunities over U-matic. Barnathan cited the use of the "more reliable and lighter" one-piece cameras as the single most important reason for using half-inch, while both he and CNN's Wright agreed that the technology could also allow for reduced crew size in some situations. Sherlock, too, had predicted earlier this year that by using M-II in place of U-matic and one-inch, NBC would save \$26 million in equipment and tape costs over the five-year conversion.

What will be the effect, however, of the networks' separate choices on half-inch, particularly the disparity between NBC's use of M-II and the others of Betacam?

Betacam's network dominance certainly is making the spread of the Matsushita format harder, acknowledged Stan Basara, president of its U.S. sales arm, Panasonic

## Bottom Line

**TVX cutbacks.** TVX Broadcast Group was to have made personnel cuts at each of five stations recently purchased from Taft Broadcasting (BROADCASTING, May 11). Cuts were said to be heaviest at KTXH(TV) Houston, where staff was to be reduced from 75 to fewer than 50 employees. Overall staffing at five independent stations was to be reduced by 15% to 20%.

**Family and friends.** King World Productions said it purchased 700,000 shares from "principal" stockholder—assumed by some to be one of King siblings—for \$23 per share, or \$16.1 million. Investment funds affiliated with Gabelli Group said they had increased ownership in Adams-Russell Co. from 19.1% to 24.2%. Mario Gabelli said investors "have no plans or intention to seek or exercise control of the company or to force its sale." Increase in ownership above 20% resulted in share purchase rights of Waltham, Mass.-based MSO now trading separately from common stock.

**Credit building.** General Instrument said it has new \$120-million revolving credit facility—through bank syndicate headed by Chemical Bank—replacing existing facility, and in addition to \$160-million revolving credit facility announced last September.

**Merger meeting.** Heritage Communications said shareholder meeting to consider \$42-per-share buyout proposal has been scheduled for June 22, in Des Moines, Iowa. Record date for voting was set at May 18.

**Capital idea.** Narragansett Capital said it recently completed \$216-million "equity investment fund dedicated to leveraged buyouts...with a primary focus on media properties." Overseeing cable and broadcasting properties already owned by funds associated with Providence, R.I.-based firm are managing directors, Gregory Barber and Jonathan Nelson. Most recent offering is third "capital pool" controlled by Narragansett.

**'Dial' deleted.** *Dial*, Public Broadcasting Service's monthly program guide and magazine, will say goodbye to its 1.3 million subscribers in September, exactly seven years after its founding. Announcements by Public Broadcasting Communications Inc. and East/West Network (magazine's publisher and producer, respectively), of imminent, \$1 subscriber fee increase caused 12-member *Dial* publishing consortium of stations to drop national publication with local programming schedule inserted, and look for program listing alternatives.

**GBS extension.** Philadelphia bankruptcy court hearing to decide whether Grant Broadcasting Systems should be forced to assume or reject program contracts has been extended until June 15. GBS, whose three independent television stations are currently operating under Chapter 11 protection, has been negotiating with syndicators to arrange revised programming contracts, said Mark Sonnenfeld, attorney for GBS. District court is still preparing to hear challenge of previously renegotiated Viacom contract. GBS filed papers on appeal of Viacom contract on May 15 and those opposing contract, including GBS bondholders and other program syndicators, had until Friday, May 22, to file reply. Other recent developments included bankruptcy court approval of Shearson Lehman Brothers—replacing Dillon Read & Co.—as financial advisor to GBS. Change was made at request of GBS's board of directors, said Sonnenfeld.

**Intelsat analysis.** Intelsat's 13th annual Global Traffic Meeting—held to forecast satellite-capacity needs—ended in Washington with indication of substantial shift in demand from Intelsat's analog voice services to its newer digital services. Latter include public network Intelsat Digital Route service and private network Intelsat Business Service. In another Intelsat matter, People's Republic of Benin became 114th member of global satellite system during signing ceremony at State Department.

Broadcast Systems. With nearly 400 stations already using some Beta gear, as compared to a handful now using M-II, the latter format has an "uphill battle," Basara said. But Panasonic is not discouraged. Several hundred other stations have yet to make any decision on small formats and Basara believes network affiliates are "fiercely independent" and will not necessarily follow the

lead of their networks.

Whether any problems will arise from the use of incompatible formats among the networks themselves and with their affiliates also remains to be seen, particularly where field exchange of tapes is necessary. NBC, as the lone network user of M-II, believes the incompatibility question is of little importance since it has found the need to ex-

change tapes on deadline in the field occurs only infrequently and is increasingly eclipsed by other means of exchange, such as satellite transmissions.

But Barnathan disagreed. "It's not so much a problem inside your own house, but it will be a big problem in the field. You can't drive on the left side when everybody's going on the right." □

**Avnet** said that video communications group had "substantial increases in revenue at both its Channel Master Satellite division and its Avnet/Taiwan division." ■ **Cable TV** President Mark Engler said gross margin of cable products distributor declined for year because of "writedown of certain inventories to net realizable value." Engler also said: "There is a definite indication of renewed construction in the cable industry as operators rebuild and expand to take advantage of deregulated rate structures." Net loss in previous first quarter and year were \$321,000 and \$605,000, respectively. ■ In previous first quarter, **Control Data** had net loss of \$21.2 million. ■ **Cosmos Broadcasting** is wholly-owned subsidiary of The Liberty Corp. ■ **Foote, Cone & Belding** said that excluding divestitures since previous year's first quarter, revenue would have increased 4% in most recent quarter. ■ **Fries Entertainment** noted that company took \$3-million reserve in previous second quarter because of TV station bankruptcies and added "we have seen a slowdown in the number of television stations filing for Chapter 11 protection and feel that the independent television stations market has stabilized." ■ **Heritage Communications** had total first-quarter operating cash flow—"earnings before depreciation, amortization, interest, other income (deductions) and taxes"—of \$20.4 million. In

previous first quarter company had net income of \$529,000. Much of company's revenue and cash flow growth came from recent acquisitions of LIN Broadcasting radio properties and Rollins Communications. Excluding acquisitions, revenue was up 11% and cash flow up 15% over previous first quarter. Cable division had revenue of \$36.6 million and cash flow of \$16.6 million; for broadcasting operation numbers were \$8.9 million and \$2.6 million, respectively. Company said subscribers in Dallas cable system were up 20% over one year ago, to 100,056. ■ In previous year's first quarter, **Infinity Broadcasting** had net loss of \$3.4 million, which included \$550,000 charge for prepayment of debt. Company said that "earnings from broadcasting," defined as operating income before depreciation, amortization and corporate expenses, was up 64% for stations owned during both periods, helping produce "better than expected" corporate results. ■ **Interpublic Group** said earnings were helped by "overall performance of Interpublic's international operations, a weaker U.S. dollar and strong revenue increases." ■ **Jefferson-Pilot Communications** is wholly-owned subsidiary of Jefferson-Pilot Corp. ■ Broadcasting revenue at **Knight-Ridder** was \$22.5 million in first quarter, and company said that on comparable basis, broadcasting revenue in March was up 0.6%. Company said improved net income was helped by cost controls and noted that previous year's first quarter included charges associated with closing of videotex operation. ■ **MCA** had operating income of \$41.6 million, down 9%, with operating income of filmed entertainment division down 2%, to \$36.1 million. Within filmed entertainment division, company said it had no theatrical film releases in first quarter and said television revenue also declined 5%, to \$149.9 million, "primarily due to lower network revenue." Home video and pay television revenue jumped 79%, to \$100.2 million, which MCA attributed to "the availabilities of 'Back to the Future' and 'Out of Africa' during the quarter." ■ **Ogilvy Group** said two-thirds of revenue increase came from acquisitions. Advertising agency also said that "internal revenue growth in the U.S. was 1.4%, while abroad it was

## Fifth Estate Earnings

Company	Quarter	Revenue		Earnings		EPS
		(000)	% change	(000)	% change	
Avnet	Third	\$378,800	5	\$5,000	-44	\$0.14
Cable TV Industries	Fourth	\$7,659	-1	(\$334)	NM	(\$0.11)
	Year	\$30,965	1	(\$943)	NM	(\$0.31)
Cetec Corp.	First	\$8,519	10	\$188	4	\$0.10
Control Data	First	\$821,700	3	\$7,200	NM	\$0.17
Cosmos Brcostrg	First	\$22,694	10	\$1,147	-23	NM
FC&B	First	\$71,075	-6	\$2,042	-2	\$0.49
Fries Entertainment	Third	\$12,362	66	\$801	48	\$0.15
Heritage Comm.	First	\$70,487	87	(\$10,841)	NM	(\$0.45)
IDB Communications	First	\$2,154	97	\$226	138	\$0.06
Infinity Broadcasting	First	\$12,565	58	(\$734)	NM	(\$0.09)
Interpublic Group	First	\$202,515	21	\$5,484	27	\$0.25
Jefferson-Pilot	First	\$32,704	24	\$1,969	24	NM
Knight-Ridder	First	\$488,895	9	\$28,640	8	\$0.49
MCA	First	\$533,222	4	\$28,254	-9	\$0.37
Ogilvy Group	First	\$156,253	29	\$1,137	-64	\$0.08
Omnicom Group	First	\$177,197	5	\$6,263	-17	\$0.26
Regency Electronics	Third	\$18,561	-9	\$661	NM	\$0.06
TM Communications	First	\$3,128	-19	\$87	-63	\$0.01
20th Century Fox Film	Third	\$215,926	64	\$20,052	257	NM
United Artists Comm.	Second	\$158,665	20	(\$249)	NM	(\$0.01)
United Television	First	\$19,102	6	(\$1,743)	NM	(\$0.16)
Varian Associates	Second	\$239,500	9	\$3,900	NM	\$0.18
Warner Comm.	First	\$788,298	14	\$65,591	115	\$0.41
Washington Post	First	\$298,364	8	\$18,649	51	\$1.45
Zenith Electronics	First	\$546,800	36	(\$1,000)	NM	(\$0.04)

8.3%." Company said, however, that operating results were adversely affected by losses in certain foreign operations, some of which had no associated tax benefits. ■ **Omnicom Group** said that first-quarter results were hurt by "decline in domestic revenues primarily due to business lost in the reorganization of BBDO, Doyle Dane Bernbach and Needham Harper to form Omnicom." ■ **Regency Electronics** had operating income of \$1.3 million. In third quarter of previous year, company posted \$10-million loss on discontinuance of cable TV equipment business. ■ **Twentieth Century Fox Film Corp.** is subsidiary of News Corp. Company said third-quarter operating income tripled to \$39.2 million, and that income tax provision was \$10.7 million, compared to \$991,000 in previous third quarter. ■ **United Artists Communications** said net earnings in second quarter were hurt by "one-time provision of \$11.2 million accrued for obligations of the company pursuant to employment contracts entered into prior to 1986 and acquisition-related increases in interest expense." In previous year's second quarter, MSO and movie theater exhibitor had net earnings of \$2.7 million. ■ **United Television** had operating loss of \$1.7 million. In previous year's second quarter operating loss was \$261,000, while net loss was \$505,000. Group owner attributed worse results to "a generally soft television advertising market and continuing losses at KUTR, the company's Phoenix television station, which were expected" and to increased programming costs. ■ **Varian Associates** said previous second quarter was "break even." ■ **Warner** said cable operations posted earnings of \$7.4 million on revenue of \$91.7 million. Company said improved corporate results included "strong television network sales, pay television licensing and international home video sales." ■ First-quarter operating income for **Washington Post** was \$39.5 million, up 6%. Company said television revenue was up 6%, which was attributed to "improved [advertising] pricing." ■ **Zenith Electronics** reported net loss of \$4.4 million in previous first quarter. Company said most recent results of cable products were improved and division was profitable.

# RIDING GAIN

# O N R A D I O

## New look

Charlie Colombo, president of both Blair Radio and Blair's radio representation division, has been named president of Banner Radio Sales, the new, wholly owned subsidiary set up by Katz Communications for its purchase of Blair Radio from Reliance Capital Group Limited Partnership ("Riding Gain," May 18.)

All sales and research employees of Blair Radio, including those in its regional offices, will become Banner Radio Sales employees, said Katz Radio Group President Ken Swetz. These employees "will carry over their years of service with Blair as vested credits in Katz's ESOP [Employee Stock Option Plan] program," Swetz said. He added that all of Banner Radio's sales offices will be moved into Katz Radio Group facilities "as soon as possible."

Employees who work for the Blair radio representation division's nonwired network, sports and farm spot sales departments did not join Banner, Swetz said, noting that the Katz Radio Group already has staffers in place of those areas. That list also includes



Colombo

Barbara Crooks, who is executive vice president for the division. (The division's other two firms, Torbet Radio and Select Radio Representatives, are expected to be sold to Interep.) Also not transferring to Banner were those engaged in accounting functions at Blair. At the time of its purchase,

Blair Radio had 262 client stations in 142 markets.

The newly acquired firm joins four other rep companies already under the Katz Radio Group umbrella: Katz Radio, Christal Radio, Republic Radio Sales and the newly launched Katz Hispanic firm.

Additionally, Katz continues to negotiate for the purchase of Eastman Radio. A deal is expected to be concluded shortly.

## Reagan promo

"I'm Ronald Reagan. Whenever I'm in Nashville, I listen to Radio 650, WSM, the 50,000-watt blowtorch of the South."

That "presidential" promo, which received national attention, was taped on Friday morning, May 15, during a White House news briefing for regional reporters when WSM(AM) Nashville's morning news anchor, Liz White, asked President Reagan to read the commercial announcement so she could record it. "My boss said I can't come home until you read this aloud," White was quoted as saying. WSM News Director Jerry Dahman last week confirmed that he had "jokingly" told White to say that.

Reagan, who is a former radio announcer, apparently surprised his White House staff when he complied. WSM began airing the promo that same afternoon. According to Dahman, the White House later called the station asking that Reagan's endorsement not be used. "The White House said the President doesn't do those things [commercial endorsements]," Dahman said. But if that's the case, said Dahman, "Why did he do it?"

The station continued to run Reagan's spot throughout the weekend. "But it's like anything else," said Dahman. "You don't want to use something too much because it [the effect] will burn out."

## Working together separately

Amidst continuing industry talk about a possible marriage of the Radio Advertising Bureau and the National Association of Broadcasters, RAB's and NAB's executive committees have jointly asserted that the two associations "are not interested in merging." That statement came at a joint meeting of both committees in New York.

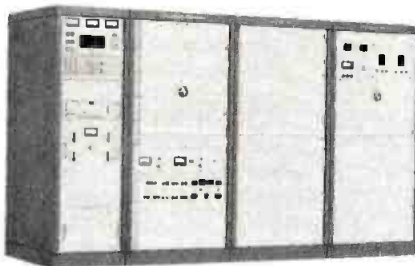
"The RAB is the radio industry's sales/marketing arm and the NAB represents broadcasters before Congress, the FCC and other government agencies in Washington," said James Arcara, president of ABC Radio and chairman of the RAB board. "Each performs its separate mission effectively. And from time to time we cooperate on projects of importance to the entire industry," he said.

The most recent of those projects to be

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announced is a joint national marketing campaign for radio ("In Brief," May 18.) "By cooperating in this effort, we believe we can enhance the combined effect of the individual marketing campaigns each of our organizations was planning," said Bev Brown, owner and general manager of KGAS(AM) Carthage, Tex., and chairman of the NAB radio board, referring to RAB's newly initiated ad awareness committee and NAB's newly formed radio marketing task force, which are being dropped in favor of the combined effort.

The new joint marketing committee, to be called the Radio Futures Committee, is planned as a 10-member group representing various segments of the industry, such as networks, rep firms and small-market broadcasters. It will be headed by two chairmen, one each appointed by NAB and RAB. Among the items the new committee is expected to address is the development of a large umbrella marketing campaign that could be used by both trade associations.

RAB and NAB are already co-sponsoring a major radio marketing research study, currently being conducted by The Research Group, Seattle (BROADCASTING, Feb. 9).

In a separate development, RAB has inaugurated a program of radio research "challenge" grants to "further subsidiate radio's strong sales abilities." According to the association, the new program is designed for city and state broadcast organizations as well as individual and group broadcasters. "Two grants of up to \$5,000 will be awarded each year to partially defray costs of a research project with national implications for radio's advertising value," RAB said.

Overseeing the research grants program is RAB's research committee. It will be administered by Bob Galen, the association's senior vice president for research. Submissions for the first grant are due by Aug. 1.

### Downturn

Network radio sales hit a stumbling block in April, dipping 8% from April 1986 to \$29,980,511. That's according to the Radio Network Association, which relies on financial data collected each month from network companies. The latest sales total marks the largest monthly percentage drop for network radio since December 1983, when sales were off 11% compared to the previous December. According to RNA President Bob Lobdell, based on the current level of sales activity, May should witness a "significant increase" in billings over April.

For year-to-date (January through April), network radio revenues are up 5% to \$111,124,521.

### Shopping around

Group W Radio has confirmed recently circulated reports that it is looking to purchase Miami radio properties. But at least one prospective sale will apparently not go through.

In a prepared statement, Group W said: "We have held discussions with the owners of WINZ Inc. [Guy Gannett Broadcasting] in Miami about the potential purchase of its properties [WINZ(AM)-WZTA(FM).]" WINZ has a news/talk format while WZTA programs "adult rock." However, late last week Guy Gannett Broadcasting told Group W that the stations were not going to be sold at this time.

Purchase of the Miami combo would have brought to 15 (eight AM and seven FM) the

number of radio properties operated by Westinghouse Broadcasting. Westinghouse's most recent acquisition was its purchase last summer of KEZW(AM) Denver.

### A look back

DIR Radio will launch *Rock Clock*, a one-hour weekly program chronicling past concerts in rock, including The Rolling Stones at Wembley Stadium in 1973, the Police in Melbourne, Australia, in 1981, and the Talking Heads at the New York club, CBGB's, in 1977. The series also will include interviews to set the scene. There will be trivia questions and updates on rock collectables. The host for the program will be Rick Nielsen, lead guitarist of Cheap Trick.

### Station breaks

Country WHN(AM) New York, which is switching format and call letters to all-sports WFAN(AM) on July 1 ("Riding Gain," May 4), has hired popular WWWF(AM) Cleveland sports talk personality Pete Franklin to be its afternoon drive-time (3-7 p.m.) anchor. Franklin, however, suffered a major heart attack and was taken to the Cleveland Clinic Hospital where he underwent a quadruple bypass operation on May 15. As of last week, Franklin, 59, was listed in critical condition. "But he's doing much better than expected," said a hospital spokeswoman.

KKSN(AM) Portland, Ore., has dropped its classical format for a pop adult approach featuring "original hit music from the 1950's and 60's."

WBMW(FM) Manassas, Va., a suburb of Washington, has switched from a contemporary hit format to more of an AOR-based sound, which it describes as "adult rock 'n' roll." According to WBMW(AM) General Manager Ken Stevens, the station is looking to reach 25-to-49 year-olds, who have grown up with the AOR format, but who are not fans of today's "hard" rock or "heavy metal" performers. "We are also playing some artists who tend to fall through the cracks with other formats," said Stevens, citing Suzanne Vega and Jennifer Warnes as examples.

Part of the station's new programing design is to have a "topical" comedy approach to its morning drive-time show. For the past two weeks—the format switch occurred on Monday, May 11—comedian Richard Beltzer was guest host in the morning. This week, Philadelphia comedian Phil Tilden is scheduled to host. "A permanent [morning] host may be named, but current plans call for rotating guest hosts," said Stevens, who also serves as general manager of co-owned WYSP(FM) Philadelphia. (Both stations are owned by Infinity Broadcasting.)

Stevens said that a simulcast of *The Howard Stern Show*, Infinity's morning personality whose program originates over WXRK(FM) New York and airs over WYSP, is also being considered for either the "short- or long-term."



**Opening day.** Knight Quality Stations WRSR(FM) Worcester, Mass., hosted some 400 guests, including local town and state dignitaries, for an official opening of its new broadcast center. The station's new studios are the result of a two-year, \$1-million-plus expansion and renovation program. Knight Quality executives also unveiled a commemorative plaque (above) honoring the pioneering broadcast work atop Mount Asnebumskit—the location of WRSR's studios and transmission facilities—in Paxton, Mass., by Major Edwin Howard Armstrong, considered the "father" of FM broadcasting. The plaque notes that Mount Asnebumskit was the site of "one of the first experimental FM transmitter stations which supported the early developmental work of Major Armstrong."

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## Tisch tells affiliates that CBS is in good shape



CBS's Tom Leahy, Laurence Tisch and Gene Jankowski

### Jankowski joins CBS president in expressing confidence that new fall schedule will help turn around network fortunes

After enduring months of criticism aimed at both himself and the network he runs, CBS President Laurence Tisch went before the network's affiliate body last week and proclaimed the company to be "in a strong and stable position."

In his opening day speech at the affiliates annual meeting last week at the Century Plaza hotel in Los Angeles, and later speaking to reporters during a joint appearance with Broadcast Group President Gene Jankowski, Tisch lavished praise on the new fall schedule, trumpeting it as the long-awaited morale booster that would allow the network to put its troubles to rest.

"We all know that these past few months have involved difficulties, some controversies, and some painful management decisions at CBS," Tisch told affiliates. "That difficult period is now behind us."

Tisch cited "profound changes in our company and our attitude." He said "CBS has emerged in a position of great financial strength . . . that places us among the nation's strongest corporations financially." Second, he said, the company has "restored stability at the senior management level." He added: "I can assure you that this period of speculation and uncertainty has ended."

Tisch pinned much of his hope for the future on the fall schedule. "This is an ex-

traordinarily ambitious schedule," he said. "It is a risk. We cannot deny that. But it is also proof that we will not be satisfied with second place or second best."

Referring to the skinflint image he has acquired during his short tenure as the company's president and chief executive officer, Tisch said, "No dollar sign is going to stand in the way of our quest for excellence."

He reaffirmed his commitment to news and entertainment programming—with the proviso that "we intend to spend wisely"—and pledged to work with affiliates to respond to new competitive pressures, technological opportunities and economic realities.

"All of this demands that we question old practices and adjust to new circumstances," he said. "We must examine together how we should respond to the new competitive forces, including cable, Fox's fourth network and VCR's; how we can best adapt the new technologies to match the different strengths of national and local news; how we can better market our products in response to changing advertising and promotion patterns and a vastly broader array of advertiser choices."

Tisch also sought support from affiliates in developing a unified strategy on such issues as those raised by recent congressional hearings on network news operations and other legislative inquiries into broadcasting. Affiliates responded by passing a resolution at a closed morning session declaring they would not cooperate with future congressional probes that they felt infringed on their

First Amendment rights.

During his speech, Tisch skimmed over many of the problems that have troubled the network during the past few years. But during a press conference with Jankowski, Tisch provided his assessment of a number of those issues.

Addressing one of the biggest concerns of late, employee morale, Tisch said: "I really don't think there is a morale problem. I think the morale at CBS right now is very high and I think it went up much higher last week when some of the people at Black Rock saw the new programming." Jankowski added that morale "has a direct relationship" with programming performance.

Despite the large layoffs in the news division, both Tisch and Jankowski asserted morale there is good. "I never thought it was as bad as was depicted in some of the media," Tisch said, reminding reporters the layoffs came at the start of the recent writers strike. Jankowski added, however, that a period of adjustment was required since "layoffs are painful."

While a second half-hour of network news might go a long way toward improving the news division's morale—a proposal Tisch brought up during the congressional hearings and which drew an immediate flurry of protest from affiliates—the idea was never brought up during the meeting.

"It's an issue that's not imminent," Jankowski said. Tisch went further, saying "there never was a proposal. . . . It was a thought, it was a wish, it was a hope. We still

think it was a good thought. It's an idea that makes sense and could serve the American public well."

As for the network's beleaguered morning block, Jankowski said the network has talked to affiliates about giving it more time to succeed. "It takes a long time to change people's viewing habits in this daypart," he said. "So we see ourselves staying with the broadcast for quite some time, and we think the affiliates by and large will also come on board over a period of time." The executives appeared to give a nod of support to the co-hosts of *The Morning Program*. Jankowski said research has shown the audience has accepted the hosts and all other personalities "quite well. It's almost on a par now in terms of their acceptability as *The Today Show* and *Good Morning America*. We're not going to make drastic changes in the broadcast."

The network, Tisch said, has "high hopes" that its second prime time news entry, *West 57th*, will return to the fall rotation Saturday nights at 10. CBS has 19 episodes left to air this summer, and Jankowski said "it has to perform" if it is to return. Tisch admitted the program's lower than average shares in recent weeks were the result of the network moving it from 10 to 8 p.m. Tuesday.

In prime time access, Jankowski said the network has no desire to supply programming since it would be too expensive. Affiliates were urged instead to support efforts to repeal the FCC's prime time access rule which keeps syndicated off-network programming off network affiliates in the top 50 markets.

When it comes to increasing in-house production when a portion of the financial interest and syndication rules sunsets in 1990, Tisch said, "I don't see CBS as being a major producer. . . There is so much talent out there in the world, and we have to get the best of it."

Jankowski said that while younger-skewing people meters played a significant part in the network's fall schedule, consideration was also given to putting on programs that appeal to older viewers. "We wanted programs that would skew younger without disenfranchising our older viewers," he said, adding that audiences attracted to the 8 p.m. slot each night would be younger than in the past.

The network, Jankowski said, has not yet made a final decision on whether it will retain the A.C. Nielsen Co. service next fall. "We're still talking," he said. "We want to see how they work out some of the problems we have brought before them."

Endorsing NBC Entertainment President Brandon Tartikoff's call for a year-around round ratings season, Jankowski said: "Eventually I would hope we would be able to get to a 52-week season. Then we would be able to change programs as they require and we wouldn't have all this heavy build-up with all the heavy investment we now have by having a September start all the time."

### Stringer seeks to keep idea on extra half hour of network news on back burner for discussion

It was on the last day of the CBS affiliates meeting that the first mention of having an



Stringer

extra half hour of national news was presented, with news President Howard Stringer doing the honors.

The prospect of an hour of network news died in 1982 but surfaced again in remarks by CBS President Laurence Tisch during congressional hearings in April into the network news process. The program, CBS officials have previously said, would be an optional half-hour newscast.

Until Stringer's appearance, network executives had refused to discuss the idea, apparently in an attempt not to alienate affiliates since the network went to great lengths to emphasize unity during the meeting.

"We must never be afraid of ideas," Stringer said. "The hour, or rather the extra half hour [of national news], was [a] broadcast idea. Many of you would not be able to accommodate it. I understand that. And that's your right. We are a partnership after all. But it must be a partnership of ideas as well. News is our shared public trust, and it's under attack. As all our ratings decline, together we have to search for a solution. If our idea is wrong, maybe we can generate another, together." He added: "It is time for all of us to share our thoughts and dreams, not smother them with pillows in the night." But affiliates fear the "optional" half hour would eventually follow the same path the CBS News *Sunday Morning* program took and, through public pressure, stations would be required to carry it.

"I think that's a legitimate fear," Stringer told reporters following his speech. However, he said, "there are . . . ways to discuss it." While Stringer said he would not guess when affiliates might warm to the idea, he expressed an interest in keeping the idea alive. "I just want to keep floating it out there," he said.

While discussions have centered on having the extra newscast appear immediately before or after the *CBS Evening News*, Stringer said it may be difficult to find spots open in the 7:30 to 8 p.m. prime time access slot. That would mean stations would have to cut into their early evening local newscasts or into the lucrative prime time access period to find a clearance.

In his speech, Stringer declined to discuss the problems that have hit the news division, saying he would rather concentrate on the future, such as this week's extensive coverage of life in the Soviet Union.

But *Evening News* anchorman Dan Rather discussed the problems during his speech to the affiliate body. "I've seen the headlines

and so have you," he said. "Troubles at CBS News; low morale at CBS News; even paralysis at CBS News. Paralysis? Bull!" Rather said CBS News was doing a fine job despite the massive cuts.

The affiliates also heard from Bob Shanks, executive producer of *The Morning Program*, who encouraged them to stick with the show despite its poor performance so far. In a joint appearance with the show's co-hosts, Mariette Hartley and Rolland Smith, Shanks said he was encouraged by its chances and that research showed it was steadily building an audience. Affiliates greeted Shanks and the two hosts warmly.

### Pilson says CBS will bid on 1992 Olympic games

The head of CBS Sports told affiliates on Wednesday that the network would enter the bidding for the 1992 winter and summer Olympics—the first time since 1960 CBS has done so.

Neal Pilson, president of CBS Sports, said he recently returned from the initial round of meetings for the summer games, which will be held in Barcelona, Spain, and the winter games, to originate from Albertville, France. "I anticipate that bidding may be completed for at least one of the 1992 games before the next affiliates meeting and, if our analysis is correct, I expect CBS Sports will be competitive in the bidding process," he said.

The last time the network carried an Olympic event was in 1960. "Since then, we've refused to enter into destructive bidding wars with the other networks," Pilson



Pilson

said. "But now, they too seem to realize that the price must be more realistic, and the marketplace is coming back to where we see it."

One of the most important recent developments, he said, is that the wave of escalating sports rights fees seem to be abating, in part because the other networks are going through the same "strategic reassessment we initiated five years ago."

### CBS Entertainment head tells affiliates network does not have second-place mentality and is aiming for number one

Since getting the job in November 1980, CBS Entertainment President B. Donald Grant has not generated the kind of press accorded his NBC counterpart, Brandon Tar-

tikoff. During an appearance before affiliates meeting in Los Angeles, however, Grant fired an answering salvo to a Tartikoff characterization of CBS's programing strength.

It was Tartikoff, NBC's entertainment president, who last June said, "In a three-handed poker game, if I were not allowed to play NBC's hand, I'd prefer to play ABC's...than CBS's"—a statement he reaffirmed again earlier this year. Tartikoff had also proclaimed that *Dallas* was worn out and would be overwhelmed by *Miami Vice*.

Last week, it was Grant's turn to take a shot at Tartikoff and others who had ABC surging to second place on the strength of what they called "strong shows" and a "stronger schedule" than CBS's.

Referring to Tartikoff, Grant said, "Well, old friend, I have a poker game every Wednesday night at my house with a few of our mutual friends. I'd like to extend a public invitation for you to join our game. Bring money. This coming season, you'd better pay more attention to your poker hand, which they say you're playing close to your vest. And refrain from sitting with your back to the saloon. Because I'll be playing a pretty strong hand and so [he told the affiliates] will all of you." Grant held up his hand to reveal CBS eyes on each card.

Grant said CBS "will not settle in as a comfortable second-place network, fending off ABC from below. CBS does not have a second-place mentality. We are shooting for the top, where we have been for all but five seasons in the history of the three-network

competition—where we believe we will be again."

In his introductory remarks, Thomas F. Leahy, president of the CBS Television Network, acknowledged the network is in a "critical transition period" and that CBS enjoyed much of its success in "simpler times." But he expressed confidence the network would make it through this difficult period with "quality product and service on both the national and local levels."

Toward that end, Grant provided affiliates with the customary night-by-night description of the schedule, and the network's reasoning in each of its decisions. Grant said upper management had confidence in the schedule but would be patient with it. The network was forced to change five problem-plagued programs at 8 p.m. for the fall season.

On Mondays, where CBS came in second this past season, Grant said *Everything's Relative*, the night's only new show on the three networks, will perform better than *My Sister Sam*, which has moved to Saturday. He said he is hopeful the program will push CBS into first on Mondays.

The Tuesday lineup presented CBS with problems this past season, but Grant said the network is looking at it next season "as a night of opportunity." With *Houston Knights*, and new entries *Jake and the Fatman* and *The Law and Harry McGraw*, he said "we are trying to achieve...what we were able to achieve this past season on Wednesday night, a highly promotable, compatible lineup of action-oriented, male-dominated pro-



Grant's new deal

grams." Grant said that ABC will provide formidable competition, but that with *Moonlighting* star Cybill Shepherd's pregnancy, "we understand...she will only be able to do 12 to 14 (episodes) which will make the program vulnerable." Grant is optimistic about the network winning first place on Wednesdays, saying the 9 p.m. slot will be filled by *Magnum PI* while NBC and ABC will throw new shows against it. At 10 p.m., Grant said ABC's *Dynasty* "will be taken by an entrenched *Equalizer*" because of what Grant considers ABC's weak lead-ins, *Hooperman* and *Slap Maxwell*.

Turning to Thursday, Grant said, "For the past two seasons I would just as soon have skipped this night." But next season, he said CBS would "fight fire with fire" by putting *Tour of Duty*, a show about Vietnam that tends to skew to young males, against NBC's *Cosby*. Grant insisted the *Cosby* spin-off, *A Different World*, will not prove to be as popular at 8:30 p.m. as *Family Ties*, which moves to 8 p.m. Sundays, opposite the first half-hour of *Murder, She Wrote*. At 9 p.m., Grant predicts the departure of Shelley Long from *Cheers* will hurt that program's performance.

On Fridays, Grant said CBS should win again because of the strong young female appeal of *Beauty and the Beast* at 8 p.m. and *Dallas*'s stranglehold on first place at 9 p.m. against *Miami Vice*.

Grant admitted CBS is taking a "calculated risk" by making *Frank's Place* the leadoff for the Saturday night schedule, which he said this past season finished 7.2 rating points behind NBC but beat out ABC by 1.2 points. "However, it's our feeling that [NBC is] vulnerable at the start of the evening with *Facts of Life*," he said.

Grant foresees another strong Sunday night performance with no change planned in the lineup. □

**Problems surrounding late-night and early morning dayparts, plus network's idea of adding extra half-hour of network news are overshadowed by the general positive response given to the new fall lineup**

In the weeks leading up to the 33d general conference of CBS network affiliates, in Los Angeles, much had been written and said about the fireworks that were expected to light up the event. There were questions raised about affiliates' concern over the 6 to 9 a.m. programming block and whether they would continue to support it; the fear the network would introduce a proposal to add a second half-hour of national news; the network's displeasure over a lack of clearances for its late-night daypart, and whether the fall prime time schedule would be good

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enough to present a threat to frontrunning NBC.

But after getting a glimpse of the new programs, which were shown in their entirety via close circuit television at the Century Plaza hotel, affiliates appeared pleased by what they saw—and all the other problems seemed to diminish in importance. Many station programmers and general managers called the schedule the best they have seen in years and expressed hope it would at least allow them to make a close race out of it during the 1987-88 season.

There was no clear consensus, however, on whether stations were willing to give *The Morning Program* enough time to succeed, although Ben Tucker, executive vice president of Retlaw Broadcasting and secretary-treasurer of the CBS Affiliate Advisory Association, said he hoped they would. If anyone can pull it off, Tucker said, it is the show's executive producer, Bob Shanks, who turned ABC's *Good Morning, America* into a success.

Tucker said affiliates may be less inclined to support a second half-hour of national news, which never got beyond the concept stage at last week's meeting. Most affiliates would not be willing to give up local time to the network, he said.

However, Gus Bailey, vice president and general manager of WJXT-TV Jacksonville, Fla., and chairman of the affiliate group's news advisory committee, said that during the next few years it is possible there will be a change in the format of network news, although he is not certain whether it will mean having to extend it by a full 30 minutes. "At some point... someone is going to have the guts and give it a shot," he said. The most workable method, he said, would be to combine the best elements of national and local news formats. "Something is going to have to change," he said.

In the late-night daypart, CBS asked affiliates to provide more clearances, especially now that it intends to provide four nights of original programming in that period. Tucker said it will be up to CBS to approach problem markets individually since its pleas failed to elicit much response from the group.

Affiliates in central and mountain time zones, however, once again asked the network to permit one hour delayed broadcasts of the late-night fare. CBS permits only half-hour delays in those zones.

Scott Michels, vice president of affiliate relations for CBS, said the network had several requests during the past few years to allow stations in those zones to delay late-night programs up to an hour since they have a half-hour less of access time than affiliates in Eastern and Pacific time zones.

"Historically," he said, "we have resisted," because the delayed broadcast leads to lower HUT levels, lower ratings and lower revenues. While the network has examined the issue numerous times before, he confirmed that he agreed to look at it again since conditions are constantly changing in the network marketplace.

As for the prime time schedule, affiliates generally agreed the best of the new lot was *Frank's Place*, which will be seen at 8 p.m. on Saturday. *Jake and the Fatman*, on at 9

p.m. Tuesday, drew generally favorable reviews along with the *Oldest Rookie* (Wednesday, 8-9).

There were mixed reviews for *Beauty and the Beast* (Friday, 8-9) and perhaps the most controversial of the new programs, *Tour of Duty*, which will air Thursday at 8 p.m. against *The Cosby Show* and its spin-off, *A Different World*. Many affiliates expressed doubts the public would want to tune into a program about Vietnam each week. "There are some feelings and wounds that haven't gone away," said Dianne Adjan, program manager of WISH-TV Indianapolis, adding

she hopes the network will continue to handle the delicate subject matter "in a good way." Bailey echoed those concerns, saying while the show was well done and definitely a counterprogramming measure to *Cosby*, he doubted whether viewers would want to tune in weekly. Drawing less than rave reviews from affiliates were *Wise Guy*, slated for Thursday from 9 to 10, and *Everything's Relative*, Monday at 8:30.

The remainder of the new shows failed to get much of a response. But Adjan said if "CBS can come away with two or three winners this year, that's all it needs." □

## Changing Hands

PROPOSED

**KXXV(TV) Waco, Tex.** □ Sold by Central Texas Broadcasting to Shamrock Broadcasting for \$12,535,000. **Seller** is owned by Robert A. Mann and family. It has no other broadcast interests. **Buyer** is Burbank, Calif.-based group of four AM's, seven FM's and three TV's owned by Roy E. Disney and family. KXXV is ABC affiliate on channel 25 with 5,000 kw visual, 500 kw aural and antenna 2,554 feet above average terrain. **Broker:** *The Ted Hepburn Co.*

**KRZY(AM)-KRST(FM) Albuquerque, N.M.** □ Sold by Borroughs Broadcasting Co. to Wagontrain Broadcasting Corp. for \$5.2 million. **Seller** is owned by estate of John Borroughs, former governor of New Mexico. It has no other broadcast interests. **Buyer** is

subsidiary of Wagontrain Communications Inc., owner of KPER(FM) Hobbs, N.M. It is headed by Bill Sanders, chairman, who also has interest in KIEZ(FM) Santa Paula, Calif., and KHEI(AM)-KVIB(FM) Maui, Hawaii. Wagontrain also owns broadcast consulting firms: Drake-Chenault Enterprises Inc. and The Programming Consultants Inc. KRZY is on 1450 khz full time with 1 kw. KRST is on 93.5 mhz with 22.5 kw and antenna 4,110 feet above average terrain. **Broker:** *Chapman Associates.*

**WEIM(AM) Fitchburg, Mass.** □ Sold by Knight Communications Corp. to WEIM-Corp. for \$750,000. **Seller** is principally owned by N. Scott Knight. It also owns WGIR-AM-FM Manchester and WHEB-AM-FM Portsmouth, both New Hampshire.

April 30, 1987

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WEZF(FM) Burlington, Vt., and WSAR(AM) Fall River, Mass. **Buyer** is owned by Francis A. Phillipone, station's general manager. WEIM is on 1280 khz with 5 kw day and 1 kw night.

**KPAK(AM) Redding, Calif.** Sold by PAK Radio Inc. to Eisman & Clark for \$550,000. **Seller** is owned by David T. Newman and his wife, Linda, who have no other broadcast interests. **Buyer** is owned by Richard A. Eisman and Franke J. Clark, who have no other broadcast interests. Eisman is post production editor with Hanna-Barbera in Hollywood. Clarke is president of Marina Music, Hollywood-based music syndication firm.

KPAK is on 1230 khz full time with 1 kw. **Broker: Chapman Associates.**

**KTYX(FM) Healdton, Okla.** Sold by Thomas Broadcasting Inc. to B&D Communications for \$295,000. **Seller** is owned by Kinnon Thomas, who has no other broadcast interests. **Buyer** is owned by Don Furr and Bob Holladay, who also own KWZD(FM) Hamlin, Tex. KTYX is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Chapman Associates.**

Sold by Sammons Communications Inc. to Enstar Communications Corp. for approximately \$5 million. **Seller** is Dallas-based MSO of 57 systems with over 650,000 subscribers. It is headed by James N. Whitson, president. **Buyer** is Atlanta-based MSO of 38 systems owned by Robert C. Graff and four others. System passes 4,500 homes with 3,325 subscribers and 97 miles of plant. **Broker: Communications Equity Associates.**

For other proposed and approved sales see "For the Record," page 77.

System serving Neosho and Seneca, Mo. □

## An easy hearing for new CPB directors

### Nominees to board undergo light Q&A with Inouye, Packwood

The board of the Corporation for Public Broadcasting came one step closer to 10-member status last week with the confirmation hearings of five nominees before the Senate Commerce Committee. (A nominee for the sixth open spot has not yet been an-

hearing that financial and security checks had cleared all five nominees.

The first witness, Republican Lee Hanley, president of Hanley Co., a New York oil exploration and investment banking firm, was introduced by his hometown senator, Lowell Weicker (R-Conn.). Weicker described Hanley as an "independent, outstanding" chairman who "speaks very clear-

tions" for noncommercial system financing.

The second witness, Republican Sheila Tate, is deputy to the chairman, Hill & Knowlton Worldwide, in the public relations firm's Washington office, and was press secretary to First Lady Nancy Reagan from 1981 to 1985.

Like Hanley, Tate voiced support for "investigating all manner of funding" for public



Purvis



Turner



Tate



O'Connor



Hanley

nounced.) Former CPB Chairman William Lee Hanley, former board member Harry O'Connor and three new nominees—Sheila Burke Tate, Archie Purvis and Marshall Turner—appeared before Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), subcommittee ranking minority member Bob Packwood (R-Ore.) and Commerce Committee Senator John D. Rockefeller IV (D-W.Va.).

Also available at the hearing were copies of the candidates' written responses to pre-hearing questions. Inouye announced at the fly for what he believes in" and said rumors

that Hanley had been "taking orders from some of the others" were untrue. (It had been intimated in 1986 that he may have been influenced by former Chairman Sonia Landau [BROADCASTING, Nov. 17, 24, 1986].) Hanley is not "anybody's messenger" and would not serve "as one who espouses a philosophy," Weicker said.

Hanley was asked by Inouye what he thought of recent proposals to auction non-broadcast spectrum to raise money for public broadcasting (BROADCASTING, May 18), and answered that he doesn't have a "firm position" but believes in "looking at all op-

broadcasting, and she stated her belief that good programing will attract private funding. Asked by Packwood what "platform" she would bring to CPB, Tate said she had none, but would bring "a feminine voice which otherwise would not be present [on the board]." "You don't have any particular ax to grind or any changes that you'd like made?" Packwood asked. "No," said Tate. "Nor would I seek to serve on a board if I had axes to grind."

Senator Pete Wilson (R-Calif.) introduced Democrat Archie Purvis and Republicans Marshall Turner and Harry O'Connor—all California nominees to the CPB board. Inouye expressed surprise that there were so many nominees from one state, and was told that an existing board member (Democrat Dan Brenner) also lives in California. (There are also two members from Texas and one from Pennsylvania.)

O'Connor and Turner were asked by Rockefeller whether they saw themselves as "advocates for public funding" for CPB, and how funding for the system should be obtained. O'Connor said CPB can "provide leadership in the quest for increased federal, public, foundation and corporate financial support" and said funding is an issue that needs to be addressed "at the earliest time by this new board." Turner said he would like to see the entire noncommercial system fare as well as the San Francisco stations, which receive 85% of their funding from the local community. □

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## Appeals court urged to deny stay of FCC's must-carry rules

Groups including commission, NAB, NCTA, INTV, say request by Century Communications should be refused

The FCC and the major broadcasting and cable TV associations joined forces last week in asking an appellate court to deny the request of a variety of cable interests to stay the effectiveness of the FCC's new must-carry rules pending judicial review (BROADCASTING, May 11). The rules are scheduled to go into effect June 10.

In filings with the Court of Appeals in Washington, the FCC, the National Association of Broadcasters and the Association of Independent Television Stations; the Corporation for Public Broadcasting, the National Association of Public Television Stations and the Public Broadcasting Service; and the National Cable Television Association, the Community Antenna Television Association, Tele-Communications Inc. and nine other MSO's, all said MSO Century Communications Corp. and the 14 other cable interests seeking the judicial stay had not adequately justified such relief.

The FCC said Century's request had satisfied none of the requirements for a stay. The agency also said Century's argument in support of a stay rested on the contention that the rules are unconstitutional. "However, the rules provide a constitutional, reasonable and necessary transition to an environment which seeks to maximize program choices without must-carry rules," the FCC said.

The NAB and INTV said none of the cases Century cited "lend any support to Century's absolutist view that any and all imaginable must-carry rules are 'unconstitutional per se.'"

Both the FCC and NAB/INTV also opposed Century's request for a summary reversal of the must-carry rules. "Century has failed to meet its burden to show why the court should dispose of the case without the benefit of full briefing and oral argument," the FCC said.

In their filing, CPB, NAPTS and PBS said a stay could be viewed as a "green light by many cable operators to drop local television stations that do not attract mass audiences, and public television stations would likely be among those dropped."

The NCTA-led group appeared to take pains to limit its own argument against relief being sought by the cable interests. "Although the [new must-carry] rules clearly limit the editorial discretion of cable operators, compliance with the rules during the short time period while review is pending

## Washington Watch

**No review required.** In separate filings, solicitor general and National Association of Broadcasters have asked Supreme Court not to review appellate decision affirming FCC decision holding that fairness doctrine does not apply to broadcast teletext offerings. Telecommunications Research and Action Center and Media Access Project are seeking review of appellate decision, which also held that doctrine was not statutory. Among other things, solicitor general and NAB noted that Congress is currently considering legislation that would cast doctrine in legislative concrete. "If the issue presented here is not resolved by Congress, the court will be able to consider the matter in the event it arises in connection with future regulatory proceedings," solicitor general said.

**Smoking messages.** Resolution was offered by Representative Anthony Beilenson (D-Calif.) in House authorizing President to "call upon radio and television broadcasters to educate, in cooperation with public health organizations, the public about the dangers of cigarette smoking."

**Reallocation proposed.** FCC has proposed reallocating local TV transmission service (LTTs) from 11.7-12.2 ghz to 14.2-14.4 ghz band. LTTs is common carrier microwave service used to transmit video from remote locations to TV studios.

**BIB choice.** Kenneth Tomlinson, former director of Voice of America, is President Reagan's choice for seat on Board for International Broadcasting. Tomlinson, 42, who is executive editor of *Reader's Digest*, would replace Arch Madsen, president emeritus of Bonneville International Corp. Tomlinson served as head of VOA from December 1982 until September 1984. His term on BIB board will run until April 28, 1990. BIB oversees funding and operations of Radio Free Europe, which broadcasts to Eastern Europe, and Radio Liberty, which broadcasts to USSR.



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would not place an intolerable commercial burden on cable systems," NCTA said in its filing. "Intervenors [the NCTA-led group] specifically do not address the issue of likelihood of success on the merits and specifically do not concede herein that the rules pass constitutional muster. It may be that, upon review, the FCC's public policy rationale will be found to be insufficient to justify the rules' impact on the editorial discretion of cable operators. But until the court completes its plenary review of the merits, there is little reason to disrupt the stable balance of interests preserved by the new rules." □

## Swift introduces campaign finance legislation

Legislation to reduce campaign spending by candidates for the U.S. House of Representatives was introduced in the House last week by Congressman Al Swift (D-Wash.), chairman of the Subcommittee on Elections ("In Brief," May 18). The bill, designed to encourage candidates to curb campaign costs, would offer 30% discounts below "normal and usual" TV and radio ad rates to candidates who agree to adhere to spending limits, and would repeal the lowest unit charge that presently applies. Candidates not agreeing to spending limits would be required to pay the full price for TV and radio spots.

The bill (H.R. 2464) would take effect during the 1990 elections and would sunset after three elections. It could then be revised or killed, Swift said. The legislation would limit candidate spending to \$200,000 per primary and \$200,000 per general election, and would limit political action committee (PAC) spending to \$75,000 per election, \$150,000 overall.

The bill would permit print media to offer discounts to all candidates in a race. Print discounts under present law are considered political contributions. The bill would give participating candidates access to the mails at half the first-class postage rate or at the third-class rate.

Provisions to curb negative advertising were not included in the bill, said Swift, because it cannot be done under the First Amendment. "My view is that negative advertising is something that is best dealt with in the marketplace," he said. As for the National Association of Broadcasters' proposal that candidates be required to appear in their advertisements, Swift said he did not oppose it, but "I'm a little troubled by the idea that somehow a talking head makes you more honest than a produced commercial. I think you can lie with a talking head and you can tell the truth with a produced commercial." Swift said he would not oppose the proposal if it were offered as an amendment.

Asked whether eliminating the lowest unit rate would deny nonparticipants equal access to commercial time, Swift said broadcasters cannot discriminate by failing to sell time, but the bill "will indeed provide and is

intended to provide a disincentive to the guy who wants to opt out, because it's going to cost him more." The lowest unit rate is almost obsolete in television anyway, Swift said, because "you can't find a rate card anymore. It's more of a 'go out and see what we can barter for today' kind of thing."

Broadcaster response to the proposal has been "fairly calm," Swift said. "Every proposal that has come along has involved the broadcasters one way or another, and it's simply because advertising on television is such a potent part of the political process." □

## Sikes goes before House panel on reauthorization

NTIA chief fields question on PTFP and agency's position on must carry

Members of the House Subcommittee on Telecommunications and Finance covered a range of issues last week in a two-and-a-half-hour hearing on reauthorization of the National Telecommunications and Information Administration for fiscal 1988 and '89. (Previous authorizing legislation expired in 1984.) NTIA head Alfred Sikes, the only witness, fielded questions on FCC-NTIA relations, must carry, scrambling, clear channel interference with AM station nighttime operation and minority representation. There was widespread concern among the congressmen over the administration's proposal to abolish the Public Telecommunications Facilities Program, which is funded separately but administered by NTIA.

In his opening statement, Subcommittee Chairman Ed Markey (D-Mass.) voiced his opposition to the administration's position on PTFP, a program that provides matching grants for noncommercial station equipment purchases and construction projects. "Even if you can't say so, I hope you share that concern," Markey told Sikes. "I trust this misguided proposal is a creature of the gnomes at [the Office of Management and Budget] and not your bright idea," he said.

Sikes's statement outlined the responsibilities of NTIA: advising the President on domestic and international telecommunications policy; developing executive branch policy on communications and information services; overseeing the federal government's use of the radio spectrum; developing (with the FCC and the State Department) U.S. communications policies for presentation at international conferences, and overseeing Comsat's role as signatory to Intelsat and Inmarsat; providing technical and research support, and administering PTFP. The House proposed legislation, following the administration recommendation that would fund NTIA at \$14.718 million for FY '88 and \$15 million for FY '89, with additional sums as necessary for certain specified costs.

Markey also asked Sikes whether he agreed with the FCC's position that its recently adopted must-carry rules would not pass "constitutional muster" without a sun-

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set provision. No, said Sikes, adding that he believed a sunset might lead to reevaluation of policy but not necessarily to the end of the rules. Representative Mickey Leland (D-Tex.) asked whether Sikes thought the FCC's must-carry rules were "at all contradictory to the objective" of PTFP. Sikes said NTIA filed the initial comments calling for inclusion of nonduplicated public television stations in the must-carry rules, and he feels that "the FCC order made reasonably good strides in meeting the request that we made." NTIA filed the comments because "we believed that it was in the public interest—that millions of dollars of taxpayers' money had gone to create the public television network nationwide, that hundreds of thousands if not millions of volunteer hours annually were spent to sustain those stations, and we felt

that they should as a consequence be given special consideration," Sikes said.

In response to Congressman Bill Richardson's (D-N.M.) query as to whether home satellite dish owners are better off without regulated scrambled signals, Sikes said: "I think the marketplace has been reasonably productive since I last reported to this particular subcommittee." He cited the satellite service of Viacom as particularly "attractive" and apparently cheaper than similar service offered by cable.

Congressman Matthew Rinaldo (R-N.J.) expressed "serious concern" over the inability of AM daytimers to operate after sunset

when they fall within the coverage area of clear channel stations. Rinaldo claimed that a major study of the issue requested by former FCC Chairman Mark Fowler was conducted only in limited form by NTIA, and asked why. Sikes contended that "there really is no need for a study to show that people are denied significant, valuable radio services when stations have to sign off at sunset. I take that as a fact." Rinaldo asked Sikes to provide for the record the listening patterns of clear channel WCKY(AM) Cincinnati (which interferes with an AM station in Elizabeth, N.J.) so that the problem in Elizabeth can be resolved. □

## For the Record

**Fairness fight.** The Reagan administration has reaffirmed its opposition to legislative efforts to codify the fairness doctrine, but it's still ducking the question of whether the President will exercise his veto power to thwart the desire of Congress. That was the word from Ernie Schultz, president of the Radio-Television News Directors Association, in remarks at a luncheon hosted by the Media Institute in Washington last week. Schultz said his own efforts to pin the White House down on the veto question had thus far amounted to naught. He also said an effort to ascertain the same thing by Ted Snider, chairman of the board of the National Association of Broadcasters and president of KARN(AM)-KKYK(FM) Little Rock, Ark., had suffered a similar fate. Schultz, however, said he didn't know of any "obstacles" to a presidential veto.

He also told BROADCASTING he thought there was a "good chance" that a veto could be sustained with the help of Senator Robert Packwood (R-Ore.), a prominent congressional opponent of the legislative efforts. "I think quite frankly that's where the battle will be decided," Schultz said. The Senate approved a bill codifying the doctrine by a 59-31 vote. A measure codifying the doctrine has been approved 33-8 by the House Energy and Commerce Committee and is expected to gain the approval of an overwhelming majority of the members when it reaches the House floor (BROADCASTING, May 18). Schultz added that the electronic media had "probably" not done a "good job" of covering the issue. "It's a very difficult issue for broadcasters to cover," Schultz said.

In an interview, Snider told BROADCASTING that at an April 29 meeting with several administration officials, he asked Howard Baker, White House chief of staff, whether the President would veto. Baker, according to Snider, said he didn't know. In a follow-up letter to Snider, Baker reaffirmed the administration's opposition to the legislative efforts but did not indicate whether a veto was in the works. Snider said he hadn't followed up on Baker's letter.

As compiled by BROADCASTING, May 14 through May 20, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

### Ownership Changes

#### Applications

- KSKE(FM) Kremmling, Colo. (106.3 mhz; 152 w; HAAT: 1,096 ft.)—Seeks assignment of license from Middle Park Communications Inc. to Grand Lake Broadcasting Inc. for \$177,500. Seller is owned by David L. Sheppard. It has no other broadcast interests. Buyer is owned by William J. Kitchen and Shirley C. Kearns. Kitchen also owns KBQK(AM) Pago Pago, American Samoa. Filed May 5.
- KMSS-TV Shreveport, La. (ch. 33; ERP vis. 4,750 kw, aur. 475 kw; HAAT: 1,813 ft.)—Seeks assignment of license from Media South of Shreveport to Southwest MultiMedia for \$7 million. Seller is principally owned by Joseph D.

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*The undersigned arranged this financing & acted as financial advisors to Carlson Communications International, Inc.*



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Waggoner and Grey Teekell, who have no other broadcast interests. Buyer is Austin, Tex.-based group of three TV's owned by Billy Goldberg and Lester Kamin. Filed May 1.

■ WZTH(TV) Meridian, Miss. (ch. 24; ERP vis. 724, aur. 72.4 kw; HAAT: 610 ft.)—Seeks assignment of license from Mary Ellen Moore to Honor A. LeBrun and Deter L. Diaz for \$150,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed May 1.

■ WCSF-FM Clifton Park, N. Y. (96.7 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Fitch Communications to W.V. Broadcasting Inc. for \$900,000. Seller is owned by Charles E. Fitch, who has no other broadcast interests. Buyer is owned by James D. Walsh and Glenn Von Calio, who also have interest in WWWD(AM) Schenectady, N. Y. Filed May 5.

■ WJFX-AM-FM Aiken, S. C. (AM: 1300 khz; 5 kw-D; FM: 95.9 mhz; 3 kw; HAAT: 314 ft.)—Seeks assignment of license from Amici Broadcasting Co. to The Guardian Corp. for \$1.5 million. Seller is owned by Christine Harvel and Richard Bellaire. It has no other broadcast interests. Buyer is headed by Bob Manny. It also owns WMGR(AM)-WJAD(FM) Bainbridge, Ga. Filed May 5.

#### **Actions**

■ KJBA(FM) Bethel, Alaska (100.1 mhz; 3 kw; HAAT: 76 ft.)—Granted app. for assignment of license from Life Broadcasting Inc. to Arctic Broadcasting Association for \$10,000. Seller has no other broadcast interests. Buyer is nonprofit corporation headed by Charles F. Sebastian. It also owns KICY-AM-FM Nome, KCFA(AM) Eagle River and KGOD(AM) Wasilla, all Alaska. Action May 8.

■ WRUM(AM)-WWMR(FM) Rumford, Me. (AM: 790 khz; 1 kw-D; FM: 96.3 mhz; 30 kw; HAAT: 36 ft.)—Granted app. for assignment of license from Western Maine Radio Inc. to Carter Broadcasting Corp. for \$587,000. Seller is owned by Arthur N. Field, who has no other broadcast interests. Buyer is Boston-based group of four AM's owned by Kenneth Carberry. Action May 7.

■ WOAP-AM-FM Owosso, Mich. (AM: 1080 khz with 1 kw-D; FM: 103.9 mhz; 3 kw; HAAT: 255 ft.)—Granted app. for assignment of license from Owosso Broadcasting Co. to Michigan Radio Group Ltd. Partnership for \$750,000. Seller is principally owned by George T. Campbell and family. It publishes Argus Press in Owosso and has no other broadcast interests. Buyer is owned by Russell Balch, formerly attorney with Washington communications law firm of Fly, Shuebruk, Gaugine, Boros & Braun, now practicing in Ann Arbor, Mich. Action May 6.

■ WREY(AM)-WMVB(FM) Millville, N. J. (AM: 1440

#### Summary of broadcasting as of March 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,876	170	5,046
Commercial FM	3,954	418	4,372
Educational FM	1,263	173	1,436
Total Radio	10,093	761	10,854
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	461	222	683
Educational VHF TV	113	3	116
Educational UHF TV	193	25	218
Total TV	1,310	273	1,583
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.

khz: 1 kw-D; FM: 97.3 mhz; 50 kw; HAAT: 275 ft.—Granted app. for transfer of control of Wintersun Communications Inc. from Robert A. Klein to Brian E. Beasley for \$450,000. Seller is 51% owner with no other broadcast interests. Buyer is son of George Beasley, who owns remaining 49%. Beasley owns Beasley Broadcasting Co., Goldsboro, N.C.—based group of seven AM's and 12 FM's. Action May 8.

■ WBLR(AM)-WKWQ(FM) Batesburg, S.C. (AM: 1430 khz; 5 kw-D; FM: 95.3 mhz; 3 kw; HAAT: 400 ft.)—Granted app. for assignment of license from Wheeler Broadcasting Inc. to Columbia Christian Radio Inc. for \$1,032,655. Seller is owned by Hugh J. Wheeler, who has no other broadcast interests. Buyer is owned by L.E. Willis. Action May 8.

■ WSIX-AM-FM Nashville (AM: 980 khz; 5 kw-U; DA-N; FM: 97.9 mhz; 100 kw; HAAT: 1,140 ft.)—Granted app. for assignment of license from Foster Management Co. to Steve and Tom Hicks for \$8.5 million cash. Seller is New York-based venture capital firm principally owned by John Foster, president. It has no other broadcast interests. Buyer, Steve Hicks, is principal owner of Hicks Communications, Austin, Tex.—based group of two AM's and two FM's. Tom Hicks is partner in Hicks & Haas, Dallas-based leverage capital firm and, with his brother, Bill, owns WTAW(AM)-KTSR(FM) College Station, Tex. Action May 8.

■ KPMS(FM) Brownwood, Tex. (99.3 mhz; 800 w; HAAT: 489 ft.)—Granted app. for assignment of license from KPMS Inc. to Group R Broadcasting Inc. for \$198,935.16. Seller is owned by Herbert R. Williams Jr., who has no other broadcast interests. Buyer is owned by John C. Renshaw and family. It has no other broadcast interests. Action May 8.

■ KPRA(AM) Paris, Tex. (1250 khz; 500 w-D)—Granted app. for assignment of license from Sudduth Media Inc. to Ray and Marcia Eller for \$360,734.71. Seller is owned by Eugene Sudduth, who has no other broadcast interests. Buyers, husband and wife, also have interest in colocated KBUS(FM). Action May 6.

## New Stations

### Applications

#### FM's

■ Florence, Ala.—Florence Radio Joint Venture seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 210 Magnolia Ave. S., Suite 321, Florence, Ala. Principal is owned by Mignon Ellis, who has no other broadcast interests. Filed April 15.

■ Montgomery, Ala.—Montgomery Radio Joint Venture seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 210 Magnolia Ave., South, Suite 321, Birmingham, Ala. 35205. Filed April 15.

■ Montgomery, Ala.—Montgomery Broadcast Properties Ltd. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 210723, 36123. Principal is owned by Allan G. Stroh, who has no other broadcast interests. Filed April 15.

■ Montgomery, Ala.—Brelend Broadcasting seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 2268 Valcska, 2268 B Bonaparte Blvd., 36116. Principal is owned by Linda Brelend Valcska, who has no other broadcast interests. Filed April 15.

■ Montgomery, Ala.—JCT Broadcasting Ltd. Partnership seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 100 Commerce St., 36104. Principal is owned by Janet May, who has no other broadcast interests. Filed April 15.

■ Montgomery, Ala.—Johnnie F. Knight seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 875 John Brown Ave., 36106. Principal has no other broadcast interests. Filed April 15.

■ Visalia, Calif.—Stillwell Broadcasting Ltd. seeks 96.1 mhz; 50 kw; HAAT: 492 ft. Address: 524 N. Encina, Calif. 93291. Principal is owned by Susan F. Stillwell, who has no other broadcast interests. Filed April 15.

■ Hazard, Ky.—Black Gold Broadcasting Inc. seeks 104.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1981, 2501 N. Main St., 41701. Principal is owned by Donald J. Toler and three others. Filed May 2.

■ Ocean Acres, N.J.—Joseph J. Matta seeks 98.5 mhz; 3 kw; HAAT: 243 ft. Address: 40 Foxhill Rd., Denville, N.J. 07834. Principal has no other broadcast interests. Filed April 15.

■ Poughkeepsie, N.Y.—Thomas H. Cooper seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 871, Coeymans, N.Y. 22045. Principal has no other broadcast interests. Filed April 15.

■ Poughkeepsie, N.Y.—Farr Broadcasting seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 165 Ridgewood Dr., Daphne, Ala. 36526. Principal is owned by Daniel J. Farr,

who has no other broadcast interests. Filed April 15.

■ Poughkeepsie, N.Y.—The Kinney Group seeks 96.1 mhz; 3 kw; HAAT: 161.3 ft. Address: 193 Jameson Hill Rd., Clinton Corners, N.Y. 12514. Principal is owned by Leonard R. Kinney, who has no other broadcast interests. Filed April 15.

■ Poughkeepsie, N.Y.—Wicrae Equities Ltd. seeks 96.1 mhz; 3 kw; HAAT: 172 ft. Address: Room 203, 11 Market St., 12601. Principal is owned by Martina King and nine others. It has with no other broadcast interests. Filed April 14.

■ Poughkeepsie, N.Y.—HAL Communications seeks 96.1 mhz; 3 kw; HAAT: 61 ft. Address: 12 Nassau Rd., 12601. Principal is owned by John Neuhoff and three others. It has no other broadcast interests. Filed April 15.

■ Center Moriches, N.Y.—The Lefebvre Group seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 16 Senix Ave., 11939. Principal is owned by Virginia O. Lefebvre, who has no other broadcast interests. Filed April 15.

■ Center Moriches, N.Y.—Long Island University Radio Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: University Center, Brookville, N.Y. 11548. Principal is owned by Raymond G. Soldavin and six others. It has no other broadcast interests. Filed April 15.

■ Center Moriches, N.Y.—J.J. Communications seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 3 William Ellery Pl., Providence, R.I. 02904. Principal is owned by John Neuhoff and Neysa Furey. It has no other broadcast interests. Filed April 15.

■ Center Moriches, N.Y.—Rockhit Communications USA seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 461, Centereach, N.Y. 11220. Principal is owned by Jonathan Scott and five others. It has no other broadcast interests. Filed April 15.

■ Center Moriches, N.Y.—Gateway Broadcasting seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 1156 Hyman Ave., Bay Shore, N.Y. 11206. Principal is owned by Jim Sanders, Stan Allen and Leon Goodman. It has no other broadcast interests. Filed April 15.

■ Center Moriches, N.Y.—Friendship Communications Ltd. seeks 96.1 mhz; 3 kw; HAAT: 299 ft. Address: 226 E. 70th St., New York 10021. Principal is owned by Holly C. Hanlon and Warren H. Friend, who have no other broadcast interests. Filed April 15.

■ Center Moriches, N.Y.—Hamptons Communications Ltd. Partnership seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 401 Fox Hill Dr., Baiting Hollow, N.Y. 11933. Principal is headed by Richard O. Coleman. It has no other broadcast interests. Filed April 15.

■ Watertown, N.Y.—State University of New York seeks 91.7 mhz; 210 w; HAAT: 23.6 ft. Address: State University Plaza, Albany, N.Y. 12246. Principal is educational institution headed by Donald M. Blinken, chairman. Filed April 15.

■ Huron, Ohio—NCB Enterprises Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 502 W. Washington St., Sandusky, Ohio 44870. Principal is owned by Harold E. Sens, Robert Barnes and Dean S. Cucal. It has no other broadcast interests. Filed April 15.

■ Villanova, Pa.—Villanova University seeks 88.5 mhz; 700 w; HAAT: 224 ft. Address: 19085. Principal is educational institution headed by Rev. John H. Driscoll, president. Filed April 10.

■ Odessa, Tex.—Mid-Cities Corp. seeks 96.1 mhz; 50 kw; HAAT: 492 ft. Address: 4000 Pasco, 79764. Principal is owned by Edward L. Roskelley, who has no other broadcast interests. Filed April 15.

■ Madisonville, Tex.—John M. Witherspoon seeks 96.1

mhz; 50 kw; HAAT: 492 ft. Address: 900 Burr Rd., #3C, San Antonio, Tex. 78209. Principal has no other broadcast interests. Filed April 15.

■ Madisonville, Tex.—Borwell Broadcasting Inc. seeks 96.1 mhz; 50 kw; HAAT: 492 ft. Address: #2 Willow Bridge, Lufkin, Tex. 75901. Principal is owned by Charles W. Boswell, who has no other broadcast interests. Filed April 15.

### TV's

■ Hilo, Hawaii—King Broadcasting Co. seeks ch. 14; ERP vis. 10 kw, aur. 1 kw; HAAT: minus 305 ft. Address: P.O. Box 24525, Seattle 98124. Principal is Seattle-based group of three AM's, three FM's and four TV's principally owned by Dorothy S. Bullitt and family. It intends to operate station as satellite of KNHL(TV) Honolulu. Filed May 8.

■ Guayama, P.R.—Ministerio Radial Cristo Vienne Pronto Inc. seeks ch. 46; ERP vis. 3,291 kw, aur. 329.1 kw; HAAT: 1,850 ft. Address: P.O. Box 344, No. 6-E, Derkes St., 00655. Principal is headed by Eugenio Rodriguez Lopez. It has no other broadcast interests. Filed May 7.

### Actions

#### AM's

■ Apple Valley, Calif.—Dismissed app. of Frances A. Bass for 1550 khz; 800 w-D. Action May 1.

■ King City, Calif.—Granted app. of King City Communications Corp. for 102.1 mhz; 33,156 kw; HAAT: 593.7 ft. Action May 12.

■ Bow, N.H.—Returned app. for 1390 khz; 2.5 kw-D, 820 w-N. Action May 11.

■ Madisonville, Tex.—Granted app. of Madisonville Media Co. for 1220 khz; 500 w-D. Action May 6.

#### FM's

■ Statesboro, Ga.—Dismissed app. of Nanette Markunas for 102.9 mhz; 3 kw; HAAT: 266 ft. Action May 5.

■ Boise, Idaho—Dismissed app. of Boise Educational Broadcasting Foundation for 89.3 mhz; 400 w; HAAT: 269 ft. Action

■ Nicholasville, Ky.—Dismissed app. of Nicholasville Broadcasting Corp. for 102.5 mhz; 3 kw; HAAT: 328 ft. Action May 5.

■ Nicholasville, Ky.—Dismissed app. of Black American Enterprises Inc. for 102.5 mhz; 3 kw; HAAT: 429.6 ft. Action May 5.

■ Great Falls, Mont.—Dismissed app. of Phillip W. O'Bryan for 107.3 mhz; 100 kw; HAAT: 1,046 ft. Action May 6.

■ Hilton Head Island, S.C.—Granted app. of Jesse N. Williams Jr. for 105.5 mhz; 3 kw; HAAT: 298.4 ft. Action May 8.

■ Blountville, Tenn.—Dismissed app. of Blountville Educational Broadcasting Foundation for 88.5 mhz; 470 w; HAAT: 210 ft. Action May 7.

■ McKinnon, Tenn.—Returned app. of David R. Ross for 101.5 mhz; 790 w; HAAT: 607.8 ft. Action May 12.

### TV's

■ Flagstaff, Ariz.—Returned app. of Garcia Communications for ch. 13; ERP vis. 316 kw, aur. 31.6 kw; HAAT: 1,031 ft. Action May 8.

■ Guymon, Okla.—Granted app. of Simpson Broadcasting for ch. 9; ERP vis. 100 kw, aur. 10 kw; HAAT: 300 ft. Action May 12.

■ Fajardo, P.R.—Returned app. of Demarys de Jesus for

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ch. 34; ERP vis. 50 kw; HAAT: 2,876.5 ft. Action May 8.  
 ■ Fredericksburg, Tex.—Dismissed app. Johnnie B. Woodbury for ch. 2; ERP vis. 100 kw, aur. 1 kw; HAAT: 494 ft. Action May 8.

## Facilities Changes

### Applications

#### AM's

##### Tendered

- KHOT(AM) Madera, Calif.—Seeks CP to increase power to 1 kw day, 1.5 kw night. Filed May 15.
- KZIM (960 khz) Cape Girardeau, Mo.—Seeks mod. of lic. to operate trans. by remote control. Filed May 15.

##### Accepted

- WULA (1240 khz) Eufala, Ala.—Seeks CP to change TL. Filed May 13.
- WLVI (640 khz) Royal Palm Beach, Fla.—Seeks mod. of lic. to operate trans. by remote control. Filed May 14.

#### FM's

##### Tendered

- KIHx-FM (106.1 mhz) Prescott Valley, Ariz.—Seeks CP to change ERP to 2.55 kw, change HAAT to 500.8 ft. and change freq. to 106.1 mhz. Filed May 15.
- KYSL (96.1 mhz) Frisco, Calif.—Seeks mod. of CP to

change TL; change HAAT to 1,051.7 ft. and make changes in ant. sys. Filed May 15.

■ WKLK (102.1 mhz) Rock Harbor, Fla.—Seeks CP to change ERP to 50 kw, change HAAT to 232.9 ft. and change freq. to 102.1 mhz. Filed May 15.

■ WGBF-FM (103.1 mhz) Henderson, Nev.—Seeks CP to change ERP to 1.265 kw; change HAAT to 505.1 ft. and change TL. Filed May 15.

■ KSRW (95.9 mhz) Childress, Tex.—Seeks CP to change ERP to 50 kw; change HAAT to 475 ft. and change freq. to 96.1 mhz. Filed May 15.

■ WYUR-FM (95.9 mhz) Ripon, Wis.—Seeks CP to change ERP to 2 kw; change HAAT to 403.4 ft.; change freq. to 96.1 mhz and change TL. Filed May 15.

##### Accepted

■ KQKS (104.3 mhz) Longmont, Colo.—Seeks mod. of CP to change TL; change ERP to 34.42 kw and change HAAT to 1,546 ft. Filed May 15.

■ WSMF-FM (105.5 mhz) Sparta, Tenn.—Seeks CP to change TL; change ERP to 1.06 kw and change HAAT to 531.36 ft. Filed May 15.

■ KTXN-FM (98.7 mhz) Victoria, Tex.—Seeks CP to change HAAT to 404.7 ft. Filed May 13.

#### TV

##### Tendered

- KACV-TV (ch. 2) Amarillo, Tex.—Seeks MP to change ERP vis. to 100 kw, change HAAT to 1,404.6 ft. and change TL. Filed May 13.

### Actions

#### AM's

■ KCFA (1020 khz) Eagle River, Alaska—Granted app. to make changes in ant. sys. Action May 5.

■ KOFY (1050 khz) San Mateo, Calif.—Granted app. to operate trans. by remote control. Action May 6.

■ WGUL (860 khz) Dunedin, Fla.—Granted app. to increase night power to 1.6 and day power to 2 kw and make changes in ant. sys. Action May 7.

■ KGNO (1370 khz) Dodge City, Kan.—Granted app. to operate trans. by remote control. Action May 6.

■ WSHO (800 khz) New Orleans, La.—Granted app. to change hours of operation to unlimited by adding night service with 290 w and make changes in ant. sys. Action May 6.

■ WHND (560 khz) Monroe, Mich.—Granted app. to operate trans. by remote control. Action May 6.

■ KCEM (1340 khz) Aztec, N.M.—Dismissed app. to change city of license to Farmington, Ariz.; change day power to 250 w; change TL and make changes in ant. sys. Action May 1.

#### FM's

■ WFFN (92.5 mhz) Cordova, Ala.—Granted app. to change TL; change ERP to 2.5 kw and change HAAT to 360.8 ft. Action May 11.

■ KEYX (100.3 mhz) Globe, Ariz.—Dismissed app. to change ERP to 37.2 kw and change HAAT to 3,016 ft. Action April 28.

■ KURA (104.9 mhz) Ouray, Colo.—Returned app. to change TL and change HAAT to 7 ft. Action May 6.

■ WORZ (101.9 mhz) Daytona Beach, Fla.—Granted app. to change HAAT to 1,583.9 ft. Action May 11.

■ WQIK-FM (99.1 mhz) Jacksonville, Fla.—Granted app. to change TL and make changes in ant. sys. Action May 11.

■ WJYO (107.1 mhz) Mount Dora, Fla.—Granted app. to change HAAT to 483 ft. Action May 6.

■ WAYX-FM (102.5 mhz) Waycross, Ga.—Dismissed app. to change TL and change HAAT to 979 ft. Action April 28.

■ KTPR (91.1 mhz) Fort Dodge, Iowa—Granted app. to change ERP to 100 kw. Action April 30.

■ WCKB-FM (107.1 mhz) Hindman, Ky.—Granted app. to change ERP to 768 w. Action May 1.

■ KJLO (104.1 mhz) Monroe, La.—Granted app. to change HAAT to 1,016.8 ft. Action May 7.

■ WCDO-FM (100.9 mhz) Sidney, Mich.—Dismissed app. to change ERP to 940 w. Action May 6.

■ WMDC-FM (100.9 mhz) Hazelhurst, Miss.—Granted app. to change HAAT to 285.4 ft. and make changes in ant. sys. Action May 1.

■ WMTK (106.3 mhz) Littleton, N.H.—Granted app. to change ERP to 175 w. Action April 29.

■ WFRS (88.5 mhz) Smithtown, N.Y.—Granted app. to change freq. to 88.9 mhz; change city of license to Smithtown; change ERP to 1.7 kw; change HAAT to 416.6 ft. and change TL. Action May 1.

■ WBBO-FM (93.3 mhz) Forest City, N.C.—Granted app. to change TL, change ERP to 87.2 kw and change HAAT to 2,030 ft. Action May 8.

■ WMMS (100.7 mhz) Cleveland—Granted app. to change ERP to 33 kw.

■ WFOB-FM (96.7 mhz) Fostoria, Ohio—Granted app. to change TL and change HAAT to 328 ft. Action May 8.

■ KCMA (92.1 mhz) Broken Arrow, Okla.—Dismissed app. to change TL; change ERP to 2.25 kw and change HAAT to 375 ft. Action April 27.

■ KTCE (98.3 mhz) Anson, Tex.—Granted app. to change TL. Action May 1.

■ KTRX (100.3 mhz) Lamesa, Tex.—Granted app. to change TL and change HAAT to 982 ft. Action May 7.

■ KLKM (104.9 mhz) Llano, Tex.—Granted app. to change TL; change ERP to 1.1 kw; change HAAT to 459.2 ft. and make changes in ant. sys. Action May 1.

■ KHOO (99.9 mhz) Waco, Tex.—Granted app. to change TL and change HAAT to 1,233.4 ft. Action May 4.

■ KUGS (89.3 mhz) Bellingham, Wash.—Granted app. to change ERP vis. to change TL and change HAAT to 383.8 ft. Action April 30.

#### TV's

■ WLJC-TV (ch. 65) Beattyville, Ky.—Granted app. to

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 (212) 246-2850

**Mullaney Engineering, Inc.**  
 Consulting Telecommunications Engineers  
 9049 Shady Grove Court  
 Gaithersburg, MD 20877  
 301-921-0115  
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**HATFIELD & DAWSON**  
 Consulting Engineers  
 Broadcast and Communications  
 4226 6th Ave., N.W.,  
 Seattle, Washington, 98107  
 (206) 783-9151  
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**ENTERPRISE ENGINEERING P.C.**  
 Consulting Engineers  
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**STRUCTURAL SYSTEMS  
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 MATTHEW J. VLISSIDES, P.E.  
 PRESIDENT  
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 Dallas, Texas 75218  
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& ASSOCIATES, P.C.**  
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 (313) 642-6226  
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**D.C. WILLIAMS  
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 POST OFFICE BOX 700  
 FOLSOM, CALIFORNIA 95630  
 (916) 933-5000

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 Consulting Telecommunications Engineer  
 11704 Seven Locks Road  
 Potomac, Maryland 20854  
 301-983-0054  
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 CONSULTING &  
 FIELD SERVICES  
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 BERLIN, NEW JERSEY  
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CLARENCE M BEVERAGE  
**COMMUNICATIONS TECHNOLOGIES, INC.**  
 BROADCAST ENGINEERING CONSULTANTS  
 SUITE #5 123 CREEK ROAD  
 MOUNT HOLLY, NJ 08060  
 (609) 722-0007

 **LAWRENCE L. MORTON  
ASSOCIATES**  
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**LAWRENCE L. MORTON, P.E.**  
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**SELLMEYER & KRAMER, INC.**  
**CONSULTING ENGINEERS**  
 J.S. Sellmeyer, P.E., S.M. Kramer, P.E.  
 APPLICATIONS • FIELD ENGINEERING  
 P.O. Box B41 McKinney, TX 75069  
 214-542-2056 214-548-8244  
 Member AFCCE

**PAUL DEAN FORD, P.E.**  
 BROADCAST ENGINEERING CONSULTANT  
 R.R. 12, Box 351  
 WEST TERRE HAUTE, INDIANA 47885  
 812-535-3831  
 Member AFCCE

**D.B. COMMUNICATIONS, INC.**  
 Broadcast/RCC/cellular/satellite  
 Telecommunications Consultants  
 4401 East West Highway Suite 404  
 Bethesda, Maryland 20814  
 (Located in Washington, D.C. Area)  
 (301) 654-0777  
 contact: Darrell E. Bauguess

**EDM & ASSOCIATES, INC.**  
 B/cast-AM-FM-TV-LPTV-ITFS-Translator  
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 1234 Mess. Ave., N.W., Suite 1006  
 Washington, D.C. 20005 Phone (202) 639-8880  
 Member AFCCE

**George Jacobs  
& Associates, Inc.**  
**Consulting Broadcast Engineers**  
 Domestic & International  
 Member AFCCE  
 Suite 410  
 (301) 587-8800  
 8701 Georgia Ave.  
 Silver Spring, MD  
 20910

contact  
**BROADCASTING MAGAZINE**  
 1705 DeSales St., N.W.  
 Washington, D.C. 20036  
 for availabilities  
 Phone: (202) 659-2340

**LECHMAN & JOHNSON**  
 Telecommunications Consultants  
 Applications - Field Engineering  
 2033 M Street, N.W. Suite 702  
 Washington, D.C. 20036  
 (202) 775-0057

change ERP vis. to 73.45 kw. aur. 7.345 kw and change HAAT to 646.2 ft. Action April 30.

■ KCIT (ch. 14) Amarillo, Tex.—Granted app. to change ERP vis. to 1.280 kw. aur. 128 kw; change HAAT to 1.521 ft. and change TL. Action April 30.

■ WVTV (ch. 18) Milwaukee—Granted app. to change ERP to 5.000 kw. aur. 500 kw and make changes in ant. sys. Action April 30.

■ WRLH-TV (ch. 35) Richmond, Va.—Granted app. to change ERP vis. to 2.588 kw. aur. 259 kw and change HAAT to 1.259.2 ft. Action Mar. 26.

## Call Letters

### Applications

Call Sought by

#### Existing AM's

WWNN WWHR 777 Communications Ltd., Pompano Beach, Fla.

WSKW WQMR Mountain Wireless Inc., Skowhegan, Me

#### Existing FM

KWJY KMTY-FM Dwane T. Martin, Woodward, Okla

### Grants

Call Sought by

#### New AM

KBHG Big Sky Communications Inc., East Helena, Mont

#### New FM

WCFL Golden Rule Organization Workshop Inc., Culpepper, Va

#### Existing AM's

WAPE WJAX H&G Communications of Jacksonville

Inc., Jacksonville, Fla  
KFKF KCKM KFKF Broadcasting Co., Kansas City, Kan.  
KNSS KRZZ New West Radio Inc Wichita, Kan  
WHOO WYCP Radio Radcliff, Radcliff, Ky  
WEMG WBMK Word of Faith Fellowship Inc., Knoxville, Tenn.  
KNOW KLNK KLN Inc., Lufkin, Tex  
KONY KCLG Red Rock Broadcasting Inc., Washington, Utah

#### Existing FM's

WXDJ WRFW Radio Internart Corp., Homestead, Fla.  
WZZG WGBF-FM Aiken Communications of Jacksonville Inc., Jacksonville, Fla  
WQMI WQML Mildam Communications Corp., York Center, Me  
KMVR KOPE Rainbow Communications Corp., Mesilla Park, N M  
KLAQ KAFM Stansell Communications Inc., Durant, Okla.  
KSRL KSTD Sutherlin Radio Ltd. Partnership, Sutherlin, Ore.  
WHTO WTPS-FM Pro Marketing Inc., Muncy, Pa  
KMKT-FM KLAQ Sunbelt Wireless Co., Denison, Tex

#### New TV

WRTS-TV WTBH Tice Television Co. and Qualivision of Lee County Inc., Tice, Fla.

## Addenda to the 1987 'Yearbook'

Following are additions and corrections to the BROADCASTING/CABLECASTING YEARBOOK 1987.

They appear by page number in the same order as in the YEARBOOK.

Page B-13. Under Valdez, Alaska. **KVAK(AM)** change address to Box 367 (99686). Insert Format Adult contemp and Rates: \$9. 7. 9. 6.50.

Page B-17. Under Tucson, Ariz **KKPW(AM)** change address to Box 26388 (85726).

Page B-32. Under Los Angeles **KIQQ(FM)** Add to personnel Tom Mosher, gen mgr; Cheryl O'Neil, prom mgr; Lyle Henry, chief engr.

Page B-36. Under Redding, Calif. **KNCQ(FM)** Station is on air. Insert Oct 29, 1985 97.3 mhz; 100 kw Ant 3.450 ft (916) 244-9700 Rep: Durpetti. Format: Contemp country.

Page B-48. Under Fort Collins, Colo. **KIIX(AM)** Station licensed to Wellington, Colo. Insert (Wellington)

Page B-67. Under Siesta Key, Fla. Insert heading for Siesta Key and listing for **WJKB(AM)**:

**WJKB(AM)**—January 1985: 780 khz; 5 kw-D, 1 kw-N Stereo. 613 S LaGrange Rd., LaGrange, Ill. (60525). J.K. Broadcasters. Format: Big band

Page B-67. Under South Daytona, Fla. Insert heading for South Daytona and listing for **WZIP(AM)**:

**WZIP(AM)**—13 June 1957: 1590 khz. 1 kw-D. 500 w-PSA. Box 4010 (32021) (904) 767-1131. D&H Radio Inc. (acq 7-1-85) Net: MBS. Rep: Masia. Format: C&W. Spec prog: Relg 6 hrs wkly ■ Howard Griboff, pres & gen mgr. David Albano, gen sis mgr; Tom Nolson, prog dir. Lauren Chester, news dir; Harold Utter, chief engr. ■ Rates: \$15. 10.50: 15. —.

Page B-89. Under Greenville, Ill. change listing for **WGEL(FM)** to read.

**WGEL(FM)**—Dec 20, 1984: 101.7 mhz; 3 kw Ant 300 ft. Stereo. Box 177 (62246) (618) 664-3300. Bond Broadcasting Format: Country, rock, heavy farm ■ John Kennedy, pres & mgr; Jeff Alexander, prog dir. Eleanor Kennedy, sec-treas. Mike Stoecklin, news dir; Bill Mason, farm dir.

Page B-137. Under Lowell, Mass.. **WCAP(AM)**. Insert zip code, phone number, licensee: (01852) (617) 454-0404. Northeast Radio Inc.

Page B-177. Under Imperial, Neb., delete listing for **KBRL(AM)**.

Page B-300. Under Petersburg, Va., change **WHUM(AM)** to **WPVA(AM)**.

Page B-342. Under Toronto, Ont., **CHUM-FM** Change 400 kw to 40 kw Change A.F. Waxers to A F Waters.

Page C-27. Under Paducah, Ky. **WMVP** to **New TV** Change the address to 6525 Babcock St. S.E., Palm Bay, Fla 32909.

Page D-3. In **A short course in cable 1987**, industry revenues for 1986 were said to have totaled approximately \$4.5 billion. However, the \$4.5 billion figure was for basic cable only, and has been revised upward to \$5.2 billion. By adding pay cable and advertising figures to the basic cable figure of \$5.2 billion, total revenues for the cable television industry add up to \$9.5 billion for 1986.

Page E-1. Add listing under Satellite Owners and Operators for **Hughes Communications**.

**Hughes Communications Inc.** Box 92424, Los Angeles 90009. (213) 607-4000. Dr. John E. Koehler, pres & CEO, Stephen J. Petrucci, exec VP; Robert C. Waldron, sr VP; Jerald F. Farrell, VP. Galaxy Systems: Bruce R. Elbert, dir, Galaxy Systems; Penelope Longbottom, dir, adv & pub affrs

Hughes Communications Inc (HCI) is a wholly owned subsidiary of Hughes Aircraft Co. HCI offers a full range of satellite communications services including customized communications and end-to-end networks. In addition, HCI provides international television services and is a major participant in Japanese and European satellite communications ventures. HCI's Galaxy satellite system provides point-to-point and point-to-multipoint C-band satellite services to a variety of domestic communications users. Galaxy I delivers cable TV programming to cable operators and household viewers. Galaxy II and III provide specialized voice, video and data communications to a variety of corporations and video programmers. HCI also provides transponders for non-fulfillment users to meet their occasional needs for satellite transmission.

Page I-57. Under **Broadcast Pioneers**. Change the phone number to (212) 586-2000.



## YOUR OPPORTUNITY TO CONTRIBUTE TO GOOD BROADCASTING

Fred Hirsch, an excellent broadcaster who uses his radio station to make a difference in his community, was seriously injured in a skiing accident last January. Fred did everything at his Dover-Foxcroft, Maine, station WDME AM/FM. He sometimes put in a 100-hour week. He's determined to be back at work this year.

The Committee for Fred Hirsch is seeking funds to help him during this personal crisis. One of the chief expenses will be modification of the railroad car that houses his station to make it accessible to Fred in his new way of life. Broadcasters are asked to chip in. The goal is \$25,000.

Please send your contributions to:  
Committee for Fred Hirsch  
Maine Association of Broadcasters  
P.O. Box PI, 385 Western Avenue  
Augusta ME 04330

Advertising space contributed by the Broadcasting/Taishoff Foundation.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Creative sales manager needed** to continue a growth situation at a combo AM/FM in central New England. Must be people oriented, sales pro to work with stable sales staff. We can offer the right person a sales commission and bonus package with benefits and a beautiful community to live and work in. Send resume and track record to Box T-70.

**Vice-president/general manager of radio.** Come to the Big Apple! Vice-president/general manager of radio wanted by WNYC, New York City's major public broadcasting facility. This individual will report to the president of WNYC Communications Group and will be responsible for the following: developing goals, objectives and policies for entire radio programing area, coordinating activity between radio programing and other WNYC support departments, developing and administering operating budget for all applicable radio departments, representing station to local, regional and national constituencies and organizations as well as federal, state and city government officials connected with radio broadcast and production, directing the development and maintenance of contacts with cultural organizations and promoting ways of working to mutual benefit and designing and overseeing programs for national distribution. Qualified applicants will have a bachelor's degree, at least seven years of experience in radio (including some on-air), with at least five years experience at managerial level, a broad general knowledge of radio programing and production, excellent interpersonal, oral and written skills, and a strong ability to work well under pressure. Salary will be commensurate with experience. If you are ready to take on a challenging and exciting position such as this, please send resume, cover letter and salary requirements to WNYC-Personnel Department, 32nd floor, 1 Centre Street, New York, NY 10007. EOE.

**Cape Cod:** AM/FM needs general sales manager. Looking for a high achiever with successful track record. Excellent income. Call Ken Patch or Charlie Dunn at 617-775-7400.

**Program director.** Heritage Midwest AM-Stereo seeking program director for full-service facility. Strengths must include people skills, community involvement, and promotion. Growth oriented group ownership with strong salary/benefit package. Tape, resume, salary requirements to: General Manager KLMS; 1540 South 70th, #200; Lincoln, NE 68506.

**General manager:** North Florida small market FM located near Tallahassee. Energetic, proven sales ability, able to hire, train, motivate. Resume, references, salary history. Contact Harry Hagan, 904-584-2373, P.O. Box 821, Perry, FL 32347.

**Major group broadcaster** seeks experienced "take charge" general manager for Midwest AM/FM #1 rated combo operation. Solid sales track record a must, along with solid business skills. Send resume & salary requirements to Box T-95.

**East Coast sales manager,** broadcasting's oldest (33 years), internationally-known radio, TV, cable, sales-promotion company, Community Club Awards (CCA). Position requires calling on media presidents, managers, GSM's three state area, Ohio, Pennsylvania, New York. Full-time, Monday/Friday, planned travel. Media management or sales management experience required. Expense advance against substantial commission. Resume, references, recent picture. Confidentiality assured. Personal interview arranged. Immediate opening. John Gilmore, CCA, Inc., Box 151, Westport, CT 06881, 203-226-3377.

**Wanted:** GSM for top rated combo, top 100 Midwest market, experienced, mature, great opportunity, great growth potential. Box T-94.

**Co. seeks degreed accountant** with min. 2 years radio accounting experience for its station acquisition subsidiary. Lotus 1-2-3. Excellent growth potential. Reports to Controller. Non-smoker. Send resume to: Accountant Dept. 300, P.O. Box 561432, Dallas, TX 75356-1432.

**Operations manager** for WWFM Public Radio: This Corporation for Public Broadcasting member station with classical/jazz format seeks individual with radio production and managing skills. Must be familiar with computer audio tape editing and have excellent English verbal, writing, and announcing skills. Requires relevant radio experience and bachelor's degree. WWFM is a service of Mercer County Community College and is located on the West Windsor campus. Salary - high teens. Excellent benefits. Forward cover letter, resume and cassette tape to: Mercer County Community College, Personnel Services Dept. WWFM, PO Box B, Trenton, NJ 08690. Affirmative action/equal opportunity employer. M/F.

### HELP WANTED SALES

**Solid sales professional,** preferably from Western USA, with at least four years recent experience for long established dominant CHR FM in NW New Mexico. Call GSM 505-863-4444. EEO employer.

**Cape Cod's #1 station** is looking for one more hungry, aggressive sales person. Top money list for the right person. Experience a must. Fast-growing company with 8 stations in 4 exciting markets. No calls, please. Send resume to: Bill Moover, General Sales Manager, CAPE 104 FM, Radio Center, Orleans, MA 02653.

**General sales manager:** AM/FM - Midwest. Must submit proven track record with references. Must be positive and be able to motivate sales staff plus carry excellent list and sell. \$30,000 salary/commission. Benefits E.O.E. Submit resume/references to: Box S-85.

**Medium market FM station** needs hard hitting account executive to sell Spanish format in Connecticut. One of the most powerful signals and the only Hispanic station in coverage area of Connecticut and Long Island. Lots of virgin territory Spanish helpful but not required. Great commission structure and benefits package. Send resume to General Sales Manager, WLVH, 905 Wethersfield Ave., Hartford, CT 06114.

**Coastal Carolinas top rated country station WRNS** has a position available in sales, applicants must have at least five years broadcast sales experience. The person selected will take over an existing account list. Resumes can be mailed to: Webster A. James, Vice President/General Manager, WRNS, P.O. Box 609, Kinston, NC 28501. WRNS is an equal employment opportunity employer.

**Central Wisconsin, WYTE** is seeking qualified applicants for radio marketing consultant/sales. Join a young aggressive team today. Send letter & resume to WYTE Radio, P.O. Box 956, Stevens Point, WI 54481.

**TMCI Broadcasting, Inc.** New Mobile, AL, radio station needs GSM. Must have sales management or minimum 2 years local sales experience. Send resumes and brief sales management philosophy to: TMCI Broadcasting, Inc., 63 S. Royal St. Ste 706, Riverview Plaza Office Bldg., Mobile, AL 36602. TMCI Broadcasting, Inc. is an EEO employer.

**Mid-West Family Radio's** expansion to 18 stations can be your opportunity to a more professional sales career, path to management/ownership down the road. Are you a problem-solver with two/more years successful selling sm/md markets, strong on creativity, ability to write/sell imaginative ads? We'll train to maximize your potential with a new, exciting sales concept. If you're a good communicator we need to talk. You'll find us in good growth markets in Wis, Mich. Ill. Write Phil Fisher, Box 253, Madison, WI 53701. EOE.

**Major market Christian radio station** needs experienced radio salesperson. Candidate must have track record of sales success, familiarity with challenge of major market radio sales, and affinity with Christian radio format. Resume to Box T-104.

**Daytona Beach's top radio station** is looking for experienced, aggressive sales people. A strong presenter with good skills. Send resumes to Tom Panucci, 801 West Granada Blvd., Ormond Beach, FL.

**Sales manager** who can work up to manager. Present owner-sales manager ready to retire. This central Minnesota town perfect place to raise family. No phone calls. Letters only. Station KVBR, Brainerd, MN 56401.

**Attention: Small market salespersons** in the Middle Atlantic states. This is your opportunity to move to a major market station in the Middle Atlantic area. Don't miss this opportunity! Send your resume and income history today. To Box T-115. All replies confidential. Equal opportunity employer.

### HELP WANTED ANNOUNCERS

**Highly informed talk host** who's ready to move up to network? Send tape to: 6400 Georgia Avenue, N.W., Suite 111, Washington, DC 20012.

**Seeking staff for new FM** going on air July 1. Located 30 miles from PSU in Central PA. Looking for experienced morning person, 2 staff announcers and 2 news persons. Looking for professionals to make us different from the competition. Send tape and resume to: WCHX-FM, P.O. Box 105.5, Yeagertown, PA 17099.

**Radio announcers:** How many voices and characters can you imitate? Ad agency scouting for voice-over talent. Send audio cassettes only to: Good Advertising, Inc., Communication Arts Bldg., Box 400, Olney, MD 20832.

**Midwest combo** in university town is looking for DJ personalities... all shifts. Light rock, AC formats. Send resume only to Box T-110.

**Experienced sportscaster** to join dedicated staff comprising top sports reporting team in Detroit. We are Sports Phone - serving hard-core sports fans and providing material to a Michigan radio network. Tape and resume to Hal Maas, Phone Programs Michigan, Inc. 21700 Greenfield Plaza, Suite #473, Oak Park, MI 48237.

**Recent J-school grads apply now.** News gathering/production position, upstate New York. Tape/resume: WATS, 204 Desmond St., Sayre, PA 18840.

### HELP WANTED TECHNICAL

**Chief engineer:** Providence area 50kw FM, 1kw AM. All equipment new within last 5 years. New 30kw BE transmitter. Solid state AM transmitter. Both with backups and generators. New 4 track production studio. We're looking for take charge chief with minimum 4 years experience. EOE. Send resume to: Box T-78.

**Chief engineer,** Maintenance oriented, wanted for KJYY, Houston, Texas. EOE. Respond to Paul Duffer, 760 Betty Ct., Sunnyvale, CA 94086.

**Chief engineer:** "Mr. Can Do" needed for dynamic AM/FM combination in fabulous Las Vegas. Good maintenance skills required. We offer a great climate, exciting facility, good salary and benefits package and the opportunity to work with a growth oriented broadcast company. Please send resume, references and salary requirements to Craig Hodgson, General Manager, KKLZ/KRAM, 925 East Desert Inn Road, Las Vegas, NV 89109. EOE M/F.

**Aggressive engineering professional** wanted for CE position with growing major group owner. Northeast area. AM directional, high-power FM, digital 2nd quality audio experience necessary. Five years experience minimum. If you're ready for a new challenge and want to make the highest engineering salary in the area (salary commensurate with ability and experience), send resume to: Box T-102.

**Chief engineer.** Excellent opportunity in "glamour" market for highly qualified chief engineer: stable, strong, state-of-the-art technician; good ears; skilled administrator who works well with programing - promotions - sales in complex-intense environment. Resumes and references to Steve Keeney, Vice President & General Manager, c/o KHOW/KPKE, 8975 E. Kenyon Avenue, Denver, CO 80237. Legacy Broadcasting, an equal opportunity employer.

**Assistant chief engineer**, minimum five years radio maintenance experience, FCC general and SBE certification preferred. EOE. WHBC- Box 9917, Canton, OH 44711.

**Engineer needed** for chain-owned North Carolina power FM. Must be experienced without constant supervision. Excellent opportunity. Send resume to Jerry Brown, Vice President-Engineering, P.O. Box 1125, Cary, NC 27512-1125.

#### HELP WANTED NEWS

**News producer/anchor.** KLON-FM, LA market station with large news staff seeks a creative writer with sound news judgement and conversational delivery. Bachelor's degree & radio exp. required. \$1,845 mo., excellent benefits. Application requirements, Call 213-498-4031, job #955, by May 29.

**News director wanted**, dedicated to hard hitting, quality local news. Be the leader of our three person news team on an AM/FM combo featuring news/talk on the AM side. Resumes only. Box T-111.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Experienced/program director.** Upper Midwest college town, under 20K pop. Fulltime AM/Class C FM. Are you sharp individual on way up? Come grow with this group of ten stations. Box T-83.

#### SITUATIONS WANTED MANAGEMENT

**Bottom line results** at your radio station will come from the effective hiring and management of people. Need to maximize your bottom line? Staff morale low? Not meeting your forecast? Want more creative promotions? Does your PD's ego need a boost? Or control? Reply in confidence: Box T-58.

**Attention owners!** I have what it takes to get the job done in small market radio as your G.M. Wife will do sales and community relations as necessary. Many successful turnarounds. Looking for long term position preferably in SW but will consider all areas. Box T-90.

**CRMC**, 7 years experience, seeks first sales manager position. Desires people oriented/team concept environment. Reply Box R-128.

**Looking for ways to cut costs?** Think about a combo GM! Experience as manager, salesman, engineer, announcer, bookkeeper, promotions. Excellent organizational and coordination skills. Box T-99.

**Business/operations manager.** Young, energetic professional with seven years medium market business office management experience. Very strong accounting and computer background. Bottom line orientation, cost control, budgeting, receivables management and supervisory experience. People oriented, hardworking, excellent communicator. Proven track record, solid references. Flexible about relocation. Call Ed 609 - 729-6211.

**G.S.M.** looking for opportunity. Sunbelt or East Coast. Excellent motivator. Strong sales trainer. Experienced in dealing with sales at all levels. Box T-108.

#### SITUATIONS WANTED ANNOUNCERS

**Four years experience**, dependable. East coast preferred. Available immediately. Mike Ryan, 228 Park Place, Mechanicville, NY 12118.

**Professional attitude and sound** with three years experience...daytime...Call Bill 308-532-3344.

#### SITUATIONS WANTED TECHNICAL

**Chief** for six indy stations seeking move to group management position. Will relocate. Box T-98.

**Looking for a super engineer?** I'm smart, talented, and love radio. Chief experience in major and medium markets. Hal Smith 205-238-1964.

#### SITUATIONS WANTED NEWS

**Veteran PBP man w/Sports** broadcasting versatility looking to relocate immediately. Wants collegiate or major market job. Call Mike 813-758-7813.

**Attractive, articulate**, former Congressional Counsel (FBI oversight) seeks news/commentary opportunity. TV/radio 415-439-8381.

**AP award winning top 20 assistant ND** seeks responsible position at news committed station. Excellent writing, producing, anchoring and reporting skills. Ed 303-592-1234 or 303-758-6046.

**Experienced female radio journalist.** Want to relocate. Currently afternoon drive anchor/reporter and interview show host at top rated full service medium market news/talk AM. Top 50 markets only. Box T-85.

**Veteran news and sports announcer/journalist** seeks relocation Anywhere USA. 3 years in radio, 15 years in news and sports. PBP experience. Call Chuck 914-428-6111.

**Seeking FT reporter/anchor** in major market. Now off-air at NYC powerhouse, with stringer work for networks. Previous air work in small market radio. Suite 537. 138-46 Northern Boulevard, Flushing, NY 11354.

**Talented, enthusiastic, available!** Experienced production director also seeks news/sports opportunities. Northeast preferred. Reply Box T-112.

**Experienced sports director** with four years of radio in Buffalo area. Strong background in field reporting, sportscasting and PBP. Hosted top rated live call-in show. Considering all offers. Andrew 516-679-8467.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**AM specialist:** Programmer, thorough understanding of full-service, positioning, and people-oriented management. Substantial experience in the format. Let's discuss ideas. Nick Seneca 215-726-5476.

**"Programing department":** metaphor effecting the subtraction of the "listener" and "ratings" from your calculations. So does "Program Director." Full-service/AC. John Chaplin 305-942-8861.

**Search for excellence.** Full-service program director. Accomplishment junkie. Will send simple, innovative revitalization plan. 95% will ridicule, 5% will "a-ha!" John Chaplin 305-942-8861.

#### MISCELLANEOUS

**Sound ideas sound effects library!** Over 4,000 sound effects at 15 I.P.S. stereo! Toned voice slates for easy access. Cross-referenced catalogs. Call Wilson Tennant, William Cook Adv, 800-626-8379.

**New book - for AM broadcasters.** Promotions - sales - programs. "Successful Radio Station Management". How to - when to - where to find it. \$12.95 to: Book, P.O. Box 100, Brunswick, GA 31521.

**Sports talk radio is booming.** Now is the time to add this winning programing. Reach prime demographic audience. Call for more info. Chuck Sports. 914-428-6111.

## TELEVISION

#### HELP WANTED MANAGEMENT

**Advertising & promotion manager:** Number one NBC affiliate in West Michigan; prefer candidate with 3-5 years experience; heavy emphasis on news promotion; send resume and salary requirements to: Gary R. Bolton, President & G.M., WOTV, 120 College S.E., Grand Rapids, MI 49501. EOE, M/F.

**Leading independent** is looking for a creative services manager with strong background in creation and execution of on-air station production, radio promotion and newspaper and sales promotion. This is a hands-on position with emphasis on creativity, execution and working with local advertisers and in-house staff. Do not apply unless your background and abilities are strong in these areas and if you are not a team player. Applicants with independent station experience will receive special preference. Replies will be treated in confidence. Salary is \$50,000 range. Resume to Box T-71.

**Business manager:** Dynamic independent in very attractive area of Sunbelt seeks hands-on individual experienced all phases of broadcast accounting. Should possess accounting degree or certification in addition to good supervisory and communication skills. Salary commensurate with experience. Send resume and vitae to Robert Ware, P.O. Box 3985, Ocala, FL 32678.

**Corporate director of creative services.** Fast growing television division (two stations in two years) of a well known New England company looking for top pro to oversee total station marketing efforts. 3-5 years station promotion a plus, along with indie or radio background. Proven creative skills a must. Great opportunity to get in on the ground floor of an exciting new television company. Interviews to be scheduled at BPME Conference. Send resumes to: Top Pro, P.O. Box 6968, Syracuse, NY 13217. EOE.

**News director.** WUAB-TV is looking for a news director for its 10:00 PM news which will begin January, 1988. Job is to be filled now. Requirements include experience as a television news director or producer. Must be a strongly motivated individual with ability to define needs, set goals and motivate a team to accomplish those goals. Ability to work within deadlines is a must. Salary is negotiable. Send resume only to Michael E. Schuch, Vice President & General Manager, WUAB-TV, 8443 Day Dr., Cleveland, OH 44129. Gaylor Broadcasting Company is an equal opportunity employer.

**Vice president/development** with public TV/radio station. Maintain current state-of-the-art fundraising techniques, attain revenue goals, and supervise staff. Four-six years experience in middle- to senior-management non-profit fundraising position. Budgeting skills and proven leadership success. Letter of application, resume, references and salary requirements to Stephen M. Steck, President, WMFE-TV/FM, 11510 East Colonial Dr., Orlando, FL 32817-4699. Equal opportunity employer.

#### HELP WANTED SALES

**Dominant station in Southeast** growth market. ABC affiliate with strong broadcast group looking for salesperson with 2-3 years experience. Success in developmental business a must. We will give you all the sales tools needed. EOE. Send resume to Lou Supowitz, GSM, WFTV, P.O. Box 999, Orlando, FL 32802.

**TV account executive:** Immediate opening at an ABC affiliate/major market station for an account executive. Heavy experience in TV spot sales; person should be outgoing, sociable, creative and positive thinking. Submit resumes to: Pat Niekamp, KSTP-TV, 3415 University Ave., St. Paul, MN 55114. Equal opportunity employer, M/F.

**Local sales manager needed.** Immediate opening in beautiful Diamond Lakes resort area. Excellent opportunity with growing group. Independent station. Send resume with references to KRZB-TV, Box 3230, Hot Springs, AR 71914.

**Account Executive:** Aggressive, experienced salesperson wanted. WDKY-TV, Lexington, KY. Salary commensurate with experience. Call Mim Crowley 606-293-1471. EOE.

**Top independent TV station** in Seattle-Tacoma market seeks a local sales manager for its Seattle operation. The successful candidate will be an aggressive motivator with a proven track record as a successful manager. Send resume to General Sales Manager, KSTW-TV, P.O. Box 11411, Tacoma, WA 98411. EOE.

#### HELP WANTED TECHNICAL

**Engineers needed** for major new production facility being constructed in desirable, south-central Sunbelt city. Long established, financially stable parent company with excellent benefits and competitive compensation. All new, state-of-the-art equipment. You must be at home in a microprocessor based facility and a production environment. Resume to Box T-37. EOE, M/F.

**Chief engineer wanted.** Experienced in UHF transmitter and TV studio equipment for sunbelt TV station. Send resume to Box T-80.

**Chief engineer:** Pacific Northwest 100+ VHF affiliate, technically loaded! Candidate must have a track, with strong management and technical skills. Great place to live and work. Box T-87.

**Qualified broadcast maintenance engineer:** Strong digital - for So. Cal. TV station. Send resumes to George Murray, P.O. Box A, Santa Ana, CA 92711. EOE.

**Air operator:** Person with heavy background in air switching on a commercial or educational TV station. Minimum 1 year experience. Contact: TBN, P.O. Box A, Santa Ana, CA 92711. EOE.

**Top 20 market VHF** network affiliate in Southeast seeks studio maintenance engineer. Minimum of five years experience maintaining digital and micro-processor based equipment preferred. We are part of a major group broadcaster and offer competitive salary and benefits. Qualified applicants should send a resume to Box T-89. EOE.

**Experienced operations manager** needed immediately. Independent station. Growing group. Great opportunity. Located in beautiful Diamond Lakes resort area. Send resume with references to KRZB-TV, Box 3230, Hot Springs, AR 71914.

**Assistant chief engineer:** PBS. Immediate opening. Minimum of three years TV broadcast maintenance experience and one year supervisory experience. UHF transmitter experience desired. FCC general class license or SBE television broadcast engineer certification. Salary negotiable, excellent benefits. Send resume, cover letter, and salary requirements to: Chief Engineer, WTCI-TV, 4411 Amnicola Highway, Chattanooga, TN 37406.

**Chief engineer** position available. Flint-Saginaw-Bay City, Michigan - CBS affiliate in 58th ADI seeks motivated, well organized chief engineer to manage technical department. Candidate must have proven television station and UHF transmitter maintenance experience. Apply in confidence to Michael J. Fiorile, WEYI-TV, P.O. Box 250, Clio, MI 48420. EOE.

**Maintenance technician:** Installation and repair of studio and transmitter equipment. Some design, planning, and training responsibilities. Rotating shift including nights and weekends. Requires Associate's degree in electronic technology or equivalent formal training, plus experience in electronic repair/troubleshooting. FCC license or SBE certification. Send resume; Manager of Human Resources, WNHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

**Maintenance technician** capable of studio maintenance, with RCA G-Line transmitter facility as primary responsibility. FCC general class license preferred, prior RF experience necessary. EOE, M/F. Send resume to Stephen M. Davis, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914-1203.

#### HELP WANTED NEWS

**Overseas experience.** We're still looking for an investigative reporter and have two new openings. Inviting application for general assignments reporter and bureau chief for Saipan station. Join an award-winning four station chain in one of the most exciting news areas in the world. Call or send tape and resume to John Morvant, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agana, Guam 96910 (671-477-9484 or 671-477-6397).

**Television group expands!** News directors, assignment editors, executive producers, and producers needed. We are a growth oriented, multiple station broadcast division looking for the best newsroom leaders available. Send resume to Box T-52. EOE.

**Anchor.** Oklahoma's top news organization is looking for a co-anchor for its M-F early evening and late newscasts. Will be teamed with female co-anchor. Must be solid journalist with strong reporting and communication skills. We are looking for a seasoned professional who will become involved in our community. Minimum five years prime anchor experience, preferably in a major market. Tapes and resumes to Perry Boxx, News Director, KOCO-TV, Box 14555, OKC, OK 73113. AAE. No agents, please.

**News director...** Individual to lead number one news team in a beautiful Pacific Northwest city. Must be able to inspire experienced crew while recruiting and training new people. Will consider number two individuals ready to move up. Must have excellent people skills and at least three years experience. EOE! Reply to Box T-81.

**Chief meteorologist.** Aggressive, growing Midwest network affiliate. Must be personable, aggressive, innovative, team player who'll combine on-air, and promotional appearances to dominate our market. Meteorology degree and several years of full-time TV weather experience a must. Box T-79.

**Investigative reporters** interested in 1988-89 fellowships in Kiplinger Midcareer Program for Journalists at Ohio State may schedule interview with director at IRE Conference, Arizona Biltmore, Phoenix, June 18-21. Fellows receive full tuition and fees plus \$15,000 stipend for year on campus. Call or write: John Wicklein, director, Kiplinger Program, OSU School of Journalism, 242 18th Ave., Columbus, OH 43210; 614-292-2607.

**Anchor.** Still looking for principal anchor at independent station. Metro area of 650,000. Send tape, resume, and salary requirements to: ND, WFMZ-TV, East Rock Road, Allentown, PA 18103.

**Nationally syndicated magazine format show,** which is sports related, is looking for non-union male and female anchors 25-45. Please send tapes, headshots, and resumes to: Riki Wuolle Casting Co., 401 North 3rd St., 6th floor, Minneapolis, MN 55401.

**Weathercaster** who can communicate for top 50 market. Why is weather happening? What does it mean to viewers? Make it interesting. Meteorologist preferred, not necessary. Resumes and cover letter only to Box T-97.

**WeatherData, Inc.** has an opening for a broadcast meteorologist. Duties would include telecasting the weather for KSNW-TV (NBC) in Wichita, broadcasts for our radio clients, and forecasting for our utility, newspaper, and other clients. Our meteorologists work in one of the most sophisticated weather facilities in the nation, and enjoy competitive salaries, insurance benefits, health club memberships, and what may be the best profit sharing plan in commercial meteorology. Applicants must have a minimum B.S. in meteorology with television experience. Experience in commercial meteorology is desired. To apply, send a 3/4" air check along with a complete resume to: Mike Smith, Weather-Data, Inc., 833 N. Main St., Wichita, KS 67203.

**National TV science series** looking for an engaging, witty, inquisitive studio co-host and reporter. We need someone who knows studio and field production, can do excellent interviews, and is willing to roll up his/her sleeves and leap in the water. Good humor and curiosity required; science background helpful. Relocation not necessary. Deadline July 15. Send resume and reel (pref. VHS) to: Science, KTCA-TV, 1640 Como Ave., St. Paul, MN 55108.

**North Florida's leading news team** seeks anchor/reporter for 5:30 show with female anchor. Strong writing and presentation essential. 3-5 years experience. Send tape & resume to: Jim Foy, News Director, WCTV, P.O. Box 3048, Tallahassee, FL 32315. EOE.

**Sunbelt weathercaster.** Second position at dominant CBS affiliate in Florida's capitol city remains unfilled. 2-3 years experience and AMS seal required. Computer graphics and strong presentation essential. Send tape and resume to: Jim Foy, News Director, P.O. Box 3048, Tallahassee, FL 32315. EOE.

**Producer:** Top 20 station seeks innovative producer for daily news-information program. This is a rare opportunity to join an aggressive news operation with state-of-the-art equipment. Resume to Box T-116. EOE.

**Weathercasters wanted!** If you know weather, know the latest in computer graphics for weather presentation, know how to make your on-air delivery interesting, and know what it takes for a winning newscast...we want to know you! Sunbelt VHF, affiliate. Send resume and salary history to Box T-114.

**Reporter.** 3 years experience in daily news and/or series work. Strong on substance. Send tape and resume to News Director, WSMV, Box 4, Nashville, TN 37202.

**Newscast director.** Highly creative. Works well with people. Send tape and resume to News Director, WSMV, Box 4, Nashville, TN 37202.

**Anchor/reporter** needed by Pacific Northwest 100+ network affiliate. EOE, M/F. Prior anchoring, reporting and videotaping experience required. Send resume and salary requirements to: Box T-107.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Producer/director.** Highly creative with special flair for commercials and promos from concept through hands-on production. Also well-rounded in program production. Minimum 3 years experience. Must have good reel. Salary commensurate with experience. Send resume and reel to Fran Nichols, WJCT, 100 Festival Park Ave., Jacksonville, FL 32202. No phone calls, please. EOE.

**Senior producer/director:** \$1.5 million production facility. Direct sales & client contact. Create, write, direct talent, & supervise post production. 5 years minimum experience. Send resume & tape to Northwest Image, P.O. Box 1313, Eugene, OR 97440. EOE.

**News promotion producer:** If you have strong writing and conceptualization skills, two years experience and want to work in a creative, competitive environment, then send a resume and sample reel to Ron Gates, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. EEO.

**Graphics artist/designer.** Two years experience in commercial art and hands-on knowledge of electronic graphics systems, set design, and print production techniques. Must have a progressive artistic approach to all work. Degree in commercial art preferred. Send resume to WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510. EOE.

**Graphic artist-news.** Top-rated, top-20 NBC affiliate in Midwest seeks illustrator/designer to operate paint system and direct control room production of news and promotion graphics. Television or related graphic design/illustrator experience required. Box T-106.

**Broadcast television editor:** 5 years experience in television production/engineering. Must be able to operate a Sony BVE-5000 and Sony BVE-900 editor and be familiar with all editing procedures. Must be able to operate tape machines, graphics devices and general television production equipment. Send resume to Jan DeCamp c/o F & F Productions, Inc. 10393 Gandy Blvd., St. Petersburg, FL 33702. M/F EOE.

**News headlines producer:** Write and produce news spots and IDs. Must know audio and video 3/4" editing basics. Terse, non-nonsense writing style, plus ability to work under tight deadline environment. Only applicants with 2-3 years experience and college degree in broadcasting or journalism need apply. Send resumes only to WLWT, Attention: Personnel Director, 140 West Ninth Street, Cincinnati, OH 45202. An equal opportunity employer.

**Switcher/director/editor:** Strong experience in operating a GVG 300 switcher is required along with creative directing skills. CMX editing ability would also be useful. This person should have skills for smooth coordination of crews. Call Sterling Davis 415-874-0154.

**Segment producers needed** for prestige annual primetime special in the style of "Real People". Important national credits imperative. Send bio to Simmons/Fortune, 1000 Connecticut Ave., NW, Suite 1200, Washington, DC 20036.

**Director** for commercial production with top 50 independent station. Prefer BA with one or two years experience. Send resume and salary requirements to Marty Zumpfe, KGMC-TV, P.O. Box 14587, Oklahoma City, OK 73113. EOE M/F.

**Producer/director.** Channel 5 seeks creative, imaginative person. Strong writing and organizational skills, thorough knowledge of state-of-the-art production equipment, computerized editing and graphics. Three years fulltime experience required, B.A. preferred. Annual salary: \$17,000 to \$22,000. Send resume to: Linda Tabakin, KNPB/Channel 5 Public Broadcasting, P.O. Box 14730, Reno, NV 89507. EOE.

**Production manager:** Leading ABC affiliate seeks individual with knowledge of all phases of production and strong supervisory skills. Responsibilities include coordinating station production facilities, supervising crew, and maintaining production budget. Please no phone calls. Send resume, complete with salary history to Tammy Green, Program/Operations Manager, WCTI-TV, P.O. Box 2325, New Bern, NC 28560. EOE.

**Operations coordinator.** WEDU-TV has an immediate opening for an experienced operations coordinator to supervise the computer operations for the programing services department. Duties and responsibilities include entering of the broadcast schedule and underwriting data into the Memtrac Program Management System; operating the PRO350 DACS System; scheduling recordings and tape machines; maintaining the video tape library. The successful applicant will possess a college degree or equivalent in work experience; good working knowledge of PTV programing; solid knowledge of computer operations. Special skills include the ability to work under deadlines, superior communication skills, attention to detail, sound judgement and the ability to supervise effectively. Send resume, salary requirements and business references to WEDU-TV Channel 3, P.O. Box 4033, Tampa, FL 33677-4033, ATTN: Personnel. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Proven performance...** experienced... dedicated... employed... manager looking for a GM/GSM position with an aggressive/progressive broadcaster. Experienced in local/regional/national TV sales and station operations. You have nothing to loose (except a 2¢ stamp) and everything to gain! No blind P.O. boxes please. Box T-6.

**GSM.** Looking for GSM or GM opportunity. Successful sales and sales management record in Midwest market. Tom Hartman 517-349-8847.

**SITUATIONS WANTED TECHNICAL**

**Experienced chief engineer** with construction background looking for a permanent position. I establish procedures that make a department run smoothly. My preventive maintenance techniques minimize down time and make you look good. My administrative methods are excellent. Write for a resume Box T-109.

**SITUATIONS WANTED NEWS**

**Mature, single, will relocate...** seeking entry level reporter position in small market. Either news or sports. Call 301—582-0479.

**Sportscaster:** I will be the hardest working sportscaster you've ever had. Proficient in anchoring, reporting, editing and play by play. Willing to work anywhere, any size market, available immediately. Box T-45

**Available August 1st.** Medium market anchor with major market on-air background. Seeking anchor slot with reporting. Northeast or midwest family city preferred. I'm choosy, but a true find for the right station. Box T-65.

**Anchor/producer.** Experienced Hong Kong based American seeks news/feature assignments Asia/China. Hal Archer 619—487-8888.

**Hardworking reporter/anchor** looking for a TV station that cares about news. Seeking small and medium markets in downstate New York, New Jersey and north-eastern Pennsylvania. Box T-82.

**Weatherman:** Sharp looking with a warm personality. 3 years exp. small-med. mkts only. Box T-96.

**Desperately seeking television station** to hire young woman talent with personality, intelligence and ambition. Degreed in broadcast journalism, three years experience in copywriting and producing in top 20 market. Jacquie Kemper, 5707 Morningside, Cleveland, OH 44129. 216—884-0037.

**Three years combined newspaper and radio experience.** ready for television -- the perfect female complement to your sports team. Northeast preferred. Reply Box T-113

**MISCELLANEOUS**

**Antonelli sales training package.** Improve performance of your local sales staff. Train new people. Developed by Martin Antonelli, President, Antonelli Media Training Center, 20 years in broadcast. Includes 100 page training manual, one hour videotape, prospecting, packaging, selling the independent, much, much more. Sold to stations all across the country. 212—206-8063.

**Primo people needs specialists.** ....investigative, consumer, medical and feature reporters. Send tapes and resume to Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203—637-3653

**Just starting a TV news job search?** We'll help you get organized with custom mailing lists of the top 100 markets. Write to: Indy Skyline Incorporated, 3463 Woodfront Pl., Indianapolis, IN 46222.

**ALLIED FIELDS****HELP WANTED INSTRUCTION**

**The Radio and Television Department** of Ashland College invites applications for an assistant or associate professorship leading to chairperson/directorship of the department. The tenure track position is to begin August 25, 1987. The teaching assignment includes TV production, broadcast law, broadcast journalism, announcing, video script writing, and audience measurement. Duties include advising department majors, and serving on college committees. Qualifications include five years practical broadcast experience, preferably in a management or supervisory capacity. Doctorate preferred, although a masters degree plus professional experience will be considered. The department operates a 3 kw stereo FM station and cablecasts on the local CATV facility. Emphasis of the program is hands-on experience for the approximately 120 undergraduate majors. Send a letter of application, resume, transcripts and names of three references to Dr. Fred Rafeld, Dean of the School of Business Administration, Economics and Radio Television, 401 College Avenue, Ashland, OH 44805. Ashland College is an affirmative action/equal opportunity employer.

**HELP WANTED TECHNICAL**

**Technicians,** experienced in the repair and maintenance of point to point microwave to component level. Must be able to communicate with chief engineers. Must have FCC licence. Relocation to Dallas, Texas. Send resume to: Broadcast Rentals and Sales, 1321 Valwood Parkway, #420, Carrollton, TX 75006.

**Maintenance engineer.** Full service production company seeks experienced maintenance engineer. Experience with computerized editing systems, all videotape formats, production switchers, computer graphic systems, preferable. Telemation Productions, c/o Tom Chiakulas, 3210 W. Westlake Ave., Glenview, IL 60025. 312—729-5215

**Odetics, Inc.,** a manufacturer of broadcast cart machines is seeking a field engineer. Technical experience with video tape and television studio equipment required with some computer or microprocessor background desirable. Good communication skills, the ability to work independently and a 2 year A.A.S. degree or equivalent work experience required. Send resume to Linda, Odetics, Inc., 1515 S. Manchester, Anaheim, CA 92802 or call John at 714—772-1000, ext. 3301.

**HELP WANTED PROGRAMING PRODUCTION & OTHERS**

**Production director:** Video production facility with emphasis on multi-camera remotes. Applicant must have extensive background in all phases of video production, including shooting and editing commercial, industrial and sports productions. Will be responsible for set up of remote unit and all operations while on site. Send resume to: General Manager, Remote Possibilities, Inc., 1532 32nd Ave. S., Fargo, ND 58103.

**RADIO AND TV PROGRAMING**

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

**EMPLOYMENT SERVICES**

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 805—687-6000. Ext. R-7833 for current federal list

**EDUCATION**

**Guarantee Radio Supply Corp.,** 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723—3331.

**Instant cash-** highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 303—665-3767.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301—845—8888.

**FM antenna(s):** Will buy used FM broadcast Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723—3331.

**Instant cash-** highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 303—665-3767.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301—845—8888

**FM antenna(s):** Will buy used FM broadcast antenna(s) - any make - any model - Call 806—372-4518.

**FOR SALE EQUIPMENT**

**AM and FM transmitter** —used, excellent condition. Guaranteed. Financing available. Transcom 215-884—0888.

**25KW FM-Harris FM25(1986),** Harris FM25K(1983), CCA 25000DS(1972) CSI 25000E(1978) AEL 25KG(1977) \*\*20KW FM-Harris 20H3(1970). Transcom Corp 215-884—0888, Telex 910-240—3856

**5KW/10KW FM \*\*RCA BTF 10D(1969)\*\*3KW FM-CCA 3000DS(1968) 5KW-RCA FM5B(1963)\*\*2.5KW FM-Sparta 602A(1977), Gates FM-1C(1966). Transcom Corp 215-884—0888, Telex 910-240—3856**

**Harris 1KW AM \*\*SX-1A(1985)-SX1(1983)** both in mint condition. Transcom Corp 215-884—0888, Telex 910-240—3856

**Continental 317B(1964),** Gates BC-50C(1966)\*\*RCA 5T1(1965), RCA 10H(1960), Gates BC5P(1960), Gates BC-1G(1972), also 500G. Transcom Corp. 215—884-0888. Telex 910-240—3856.

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303—665-3767.

**Silverline UHF transmitters** new, best price, latest technology. 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303—465-4141.

**Excellent equipment!** UHF-VHF transmitters: 110 KW, 55 KW, 30 KW - used; 1 KW AM, 5 yrs old - perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A; antennas - TX line; much more! Call Ray LaRue 813—685-2938.

**Post production house moving.** Selling complete 1" inventory consisting of Ampex ADO-3000, VPR-2B's Quantel digital effects, more. Call for details & inventory. Maze Broadcast. 205—956-2227.

**RCA TK-46 studio color camera systems.** 2 units just removed. \$15k for pair. Maze Broadcast. 205—956-2227.

**Gates FM-5H** five kilowatt FM transmitter with TE-3 exciter. FOB Colorado. \$4500.00. Maze Broadcast. 205—956-2227.

**RCA TTU-60** sixty kilowatt UHF transmitter in mid band. Complete with dual solid state exciters, remote, microwave, good klystrons, spare parts. \$125,000.00. Maze Broadcast. 205—956-2227.

**Sony DXC-M3 ENG camera systems.** 2 available. Excellent condition. 10k for pair. Maze Broadcast. 205—956-2227.

**Harris - MW-5B** 19 months old, in our warehouse. We have never had one newer. Available now. Besco International, 214—276-9725/214—630-3600.

**3 1/8" transmission line.** RCA 50 ohm, EIA flanged with hangers, elbows, bullets. Capped. \$300.00 per 20' section. Maze Broadcast 205—956-2227

**Crosspoint-Latch** 6139B 16 X 3 Production switcher. As new. Cost 21K sell \$9,900.00. Maze Broadcast 205—956-2227

**Macom MA-2G** 2 Ghz fixed microwave system. New. Complete with 530' line, 4'dishes, accessories. Cost 36K. Sell \$16,000.00. Maze Broadcast 205—956-2227.

**AM transmitters:** 50, 10, 5, 2.5, 1, 5 and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314—664-4497.

**FM transmitters:** 25, 20, 15.5, 1, and .25 kw Continental Communications, Box 78219, St. Louis, MO 63178. 314—664-4497.

**Tektronix vectorscopes** and waveform monitors 520A, 1480R NTSC. 1481R 521A PAL. \$3000 ea. 818—352-6619.

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.99. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301—845-8888, or call toll free, 800—238-4300.

**New and used broadcast towers.** Custom designed for your needs. Call Tower Design and Fabrication for a quote. 314—687-3932.

**VPR-2B,** BVH-1100 editing suite, BVU-110s, Vital-114, Ampex ADO-1000 and 3000, Grass 400 routing switcher, Sony 5000s, and 5600, AVR-2, TCR-100, TP-66, TP-55s, TP-7s, VPR-1s, Datron Vanguard editor, NEC TBC-10, CMX Edge, and VPR-2B, Sports Controllers, must sell Crosspoint Latch, with Convergence 6403 \$2,500.00. Call Media Concepts 919—977-3600.

**RCA TT25FL transmitter** operating on channel 6 - very good condition. Kline tower - overall height is 645 feet with two platforms. Tower will be dismantled after completion of new tower. WBRC-TV 205—322-6666.

**OVER 100,000 BROADCASTERS Turn to BROADCASTING's Classifieds every week**

## RADIO

### Help Wanted Management

#### Experienced General Manager

needed for Midsouth top-rated AM/FM Combo. Minimum 5 years experience in management. Excellent track record required. Please forward resume to Box T-103.

### Help Wanted Technical

#### SENIOR ENGINEER

Seek experienced engineer to manage engineering development projects, provide system-wide engineering support and technical assistance, and administer and supervise all activities relating to assigned projects. BSEE degree preferred. Minimum 5 yrs. training/experience in broadcast engineering to include design, construction and installation of broadcast facilities and/or recording studios. Project management experience dealing with plan development, contract management, radio regulatory issues, procurement, work scheduling, and budget control desired. Excellent benefits package. Send resume including salary history in confidence by 6/12/87 to:

#### NATIONAL PUBLIC RADIO

Personnel Department  
2025 M Street, NW  
Washington, DC 20036

Women and minorities are encouraged to apply.  
AA/EEOE

#### SATELLITE SYSTEM MAINTENANCE TECHNICIAN

Responsible for troubleshooting and repair at component level of satellite earth station equipment. Will also work with system personnel over the phone for diagnosis and repair of system failures. Experience with SHF, receiver circuits, and microprocessor equipment desirable. Experience with radio broadcast operations helpful. ASEE or equivalent and 3 years repair experience required. Salary negotiable based on experience. Send resume by June 12, 1987 to:

#### NATIONAL PUBLIC RADIO

Personnel Department  
2025 M St., NW  
Washington, DC 20036

AA/EEOE

### Situations Wanted Management

**BEST #\*&%\$  
GENERAL MANAGER IN CAPTIVITY!  
BOTTOM-LINE ORIENTED!  
ACCUSTOMED TO WINNING!  
PRESENTLY EMPLOYED BUT  
UNCHALLENGED!  
BOX T-118**

#### A PASSION FOR EXCELLENCE

18-year veteran manager in 370,000 mid-west market ready to move up. Age 41. Sales management, programing, announcing, budgeting, and engineering Turnaround specialist. Box T-101.

## TELEVISION

### Help Wanted Sales

#### RESEARCH MANAGERS- ANALYSTS

Leading TV sales representative seeks bright, energetic, creative people for research managers and analysts in New York office. Some experience in media research required. Good advancement opportunities. Resume to Box T-100.

### Help Wanted News

#### REPORTER/ANCHOR

General assignment reporter with producer/anchor duties for noon newscast. Three years professional experience preferred. Degree in Broadcast Journalism or Mass Communications. Must prepare newscast daily, set up and conduct on-air interviews. Will work with assignment desk on general assignment stories daily.

Send resume and tape to David Lowell, News Director, KFDM-TV, P.O. Box 7128, Beaumont, TX 77706. EEO employer.

### Help Wanted Management

#### PROMOTION MANAGER

Group Spanish language television station in Puerto Rico is looking for experienced Promotion Manager. Must have strong background in on-air, print and radio promotion of television station. Prior experience in budget control and staff management. Strong Spanish language background. Two years experience as Promotion Director or Manager required. Send resume and tape to: Wanda Costanzo, Program Director, WSTE-TV, Box A, Old San Juan Station, San Juan, PR 00902. Competitive salary and benefits. EOE.

#### MANAGER, CABLE AD SALES

Extraordinary opportunity for experienced cable ad sales pro who can sell and manage for profitability a large successful sales staff for 90,000-sub system in Northeast. Send resume and salary requirements to Box T-119. EOE.

### Help Wanted Technical

## Montclair State College

#### TELEVISION ENGINEER

Reports to the Director of the TV Center. Coordinator for all TV facilities for Dumont School of Broadcasting. Able to test, align, and keep on standard all TV recorders, monitors and cameras using oscilloscopes, counters and other test equipment for repair and maintenance. Degree in TV engineering or equivalent.

Salary Range: \$22,836-\$31,978 V-4

Please send cover letter with resume by June 1, 1987 to:

Donald Mattran, Dean  
School of Fine and Performing Arts



Montclair State College  
Box C316 (V-4)  
Upper Montclair, NJ 07043

Affirmative Action/Equal Opportunity Institution.  
Made possible thru Governor's Challenge for  
Excellence grant.

# BROADCAST SYSTEMS ENGINEER AUDIO / VIDEO

Get in sync with the opportunities at ABC.

We need an Audio/Video Systems Engineer with at least 5 years experience to help us maintain our operations. You must be knowledgeable in television broadcast systems and be able to plan, budget and design television broadcast facilities for use at various Capital Cities/ABC, Inc. locations. A degree in Electrical Engineering and other pertinent experience will be pluses for our consideration.

Please send resume only, to:

Capital Cities/ABC, Inc.  
40 West 66th St.  
New York, NY 10023  
Attn: DB

**CAPITAL CITIES/ABC, INC.**

Equal Opportunity Employer M/F/H/V



**Help Wanted Programing,  
Production, Others**

**ASSOCIATE PRODUCER**

Local morning Talk Show in Top 15 market is seeking a new team member! Previous talk show experience is required as well as strong booking, producing, writing and people skills. College degree and Pacific Northwest background preferred.

Applicants should send resume and tape:

KING 5 TV  
333 Dexter Avenue North,  
Seattle, WA 98109.

Attention: Personnel  
NO PHONE CALLS PLEASE  
An Equal Opportunity Employer, M/F/H/C



**THE NASHVILLE  
NETWORK**

**CMX TAPE EDITOR**

The Nashville Network, a leading cable television production company located in Nashville, Tennessee, is seeking an experienced CMX tape editor. Our editing includes Nashville Network programming material, syndicated shows, commercials, plus variety and sports specials for outside networks and production companies. Experience working on CMX 340X, ADO 3400, Chyron 4100EX, and Abekas A42 still store is preferred. We can offer a competitive salary, excellent benefits, and a working atmosphere that is challenging, professional, and rewarding. For consideration, submit your resume, letter of interest, and salary history to:

Opryland Broadcast Personnel  
2806 Opryland Drive  
Nashville, TN 37214  
EOE

**CHILDREN'S  
PRODUCER**

Major market station with strong commitment to local programming is seeking experienced producer for development and production of daily children's program. Applicants should have solid experience in studio and field production, a fresh and creative understanding of the audience and be able to create innovative material which will educate and entertain. Writing skills a must. Background in children's television preferred.

Send resume to Box T-92

An Equal Opportunity Employer

**PRODUCER**

Major market station is looking for a skilled, resourceful and creative producer for development and production of a weekly live hour of innovative television. Program will cover a variety of subjects in a variety of styles and will do so with taste, energy and understanding. Thorough knowledge of studio and field production (both tape and live remote) is required as well as experience in staff supervision. Writing skills a must.

Send resume to Box T-93

An Equal Opportunity Employer

**GRAPHICS AND  
DESIGN DIRECTOR**

Looking for creative individual with extensive art background and television experience to establish and maintain overall production and graphic look of one of the nation's leading stations. Must have hands on experience with state of the art production facilities and strong interpersonal and communications skills. Directing experience highly desired. Send resume and non returnable tape with examples of your work to John Dolive, WSMV, P.O. Box 4, Nashville, TN 37202.

**NO. 1 MARKET  
SEEKS  
TOP CREATIVE  
SERVICES TALENT**

TV station is looking for top on air promotion producers, copywriters, and designers.

If you've got the credentials and you're the best, send a resume to Box T-120.

**UNIQUE OPPORTUNITY  
Children's  
Talent**

Major market station with strong commitment to local programming is looking for a multitasking performer to play central role in newly created children's program. Send resume to Box T-91

An Equal Opportunity Employer

**Situations Wanted News**

**AVAILABLE AUGUST 1ST**

Medium market anchor with major market on-air background. Seeking anchor slot with reporting. Northeast or Midwest family city preferred. I'm choosy, but a true find for the right station. Box T-65.

**TELEVISION ANCHOR  
RATINGS WINNER**

Top rated LA independent (KTTV) anchor 6 years running. Last 5 years owning and managing successful FM. Team oriented. Available 8/87. All inquiries considered. Charles Rowe (503) 996-4040.

Blind Box Responses:

**BOX ???**

c/o Broadcasting Magazine  
1705 DeSales St., NW  
Washington, DC 20036

(No tapes accepted)

**Employment Services**

**JOB HUNTING?**

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, and engineering. For \$37.50 you get a daily report for 6 weeks. 1-800-237-8073 (In Missouri 314-442-3364). MediaLine, P. O. Box 10167, Columbia, MO 65205-4002.



**Radio & TV Programing**

- \* \* \* \* \*
- \* Pick up the Pilot show of
- \* **THE DOLLY DIMPLES HIT PARADE** \*
- \* a new weekly one hour show for children \*
- \* on Kayla Satellite Broadcasting Network \*
- \* Satcom F2R Transponder 23 6.2 Audio \*
- \* August 4th (Tuesday) or August 6th (Thursday) \*
- \* 7-8 PM Eastern Standard Time 6-7 PM Central Standard Time \*
- \* 5-6 PM Mountain Standard Time 4-5 PM Pacific Standard Time \*
- \* If you are interested in having your station become \*
- \* the KSBN affiliate in your market for this show call \*
- \* Al Rubin (516) 781-7826. \*
- \* This is the show all kids will be talking about! \*
- \* \* \* \* \*



**Lum and Abner  
Are Back**

... piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737 Jonesboro, Arkansas 72403 ■ 501/972-5884





**ARMY SPORTS BROADCASTING NETWORK**

ARMY SPORTS BROADCASTING NETWORK (ASBN) IS LOOKING FOR A FEW MORE KEY MARKET RADIO STATIONS TO BROADCAST "THE BLACK KNIGHTS OF ARMY" FOOTBALL GAMES. ALL 11 GAMES WILL BE DELIVERED TO STATIONS VIA SATELLITE.

THIS EXCITING FOOTBALL SCHEDULE WILL BRING MAXIMUM AUDIENCE AS WELL AS NEW AND PREMIUM INCOME TO YOUR STATION.

BE THE EXCLUSIVE RADIO VOICE IN YOUR MARKET WHEN ARMY FACES NAVY, WHEN ARMY CHALLENGES HOLY CROSS OR WHEN THE ARMY CAPTURES MILLIONS OF SPORTS FANS EVERY SATURDAY DURING FOOTBALL SEASON.

CALL GUS NATHAN, NETWORK COORDINATOR AT (212) 538-9898 OR (914) 693-2400 FOR MORE INFORMATION. BECOME THE ASBN NETWORK AFFILIATE IN YOUR MARKET. BECOME A PART OF TRADITION. BE A PART OF THE WEST POINT TRADITION.

**ARMY SPORTS BROADCASTING NETWORK**  
P. O. Box 551, White Plains, NY 10602  
914-693-2400 212-538-9898

**Consultants**

**LOW POWER TV**

FCC to lift filing freeze in effect since 1981. Nationwide "filing window" to open late June 1987. Call today for expert LPTV & Docket 80-90 FM application preparation. Call today. don't miss out!

**TRA COMMUNICATIONS CONSULTANTS**  
3590 S. 60th Avenue, Suite 9  
Hollywood, FL 33023  
305-981-8480

**WILLIAM SHAW**

Specializing in Radio Projects  
Long, Short Term, Building - Rebuilding  
Transfers, Turn-arounds, Difficult Situations  
United States and Off Shore  
704-487-1589

**Business Opportunities**

**MINORITY COUPLE**

With substantive broadcast experience seeking limited partners for upcoming 80-90 applications. Reply: 3430 Jefferson, Redwood City, CA 94062. 415-365-1573.

**INVESTOR OPPORTUNITY  
NEW NORTHEAST COMBO**

- 51st market AM/new FM
  - 25% ownership in expanding company
  - 300k to 400k part equity/part loan necessary to participate
  - Excellent returns and terms anticipated
  - Equity position offered to facilitate station upgrading in growth market
- If qualified call: 518-377-7604 ask for WW

**Business Opportunities  
Continued**

**Radio Station Owners  
Get FREE Help and Get Paid for it**

Accept my internship students. I'll pay you up to \$900.00 for each accepted. 14 markets already participating. Reply To: P.O. BOX 9767, San Jose, CA 95157  
*Make Extra Profits*

**Wanted to Buy Stations**

I will buy for cash one AM Daytimer, any size market, prefer small to medium size. Call or write to Gene Humphries, 918-786-6102 or P.O. Box 2243, Grove, OK 74344.

**For Sale Stations**

**CENTRAL INDIANA**

Small market FM with lots of potential. Good owner/operator situation. Asking \$475 K with \$75,000 down.

**WISCONSIN**

Combo serving population of over 200,000. Real estate, good equipment. Asking \$1.05 million with \$300,000 down.

**BERNIE KVALE**  
(312) 490-0470



**SOUTHERN MARKET**

- Full C FM 5kw day/1kw AM
- FM 1440 HAAT (own tower)
- State of the art facility
- Metro 100,000. TSA 600,000
- Billing over 1 million this year
- Excellent cash flow

Price - 3.7 million

**Station Inquiry**  
P.O. Box 430

Harrisburg, PA 17108

**Construction Permits  
Sale**

Alabama	Major Market	5 KW D 1 KW N
Colorado	Major Market	5 KW D 1 KW N
N. Carolina	Major Market	1 KW D
S. Carolina	Major Market	5 KW D
Virginia	Major Market	10 KW D
Florida	Major Market	50 KW D 5 KW N
Pennsylvania	Major Market	2.5 KW D
Nebraska	Medium Market	100 KW

City Grade Contours over Major Markets. Phone 504-282-9878. 8:30-11:30 AM CDT Weekdays only. Write Don Kern. 7222 Sardonyx St., New Orleans, LA 70124.

**RADIO STATION TRANSFERS - 1987**

The only comprehensive listing of 1,600+ station sales in 1985-1986. Over 140 pages of exclusive information including:

- Current/Past Selling Prices
- Price Appreciation
- Largest Sales
- Ownership Periods
- Group Sales

Introductory Price: \$95.00

Order Information: 212-302-8720



- Fulltimer in Nashville covering more than 500,000 people. \$700,000.

- 50,000 watt ERP plus fulltimer covering more than 230,000. Western Maryland. \$300,000 D.P. Total \$1.25 million. Attractive terms.

**Business Broker Associates**  
615-756-7635, 24 hours

**CLASS A FM**

Small market. Southwest Missouri. Built 1984, all new equipment. Good programming and base billing established. Motivated seller wants cash offer, or will consider terms from qualified buyer. Call NOW. Paul or John. 612-222-5555

**MEDIA BROKERS • APPRAISERS**

Put my over 30 years of service to work for you ...

**BURT SHERWOOD INC.**  
3125 Maple Leaf Dr. • Glenview, IL 60025  
**312-272-4970**



## SOUTHEAST

Growing medium market FM—showplace. Good cash flow. Asking \$820,000.

## COLORADO

AM/FM in attractive, growing resort market. Asking \$350 K.

## SOUTHWEST

AM/FM serving over 200,000. A leader in the market. Asking \$725,000 with terms.

**DAN ROUSE**  
(214) 788-2525



**BROADCAST  
YOUR JOB OPENINGS!**

## BOB KIMEL'S NEW ENGLAND MEDIA, INC.

### SOUTHERN NEW ENGLAND

Full time non directional AM  
\$300,000 total with \$100,000 down  
call Mike Rice 203-456-1111

8 Driscoll Dr., St. Albans, VT 05478  
802-524-5963

*P.E. Meador & Assoc.*

MEDIA BROKERS

AM-FM-TV Appraisals

P.O. BOX 36  
LEXINGTON, MO 64067 KANSAS CITY, MO.  
816-259-2544 816-455-0001

### FOR SALE

AM/FM radio stations. Northern Sacramento Valley in California. Small town. Only radio station in the county. Priced for quick sale.

Reply Box T-105

### BELOW REPLACEMENT COST

Ozarks resort area Class "A" FM serving rich, viable markets S.W. Missouri, N.W. Arkansas. New equipment - Studios - Offices - Real Estate. \$235 K plus lease and real estate assumptions. J. House, Box 6115, Sherwood, AR 72116

### PRICED FOR IMMEDIATE SALE

Aspen, Colorado low power TV station K23AE plus auxiliary micro wave equipment. Call 303-920-3820.

### SUCCESSFUL CLASS C IN MAJOR MARKET FOR SALE.

Excellent opportunity for qualified buyer. Priced right and ready to deal. 801-972-3449.

### Northwest FM Steal

Only FM in two station market; everything brand new; great life style; asking \$175,000/cash with 100% financing potentially available to qualified buyer. Write Box T-117.

### FLA. EAST COAST 1000 WATT AM

Growing area. good business potential. Priced for quick sale. Write or call: WCCZ, 109 Canal Street, New Smyrna Beach, FL 32069 904-427-1550.

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable 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.

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.

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, & 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.)

Replies to ads with Blind Box numbers should be ad-

dressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

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.

**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. No personal ads. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations wanted: \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space, Agency commission only on display space.

**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 counts as one word each.

# Fates & Fortunes

## Media

**Dennis J. FitzSimons**, VP, operations, WGN-TV Chicago, named VP and general manager.



FitzSimons



Garner

**Nathan W. Garner**, VP, corporate affairs, American Television & Communications Corp., Manhattan division, named president, Paragon Communications, northern Manhattan. Paragon is Denver-based joint venture between ATC and Houston Industries.

**Vicki Grayson**, director, finance and administration, NBC Entertainment, New York, named VP, finance and operations, corporate communications, NBC.

**Charles R. Allen**, station manager, noncommercial KAET(TV) Phoenix, named general manager.

**Robert J. Ausfeld**, station manager, WABY(AM)-WKLI(FM) Albany, N.Y., named VP and general manager.

**Ben Avery**, VP, station relations, Mutual Broadcasting System, Arlington, Va., resigned.

**J. Ralph (Jack) Carter**, weathercaster, KOAA-TV Pueblo, Colo., and independent consultant, joins KCCY(FM) Pueblo as general manager.

**Christopher M. Johnson**, general manager, WCHS(AM) Charleston, W. Va., adds duties as general manager, co-located WBES(FM).

**Gary G. Wright**, sales manager and director, agricultural services, WFIN(AM)-WHMQ(FM) Finlay, Ohio, joins WKAN(AM)-WLRT(FM) Kankakee, Ill., as general manager.

**Michael Whalen**, VP and general manager, WPTR(AM) Albany-WFLY(FM) Troy, both New York, joins WLOE(AM)-WKLM(FM) Eden, N.C., as VP and general manager.

**Richard J. Waterman**, director, corporate affairs, Westinghouse Broadcasting, Santa Ana, Calif., joins Southern California Cable Television Systems, Los Angeles-based group of five cable systems owned by ML Media Cable TV, Greenwich, Conn., as VP and general manager.

**Walter N. Johnson**, accountant, Price Waterhouse, Detroit, joins Gilmore Enterprises Corp., Kalamazoo, Mich., owner of one AM, three FM and three TV stations, as corporate controller.

**George Brown**, director, education, Specs Howard School of Broadcast Arts, Detroit, joins WABJ(AM)-WQTE(FM) Adrian, Mich., as operations director.

**Gail Glenn**, manager, development projects, noncommercial KERA-TV Dallas, joins noncommercial KPBS-FM-TV San Diego, as director, auction and special events.

**Beverly J. Van Noord**, corporate underwriting representative, noncommercial WGVC(TV) Grand Rapids, Mich., and WGK(TV) Kalamazoo, Mich., named assistant development manager, corporate and foundation relations.

## Marketing

**Pat Healy**, VP and controller, Interep Companies, New York, named executive VP and chief financial officer.



Healy



Olson

Appointments at Ketchum Advertising, San Francisco: **Millie Olson**, senior VP and creative director, to senior VP and executive creative director; **Mary Murphy**, media supervisor, to associate media director; **Gregory Montana**, media planner, to media supervisor; **Paul Mihalek**, assistant media planner, to media planner; **Lawrence Teherani-Ami**, from NW Ayer, to assistant media planner.

**Nancy Long**, director, marketing planning and research, Tracy-Locke Inc., Denver, named senior VP and director, marketing planning and research.

**Robert J. McKinley**, management representative, McCann-Erickson Worldwide, New York, named senior VP. **Michael Delaney**, media group head; **David Farquhar**, associate media director, and **Mary Ellen Pirozzoli**, producer, named VP's. Appointments at McCann-Erickson, Detroit: **Andrea Vaughan**, media department liaison, and **Ellen Archer**, media estimator, to media buyers; **Susan Vircik**, senior estimator, to network coordinator; **Reagan Hudgens**, media estimator, to head print estimator.

**Hadassa Gerber**, senior VP and associate media director, McCann-Erickson, New York, joins Wells, Rich, Greene/Worldwide there as senior VP and media planning director.

**Douglas K. Schores**, senior VP and management supervisor, Weightman Advertising, Philadelphia, named senior VP of parent,

Weightman Group. **Gwendolyn Wilson**, assistant spot buyer, Weightman Advertising, named broadcast buyer.

**David C. Logan**, director, marketing, ABC Radio Networks, New York, named VP and director, marketing.

**Stephen R. Fajen**, member, board of directors and executive committee, Saatchi & Saatchi Compton Inc., New York, joins Vitt Media International Inc. there as senior VP and director, client services.

**Rich Livingston**, senior VP, marketing services, Weitzman, Dym & Associates Inc., Greenbelt, Md., advertising agency, named partner and executive VP. **Leon Kislowski**, associate creative director, named senior VP and creative director; **Charles Somerville**, VP and account supervisor, to senior VP; **Sheila Huff**, associate media director, to media director.

**Richard Effman**, VP and account supervisor, Doyle Dane Bernbach, New York, joins FCB/Leber Katz Partners there as VP and management director.

Appointments at Ted Bates Worldwide, New York: **Amy Sheldon**, producer, to VP and producer; **Belina Broido**, copywriter, to VP and associate creative director; **Shelly Diamond**, media supervisor, to management supervisor; **Sharon Harte**, assistant producer, to producer.

**Al Lindberg**, research director, Gardner Advertising Co., St. Louis, named VP.

**Joanne Evans**, media director, CPM Inc., Chicago, named VP and media director. **Barbara McCarthy**, former account executive, NW Ayer, New York, joins CPM in same capacity.

**Bob Jeremiah**, director, advertising sales, Eastern region, ESPN Inc., New York, named director, advertising sales, sales planning and administration. **Jon Steinlauf**, advertising sales account executive, succeeds Jeremiah as director, advertising sales, Eastern region.

**Jeff Bockman**, group creative director, Isadore & Paulson Advertising, New York, joins DDB Needham Worldwide there as creative supervisor.

Appointments at BBDO: **Sharon Davis**, associate director, research services, New York, to director, research services; **Anthony Frere**, senior producer, New York, to executive producer; **Vicki Halliday**, producer, New York, to senior producer; **George W. Hunt**, career counselor and research assistant, Loyola University, Chicago, to senior research analyst, BBDO, Chicago; **Jarvis D. Fiedler**, creative director, Foote, Cone & Belding, Chicago, to executive art director, BBDO Chicago; **Lauren Crane**, copywriter, Detroit, to copy supervisor; **David Carnegie**, art director, Campbell-Ewald Co., Warren, Mich., to art supervisor, BBDO, Detroit.

**Antho C. (Tony) Lunt**, VP, communications,

Association of National Advertisers, New York, joins Affinity Group Marketing Inc. there as marketing director.

**Peter R. Jacoby**, senior copywriter, Cochrane Chase, Livingston & Co., Newport Beach, Calif., named associate creative director. **Peter E. Bretschger**, account supervisor, named management supervisor.

**Christopher Brulatour**, account executive, HCM Dawson Johns & Black, Chicago, named account supervisor.

**Lee Ann Pritchett**, office coordinator, Blair Television, Atlanta, named account executive.

**Peter Lee**, account manager, Gaynor Associates, Taipei, Taiwan, joins Giardini/Russell Inc., Watertown, Mass., as assistant account executive. **Ann Sharpe**, advertising assistant, John Pearson Advertising, Boston, and **Ann Seman**, account secretary, Giardini/Russell, named account coordinators, Giardini/Russell.

**Eric Land**, general sales manager, WISH-TV Indianapolis, joins KTSP-TV Phoenix in same capacity.

**Al Davidson**, advertising sales manager, United Cable Television Corp. of Connecticut, West Hartford, named general manager, advertising sales. **Cindy Garro**, account executive, named local advertising sales manager.

**Robert E. Serre**, national sales manager, WLNS-TV Lansing, Mich., named general sales manager.

**Morton J. Victorson**, general manager, WBES(FM) Charleston, W. Va., named general sales manager, WBES and co-located WCHS(AM).

**Jim Burke**, account executive, CBS Television Stations, national sales, New York, named local sales manager, KCBS-TV Los Angeles.

**Chris Paquin**, account executive, WEEI(AM) Boston, joins WAAF(FM) Worcester, Mass., as local sales manager. **Julie Natchloni**, from WBCN(FM) Boston, joins WAAF as national sales manager.

**Ileen Brown**, regional sales manager, KTXH(TV) Houston, named local sales manager.

**Barbara Allen**, account executive, WHNS(TV) Asheville, N.C., named local sales manager.

**Jan Imrick**, account executive, WLUC-TV Marquette, Mich., named national sales manager.

**Jim Wheeler**, sales representative, The Jennite Co., Toledo, Ohio, joins WTOL-TV there as account executive.

**Jim Agius**, advertising director, World Wide TV and Appliance, Allen Park, Mich., joins WMTG(AM)-WNIC-FM Dearborn, Mich., as account executive.

**David Spear**, local sales manager, KSND(FM) Springfield-Eugene, Ore., joins KING(AM) Seattle as account executive.

**Diane Woodward**, account executive, WLZR-AM-FM Milwaukee, joins WISN(AM)-WLTQ(FM) there in same capacity.

**Kay T. Plathow**, from WBA(FM) St. Petersburg, Fla., and **Abe Peterzell**, sales representative, *Orlando Sentinel*, join WSSP(FM) Cocoa Beach, Fla., as account executives.

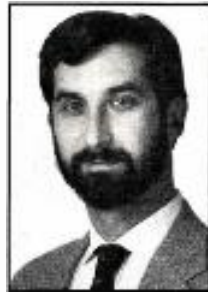
**Ron Archer**, from WHEZ(AM)-WNWN(FM) Coldwater, Mich., joins WUHQ-TV Battle Creek, Mich., as account executive.

**Gail Gordon**, account executive, WWCN(AM) Albany, N.Y., and **Ronald Young**, recent graduate, Marist College, Poughkeepsie, N.Y., join WTZA(TV) Kingston, N.Y., as account executives.

## Programing

**Robert Murphy**, executive VP, Coca-Cola's Merv Griffin Enterprises, Los Angeles, and executive producer, *Wheel of Fortune*, *Jeopardy* and *Dance Fever*, named president and chief executive officer, Merv Griffin Enterprises, succeeding **Murray Schwartz**, who launched his own production company last year.

**Richard Katz**, VP, business affairs, West Coast, CBS-TV, joins GTG Entertainment, Culver City, Calif., as VP, business affairs.



Katz



Kindberg

**Jack Kindberg**, VP and general manager, GTG Entertainment's The Culver Studios, named president.

**Nancy Abramson**, program clearance representative, special programing department, ABC Radio Networks, New York, named manager, network programing.

**Josephine Prestianni**, manager, national radio, Anheuser-Busch and Busch Media Group, St. Louis, joins LBS Communications Inc., New York, as VP, LBS Radio.

**Cy Leslie**, chairman, president and CEO, MGM/UA Home Entertainment, Beverly Hills, Calif., resigns. He will continue as consultant to company.

**Tom Byrnes**, VP and Eastern sales manager, Lorimar Domestic Television Distribution Group, New York, named senior VP and general sales manager, off-network sales.

Appointments at MTV Networks Inc., New York: **Jock McLean**, director, acquisitions, to VP, acquisitions; **Van Toffler**, associate, Kaye, Scholer, Fierman, Hays & Handler, New York law firm, to counsel, MTV Networks; **Paul J. Laverty**, manager, budgets and forecasts, to director, financial planning; **Rick Krim**, manager, talent relations, to director, talent relations; **David B. Cohn**, unit manager, to production manager. Appointments at MTV Europe, London: **Liz Nealson**, executive producer, MTV's VH-1, New York, to executive producer; **Monica Dodi**, director, marketing and sales, Uniform Printing, New York, to director, network development; **Brian Diamond**, senior producer, MTV, New York, to director, studio production.

**Rick Lemmo**, regional manager, Drake Chenu Enterprises, Albuquerque, N.M., joins

Radio Arts Inc., Burbank, Calif., syndicator, as VP and general manager.

**Madge Rubenstein**, director, program acquisition, Viewers Choice, New York pay-per-view service, named VP, program acquisition.

**James Britain**, director, regional affiliate relations, Wodlinger Broadcasting's Hit Video USA, Kansas City, Mo., named VP, affiliate relations. **Laura Dodge**, operations manager, Wodlinger's KZZC(FM) Leavenworth, Kan., joins Hit Video USA as director, affiliate services.

**Stephen L. Elsky**, director, marketing and financial administration, King Features Entertainment, New York, named controller, King Features Syndicate. **Harriette J. Schwartz**, VP, global operations, Fremantle International Inc., New York, joins King Features Entertainment as director, sales services.

**Paul S. Levine**, associate, Stephen F. Rohde, Los Angeles law firm, joins Warner Brothers Television, Burbank, Calif., as attorney.

**Robert Scanlon**, director, network operations, ESPN Inc., Bristol, Conn., named director, production and program operations. **Richard King**, manager, network facilities, named director, network operations and facilities.

**Peter G. Lenz**, VP, marketing, The Television Program Source, Los Angeles, joins Raycom Entertainment there as executive producer.

**Bobby Rivers**, former features reporter, WPIX-TV New York, joins VH-1 there as late night VJ.

**Brian Taylor**, program director, WAPL-FM Appleton, Wis., joins WFYV(FM) Jacksonville, Fla., in same capacity.

**Craig Clyde**, freelance writer and producer, joins KUTV(TV) Salt Lake City, as senior producer, programing and community affairs.

**Gerald Malone**, executive producer, WHBQ(AM) Memphis, named acting program director.

**Tom Hutylor**, from KLSY-AM-FM Bellevue, Wash., joins KUBE(FM) Seattle, as assistant program director and midday announcer.

**John-Patrick Slater**, program director, non-commercial WXEL(FM) West Palm Beach, Fla., joins WTM(FM) Miami, as host, *Midday Concert*.

## News and Public Affairs



Kalbfeld

**Brad Kalbfeld**, managing editor, Associated Press Broadcast Services, Washington, named deputy director and managing editor.

**Doug Ballin**, news director, KVBC(TV) Las Vegas, joins WBIR-TV Knoxville, Tenn., in same capacity.

**Tom Newberry**, assistant Atlanta bureau manager, CBS News, joins KXTV(TV) Sacramento, Calif., as news director.

**John Emmert**, news operations manager,

WDIV-TV Detroit, joins WINK-TV Fort Myers, Fla., as news director.

**Gail Harris**, anchor, noncommercial WGBH-TV Boston, joins ABC News as special contributing correspondent. She will be based in Boston.

**Morrie Goodman**, former producer, CNN, Atlanta, joins WSJV(TV) Elhart, Ind., as news director.

**James R. Ogle Jr.**, former news director, KTVN(TV) Reno, joins WGHP-TV High Point, N.C., as news director. **Roy Ackland**, reporter and weathercaster, WAAY-TV Huntsville, Ala., joins WGHP-TV as weekend weather reporter.

**Ray Marks**, news assignment manager, WIVB-TV Buffalo, N.Y., joins WGR(AM)-WRLT(FM) there as news director.

**Stacey McDonough**, electronic graphics operator, NBC Sports, New York, named manager, production services, Olympics. **Howard Zryb**, associate producer, NBC Sports, named associate producer, graphics, Olympics.

**Gary Reagen**, from WLWT(TV) Cincinnati, joins KSTP-TV St. Paul, Minn., as executive producer.

**Julie Simon**, executive news producer, WPCQ-TV Charlotte, N.C., joins WPVI-TV Philadelphia, as producer. **Susanne LaFrankie**, general assignment and medical reporter, WHTM-TV Harrisburg, Pa., joins WPVI-TV as reporter, Harrisburg news bureau.

**Christopher S. Dancy**, producer, CNN Headline News, Atlanta, joins KMOV(TV) St. Louis, as weekend news and special projects producer.

**Yolando Nava**, former host, *Latin Tempo*, syndicated TV news magazine, joins KCBS-TV Los Angeles, as general assignment reporter.

**Mike Olszewski**, from WERE(AM) Cleveland, joins WRMR(AM) there as morning anchor.

**Liz Fulton**, former morning news anchor, KIIS-FM Los Angeles, rejoins station in same capacity.

**Doug Ohlmeier**, former reporter, KLMG-TV Longview, Tex., joins KAUZ-TV Wichita Falls, Tex., as general assignment reporter.

**Dave Kenney**, Greenville, N.C., bureau chief, WLOS(TV) Asheville, N.C., joins WVEC-TV Hampton, Va., as general assignment reporter.

**Tom Zotti**, from WPOP(AM) Hartford, Conn., joins WASR(AM)-WLKZ(FM) Wolfeboro, N.H., as reporter.

**Paul Kasey**, assignments manager, WTHR(TV) Indianapolis, adds duties as morning traffic reporter.

**Douglas Raines**, from WIBW-TV Topeka, Kan., joins KAKE-TV Wichita, Kan., as photographer.

## Technology

**Edwin Stewart**, former senior engineer, CBS Technology Center, New York, joins Midwest Communications Corp. as Northeast regional RF sales manager.

**Gil Hanna**, operations manager, C-band transportable vans, IDB Communications Group Inc., Los Angeles, supplier of satellite trans-

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mission services, named video operations manager.



Hynes

**Donna Hynes**, manager, software development, NCR, San Diego, joins Mycro-Tek, Wichita, Kan., manufacturer of video display information systems for broadcast industry, as VP, engineering.

**David Fibush**, product manager, small-format development, Ampex

Corp., Redwood City, Calif., named engineering section manager, Betacam product development. **Chuck Pope**, product manager, three-quarter-inch videotape, magnetic tape division, Ampex, named product manager, instrumentation tape. **Jerry Campbell**, product manager, industrial audio tape, succeeds Pope as product manager, three-quarter-inch videotape.

**Debi Armstrong**, production manager, Image Resources, Orlando, Fla., joins Allied Film & Video, Detroit, videotape duplication service, as sales representative, Southeast region.

**Paul Hecht**, chief engineer, WAVY-TV Portsmouth, Va., since 1968, resigns after 30 years with station. **Ted Hand**, assistant chief engineer, succeeds Hecht.

**Larry Brandt**, engineering maintenance supervisor, KCPQ(TV) Tacoma, Wash., named chief engineer.

## Promotion and PR

**Benjamin Colarossi**, managing director, promotion group, McCann-Erickson Worldwide, New York, named senior VP.

**Wyatt Thompson**, former president, Broadcast Travel Incentives, subsidiary of EZ Communications Inc., Fairfax, Va.-based owner of four AM and 11 FM stations, named corporate VP, advertising and public relations, EZ Communications.

**Mary Neagoy**, publicity director, *Ms.* magazine, New York, joins NBC Media Relations there as publicity representative, entertainment publicity.

**Kevin Kerrigan**, former reporter, WDIV(TV) Detroit, joins GreyCom International, public relations division of Grey Advertising, New York. He will serve in Kingston, Jamaica, as consultant to Jamaica Broadcasting Corp.

**Douglas Friedman**, former promotion director, WGBS-TV Philadelphia, joins TeleVentures, Los Angeles production company, as director, advertising and promotion.

**Jonathan Klein**, from music news division, MTV, New York, named director and producer, on-air promotion, MTV Europe, London.

**Marian Roach**, Western regional sales manager, Videostar Connections, Los Angeles, joins On the Scene Productions, Los Angeles, producer of electronic press releases, as director, marketing.

**Carol Citak**, from Michael Klepper Associ-

ates, New York, joins West Glen Communications there, producer and distributor of video news releases, as manager, video press distribution.

**Daniel P. Selnick**, director, member services, PR Newswire, Washington, named Washington bureau manager. **Deborah Clifford**, freelance writer, joins PR Newswire, San Francisco, as regional marketing representative, northern California.

**Germaine C. Age**, acting director, promotion, noncommercial WLAE-TV New Orleans, named director, promotion. **Barbara S. Genter**, promotion assistant, to assistant director, promotion.

**Linda LaManna**, on-air promotion manager, WFTV(TV) Orlando, Fla., joins WWSB(TV) Saratoga, Fla., as promotion manager.

**Barbara Luhrs**, promotion department associate, KIO(FM) San Francisco, named assistant promotion director.

**Ann M. Kochan**, director, development, Syracuse (N.Y.) Opera Co., joins WSYT(TV) Syracuse, as community affairs director.

## Allied Fields

**Lynn Chadwick**, former president, Feminist Radio Network, Washington, joins National Federation of Community Broadcasters there as president.

**William A. Russell Jr.**, former director, office of congressional and public affairs, FCC, Washington, to be founding partner, Tucker, Russell & Tourtellotte, Washington consultancy.



Guerra

**piccolo**, faculty member, University of South Carolina, executive secretary.

**Steven G. Klein**, treasurer, General Foods Corp., New York, joins Dun & Bradstreet Corp., as VP and treasurer.

**Christopher J. Porter**, senior research director, Surrey Consulting & Research, Denver, named VP. **Fran Power Rudd**, research assistant, named research analyst.

**Sal Iannucci**, former chief operating officer, Aaron Spelling Productions, Los Angeles, joins Buskin, Gains, Gaines & Jonas there, entertainment law firm, as partner.

**Margaret M. Majorack**, supervisor, news archives, Canadian Television Network, Toronto, joins Museum of Broadcast Communications, Chicago, as archivist.

**Nancy F. Neubauer**, independent consultant, joins National Association of Public Television Stations, Washington as director, communications.

Officers elected by Alpha Epsilon Rho, Little Rock., Ark.-based broadcasting society: **David Guerra**, faculty member, School of Communications, University of Arkansas, Little Rock, president; **Christine L. Johnson**, independent consultant, VP, public information; **John Lo-**

**piccolo**, faculty member, University of South Carolina, executive secretary.

**Steven G. Klein**, treasurer, General Foods Corp., New York, joins Dun & Bradstreet Corp., as VP and treasurer.

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**Nancy F. Neubauer**, independent consultant, joins National Association of Public Television Stations, Washington as director, communications.

**David Brugger**, VP, telecommunications, Corporation for Public Broadcasting, Washington, named winner, "distinguished service award," Eastern Public Radio Network, New York.

**Larry Sedwick**, producer, Imero Fiorentino Associates, New York consultancy, named director, production services.

**John Rankin Wilbourne**, executive VP, Louisiana Association of Private Colleges, Baton Rouge, joins Louisiana Association of Broadcasters there as executive director.

**Lee A. Clayton**, director, marketing research, United Cable Television, Denver, joins Browne, Bortz & Coddington, Denver research firm, as senior research associate.

## Deaths

**Robert J. Mathews**, 49, founder and chairman, CableData, Sacramento, Calif., died May 18 of cancer at his home in Fair Oaks, Calif. CableData, founded by Mathews in 1968, provides computerized information services to cable television industry. It presently serves 22 million subscribers. Mathews was recognized for contributions to cable industry by National Cable Television Association, which named him one of 1987 Vanguard Award Winners. CableData President Jerry Knapp accepted award for Mathews last Wednesday (May 20) during reception at NCTA Convention in Las Vegas. Mathews is survived by his wife, Susan, son and two daughters.

**C. Dixon Stewart**, 86, founding partner, Transradio Press Service, New York, died May 1 of heart attack in Chico, Calif. Stewart joined United Press in 1920 in Kansas City, Mo., and later worked in Chicago and New York. In 1933 he worked for CBS's Columbia News Service. Stewart and Herbert S. Moore founded Transradio in 1934. During news service's 17-year existence, Stewart held titles of general news manager, VP and president. In 1935, Transtar filed \$1.5-million suit against CBS, NBC and American Newspaper Publishers Association for conspiracy in restraint of trade. Suit was settled out of court in 1935. After Transradio disbanded in 1951, Stewart worked in government service until his retirement in 1971. He is survived by his wife, Aileen, and son.

**Dorothy Eleanor Buckner**, 68, retired news editor, WRC-TV Washington, died May 18 of heart attack at her Silver Spring, Md., home. She is survived by son.

**Christopher G. Lindsay**, 44, former business reporter, Associated Press, New York, died of heart attack. Lindsay had apparently died several days before his body was found May 16 in his New York apartment. Lindsay covered business news for AP in 1981-86. Before joining AP in 1978, he spent 13 years as broadcast news reporter and news director, WICC(AM) Bridgeport, Conn.; public affairs show host, WPIX(TV) New York, and reporter and producer, Connecticut Public Television, Hartford.

**Clara M. (Tille) Iehl**, 79, retired licensing division chief, old Broadcast Bureau, FCC, Washington, died May 14 of respiratory arrest at Arlington hospital, Arlington, Va.

## Jim and Dick Blackburn: brokering brothers

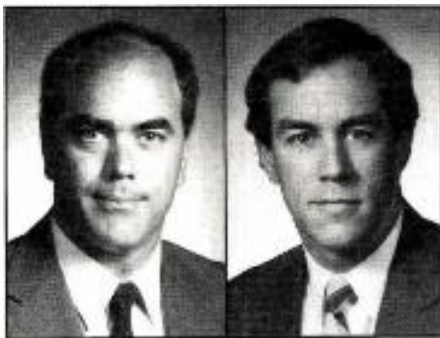
If the Washington-based firm of Blackburn & Co. is synonymous with media broker in the minds of many broadcasters, there is good reason: it is said that the term was coined there. Now in its fourth decade, Blackburn has consistently been one of the top two or three brokers in volume of properties sold. Begun by the late James W. Blackburn Sr. and Ray Hamilton in 1946, the firm was one of the first in the field. Blackburn broke out on his own in 1957 and, since his death in August 1981, the firm has been under the leadership of Blackburn's sons Jim and Dick.

Although Jim Blackburn, the older brother by two years, holds the title of president, and his brother Dick, vice president, both stress that the titles are just that, and that they share equal responsibilities. "We're essentially interchangeable," says Jim. Working out of the same Washington office, the brothers are in constant contact with each other and discuss all the deals that the firm is working on. "If one of us is out of town or busy with a deal," says Dick, "the other can take up the slack without a hitch. It essentially gives us the ability to be in two places at once."

One place the Blackburns like to be is at home, both sharing their father's attachment to family life. Dick, a sports fan, was more involved in skiing, tennis, golfing, bicycling and team sports before his growing children necessitated a shift in priorities. At various times Dick has run in marathons and ridden in long-distance biking events, but he now concentrates on other things, among them helping with his daughter's softball team. Jim owns a waterfront farm near the Chesapeake Bay where he enjoys boating, sailing and other water sports. Called a "gentleman farmer" by his brother, Jim has owned several small sailboats and nature has been helpful in rotating his stock of small boats through several floods. "It's kind of a family joke about what Jim is going to get next," says Dick.

Though both brothers have followed in their father's footsteps, there was apparently little pressure to do so. "A few years back," said Jim, "an old family friend told me that my father had once said to him that he would like one of his sons to take over the business from him when he quit. That was, and still is, the only thing I've ever heard that indicated Dad wanted any of us to go into the business."

They have two younger brothers, Jack, 36, and Edward, 23, a paramedic and policeman, respectively, in small towns in South Carolina. "When Dad came home he wanted to play with us, not talk about the business," says Dick, "I never got a detailed



JAMES WILLIAM BLACKBURN (left)—president, Blackburn & Co., Washington; b. July 24, 1947, Washington; BS, business, University of Richmond, Richmond, Va., 1969; MBA, University of Pennsylvania, Philadelphia, 1971; technical director, WTVR-TV Richmond, Va., 1967-1969; Marine Corps Reserve, 1969-1975; broker, research director, financial analyst, Blackburn & Co., 1971; present position since 1981; m. Deborah Dodge, Aug. 27, 1965; children—James W. III, 13, Emily M., 9.

□

RICHARD FORBES BLACKBURN—vice president, co-managing partner, Blackburn & Co., Washington; b. April 9, 1949, Washington; BS, business administration, University of South Carolina, Columbia, S.C., 1971; MBA, Georgia State University, Atlanta, 1972; account executive, WNAJ-AM-FM Annapolis, Md., 1973-1974; broker, Blackburn & Co. 1974; present position since 1981; m. Nancy Craig, Dec. 4, 1971; children—Blanton, 11, Craig, 8.

version of his early days in the business until I read about it in a profile in BROADCASTING (BROADCASTING, Nov. 7, 1977)."

Jim started with the company after graduating with an MBA from the Wharton School at the University of Pennsylvania in 1971. Working under the title of investment analyst he was "essentially...a broker like everyone else." Dick joined in 1974 after getting his MBA in real estate from Georgia State University, Atlanta. Many of the company's senior brokers are still there. Jack Harvey and Joe Strick in the Washington office have been with the firm for 31 and 30 years, respectively. "We're a younger company now, but we still have much more experience than anyone else," says Jim.

"Brokering properties isn't any different than it was when Dad was in business," says Dick. "You begin with a personal relationship combined with knowledge and experience and an interest in making a good deal. Any deal we make usually begins many years before with our relationship with the seller." Jim agrees: "The main thing we do is look at objectives, trying to figure out what

the seller wants. We try to put him in the position of being a good seller, that is to make sure he is realistic in his expectations. Then we work with a group of buyers to find the most likely and we stay involved all the way through. We have found and fixed things even as late as the FCC filing that have helped the deal go smoother."

Last year, Blackburn's 15 brokers were involved in about 80 deals totaling over \$500 million. While some brokers have only recently attempted to forge alliances with bankers and other investment firms to help in station financing, for Blackburn the idea is old hat. "About 25 to 30 years ago we had a financing subsidiary," said Jim. "There are many stations out there that began with Blackburn capital. Now we don't need it because the money is so available, and we have an informal relationship with the banks." Dick added, "We do a good job linking seller, bank and buyer and we stick to our area of expertise. We don't change things for the sake of changing them, we make adjustments based on what's new and on how to do it better."

Recent publicity and congressional concern over station trafficking and profits on station sales are points of concern for brokers. The readily available capital logically goes hand in hand with the escalating value of stations and leads to one of Jim Blackburn's pet peeves: "Why do people assume there is something wrong about making money on a station? I have never seen any sale that was an abuse of process or detrimental to the public interest. We live and die by the numbers in this business, and you have to serve the public interest in order to keep the ratings. Anyone who talks about obscene profits doesn't know the story."

For Blackburn, changes in the market explain the accelerating profits in station trading. "For radio," said Jim, "there are half as many profitable, viable stations available as there used to be, due to the preference for FM's, and half as many stations competing for more and more dollars. A similar story holds for TV which has never had a lot of competition. In a given market there are three or four big stations competing for a huge and rapidly growing TV market. The surge in prices is a natural offspring of the cost of money and the normal historical growth of the broadcasting market."

The easily available money and the high profits available have another effect, says Jim. "It is possible now more than ever for a general manager to buy a station; the banks are out looking for good managers. How could that not be in the public interest?"

Dick agrees, "These are very savvy people in the business. If they pay a big price it is because there are big profits to be made. The price is a direct result of market forces. In my opinion, making a station more valuable serves the public interest."

**CBS** has completed **late-night schedule** plans, adding *Hunter*, which enters its fourth year on NBC this fall, to lineup that includes four original programs. Monday through Friday lineup is *Hunter*, *Diamonds*, *Adderly*, *Night Heat* and *In Person From The Palace*. Comedy-drama *Diamonds* will focus on once-married couple who starred in TV detective series. They are now divorced and unemployed, and team as real-life detectives. *Night Heat* and *V.H. Adderly* will return to late-night rotation as well as being scheduled in prime time late this summer, move CBS expects will help sampling of show. *Person*, on Friday, replaces *Keep on Cruisin'*, and will feature live acts in concert with host Bobby Colomby, a former member of Blood, Sweat and Tears and music correspondent for *The Morning Program*. Its debuts at 11:30 p.m. on June 12.

**FCC** Mass Media Bureau has **rejected petition by WUHQ-TV** Battle Creek, Mich., seeking rulemaking **to do away with that part of prime time access rule prohibiting network affiliates in top-50 markets from broadcasting off-network syndicated programming during prime time access** (BROADCASTING, May 4). Bureau's action is unusual in that it was taken without seeking public comment. "After careful consideration, we do not believe that reexamination of the prime time access rule, or its constituent elements, is warranted at this time," said James McKinney, FCC Mass Media Bureau chief, in letter dismissing petition last Friday (May 22). "The relief WUHQ requests would, in effect, deprive the rule of most of its effect. We are not persuaded that such an action is necessary or desirable at this time." In interview, McKinney told BROADCASTING that bureau's action had been OK'd by FCC Chairman Dennis Patrick. McKinney also said that, to his knowledge, parties had not been lobbying agency on either side of issue but that it appeared that they were taking sides to do so.

Three packaged goods advertisers, **Procter & Gamble, Clorox and Kraft**, said last week they were **discontinuing spot media advertising in Florida**, because of new state law which would apply 5% sales tax to in-state and out-of-state advertising.

Spokesman for **Carsey-Werner** confirmed that producer of *The Cosby Show* and spinoff *A Different World* has **petitioned New York district court to block buyout of Viacom by National Amusements Inc.** Viacom is syndicating reruns of *Cosby* and has so far refused to put assets from those sales in trust as Carsey-Werner has requested. Producers fear buyout may jeopardize access to their share of *Cosby* syndicated proceeds, predicted to total approximately \$450 million. Carsey-Werner lawyer was quoted in *Wall Street Journal* last week as saying action to block Viacom sale was sparked by

**TV's first quarter.** *It wasn't a blockbuster period. Broadcast television advertising in the first quarter of 1987 grew 4.6%, to \$5.1 billion, according to the Television Bureau of Advertising.*

*TVB placed first-quarter 1987 local TV advertising at \$1.43 billion, up 8.4% over the first quarter of last year. National and regional spot television amounted to \$1.39 billion, a gain of 2.6% over 1987.*

*Network television advertising in the 1987 first quarter rose by 2.8% to \$2.1 billion. TVB reported that national syndication television advertising, as compiled by Broadcast Advertisers Reports, totaled \$167.4 million in the 1987 first quarter, up 13.3%.*

*CBS led the network contingent with first-quarter advertising of \$755.2 million, followed by NBC, \$750.3 million, and ABC, \$587.4 million. (CBS's total this year and NBC's last year reflect revenue from their coverage of the Super Bowl games). NBC's advertising in the period was up 0.3%, CBS's, up 2.8%, and ABC's, up 6.2%.*

*Figures are based on data supplied by BAR. Expenditure data for network, national and regional spot and local commercial television advertising is estimated for the entire industry. Data for national syndication television advertising is based on monitoring by BAR of the principal satellite transponders.*

proxy statement issued in advance of schedule June 3 stockholders meeting which indicates company will be in "extremely extended financial position" once deal closes.

**Tony Malara**, senior VP, distribution, CBS Television Network, warned affiliates last week that **number and frequency of preemptions** have grown so large that they now constitute "single greatest danger" to health of network system. Excessive amount of preemptions have encouraged advertisers to invest in alternative media, he said. CBS News President Howard Stringer echoed Malara's concerns, asking affiliates to support network news operation with more clearances for its programs.

**WFAT-TV** (ch. 19) **Johnstown, Pa., has asked FCC to direct ABC TV network to make its programs available to station** until it begins providing those to formal affiliate in Johnstown-Altoona, Pa., market. In filing at FCC, WFAT-TV, rejected suitor for ABC affiliation in market, alleged, among other things, that network, in refusing to make programming available in interim, may be bowing to desire of Hearst Corp., licensee of ABC affiliate WTAE-TV in nearby Pittsburgh. WFAT-TV also alleged that even if ABC and Hearst had no such understanding, ABC's refusal to permit WFAT-TV to carry network programming violated FCC rule prohibiting contracts that prevent or hinder carriage of network programs by stations in other communities. WFAT-TV said ABC had indicated it plans to affiliate with lower-powered WWPC-TV (ch. 23) Altoona, Pa., after that station, which is currently satellite of independent WWCP-TV (ch. 8) Johnstown, Pa., is sold by present owners.

**Stock price of both Warner Communications and group owner, Chris-Craft Industries, rose** last week after lawsuit filed in Delaware chancery court revealed recent discussions between two companies about disentanglement of common ownership. Suit, which had been filed by Chris-Craft, sought to force Warner to release study which reported on fraud and bribery charges which resulted in conviction of three Warner executives. In response to suit, Warner said it had offered to buy back Chris-Craft's 20% interest for \$1.25 billion, offer which was rejected as inadequate by latter. Warner postponed annual meeting from May 29 to June 24 because possibility of settlement with Chris-Craft delayed printing of proxy.

**Washington consulting engineering firm of du Treil-Rackley has petitioned FCC for rulemaking to moderate "hard-look" FM application processing rules** under which application may be rejected altogether for errors in engineering proposal. "It is not in the public interest to exclude applicants because of minor errors in their engineering proposals without any recourse for correction," firm said in petition. "The commission should judge engineering proposals for FM stations by the same standards used for the other broadcast services. If it is desirable to restrict the numbers of applications processed, the commission should devise some method to assure that applicants are seriously interested in constructing the stations proposed and are qualified to do so. Reimposing some form of financial showing requirement at the application stage is one obvious solution."

Department of **Justice**, in filing with U.S. Judge Harold Greene on Friday, has **modified its recommendation to court that Bell operating companies be allowed to provide information services.** Modification is aimed at mollifying information providers who have vigorously opposed BOC's entry into their industry. It would require BOC to provide all information service providers information access and exchange services for unbundled, tariffed basis that are equal in type, quality and price to those available to BOC itself. Modification would also prohibit BOC from discriminating between itself and any other information services provider in establishing and providing various services. Justice's filing was one of many in final round of comments in connection with proposed changes in Greene's modified final judgment implementing breakup of AT&T. Immediate reaction of representative of information services provider—cable television attorney Jay Ricks—was nega-



**Unwelcome guests.** *Accuracy in Media's reception at the May 18 segment of ABC News's Viewpoint was less than hospitable, according to AIM Chairman Reed Irvine, who claims he was intercepted by producer Richard Harris at a microphone, told AIM had already asked a question and Irvine couldn't ask another one, and threatened with arrest if he "tried to make a scene." Another AIM representative also claimed to have been harassed.*

*According to the executive in charge of the program, Robert Siegenthaler, vice president, news practices, there has been no concerted effort to keep Irvine off the program, and he was issued an invitation to Monday's session, as he usually is. Siegenthaler said the program often must contend with people who think they should have preferential treatment or who ask questions with a "preconceived bent" that don't pertain to the topic and "stop the flow," but he stopped short of characterizing Irvine as either of those. He said Irvine and Harris had "exchanged words over whether a disturbance was being created." According to ABC press representative Laura Wessner, two of the 13 questions posed on the recent program were asked by AIM, and Irvine had asked questions on the 22 Viewpoint segments previously aired.*

tive. Most information providers—particularly cable systems—will not consider that adequate protection against danger of cross-subsidization.

Spokesman for PTL at NCTA convention in Las Vegas last week said **PTL owes \$8 million to its 168 broadcast affiliates**, three fewer than it claimed three weeks ago, which carry as paid-programming hour-long *PTL Club* five days per week. PTL's annual bill for broadcast carriage is around \$15 million. Money it owes broadcasters, said PTL spokesman Neil Eskelin at press conference, is but fraction of TV ministry's \$68 million debt. And, Eskelin said, nobody gets paid unless PTL viewers respond to Jerry Falwell's call for \$7 million by end of May and \$25 million in three months. Eskelin was hopeful PTL would meet goals, said nearly \$1 million was taken in last Monday alone. Primary purpose of press conference was to reassure cable operators that PTL's cable network—with new name (The Inspirational Network) and no Bakker—was still viable. Eskelin called it "breakeven" operation, taking in about \$6 million per year through sale of television time to other TV evangelists and spending about as much. He said PTL has no intention of selling cable network unless pressed by financial crisis and denied reports that it had received bids for it. If all goes well, he said, PTL plans to increase sales staff and market service more aggressively.

**Intelsat special committee is considering number of proposals aimed at plugging procedural holes uncovered by investigators looking into fraud said to have been committed by Director General Richard Colino and Deputy Director General Jose Alegrett** who were fired in December after preliminary investigation of alleged financial irregularities (see page 97). Proposals under consideration by committee, made up of five former chairmen, would tighten procedures on signing off on major financial contracts and payments.

**Philadelphia bankruptcy court set June 15 as new date for hearing to decide whether Grant Broadcasting System should be forced to assume or reject program contracts.** Group owner, whose three stations are operating under Chapter 11 bankruptcy, recently began notifying some syndicators that contracts were being rejected. Among those affected were certain programs of All American Television, Cannon, Golden West, ITC, Lionheart, Merv Griffin, Tribune and Victory. Jerry Carr, director of television operations for GBS, said group owner was currently negotiating with "three large syndicators" and that revised agreements should reach "fruition" this week. Initial revised contract with Viacom International is still under appeal by programmers and GBS bondholders, as are several other of the bankruptcy court's other decisions. Other

recent developments included bankruptcy court approval of Shearson Lehman Brothers as financial adviser to GBS.

**House Committee on Administration approved Congressman Al Swift's (D-Wash.) Uniform Poll Closing Bill** last week. Legislation would close polls in all continental U.S. states at 9 p.m. NYT during presidential elections, and would extend Daylight Saving Time by maximum of two weeks in Pacific time zone. Bill is identical to one passed by House in last Congress but which died in Senate.

**Communications Satellite Corp. last week told FCC that it shouldn't have to refund about \$62 million in excess earnings** alleged by agency's Common Carrier Bureau (BROADCASTING, April 13). "The commission cannot order the carrier to remedy alleged excess earnings from past periods through refunds any more than the carrier can recoup past underearnings by increasing its rate retroactively," Comsat said. "In other words, the commission may fix rates only prospectively."

**Pacifica Foundation, licensee of noncommercial WBAI(FM) New York, has supplemented its request for declaratory ruling on propriety of proposed broadcast June 16 of excerpt from James Joyce's "Ulysses"** (BROADCASTING, May 18) to include full text. It also made request under Freedom of Information Act for agency records related to establishment of new policy on what constitutes indecent or obscene broadcast.

House Telecommunications Subcommittee has scheduled hearing June 17 on legislation that would reinstate **FCC's antitrafficking rule**.

"This is a tough one. The votes seem to be against us on both sides of the aisle. However, we need to be on record in every congressional office opposing this bill," says alert that **National Association of Broadcasters** has sent to its grass-roots lobbying committee concerning impending House vote on **H.R. 1934, which will turn fairness doctrine into law**. Radio-Television News Directors Association sent letter to all House members urging vote against H.R. 1934.

**William A. Schwartz, president and CEO, Cox Enterprises Inc., Atlanta, resigned** last Friday (May 22). No reason for resignation was given. Cox Executive Vice President James Cox Kennedy, son of Barbara Cox Anthony, one of principal owners of Cox Enterprises, will succeed Schwartz. Schwartz's resignation follows announcement last February that Cox's chairman and chief executive officer, Garner Anthony, husband of Barbara Cox Anthony, would step down at end of 1987 (BROADCASTING, Feb. 23). One week later, it was announced that Kennedy would succeed Anthony as chairman and that Schwartz would become president and CEO (BROADCASTING, March 2). Kennedy will now become president and CEO when Anthony leaves.

**ACT honors.** *Action for Children's Television announced the winners of its 15th annual Achievement in Children's Television awards, honoring programs and public service announcements from broadcasting, cable and home video, for "significant contributions to television for young audiences."*

*The broadcast and cable winners: NBC News for Main Street; Lancit Media Productions for Reading Rainbow; WOED(TV) Pittsburgh for Wonderworks; Hallmark for Zoobilee Zoo; KING-TV Seattle for Music Magic; KPXT(TV) San Francisco for Mac and Mutley; WRC-TV Washington for Three Stories Tall; The Disney Channel for The Wind in the Willows; Nickelodeon for Zoo Family; Showtime/The Movie Channel for Shelley Duvall's Tall Tales and Legends; Group W, WBZ-TV Boston and KOKA-TV Pittsburgh for the public service campaign, "For Kids' Sake," and WNEV-TV Boston for the public service campaign, "We the People." Babies Having Babies, produced by Sheen/Greenblatt Productions for CBS Schoolbreak Specials, received the special ACT "Stop, Look & Listen" award.*

# Editorials

## Blessed be the peacemakers

Call it what you will—peace, harmony or accommodation, which were three of the words BROADCASTING chose this week to describe the new way of the winds in the Fifth Estate (lead story, page 27)—it all adds up to a consummation devoutly to be wished. The movement seemed to surface first when TCI's John Malone addressed a Washington audience three weeks ago, suggesting that his industry's position on syndicated exclusivity might not be graven in stone. Then NCTA's Jim Mooney made his move last week, siding with broadcasters in opposing a stay of the must-carry rules pending judicial review. And then MPAA's Jack Valenti agreed to a meeting with Mooney over a range of compulsory license issues. NAB's Eddie Fritts began to sound conciliatory, and even INTV's Preston Padden held his fire for the moment. Add that to newly surfacing broadcaster concerns over syndex and suddenly the old battle lines started crumbling. Perhaps all sides are just falling back to regroup. Or perhaps it's the dawn of realization that all have more to gain by cooperation than by conflict. In that event, many more than Roy Stewart (page 30) came away winners from Las Vegas last week.

## Same old story

This much may be said for the bill introduced by Representative Al Swift (D-Wash.) to limit campaign expenditures: It is more ingenious than most bills in that field. This much more may be said: It shares the common defect of ordering radio and television, alone among the media, to share the expense of political campaigns.

Swift's bill would give candidates for the House a 30% discount on radio or television time and favorable rates for postage if they agreed to spend no more than \$200,000 before primaries and \$200,000 before elections. No discounts would be earned by candidates intending from the start to exceed the ceilings ("non-participants," in Swift's word), but participating candidates could earn discounts and spend without limitation if opposed by non-participants. Swift's theory is that the confinement of discounts to participants would encourage most candidates to abide by the ceilings.

Swift would make it legal for print media to give candidates favorable rates (which are regarded as forbidden political contributions under present election laws), but that is as far as he would go. An explanation in a summary issued by Swift's office tells it all: "Unlike broadcasters, the print media cannot be required to sell space to candidates."

So here we go again with another piece of legislation openly discriminating against the broadcasting media, a perpetuation of second-class citizenship for the Fifth Estate. Granted, the air media make money in election years, even at the lowest unit rate that the law now requires, but that is not the point. If the Swift bill treated radio and television as it treats the printed press, broadcasters would have no reason to oppose it. As drafted now, the legislation must be fought, on principle.

## No sale

There is an exhumed proposal kicking around Capitol Hill that would authorize selling portions of the radio spectrum to the highest bidder—for the moment, only those portions occupied by common carrier and private radio users. This brainchild of the Office of Management and Budget has attracted a number of

influential supporters, including FCC Chairman Dennis Patrick, who envisions the funds being used to help retire the federal debt.

The enticement of the auction to the uninitiated on Capitol Hill is the \$600 million OMB believes could be raised. Although debt reduction is a laudable goal, those funds would hardly make a splash in the approximately \$200 billion in government red ink, and on balance would not justify the damage that might be done were the precedent extended to mass media services.

Fortunately, there are a number of enlightened and equally powerful members of the Congress, including Senator Ernest Hollings (D-S.C.) and Representative John Dingell (D-Mich.), who oppose the plan. The National Association of Broadcasters also has come out against the proposal, fearing the FCC could, by extension, decide to annex and auction off unused broadcast spectrum. And those fears are not without foundation. Patrick seemed to allude to the possibility of expanding the auction process when he described the present comparative hearing and lottery systems as having "severe drawbacks."

In the early days of spectrum allocation, auctions might have worked, but the available space for future auctions strikes this page as limited enough to raise questions about the accuracy of that \$600 million that OMB has sucked out of its thumb. The NAB is right to worry about pressures on occupied frequencies. How well would the public of the future be served if technological advances were repelled because the future of the spectrum had been traded for short-term speculative gains? The broadcasting industry has come under fire from Congress for paying too much attention to the bottom line and not enough to its higher calling. But does Congress understand the mixed signal it would be sending were it now to choose to sell parts of the spectrum to the highest bidder?

## Good news

Among the Peabody awards handed out several weeks ago, one rightly found its way to CBS's *Sunday Morning*, which reminds us that those bemoaning the state of network news divisions (CBS's in particular has been singled out of late for such scrutiny) might take as one barometer Sunday mornings on that network. On that day is still to be found a stylish magazine program with a measured pace that ideally suits its day and daypart: it is probably as close as television watching gets to relaxing on a sunny back porch with the Sunday paper.

By this reckoning, when television news programming is good, it is still very good. Programs like *Sunday Morning* remain feathers regardless of who owns the cap.



Drawn for BROADCASTING by Jack Schmidt  
*"I'm in favor of the fairness doctrine, as long as it doesn't cut into my free TV time."*

1987 Pulitzer Prize for General News Reporting  
The Akron Beacon Journal

1987 Pulitzer Prize for National Reporting  
The Miami Herald

1987 Pulitzer Prize for Investigative Reporting  
The Philadelphia Inquirer  
Daniel R. Biddle, H.G. Bissinger and Fredric N. Tulskey

1987 Pulitzer Prize for Investigative Reporting  
The Philadelphia Inquirer  
John Woestendiek

1987 Pulitzer Prize for Feature Writing  
The Philadelphia Inquirer  
Steve Twomey

**IT WOULD HAVE  
BEEN AN HONOR TO  
WIN JUST ONE.**



**KNIGHT-RIDDER**

We are extremely proud to be able to make this announcement again this year. We are deeply honored to have won five Pulitzer Prizes in 1987. We salute this year's winners as well as the four other Knight-Ridder finalists. And the exceptional work being done in all of our newspapers every day. This continuing commitment to excellence has brought the total of Pulitzers awarded to Knight-Ridder's newspapers and journalists to 44, sixteen in the past three years.



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**O**ut of 47 1986 Northern California Emmys, KRON-TV won 20. NewsCenter4 alone won 8 out of 12 News Emmys.

For us, it all adds up to one thing: Proof that we're meeting our goal of providing quality newscasting and programming for the Bay Area.

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