The Fifth Estate
RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 17

58th Year 1987

RKO's billion-$ jeopardy

AT LARGE
Ted Turner

COMPANY PROFILE
Multimedia

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Take a letter

Major letter-writing campaign to block congressional codification of fairness doctrine (see "Top of the Week") is slated for National Association of Broadcasters "Radio '87" convention in Anaheim, Calif., Sept. 9-12. NAB will ask radio broadcasters during convention to write their congressmen and urge them to vote against fairness legislation. Idea came from effort at Arkansas Broadcasters Association meeting, where attendees sent off more than 100 letters to state's congressional delegation opposing fairness law.

Newcomer

Look for broadcasting company co-owned with cable MSO United Artist Cablesystems, to continue search for radio outlets in medium-sized markets. United Artists Broadcasting's purchase of WOOD-AM-FM Grand Rapids, Mich. (see page 90), is indication that parent, UA Communications, sees "synergies" in radio-cable system ownership. UA owns cable system in Grand Rapids, and parent company's nationwide theater chain has 12 screens there. Parent company sees radio stations' expertise in local ad sales as big plus to cable system, in addition to cross-promotion possibilities.

Company's acquisition criteria: stations with high-class technical facilities in strong advertising markets. UA has no plans to take on role as turnaround company.

Crash landing

Investors/broadcasters Laurence Tisch and Saul Steinberg are apparently among those who will be biting bullet as WTTV(TV) (Bloomington) Indianapolis changes hands. Quiet auctioning of financially troubled VHF independent has been going on for past few weeks, and bidding is now down to contest between Indianapolis-based Emmis Broadcasting and Warburg Pincus, New York investment firm that would refinance with current station management. Since sale is for stock of licensee, final consideration will be complicated matter—requiring consent of existing note and equity holders—but price appears headed for mid-$60 million.

Out of sale proceeds, first to be taken care of are banks which are due $41 million (including accrued interest). Next in handout line are two holders of senior subordinated debt, amounting to $14 million in principal, plus $3 million in accrued interest. Losers in split would be half-dozen insurance companies—including Tisch's CNA Financial and Steinberg's Reliance—which in 1984 paid $23 million for interest-deferred "zeros" that were to have matured to $47 million by 1989, when they were to begin paying 15% cash interest through 1996. Depending on how current value of zeros is calculated, insurance companies will be getting somewhere between dime and quarter on dollar.

Vacation time

It's that time of year again when FCC commissioners (not alone among government officials) follow Congress in leaving the figurative and literal heat of Washington for extended vacations. Chairman Dennis Patrick and Mimi Dawson left last week for California. Patrick is due back on Aug. 31; Dawson, on Sept. 8. Jim Quello and his wife of 50 years will take most exotic trip—to Kenya. He's scheduled to leave Aug. 31 and return Sept. 14. Exception to rule is Patricia Dennis. She expects to be at her desk throughout August, although she may take week in early September.

Sharing risk

Financial difficulties experienced in past year among syndicators of animation have bred yet another maneuver designed to cut losses. According to one syndicator, animation houses in Orient are now being offered equity share in some shows to decrease upfront production costs. For syndicators that means sharing increasingly heavy financial burden of animation. It also is way to attract best animation houses to do show. With dollar at new low versus yen, tables have turned. Animators are at disadvantage these days and finding it necessary to become more competitive.

Family difference

Promotion announcements for fall checkerboard programs on NBC-owned TV stations proclaiming "prime time begins at 7:30 on NBC" will continue despite protests from Brandon Tartikoff, network's entertainment president. Tartikoff said campaign gives viewers impression network evening schedule will begin half-hour before it does (BROADCASTING, Aug. 3). Responding to criticism, John Rohrbeck, vice president and general manager of KNBC-TV Los Angeles, where spots were produced, said company invested heavily in those announcements and intends to keep running them. Rohrbeck said tag line in some upcoming spots will identify local stations instead of NBC, as Tartikoff requested.

Tuck there

As National Association of Broadcasters President Eddie Fritts kicks off major search for new chief lobbyist to replace departing John Summers (see story, "Top of the Week"), slight reorganization of NAB's government relations department is also proposed, in which FCC matters would be handled by legal department. Under existing structure, FCC lobbyist Belva Brissett reports to Summers, but under new arrangement she would report to Jeff Baumann, NAB's senior vice president and general counsel.

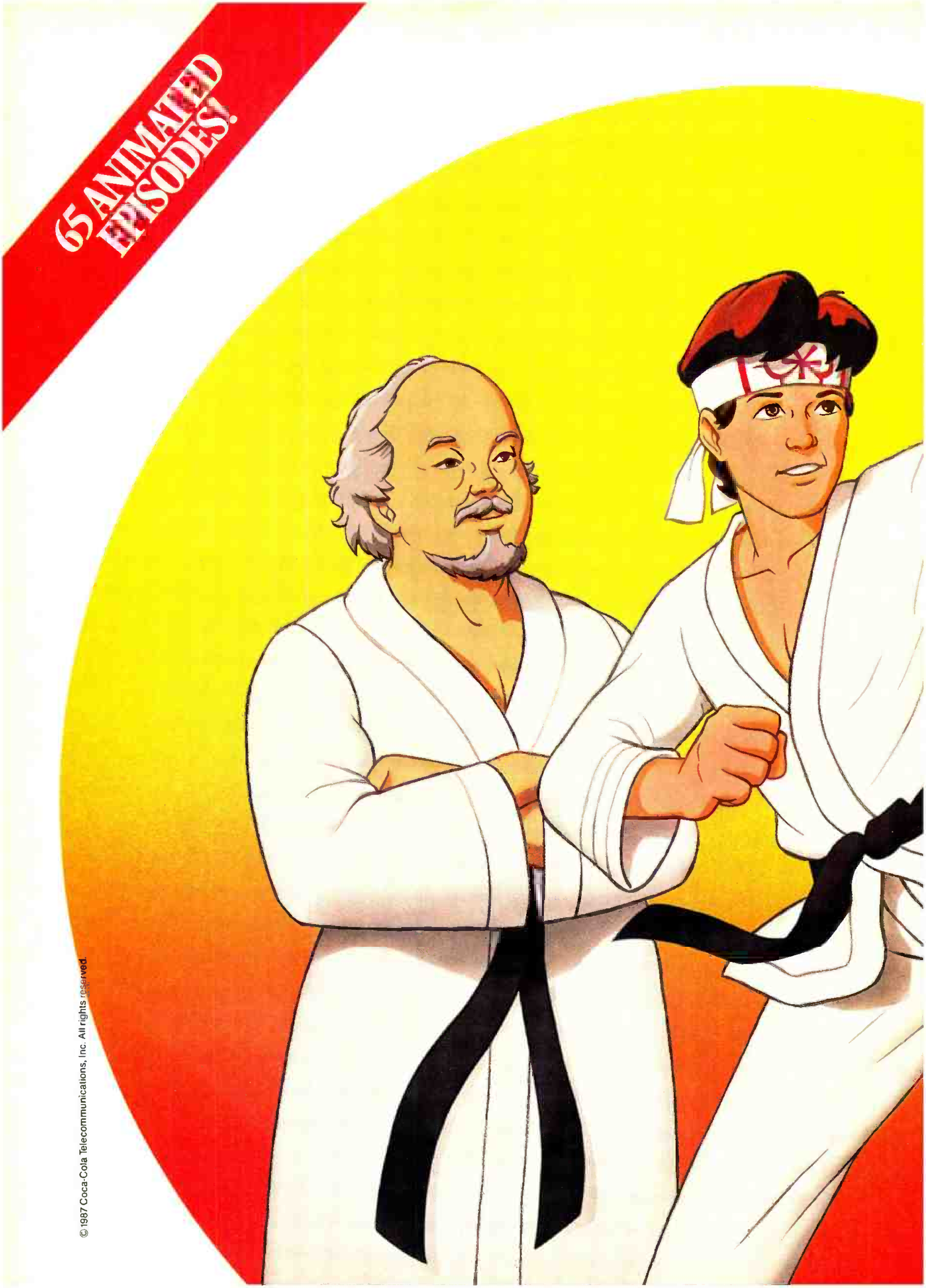
Sold to Wold

Announcement is imminent that Robert Wold Co., leading satellite distributor of syndicated programing, has purchased Reeves Teletape, tape duplication house of Reeves Communications, New York. With acquisition, Wold joins its major competitors in distribution business in owning both satellite and tape distribution facilities.

Bellwether

Sensitive barometer of Hispanic TV business may be created by initial public offering of 2 million shares of Telemundo Group Inc. (BROADCASTING, April 10), expected to be priced this week. In normal situation, pre-offering demand might be partially vented by raising price of shares, currently anticipated at $11-to-$13. But parent, Reliance Capital Corp., itself is committed to contributing capital on at same per-share price offered to public. Thus, every dollar increase in stock price would cost parent company additional $5.1 million (Reliance owns 5.1 million shares). Also, because of 180-day freeze on selling by current owners, any post-offering bullishness would be confined to trade in relatively thin "float" of two million shares. Key could lie in next three financial statements.

Bolstering theoretical scenario is track record of Reliance's last going-public effort, Days Inn, which began trading 19 months ago at six dollars and last Friday was at 10⅝, after hitting high of 14⅞.


65 ANIMATED
EPISODES!

Where Things Stand

A weekly status report on major issues in the Fifth Estate

AM-FM allocations. National Association of Broadcasters filed comments last month supporting FCC's proposal to allow most daytimers (1,600 of between 1,800 and 1,900) to provide nighttime service at full power. However, NAB said FCC should authorize new nighttime service on interim basis until it completes comprehensive review of AM interference standards in separate proceeding launched last month. Others said FCC should defer any action until review is completed and new interference standards are adopted. Reply comments were due Aug. 10. FCC hopes to have final order by fall.

Commission has extended comment and reply comment deadlines to Aug. 31 and Sept. 15, respectively, on its notice of inquiry on proposed rules change to authorize FM directional antenna systems, which would allow for reducing distance separations between FM's. In commission's announcement of that extension, however, it tried to narrow focus of proceeding, saying that it would be "premature to consider extension of the use of directional antennas to the channel allotment process," and defining "immediate" scope of inquiry as providing existing licensees with "greater flexibility in the selection of transmitter sites, some of which may be short-spaced."

FCC has processed about 30 of 80 windows for new FM allocations created by docket 80-90 proceeding. Commission's goal is to have processed 40 windows by year's end. Commission has also received about 800 petitions for new allotments and facility upgrades.

□

AM stereo. National Telecommunications and Information Administration issued followup report last week to one released last February on AM stereo marketplace. Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—Motorola's C-Quam and Kahn Communications' single-sideband. Second report stated that while there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of single-system, C-Quam standard in international marketplace. NTIA recommended to FCC that it protect C-Quam's pilot tone from possible interference.

Motorola has wide support among broadcasters and receiver manufacturers. About 500 AM stations broadcast in stereo with Motorola's system as compared to fewer than 100 with Kahn's. But Kahn Communications, backed by several major group broadcasters, has proved tenacious.

□

Antitrafficking. Congressional interest in reinstating FCC's antitrafficking rule is building. Legislation is pending in House and Senate that would restore rules requiring broadcast stations to be owned three years before sale. Hill action on any broadcast legislation was put on hold until fate of fairness doctrine was resolved (see "Fairness doctrine," below), but since FCC declared doctrine "unconstituional" and will no longer enforce it, likelihood that antitrafficking could move on its own (BROADCASTING, June 29) is said to be even greater. There has been some speculation that trafficking provision could be attached to FCC authorization that Congress is expected to move before end of year. House measure (H.R. 1187), offered by Representative Al Swift (D-Wash.), was focus of Telecommunications Subcommittee hearing last month. In Senate, broadcast renewal bill (S. 1277) contains provision that would reimpose rule (see "License renewal," below). Issue was raised during Senate hearings on bill July 17 and 20, where there was strong indication broadcasters are divided. NAB said it opposed reimposition of rule as stand-alone legislation, but takes no position on matter when it is part of "otherwise acceptable license renewal reform bill." Other witnesses from broadcast industry also refrained from taking stand on trafficking, another sign industry can't reach consensus.

□

Cable regulation. FCC's implementation of Cable Communications Policy Act of 1984, and particularly its deregulation of basic cable rates effective Dec. 19, 1986, received report card from panel of U.S. Court of Appeals in Washington several weeks ago. Panel upheld FCC standard for "effective competition"—where three off-air broadcast signals were available in cable community—calling it "for the most part neither arbitrary, capricious nor otherwise contrary to law." Court also agreed to FCC's determination of when it would intervene in disputes under Cable Act's franchise fee provision, which was when those disputes "directly impinge" on national policy involving cable and implicate agency's expertise. Among commission rules overturned: FCC's redefinition of basic cable service; automatic pass-through of certain identifiable costs of providing basic service, and FCC's signal availability standard.

On Capitol Hill, House Telecommunications Subcommittee plans to convene oversight hearings in fall on status of cable industry three years after deregulation.

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Children's television. On Capitol Hill, Senator Frank Lautenberg (D-N.J.) introduced children's programing bill that would require each commercial television network to air seven hours per

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UP 9%
ST. LOUIS KTVI SAT 11PM 12 HH SHR

UP 30%
NASHVILLE WSMV M-F 10:30PM 39 HH SHR

UP 8%
COLUMBUS, OH WCMH M-F 5 PM 27 HH SHR

UP 65%
SAN ANTONIO KSAT M-F 4 PM 28 HH SHR

UP 5%
CHARLESTON, WV WOWK M-F 5:30 PM 22 HH SHR

UP 13%
JACKSONVILLE WAWS M-F 7 PM 9 HH SHR

UP 22%
ROANOKE WSET M-F 7:30 PM 22 HH SHR

UP 58%
HONOLULU KGMB M-F 10:30 PM 30 HH SHR

UP 22%
CHARLESTON, SC WCBD M-F 5:30 PM 22 HH SHR

UP 21%
SAVANNAH WJCL M-F 7:30 PM 17 HH SHR

UP 16%
HARLINGEN KRGV M-F 10:30 PM 37 HH SHR

UP 19%
SIOUX CITY KTIV SUN 10:30 PM 37 HH SHR

UP 17%
ANCHORAGE KIMO M-F 5 PM 21 HH SHR

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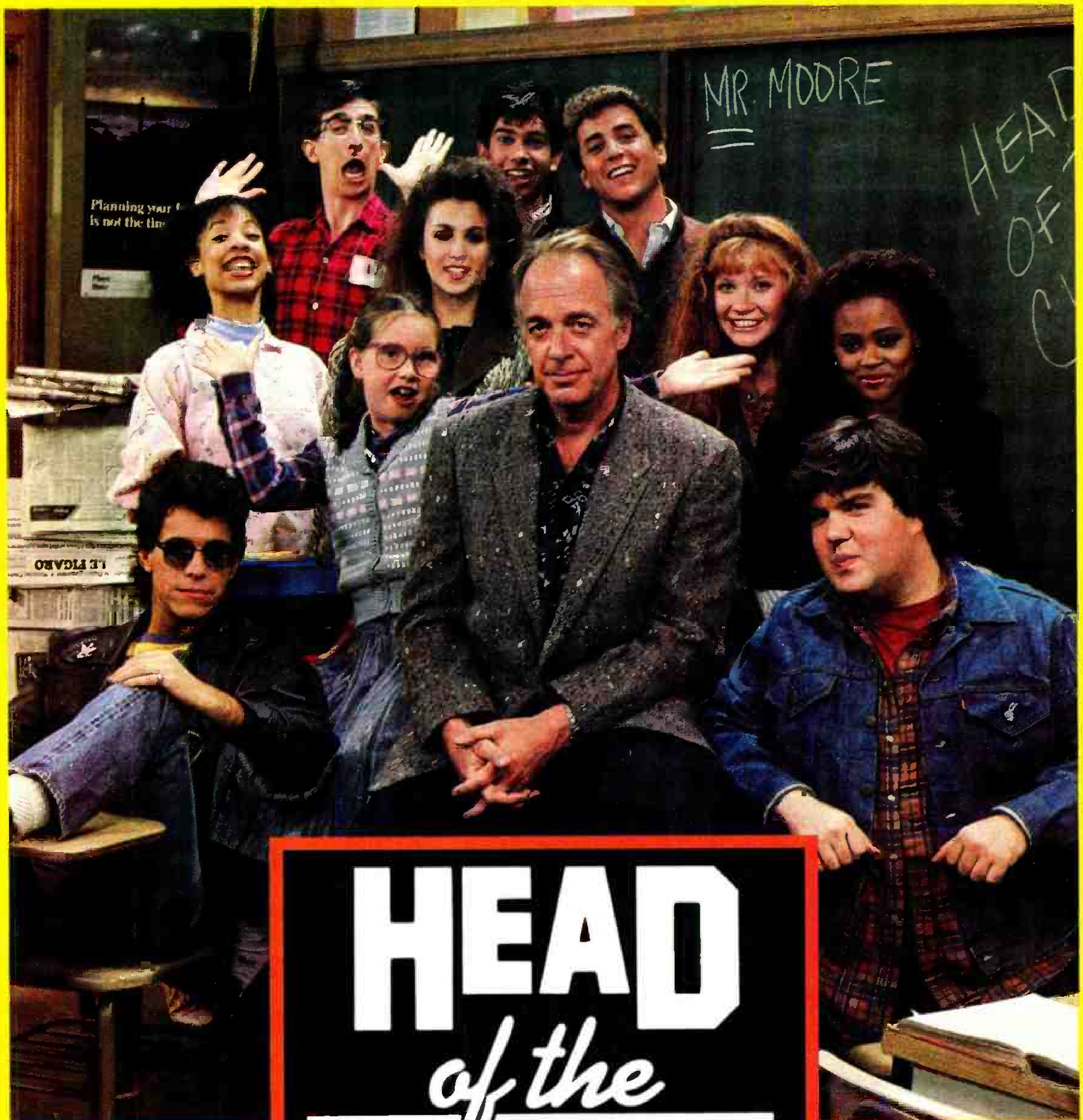

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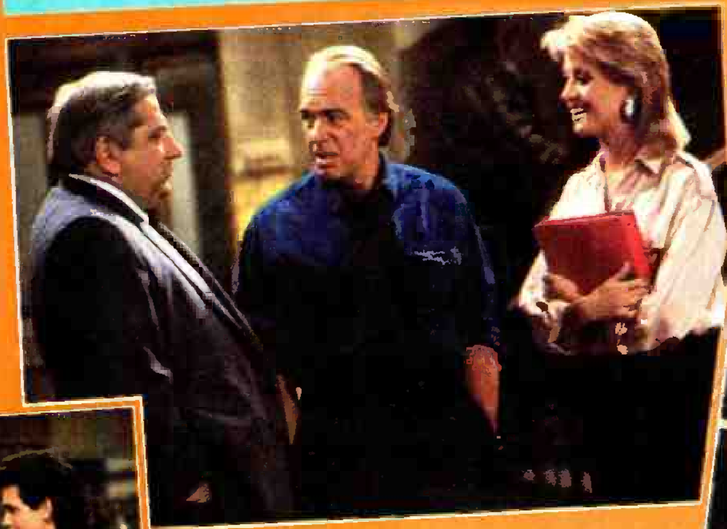

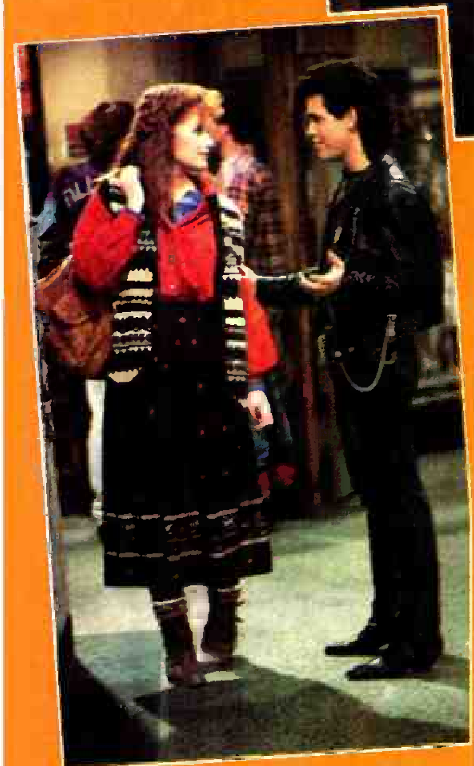

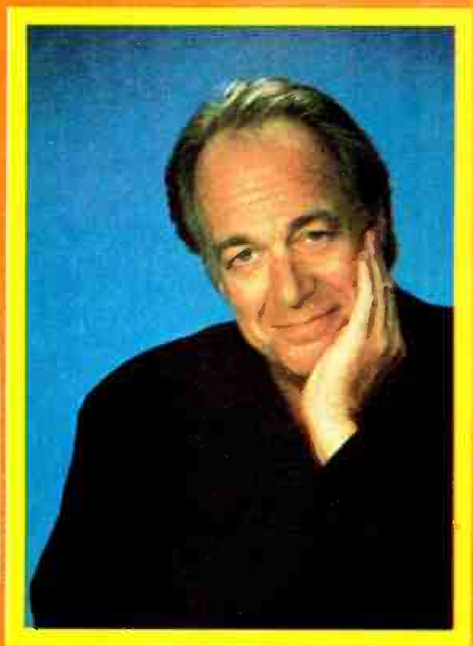

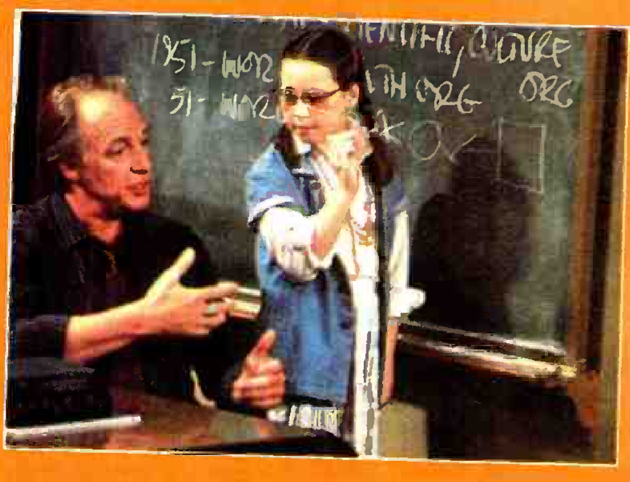

week of educational programing designed for children, and would require FCC to hold inquiries into "program-length commercials" and programs featuring interactive toys. Also, House Telecommunications Subcommittee plans hearing this fall on children's TV.

U.S. Court of Appeals in Washington has remanded FCC action eliminating commercial guidelines for children's programing on grounds commission had failed to justify its deregulatory action. Commission had maintained marketplace regulation would be sufficient to serve public interest; court said commission had offered neither facts nor analysis to support that position.

Association of Independent Television Stations, concerned about what it says is decline in TV viewing by children, has authorized lifestyles study by M/E Marketing and Research, Boston, to find out where younger viewers have gone and how to get them back. Results will be announced at INTV convention in Los Angeles in January.

□

Compulsory license. FCC received comments two weeks ago in inquiry into whether compulsory license should be preserved. National Association of Broadcasters, for sake of interindustry peace, softened its long-standing opposition to license, agruing that the license should be left alone for time being. Most broadcasters, however, urged elimination or modification of rules that to limit importation of distant signals. They were joined by motion picture industry. Cable industry, on other hand, argued to keep license. Inquiry is expected to form basis for legislative recommendation to Congress. Replies are due Sept. 21.

Meanwhile, cable and motion picture industries have discussed possibilities for reaching accommodation on compulsory copyright license. But new wrinkle has developed due to efforts of INTV to use those discussions as forum to reopen debate on must carry (BROADCASTING, June 29, July 20). NCTA is said to be staunchly resistant to effort and views INTV's initiative as violation of must-carry agreement that broadcast (INTV is signatory) and cable industries reached last year. INTV's compulsory license comments (which called for limiting application of license to carriage of local signals only and abolishing license for distant signals altogether) exacerbated situation further and resulted in additional charges by NCTA that independents have "gone back on their word." INTV, nevertheless, denied its comments were violation of agreement and defended its actions (BROADCASTING, Aug. 10).

□

Crossownership. FCC has opened inquiry into telco-cable crossownership that could lead to recommendation that Congress drop Cable Act's prohibition (BROADCASTING, July 20).

On telco-cable front, as part of first triennial reassessment of modified final judgment that resulted in breakup of AT&T, District Court Judge Harold Greene is considering whether to lift prohibitions against Bell operating companies' providing "information services," which include everything from electronic mail to videotex to cable television.

Even if Greene decides to lift prohibitions, the BOC's still wouldn't be free to provide cable service wherever they wanted. The Cable Communications Act of 1984 codified FCC rules banning all local telcos, except those serving strictly defined "rural areas," from operating cable systems within their service areas.

□

Direct broadcast satellites. High-power DBS, which would use Ku-band spectrum set aside for it, has foundered because of high start-up costs and programing dearth, but low-power C-band variety resulting from scrambling of cable programing on C-band satellites has emerged from home satellite market.

Latter got started in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programing has grown as more cable programers have scrambled feeds and begun selling subscriptions directly or as packages through other programers or cable operators.

HBO now wants other major cable programers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to much smaller dishes.

□

Equal employment opportunity. FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Stations with four or more employes are covered under rules and part-time and full-time employes must be reported separately. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers (BROADCASTING, April 27).

For cable, FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984 (BROADCASTING, Sept. 23, 1985).

□

Federal Trade Commission. FTC is undertaking antitrust investigation of National Football League television rights contracts, having issued subpoenas to ABC, CBS, NBC, Fox Broadcasting and NFL. Under investigation is possible network collusion in pressuring NFL to retain basic TV rights structure in recently negotiated three-year, $1.4-billion package or otherwise blocking FBC, HBO and other cable entities from gaining television rights. As part of NFL deal, some games will be shown for first time on cable by ESPN, cable channel 80% owned by ABC.

FY 1988-90 authorization of FTC cleared Senate in March (BROADCASTING, March 16). House Commerce Committee adopted its own version of FTC authorization on July 14. Both bills authorize FTC at $69.85 million for FY '88, $71.9 million in 1989 and $72.9 million in 1990. Senate version calls for permanent prohibition against FTC regulating ad industry based on "unfairness" standard, controversial provision that is not included in House bill.

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HF(shortwave). U.S. and other developed countries were reportedly satisfied with results of second—and final—session of World Administrative Radio Conference on planning use of shortwave band. They had succeeded for number of years in blocking effort of some Third World countries, led by Algeria, to establish computer-based planning system. WARC agreed that test that had been conducted between two sessions failed to demonstrate sys-

There's only one "Boss" in San Francisco...

Fairness update

Efforts to resurrect the fairness doctrine, which the FCC declared unconstitutional on Aug. 4, got under way just three days after the historic vote, with the filing of a notice of appeal of the action in the U.S. Court of Appeals in New York by Media Access Project for Syracuse Peace Council, an antinuclear citizens group, whose 1984 fairness doctrine claim against Meredith Corp.'s WTVH(TV) Syracuse, N.Y., led to the FCC's action. SPC will argue that Congress codified the doctrine in 1959 and that, as a result, FCC lacked the jurisdiction to repeal it. The real hope of SPC and other proponents of the doctrine, however, is that Congress will act this fall to put doctrine into law. Congress seems willing to oblige.

The FCC's abolition of the doctrine, which required broadcasters to air opposing views on controversial public issues, created an uproar in Congress. Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) have vowed to codify the doctrine and are expected to attach the fairness bill to the first "veto proof" measure Congress considers when it returns in September from August recess. President Reagan vetoed a bill codifying the fairness doctrine last June, and doctrine proponents lacked the votes to override.

The National Association of Broadcasters hosted a meeting last week with other industry groups opposed to the doctrine to begin formulating strategy to block congressional efforts to pass fairness legislation (see "Top of the Week").

tem would meet requirements of countries at conference (BROADCASTING, March 16).

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High-definition television. On July 16, FCC launched inquiry into what it has dubbed advanced television (ATV) systems and their impact on current television services, and ordered formation of ATV industry-government advisory committee (BROADCASTING, July 20). Standards body, Advanced Television Systems Committee, at July 28 meeting, planned tests, to begin before end of year, for possible ghosting and fading problems while transmitting high-resolution, wide-screen signal on terrestrial TV bands. Major testing effort will begin in early 1988.

National Association of Broadcasters has announced it will finance two-year HDTV project (costs are estimated at $700,000) to help determine feasibility of HDTV broadcasting compatible with today's standard NTSC (525 scanning line) television receivers. Most advanced HDTV system, Japan's Hi-Vision (with 1,125 scanning lines), although not compatible with NTSC, is already gaining experimental use for high-end video production, while bandwidth-reduced TV receivers and other home video gear are expected to reach market in time for launching of Japan's HDTV direct-broadcasting satellite system in 1990.

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International telecommunications satellite systems. President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC.

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Land-mobile. National Association of Broadcasters and Association of Maximum Service Telecasters are optimistic that FCC, in response to their petition, will delay decision on reallocation of UHF channels to land-mobile radio service until completion of its study on advanced television systems and local broadcasting (see "High-definition television). Broadcasters believe UHF spectrum that would be lost in reallocation may be important to their being able to implement ATV systems.

License renewal reform. Bills to reform comparative renewal process are pending in House and Senate, but fate of proposed measures is unclear. Hearings were held July 17 and July 20, by Senate Communications Subcommittee on S.1277 (BROADCASTING, July 20), where FCC Chairman Dennis Patrick and Commissioner James Quello stated reservations about bill's renewal standard. National Association of Broadcasters stated strong opposition to measure while public interest, minority and women's groups backed certain aspects of legislation. Department of Justice is also objecting to S. 1277 and outlined its complaints in 23-page letter to Communications Subcommittee Chairman Daniel Inouye (D-Hawaii).

Hill leadership has indicated that no broadcast legislation (at least any measure the industry wants) will move until outcome of fairness doctrine is determined. Now that FCC has acted on matter, chances of congressional retaliation are even greater. Most of broadcast industry's attention has been focused on draft of bill in House, where Representative Al Swift (D-Wash.) has been working with NAB and public interest groups to devise compromise package that would eliminate comparative renewal in exchange for public service obligations. Draft of bill, however, was rejected by NAB board last month and association says it wants to renegotiate (BROADCASTING, June 29). Swift has since said he will introduce bill with or without broadcaster support (BROADCASTING, July 13). Swift has been trying to iron out differences with Representative Tom Tauke (R-Iowa), author of H.R. 1140, broadcast bill that NAB is backing. Last week Swift indicated he and Tauke were close to final decision on whether they would go forward together.

In Senate, S. 1277 would set up two-step process, but there are number of other provisions broadcasters find objectionable.

At FCC, broadcasters may get some relief from groups that file petitions to deny broadcast stations' renewal or sale applications and demand payoffs from affected stations to withdraw them. Under proposed rules, now subject of FCC rulemaking, groups filing such petitions would be limited to recovering only costs involved in preparing and prosecuting their filings.

□

Low-power television. FCC's freeze on low-power applications and major changes—in effect since 1983—thawed, with new window opened June 22-July 2. Estimated 1,200 applications were received, far fewer than FCC officials had expected, giving hope applications will be processed well before year's end. Keith Larson, chief of FCC's LPTV branch, said that all engineering information had been put on computer database, but that administrative database, by which applications are processed, was ongoing, with some applications already placed on public notice. Larson said process should be completed by end of August.

Important new buyer may soon emerge in syndicated programing marketplace. Community Broadcasters Association, which represents budding LPTV industry, is considering forming cooperative to buy and distribute syndicated programing for 160 or so LPTV stations that are now originating programing. CBA is awaiting go-ahead from antitrust lawyers before proceeding further with plans.

□

Mergers. Cablevision Systems has proposed purchase of Adams-Russell for roughly $301 million cash and assumption of $174 million in liabilities. By time purchase is expected to close, sometime before January 15, Adams-Russell will have roughly 230,000 subscribers. □ SCI Holdings has retained three investment banking firms to explore sale of Storer cable systems, serving 1.4 million basic subscribers. No offering documents are expected for at least two more weeks. □ Taft Broadcasting Co.'s $157-per-share buyout by joint venture composed of leading shareholders was approved by Taft board June 5 and will be voted on at special meeting of shareholders scheduled for September 29 in Cincinnati, Ohio. Buyout filing with FCC is subject of two protests seeking to block transfer. □ FCC administrative law judge has urged revocation of RKO Broadcasting station licenses. Full commission now is expected to decide whether public interest would best be served by allowing completion of proposed $320 million settlement of KHJ(TV) Los Angeles license challenge, in which Walt Disney Co. would end up owning station. □ Still under review is initial decision by FCC transfer branch on proposed $270 million sale of WTVJ(TV) Miami by Wometco Broadcasting to joint venture of NBC and General Electric Property Management. □ Still to close is restructuring of Storer Television and purchase of half interest in six-station group by Gillett Holdings. Two entities, SCI Television Inc. and Gillett Communications Inc-General Partnership have preliminary prospectus before Securities Exchange Commission for $550 million in debt securities. Two entities will also undertake $600 million in bank credit and each contribute roughly $100 million to finance group's $1.3 billion price tag and pay $48 million in financing fees.

□

Minority preference. FCC deadline for returning minority ownership questionnaires was July 31. At last count—some two weeks ago—about 70% of broadcasters had returned questionnaires. Since then several hundred more have come in, with FCC spokeswoman saying they will continue to be processed, although those coming in after deadline may be subject to penalty for tardiness.

OMB had ruled that broadcast licensees need not return special FCC questionnaire targeted to generate data for its pending reexamination of constitutionality and advisability of pref-

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erences for minorities and women (BROADCASTING, April 13), but FCC overruled veto and held that participation is mandatory. (FCC rules require that broadcasters respond to written requests for statement of fact from commission.) FCC received comments on proceeding in June (BROADCASTING, June 8). Reply comment deadline has been extended to Aug. 20.

In Congress, interest in legislative action on minority issues appears to be gaining ground. Legislation is pending in Senate that would codify FCC's women and minority preferences and tax certificate and distress sale policies. In House, draft of broadcast bill includes same provisions. Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) plans to hold hearings on subject and is committed to action on matter either as part of omnibus broadcast bill or as separate legislation (BROADCASTING, July 27).

□

Multiple ownership. FCC received comments on proposals to relax its duopoly rules for radio and to loosen strictures of its one-to-a-market rule for broadcast ownership (BROADCASTING, June 22). Reply comments in proceeding (Docket 87-7) were due July 15. Comments were due July 31, and reply comments Aug. 31, in FCC proceeding re-examining cross-interest policy (Docket 87-154), dealing with elimination of prohibitions on "key" employes holding "nonattributable" ownership interests in competing stations (BROADCASTING, Aug. 10).

□

Must carry. Group of cable operators, including United Cable and Daniels & Associates, have asked U.S. court of appeals in Washington to find FCC's new must-carry rules unconstitutional—violation of cable operators' First Amendment rights—just as it did old rules in summer of 1985. New rules, which are less onerous for operators than were old rules, are product of compromise between cable and broadcasting industries. Not appealing rules was Turner Broadcasting System, whose First Amendment suit was one of two that led to court outlawing old must-carry rules two years ago. In light of limited scope and duration of new rules—they're set to expire after five years—TBS said it was "unnecessary" to pursue further judicial challenge.

In House, Representative Edward Markey (D-Mass.) has introduced bill to repeal five-year sunset provision of rules that set guidelines for cable carriage of broadcast stations. But measure is on hold, and won't move until Congress deals with fairness doctrine.

□

Multichannel television. Multichannel television (MCTV), otherwise known as MMDS or "wireless cable," has made appearance in several markets, including Cleveland, Washington and San Francisco. Using mix of microwave (2 ghz) channels allotted to three services—multipoint distribution service, instructional television fixed service and operational fixed service—pioneer MCTV operators are offering multiple channels of cable programing—sometimes in direct competition with cable systems.

Growth of MCTV has been retarded by regulatory and financial problems. But, according to some MCTV proponents, chief problem is securing distribution rights to popular cable services like Home Box Office and Showtime. Metropolitan had to go to court to get rights to Showtime.

□

Public broadcasting. Full House passed Labor-HHS bill Aug. 5, funding Corporation for Public Broadcasting at $238 million for FY 1990, $10 million more than FY 1989 level and highest figure ever approved for CPB, which had asked for $254 million. American Public Radio President Al Hulsen will leave his post in September to return to Hawaii, where he said he will "pursue a variety of personal, family and professional activities" (BROADCASTING, July 20). Donald Ledwig was unanimously elected permanent president of CPB after serving as acting president for seven months (BROADCASTING, July 6). Size of CPB board increased to eight with addition of three new members—Archie Purvis, Marshall Turner and Sheila Tate—and return of former chairman, William Lee Hanley (BROADCASTING, June 29). At his request, nomination of former board member Harry O'Connor for second term was withdrawn. Confirmation of Charles Lichenstein for one of two remaining openings has been controversial: Lichenstein has been faulted by noncommercial system for reputedly believing that funding to CPB should be cut, but Senate source expects nomination to go through ("Closed Circuit," June 29).

□

Scrambling. Congressional debate over home satellite marketplace is heating up. Bills are pending in House and Senate that would regulate home satellite marketplace. Senate Communications Subcommittee took up issue at hearing two weeks ago (BROADCASTING, Aug. 3) at which Subcommittee Chairman Ernest Hollings (D-S.C.) joined other subcommittee members in sponsoring legislation that would require cable programers to allow qualified third parties to distribute programing to 1.7 million owners of backyard earth stations. Following hearing, Commerce's ranking Republican, John Danforth of Missouri, announced he too would back bill.

There has also been realignment of industry groups interested in TVRO legislation, with Motion Picture Association of America expressing its support for Senate dish bill, S.889 (BROADCASTING, July 27, Aug. 3). House Telecommunications Subcommittee hearing on scrambling last month (BROADCASTING, July 6) also indicated that congressional concern over home satellite marketplace is building. Many members of House subcommittee expressed skepticism over conclusions by FCC, NTIA and Justice Department that TVRO marketplace is competitive, particularly when dish industry continues to complain about access to programing and pricing.

□

Space WARC. U.S. expressed qualified optimism in September 1985, following first session of two-session conference to develop plan for use of space services. However, controversy between developed and developing countries in first session prevented delegates from completing work in orderly way, with result that countries are concerned about planning for second session, in 1988. Under compromise reached, conference focused on fixed satellite services, agreeing that expansion bands associated with 6/4 hhz and 14/11-12 bands—where relatively few satellites operate—would be set aside for arc allotment planning. That was intended to meet demands of developing countries for guaranteed access to orbital arc. As for heavily used C- and Ku-bands, session said "multilateral planning method" would be developed for coordinating requirements in them. U.S. had backed such MPM at session, but since has been having second thoughts.

□

Syndex. In comments to FCC last month, cable operators expressed opposition, while broadcasters and program producers expressed support for FCC's proposal to reimpose rules requiring cable systems to black out syndicated programing on distant signals if it appears on local stations.

The cable industry argued that FCC lacks jurisdiction to reimpose syndex, that absence of rules has not harmed broadcasting and motion picture industries and that rules would violate cable operators' First Amendment rights.

Most broadcasters and program producers contended that the rules are needed to protect sanctity of their "exclusive" programing contracts. And, contrary to what cable industry says, they have been harmed economically by cable importation of distant signals with programs that duplicate those of local stations. Reply comments are due Sept. 8.

□

TV stereo. Maintaining lead in transmission of stereo programing is NBC-TV, which will broadcast majority of its new prime time schedule in stereo. Five of network's fall additions to prime time lineup will be in stereo, bringing totals to 22 programs representing 16½ hours. With hours from late-night shows, NBC will broadcast 29½ hours in stereo weekly. Nearest competitor is PBS, which carries 35 to 45 hours in stereo per month. By end of 1987, NBC projects that 152 affiliates will have stereo capability, representing 92% coverage of U.S.

Stereo sound television receivers sold to dealers for year to date, as of July 24, total 1,760,628, up 25.5% from 1,402,420 sold in same period in 1986.

□

Unions. Striking technical workers at NBC, now entering eighth week of walkout, have received $25,000 strike fund donation from union local representing CBS technicians in New York. NBC union, National Association of Broadcast Employes and Technicians (NABET), has also received $5,000 from Director's Guild of America and $10,000 from United Auto Workers. No further talks are scheduled between NABET and NBC, with last discussions under federal mediation collapsing in New York in late July. Dispute centers on network's proposed increase in use of temporary employes, practice called "daily hires."

Negotiators for Directors Guild of America were scheduled to resume staff talks with ABC and CBS on Thursday (Aug. 13). NBC reached separate agreement with guild last month to avert DGA work stoppage in midst of lengthy strike by 2,800 members of National Association of Broadcast Employees and Technicians (NABET).

Screen Actors Guild national board of directors last week unanimously approved new three-year pact retroactive to July 1 with four major Hollywood animation studios: Disney, DIC, Marvel and Filmation. Tentative agreement came July 24, ending five-week strike by voice-over actors. Board voted 48-0 for new contract, which includes 10% pay raise, reduction in recording sessions from eight to four hours in most cases and 10% bonus when actors must provide voices for three characters in one session. Accord was not subject to membership vote.

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Datebook

■ Indicates new entry

This week

Aug. 16-19—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco. Information: (202) 371-0800.

Aug. 18—CBS fall program preview, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. CBS, New York. Information: (212) 765-2450.

■ **Aug. 18**—*Country Music Association* educational forum for radio sales and promotion. Ritz Carlton hotel, Atlanta. Information: (615) 244-2840.

Aug. 18-23—*National Association of Black Journalists* 12th annual convention. Theme: "Words, Pictures and Sound: Paving the Road to Parity." Intercontinental hotel, Miami. Information: (703) 648-1270.

Aug. 19—*Ohio Association of Broadcasters* news directors workshop. Holiday Inn, Columbus, Ohio.

Aug. 20—Reply comments due in *FCC* proceeding (Docket 86-484) reexamining constitutionality and advisability of its practice of granting preferences to females and minorities in broadcast licensing and its distress sales and tax certificate policies. FCC, Washington.

■ **Aug. 20**—*Country Music Association* educational forum for radio sales and promotion. Westin hotel, Fountain Square, Cincinnati. Information: (615) 244-2840.

Aug. 20-22—*West Virginia Broadcasters Association* 41st annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Also in August

■ **Aug. 25**—*Country Music Association* educational forum for radio sales and promotion. Westin South Coast Plaza, Costa Mesa, Calif. Information: (615) 244-2840.

Aug. 26—NBC fall program preview, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. NBC, New York. Information: (212) 765-2450.

Aug. 26—*Ohio Association of Broadcasters* news directors workshop. Embassy Suites hotel, Columbus, Ohio.

■ **Aug. 27**—*Country Music Association* educational forum for radio sales and promotion. Wyndham hotel, San Antonio, Tex. Information: (615) 244-2840.

Aug. 28—Deadline for entries in CAPE Awards (Cable Awards for Programing Excellence), sponsored by *Cable Television Network of New Jersey*. Information: CTN, 128 West State Street, Trenton, N.J. 08608.

■ **Aug. 29**—"Covering . . . not creating . . . a disaster," a reporter's guide to information sources in an emergency, and "On the road with President Reagan," featuring White House correspondents, seminar sponsored by *AP Television-Radio Association of California-Nevada*. KEYT-TV Santa Barbara, Calif. Information: (805) 962-8731.

Aug. 30-Sept. 1—Eastern Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Information: (404) 252-2454.

Aug. 31—Reply comments due on *FCC* proposal (MM Docket 87-154) to eliminate cross-interest policy.

September

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

Sept. 2—PBS fall program preview, sponsored by *National Academy of Television Arts and Sciences, New York chapter*. PBS, New York. Information: (212) 765-2450.

■ **Sept. 3**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Stamford Marriott, Stamford, Conn.

Sept. 4—Deadline for entries in *Midwest Radio Theater Workshop*. Information: Julie Youmans, MRTW director, KOPN (FM), 915 East Broadway, Columbia, Mo., 65201.

Sept. 4—*Ohio Association of Broadcasters* small market radio exchange. Westbrook, Mansfield, Ohio.

Sept. 5—*Florida AP Broadcasters* 39th annual meeting and awards luncheon. The Peabody, Orlando, Fla.

Sept. 7-9—*Satellite Broadcasting and Communication Association-Satellite Television Technology International* trade show. Opryland hotel, Nashville. Information: Margaret Parone, (703) 549-6990.

Sept. 8—Deadline for reply comments due in *FCC* proceeding (Gen. Docket 87-24) considering reinstitution of syndicated exclusivity rules.

Sept. 9—*Virginia Public Radio Association* meeting. James Madison University, Harrisonburg, Va. Information: (703) 568-6221.

Sept. 9-12—Radio '87 Management, Programing, Sales and Engineering Convention, sponsored by *National Association of Broadcasters*. Anaheim Convention Center, Anaheim, Calif.

Sept. 10—*TV Guide-American Women in Radio and Television* fall preview gala. Filmland Corporate Center, Culver City, Calif. Information: Nancy Logan, (213) 276-0676.

■ **Sept. 10**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Westin Crown Center, Kansas City, Mo.

Sept. 10-11—Third annual *Rocky Mountain Film & Video Expo*. Regency hotel, Denver. Information: (303) 691-4600.

Sept. 11-13—*Maine Association of Broadcasters* annual convention and election of officers. Sugarloaf USA, Kingfield, Maine.

Sept. 11-13—*Radio Advertising Bureau*'s Radio Sales University, Portland, Ore. Information: 1-800-232-3131.

Sept. 12—39th annual prime time Emmy Awards (nontelevised), primarily for creative arts categories, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 13-15—*Nebraska Association of Broadcasters* annual convention. Kearney, Neb.

■ **Sept. 14**— Second deadline for entries for 30th *International Film & TV Festival of New York*, competition for TV programing, commercials, promotions and music video. Information: Michael Gallagher, (914) 238-4481.

Sept. 14—*Ohio Association of Broadcasters* small

Major Meetings

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.

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 Broadcasters* 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 28-May 3, 1988—24th annual *MIP-TV, Marches des International Programes des Television*, international television program market. Palais des Festivals, Cannes, France.

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.

June 8-11, 1988—*American Women in Radio and Television* 37th annual convention. Westin William Penn, Pittsburgh.

June 8-12, 1988—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 32nd annual seminar. Bonaventure, Los Angeles. Future meeting: June 21-25, 1989, Renaissance Center, Detroit.

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

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

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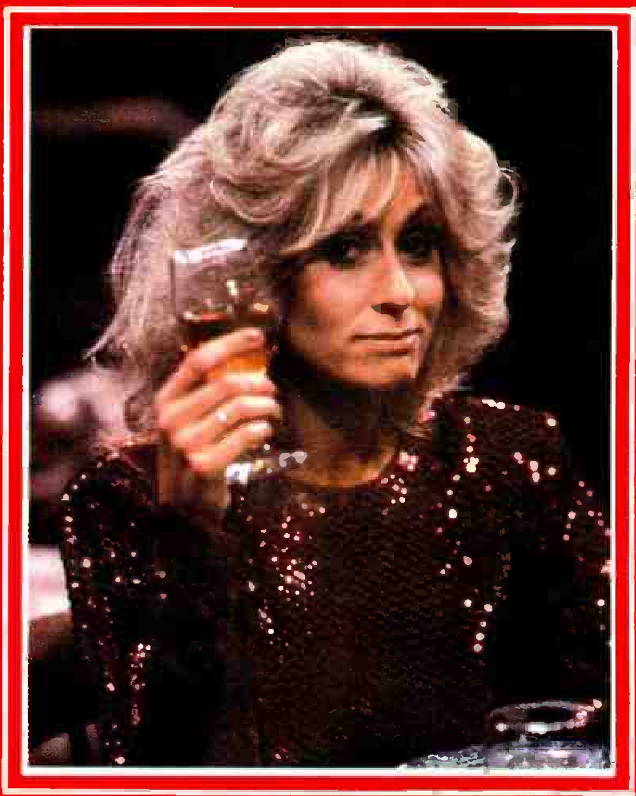

market radio exchange. Holiday Inn, Wapakoneta, Ohio.

■ **Sept. 15**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Columbus Marriott East, Columbus, Ohio.

Sept. 15—*National Religious Broadcasters* Southeastern chapter meeting. Atlanta. Information: (201) 428-5400 or J. Richard Florence, (305) 737-9762.

Sept. 17—Annual Everett C. Parker Ethics in Telecommunications lecture, to be delivered by William Baker, president and chief executive officer of noncommercial WNET(TV) New York. Co-sponsored by *Office of Communication of United Church of Christ* and *Communication Commission of National Council of Churches*. Riverside Church, New York. Information: (212) 683-5656.

■ **Sept. 17**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Stouffer Concourse hotel, Denver.

Sept. 17-18—37th annual fall broadcast symposium, sponsored by *Institute of Electrical and Electronics Engineers*. Washington hotel, Washington. Information: (202) 659-3055.

Sept. 17-19—*American Women in Radio and Television* South Central area conference. Houston.

Sept. 17-20—*American Women in Radio and Television* Western area conference. San Jose, Calif.

Sept. 18—Cable television technology conference, sponsored by *Massachusetts Cable Television Commission*. Massachusetts Transportation Building, 10 Park Plaza, Boston. Information: Bill August, (617) 727-6925.

■ **Sept. 18**—Reception for FCC bureau chiefs, sponsored by *Broadcast Poineers, Washington chapter*. National Association of Broadcasters, Washington.

Sept. 18-19—*North Dakota Association of Broadcasters* annual convention. Minot, N.D.

Sept. 18-20—"Hard Choices: Economics and Social Policy," conference for journalists sponsored by *Foundation for American Communications*. Stouffer Westchester hotel, White Plains, N.Y. Information: (213) 851-7372.

Sept. 20-22—*National Religious Broadcasters* Western chapter meeting. Los Angeles Airport Marriott, Los Angeles. Information: (201) 428-5400 or Ray Wilson, (818) 246-2200.

Sept. 20-24—*Southern Educational Communications Association* conference. Hyatt Regency, Baltimore. Information: Jeanette Cauthen, (803) 799-5517.

Sept. 20-24—*National Association of Telecommunications Officers and Advisers* seventh annual conference, "Options and Opportunities." Speakers include: Jack Valenti, Motion Picture Association of America; James Mooney, National Cable Television Association; Preston Padden, Independent Television Association. Pfister hotel, Milwaukee. Information: (202) 626-3250.

Sept. 21-22—*National Association of Broadcasters* "Hundred Plus Exchange," meeting for small market television broadcasters to discuss increasing television revenues and recruiting employes. Capitol Hill Hyatt Regency hotel, Washington. Information: (202) 429-5362.

Sept. 21—Deadline for reply comments in *FCC* proceeding (Gen. Docket 87-25) aimed at building case against cable's compulsory copyright license.

Sept. 21-23—Fifth annual Great Lakes Cable Expo, sponsored by cable television associations of Illinois, Indiana, Michigan and Ohio. Theme: "Cable Means Business." Keynote speaker: Jim Cownie, co-founder and executive VP, Heritage Communications. Indiana Convention Center, Indianapolis.

Sept. 21-24—Third Pacific International Media Market for film and television programs. Regal Meridien hotel, Hong Kong. Information, in Australia: (03) 509-1711.

Sept. 22—Symposium on reporting health risk information, sponsored by *Georgetown University Medical Center Institute for Health Policy Analysis, Schools of Public Health and Journalism at University of North Carolina at Chapel Hill and Duke University Center for Health Policy Research and Education*. UNC, Chapel Hill, N.C. Information: (919) 966-4032.

Sept. 22-24—Ninth annual Satellite Communications Users Conference. Infomart, Dallas. Information: (303) 220-0600.

Sept. 22-24—*Wisconsin Broadcasters Association* annual sales seminar. Eau Claire-Appleton-Madison, Wis.

■ **Sept. 23-25**—*National Association of Black Owned Broadcasters* 11th annual fall broadcast management conference, "Overcoming the Barriers to Profitable Station Operation." Ramada Renaissance hotel, Washington. Information: (202) 463-8970.

Sept. 23-25—*Oregon Association of Broadcasters* annual meeting. Shilo Inn, Lincoln City, Ore.

Sept. 24-25—*National Religious Broadcasters* South-central chapter meeting. Hyatt Regency, Memphis. Information: (201) 428-5400 or Buck Jones, (901) 725-9512.

Sept. 24-26—International Symposium on Broadcasting Technology, sponsored by *Radio and Television Broadcasting Society of Chinese Institute of Electronics* and *China Institute of Radio and Television*. Beijing, China.

Sept. 25—*Society of Broadcast Engineers Chapter 22, Central New York* 15th regional convention. Liverpool, N.Y.

Sept. 25-27—*Massachusetts Association of Broadcasters* annual convention. Brewster, Mass.

Sept. 27-29—*Microwave Communications Association* annual convention. Ramada Renaissance hotel, Washington. Information: (301) 464-8408.

Sept. 27-29—*Kentucky Cable Television Association* annual convention. Radisson hotel, Lexington, Ky.

Sept. 27-29—*New Jersey Broadcasters Association* 41st annual convention. Buck Hill Inn, Buck Hill Falls, Pa.

Sept. 28-Oct. 2—Video Expo New York, sponsored by *Knowledge Industry Publications*. Jacob K. Javits Convention Center, New York. Information: (914) 328-9157.

Sept. 29—*National Academy of Cable Programing* annual fall forum luncheon. Grand Hyatt hotel, New York. Information: (202) 775-3611.

Sept. 29-Oct. 1—*Society of Broadcast Engineers* national convention. St. Louis Convention Center, St. Louis.

Sept. 29-Oct. 3—Fifth Canada-Japan TV executives meeting, coordinated by *Canadian Broadcasting Corp*. Toronto. Information: (613) 738-6862.

Sept. 30—*International Radio and Television Society* newsmaker luncheon featuring FCC Chairman Dennis Patrick. Waldorf-Astoria, New York.

Sept. 30—Deadline for entries in *Ohio State* Awards program competition. Information: Phyllis Madry, (614) 292-0185.

Sept. 30—"Hispanic Media: Influence and Opportunity," seminar sponsored by *Media Institute*. Westin Bonaventure hotel, Los Angeles.

October

Oct. 1-2—"Urban Markets: Cable's Newest Challenge," seminar sponsored by *National Cable Television Association* and *National Association of Minorities in Cable*. Waldorf-Astoria, New York. Information: Barbara York or Ann Dorman, (202) 775-3622.

Oct. 4-6—*Washington State Association of Broadcasters* annual conference. Cavanaugh's Inn at the Park, Spokane, Wash.

Oct. 4-7—*American Association of Advertising Agencies* Western region convention. Ritz-Carlton, Laguna Niguel, Calif. Information: (213) 658-5750.

■ **Oct. 4-8**—HDTV Colloquim, "From Studio to Viewer." Organized under chairmanship of Guy Gougeon, VP, Canadian Broadcasting Corp. Engineering. Ottawa Congress Center, Ottawa, Canada.

Oct. 5—Presentation of CAPE Awards (Cable Awards for Programing Excellence), sponsored by *Cable Television Network of New Jersey*. Trump Tower, Atlantic City, N.J.

Oct. 5-6—*Corporation for Public Broadcasting* annual meeting. CPB headquarters, Washington.

Oct. 5-6—*National Religious Broadcasters* Southwestern chapter meeting. Dallas. Information: (201) 428-5400 or David Payne, (918) 258-1588.

■ **Oct. 5-7**—Third annual general assembly of *World*

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Teleport Association, sponsored by *Bay Area Teleport*. Theme: "Teleports and Regional Economic Development." Oakland Hyatt Regency hotel and Oakland Convention Center, Oakland, Calif. Information: (415) 769-5062.

Oct. 5-8—*Electronic Industries Association* 62d annual fall conference. Los Angeles. Information: (202) 457-4980.

Oct. 5-8—HDTV '87 Colloquium, third international conference on new television systems, co-sponsored by *Government of Canada, Department of Communications; Canadian Broadcasting Corp.; National Film Board*, and *Telesat Canada*. Ottawa. Ontario. Information: (613) 224-1741.

Oct. 5-8—Eighth annual Nebraska Videodisk Symposium, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

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

Oct. 6-8—*World Teleport Association* general assembly, hosted by Bay Area Teleport. Theme: "Teleports and Economic Development." Oakland, Calif. Information: Sharon McStine, (212) 466-4758.

Oct. 7—*Connecticut Broadcasters Association* annual meeting and fall convention. Parkview Hilton, Hartford, Conn. Information: (203) 633-5031.

Oct. 7-10—*Kansas Association of Broadcasters* convention. Wichita Marriott, Wichita, Kan.

Oct. 7-11—*Women in Communications* national professional conference Minneapolis. Information: (512) 346-9875.

Oct. 8-10—*American Women in Radio and Television* North Central area conference. Louisville, Ky.

Oct. 8-10—*North Carolina Association of Broadcasters* annual convention. Raleigh, N.C.

Oct. 9-11—*Illinois Broadcasters Association* fall convention. Knickerbocker hotel, Chicago.

Oct. 9-11—*Radio Advertising Bureau*'s Radio Sales University. Chicago. Information: 1-800-232-3131.

Oct. 13-15—*Mid-America Cable TV Association* annual meeting, including Society of Cable Television Engineers seminar and testing. Hyatt Regency Crown Center, Kansas City, Mo. Information: (913) 841-9241.

Oct. 14-16—Intelevent '87 conference, sponsored by *International Televent*. Theme: "Competition and Coexistence: the Transatlantic Dialogue." Geneva. Information: (202) 857-4612.

Oct. 14-16—"Satellites in Space," conference sponsored by *Society of Satellite Professionals*. Mayflower hotel, Washington. Information: 1-800-722-9000.

Oct. 14-16—*National Religious Broadcasters* Midwestern chapter meeting. Pheasant Run Resort, St. Charles, Ill. Information: (201) 428-5400 or Herb Roszhart (402) 845-6595.

Oct. 14-17—Broadcast '87, trade fair for professional radio, film and television, sponsored by *Messe Frankfurt GmbH* of Frankfurt. Workshops to cover HDTV, CCD cameras, digital audio studios for radio and graphic animation. Exhibitors include Ampex, JVC, Bell & Howell and Thomson Video. Frankfurt. Information: (069) 7575-292.

Oct. 14-17—Seventh annual Prized Pieces International Video and Film Competition, sponsored by *National Black Programing Consortium*. Columbus, Ohio. Information: (614) 252-0921

Oct. 15-16—*Broadcast Financial Management Association* board of directors meeting. Watergate hotel, Washington.

Oct. 15-17—*American Women in Radio and Television* Northeast area conference. Albany, N.Y.

Oct. 15-18—*American Advertising Federation* Western region conference. Seattle.

Oct. 15-19—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Oct. 16-18—*Minnesota Broadcasters Association* annual fall convention. Holiday Inn Downtown, Mankato, Minn. Information: Jo Bailey, (507) 345-4646.

Oct. 16-19—*Audio Engineering Society* convention. Hilton and Sheraton Center, New York. Information: (212) 661-8528.

Oct. 16-20—MIPCOM, international film and program market for TV, video, cable and satellite. Cannes, France. Information: 33-1-45-05-14-03.

Oct. 18-20—*Nevada Association of Broadcasters* annual convention. Las Vegas.

Oct. 18-20—*Pennsylvania Association of Broadcasters* fall convention. Philadelphia.

Oct. 18-21—*Association of National Advertisers* 78th annual convention. Hotel del Coronado, Coronado, Calif. Information: (212) 697-5950.

Oct. 19-21—*New York State Broadcasters Association* 33rd annual meeting. Desmond Americana. Albany, N.Y.

■ **Oct. 19-21**—18th annual *Loyola Radio Conference*. Holiday Inn Mart Plaza, Chicago. Information: (312) 670-3207.

Oct. 20-27—Telecom '87, "Communications Age: Networks and Services for a World of Nations," organized by *International Telecommunication Union*. Palexpo, exhibition and conference center, Geneva. Information: Geneva: (022) 99-51-11.

Oct. 21-22—*Ohio Association of Broadcasters* fall convention. Hyatt Regency, Columbus.

Oct. 21-23—*Indiana Broadcasters Association* fall conference. Adam's Mark hotel, Indianapolis. Information: (317) 638-1332.

Oct. 21-23—"Local TV News Archives Conference," sponsored by *National Center for Film & Video Preservation of the American Film Institute of Los Angeles and Washington*. Madison, Wis. Information: (213) 856-7637.

Oct. 22-24—*National Religious Broadcasters* Eastern chapter meeting. Sandy Cove Bible Conference Center, North East, Md. Information: (201) 428-5400 or Sue Bahner, (716) 461-9212.

Oct. 22-24—35th annual *Arizona Broadcasters Association* fall convention, which meets concurrently with convention of *Arizona Society of Broadcast Engineers*. Pointe at South Mountain, Phoenix. Information: (602) 991-1700.

Oct. 22-25—National Video Festival, sponsored by *American Film Institute*. Los Angeles. Information: (213) 856-7787.

Oct. 23-24—*Friends of Old-Time Radio* 12th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 23-25—*Missouri Broadcasters Association* fall meeting. Marriott's Pavilion, St. Louis.

Oct. 24-27—*Texas Association of Broadcasters* annual fall convention and engineering conference. Westin Galleria hotel, Dallas.

Oct. 25-27—*Women in Cable* national cable management conference, including roast of John Malone, president-CEO, Tele-Communications Inc. Theme: "Getting Down to Business: Cable After Deregulation." Mayflower hotel, Washington. Information: Kate Hampford, (202) 737-3220.

Oct. 25-28—American Children's Television Festival, co-founded by *Central Educational Network* and *WTTW(TV) Chicago*. Knickerbocker hotel, Chicago. Information: (312) 390-8700.

Oct. 25-29—Technology studies seminar, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

Oct. 27—*International Radio and Television Society* newsmaker luncheon. Speaker: Robert Wright, president and chief executive officer, NBC. Waldorf-Astoria, New York.

■ **Oct. 30**—30th *International Film & TV Festival of New York* awards banquet for TV advertising. Sheraton Center, New York. Information: Michael Gallagher, (914) 238-4481.

Oct. 30-Nov. 1—*Broadcast Education Association* fall seminar on International Electronic Media. Information: (202) 429-5355.

Oct. 31-Nov. 4—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles.

November

Nov. 9—Comments due in *FCC* proceeding (MM Docket 87-6) considering use of synchronous transmitters to extend coverage of AM stations.

Nov. 10—"Sports and the Media," national conference sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

Nov. 11-13—*Society of Broadcast Engineers* annual convention. St. Louis Convention Center, St. Louis. Information: (317) 842-0836.

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

Nov. 11-14—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Chicago.

Nov. 12—Telecommunications Career Day, sponsored by *James Madison University*. University campus, Harrisonburg, Va. Information: (703) 568-6221.

Nov. 13-14—*New Hampshire Association of Broadcasters* annual conference. Bedford, N.H.

Nov. 13-15—*Radio Advertising Bureau*'s Radio Sales University. Little Rock, Ark. Information: 1-800-232-3131.

Nov. 13-17—*National Federation of Community Broadcasters* public radio RF transmission training seminar. Sheraton, St. Louis. Information: (202) 797-8911.

■ **Nov. 14**—30th *International Film and TV Festival of New York* awards banquet for TV programing and promotion, music video and nonbroadcast production. Sheraton Center, New York. Information: Michael Gallagher, (914) 238-4481.

Nov. 17-19—Ninth International Sport Summit conference and exhibit. Beverly Hilton hotel, Los Angeles.

Open Mike

Remote possibilities

EDITOR: The reactions of news media executives to remote sensing as reported in the July 20 issue of BROADCASTING were disappointing. As remote sensing passes into private hands, the capabilities of satellites to observe events on earth from space and broadcast electronic images in a timely manner at lower cost will improve.

Efforts are under way to reduce the size and weight of satellites to make it possible to use expendable launch vehicles and achieve lower costs. These improvements in technology will also make the content and images from the satellites more desirable to viewers and result in cost-effective news reporting.

News media decision makers should be in the forefront to provide "all the news that's fit to see," and support the efforts of U.S. industry to maintain a competitive edge in global space markets. There are realistic and near-term opportunities for the news media to expand their horizons with electronic im-

KMSP

United Television, Inc.

ages of extraordinary detail from space. Space pictures promise to be as indispensable as hand-held cameras to newsgathering and the printing press to a free society.—*Peter E. Glaser, Arthur D. Little Inc., Cambridge, Mass.*

□

EDITOR: Concerning your article, "Remote possiblities for remote sensing," in the July 20, 1987 issue of BROADCASTING, I for one salute the imagination and foresight of ABC's Mark Brender and the Radio-Television News Directors Association's Media in Space Committee. As former Chief of the Land Sciences Branch in NOAA/NESDIS (the weather satellite people) I was amazed in the 1970's that weather satellite data was retrieved, enhanced and improved for the TV meteorologists, to allow the average American to see and comprehend the weather systems and how they would affect his life. The argument that the TV viewing public would not be capable of understanding SPOT and Landsat satellite images lies somewhere between unfair and mendacious.

As a satellite specialist who has used satellite data and images for more than 15 years, I predict that TV broadcasting in the 1990's will feature satellite images that graphically portray volcanic eruptions in Central America, catastrophic flooding in Asia, droughts in Africa, destruction of rain forests in the tropics, the growth of cities, the condition of crops in the Midwest, the movement of pollutants in American rivers and the location of missile sites in the Soviet Union.

The images may not come from a dedicated mediasat, but, as ABC and other networks have shown, satellite information-gathering can be processed into news with an entire new dimension. Let's hope that the American news media have more foresight and moxie than that generation of U.S. automakers in the 1960's who laughed at "those funny little Japanese cars."—*Donald R. Wiesnet, president, Satellite Hydrology Inc., Vienna, Va.*

EDITOR: Your article, "Remote possibilities for remote sensing" (BROADCASTING July 20), gave me a feeling of deja vu: I have read the same, generic article at other times, in other publications, and about other new technologies. I do not mean to imply that the reasons given for the "tepid" interest in mediasat by news media executives are not legitimate reasons for tepidity, for new technologies must always swim in such waters, to some extent. Rather, I feel that such lack of enthusiasm is just so *predictable*.

Arthur C. Clarke, who needs no introduction and who has had some involvement with new technologies during his time, has stated in his numerous publications various principles relating to the introduction of such technologies. For example, he speaks of "failures of imaginaiton" and "failures of nerve" by the very persons who would most benefit by the new technologies. There are many examples of these two types of "failures," but one of my favorite examples of the former occurs toward the end of the last century, around the time the telephone was invented. The British government, certainly concerned with communication in order to run its empire, commissioned the technical branch of the British Post Office to do a study to determine what impact the new telephone and its attendant technology would have on the country. Their conclusion was that the impact would be minimal: the telephone had no future in Great Britain because, as the report said, "Unlike the United States, Great Britain has a large supply of messenger boys."

The failure of the media chiefs, I believe, is an example of the other type of failure, failure of nerve. Certainly, they can appreciate what a mediasat would add to the art and science of newsgathering. ABC's *Jennings/Koppel Report* on the Persian Gulf, aired earlier this month, was the most creative use of civilian remote-sensing satellite technology by the media to-date. I had the feeling that I was in an aircraft flying around and above the Iranian military installations near the mouth of the Gulf, but without the obvious risk. In fact, no persons were taking any risk. A dedicated mediasat would be far better, obviously, if it had better resolution than Landsat and SPOT and was able to provide more timely data. There are impediments, as BROADCASTING's July 20 article pointed out, but the media leadership shows no interest in taking them on. Perhaps this is not too surprising, considering that both the Wright brothers and Dr. Robert Goddard were ridiculed in newspaper editorials about the activities we venerate them for today.

Returning to the sage, Clarke, for guidance, we may take note of another of his principles. This is his three steps of the process of acceptance of new technology, again, by the very persons who would benefit most. At first, many critics will say that the technology will not work. When it is shown to work, the critics will then say that the technology will not be practical, or as is often the case, economical. When the usefulness or economics has been proved, the critics jump on the proverbial bandwagon and deny that they ever were critics. Mediasat (the concept) is in the second phase. Although Landsat images of military and other facilities have been used by the media since at least 1975, when *Aviation Week & Space Technology* published a Landsat (called the Earth Resources Technology Satellite or ERTS) image of the Soviet launch complex at Tyuratum, it was the combination of the new French SPOT satellite and the disaster at Chernobyl which gave impetus to the notion that mediasat was worth arguing about, or, to use the government's perspective, worth regulating (if I may somewhat alter the words of St. Augustine: it takes a great idea to make a heresy). After all, there is no need to regulate something that will not work, but there may certainly be a need (or at least a perceived need) by some to regulate that which may be practical or economic.

Time and events, I believe, will change the picture (no pun intended). Western Europe and Japan will, in the near future, develop civilian remote-sensing satellites with resolution better than 10 meters, and the United States Department of Commerce will have no jurisdiction over the matter. Regarding the Departments of Defense and State,

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Broadcasting

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□

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David N. Whitcombe, *vice president.*

Founded 1931 *Broadcasting-Telecasting* * introduced in 1946 *Television* * acquired in 1961 *Cablecasting* * introduced in 1972 □ * Reg U S Patent Office □


I JUST BOUGHT "COSBY" FOR $$$$$
I JUST BOUGHT "WHO'S THE BOSS?" FOR $$$$$
WELL, I JUST BOUGHT "IT'S A LIVING" FOR $$
BUT WE'VE GOT THE MOST EXPENSIVE SHOWS IN SYNDICATION!
TOP DOLLAR, ALL THE WAY.
CATCH YOU LATER, BIG SPENDER!
SEE YOU AROUND, HIGH ROLLER!


IT WAS A SUCCESS AS A STRIP, AS A ONCE-A-WEEK SHOW AND N THE NETWORK. THE REPS AY THAT IT WILL WORK IN CCESS, EARLY FRINGE AND LATE NIGHT.
IT'S HOT! I HEAR THEY'VE CLEARED 40 MARKETS IN 40 DAYS. AND I CAN STRIP IT AS EARLY AS THIS MARCH!
LATER...
HELLO, LORIMAR...
HELLO, LORIMAR...

they accepted the fact that Soviet reconnaissance satellites would regularly observe and record events and facilities in the United States in the early 1960's. As many knowledgeable people have said, this reciprocal reconnaissance has added a healthy degree of stability to world affairs. It is not at all clear that a mediasat would harm United States security, although there are legitimate concerns of the Departments of Defense and State that will have to be worked out (access to space imagery by terrorists may be such a concern, but since, as the book by Netanuahu, et al., "Terrorism—How the West Can Win," points out, international terrorist networks are state-supported, with the Soviet Union being one of the main supporters; perhaps mediasat will allow us a good look inside some of the many terrorist training camps around the world).—*George Paul Sloup, attorney at law, Belmont, Calif.*

Monday Memo

A commentary on pay-per-view television from Scott Kurnit, president, Viewer's Choice, New York

PPV and home video should complement, not compete with each other

It's interesting how new products and services are always wary of each other. Are we competitive or compatible; is there room for both of us, or do we have to spend our time attacking each other?

While the video industry is talking about how to go after pay per view, the pay per view industry is trying to figure out how to best serve the market. We're developing ways to give the consumer compelling reasons to use our services. We believe in our product and intend to sell it hard.

It's ironic that the studios that supply and support both industries are splitting their attention this week between video's Video Software Dealers Association convention in Las Vegas and cable's Cable Television Administration and Marketing Society meeting in San Francisco.

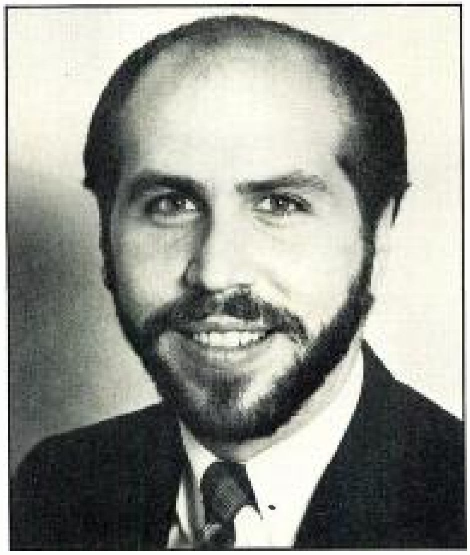
Same old issues: different tune

The studios have known about these competitive issues for a long time. They know that both industries can work together. And they will make every effort for us to do so. They're not going to let video kill PPV, and they're not going to let PPV kill video. The studios have been through all of what have now become the trite analogies of TV killing movies, of pay TV killing "free" TV, video killing pay, and PPV killing video.

All of these businesses have adapted and flourished. The consumers, studios and distribution industries have all been the winners. Pay TV had some hard times over the past few years while video was capturing the hearts and minds of America. But guess what? Pay now has more customers than ever. Pay learned to adapt. Video will change as PPV comes into its own, and it will be just fine.

Cable started video anyway

Video got a leg up in the market from cable and pay TV in the first place. Pay services took what was a huge risk at the time by asking consumers to *pay* for TV movies by promoting unique benefits: seeing movies sooner, uncut and commercial free. Now, video has trained consumers to want these titles even sooner. Even so, video benefits



Scott Kurnit is president of Viewer's Choice, Viacom's network that provides pay-per-view programing to cable subscribers and home earth station owners. His PPV background extends to 1979 when he joined Warner Amex Cable's Columbus, Ohio, Qube interactive cable system as program director.

every time a movie shows up on pay because the pay promotion generates increased consumer demand. Media history has consistently demonstrated what I saw in PPV 10 years ago: There is a market willing to pay...per...view to get new movies. Thanks to home video, the cable industry now sees that demand for one-by-one movies was not confined to a lone cable system in Columbus, Ohio.

Of course, as a PPV guy, I would love all the early window viewing to take place on Viewer's Choice. I would love to have PPV as the only entertainment source Americans ever turned to with their time and money. But I live in the real world. Video and PPV have their own attributes, and, since we live in a highly pluralistic society, each attracts different types of people.

I like PPV better, not just because I run a pay-per-view network, but because I hate my video store. I don't want to hate it but it seems to do everything in its power to drive me out the door. I can't ever seem to get the big movies since they're already rented, and don't even talk about taking the damn things back. If they had their act together, I'd be there all the time because I like the control and choice video offers. Video is the ultimate narrowcast medium where 3,000 people can walk into a store and be satisfied with 3,000 different programs for that night. PPV, which is really a broadcast medium—needing to satisfy the most people at any one time on limited channels—has a different mission.

Video should do what it does best and not worry about the consumer attraction to PPV's unique characteristics. Unlike video, only PPV can deliver big titles to millions of households simultaneously at the flick of a switch.

Difference in PPV and video

PPV and video appeal to different market segments at different times. PPV buyers mention convenience as a prime attraction, while renters mention price. Serving both of these interests can boost the total category. PPV appeals to a market that is willing to pay for convenience, and that market might have been lost to video anyway. Since video is offered at significantly lower prices than PPV (approximately $2.25 vs. $4.25), PPV also provides a reference point against which video will continue to be seen as a good value.

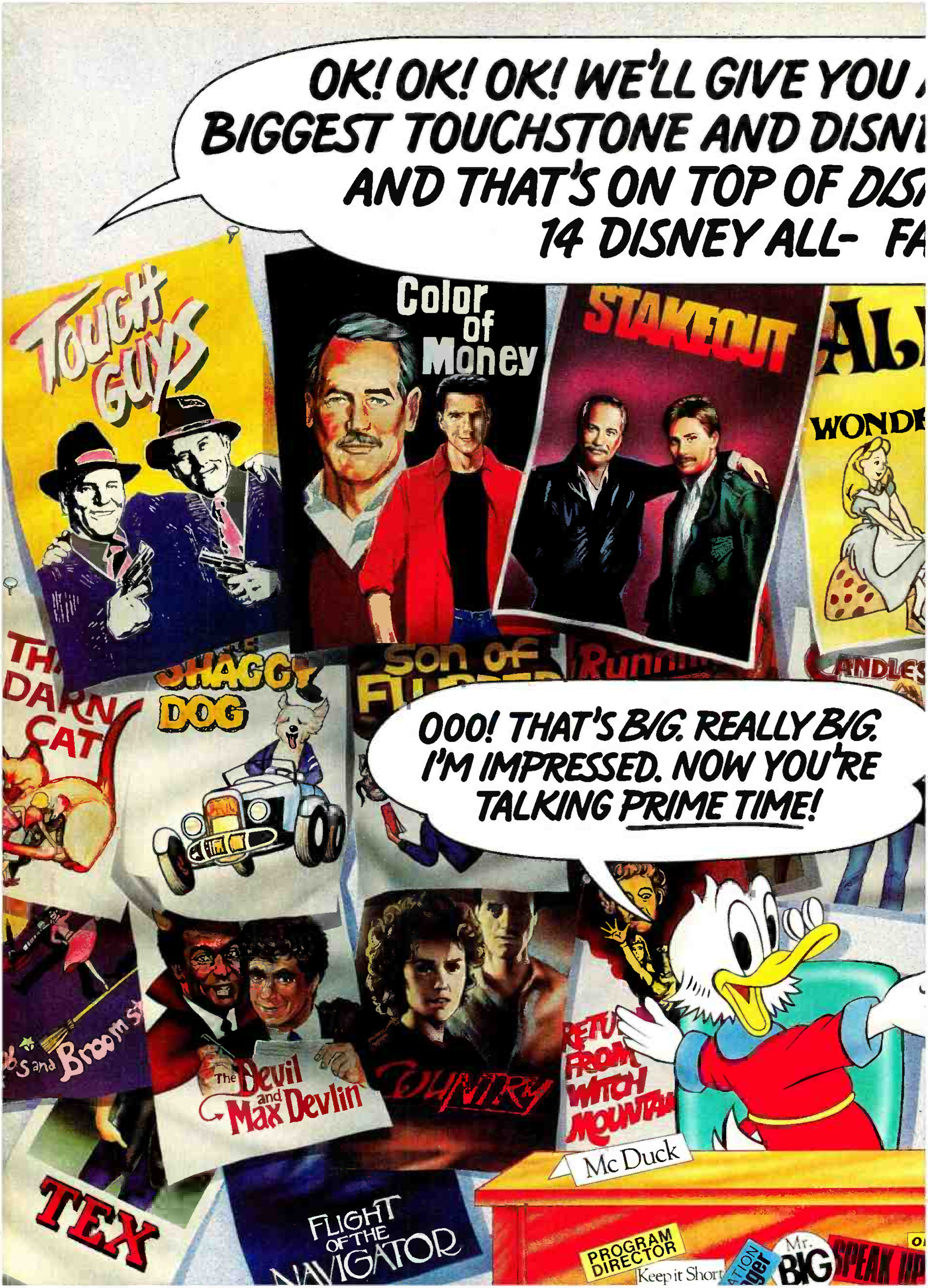
Our evidence is that PPV reduces renting mostly in the case of hit movies, exactly those that consumers say are hardest to get at the video stores. Rather than trying to restrict the new medium, video stores should stock deeper, push library titles and improve their service.

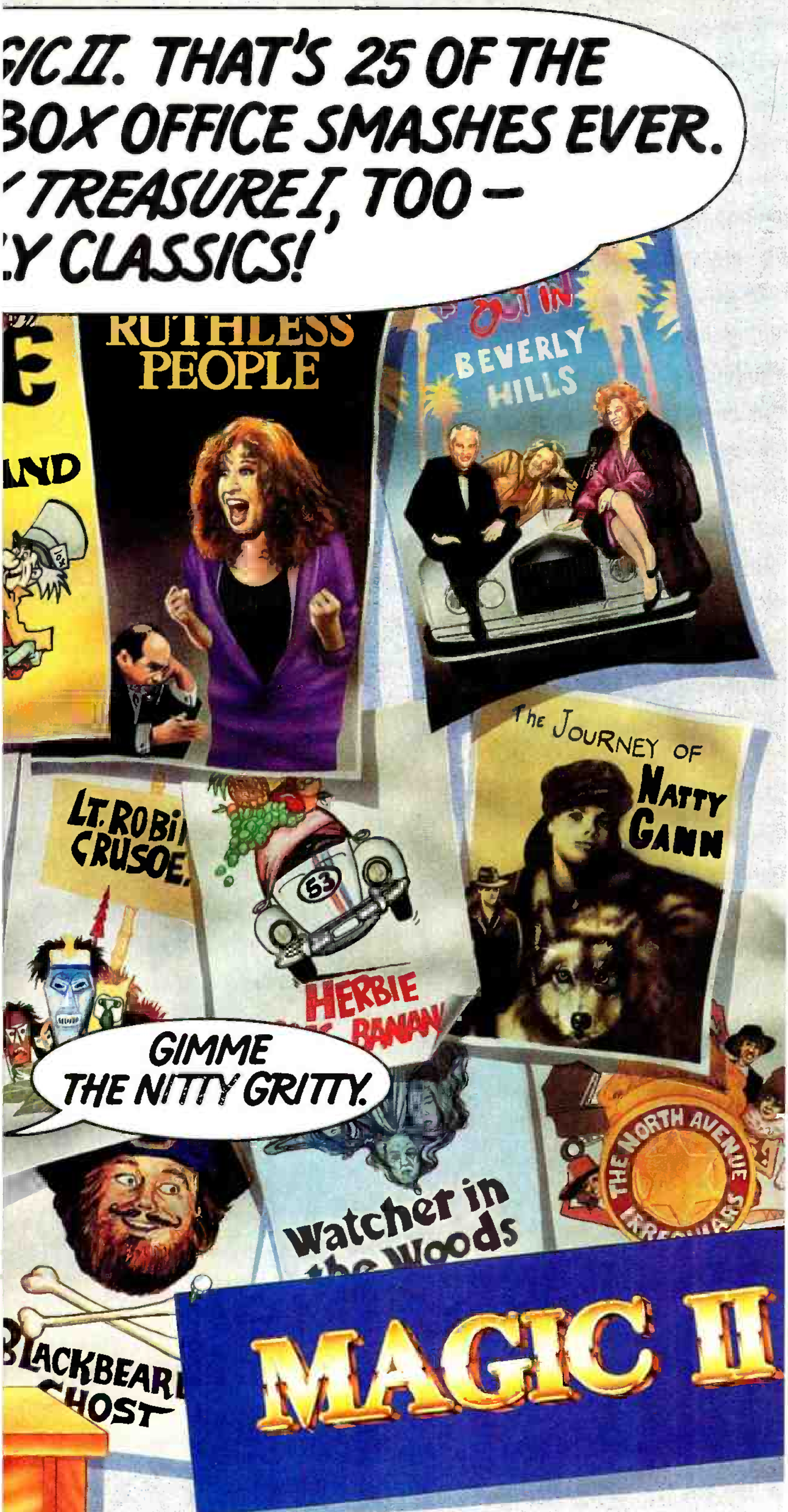
Anyway, since the two competing distribution systems truly offer different consumer benefits, I believe the product should be made available to both with equivalent windows. PPV is not positioned to compete on price or depth of selection. Video stores cannot compete on convenience or high demand titles. Thus, studios can truly benefit by providing product to both at the same time. We seek to improve the entire category and not destroy the video business.

Let the consumer have what he wants. Both of us. Let's spend our time building better businesses. The studios know that with hard copy video and my electronic video rental, they can have their cake and eat it too.

Maybe next year we can connect our two conventions via satellite, or at least exchange videocassettes.


YES SIR, LAST YEAR YOU GOT BIG TITLES, BIG, BIG, RATINGS, AND...
MAGIC I
I WANT SOMETHING BIGGER!
Mc Duck
PROGRAM DIRECTOR
Mr.
OH, SPARE


OK! OK! OK! WE'LL GIVE YOU
BIGGEST TOUCHSTONE AND DISN
AND THAT'S ON TOP OF DIS
14 DISNEY ALL- FA
Tough Guys
Color of Money
STAKEOUT
WONDE
DARN CAT
SHAGGY DOG
Son of
OOO! THAT'S BIG. REALLY BIG. I'M IMPRESSED. NOW YOU'RE TALKING PRIME TIME!
The Devil and Max Devlin
COUNTRY
RETU FROM WITCH MOUNTAI
TEX
FLIGHT OF THE NAVIGATOR
Mc Duck
PROGRAM DIRECTOR
Keep it Short
Mr. BIG
SPEAK UP



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TOP OF THE WEEK

RKO unfit licensee, says FCC judge

Kuhlmann denies license renewal for 14 stations, citing fraudulent billing practices, misrepresentation

An FCC administrative law judge ruled last week that RKO General Inc., which has been in the broadcasting business since 1915, is unfit to hold broadcast licenses for KHJ-TV New York and 13 other stations, providing the latest twist in RKO's 22-year battle with the FCC and a host of competing applicants over the licenses.

"No case ever before decided by this commission presents dishonesty comparable to RKO's," ALJ Edward J. Kuhlmann said in his 75-page ruling denying the license renewal of the 14 stations for misrepresentations to the FCC and fraud. "There is not a single case of fraudulent billing practices investigated and reviewed by this commission, which exhibits as many practices affecting as many advertisers over as many years."

Broadcast station brokers estimate that the stations are worth a total of about $1 billion (see box, this page).

RKO President Pat Servodidio told BROADCASTING following release of the order that RKO intends to appeal the decision to the full commission and, if need be, to federal court.

Servodidio would not comment on the specific findings of Kuhlmann's ruling because of the imminent appeal, but he made clear his feeling that the ruling as a whole was unfair. "When you read the opinion you see there is not much weight given to our programing involvement, our community involvement—what we have done as broadcasters for the last 20 or 25 years," he said. "It is a superior record not only in quantity, but in quality."

Servodidio also said Kuhlmann should not have dismissed the fact that RKO is under new management. "The new management that is in is management that is qualified, that has been responsive and that has put in changes," he said.

In addition, he suggested that RKO paid for whatever sins it committed when the FCC took away its license for WNAC-TV Boston (now WNEV-TV) and awarded it to two competing applicants. "RKO paid a tremendous price with the loss of a television station," he said.

Gencorp Inc., the conglomerate that owns RKO, has said it wants out of the broadcasting business and has been negotiating settlements with the competing applicants and third parties in an effort to sell the stations off. So far, it has deals to sell four of its stations: KHJ-TV to Walt Disney Co. for $320 million with $103 million going to Fidelity Television Inc., the competing applicant; WHBQ(AM) Memphis to George S. Flinn of Memphis for $750,000, and WRKO(AM)-WROR(FM) Boston to Professional Communications Partners for $26.7 million with $7.1 million going to the competing applicants.

"I'm still working on the settlement agreements," said Servodidio. "We're assuming it's not going to affect the settlement agreements.... They are not easy to put together. We are selling some very attractive properties, and it's tough getting a number of applicants to agree."

Even though the FCC is designating just one applicant to compete with RKO for each station, he said, RKO feels it has to negotiate settlements with all the applicants to avoid court appeals that could hang up the closing of the deal.

How Kuhlmann's decision would affect the settlement agreements was unclear last week. An FCC official said the settlement proposals are "ripe" for FCC consideration and that it may take them up as early as next month. For the FCC to go ahead and approve the settlements, said FCC General Counsel Diane Killory, the FCC will have to determine that the settlements are in the public interest regardless of what happens to Kuhlmann's opinion on appeal.

Among Kuhlmann's findings:

■ Between 1971 and 1975, RKO filed false and misleading financial reports on at least 30 occasions. The problem was in RKO reporting on barter and trade revenues. Individual stations sometimes overstated or understated the amount of barter and trade revenues by as much as $400,000 a year.

■ In 1974, senior RKO executives destroyed evidence about RKO's inadequate barter and trade records that led to false financial reports. Through a series of deceptive actions, RKO was able for

Billion dollar breakdown

BROADCASTING asked investment analysts Betsy Swanson, Frazier, Gross & Kadlec; Dave Schutz, ComCapital Group, and Bill Redpath, Broadcast Investment Analysts; broadcast brokers Jim Blackburn, Blackburn & Co.; Tom Gammon, Americom Radio Brokers, and Charles Giddens, Chapman Associates, and several bidders for the RKO properties to give their analyses of the value of the RKO stations. Their estimates follow:

The values for RKO's three TV properties are fairly easy to determine because WOR-TV has been sold for $387 million and KHJ-TV Los Angeles has reached an agreement for $320 million. This leaves WHBQ-TV Memphis as the only TV station still up for sale, and there was almost complete agreement the station would sell for $50 million.

■ **WOR(AM)-WRKS(FM) New York.** Brokers and buyers differed widely on their estimates. Two analysts felt the stations were worth $95 to $105 million, while one other and all the brokers felt the stations would sell for $55 to $75 million, with most believing $60 to $65 million to be the most likely range.

■ **KRTH-AM-FM Los Angeles.** Again, estimates varied, but with analysts predicting lower prices than brokers. Broker and buyer appraisals were for about $55 to $65 million. Analysts, on the other hand, felt the stations would sell for between $50 and $55 million, and one analyst felt the stations would sell for only $38 million.

■ **WRKO(AM)-WROR(FM) Boston.** An agreement in principle has been reached to sell the stations to Professional Communications Partners for $26,075,000. Although one analyst put their value at $36 million to $38 million, all the others guessed their value at $25 million to $30 million.

■ **WGMS-AM-FM Washington.** In mid-June, sale of the stations to VerStandig Broadcasting was announced for $20.9 million, but it appears that sale may not go through. Brokers felt the stations would sell for $20 to $25 million; a buyer who was one of the final bidders for the station before the VerStandig announcement felt the stations were worth $22 million to $23 million. Analysts though, felt the stations were worth anywhere from $12 million to $20 million.

■ **WAXY(FM) Fort Lauderdale, Fla.** Brokers and buyers felt the stations should sell for $15 million to $20 million. Analysts agreed, with most going toward the low end at $16 million.

■ **WFYR(FM) Chicago.** Brokers and buyers felt the stations would sell for $12 million to $15 million, while analysts were wider in their appraisals, ranging from $12 million to $17 million.

■ **KFRC(AM) San Francisco.** Most agreed the station would sell for somewhere between $6 million and $8 million, though one analyst felt it would be only $4 million.

■ **WHBQ(AM) Memphis.** An agreement has been reached to sell the station for $750,000 and no one would disagree.

more than 10 years to keep the FCC from knowing RKO had destroyed evidence.

■ At a deposition in the spring of 1984, RKO's chief controller, John Fitzgerald, "lied in response to questions which, if answered truthfully, would have revealed that RKO destroyed a 1974 audit report on its barter and trade practices."

■ RKO Radio Networks engaged in fraudulent billing of advertisers between 1980 and 1985 in violation of FCC rules. On order of Networks President Tom Burchill, network employes altered the clearance reports of affiliates to show that affiliates cleared more advertising spots than they actually did and that they carried them in different dayparts than they actually did. The data was altered "to such an extent the audience was overstated in every rating period, on an average, by 10%." (Burchill is now president and chief executive officer of Lifetime, an advertiser-supported cable service owned by ABC, Hearst and Viacom.)

■ With the knowledge of Burchill, but without the knowledge of advertisers, "the networks fed spots in broadcast time periods and in positions that did not insure that affiliates would clear them." They also tried to keep affiliates and advertisers from discovering what was going on.

In the proceeding, RKO argued that any wrongdoing it may be guilty of is mitigated by the fact that RKO is, for the most part, under new management and by the fact that RKO has a long and exemplary history of public service through its programing.

But Kuhlmann was unimpressed. Although a number of RKO executives have retired or resigned since the end of the hearings, he said, "no senior RKO officials were fired as a result of this proceeding. Those who left did so with very comfortable financial arrangements....Nothing in RKO's management history supports RKO's claim that the commission can now rely on these new managers...."

"The RKO programing and station policies, while consistent with commission regulations, do not establish that RKO will be a trustworthy trustee," he said. "During the very time RKO complied with the commission's programing and employment requirements, it knowingly and repeatedly deceived the commission about other matters of regulatory and statutory concern. When RKO was informed of these shortcomings, it failed to take adequate steps to correct them; instead, it repeated them. Under these circumstances, it is altogether too clear that RKO cannot be trusted in its future dealings with the commission."

Kuhlmann was also unimpressed by the fact that RKO revealed its fraudulent billing practices in June 1984 and subsequently made restitution to advertisers. According to the ruling, RKO paid advertisers $13.5 million, an amount representing 16% of all the networks' revenues since their inception in 1979.

The RKO case dates back to 1965 when Fidelity challenged the renewal of KHJ-TV. Fidelity's standing as a competing applicant led other groups to challenge the renewal of RKO's WNAC-TV Boston in 1969 and WOR-TV New York in 1972.

In June 1980, the FCC denied the renewal of all three stations, citing Gencorp (then General Tire and Rubber Co.) for misconduct in some of its nonbroadcast business dealings and RKO itself for filing false financial information with the FCC, lack of candor in the renewal proceeding and other violations of FCC rules. Three months later, the FCC decided to postpone hearings on renewal of RKO's remaining stations and acceptance of competing applications for their licenses until RKO had exhausted its appeals in the initial three cases.

In December 1981, the U.S. Court of Appeals in Washington affirmed the FCC's denial of the WNAC-TV license on the lack of candor issue, but remanded the WOR-TV and KHJ-TV cases to the FCC for review. A few months after the court decision, the FCC awarded WNAC-TV's license to NETV Inc., a company formed by the two groups that challenged RKO's license. It began operating the station as WNEV-TV in May 1982.

In response to an appellate court order in that summer, the FCC lifted its moratorium on competing applications for RKO's remaining stations. The licenses attracted scores of competing applicants, spawning nine comparative hearings.

In December 1982, RKO won renewal of WOR-TV for five years by moving the station to Secaucus, N.J. Legislation was enacted earlier in the year requiring the FCC to award a five-year renewal to any station that moved to either New Jersey or Delaware—the only two states without a television station.

With the WNAC-TV and WOR-TV cases resolved, Kuhlmann took up the case of KHJ-TV in June 1983, launching a comprehensive proceeding aimed at establishing the basic qualifications of RKO to be a licensee. The comparative hearings involving the competing applicants, before other administrative law judges, went ahead on separate tracks to determine which applicant was best fit to hold each license, should RKO eventually be deemed unfit.

The parties to the KHJ-TV case, along with Group W, tried to preempt the FCC proceeding with a settlement agreement in November 1985. To acquire the station, Group W agreed to pay RKO $212 million and Fidelity, the competing applicant, $98 million.

A year later, in an effort to end a process that by then had been dragging on for more than two decades, the FCC proposed, just as it had with Fidelity and Group W, that RKO work out a comprehensive settlement with the 69 remaining applicants for its 13 other stations. It also put a temporary freeze on the comparative hearings involving the 69 applicants.

Despite the help of then FCC Mass Media Bureau Chief Jim McKinney, who acted as mediator, RKO was unable to produce the comprehensive settlement by the FCC's self-imposed deadline of Jan. 31. Nonetheless, the FCC has continued to encourage settlements. Tired of waiting for the FCC to act, Group W dropped out of the KHJ-TV settlement in January 1987, and was replaced by Disney.

Also, after the comprehensive settlement failed, the FCC reactivated the comparative renewal proceeding. The ALJ's have reached "partial initial decisions" designating one applicant in seven of the nine cases.

From General Tire & Rubber to Gencorp in 72 years

RKO General is known, aside from its broadcasting license problems, for its ties to GenCorp, the Akron, Ohio-based parent company, and the O'Neil family, who started, owned and ran both GenCorp and RKO for decades. It was William O'Neil who in 1915 started GenCorp, then called General Tire & Rubber Co. O'Neil bought the company's first radio station, WJW, a 250 watt AM facility in Akron in 1939.

The first of RKO General's current broadcasting properties was bought in 1942, when General Tire purchased the stock of the Yankee Network, a regional radio operation and owner of WRKO(AM)-WROR(FM) Boston. By this time, William O'Neil's son, Thomas F., was becoming actively involved in the company and particularly its broadcasting operations. That involvement grew in 1950 when the younger O'Neil joined the board of the Mutual Broadcasting System, in which General Tire acquired a 19% interest with its purchase of the Don Lee system. The $12.3-million purchase also brought under the corporate umbrella KRTH-AM-FM and KHJ-TV Los Angeles.

General Tire's station group, and its interest in MBS, grew two years later when the company purchased WOR-AM-FM-TV New York for $4.5 million. The company's broadcasting properties had by then been consolidated as General Teleradio. At that point General Tire became the majority owner of Mutual Broadcasting and the younger O'Neil assumed the presidency.

Other additions to the station group included WHBQ-AM-TV Memphis, bought in 1954 for $2.88 million, and WGMS(AM) Bethesda, Md.-WGMS-FM Washington in 1956.

General Teleradio proved to be a short-lived name, when three years later, the subsidiary bought RKO Radio Pictures for $25 million and the combined entertainment subsidiary became known as RKO Teleradio. In 1959 the entire subsidiary, by this time under the direction of Thomas O'Neil, was renamed RKO General. William O'Neil died one year later.

Competition from television was creating difficulties for Mutual, and RKO sold it in 1957 for a reported $550,000. Shortly thereafter, the company also abandoned the motion picture production business and sold its film library in 1958 to Desilu Productions. But RKO retained exhibition rights to the film library in all of its three TV markets, and also retained remake rights which were later utilized by RKO home video.

By the early 1960's RKO General was acquiring a variety of companies, including movie theaters, cable systems, resort hotels, outdoor advertising companies and, in 1965, 58% of Denver-based Frontier Airlines. Further purchases in the mid-1960's included marine towing operations, television set manufacturers, Pepsi Cola Bottlers and a Schenectady, New York-based newspaper publisher. It was also in the mid-1960's that Fidelity filed its license challenge for KHJ-TV Los Angeles.

While Thomas O'Neil directed the fast-growing conglomerate, his brother John oversaw the parent company's finances and another brother, M. Gerald, was elected General Tire president.

Throughout much of the 1970's the process of conglomeratization went in reverse, with RKO selling off many of its smaller subisidiaries, and concentrating on its two major businesses—broadcasting and bottling—as well as smaller operations in hotels and motion picture production. The last was revitalized in 1977 through a co-production agreement with Universal. (The investment in Frontier Airlines also remained until several years ago, when


Thomas O'Neil


Shane O'Neil


Pat Servodidio

the carrier was taken over with net proceeds to RKO of roughly $120 million).

Overseeing the buying and selling was a third-generation O'Neil—and Thomas's son—Shane, who joined RKO in 1970 and worked for seven years in the finance department, researching and planning the mergers.

Changes in the broadcasting portfolio included the sale in 1973 of RKO's WHBQ-FM, followed by the purchase that same year, of WAXY(FM) Fort Lauderdale, Fla., and WFYR(FM) Chicago. In 1972, WHCT-TV Hartford, Conn., a UHF station RKO had picked up in 1960 for $150,000, was donated to a non-profit organization. In 1979 RKO started its radio networks and errors leading to the 1984 billing scandal began soon after. Also occuring in the 1970's were some of the company's alleged illegal political contributions and bribes to foreign officials. In 1980 the company sold its in-house television rep business to John Blair & Co.

Shane O'Neil was appointed RKO president

CTAM out to sharpen cable's competitive edge

Leading cable programers and operators will join mid-level marketers in San Francisco this week for the 11th annual conference of the Cable Television Administrative and Marketing Society, Aug. 16-19, at the Fairmont hotel. The growing importance of marketing in the industry is evidenced by the lineup that CTAM has attracted, including NBC President Robert Wright as Monday's luncheon speaker and general session reactors Trygve Myhren, president, American Television & Communications; Sumner Redstone, chairman of Viacom International; Stewart Blair, chairman, United Artists Communications; Michael Fuchs, chairman, Home Box Office, and Steven Dodge, chairman, American Cablesystems. In addition, CTAM's closed-door executive conference on Monday afternoon has attracted more than 70 chief executive officers from cable programers and cable MSO's, including Turner Broadcasting System Chairman Ted Turner; Viacom President Frank Biondi, and Showtime/The Movie Channel Chairman Tony Cox.

Victor Parra, CTAM executive director, said registration has passed 1,300 and CTAM expects more on site. "The conference is well-targeted," said Parra, referring to the meeting's competitive edge theme.

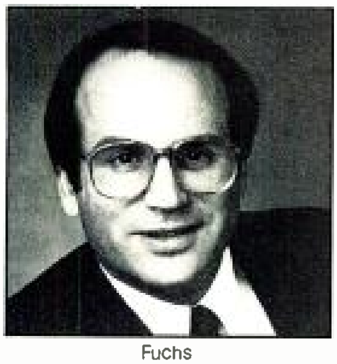
Monday morning's general session, "Cable's Competitive Edge: Fact or Fiction," will feature a debate between Nicholas Johnson, a visiting professor at the University of Iowa, and Richard Wiley, of the Washington law firm, Wiley, Rein & Fielding, to be moderated by *Wall Street Week* host Louis Ruykeser. Reactors will include Myhren, Redstone, Blair and investment analyst Rich MacDonald, of First Boston.

The panel for Tuesday morning's general session on "What Does Cable Bring to the Party: The Studio View" will include Edward Bleier, president, pay TV and network features, Warner Brothers; Ashley Boone, president, marketing and distribution, Lorimar Motion Pictures, and Mel Harris, president, TV production, Paramount Studios. The reactors will be Dodge, Fuchs and Jeffrey Reiss, chairman of Request Television, with Rod Thole, Heritage executive vice president and conference chairman, serving as moderator.

CTAM president Barry Lemieux, president of American Cablesystems, said the CTAM database, which "enables participants to get a quarterly report card on the industry," will be discussed at a Wednesday morning session. Parra added that the database gives operators "the why behind what happened." It is of particular interest since cable operators saw healthy increases in subscriber levels during the first quarter, despite coinciding rate increases.

CTAM is also introducing a new "Master Class" session, designed as similar to a business school case study format. Attendance has been limited to 75, and attendees receive workbooks before the conference to prepare for the two sessions, one devoted to marketing cases on the corporate level, the other to system and field operations.

Other conference highlights include CTAM's second annual compensation survey, to be released Tuesday morning; discussion of CTAM's 25 case study winners, and a CTAM awards banquet on Tuesday evening, to be followed by an MTV dance party.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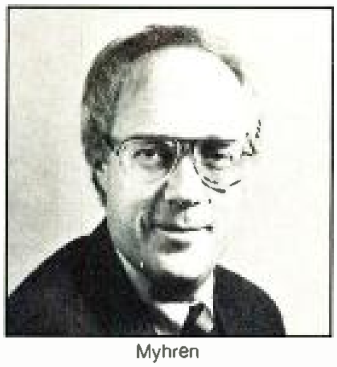
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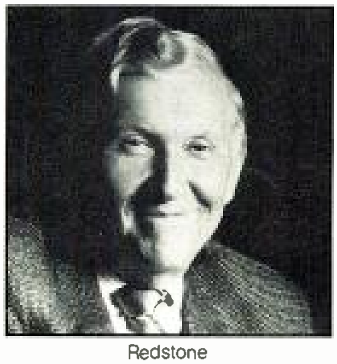
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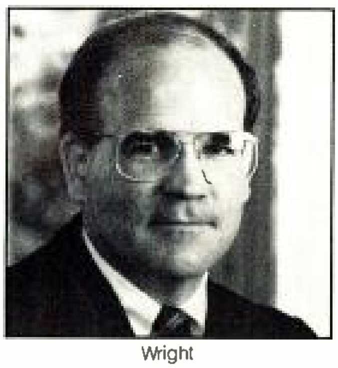

Wright

in 1983, just before the radio network scandal broke; that led to further executive changes. Resigning at that time were John Fitzgerald, chief financial officer; Bob Williamson, president of RKO radio, and Kenneth R. Frankl, general counsel. Thomas O'Neil resigned as chairman and the new GenCorp president, A. William Reynolds, brought the previously autonomous subsidiary further into the fold, becoming chairman of the RKO board.

General Tire became GenCorp in 1984, reflecting the company's involvement in a diversity of businesses. Like other conglomerates, GenCorp's complexity confused many investors, leaving the company's stock relatively undervalued and leaving GenCorp vulnerable to the growing takeover mania. The O'Neils by then collectively owned less than 10% of the stock. Early this year, the tension between the stock price and what some felt was the company's breakup value led to a $100-per-share takeover bid by General Partners. Management was able to defeat the takeover several months later by promising a $130 share repurchase of half of GenCorp's stock. The buyback was to be financed by a divestiture of the company's tire business, and RKO's broadcasting, bottling and motion picture operations. Pat Servididio was appointed president in May to oversee the RKO divestiture. □

Media Access Project continues its fairness fight

Schwartzman's group is appealing FCC's revocation of doctrine; he thinks it will be reinstated, either by Congress or the courts

The FCC decided on Aug. 4 that, in the words of General Counsel Diane Killory, it could "no longer duck" the issue of whether the fairness doctrine—requiring broadcasters to air opposing viewpoints on controversial issues—was constitutional (BROADCASTING, Aug. 3, 10). "That's piffle," said Media Access Project Executive Director Andrew Schwartzman, one of a number of people—including many in Congress—who feel the FCC's timing and judgment were wrong. Responding to the commission's finding that the doctrine was unconstitutional, MAP last week appealed the FCC's decision, on behalf of the Syracuse Peace Council, to the U.S. Court of Appeals for the Second Circuit in Manhatttan. It was SPC, represented by MAP in December 1983, that filed the initial fairness complaint against

Schwartzman

Meredith Corp.'s WTVH(TV) Syracuse, N.Y., that led to the repeal of the fairness doctrine two weeks ago.

In his appeal, Schwartzman will make three claims: (1) that the FCC lacked the statutory authority to do away with the doctrine because it had been codified in 1959, (2) that Meredith's constitutional rights were not adversely affected and (3) that the fairness doctrine is constitutionally favored and statutorily sound. Congress, in easing the equal time restrictions of Section 315 of the Communications Act, said in 1959 that nothing in its action "shall be construed as relieving broadcasters... from the obligation imposed upon them under this chapter to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance" (BROADCASTING, Sept. 7, 1959)—language that long had been interpreted as a codification of the rules. "Most everyone agrees with that" interpretation, Schwartzman said. "The commission agreed with that for 25 years."

It was the U.S. Circuit Court of Appeals in Washington that ruled last year that Congress, in its 1959 amendments, had merely recognized the FCC's policy on fairness and had not adopted it as law.

Whether the courts will agree remains to be seen. (One already hasn't; the U. S. Court of Appeals in Washington—which Schwartzman conspicuously avoided in MAP's appeal—has said it is an open question.) MAP's suit was filed in the New York circuit, Schwartzman said, because "it gives us an opportunity to raise this issue in a nice, pristine way," because the Syracuse Peace Council is based in New York and because the Second Circuit Court works faster than the D.C. Circuit Court. If the suit reaches the Supreme Court, there is a good chance it will be taken seriously, in light of the Supreme Court ruling in the 1969 *Red Lion* case that broadcasters did have fairness obligations, he said.

But Schwartzman expects the issue to be taken up first by Congress—in September, October or at the latest in November, so that it can be resolved before adjournment for the year. He predicted that the fairness doctrine will become statute, and "shortly thereafter somebody will initiate suit and [then] let the games begin." If Congress does not act, the alternative timetable would be to proceed with briefs this fall, arguments soon afterward, with a decision in early 1988 and Supreme Court action after that.

Going beyond his specific reasons for the

Figuring how to block fairness bill

The National Association of Broadcasters is preparing for a serious showdown on Capitol Hill. Last week it held the first in a series of Washington strategy sessions aimed at defeating congressional efforts to enact a fairness doctrine bill. Details of the session were being kept quiet, but NAB President Eddie Fritts said he was "encouraged" by the broadly based support NAB was amassing.

Two weeks ago NAB alerted members to call on their congressmen during the August recess and urge them to oppose any fairness bill. When lawmakers return in September, it's anticipated Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) will begin searching for an appropriate legislative vehicle (an act the President won't veto) to which they could attach a fairness measure (BROADCASTING, Aug. 3, 10).

NAB is counting on the printed press for help. A meeting with officials of the American Newspaper Publishers Association is scheduled this week. It's hoped a coalition of opposition to a fairness bill can be mustered by the electronic and print media.

Attending last week's session were several broadcast station groups, including Tribune Broadcasting Co. and Taft Broadcasting Co. The Reporter's Committee for Freedom of the Press, which is not a lobbying organization, was on hand for informational purposes, and CBS and NBC were said to be there. The Radio-Television News Directors Association, the American Society of Newspaper Editors and the Society of Professional Journalists, Sigma Delta Chi are expected to play a major lobbying role too.

The parties were said to have discussed previous congressional votes on fairness and identified members "we need to go see." NAB will concentrate chiefly on the Senate where the first move is likely to occur. Because of Senate rules it is easier to attach an amendment to a bill in that body than in the House. Among the legislative vehicles broadcasters will be keeping an eye on: a debt ceiling bill, a budget reconciliation package and possibly a continuing budget resolution.

appeal, Schwartzman said the FCC, in determining that the fairness doctrine was unconstitutional, violated a mandate to provide Congress with a report on alternatives to the fairness doctrine before taking action on the Meredith case (BROADCASTING, Aug. 10). It should have ruled narrowly, he believes, confining its decision to the Syracuse TV case rather than addressing the constitutionality of the doctrine itself. The D.C. Circuit Court, which considered the case and sent it back to the FCC, did not tell the commission to "go after the whole ball of wax," according to Schwartzman. The FCC has "a tremendous amount of discretion" in deciding when to consider cases, he said, and "a history of taking forever on remands." In the past, said Schwartzman, the FCC has asked the courts "in countless instances" for extra time. Thus, its decision two weeks ago to reconsider the WTVH case on the grounds of constitutionality was "confrontation for the sake of confrontation," he said, and will lead to "a colossal waste of everybody's time."

If Congress were to codify the rules, Schwartzman would likely drop his appeal. "Basically, we would have no case and no need for a case" Schwartzman said.

Schwartzman believes he is among a majority in the fairness doctrine fight. "The only organized opposition to the fairness doctrine comes from broadcasters and newspapers," he said, but there are many broadcasters who support the doctrine, he added. He pointed out that the FCC received filings supporting the doctrine from such diverse groups as Accuracy in Media, the AFL-CIO, the American Civil Liberties Union, the Eagle Forum, the National Rifle Association, General Motors and the National Conservative Political Action Committee. "It is significant that people who are politically active on the left and the right as well as the center support it," he says. "These are the people who are engaged in the warp and woof, the political debate in the country. These are the people who seek to influence public opinion but also understand how public opinion is shaped. And across these political lines they perceive the importance of this thing." □

Summers walks the plank at NAB

Chief lobbyist forced out after incurring board, executive committee displeasure over renewal bill, fairness legislation policies; most feel he's in scapegoat role; gets 'golden parachute,' will remain as consultant; search on for lobbyist with Hill experience

Outward bound. NAB's John Summers on his way to Alaska last week for the Alaska Broadcasters Association's annual convention. Summers, it was announced last week, is retiring at the end of the year or when his successor is in place.

A new regime is on the horizon at the National Association of Broadcasters with the pending departure of its veteran and chief lobbyist, John B. Summers. President Eddie Fritts last week announced the early retirement of his number-two man, who leaves at the end of the year or once a successor is ensconced. Summers will, however, remain a consultant to Fritts until June 1989, when he initially planned to retire.

It's believed Summers, who has two years remaining of a five-year contract, was forced out, especially since he and Fritts agreed on a financial package that is known to go beyond the terms of his existing contract. Under those terms, if he left prior to retirement, Summers's reportedly would have received $75,000 a year (half pay) until 1989, when his official retirement kicked in.

When news of Summers's proposed departure broke in Washington there was a strong reaction. Many insiders and some directors feel Summers is a scapegoat. "Summers is not the problem. He's an easy guy to mark," said one director who believes Summers's retirement is intended to get Fritts and the executive committee "off the hook."

It's thought that Summers is taking the heat for the way NAB handled a license renewal reform bill and First Amendment issues. "Rather than firing the head coach, they've fired the assistant coach," said one industry lobbyist. The association's performance in these areas has been the source of considerable industry disquiet. Indeed, there was so much pressure that the board opted to take a bolder stand on fairness and on the FCC's policy concerning obscene and indecent broadcasts (BROADCASTING, June 29).

"The whole executive committee was aware of NAB's strategy on fairness and they had copies of the bill," commented one association source. It was particularly embarrassing when Fritts told his directors that the association had told the White House it would rather not have the President veto the fairness doctrine bill for fear it would harm its chances of winning legislative reform of the comparative renewal process.

There were other factors that contributed to Summers's ouster. It's no secret that his often blunt and abrasive style was unpopular with some NAB directors. "He's been antagonistic to the board for years," said one radio director. "If anything, he's too honest," said one television director.

Things came to a head during the joint board meeting last June. It was Summers's role as lead negotiator on the draft of a license renewal bill that aroused the board's ire. The directors rejected the proposed legislation and accused their chief lobbyist of operating from his agenda and not theirs (BROADCASTING, June 29). While some questioned the executive committee's role in overseeing those negotiations, Summers was held responsible.

Said one Capitol Hill source: "He really got sandbagged. They gave him orders and he followed them. They got as good a deal as they could get."

Another element that didn't work in Summers favor was an article in the *National Journal* (BROADCASTING, July 6) that labeled the NAB as "among the worst" trade associations when it comes to lobbying clout. The article suggested NAB's membership keeps its lobbyists on too short a leash, and thus impedes the organization's Capitol Hill effectiveness.

If NAB has legislative troubles, they stem

Star quality. The announcement last week that John Summers, chief lobbyist for the National Association of Broadcasters, would retire early (see previous page), has triggered an immediate search for his successor. NAB President Eddie Fritts is indicating he wants someone with "strong deep roots on Capitol Hill." A knowledge of broadcast issues is last on the association's list of requirements; indeed, as one director put it, NAB is looking for "the best damn lobbyist who exists, not necessarily a broadcaster, someone who knows his way around the Hill." It also seems that NAB is willing to spend top dollar—it might even offer a higher salary than Fritts receives. "Hopefully, money will not be a deciding factor. We all run stations where talent makes more than managers," said Ben McKeel, NAB's television board chairman and vice president of television for Nationwide Communications. McKeel, along with NAB's joint board chairman, radio chairman and the executive committee's network representative, will serve as an advisory committee to Fritts as he conducts the search.

Already names were being bandied about. NAB reportedly wants someone with "star quality" such as former Republican congressman James Broyhill of North Carolina (he served in the Senate and House) or Bud Brown, former Republican congressman and broadcaster from Ohio who is now deputy Secretary of commerce, the number two position there. Other Washington insiders mentioned: former FCC commissioner Henry Rivera, now with Dow, Lohnes & Albertson; CBS lobbyist John Sturm; NBC's Tom Sawyer and Terry Mahoney, and ABC's Paul Meyer. NAB might pluck someone from the Hill: Paul Smith, minority counsel and staff director for the House Energy and Commerce Committee, and Allen Moore, minority chief of staff for the Senate Commerce Committee. A former NAB staffer could also wind up in the running: Erwin Krasnow, former NAB senior vice president and general counsel, now with Verner, Liipfert, Bernhard, McPherson & Hand, and former NAB lobbyist Carol Randles Wheeler. William Turner, former television board vice chairman with KCAU-TV Sioux City, Iowa, and Joe Reilly, president of the New York State Broadcasters Association, also cropped up as possible candidates.

from the board's tendency to "micromanage," said Representative Al Swift (D-Wash.), a key member of the House Telecommunications Subcommittee. "It's a mistake to second guess the professionals about the politics of the situation and what can be done. If they [the board] think there's some magical way to achieve their legislative agenda without compromise, they're wrong," he said.

Swift is the author of the proposed broadcast bill and plans to introduce the measure with or without broadcaster support. What's ironic about the situation, the congressman pointed out, is that "he [Summers] was for tough pro-broadcasting provisions...that's the irony of this whole thing."

To make matters worse, the NAB executive had a serious run-in with the association's executive committee in July over his reluctance to discuss details of a legislative proposal. All this added to a growing disenchantment with Summers and fueled speculation that he was on his way out. "This was coming in neon lights. It seemed inevitable," said one source familiar with the association.

Actually, there are some who say Summers himself was thinking of leaving early and was close to approaching Fritts about the idea. He admits thinking about it but says he never pursued the idea. "I had been thinking about working through 1988, but that was because of the '88 elections and a new administration. I never mentioned it."

The decision to dump Summers was Fritts's to make, according to several executive committee members who had participated in a private lunch last month during which they told the chief executive they thought there was a "problem" and asked him to

MAN IN THE NEWS

FCC's Holmes keeping low profile

Head of commission's policy and rules division is said to be administration's choice to fill vacant commissionership

Bradley P. Holmes, the White House's tentative choice to fill the fifth FCC commissioner's seat is a puzzle to most FCC watchers, and, last week, Holmes was providing little help in clearing up the mystery.

Holmes, chief of the FCC Mass Media bureau's policy and rules division, was avoiding reporters last week. On the street outside his office in Washington last week, he provided one reporter with a few details not contained in his official FCC biography, but said he would continue to stay out of the public eye until the matter of his appointment and confirmation are finally resolved.

Holmes shyness is, perhaps, understandable. As of press time last Friday (Aug. 14), the White House had not officially nominated him to the seat, which has been vacant since the departure of former FCC Chairman Mark Fowler last April and which expires in June 30, 1989. Word that Holmes had been selected came from some of the runners-up for the post.

Holmes's emergence as the next commissioner comes at a time when powerful members of Congress are looking for a target to express their outrage over the commission's elimination of the fairness doctrine two weeks ago. Holmes, a protege of FCC Chairman Dennis Patrick, could be that target during confirmation hearings. Anything Holmes says now may be used against him.

Holmes

The campaign against Holmes may have already begun. One House source said that Holmes is considered a "lightweight...in Dennis's pocket." Holmes has no "independent credentials," the source said. "I have no clue to what he has done there."

Holmes is black and some lobbyists were suggesting last week that that fact may help ease his passage through Congress. One said that House Commerce Committee Chairman Ernest Hollings (D-S.C.), who is one of those seeking to punish the FCC, will be under pressure from blacks to see that Holmes is confirmed.

Because trouble can be anticipated on the Hill, there was speculation last week that the White House may appoint Holmes during a Congressional recess. According to the Constitution, the President can make an appointment during a Senate recess, but such a recess-appointment is good for only the year it is made and the succeeding one.

According to Morgan Frankel, a lawyer with the Office of the Senate Legal Counsel, the White House has promised not to make any appointments during the Senate's August recess, but a recess appointment is an option if the Senate recesses in October for the year without confirming Holmes.

If Holmes lacks prominence in Washington communication circles it may be because he lacks a prominent platform. Although the policy and rules division writes Mass Media Bureau items for FCC consideration, it is the chief of the bureau, currently acting chief Bill Johnson, who presents the items to the "come up with a plan." Fritts initiated a meeting with his top aide on Thursday, Aug. 6—an encounter described by one NAB source as "fairly emotional." The announcement came the next Tuesday.

Summers refused to discuss the details of his contractual arrangement or the specifics of his decision to leave. Summers defended his action on the Swift bill in an interview with BROADCASTING: "That legislation reflected Al Swift's druthers," he said. "There were things that were very favorable to broadcasting that had been signed off on by the public interest groups but were not included in Al's draft. I was not the author of the bill. I was simply presenting it to the board. I wasn't even recommending that they adopt it. I was just saying 'This is where we are in the process and this is the best we can do up to this point.' And I got a reaction-...and more than that, obviously."

There are some who feel NAB's diverse membership makes it almost impossible to accomplish anything in Congress, and this is not the first time there's been a turnover at the top in NAB's lobbying ranks. Three years ago the organization was in turmoil after its then chief lobbyist, Steve Stockmeyer, resigned abruptly in frustration over his difficulty in representing the industry. "I thought it was 10 years behind the times. Now I realize it's 30 or 40 years behind, and that it's a waste of my time to try to bring them up to date," Stockmeyer told BROADCASTING (Oct. 3, 1983) when he left. (Stockmeyer had been there about two years.)

NAB also had trouble landing a replacement for Stockmeyer, and there was a feeling that Fritts had not taken full charge of the association's activities (BROADCASTING, Jan. 23, 1984). That led to the so-called "Miracle at Maui," during NAB's winter board meeting in Hawaii. Summers, then the executive vice president and general manager, was appointed chief lobbyist, the board apparently believing it had taken care of two problems at once: what to do about the vacancy and how to get Summers out of Fritts's way. They thought they had sent the message: "OK, Eddie, it's your ball, take it and run with it." One observer feels history has repeated itself and that the new message is: without Summers, "Eddie will have to sink or swim."

Fritts described the events leading up to the Summers decision this way. "It was an outgrowth of a conversation about where he wants to go, where we want to go, and it seemed like the timing was about right. We had a conference call Tuesday [Aug. 11] with the executive committee and advised them of what we were doing.

"From my perspective, John and I have worked closely together, have been and will remain friends," said Fritts. "John has an opportunity to reach his retirement goals and do it rather comfortably," he added.

Summers then sent a memo to the board informing them of his early retirement. "I do this with a sense of pride in my accomplishments over the past 20 years and with the satisfaction that I have never done anything or recommended anything I did not believe to be in the very best interests of the membership of this association," Summers wrote.

Fritts will now initiate a wide-ranging search to "find the best government relations person." It has to be somebody with "strong roots" on Capitol Hill, the NAB chief said (see box, page 40). "We may not be able to find somebody that knows the broadcast issues: certainly no one in town knows them as well as John."

It was clear Summers will be missed. "In the two-and-a-half years I've been with INTV, no one has been more helpful than John Summers. I'll miss him a great deal," said Preston Padden, president of the Association of Independent Television Stations. "I've always known John to be knowledgeable, straight-forward and a class guy through and through. I've always liked him and respected him very much," said Jim Mooney, president of the National Cable Television Association.

Summers also is well respected on Capitol Hill. "He's going to be missed. He brought both intuition and legal skills," said Paul Smith, minority counsel and staff director for the House Energy and Commerce Committee.

Summers joined NAB in 1967 and served under former president Vince Wasilewski as the association's general counsel and later as general manager; he became chief lobbyist in 1984. He had been in the FCC's general counsel's office for seven years prior to NAB.

Asked what he plans to do, Summers said he and his wife, Gloria, will move to Duck, N.C., where he said, "If I do anything, it would be teach. But that's down the road."

Even in Maui, Summers had no illusions about what he was doing. "When I took this job," he told BROADCASTING last week, "I knew this was going to be my last job at NAB. I knew what I was getting into when I took it—that's why I got a contract to take me through retirement. I knew this was it. I lasted as long as I lasted." □

FCC at open meetings.

According to Johnson, Holmes has not generated or become personally identified with any particular proceeding. Holmes' job is primarily administrative, Johnson said. The division is responsible for a "very high volume of work," he said. "Holmes's job is cracking the whip." Has Holmes done the job well? "Sure," Johnson said. "The stuff has certainly come through."

Holmes joined the FCC in May 1984 as a legal advisor to Patrick. It wasn't until Patrick was named chairman in December 1986 that Holmes moved to the Mass Media Bureau. Patrick would not comment on the status of Holmes's nomination or his prospects for confirmation. While on his staff, he said, Holmes worked on a variety of issues. He remembers him best for his work on cellular radio, he said.

If confirmed, Holmes, who turns 34 next month, would replace Patrick as the youngest commissioner. Holmes was raised outside of Boston in a community, he points out, within the congressional district of House Telecommunications Subcommitee Chairman Edward Markey (D-Mass.), one of the harshest critics of the FCC's fairness doctrine action. He graduated from Dartmouth in 1975 and from Georgetown Law School three years later.

He joined the law firm of Windels, Marx, Davies & Ives in 1978, but a year later he became a law clerk for federal District Court Judge Mary Johnson Lowe. After two years on Lowe's staff, he joined Skadden, Arps, Slate, Meagher & Flom, working in the litigation department of its New York office.

Holmes is unmarried and lives in the Washington suburb of Falls Church, Va. □

Executive shuffle at Viacom

List of those who may depart include managers who attempted to buy company last fall

It appears that many of the top-level managers at Viacom International are about to follow Terrence Elkes, Ralph Baruch and Kenneth Gorman, the three top former executives, out the door. That's according to reports last week, which came just two weeks after the announcement that Frank Biondi, formerly the number-two programing executive at Coca-Cola Telecommunications, was Viacom's new chief executive officer (BROADCASTING, July 27). A Viacom spokeswoman refused to confirm or deny the reports, although Biondi was quoted by the *Wall Street Journal* as saying he had worked out agreements with several unnamed executives to leave the company.

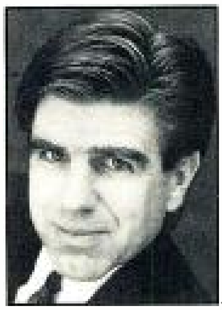
The executives cited last week as nearing the exit were all involved in an attempted leveraged buyout of Viacom last fall. Their efforts failed when Sumner Redstone's Arsenal Holdings won shareholder approval to acquire 83% of the company. On the list of those reported to be leaving are Jules Haimovitz, president, Viacom Networks Group; Paul Hughes, president, Viacom Broadcast and Entertainment Groups; Ronald Lightstone, senior vice president, corporate and legal affairs; Gordon Belt, vice president and chief financial officer; and George Castell, vice president, corporate development.

Last Friday (Aug. 14), Haimovitz confirmed that he had agreed to resign his position as head of the Networks Group, which oversees Viacom's cable network operations including Showtime/The Movie Channel Inc., MTV Networks, the two Viewer's Choice pay-per-view services, a home satellite program service, as well as the company's interests in the Lifetime cable network and Orion Pictures. Haimovitz said the parting was an "amicable" one that involved a generous severance package and stock options. Haimovitz said he was talking with several parties about other opportunities.

Biondi was quoted in the *Journal* last week as saying, "There are a number of people we've talked to about staying and a number of people we've reached preliminary agreements with who will leave." Biondi was also quoted as saying that further personnel cutbacks are likely because "there are too many people" at the corporate level. He also indicated the company's management structure would undergo a major overhaul.

None of the executives cited as on the way out would comment for the record last week. One of them said that as of last Thursday (Aug. 13), he was still discussing his future at the company with Biondi, adding that "no issues have been resolved." Asked about the chances of his staying at Viacom, he said "I don't know. These are personal matters, and one way or the other they are going to affect a lot of people."

Analysts following the company were not surprised by the reports. "It's part of the inevitable shakeout," one said. "After the management-led LBO failed and once Terry Elkes left the scene, I don't think there was any question there were going to be a lot of



Freston

Haimovitz

others following him."

Last week's reports came a week after Biondi appointed Tony Cox, his old colleague at Home Box Office Inc., to the presidency of Viacom's Showtime/The Movie Channel Inc. (BROADCASTING, Aug. 3). The post had been vacant since the departure of Neil Austrian last year.

In addition, Biondi also moved last week to restructure the management of MTV Networks Inc., naming Tom Freston to be president and chief executive officer. Since the departure of former chief executive officer Robert Pittman from MTVN at the end of last year, the company had been divided into entertainment and operations divisions. Freston headed MTV Entertainment as president, with responsibility for the program content of the four advertiser-supported networks, MTV, VH-1, Nickelodeon and Nick at Nite. Robert Roganti had been president of MTV Operations, heading the sales and marketing effort. He resigned last week.

Last week Freston said the three top priorities at MTVN were to improve the core businesses (the programing, subscriber penetration and advertising sales of the four networks), to expand further into the international arena with MTV and perhaps other programing and to "carefully exploit" such opportunities as home video and the licensing and merchandising of products related to the networks and their programs. (Freston specifically ruled out, however, developing programs to market new toys.) □

NBC scores 10th win in July sweeps; networks see audiences decline

Rising VCR use and added programing fare on cable continue to siphon viewers from the networks

NBC won the July sweeps, its 10th consecutive prime time sweeps victory, with an average 12.2 rating and 24 share. CBS was second with 10.1/20 and ABC third with 9.1/18. The string of 10 sweeps victories is the longest in NBC history.

In the evening news race, NBC was first with an average 10.1/23, followed by ABC with 9.3/20, and CBS with 8.8/18. It was the first time that CBS ranked as low as third in the evening news competition during a sweep period. But network researchers, particularly at CBS, contended last week that the third-place showing is irrelevant because people meter numbers show CBS's Dan Rather broadcast in first place, and people meters become the official measurement device in September.

Combined audience levels for the three networks were down compared to July of last year, with the three-network rating off 8% and the combined share off almost 5%. Over two years, the combined network rating has fallen more than 10% in July, generally considered the least significant of the four sweep periods (the others being February, May and November). The level of homes using television for July 1987 was 51.5%, down a full percentage point from the same period last year.

Several reasons were mentioned for the continued decline of network audiences. David Poltrack, vice president, research, CBS, cited increased VCR use and the fact that viewers generally are less apt to settle for repeats of network programs while alternative media, such as home video and cable, continue to increase their output of top movies and original program fare.

"It's a significant decline," Poltrack said of last month's drop in the three-network prime time share of audience. "It calls attention to the fact that in the world of the VCR and multiple viewing options, it becomes increasingly difficult to maintain audience levels with essentially repeat programing." He said that VCR viewership has grown from about 2% of all prime time viewing two years ago to about 5% in June 1987. Perhaps half of that viewing, he said, is playback of prime time programs recorded earlier. HUT levels reported by Nielsen do not take into account viewing of programs being played back on VCR's, which probably explains the drop in the HUT level from July 1986 to July 1987, Poltrack said.

Audience levels of the cable-originated services have grown in the past year, according to Nielsen measurements. In June 1987, those services as a whole including basic cable services such as ESPN, USA Network and others but not superstations, such as WTBS(TV) Atlanta pulled in an average 10 share of the prime time television viewing audience, compared to an average eight share in June 1986. During the same period, viewing of independent television stations remained flat with a combined 20 share, and viewing of public television stations was flat with about a four share. Viewing of superstations in the period dropped from a six share to a five, while viewing of network-affiliated stations dropped from a 69 share to 67 share.

Programing moves by the networks, particularly CBS, may have contributed to the lower viewing levels as well. This summer CBS decided to run repeats of *Dallas*. Past experience had indicated that serials do not repeat well, and for years both CBS and ABC chose not to rebroadcast their prime time soaps. But with the heightened awareness of program costs at all three networks these days, CBS decided to go with repeats of its most popular serial, suffering consequences in the ratings. During the sweep period, the program ranked 85th out of 87 shows, averaging 6.0/13 in its Friday 9-10 p.m slot. The network has been burning off some episodes of previously canceled series—primarily *Twilight Zone*—in the hour following *Dallas*. *Twilight Zone* averaged a 7.1/14 in the sweep. A year ago, CBS had a movie in the 9 p.m. to 11 p.m. slot that averaged a 10.2/20.

CBS also contributed to the decline in the audience levels on Saturday night with its rebroadcast of the seven-hour mini-series, *Space*, in a Saturday night movie slot (July 11, 18 and 25). The mini-series averaged a 4.5/10, and the movie slot during the sweep period was the lowest ranked program (87th) averaging a 5.3/12.

As for ABC, more than one research executive noted that last year the network gave its July prime time programing a boost with its series of *Liberty Weekend* broadcasts. The network's rating in July 1987 fell 14% without the boost of any similar programing special and with repeats of a prime time schedule that had been weak.

NBC's strength lies in its situation comedy lineups on Thursday and Saturday nights. Comedies are believed to repeat better than other forms of programing. Not only did NBC maintain its lead on Mondays, Saturdays and Thursdays, it also took Fridays from CBS, which was hurt by the *Dallas* repeats. But with people meter measurements starting in September, all previous numbers based on Nielsen's audimeter/diary system will be history and essentially irrelevant. □

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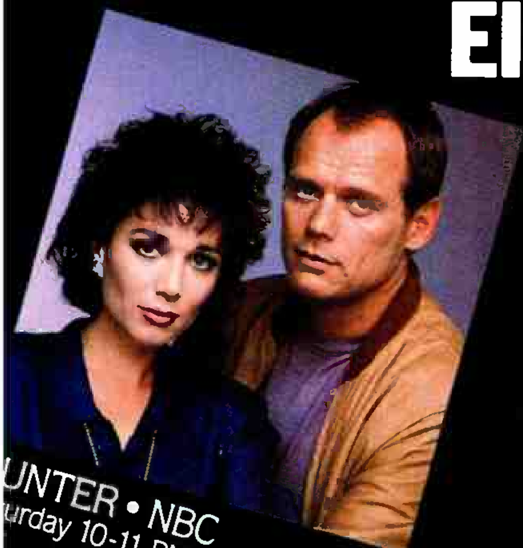
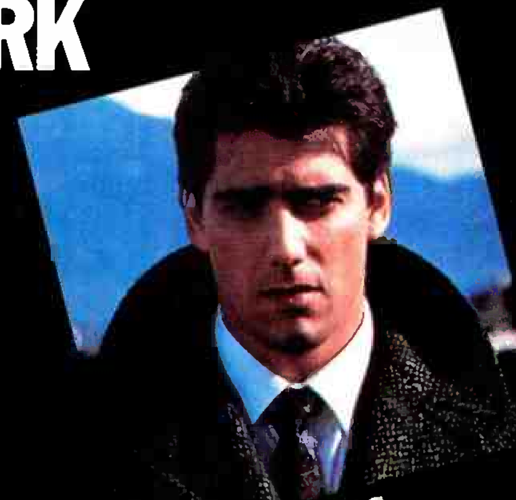
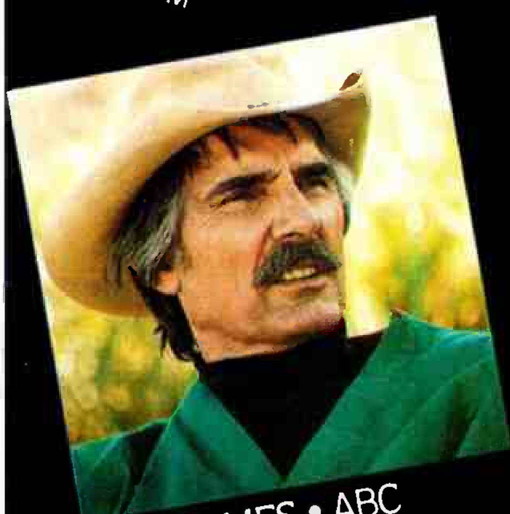


UNTER • NBC
urday 10-11 PM



WISEGUY • CBS
Thursday 9-10 PM

MY TWO DADS • NBC
Sunday 8:30-9 PM



BUCK JAMES • ABC
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WEREWOLF • FBC
Saturday 9-9:30 PM

MAMA'S BOY • NBC
Saturday 9:30 -10 PM

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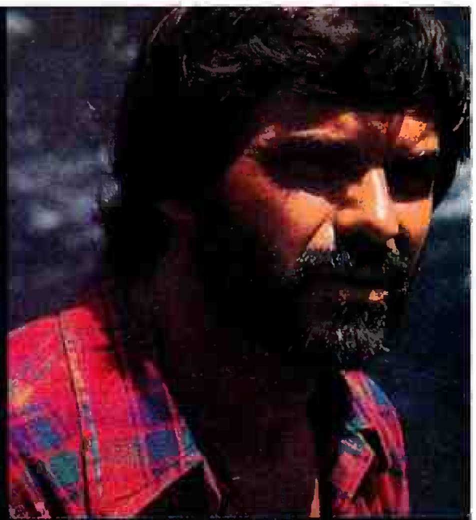







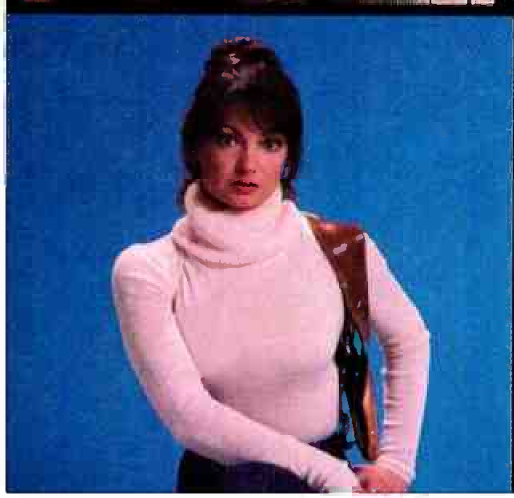

THE EVER-RESURGENT TED TURNER

Neither broke nor broken

When Ted Turner bought MGM/UA, many thought the $1.7-billion purchase would pull him under. And when a consortium of cable operators bought into Turner Broadcasting, diluting his ownership to 51%, many said he was losing control of his company. But in this "At Large" with BROADCASTING editors, Turner sets the record straight. As he sees it, life has never been better. His cable program services are making lots of money and operating in an industry whose star continues to rise. He has also left a mark on the broadcast networks at the corporate and news levels, and he takes no small credit for the turmoil there. To Turner, that fight is all but over. With a film library and a 24-hour news operation, he's now off to conquer the world.

We just thought you had studios down here. We didn't know you had a hotel, a complex, six theaters, showing "Gone With the Wind." What was your vision for CNN Center?

Well, it's already pretty well primed. The office building and retail space was only 25% rented when we bought it a year ago, and now it's about 80% rented. But basically we took most of the space ourselves. The hardest space to do anything with, that old amusement park space, was just perfect for our new facilities for CNN. We bought the place for $60 million; it would cost $180 million to reproduce today. It cost $120 million 10 years ago.

We're 100% financed by the Canadian Imperial Bank, which had taken it in bankruptcy. Their officers were there last night [at the official opening of CNN Center] and just about gave me a hug. They lent us, I think, another $10 million to remodel the hotel and do the other things that we need, so we've got nothing in it. I think some Japanese companies were talking about giving us $175 million for it,

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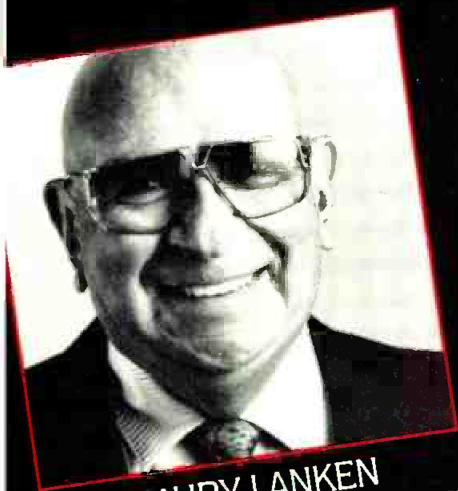

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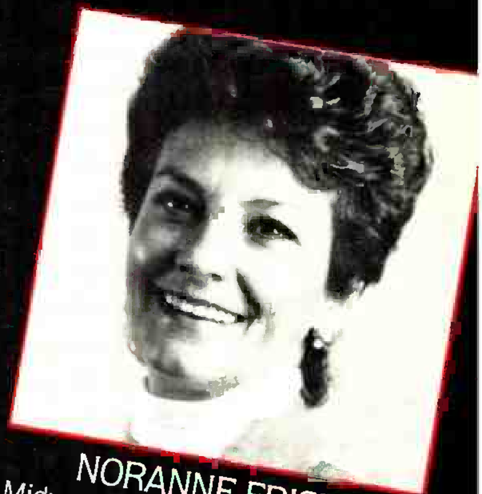

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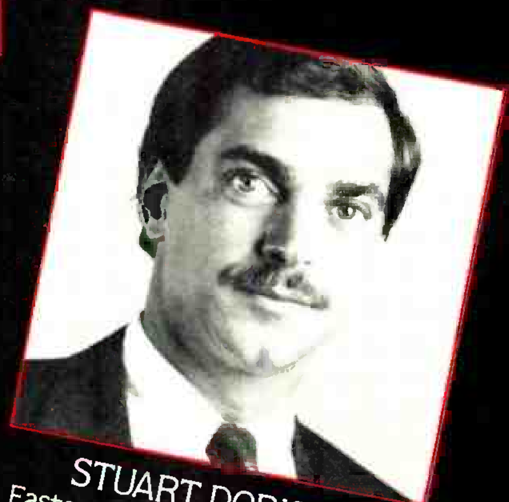

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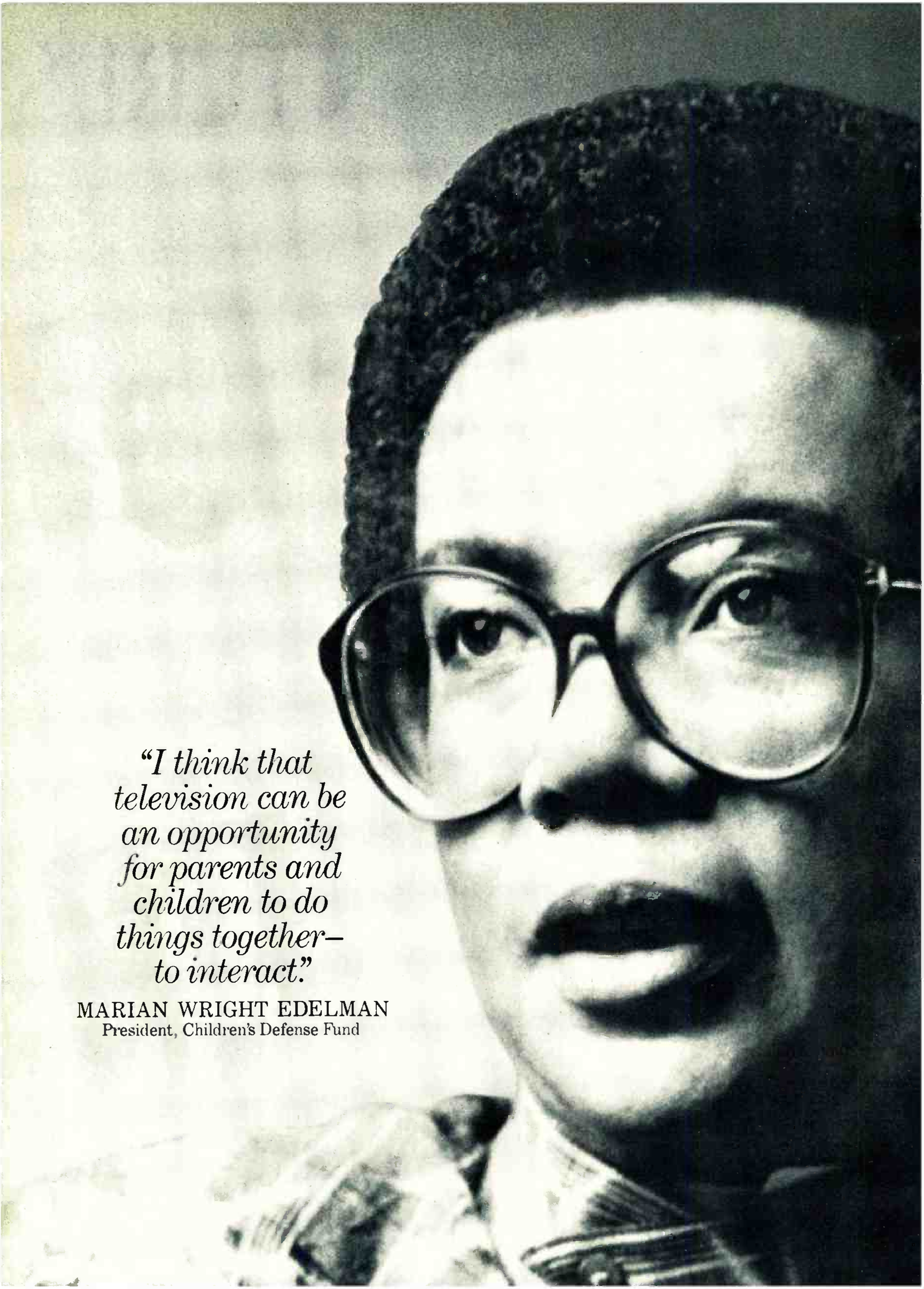
"I think that television can be an opportunity for parents and children to do things together– to interact."
MARIAN WRIGHT EDELMAN
President, Children's Defense Fund

Marian Edelman. No Separation.

To work with children every day, to be their advocate, is to have a unique view of our society. That's why we asked Marian Wright Edelman, president of the Children's Defense Fund, to talk about television and parents and kids in NBC's "Tuned In To America" campaign.

When we asked her to appear we didn't know if we would agree with everything she had to say.

We did know we *weren't* looking for praise for NBC or its people or its programs. We *were* looking for credibility, and the credentials to speak authoritatively on the subject of television. We didn't write a script for her, and we didn't pay her any money.

"Tuned In To America" is NBC's corporate public forum of ideas. Its messages have been broadcast on NBC for a year and will continue throughout 1987.

The design of the campaign is simple: people who have something to say about television say it on our television network. Speakers are known and unknown. Some are connected with television, but most aren't.

During the campaign we've heard from Steve Allen and former astronaut James Irwin. We've heard from Ralph Nader and two New Jersey school teachers, among many others.

We've heard a lot of good things about our campaign from the press, the public and our affiliates. And if you've got something to say about television, NBC would like to hear from you.

After all, the whole idea is for us to stay tuned in to America.

NBC. Tuned In To America.™

If you'd like to participate in this project, write to
TUNED IN TO AMERICA, NBC, 30 Rockefeller Plaza, Room 1420A, New York, New York 10112.

so we have a $100 million profit in it in less than a year. We've turned it from a bankrupt operation into a very viable one.

Are you committed to Atlanta forever?

We're all over the world now. We are just as capable of coming up with something out of Moscow or Frankfurt or London as we are here in Atlanta. But you've got to have somewhere that you're headquartered, and our headquarters is here. I wouldn't say forever, but I don't see any reason why we'd ever want to change.

There are a lot of advantages to being here, as opposed to New York. We're able to operate a lot less expensively than the New York-based networks. When we started CNN, and even WTBS(TV), I had people from the big networks say there was no way you could do a network from Atlanta. They said it's unthinkable. So I said: "The world's largest soft drink company operates out of Atlanta and the world's largest soap company works out of Cincinnati, and some of the cereal companies are out of Minneapolis, and automobile companies are in Detroit." I said: "You can do it anywhere." We've certainly exploded that myth.

We would like to recap what has happened since we talked in March a year ago. Are you prepared to talk about it?

Yes. The time has come to break silence and answer some questions because there's been so much guessing and supposition. It was time to answer the questions in a forthright manner and to describe where we are right now and where we hope to be in the future.

When did you know that you were in trouble after the MGM deal?

I knew I was in trouble before I bought MGM. That's why I bought it. I maintain we were in much more trouble before we got into it.

How much trouble?

In the environment that we compete in there are 30 networks. We've got the three big ones; we've got Fox; we've got Tribune, and we've got all the cable networks, HBO and Showtime and USA. We were pretty solid in news—we were controlling our own destiny—because we were originating our own programing. In the case of WTBS we had a huge initial advantage because we were first. But just as the AM radio stations were first, that doesn't guarantee you in today's world. You constantly have to stay ahead.

We did not have any proprietary programing for WTBS to speak of. We had the Braves and we had a little [Jacques] Cousteau [programing] and some of the documentaries that we'd done, but we were at the mercy of Hollywood. And I wanted to use our position to move to the next level, which was to own a library—and a fine library—so that we could control enough programing that we could program a really fine entertainment network, not only in the United States but globally, to position ourselves in the global business.

I felt like—and still feel like—that if you just have distribution today, and that's basically what the three networks have, you're very vulnerable.

If you just have programing, like Coca-Cola has, you're vulnerable too, because normally a programing company sells it to a distribution outlet for about 50% of what the retailer, the distributor, is going to get either in advertising or in fees. That's about the way HBO works, because you've got roughly 25% for overhead and 25% for gross profit.

And with the squeeze that's coming, as the competition gets more and more intense, that 50% margin is going to get squeezed for the retailer. Nobody can pay more than 50% for programing, or a little bit more.

Now I believe we have the finest single mass of programing anywhere. We've got 3,000 of the finest motion pictures. Of the classic motion pictures, we probably have 35% in the two libraries we own. We have about 35% of all the Academy Awards that were ever given. If you count them (we have limited rights to them), we have 300 Academy Awards, almost twice as many as the Fox library. The Columbia library only has about 80.

There are a lot of the older pictures in our library, but so what? Particularly with colorization, I would maintain that the older pictures have basically stood the test of time forever. We're grossing almost $1 million with [colorized] videocassettes right now, and we haven't even been doing it a year. It cost between $200,000 and $300,000 and we're making that in the first four months of colorizing movies. I maintain we have a million-dollar film at the end of that time, even though it's already brought in a million dollars. "The Charge of the Light Brigade" is 40 years old already. Is it going to depreciate? No. I think it's worth as much as the average new movie that Hollywood is turning out today, after it has its first syndication. And in fact, the ratings of the colorized classics are just as good or a little better than the average new theatrical film in broadcast syndication. We're doing about a 7.7 rating, and that's about what the average new film is doing.

But that's static, isn't it? How do you go beyond the library?

You supplement it with seasoning, with *National Geographic*, with Cousteau, with Audubon, with the National Basketball Association package. But at least you have your bedrock, underlying, paid-for, exclusive programing. We just got "Gone With the Wind" back; the contracts are being signed today. CBS had it tied up for 10 years, but they only had another six years for "The Wizard of Oz." So we gave them more runs of "Oz" to get "Gone With the Wind" back now.

And what are you doing with it?

I don't know yet. But I've got it. And I'm going to do something with it. I'm going to run it and I'm just going to gloat over it.

What we also are doing with the Selznick brothers is a two-hour *Making of Gone With The Wind* special that's being done with a network budget. And when we premiere it, wherever we do premiere it, we will run that programing in conjunction with it. So we'll have a three-night mini-series, so to speak, or three nights and six hours of programing. "Gone With the Wind" is four hours, with commercials.

You're saying that before the MGM deal, you thought you were in trouble because you didn't have a programing base?

Our long-term viability was very much in doubt, because we were totally at the mercy of Hollywood, and in order to buy programing that they'd already produced. And with Paramount and MCA—two of our biggest suppliers in the past—with their interest in the USA Network, I felt that they eventually were going to use their programing on USA. And Fox is owned by [Rupert] Murdoch now. He's got his own network; he's going to use the Fox movies primarily on his network. And you've got Coca-Cola getting stronger and stronger all the time. Viacom was a big supplier of ours, too, and they have five cable networks. I mean, how much longer will they continue to sell me *Andy Griffith?* They may decide they want *Andy Griffith* and *Gomer Pyle* and all of those sitcoms on Lifetime at some point in the future.

There were two ways to go. One was to get stronger in distribution, and that was the strategic reason for the move to acquire CBS. Or I had to get stronger buying-power—if you're a strong enough buyer and have huge leverage you can basically force buying. We were not really strong in either distribution or program ownership, or not strong enough, and I just didn't like our strategic position. That was the reason.

And I don't think this is the time to be small in the networking business. Even in syndication you see consolidation going on. I think that, long-term, there are just going to be a few major companies in the programing and distribution business. There are going to be more than there were before—we've got Time in there as a permanent player; you've got CBS, NBC and ABC—their positions are strategically weak, but I don't think they're going to go away. You've got Tribune that's going to be a player of sorts, you've got us and you've got the Viacom networks. And you've got USA with Paramount and Universal behind it—they'll be around. But that's not very many when you really think about it. Remember, ESPN is owned by ABC. That's part of their distribution system, and they've got a lot of clout. You saw that work on the National Football League package. They say they didn't do it together, that they didn't do *Monday Night Football* and the package, but it was interesting that Murdoch or the cable consortium was unable to get in there.

Well, if you were at one time in jeopardy from Hollywood, you traded

Katz Independent Television is pleased to announce our representation of

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WGBO-TV
Chicago

33
WBFS-TV
Miami

Philly 57
WGBS-TV
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Katz Independent Television, leaders in innovative selling for independent stations.

WGBO-TV. WBFS-TV. WGBS-TV.
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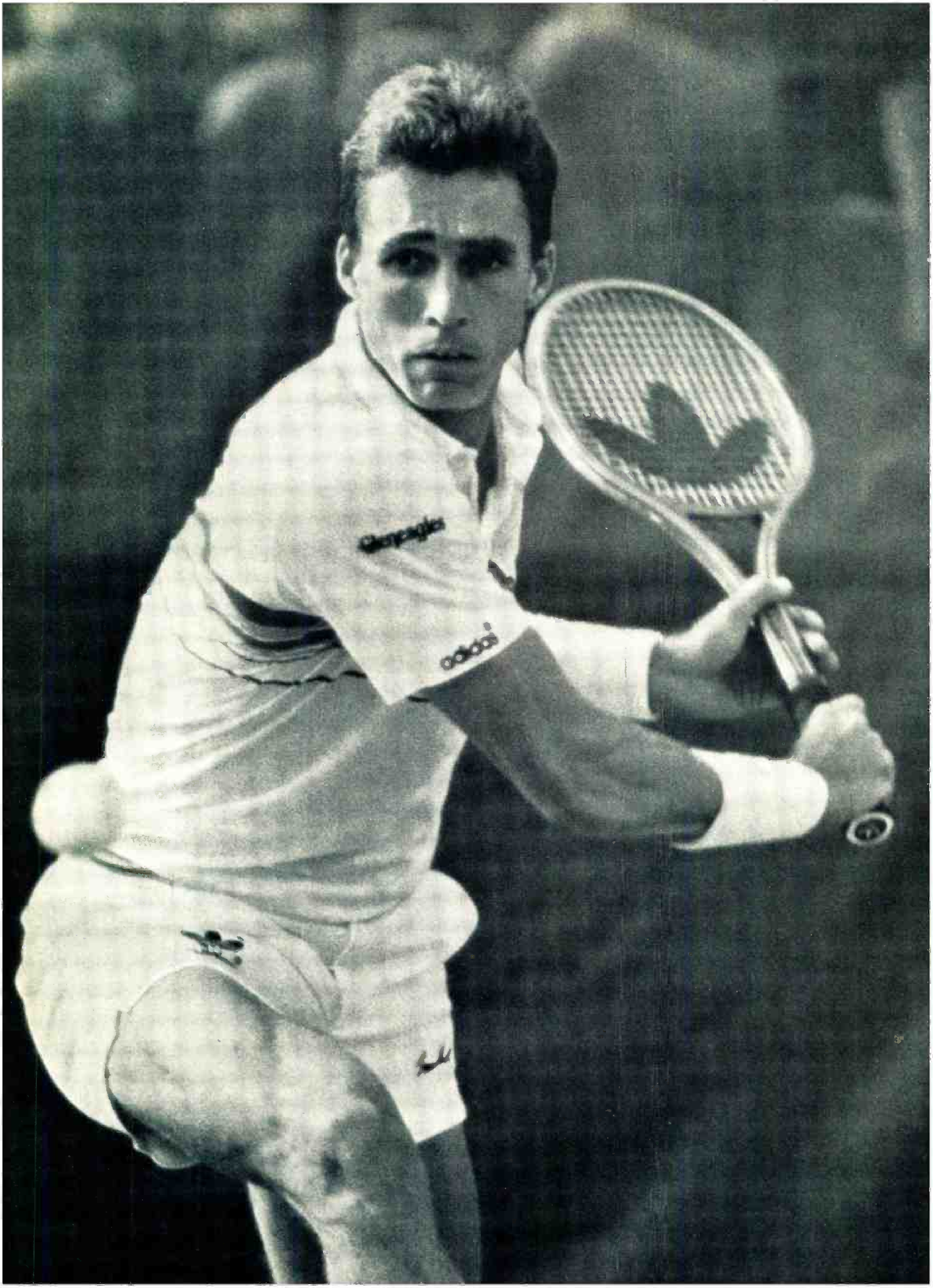
The best.



Turner with BROADCASTING editors Penny Pagano, Matt Stump and Don West

that for jeopardy from the banks.

Jeopardy from being over-leveraged.

How have you come through that?

When you get over-leveraged there are two ways to expand rapidly. One is through debt and the other is through raising additional capital. And normally they're done in conjunction with one another. If you're going to make a big acquisition, you can go out and issue the stock before you make the acquisition—raise capital and then go out and make an acquisition—or you can make the acquisition, do bridge financing on the acquisition, and then go out and raise the capital that you need.

But in this particular instance, I didn't want to raise capital unless I had the acquisition already in hand. And in this case, we went out and we spent a full year negotiating and searching for the best capital combination after we realized that this was going to be an acquisition that was too big for us to carry on a long-term basis, and really do some of the other things that we'd like to do, too. We could have struggled along with it for awhile and then had to refinance at the end of three or four years. We could have hung in with it. But we would have been running some risks because virtually all of our cash flow was committed to it. There wasn't much margin for error there.

And I think what we did was a very good strategic move. We not only raised the capital we need, but we put the equity where we thought that, for the long haul, it would do us the most good. There are some risks involved with it, of course, but there are risks involved with everything. Even to get here [for this interview] you've risked a lot. Life is a series of gambles, and you know the final outcome is going to be a tragic one. So since you're dead—the day you're born, you start to die—you have to be willing to accept risks in business, and there have been risks all along. I think we're in a less risky position today than we've ever been.

The general impression, however, is that you've lost half your company.

It is not half the company. I have over 50%. We split the stock and I don't even know what percentage of the voting stock I have.

It's about 65%.

How much—65% of the votes? I do have some negative covenants, but the negative covenants that I have with the cable operators are not significantly different than they are with the banks, the banks being the junk bonds. Normally when you're highly leveraged—and we still are highly leveraged—there are restrictions put on by the lenders, of capital expenditures and so forth, and basically the restrictions, or the super majority issues, are the same type of issues that would be covered under the loan agreements.

So we never talked about it, and there's been so much supposition and conjecture. I mean it's great. We create more ink, even though we're not saying anything. And everybody says: "Well, he's done it this time!"

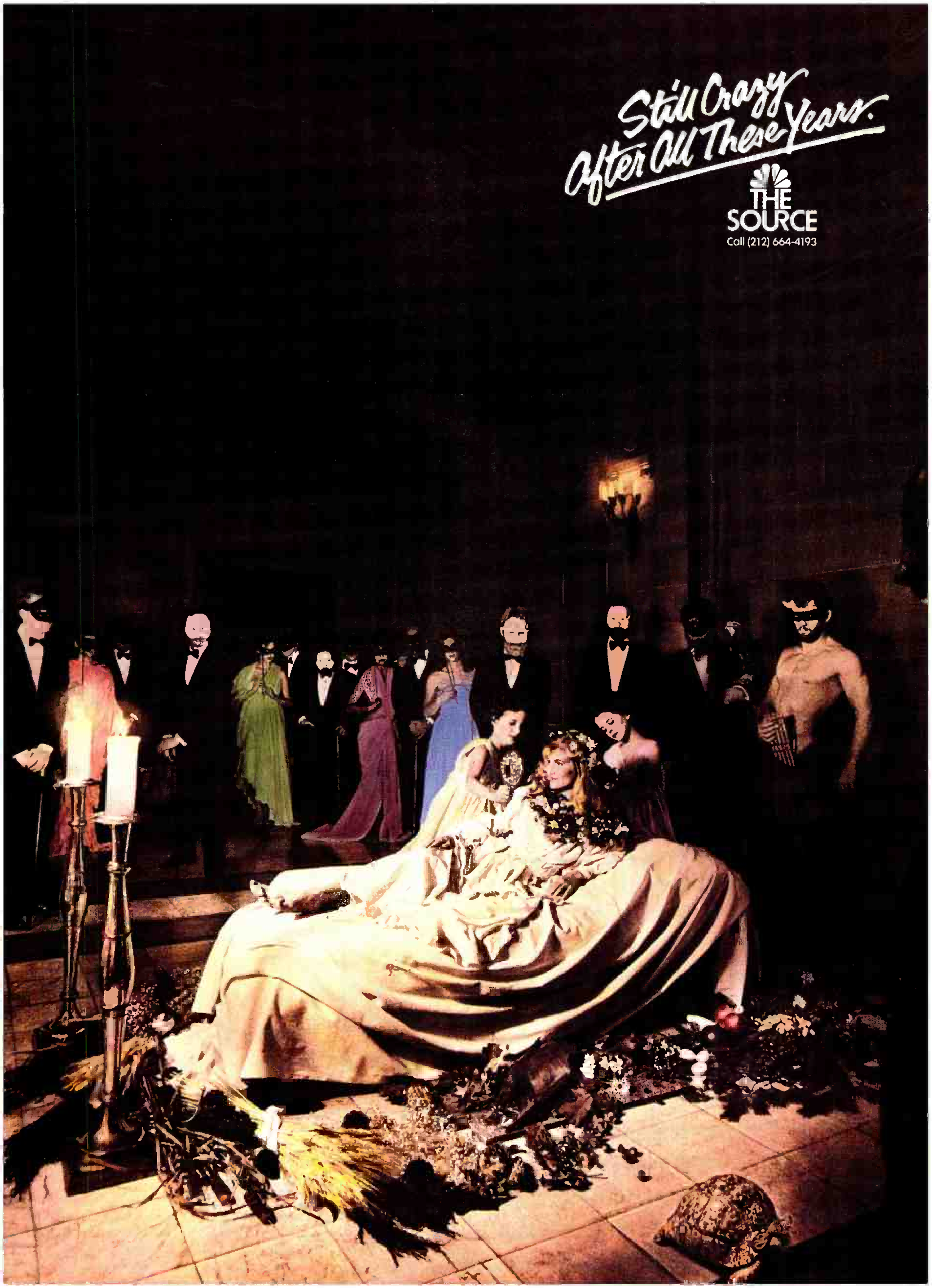
I like to think that we're like Brer Rabbit. When he got caught in the briar patch, he was hoping he'd get thrown in that briar patch.

There are some people out there who were kind of hoping you'd go under.

Of course. We've created havoc for the big three networks over the years. All three of them had to change hands. How much more havoc can you have than that? Only one of the networks is really profitable. And with cable in 50% of the homes, I don't think the future of the three networks is nearly as bright as it was. The future has already caught up with them.

You tell me what's going to improve their basic underlying values. They're going to be facing more competition for their key programs; they've already lost a piece of the NFL; they've lost half the NBA; they're not carrying any hockey—that's not any great loss perhaps. They've already lost theatrical movies; they lost them eight years ago to cable. They're gone. And HBO is doing better and higher-budgeted made-for's now, almost double the budget the networks have. They lost their bohunkies on their last round of mini-series; the mini-series this last season were disasters; they were highly expensive and they didn't produce the ratings.

Their ratings this summer are down 15% over last year. That's catastrophic to go down that much. Last year they were able to say that erosion stopped. That's like somebody who's got cancer getting



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some of those radiation treatments and it looks like for a month that the cancer has been arrested, and then they check and there's 10 more spots breaking out all over their bodies.

And the competition of Fox is there, too. The networks are going to be under increasing pressure. It does depend to a degree on how aggressive the competition is. I'm absolutely certain that Rupert [Murdoch] intends to keep turning the heat up, and I hope to help lead the cable industry in turning the heat up. I'm sure the independent stations, as much as they can, will turn the heat up too. So that means more competition for the programing.

Rupert took the Emmys away from them, didn't he? That may not sound like much, but one thing that my board approved yesterday is to actively go out and pursue the rights for cable to about 30 events including the Kentucky Derby and the Indianapolis 500 and the Academy Awards. And if we don't do anything else, we'll drive the price up—and those are events that so far have pretty well escaped. We did bid on football five years ago, we bid on baseball and pushed both of those two sports into loss situations for the networks. And we're going to go after the rest of the jewels.

May we have a list of the 30?

No, I don't want to do that. I want to let them...

Sweat?

Maybe more than that. But it's everything. It's the Masters, it's everything that is a one-time event—Miss America, Miss USA—all of the big, one-time jewels, everything. The major bowl games that are available, that aren't part of overall packages. We're going to go out and investigate.

Is it fair to say that you have cast your lot with cable?

I would say that we are doing some business with the broadcasters. But I think that with the polarization that is occurring, it's almost impossible today to be a hero, a true hero, to the broadcasters and the cable industry. They're becoming too competitive. So you had to decide which way you were going. In my case, 85% of my business was on the cable side, anyway. Close to half of our company is owned by the cable industry, and they didn't put money into the company so we'd go out and try and buy CBS. They want me to concentrate primarily on cable programing. And we'll be doing like HBO, we will be syndicating programs that it makes sense to syndicate, both for the broadcasters and for us. But our primary loyalty lies with the cable industry now even more than it did before.

I think everyone in the broadcast industry and the cable industry realized that a long time ago. That doesn't mean we can't do business. Look at the relationship between Hollywood and the networks. It's kind of a Mexican standoff over financial interest, but they continue to do business when it suits both of them to do business. And that's the way we'll do what we do with the broadcasters. For instance, we just made the decision yesterday to re-syndicate *Tom and Jerry*.

What will the networks look like in five years? Is there a niche for them?

Oh, sure. There's a niche for them. Even if the current structure disappeared, the affiliates would band together and create another network because they've got to have programing and it's cheaper to buy programing collectively than it is individually, the bulk of it. So the networks are really buying cooperatives for the affiliated stations. The stations are becoming freer and freer.

All you have to do is look at the CBS affiliates. They're almost all delaying the CBS late night programing, which is a bunch of gobblers. The CBS morning programing is so crummy that it's just a joke, and it's being preempted all over the place, too, and will be preempted more. And the weaker prime time shows are going to get preempted.

The networks are losing strength, but they definitely will survive as long as the stations are strong. Broadcasting is not going to disappear. But financially it's already become the second-class medium. You take the value of the cable industry today—a $100-billion industry—and all the broadcasters together would be $40 billion.

Is this on plant?

Yeah, on the ownership. You've got 40 million cable subscribers. At $2,000 a sub, that's $80 billion. And we're worth $3 billion—$2.5 billion to $3 billion—and HBO is worth a billion. So what we're selling for, with our debt and counting the debt, all the cable networks—ESPN is worth a billion; the cable networks together are worth $10 billion. So you're talking about a $90 billion industry.

And the three networks, only $3 billion apiece including the O&O's, that's $9 billion, and Murdoch paid less than $2 billion for his stations. That's $10 billion. And the networks include the record division and everything else. The networks, the owned and operated stations are probably only worth $2.5 billion apiece, so that's $10 billion. Then all of the other stations together wouldn't be $30 billion.

So you're talking about a $40-billion industry versus a $100-billion industry—two and a half times as much money. And the cash flow is there, too, because the cable industry is doing $13 million and making 50%. It's got a $6 billion or $7 billion cash flow. The three networks together only have a $300 million cash flow.

You know, CBS and ABC are losing money or breaking even, and NBC is making $300 million (they're making more than that when you figure their owned and operated stations). But the whole broadcast cash flow wouldn't be $3 billion.*

So, cable is already two and a half times bigger. It's got the money; it's like Procter and Gamble, it's got two-and-a-half times as much money as Colgate.

Yesterday I asked my board, my cable operator board: 'What's your plan for basic cable? What plan is there long term, for basic cable; how much are you going to be spending in five years? Where do you want to be?'

They hadn't thought about it But they're beginning to think about it. They thought about it a little.

HBO is spending $500 million on programing. What is basic cable spending on programing? Probably $300 million-$400 million. I know we spend $200 million. We spend $100 million on CNN and $100 million on WTBS. Maybe a little more than that. USA is spending $50 million; CBN is probably spending close to that, that's $300 million. The basic networks are spending probably around $400 million. And the three commercial networks are spending on total programing—sports, news, prime and daytime—probably each one, about $1.5 billion, roughly. So that's $4.5 billion that they're spending and cable's total spending is just a little over $1 billion. We're still being outspent about three or four to one, and that includes pay.

But that's the difference. Cable has a cash flow of 50% and the broadcasters have got a cash flow of 20%, counting the networks, so they're spending more on programing. But long term, broadcasting doens't have but one stream, and that's advertising. And cable's got the two streams.

You put magazines with subscription revenues and advertising and newspapers with subscription revenues, and it's no contest over the long term. And I maintain that the cable operators are going to spend more on programing mainly because they're running out of other places to put the money. That's a great situation—to be awash in an industry that's just rolling in it.

Why do you still call yourself a broadcasting company?

Well, what is broadcasting? Should we change our name to "cablecasting?" Basically, cable is broadcasting. Today, over half the viewing on the cable systems on a yearly basis is still done on broadcasting channels. Over half the people have cable, and they get their broadcasting on cable. What's in a name, anyway? We call CNN the

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*While BROADCASTING does not challenge Turner's statistics concerning cable and TBS's own operations, it does enter a caveat concerning his portrayal of the over-the-air universe. Securities analysts, for example, would challenge his view that broadcast groups—TV networks and owned TV stations—are worth $3 billion each. They would put the bidding at higher than $3 billion, and Capital Cities/ABC and NBC, with larger station groups, would clear $4 billion with plenty of room to spare. Additionally, they would find Turner's broadcast cash flow count, at $3 billion, to be on the low side, especially as he omits the profit of TV syndicators while including software companies on the cable side. His essential point, however—that growing cable cash flow allows cable MSO's and networks to compete with the broadcasting industry for programing—is generally conceded, as evidenced by ESPN's outbidding broadcasters for rights to certain NFL games. One investment banking firm, Veronis Suhler & Associates, says that, through 1990, the cable industry will achieve an annual revenue growth of 11% compounded, rising to $14 7 billion. For broadcasting, VS&A projects a growth rate of 10%, with the industry reaching a 1990 total of $38.3 billion, of which roughly three-quarters, or $29 billion, could be said to represent television's share.

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Cable News Network; it doesn't say "broadcasting" in there.

If there's anybody that has been slow, the one group that's been slow was not the investors, not the subscribers, not the viewers. The slowest group to move have been the advertisers. They're the slowest group.

They're moving. Our sales are nicely up this year, better than they were last year. It's basically some of the advertising agencies, not all, but a number of them have strongly resisted buying cable in any meaningful manner. And the main reason is that it's more profitable for them to buy the networks because they can spend $30 million in two days, and it involves fewer invoices and fewer spots to monitor and so forth.

There seems to be a peculiar loyalty existing between you and that industry. It was manifested in the MSO's and program companies coming in essentially to rescue you—or at least it looked to the outside world to be a rescue mission.

People said that, but I don't consider it a rescue at all. There were several other entities that were sitting there willing to do the same thing, maybe even on more favorable terms. We were not desperate in any way, shape or form. We weren't able to say anything about it. People assumed that. I mean, if I've seen the word "bailout" once, I've seen it a dozen times, but I never said that.

We just went about our business. You didn't see any panicking on the part of our company. We didn't do like CBS did, with its massive layoffs in the news department. We looked like we were in the most financial trouble, but you didn't hear any crying on the part of any employes at Turner Broadcasting. We just kept our nose to the grindstone and went quietly about our business. We had oodles of alternatives, and we picked the one that made the most strategic sense for us, and that was placing it in hands widely spread throughout the cable industry, rather than having one or two big partners.

This isn't the first time that the cable industry has rallied to your flag, as opposed to some other...

Like when NBC was trying to break into the news business?

Or Satellite News Channels.

Right. Well, by putting SNC in business, they nearly drove us out of business. They came within an inch. And I told them at the time that NBC was out there. I said, "You put them in business and I'm gone." I would have to sell out. I wouldn't just disappear; I would sell the company. Because there was no way, what with MGM hanging over my head and all that additional debt.

For the most part we really do have a relationship with the cable industry that goes back now over 10 years. We were the first basic service to go on the satellite. Probably the most unique and prestigious thing outside of HBO to come along after the superstation was CNN. And that was something they didn't think was going to work. They liked the idea, but they didn't see how we could do it. But we did it and it worked and we gave them a quality product from the day we started, and we kept improving it. So we've served the cable industry extremely well and they know it. And we've been loyal.

You have to be. Just like CBS has been loyal to its affiliates. Anyone that isn't that way is not going to survive when times get tough. We realized that, and we gave the industry good service, good products at a reasonable price, and we were reliable and dependable and we never misled them—just those simple things.

And they responded. And it wasn't out of love. If people like you, they might give you a couple of bucks for a cup of coffee, but they're not going to give you $565 million. I mean, they made a strategic investment, one that they were extremely happy about. And they already have made good money. They bought the stock. The money that was lent to the company was lent at their rate, so that's about a wash. It was less than we could borrow the money at. But the equity—they bought stock at 15, and it's now at 25 three months later. So they made 80% on their investment in three months. It's not dog meat by any stretch of the imagination.

What impact have they had on your operation so far?

None. They haven't had any impact. We haven't done anything yet. We had a couple of board meetings and we've discussed a lot of things, including the Goodwill Games, which the board endorsed. We're now going to go out and sign the systems up for it. But other than that, all we've really done is look at some alternatives and do some studying and some thinking.

I'm really happily surprised that we haven't really done anything. There have been two board meetings in the three months since the deal was put together, and they haven't wanted to do anything major. You know, if it's not broke, don't fix it.

Tell us about the fourth network. What's that going to be?

The fourth network is still under study. We decided not to take any action on it at the meeting yesterday, but to continue to develop it, think about it and discuss it with the rest of the industry. It's still there. There are a lot of problems with it, the main one being channel capacity, which is a serious problem.

The one thing that we're going to be doing now is to perhaps move a little more slowly and deliberately than we did in the past. That doesn't bother me. In a way, it's kind of nice. In the past, when you're small and you're weak, you have to move fast because that's the only way that you'll stay ahead of the Big Boys. We're one of the Big Boys now. I mean, the capitalization of our network is higher than CBS's. We've got 30 million shares of stock now, and at $25 a share that's $600 million.

CBS is here now at $4.4 billion, and they just said that the record division was worth $1.3 billion or $1.4 billion—that's down to $3 billion, and radio has got to be worth $400 million. So, they're down around $2.5 billion, about exactly where we are. We're $600 million in equity and close to $2 billion in debt.

What does yesterday's [Aug. 10] stock split do?

By creating two shares of stock, it allowed me to stay in voting control of the company rather than just have 51% of the stock. If I had to sell any stock to raise personal capital, I'd have gone below 51%. And the cable operators agreed. So we're going to have an A and B stock, I guess.

Will you ever want to get back to 81%, where you were before?

No. I'd rather have a smaller piece of something that was solid and substantial than all of nothing.

Is it easier to start a new network than to convert WTBS?

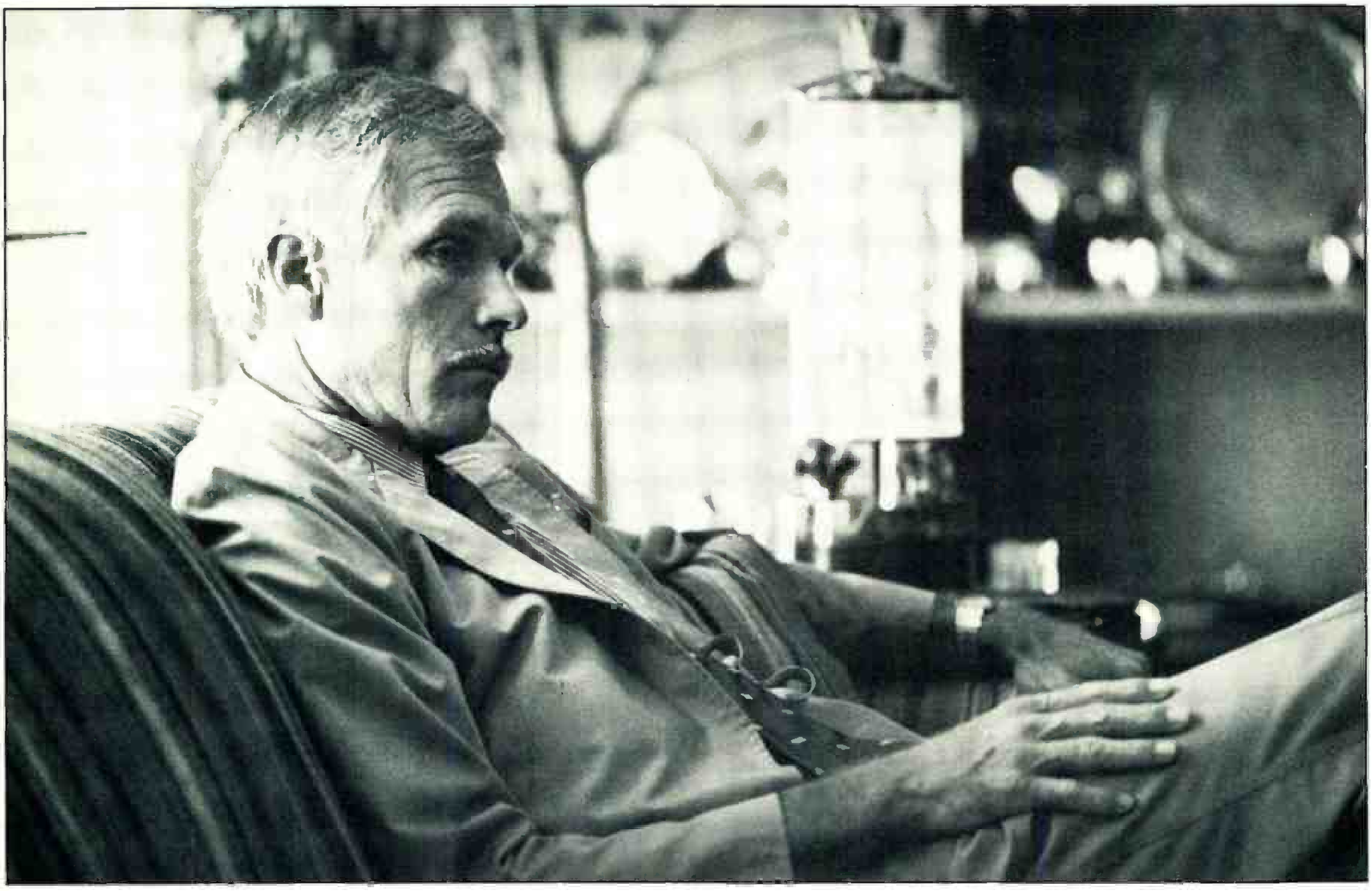
There's been discussion of that, but barring doing away with the compulsory license, there's no reason to convert WTBS. We operate in a competitive environment, but it's going to make between $60 million and $70 million this year. And on some $200 million in volume, why fix it if it's not broken? We've got millions and millions of dollars of programing that's been bought under the current licensing arrangement.

We've been an announced superstation for 10 years now and every single contract that we had prior to going on that satellite has expired. Every other contract that we negotiated with Hollywood, they knew exactly where we were going. Our coverage is available to everyone.

What we've been doing is buying programing on a nonexclusive basis. We're not allowed to bid on the hot new syndicated programs. We wanted to bid on *Cosby*, and Viacom told us politely, "No, thank you." But they had no problem selling us the older stuff like *The Honeymooners* or *Andy Griffith*.

But we made a conscious decision years ago because we knew what was going to happen. I mean, we can't bid on *Wheel of Fortune* or *Jeopardy* or *Oprah Winfrey*. We're not allowed to bid on those, we only buy the stuff that is second-tier programing that has already played. We buy on a nonexclusive basis. The market is developed in our case. I explained that to [FCC Chairman] Dennis Patrick, as far as the compulsory license and syndicated exclusivity and so forth are concerned.

So at any rate, I really don't anticipate a change there. You've got half the people in America watching distant signals, and to try and take them away from the American people is going to be extremely difficult to do. The compulsory license doesn't make sense, but there are a lot of things in broadcasting that don't make sense. It doesn't



make sense that three networks got their owned and operated stations for free 40 years ago, that they paid no spectrum fee and that they continue to get those licenses renewed. It's the free use of a public resource by a private company. No one would ever think of allowing Exxon or Texaco to drill on offshore land without having bids like they do. If something doesn't make sense, it's the use by the broadcasters of the spectrum without paying anything for it.

If they're going to go back and straighten everything out, then they ought to put up all the frequencies for bids. They'd clear up the national debt. It wouldn't be very good for the incumbents, but that's why I'm saying, it's very hard to go back and take away something from somebody that they've been operating under for a number of years.

What about CNN? Is it true that it's now available in 54 countries?

It may not be available in 54 countries, but we have signed business agreements with broadcasters or cable, doing some sort of business in those countries. And with the new *World Report* that's coming on in October, it will eventually be in every country on earth. We'll have everybody participating in that within a year's time—all in 60-some nations. We're even trying to find out how many nations there are. It's very difficult to do; there are nations coming and going.

What kind of a force has CNN turned out to be?

It's really hard to say. But I think what's occurred has been pretty terrific. It's less than eight years old and we've become the first global network. And we're highly respected by virtually everyone. We don't get criticism from the eastern bloc; we don't get criticism from the conservatives or the liberals. I talked with Pat Buchanan just the other day and made a strong request that he come back to CNN as the host of *Crossfire*. He's between Murdoch and us.

But as far as CNN is concerned, everybody likes it. We don't get complaints from the Ayotollah even; we had the Iranian ambassador to the UN talking. We basically had the time and we seek out everybody's point of view.

How many million viewers are you reaching? How many will you reach when you get launched in these countries?

Hell, I don't know. Pieces of what we do run everywhere. I guess probably every television network in the world showed footage of the space shuttle Challenger blowing up. And most of them got it from us.

What impact have you had on network news?

I don't think we've really had that much effect on them. I think we've taken news leadership away from them, that's what we've done.

How is CNN as a business?

Terrific. It's projected to have a cash flow of about $60 million this year, on $200 million. It's not bad. We're going to make almost as much as WTBS. That's Headline News and CNN together, roughly.

One of the things we've heard about your mode of operation is that you're not designed to make money. Is that correct?

Oh, on the bottom line. Because of depreciation and the interest, we're going to show a loss of $130 million this year, I think. We've got $100 million at—I don't even know what the interest is—but we hope to cut the interest down substantially over the next 12 months by refinancing the junk bonds. We've got depreciation on the library; we bought the library for $1.2 billion, and we had to capitalize it and write the movies off.

I maintain that they're holding their value, not going down in value, but you've got to do it for bookkeeping purposes, you've got to write them off. I mean, is "Casablanca" worth less? It's already 40 years old. I mean, hell, it isn't going down in value any more. It costs more now to make a movie. When "Gone With the Wind" was made in 1939, it cost $2 million-$3 million, and the average movie costs $16 million to make today. "Ben Hur," which originally cost about $4 million-$5 million, now would cost more than $100 million. So I don't think that the movies are depreciating, but we have to write them off. That by itself just about throws it into a loss situation. The interest is real.

I've always believed in cash flow rather than stated profits, because when you state profits, you've got to pay 50% to the government. And if you look back at our company over the last 30 years, we've only paid a few million dollars in corporate income tax the entire time. We kept expanding fast enough, like John Malone [president and chief executive officer, Tele-Communications Inc.] does, and with the same philosophy—I've been doing that for 30 years and my father did it before me with the billboards. He was always trying to keep the depreciation up so he didn't have to pay taxes, and he was able to use his whole cash flow to retire debt. But he wasn't a public company. But even when we went public, we stuck with that. We tried to build values and build real values rather than make it look like you're making a lot of money by paying a lot of taxes.

So do we take $600 million as what your company is worth at the moment?

Six hundred million plus $1.8 billion in debt. It's about $2.5 billion, total capitalization, because you've got to add equity and debt. It's only about 12 times cash flow; we're projecting to have over $200 million in cash flow this year. It's about $220 million and, totally, $2.4 billion is 12 times cash flow. We're valued at between 12 and 13 times cash flow, which is less than what CBS magazines sold for, 14 times cash flow. It's nice the way CBS's [president and chief executive officer, Laurence] Tisch is doing everything that I was going to do.

How about the Goodwill Games?

We're committed to the Goodwill Games. We had budgeted a loss for them in 1990, to be conservative. We have every intent to make them cable exclusive. The board has endorsed that plan, and we're going out now and we're going to see if we can sign up the industry, and if we can't sign up the critical mass of the cable industry to pay for it, we'll go broadcast syndication again.

You mean a per-subscriber fee like ESPN's NFL package?

Right.

Do you anticipate that it will be a success in 1990 as opposed to what it was in '86?

I think it was a success in '86. It was not a financial success, but we got the U.S. and the Soviet teams on the field for the first time in 10 years. And I think as a result of that, they'll be on the field next year in Korea, and they might not have been—because South Korea is our strong ally, and there are no diplomatic relations between South Korea and the Soviet Union. By our bringing the U.S. athletes to Moscow, where the boycotts started in the first place, I believe we changed the Soviet view of athletics at the Olympic level, with the United States, and we did a lot to start a thaw in U.S.-Soviet relations.

And I think it was a tremendous success. Maybe we'll only break even or lose a little money in 1990, but by 1994 we should make a lot of money. The cost of the Olympics to NBC and ABC is $300 million apiece for rights and $100 million for production. We have no rights fees in the case of the Goodwill Games, and our total cost, including production, is going to be about $60 million. We budgeted about $20 million for production and we have about $40 million for our cost of putting on the games and there's going to be another $50 million roughly budgeted in Seattle. And they should break even, too, because they're going to get the ticket revenues. And they're going to get part of the money that we're putting out; part of the $40 million will go to them for rights. But between the two of us, the cost is around $100 million.

It's just got to be a good deal in the long haul. We don't feel like we're competitive at all with the Olympics, but we feel like we're supplemental to the Olympics. But there is no reason why the Goodwill Games can't be reasonably as successful in time as the Olympics are. We think we have a very, very valuable franchise that we are building up.

It took four years before CNN turned a profit—maybe five years. But in the meantime, we've had a hell of a lot of fun with it; it was a great marketing tool. All the leaders in the cable industry came over as our guest to the Goodwill Games, and when we raised this $560 million, those were the same guys that we spent a week over there with touring Moscow and Leningrad. They had a ball. It's like merchandising junkets; you never know, maybe we spent $26 million to get $600 million, maybe. Who knows? But I'll guarantee it didn't hurt anything.

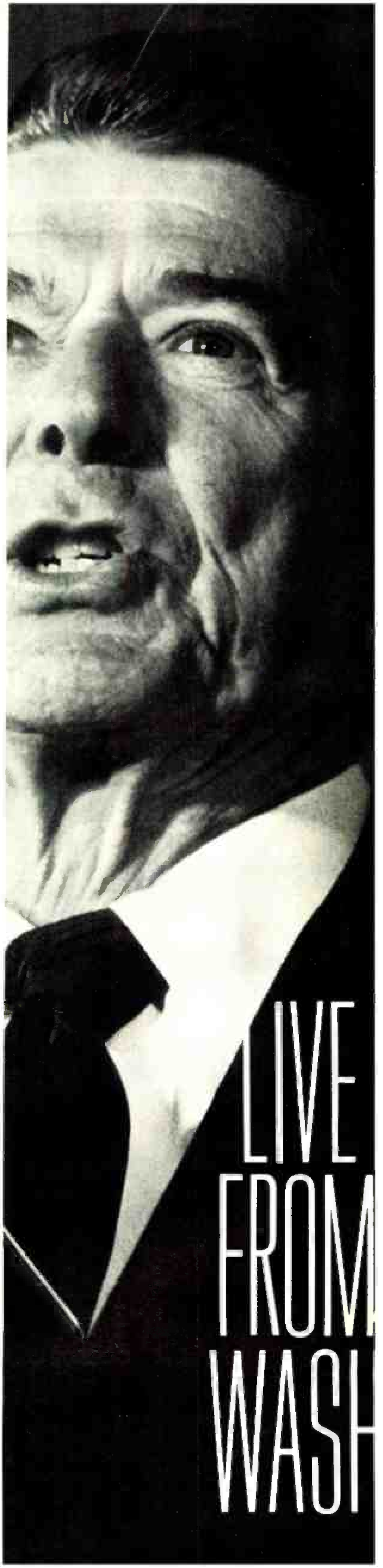
Would you ever go after the rights to the Olympics?

I'd love to at some point in time, sure. I'd like to see the cable industry mount a bid there.

Are you still committed to the Better World Society?

Personally, yes. The corporation commitment is very, very small; basically what we've done with the Better World Society is transfer—it's really saved Turner Broadcasting a lot of money because we were doing a number of documentaries on these subjects, on the critical subjects. We believe that broadasting has responsibility. And maybe that's an old-fashioned notion, but serving the public means something to me.

And when you have the critical issues of nuclear arms, ecological devastation and a global population explosion that puts man into the category of an endangered species—and that's just not me talking, that's Captain Cousteau and a lot of other people who are futurists—broadcasting has a responsibility to point these things out to people. And the Better World Society is obtaining funding from individuals and from foundations who are in the eleemosy-



nary business and are producing and buying programing, not just for Turner Broadcasting. Our biggest series to date is going to run on public broadcasting. That's the 10-hour series that Better World put $250,000 into. It was done by the BBC and Chinese television, and it's going to run on PBS this fall.

When we talked in Los Angeles, you spoke about friendly opportunities for expansion—that you weren't about to do any hostile deals, but you would keep your eye on "friendly" opportunities. Are there any of those on the horizon?

I would look at anything, particularly in the—we would like to expand in the cable networking business, either through starting another network or possibly acquiring one or more. We're always looking and investigating, but we haven't got anything really on the burner.

What kind of network would be attractive to you?

Any kind.

What are you going to do about refinancing?

We had a report on that. The problem is that the junk bonds can't be paid off before next spring without penalties, they can't be called. And the further question is whether we're going to try and buy them in—but they're working on it. It's being worked on and we anticipate being refinanced by the spring. The main reason to refinance is to cut down on the interest rates.

Do you have a "light at the end of the tunnel" date on your financial picture, when you get out of seeming jeopardy and perhaps out of the losing money proposition?

To tell you the honest truth, I think we're out of the woods now. We can make our interest payments now on the junk bonds. Last year, we lost some $180 million. We're budgeted to lose $135 million this year. And we've already cut the interest payments dramatically. Of the $560 million we raised, the interest rate was 10% on $350 million with no interest on an additional $180 million so I think we've already saved something like $40 million in interest with the cable infusion. It's huge.

One of your colleagues last night referred to the new board as the "best and the brightest." There seemed to be the feeling that there's sort of a club going on here, dedicated to improving the future of the business.

Well, I would certainly hope so.

Not just your business, but the cable business in general.

I definitely feel that way. If you take a look, you've got the leaders of the two largest cable systems [Malone of TCI and Myhren of ATC]. You've got Michael Fuchs [HBO chairman and chief executive officer]. By any stretch of the imagination, HBO has got to be a smash success. And then the other guys we've got in the cable industry represent large companies—Continental, United and Warner, and of course, Warner. There is a lot of programing expertise in that company. And Michael [Fuchs] spends his time around the programing business, so two of the executives have real strong access to programing expertise. We've got some of the strongest leaders of the cable industry, including last year's chairman of the NCTA, Tryg Myhren. So I think that's a fair statement.

What should the cable industry do next?

What John Malone said about finishing the wiring of the metropolitan areas that are currently not wired, is key. The boroughs of New York, the District of Columbia and downtown Cleveland—these things are happening slowly, but they are finally happening. That's important because having cable available to everybody is going to make it more politically acceptable for major events to migrate to cable if everyone has the availability of it. To be really truly a national medium, cable has to be available everywhere.

In the sparsely settled areas, the satellite covers them, and already 2% of the American people have home satellite receivers, 20% of the 10% that will never have cable. So that's solved. It's important that the packaging and the scrambling be made easy for people with home earth satellite stations, and it is getting easier to get the descramblers and so forth. Other than that, the cable industry needs to develop a long-term strategy and plan of what it wants to do about programing. And hopefully, we'll be at the forefront of those plans. Not that much needs to be done as far as pay cable programing is concerned because the major guys in that business are doing a fine job of providing what it is they wish to provide to people. So, basic programing needs to be given some attention and a long-term plan needs to be developed there. And that's one of the things that we're trying to do with the board.

What do you think the broadcasting industry ought to do next?

Broadcasting is holding the hill as far as advertising is concerned, so broadcasting is in the leading position. It's really got a defensive situation rather than an offensive one because they've got the ball. And they'll do everything they can to slow erosion and do as good a job as possible of programing. One thing about the broadcasters is they know how to spend money on programing, because they've been doing it for years. It's new to the cable industry to spend a lot of money on programing because basically they've been able to get by without spending very much on it, and do quite well.

Each network has its own little gimmick. Arts and Entertainment is buying programing that nobody else wants. Public broadcasting isn't buying as much of the BBC's output, and the Discovery network is using documentaries from Sweden that never found their way on American television, and MTV has no programing costs that amount to anything, because the music videos are given to them by the record companies; they're selling records, and the same for VH-1. That's low-cost programing. When MCA and Paramount have 60 episodes of *Riptide*, they have a vested interest in going into a strong deficit to make 40 more, with the hopes of being able to syndicate them. So, cable gets a little bonus there.

Now for some things, they have to pay, like news and sports. And they're paying for them in the case of ESPN and CNN. And Pat Robertson of CBN brings in $100 million a year or more in religious donations, so he's got an incentive to put on *Hardcastle and McCormick* as a lead-in to *The 700 Club* because his big payoff is religion. And Jim and Tammy [Bakker] were doing the same thing. They were bringing home over $100 million a year.

And then they have the compulsory license—for a few cents they could bring in some baseball games. But as they get stronger in the bigger markets, with lots of broadcast stations, it's a different set of problems, although that programing works there. It depends on whether the cable industry is going to be content with 52% or 55% of the American people, or whether they want to go for 75%.

And I think they ought to go for 75% because they're already in front of those other homes. They want them to subscribe. And they're looking at $25 a month from the third of the homes that don't subscribe to cable. And in order to get them, they've got to eventually go after the World Series and the Indy 500 and the Kentucky Derby and the Sygar Bowl and Super Bowl. What's the cost of all that? They don't have to get all of the *Dallas*'s and *The Dukes of Hazzard* and those kinds of things. You can leave the networks with them. Sports rights are $200 million on baseball and $500 million on football: $1 billion would take all the sports. And the other stuff would be $200 million or $300 million more.

So they need to have the budget of one of the three networks, about $300 million. Another $1.5 billion a year in expenditures would take everything that the networks have in terms of really compelling material. I don't think the sitcoms and the hourly dramatic shows are that compelling. They get high ratings, but anybody can do it.

Thinking it through—if $1.5 billion got them another 20% of the homes in the country, that would be 16 million more subscribers. Those subs would be worth $32 billion at $2,000 per sub. So they've got to put out $1.5 billion a year to make $32 billion.

Sounds like a pretty good deal.

And the fun that goes along with it, too. Because, for instance, if you're the owners of an event, then all the cable guys can go to the Super Bowl and be heroes and sit on the 50-yard line just like the CBS guys do now. When it's your bid, you get the fun out of it.

Is there any hope for convergence of the broadcast and cable industries?

Convergence? You mean to get more together? I don't see how, any more than AM-FM radio. I mean, you've got a lot of people that are playing both sides of the street; ABC has a losing broadcast network and a profitable cable network. NBC is desperately trying to figure out how to get into the business. They wanted to do a deal with us, and I really like Bob Wright—very bright, spent several years running Cox Cable, an excellent executive, he'd love to be in the business, would have loved to have done something about it. I just don't see me as a part of General Electric. After a meeting with Bob I made the decision to go with the cable operators. General Electric even stated to Bob that they would have done it.

But it's going to be hard for them to get into it. Nobody wants to sell their cable networks, which are considered very valuable at the current time. Try to buy one. You can buy broadcast stations all over the place. But cable networks are more highly prized today than broadcast stations are. They're just not turning over. There are companies like Cox that still have major investments on both sides, but they're becoming rarer. Storer is being split up, Times Mirror is still a major broadcast operator and cable operator.

Broadcast stations are holding their value or dropping at a time when cable just keeps on going right up in value. It was probably about five years ago that the value of the cable systems passed the broadcasters. Nobody ever thought it would. Well, now they're two and a half times as valuable, or more.

As you do your company's strategic planning and your stock classes are changed and things like this, there is a lot of talk that you're doing it because of an impending divorce. How much do you have to take that into consideration?

Well, I haven't been divorced in a long time, but I was separated from my wife for a year, and we are discussing a divorce. It's a major consideration. Divorces are not cheap. It was was something that needed to be taken into consideration. That was one of the reasons for the stock split.

What is your vision for TBS as a whole?

We're in a tremendous position. We've got some great programing that we own, we're producing a lot of very good programing. Additionally, our news operations are as solid as the Rock of Gibraltar. Our competitors are cutting back as we expand, and the move of the network newscasts to earlier in the evening—I mean, the networks are losing it in news. We're becoming the news network. A part-time news operation that's running two hours or three hours of news a day can't compete with somebody who's doing 24 hours of news a day.

A lot of stations now, if there's deregulation, don't want any news at all. When ABC moves the news back to 6:30 [p.m.] in New York, that's the beginning of the end. CBS has already given up news in the morning, they've gone to entertainment, and what a disaster. CBS in Chicago is moving its newscast up a half hour and they almost did it in New York. They can stay in the business as long as they want to, but how long will they stay in it? They're losing money. And they'll lose more.

Our next move, long term, is we're basically getting into the agency business as we open more bureaus. There are only two television news agencies now—Visnews and WTM—and in time, we'll get more and more into competition with them.

If we're not already the world's leading television news operation—well, we are. That ain't bad, and there's still a lot of room to grow in Europe and the rest of the world. And everbody is going to be able to use *World News Report*, which we're going to start this fall. That's really going to move us up another notch as far as the world is concerned.

I met with the head of Indian television when I was there—there's only one network in India, 750 million people—and they said, "absolutely," they'll participate. The Third World is very upset that all the news agencies are controlled by the West, and that they have no input. The news that goes around the world on television is pre-edited. The only time the Third World ever gets any coverage is when there's a Bhopal or riots or something like that, and they're upset about it. We're answering that with *World News Report*, which in time will probably be expanded into an agency where the news is fed directly by the countries and then goes out.

Why shouldn't it have been like that in the first place? Why should the BBC and CBS decide what the news is in the world? Two-thirds of the people live in the Third World. We may change the whole way things are done around this world. We may find out that it's pretty nice to get the news and ask people questions directly, as we did to the Iranian ambassador to the UN. It's better than having Caspar Weinberger telling us what Iran is all about and what the problems are there. Why not get the news from the horse's mouth?

These things are coming to me as I study it, and they're being well-received. Just like the cable industry, you serve your constituency.

I think news is becoming ours almost by default, and that's a big thing. If you were managing one thing in the world, wouldn't the global flow of television news or video news be about as big a thing as you can possibly—I mean, the first global broadcast? We're already there, but it needs a bit more refinement and a little bit more coverage and a little bit wider spread, but it's happening. It's already happened.

As for entertainment programing, we're set there. I believe that some day there will be

global networking, and we're set to be the leaders in that because we have the biggest and best library of film that exists anywhere—films that the whole world would like to see. Whereas the whole world wouldn't want to see *Miami Vice* or *Knots Landing* or even sitcoms like *One Day at a Time*, because sitcoms don't play worldwide. Movies play worldwide.

And the movies that we have, "The Wizard of Oz" and "Gone With the Wind" and "Ben Hur"—people can understand those movies everywhere. We own [the cartoon] *Tom and Jerry* and there aren't even any words in it. Ten years ago the Soviet television was running *Tom and Jerry*. But you can run *Tom and Jerry* and you don't even have to dub it into languages because all it is is music. So, we're already there. I don't know if it means a whole heck of a lot, and I don't know what it means as far as profitability is concerned, but...

Are you content with the programing you have or are you going to go out for more?

I'd look at anything. Right now, we've got all the programing we need for WTBS from an ownership standpoint. We certainly want to license more, and we would need more if we were going to start another network, and we would license that. We just made a huge programing acquisition, and it's going to be awhile before we digest that. So I'm not looking for any major program acquisitions at the current time. But if an opportunity arose in the future, I'd certainly take it to the board.

How are you?

How do I look?

Thinner.

What's wrong with that?

What does it mean? What's happened to you?

Well, I've been thinner for a long time. I basically started working out a little bit, and I did lose some weight about a year ago when I separated from my wife, and I have worked hard on not putting it back on.

Are you happy?

Pretty much.

Has your lifestyle changed significantly in the last few years?

It's changed a lot in the last year. I mean, when you leave your wife of 23 years and run off with a 30-year-old woman, that changes things. I've been hopping a little more.

I just wonder if you're a different Ted Turner than the one who was the "Mouth of the South."

Sure. Everybody changes. You bet. I never liked that expression, either. It was one that somebody hung on me years and years ago, and I never liked it.

We came down here to find out how you were and how the company is, and I think we came with the notion that we might find you a little bit on the ropes. And after being here just a few hours it began to look like a comeback story. But after listening to you, I wonder if it's a comeback if you've ever been away.

Oh, I don't think I've ever been away. No, I feel better today than I've ever felt. I never really had partners on a big basis. This is a new phase in my life, it's a new challenge—to get along with partners.

The first real example of that was the Goodwill Games. We were partners with the Soviets. And even though there was some hard bargaining and negotiations, it worked out just beautifully. Now we really are partners with them, ongoing, and it's really exciting. And the idea about being partners with the cable industry and being partners with the broadcasters in the other parts of the world on this global news network and everything, it's exciting.

I believe that in order to solve the problems of today, we have to work together. We've got to strengthen the United Nations. We're going to have to learn to get along with everybody. And that's a big difference, that's a major change. And in order for me to be able to espouse that philosophy and promulgate it, I have to have partners of my own and learn how to get along with them.

Does that mean you have to be quieter?

Well, yes, I mean when you've got partners, you have to spend some time listening. You can't be talking all the time.

Have you learned anything from your partners that you didn't know before?

Well, I knew a lot of them pretty well before. I wouldn't say so. But it's really fun to have them all in the same room and watch everybody start thinking about programing and what we're going to do. We may be moving a little bit slowly, but I'll guarantee you, we're not going to make any major mistakes.

Business Briefly

RADIO

Swift-Eckrich Inc. □ Delicatessen products will be spotlighted in three-week flight beginning in late August in 15 markets, including Miami, St. Louis, Tampa, Fla., and Hartford, Conn. Commercials will run in all dayparts. Target: women, 25-54. Agency: Zechman & Associates, Chicago.

Ground Round Restaurant □ Chain is implementing campaign in mid-August for two weeks in 23 markets, including Dayton, Ohio, and Des Moines, Iowa. Commercials will be scheduled in all dayparts. Target: women, 25-44. Agency: Cabot Advertising, Boston.

Lancome Cosmetics □ One-week flight is scheduled to break in Houston and Dallas in mid-August. Commercials will be carried in afternoon time periods. Target: women, 18-49. Agency: Intermarco Advertising, New York.

Greyhound □ Two-week flight will kick off in late August in three markets in Northeast region. Commercials will be presented in all dayparts on weekends and weekdays. Target: adults, 25-54; Agency: Bozell, Jacobs, Kenyon & Eckhardt, New York.

TELEVISION

Kuppenheimer Clothing □ Men's clothing retail chain is planning eight-week flight to begin in late September in markets still to be determined. Commercials will be carried in all dayparts. Target: men, 25-54. Agency: Calvillo, Shevack & Partners, New York.

Southeast Bank □ Six-week flight will begin in late August in five Florida markets, including Orlando and Tampa. Commercials will be positioned in various dayparts. Target: adults, 25-54. Agency: Hutcheson Shutze, Atlanta.

Ocean Spray □ Company's guava product will be accented in six-week flight starting in late September in 28 to 30 markets. Commercials will be carried in daytime, fringe and prime segments. Target: women, 25-54. Agency: Ingalls, Quinn & Johnson, Boston.

Parker Bros. □ Various games will be spotlighted in four-week campaign to begin in late October in about 50 markets. Commercials will be scheduled in fringe periods. Target: persons, 6-17. Agency: HBM/Creamer, Boston.

Cayman Airways □ Three-week flight is set to take off in late August in Miami, Atlanta and Tampa, Fla. Commercials will appear in all dayparts except daytime. Target: adults, 25-54. Agency: Western International Media, Atlanta.

Trust 100 □ Cooperative of funeral homes is launching four-week flight in late September in about 20 markets in Southeast. Commercials will be placed in daytime, fringe and special programing. Target: adults, 25-44. Agency: Johnson/Ferguson/Avant, Raleigh, N.C.

Rep Report

WRQX(FM) Washington: To Katz Radio from Banner Radio.

□

KREQ(TV) Eureka, Calif.: To Adam Young Inc. (no previous rep).

□

WNYB-TV Buffalo, N.Y.: To Seltel (no previous rep).

□

WBNR(AM)-WSPK(FM) Poughkeepsie, N.Y.: To Hillier, Newmark, Wechsler & Howard from Radio West.

□

KFEQ(AM) St. Joseph, Mo.: To Katz Radio from McGavren Guild Radio.

□

WWSR(AM)-WLFE(FM) Burlington, Vt.: To Republic Radio from Kadetsky Broadcast Properties.

□

WJMW(AM)-WZYP(FM) Athens, Ala., and WEJL(AM)-WEZX(FM) Scranton, Pa.: To Christal Radio from Select Radio.

□

WPAZ(AM) Pottstown, Pa.: To Roslin Radio Sales (no previous rep).

□

WBUD(AM)-WKKW(FM) Trenton, N.J.: To Roslin Radio Sales from Shelly Katz.

□

WAVG(AM)-WLRS(FM) Louisville, Ky.: To Major Market Radio from Select Radio.

□

KIKX-FM Manitou Springs, Colo.: To Banner Radio from Select Radio.

□

WGEN-AM-FM Quincy, Ill.: To Banner Radio from McGavren Guild.

□

KKAA(AM)-KOAA(FM) Aberdeen, S.D.: To Banner Radio from Torbet Radio.

□

WDWS-AM-FM Champaign, Ill.: To Christal Radio from McGavren Guild.

□

WEZW-FM Milwaukee: To Major Market Radio from McGavren Guild.

□

WXVI(AM) Montgomery, Ala.: To Roslin Radio Sales from Hillier, Newmark, Wechsler & Howard.

RIDING GAIN ON RADIO

Culture crisis

Calling today's contemporary hit songs "disposable" products, radio program consultant Rick Sklar told the Alaska Broadcasters Association's annual convention in Anchorage last week that the future of adult music formats may be in jeparody.

"Instead of relying on mass appeal songs, broadcasters (during the last decade) began to depend on music that would appeal to specialized age, income, ethnic and lifestyle groups. . . . As a result, fewer songs emerge today that are heard on a majority of radio stations broadcasting music. Therefore, there are fewer opportunities for melodies to work their way into the subconscious memories of tomorrow's adult radio listener," said Sklar. "At the end of a year, we find that nobody really remembers the top 100 of that year."

Sklar, who is president of New York-based Sklar Communications, blamed this predicament on not only "narrower radio formats," but the shorter life span of hit music in general. "Records," said Sklar, "used to have to prove themselves by staying on the playlists of stations from nine to 14 weeks in order to qualify and be admitted to the permanent musical libraries of those stations for up to 10 years. Today, it's six weeks on the playlist and off for many of what are considered genuine 'hit' records. And then, after six months in a recurrent category, songs can look forward to a library life of no more than three years."

Sklar said that when "Hello Dolly" by Louis Armstrong was released in 1964, it played on then-top 40 WABC(AM) New York for 22 weeks. "It was on the charts for almost twice that time," said Sklar, who was program director of WABC through most of the 1960's and early 1970's.

The solution to the current airplay problem, according to Sklar, is "better songs, spread out more uniformly over three or more formats for longer periods of time."

Sklar continued: "When we look at the playlists that make up [today's] easy listening formats, the soft rock formats, the so-called 'lite' hit stations' music rotation, and, of course, the classic hit and oldies stations, we find that the majority of the selections are songs out of the earlier era [1960's and 1970's] and so are the artists. . . .Without them, these formats simply would not exist. There would be no memories, no magic, no music."

Sklar added that the "same scenario" holds true for the music of even earlier generations with artists such as Bing Crosby, Glenn Miller, Tommy Dorsey, Benny Goodman and Duke Ellington. "They remain the preference of today's older generations who tune into the 'Music of Your Life' stations and old-line, middle-of-the-road stalwarts like WNEW(AM) New York, where the *Make Believe Ballroom* still holds sway," Sklar said.

"If we keep turning out disposable music, if we don't have good enough music that can be played long enough to turn to gold and if our songs are burned out by intense short exposure on limited format stations, rather than being burned into the memories of our younger listeners, the adult formats of the next generation will not have the product they need to survive," Sklar warned.

"Unless we [the radio industry] worry about making more long-lasting hit songs today [through longer airplay], when tomorrow's musical treasure chest is opened it will be found to be empty," he said.

Business renewal. CBS News has renewed its agreement with American Public Radio (APR) to continue producing *Business Update*, a 30-minute show distributed by APR to its affiliates each weekday at 5 p.m. and 6 p.m. (NYT), for at least one more year. (The show is also aired by some stations the following morning.) *Business Update* first went on APR Sept. 29, 1986.

See it on the radio

Viewers who are not in front of a television set for KCNC-TV Denver's local evening newscast can now hear it on radio due to an agreement between the NBC-TV affiliate and talk-formatted KJIM(AM) Thorton, Colo., a suburb of Denver, calling for the radio station to simulcast KCNC-TV's entire 5-6 p.m. news program. "This obviously gives our viewers a unique chance to tune us in for local news while driving home," said Marv Rockford, KCNC-TV's vice president and news director.

The arrangement between the two stations went into effect, on a test basis, on July 27. "We will begin to fully promote it on

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radio next week [beginning Aug. 17]," said Tamela Lazo, operation manager for KJIM, which is just three months old. KCNC-TV is owned by General Electric and KJIM is a Sudbrink Broadcasting station.

Digital help

Digital Equipment Corp., underwriter of three noncommercial television series, has extended its support to the aural medium with a $214,000-equipment grant to National Public Radio. The manufacturer of networked computer systems, based in Maynard, Mass., helped NPR reach the $4.1-million mark in its three-year goal of raising $8 million through the Fanfare Campaign for the Arts.

Deja vu

Premiere Radio Network, a Los Angeles-based radio program supplier, will soon debut a two-hour music/interview program featuring rock groups and artists of the 1960's and early 1970's. Called *Classic Call*, the show will include audience participation segments in which the performers will call listeners to field questions. (Local listeners who want to participate leave their name and number with the Premiere Radio Network by calling a number announced by the local station.) Serving as the show's host will be KLSX(FM) Los Angeles evening personality Billy Juggs. The first program, which will feature members of the Doors, is slated to premiere the week of Sept. 7 via Satcom I-R. Thus far, the bartered series has cleared stations in 80 markets, according to company president, Steve Lehman.

The relatively new Premiere Radio Network also distrbutes the *Plain Rap Top 40 Countdown*, a four-hour, locally hosted show that provides stations with program material for producing their own weekly countdown in three formats: urban contemporary, adult contemporary and contemporary hit.

Playback

ABC Radio Networks has begun to distribute *Soap Quiz*, a daily (Monday through Friday), 13-week, one-minute summer series, featuring the characters and story lines of three ABC-TV soap operas: *General Hospital*, *All My Children* and *One Life To Live*. The vignettes present stars of the three TV shows, who also discuss their personal and professional lives. The series is produced by Jameson Broadcast, a Columbus, Ohio-based radio program supplier, in conjunction with ABC Television.

□

Globe Productions, Roanoke, Va., is readying a big band music library/series, called "Hit Parade of Stars." It is designed to run in six-hour blocks or integrated into a station's regular programing.

Law & Regulation

NTIA wants C-Quam protected

Sikes says agency report urges that Motorola pilot tone be shielded from interference; he encourages all AM broadcasters to adopt stereo to save band

Motorola's C-Quam system has moved a step closer to becoming the de facto AM stereo standard in the United States with the release of a report by the National Telecommunications and Information Administration. On the basis of the report, NTIA is recommending to the FCC that the C-Quam pilot tone be protected from possible interference.

"I don't think there's any doubt that C-Quam is a de facto standard," said NTIA head Alfred C. Sikes during a press conference last Wednesday (Aug. 12). "There might still be some doubt as to whether it is *the* de facto standard. The fact that all radios can receive the C-Quam signal makes it at the very least *a* de facto standard.... That would be the basis upon which I think it's clear that its pilot tone should be protected."

NTIA said in its report that it "was unable to conclude that multisystem receiver technology offers a viable solution to the AM stereo issue. We have concluded that while there do not appear to be inherent technical limitations preventing the successful development of multisystem receivers, there do appear to be significant practical obstacles to achieving a successful multisystem AM stereo solution."

The report is the result of research begun following the release of an earlier NTIA AM stereo report (BROADCASTING, Feb. 16). The second report seems to contradict the first which stated that "available evidence suggests that multisystem receivers are both technically and economically feasible."Following that February report, NTIA decided to continue research at its Boulder, Colo., facility, the Institute for Telecommunications Sciences (ITS), to study whether multisystem receivers could be produced economically and without inherent sound quality degradation. The research also explored whether multisystem technology could be viable in the present marketplace.

NTIA recommended that the FCC establish criteria for the protection of AM stereo pilot tones (signals that light stereo indictors in receivers), based upon the number of broadcasters using a particular system and how many receivers are in use. "I think it is clear," Sikes said, "based on the evidence pointed out in report number one [the February report] that the C-Quam system pilot tone would meet any likely criteria for protection." Asked why NTIA was recommending protection of the C-Quam pilot tone and not of the competing Kahn system's, Sikes pointed to the February report in which "it became apparent that there was just a far greater penetration of the C-Quam technology." He said the he was not recommending that the Kahn pilot tone should not be protected, but that NTIA was suggesting possible criteria and that C-Quam had definately met them.

Leonard Kahn, president of Kahn Communications, praised the technical side of the report and the engineers of the ITS. While he termed the overall effect of the report a "blow" to his system, he said the engineering work confirmed his past claims that multisystem radios were feasible. He predicted that the FCC would not protect the C-Quam pilot tone. He claimed that the constitution and laws of the U.S. government would prevent it picking one AM stereo system over the other or from adopting "any simplistic, artificial ploy, such as discriminatory protection of pilot tones" which he claimed would lead to lengthy court battles.

O'Day, Paul Misener of NTIA's international office, Sikes

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MINNEAPOLIS **KMSP** IND.
ST. LOUIS **KMOV** CBS
SACRAMENTO **KCRA** NBC
PHOENIX **KUTP** IND.
BALTIMORE **WJZ** ABC
INDIANAPOLIS **WTTV** IND.

HARTFORD **WVIT** NBC
PORTLAND **KPTV** IND.
SAN DIEGO **KFMB** CBS
MILWAUKEE **WVTV** IND.
NEW ORLEANS **WVUE** ABC
GRAND RAPIDS **WOTV** NBC
SALT LAKE CITY **KUTV** NBC
ALBANY **WNYT** NBC
LITTLE ROCK **KATV** ABC
FLINT **WJRT** ABC
SHREVEPORT **KSLA** CBS
JACKSONVILLE **WAWS** IND.
GREEN BAY **WLUK** NBC
ROCHESTER **WHEC** CBS
OMAHA **WOWT** NBC
HONOLULU **KHON** NBC
BAKERSFIELD **KBAK** ABC
LUBBOCK **KJTV** IND.

Preproduction has begun on these spectacular four-hour miniseries:

King Of The Olympics
The Lives And Loves Of Avery Brundage

The powerful story of the public man whose iron-will shaped the Olympic dream for five decades...and the private man whose secret threatened to destroy that dream forever.

Produced by the Finnegan/Pinchuk Company who gave viewers "The Dollmaker", "The Atlanta Child Murders" and "The Days And Nights of Molly Dodd".

The Man Who Lived At The Ritz

Based on A. E. Hotchner's bestseller about a young American caught in a deadly struggle between the Nazi Gestapo and the French Resistance, with priceless art treasures as his only weapon against death and deception.

An international thriller from executive producer Bill McCutchen who brought to television "Ike: The War Years" and "Young Joe, The Forgotten Kennedy"

Kahn said that the FCC, in the end, would take no action to protect AM stereo pilot tones.

According to William Johnson, acting chief of the FCC's Mass Media Bureau, the pilot tone issue might be addressed by the commission in upcoming proceedings. He indicated that the issue may turn upon whether it is technically necessary to protect AM pilot tones from interference. There is precedent for the protection of pilot tones. The FCC protected the Zenith/dbx TV stereo pilot tone at the same time that it authorized stereo TV broadcasting in March 1984.

Motorola responded to the report by saying that the NTIA had recognized a "clear market preference for C-Quam AM stereo, both domestic and abroad." A statement released by the company following the press conference said that it was encouraged by the pilot tone recommendation and that the report would "foster more broadcasters and receiver manufacturers to accelerate their participation in AM stereo."

The report said that multisystem receiver production would not be economically feasible because of a lack of support for it by manufacturers. In discussions among manufacturers, NTIA found "no interest in moving to a multisystem environment," Sikes said. One of the concerns among manufacturers was that after selling millions of single-system radios, they would be contributing toward making those sets partially obsolete by switching to multisystem technology. Another main concern was time of implementation. According to Sikes, manufacturers said they would need two to four years to design, produce and market new multisystem radio receivers. Val O'Day, executive officer of the Institute for Telecommunications Sciences, said that this was especially a concern of automobile radio manufacturers.

The report also cited a lack of interest in multisystem AM stereo in the international marketplace. "All of those countries that have chosen a standard, to our knowledge, have chosen C-Quam," Sikes said. The report referred to three countries as having chosen a standard, Canada, Brazil and Australia. It found that Japan is still in the process of selecting a standard, but that it's not likely to choose a multisystem standard. NTIA found that few other countries have been deeply involved in AM stereo broadcasting.

The technical part of the tests found "that an automatic multiple system receiver, capable of receiving both the C-Quam and Kahn systems, can be designed without unacceptable inherent degradation to one or both systems." The tests were performed on receivers with two different categories of integrated circuit (IC) stereo decoders. One set of IC decoders would demodulate only C-Quam signals while the multiple system IC decoders would demodulate both C-Quam and Kahn. Most of the receivers tested were car radios.

According to the report, "the best available single system decoder IC performs nearly identically to a pilot production model of a multiple system decoder IC. . . .In measuring the performance of available selected automobile AM stereo receivers, we found that the IC test set receiver using the multiple system decoder IC had performance that was comparable to the best available single system receiver that was obtained in the local market."

On the issue of whether it would cost more to produce multisystem sets than to produce single-system radios, the report said: "We were presented with no information that would give us reason to believe that there is any unique factor such that the cost of producing multisystem receivers would be an inherent barrier. Additionally, the sales price of any given receiver may or may not be substantially influenced by the cost of any one component."

Following the release of the report, Edward O. Fritts, President and CEO of the National Association of Broadcasters issued a statement praising the NTIA's interest in promoting AM stereo. "NAB shares this goal," Fritts said. "We encourage all AM broadcasters to continue the swing to stereo as they also implement the National Radio System's committee's new transmission standards [voluntary standards adopted in September 1986]. The combination of the two and the availability of new AM radios equipped to receive the NRSC standard, will make AM radio's new sound fidelity a winner in the marketplace."

For the health of the industry, Sikes advised during the press conference that AM broadcasters "need to, as quickly as possible, go stereo. I think it's extremely important that the broadcasting industry take a more aggressive role in the future of the AM service. I think failure to do that will be a clear signal to manufacturers that they shouldn't worry much about AM stereo products." □

Teaming for must carry. The Association of Independent Television Stations and the National Association of Public Television Stations teamed up last week in asking the FCC to amend its must-carry rules to require a cable system to provide all must-carry signals to all the television sets it hooks up in a home. As the rules now stand, a cable system is required to provide the must-carry signals only to those sets that the subscriber is paying an additional charge for.

The filing reflects the associations' growing concern about cable operators like Tele-Communications Inc., the nation's largest, who are offering to hook up the second and third sets of subscribers free of charge, but are not offering them the cable converters necessary to receive cable channels outside the VHF band as part of the deal. According to INTV President Preston Paddon, that means the additional sets will be unable to receive any must-carry signals being carried by the cable system outside the VHF band.

The problem is aggravated by some operators' movement of must-carry signals out of the VHF band in general channel realignments, Padden said. If such operators provide no converter with their free second hookups, for some broadcast signals "being moved up means being moved off," he said.

"The commission's fundmental public interest rationale for the limited new must-carry rules—to 'preserve cable subscribers' access to local broadcast stations and to insure that local stations, both commercial and public, have a fair opportunity to compete with cable services for local audience—would be seriously undermined if the applicability of the rules were limited to additional receiver connections, which the subscriber 'purchases' pursuant to a separate connection fee or monthly charge," INTVand NAPTS said.

"An additional receiver connection may actually be the subscribing household's primary television set in terms of usage and, even when not, omission of must-carry signals from these television receivers could deprive household members, including children, of access to the children's, educational, informational, cultural and locally oriented programing provided by local commerical and public television stations," they said.

"Moreover, a license for cable operators to avoid carrying local signals on 'additional' receiver connections merely by restructuring rates to make such connections ostensibly 'free of charge' would have the very anticompetitive consequence the commission's new rules were designed to deter," they said.

Justice turns thumbs down on Inouye-Hollings renewal bill

Will recommend presidential veto if S. 1277 passes; says scarcity argument underpinning it is flawed

Broadcast license renewal legislation pending in the Senate, has come under heavy fire from the Department of Justice. Assistant Attorney General John R. Bolton conveyed the agency's strong objections to S. 1277 in a letter, dated Aug. 7, to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Broadcasters, for the most part, are opposed to the bill while public interest, minority and women's organizations have endorsed certain aspects of it (BROADCASTING, July 20).

Bolton said the agency will recommend a presidential veto if the measure is enacted. The bill, introduced by Inouye and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), would establish significant programing and administrative obligations in exchange for a two-step license renewal procedure. Because the department said its "repeated requests" to testify were rejected by the subcommittee, it asked that the letter be included in the hearing record.

There is little in the legislation Justice approved of. For starters, the department believes the bill raises serious First Amendment concerns. The letter too exception to several provisions: a renewal standard based

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Home Shopping buys in. Home Shopping Network, the Clearwater, Fla., cable and broadcast programer and owner of 10 television stations, contributed its first $100,000 to Broadcast Capital Fund (BROADCAP), the nonprofit organization created by the National Association of Broadcasters to help minorities enter broadcast ownership. HSN's contribution of $500,000 over five years is the largest since BROADCAP conducted its original fund-raising campaign in 1978, and is expected to leverage more than $2 million in financing. BROADCAP Chairman Donald Thurston, president of Berkshire Broadcasting Co., North Adams, Mass., said: "We are especially pleased that this contribution comes from an organization like HSN, which epitomizes successful entrepreneurship in the United States."

BROADCAP announced that two more minority entrepreneurs will receive financing, bringing the organization's total dispensation to $10.2 million and raising the number of TV and radio stations invested in to 38. BROADCAP allocated $450,000 for WORL Radio Inc.'s acquisition of a fulltime AM station in Florida and $250,000 for FM-105 Inc.'s construction and start-up of a Class C FM in Colorado.

Above (l-r): John Oxendine, BROADCAP president; Roy Speer, chairman, HSN; Thurston; and Lowell Paxson, president, HSN.

on a licensee's proof that its programing has been "meritorious"; a requirement that a television licensee show that its "nonentertainment programing and programing directed towards children" is also "meritorious," and a random audit of 10% of TV renewal applicants.

The department is also troubled because the bill would eliminate the FCC's five-year sunset of its must-carry rules and because it would prohibit the commission from tampering with its multiple ownership rules. And the administration is disturbed by a section that would codify the FCC's women's and minority preferences, tax certificates and distress sale policies.

"Present facts establish that the scarcity of available broadcast outlets used to justify the content-based regulations traditionally imposed by the FCC and upheld by the courts no longer exists," said the letter. "As such, these regulations must be subjected to the same scrutiny used to analyze regulation of other media. Under that standard, the requirements of S. 1277 cannot withstand constitutional scrutiny," Justice said.

As to the must-carry provision, the department felt Congress would be acting prematurly on this issue. "Given the shadow of unconstitutionality looming over permanent must-carry rules, for Congress to act now to repeal the sunset provision of the commission's current rules is most unwise. For if the rules were subject to constitutional question before, elimination of the five-year sunset provision makes them quite clearly unconstitutional," the department argued.

And on the matter of minority preferences, the letter said: "There is no inherent value, however, in a racially diverse body of station owners, since the race of the owner does not dictate programing choices, and since there are other nondiscriminatory means of assuring diverse contents in broadcasting." □

NAB supports compulsory licenses to keep peace

NAB soft-pedals on distant signals to keep must-carry in place; NTIA wants copyright rules replaced with four alternatives

Softening its long-held antipathy toward cable's compulsory license, the National Association of Broadcasters has urged the FCC not to recommend its elimination to Congress.

To "insure the continuance of local carriage regulations," the NAB said in comments on the FCC's compulsory license inquiry, the FCC should "refrain from making a recommendation to abolish the compulsory license at this time." The NAB said elimination "would be inconsistent with the commissions obligations under. . .the Communications Act." Moreover, "a radical recommendation would be quite harmful to the sensitive inter-industry relations in the marketplace, to the detriment of the public," it said, apparently refering to last year's compromise with the cable industry on must carry.

But not all broadcasters were taking a conciliatory tone. The Association of Independent Television Stations created a row, suggesting in its comments that Congress limit the use of compulsory licenses to local stations only ("In Brief," Aug. 10) and that the compulsory license for distant signals be scrapped altogether. In its comments, which drew criticism from cable operators, INTV suggested "amendments" to the compulsory license that would expand the zone of local television stations under local compulsory licenses. It defended its comments saying that it "plainly contemplate(s) the continuation of the compulsory license, (and) cannot be construed as a violation" of its compromise with cable operators over must carry.

Calling the compulsory license a "governmental program subsidy" that give independent broadcasters "the inability to enforce their marketplace-oriented, high-cost program exclusivity rights, INTV stated in its comments, that its "the preeminent concern" was the negative impact on independent television's ability to compete with cable.

National Cable Television Association president, Jim Mooney, said INTV's comments violated its promise at the time of the must-carry compromise not to seek repeal of compulsory licensing. INTV President Preston Padden countered by saying that comments filed by the Community Antenna Television Association and NCTA questioning the constitutionality of the compromise did not adhere to the spirit of the agreement and contributed to the FCC's adopting rules with a five-year sunset. Padden said CATA and NCTA's alternative proposals for A/B switches and "secret re-tiering" and channel shifting were "radically at variance with the inter-industry compromise."

In its comments, NCTA said that "cable compulsory licensing continues to meet Congress' original objective of balancing the interests of copyright owners with the public's interest in continued access to local and distant broadcast programing via cable, that elimination of the license will significantly reduce the public's access to otherwise unobtainable programing." In its comments, NCTA said, "given that the compulsory license works and is consistent with the fundamental objectives of copyright law," it felt that opponents could not meet the "extraordinarily heavy burden" of determining the public interest would be served better by repeal of compulsory licensing. It also said the "the gaps in program line-ups as a result of retransmission denials could be so numerous and subscriber irritation so great pervasive" that cable systems would by likely to drop distant signals. It also cited statistics indicating that revenue of independent television had increased from $1 billion to $2.8 billion between 1980 and 1986 and that program distributors have seen revenue increase from a top of $650,000 per episode in 1981 to $1.3 million per episode in 1987.

Elsewhere, industry comments drew up along familiar battle lines. The Motion Picture Association of America reiterated its long-standing opposition to compulsory license. It considers compulsory license "an unneccesary and unwarranted intrusion into the contractual relationships of copyright owners and an unjustified infringement into the rights of copyright owners to chose the method and manner by which they will distribute their works."

Calling copyright the "engine that drives the production" of new programing, MPAA felt the preservation of the "economic incentives" it believes copyrights afford, is "fundamental to serving the public interest in access to a continued flow of new copyrighted works." MPAA cited the growth of the cable industry, the expansion of satellite delivered program services since 1976 from two services to over 90, new cable programing resources, of which, it felt there was much direct financial involvement by cable MSO's, and deregulation of the cable industry as prime factors for the abolition of compulsory licensing. While, it argued, there may have been cause for compulsory licensing in 1976 in cable's fledgling years, "this proferred justification, if it ever had any validity, has been out-run by the marketplace. The rationale for subsidizing cable program acquisition...cannot stand." MPAA argued that these "subsidies" are taken from the pockets of copyright owners in broadcast television. Calling the rate structure established for distant signal carriage a "product of political compromise," it felt the CRT was necessarily constrained in its efforts to establish a marketplace rate for the license. It also felt the administrative process lacked the information to permit copyright holders a market rate and were difficult to change.

While vehemently arguing against compulsory license for distant signals, MPAA felt as did all others, that local compulsory license should be upheld and a "reasonable must-carry" requirement, taking into account a system's channel capacity, duplication of network signals and the amount of viewing by the "local" stations should be upheld.

CATA said the commission "evidences its predisposed bias toward elimination of the compulsory copyright license" by language pervading the notice of inquiry and by the "point of view expressed by several commissioners as to the their preconceived notion of a 'solution' to the 'cable/copyright problem,' " It called the commission's recommendation a "foregone conclusion." CATA said that "happily, it is congress that will-...make the decision."

CATA said elimination could not be justified on the need for an incentive to create, claiming an abundance of product in the marketplace, nor on the basis of public interest, maintaining the public would lose its present ability to see programing in favor of maximizing profits for "producer-distributor cartels." It said: "The American public benefits from wider distribution of copyrightable material than ever before. Higher prices are being paid than ever before and there is no end in sight." CATA felt the elimination would result in an extension of copyright equivalent to a radio broadcaster buying up exclusive rights to a particular type of music and becoming the sole purveyor in a market. "Yet the recording industry seems to be doing very well" despite the lack of exclusivity of music licenses. "Clearly the public would lose."

In closing, CATA quoted House Energy and Commerce committee chairman, John Dingell's (D-Mich.) comments on the fairness doctrine: 'a craven attempt to curry favor with a group that doesn't need help over an issue that doesn't exist,' as applying equally well to compulsory licenses. CATA said "the only conclusion we can reach is that the commission, or at least some of its most vocal leaders, are driven far more by ideological righteousness than by a true effort to serve the public interest."

The National Telecommunications and Information Administration called for the replacement of cable compulsory license because it caused unnecessary distortions in the market. It "erodes the rights of broadcasters to obtain and enforce exclusive rights within their market areas" and "the rights of program suppliers to control the use and maximize the value of their copyrighted works." For broadcasters it said: "the interplay between the cable compulsory license and lack of syndicated exclusivity rules has created a situation where cable networks can acquire and protect exclusive programing rights, but broadcasters cannot." For program suppliers, the argument was: "the initial fees arbitrarily selected by Congress are subject to adjustments by the CRT, it cannot be said that those fees represent the efficient rates that would prevail under a free market." Further, because of delays in distribution of copyright pool funds, "program suppliers typically ignore compulsory license fees as a source of current revenue and operational financing," thus the absence of accurate revenue projections may lead to the creation of fewer programs.

NTIA feels that cable has become "more dependent on retransmission of broadcast programing than it would under full copyright liability." It "believes that compulsory license has served as a disincentive for cable systems to seek program sources specifically developed for cable," because "broadcast signals are relatively inexpensive under statutory compulsory licensing." NTIA thinks that "greater reliance on free market negotiations" produces "benefits to cable subscribers, broadcast television viewers, and consumers of other video products."

NTIA recommended repeal of the cable compulsory license, but not immediately because of the time needed to find an alternative.

Recalling earlier studies NTIA recommended four different methods: 1. Program supplier to cable system transfer of all programs in a broadcast signal, where a cable system would select the broadcast stations, identify the rights holder for each program carried and negotiate with it for rights to each program. NTIA recognized that transaction costs would be very high, but felt it would be more efficient than assigning a value to a broadcast signal which contains both popular and unpopular programing. 2. Program supplier to broadcaster transfer. Broadcast stations would buy retransmission rights along with broadcast exhibition rights. While this would have low transaction costs, broadcasters would be exposed to financial risks since they must have an accurate idea of the value cable suppliers would place on the programs. However, it felt broadcasters may still find this desirable because it would solve exclusivity problems directly. 3. Blanket rights transfers. An association of producers, similar to the current music licensing scheme, would negotiate would negotiate with cable operators for retransmission rights. This system may, however, discourage competition among producers and may require antitrust exemptions. 4. Negotiated license. Similar to noncommercial broadcast rights regulations, cable systems would be required to negotiations with the CRT. If arrangements proved unfruitful, the CRT would establish rates for retransmission rights. If this method were chosen NTIA would recommend sunset rules to terminate the rules automatically at a time when "market forces would be the source of freely negotiated terms for retransmission rights."

In its filing, United Video Inc. felt the "scrapping of compulsory licensing or face-lifting it beyond recognition would gladly trade the benefits currently enjoyed by the general public for more control over pricing of their product." It concluded its comments by saying "to initiate this inquiry (Congress has not requested FCC action or comment upon either compulsory licensing or syndicated exclusivity), is clearly contrary to the commission mandate."

Cole Raywid & Braverman, filing comments on behalf of 108 cable MSO's questioned the FCC's jurisdiction in the matter. "Copyright issues are the responsibility of the Congress, which is fully capable of initiating any necessary inquiries into the cable compulsory licenses. Congress has not asked for this FCC inquiry and the commission has not established any reason for it." It noted "public statements by certain of the commissioners," that address the issues through "currently popular ideological jargon...instead of evaluating the reality of the complex programing marketplace."

Cole, Raywid also said: "The fact that all of the industries involved may complain about their compensation or payment levels under the compulsory license system is itself evidence that the compulsory license compromise has struck a reasonable balance among these competing interests." It concluded its comments by quoting a phrase found in almost all the cable operators comments: "If it ain't broke, don't fix it." □

Special Report

Multimedia: South's rising TV star

A profile of this 20-year-old company shows a model of business savvy, whose management team is considered among the best, having made keen business decisions and few mistakes

When Wilson Wearn, the 67-year-old chairman of Multimedia, is asked to explain the company's financial success, he offers a polite chuckle. A less reticent executive would produce a roar of satisfied laughter. The company's stock has outperformed any other diversified media stock by soaring from $10 to $70 in less than two years.

Neither the soft-spoken Wearn nor his company is known for gloating or excessive self promotion. In fact, the corporation's businesslike image is reflected in annual letters to shareholders that are written with an "aw shucks" modesty. Walter Bartlett, president and chief executive officer, calls the company "conservative" and "Southern."

Those who incorporated Multimedia in Greenville, S.C., 20 years ago this month have successfully run four businesses—cable, broadcasting, entertainment and newspapers. There is little talk about "returning to core businesses," and one reason may be that the company's owners have attracted what some consider to be one of the best management teams in the Fifth Estate.

Multimedia also has displayed a keen sense of timing, doing most of its cable buying and building in the late 1970's and early 1980's—when cable systems sold for less than half of what they now fetch. In 1976, the company bought the syndicated *Donahue* show for $425,000, and since then the show has probably generated at least $100 million in profits.

Perhaps most important, Multimedia made few mistakes.

One, however, looked to be in the making three years ago, when control of the company rested with the second, third and fourth generations of the two founding families, the Jolleys and the Peaces.

With the stock's dividend yield historically close to one or two percent, and with some family members either near retirement or wanting to diversify their wealth, the potential existed for a battle royal of the kind to which the Fifth Estate has since become accustomed. No family members were in upper management—only one currently works in the company, at WZTV(TV) Nashville.

Wearn, Bartlett and the rest of the board decided on a leveraged buyout. But buyers of Multimedia stock pushed the stock price well above the $49 value of the buyout. Competing offers for the company soon appeared from Wesray Capital, then Jack Kent Cooke and Lorimar-Telepictures. To many observers it seemed questionable whether the family/management unity could withstand the higher offers, which climbed at least 33% above the initial LBO bid. But after two months, the family shareholders and certain other investors signed an agreement committing them to a revised offer.

The way the story is told in Greenville, the company's board and advisers were at a meeting working on plans to complete their leveraged buyout. But Wearn was bothered by accusations that the LBO was trying to steal the company and that outside shareholders were being treated unfairly.

As a result, the former FCC engineer invented the leveraged recapitalization. The company gave Multimedia shareholders several options, including a $40 dividend and an option for reduced percentage stock ownership. The strategy, since copied by companies such as Harcourt Brace Jovanovitch, Owens-Corning, Colt Industries and Allegis, allowed Multimedia's shareholders to pay tax at a lower capital gains rate on the cash dividend and also let them buy the stock at $10. The company also ended up having to pay off Cooke's expenses and give him a $20 million-plus premium for his shares.

Now at a 700% higher price, Multimedia's stock continues to attract attention. The growth has been steadily surprising, especially since the company is still relatively takeover-proof: After the events of two years ago, new corporate bylaws ended cumulative shareholder voting for directors; adopted a supermajority provision for mergers, and restricted voting by persons holding more than 10% of the company's stock, at least through 1990.

Within the past 12 months, one major block of family-owned stock, representing about 8% of total shares, has been sold to settle an estate. But family shareholders still hold close to 30%, Bartlett said, and as management continues to exercise stock options adopted at the time of the recapitalization, its share of the company will rise from roughly 7% today to about 18%.

So, even allowing for some further stock sales by family members, the company seems safe from raiders, protected in part by South Carolina law, which requires mergers to be approved by at least two-thirds of outstanding shares. Christopher Shaw, who as managing director of New York investment banking firm, Henry Ansbacher, was working with Wesray in the takeover events two years ago, said: "It was impossible to divide the two (management and families), in part because the family still lives where the newspaper publishing headquarters are and have an attachment. I wouldn't think somebody making a bid now would have a high probability of success."

Apparently, such a view is widely held by outsiders. Chief financial officer and president of the newspaper division, Donald Barhyte, said the company has not been approached by any prospective takeover-minded investors in the past two years.

At least one major stockholder denies the company's invulnerability, saying, "The institutions now own almost two thirds of this stock and anyone who thinks the company could not be put in play has their head in the sand."

□

In late 1984, Multimedia Entertainment moved from Cincinnati to New York, leasing a floor from Warner Communications, which was "downsizing" and had room to spare. The move was made at the urging of ex-Showtime/The Movie Channel president, Mike Weinblatt, whom Multimedia had hired to succeed Donald Dahlman as president of the division and was part of an intensified effort to diversify Multimedia Entertainment beyond *Donahue*.

Filling up the new headquarters were new development, research, advertising and promotion staff. Weinblatt, said one former division employe, aggressively sold cable and other secondary rights to Multimedia shows and it was also during his tenure that this season's new *Dom DeLuise Show*'s pilot was developed.

But just over two years into that tenure, Bartlett decided that his long-time acquaintance no longer had a future with the company. The chief executive officer's explanation of the matter was brief: "I was the person who enticed him to join our company...he and I together elected that his association with the company would not continue." Said Weinblatt: "We made a major move in an area that was different for the company. There is always a period of adjustment, and I guess I was one of the fallouts." Although Weinblatt is still officially a consultant with Multimedia, that relationship is not likely to continue once his contract ends late this year.

If there is a major knock against management's reputation it is that Multimedia has failed until recently to piggyback on the success of *Donahue*. Together *Donahue* and *Sally Jessy Raphael*, the nationally syndicated television talk show, account for over 90% of the division's revenues and profits. With the dominant of those two shows, *Donahue*, in its 20th year of production and presumably drawing nearer to television mortality, there is good reason for wanting to "spread the risk," said Weinblatt's successor, Peter Lund. Besides, the desire for more programing is understandable considering the just-below-50% profit margin currently registered by the division.

Lund, who left his post as president of the CBS-owned TV stations to join Multimedia, said his future at the company also depends on developing new shows—Bartlett said coming up with two new shows would be a "marvelous opportunity." One may be hard enough in an already crowded program marketplace.

Competition is particularly rough in the affiliate access time periods that Multimedia would like to produce for—most independents' needs in those time periods are still being met with off-network product. With a surplus of game, info-tainment and other shows looking for affiliate clearances, Lund said his task is not only to come up with a good show, but one that can be marketed. Bartlett spelled out the division's general strategy: "We are not interested in producing for the television networks. We don't need to go into deals where we lose money upfront and hope to get it back five or eight or 10 years from now. If we had our choice we would be producing a hot new show that could play as a half-hour strip from 7 to 7:30 or from 7:30 to 8 [p.m.] Monday through Friday; or an hour or half-hour show that could air between 4 and 6 [p.m.] because that is where the money is....That is where the volume is. It could include barter, or maybe not."

Lund said his other responsibility is "maintaining" the production and marketing of shows already in the division. This task has been helped by the recent upfront barter market, in which Multimedia "virtually sold out" its advertising inventory, which consists primarily of two minutes per show in *Donahue* and one minute just recently kept in *Sally Jessy Raphael*. The unit price increases for upfront sales, said Lund, were made at increases slightly better than the 6%-7% that the networks were said to have obtained.

Much of the gain, percentage-wise, came from *Sally Jessy Raphael*, which will air this fall on 92 stations, compared to 80 last year, and 70 the year before. Furthermore, Lund said some of the affiliates currently clearing the show in late night will move the show to daytime slots beginning this fall. In New York, the show will move from 3 a.m. on WNBC-TV, to 10 a.m. on WABC-TV. Both the increase in affiliates and the better dayparts lead Lund to predict a 20% increase in ratings, an estimate that helped bring in higher advertising rates.

Chairman Wearn

The franchise for the division, however, remains *Donahue* (see box) which though facing competition continues to deliver record-breaking ratings and revenue each year. Still, what is mentioned most frequently is competition from King World's *Oprah*, whose similar day-time talk show has generally outperformed *Donahue*.

Most recently, King World's push to have *Oprah* run in the more lucrative afternoon time period has denied *Donahue* chances to make the same move, which it had slowly begun to do. This fall the number of stations carrying *Donahue* in the afternoon will decline from the 26, out of 205 stations, that did so last year.

The assumption is, said John von Soosten, vice president, director of programing for Katz Communications, that moving to the morning, with its lower level of homes using television will result in lower revenues in those markets, both from stations carrying

Multimedia Inc.: curriculum vitae

Chairman: Wilson C. Wearn; president and chief executive officer: Walter E. Bartlett. Headquarters: Greenville, S.C. 1986 revenue: $371,799,000; operating profit: $114,170,000.

Broadcasting: 1986 revenue: $119,277,000; operating profit: $36,855,000. Properties: WMAZ-AM-TV [CBS] and WAYS(FM) Macon, Ga.; KEEL(AM)-KITT(FM) Shreveport, La.; KSDK(TV) [NBC] St. Louis; WLWT(TV) [NBC] Cincinnati; WFBC-AM-FM Greenville, S.C.; WBIR(TV) [CBS] Knoxville, Tenn.; WZTV(TV) [Ind.] Nashville; WEZW(FM) Wauwatosa (Milwaukee), Wis.

Newspapers: 1986 revenue: $117,028,000; operating profit: $33,563,000. Properties: 14 daily newspapers including *The Advertiser* and *The Alabama Journal*, Montgomery, Ala.; *The Asheville* (N.C.) *Citizen*, *The Asheville Times* and *The Greenville* (S.C.) *News* and *Greenville Piedmont*. 33 nondaily publications.

Cable television: 1986 revenue: $80,858,000; operating profit: $18,635,000. Properties: Cable systems in roughly 100 franchises serving 300,000 basic subscribers and 270,000 pay subscribers.

Entertainment: 1986 revenue: $54,636,000; operating profit: $25,117,000. Properties: Produces and syndicates *Donahue*, *Sally Jessy Raphael*, *Dom DeLuise Show*, and specials.

the show and from advertisers, but the show could make up all, or at least some of the difference if it gets a higher share of audience. Lund said that the significant price increases King World has obtained on *Oprah* ("Top of the Week," June 1) have perhaps raised the standards used to value Multimedia's own show.

The chief operating officer of the competition, Stuart Hersch, said there is easily room in the marketplace for both shows, and Lund himself takes a rather stoic view of the situation: "We are not going to go down in flames because of our ego."

Barlett calls the *Dom DeLuise Show*, a first-run sitcom intended for weekend access, an "exciting development" but also said even if successful, it will not generate the scale of incremental revenue and profit Multimedia is looking for. The division also produces *Young People's Specials*, *America Comes Alive* and other specials.

Greenville, S.C.

Although Donald J. Barhyte's responsibilities include serving as treasurer and chief financial officer of Multimedia, he now spends 90% to 95% of his time overseeing the newspaper division, of which he is president.

Like other publishers, Multimedia's newspaper group has experienced a recent advertising retrenchment by cigarette manufacturers and some hesitancy as well in automobiles and, most recently, retailers. (Advertising accounts for roughly 80% of total revenue.)

But the division's monopoly position in each of its 14 daily newspapers has meant advertising rates roughly 8.5% higher this year on top of a 10% hike in 1986. Real estate and help-wanted classified sections have helped counter what appears to be a slight decline in automobile classifieds.

The remaining 20% of the division's revenue comes from subscription and newsstand circulation, which was also boosted with rate hikes, 15% on average last year, followed by about 8% in the current year.

In 1985, a weak year for newspaper revenue, the division's operating margins edged down slightly to 23.7%. Bartlett said the company subsequently "tightened up some by not filling in jobs, but has since added some staff, proceeding carefully." New labor-saving equipment has also kept the division's work force from expanding. Like other newspaper publishers, Multimedia is subject to newsprint costs, which are beginning to rise again after a hiatus. Because of the cost measures and rate hikes, newspaper margins expanded 5% in 1986, to 28.7% and have stayed roughly the same for the first half of this year.

Two-thirds of the division's revenue comes from these papers: *The Advertiser and The Alabama Journal*, Montgomery, Ala.; *The Asheville* (N.C.) *Citizen and The Asheville Times* and *The Greenville* (S.C.) *News and Greenville Piedmont*. In addition to a total of 14 dailies, the company publishes 33 nondaily publications, many of them advertising-oriented "shoppers" including those started as a rear guard action in each market where Multimedia has a newspaper.

In addition to its location as headquarters for the newspaper division, Greenville remains corporate headquarters, although Bartlett maintains a home and office in Cincinnati. The company's president and chief executive officer describes his job as "overseeing," a task that requires talking by phone to each division president at least three or four times a week, and much traveling, occasionally on Multimedia's corporate jet. There are also formal monthly presentations by the division presidents in Greenville, (which Wearn also attends). Said Bartlett: "Property by property...Bob [Hamby, the company's vice president, finance] and I study every major property we own each month."

About three months ago, the two executives began to notice a "softening" of revenue in both the broadcasting and newspaper divisions. Barlett said the slowdown, which he expects to last at least through September, necessitated a budget review for each station and paper: "We try to get an updated revenue projection, and then we say, 'OK, how does that apply against the projections of others in the industry and how does it compare to your expense budget?' We then may have to go to a station manager and say, 'We have identified a problem of, let's say, $3 million in expenditures. Can you handle that?' "

Executive session. L to r: Elizabeth Mills, VP, corporate communications; Donald Sbarra, president, Multimedia Cablevision; Peter Lund, president, Multimedia Entertainment; Walter Bartlett, Multimedia president/CEO; Donald Barhyte, president, Multimedia Newspapers; James Lynagh, president, Multimedia Broadcasting, and Robert Hamby Jr., VP-finance.

But that kind of oversight, Bartlett insisted, does not include, "running anyone's division or store."

Former employes of Multimedia remember it as a very cost-conscious company, even before the capitalization. Such fiscal conservatism is probably one of the reasons the company is at least $60 million ahead on its repayment of the $650-million bank debt taken on to finance the recapitalization. Barry Kaplan, a security analyst with Goldman Sachs, the company's investment banking firm, expects that by the end of this year, that outstanding "senior" debt will be reduced to $530 million.

The bank debt bears an overall interest rate of close to 12% and will require cash payments of $60 million to $65 million, easily handled by the company's cash flow, which Kaplan projects at $160 million for 1987.

While comfortably in control of its debt, Multimedia continues to play it cautiously for the next few years. The company's zero coupon notes aren't likely to be redeemed before 1990—the interest on funds to redeem the notes would be higher than the 10% at which they are currently accruing—by which time they will have grown to their face value of $480 million. But in 1990, those interest-deferred notes will start paying cash interest at the rate of 16% and the company would almost certainly want to be in a position to buy them back.

With cable systems being sold at roughly $2,000 per subscriber, Multimedia could theoretically unload its cable division and wipe out the bank debt.

Such a sale is not likely, according to company executives. Hamby notes that their "performance" stock options, as currently written, are triggered only if the company meets certain projections for cash flow, of which cable is a steady source.

Nor is another stock offering in the offing, Bartlett said. "We don't want to dilute the present ownership...in fact, one of the alternatives on the other side that might make sense if our cash flow continues this strong would be buying back some stock."

Definite plans for debt repayment, acquisitions and general strategy are currently being mulled over by Bartlett, Wearn and the management team. "We are studying a number of scenarios in the next five years that we could get into," said Bartlett."All have the same major goals, to have as good a set of assets as we can possibly have and to give our maturing young management the chance to continue this corporation as an operation. It sure as hell is not our goal to break this up or be taken over by someone else."

"We don't plan any sizable acquisitions this year, but I wouldn't rule out the possibility that we might take sizable steps in 1988, 1989 or 1990 or thereafter." (Despite loan covenants which would have to be amended before the company could make a large acquisition, the banks have themselves presented

Multimedia with potential purchases." Another scenario, he added, might be to "merge with another group, as long as we remain the dominant operating partner."

There are several possible explanations of why Multimedia's stock continues to do so well, including the possibility that it was somewhat underpriced to begin with. Moreover, media specialists such as Sandler Capital Management, which has acquired more than 5% of the company at an average price of $35.27 a share, continued to buy the stock at prices above $50 and even "into the 60's," said Barry Lewis, a general partner in the investment firm.

A relatively thin float (amount of stock available for trading) and the basic health of each of the company's four divisions also contribute. But perhaps one consideration that many investors have in mind is the year 1990.

For example, John Korneich, whose investment fund also is a major holder of Multimedia stock, expects that 1990 could see history repeat itself with a second recapitalization of the company. "The [zero] bonds become interest payable late in 1990 and executive stock options become fully vested at the same time," said Korneich. "With management then about 18% owners and becoming key players, something happens. My guess is a recapitalization at which they pull out between $125 and $145 a share," he said. Agreed Goldman Sach's Kaplan: "The first one was so successful, why not?"

Mr. Multimedia. There has never been any suggestion that Phil Donahue was thinking of leaving Metromedia in 1985 during the tumult of leveraged buyout and hostile offers. But he had a cancellation option coming up in one year, so "in consideration of the extension" of his contract, Multimedia's board decided to reward the 41-year-old talk show host by setting aside over three percent of the new stock for him to buy, at $10 per share, plus reserving for him additional stock options otherwise allowed only to the company's top half-dozen executives.

The stock plus options are worth, at the current $70 stock price, roughly $35 million—for a net gain of over $30 million—and Donahue will own over four percent of Multimedia. If the stock were to rise to $100 by 1990, his investment would be worth $50 million, and the net gain, over $45 million. The eight-year contract is still scheduled to end in August of 1990, and at least until that time he occupies a hybrid role of part-owner, independent performer and Multimedia employe.

Securities and Exchange Commission filings show that Donahue gets paid a percentage of the show's "net proceeds"—after agency commission and promotional discounts. That compensation is for his role as "master of ceremonies" on a minimum of 235 first-run shows a year, leaving five weeks of vacation. He is guaranteed a minimum compensation as long as he does not exceed 30 days of sick leave.

Being a star is not all privileges. Donahue's other duties include working with Multimedia to develop more programs, and he has to be "ready, willing and able at all reasonable times" to make promotional appearances "within or without the U.S." Except for half a dozen guest appearances a year, he needs prior consent to work elsewhere and had to "agree that the use of Donahue for commercial endorsements or for participation in commercials is not desirable." Multimedia legally retains "the resposibility for all final decisions regarding the production of the program, including but not limited to staffing, budgets, expenses and content"—Donahue has previously said the company has never interfered with the show's operation.

If *Donahue* is offered for sale to an outsider, its star can "reasonably" withold approval of the buyer "based on...qualifications." If the program is sold, Donahue would receive a percentage of the proceeds. Donahue also has the option to match the purchase offer, which he almost did in 1975, when AVCO, the program's former owner, decided to sell. Bartlett and Wearn were able to talk him out of it.

Cincinnati

For three years in a row in the early 1970's, WLWT(TV) Cincinnati had no capital budget. Walter Bartlett, who was senior vice president, television, for the station's then owner, Avco Broadcasting, said WLWT didn't receive "one nickle...They [Avco] were almost going bankrupt," and every day at 10 a.m. and 2 p.m., any station cash was sent to corporate headquarters. As recently as three years ago, WLWT was a miserable third among network affiliates in the market, with mid-teen shares for its early newscast that were only half of those of the second-place affiliate.

Today, the station serves as headquarters for Multimedia's broadcasting division, and with money invested in its news operations over the past five years, the NBC affiliate is doing much better. The early newscast now has a household share in the low 20's, according to a rep firm's compilation of A.C. Nielsen May data, and climbed into second place, ahead of the CBS affiliate that has a lead-out of *Wheel of Fortune* and *Jeopardy*. To further "blunt the flow of audience" from the King World shows, WLWT made the winning bid on *Cosby*, according to division President James Lynagh.

Lynagh said it may be a close call as to whether WLWT is the most profitable station in the market. Otherwise, there is no doubt in his mind that Multimedia's four affiliates and one independent are the most profitable—in total dollars compared to their competition—in each of the five markets where they operate.

When talking about profitability, Lynagh is not necessarily referring to margins—broadcasting operating income was 31% of revenue last year—but total dollars. (The division's operating margin is deceptively low since Multimedia does not subtract agency commissions until after stating [gross] revenue, unlike some other group owners which eliminate them before they subtract [net] revenue.)

There is a method to profit, said Lynagh, with local news as the main element: "Despite the fractionalization of the viewing audience, there is one thing that distinguishes us [television broadcasters]. That one unique thing is that we can deliver viewers who watch local news." Even with that advantage, Lynagh said, all three affiliates in a market may not be able to profitably produce news in the future.

Therefore, the division president said, it is important to "build in a foundation of cost and expense that can be sustained over time." Elements that are necessary for production of local programing at Multimedia's stations are provided for, Lynagh said, while those items that do not add greatly to local news coverage, such as satellite trucks, are not used. None of the group's stations currently have terrain problems where satellite transmission would make a big difference, he said.

The broadcasting division's gain at KSDK-TV St. Louis was, by comparison, much easier and quicker than in Cincinnati. Multimedia agreed to obtain the station, in 1982, from Pulitzer Publishing Co. in exchange for WFBC-TV Greenville, S.C.; WXII(TV) Winston-Salem, N.C., plus $8.25 million cash. Several publishers swapped hometown stations at about that time for fear of eventual divestiture.

Lynagh said that following the acquisition, management decided to change from a strategy involving mostly off-network sitcoms to first-run programing. Happily, that goal coincided with the initial marketing of *Wheel of Fortune*. That show, and then *Jeopardy*, were combined with what one former employe called the station's "...unusual ability to promote itself...There were no missed opportunities."

One example of unusual promotion is that KSDK sets aside a valuable 30-second spot in *Wheel of Fortune* specifically to promote that night's prime time shows, as well as upcoming stories on the 10 o'clock news—that's 260 specially produced spots a year.

In the division's two other affiliate markets, Knoxville, Tenn., and Macon Ga., Multimedia stations dominate. WBIR(TV) Knoxville, a CBS affiliate, has maintained a sign-on-to-sign-off household share of 34 for the past few years, almost equal to the other two affiliates combined. A drop-in VHF channel granted to the UHF NBC affiliate is still caught up in regulatory proceedings, but Lynagh said the VHF signal will be short-spaced and its owner still at a disadvantage.

Multimedia's WMAZ(TV) Macon, also a CBS affiliate, is the only VHF station in the market. Even though its sign-on-to-sign-off share has declined from the upper 40's to 39, as of February, that number easily exceeds the combined ABC/NBC affiliate share, and WMAZ's newscast still averages 50-plus shares.

Seemingly incongruous with the rest of the TV station group is the sole independent, WZTV(TV) Nashville. Bartlett said the station was bought eight years ago when the company decided to go bottom fishing for "...an indie in trouble, but in a market where there was growth potential." (The company selected three markets: Nashville, New Orleans and Pittsburgh.)

Others saw the same opportunity and at

Sally Jessy Raphael

one time recently, Nashville had three independents—one of which has declared bankruptcy. Despite the struggle against TVX Group's WCAY(TV), and the fight for advertiser recognition of independents, the station reportedly began to make money in 1983. Financial analysts such as Barry Kaplan of Goldman Sachs estimate that the station last year made over $1 million on $8 million in revenue. Lynagh, who helped Kaiser Broadcasting put several independents on the air, said the challenges of WZTV "keeps us fresh."

Unlike the TV stations, the radio stations previously could not have all claimed to be profitable. Some of those stations, ". . . where we didn't think we would make a profit and somebody else might," have been sold over the past few years, he said. Radio last year accounted for 12% of broadcasting revenue, down from 17% in 1984.

Most recently, the company agreed to sell WWNC(AM) Asheville, N.C., for $7.2 million cash. Lynagh explained that "because we have a newspaper there, the duopoly rules would never permit us to own an FM. We were offered a good deal by somebody who already has an FM there, so it will benefit the station, plus we got a tax certificate [for voluntarily divesting a cross-ownership situation]."

Will Multimedia still be in the radio business several years from now? "That is difficult to say," Bartlett said. "We are not sure it [radio] is great for a corporation. By nature it is a low-volume business yet it is just as difficult to run."

The radio divestitures have helped the broadcasting division's operating margins in recent years, as have improved ratings in Cincinnati and St. Louis, offset by some big increases in baseball broadcast rights fees for both stations. While Lynagh said he has reined in his stations bidding on *Who's the Boss*, his concern is for total profit, not margins: "You can't spend margins."

Wichita, Kan.

In another century, Union Station was the end of cattle drives and the rail terminal for stockyards in the East. Today, the train station houses the headquarters for Multimedia Cablevision Co., with just under 300,000 basic cable subscribers in Kansas (98,000) Oklahoma (83,000), Illinois (48,000) and North Carolina (60,000).

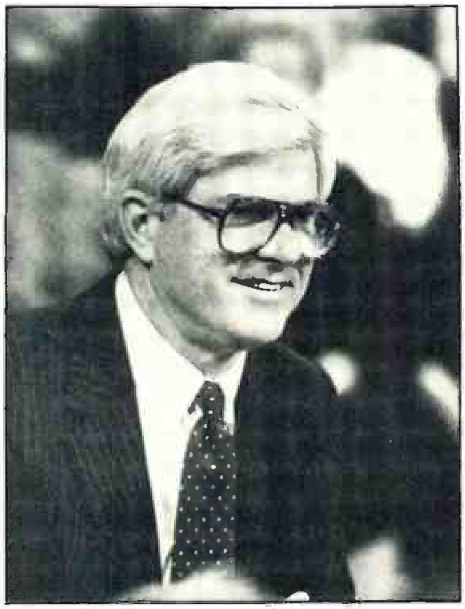
Multimedia's cable division was built from systems originally owned by the Kansas State Network, a publicly held company that in the late 1970's was subject to a failed but bitter takeover attempt by Heritage Communications. Don Sbarra, president of KSN at the time, decided soon afterward to liquidate the company. He sold the cable systems, serving roughly 17,000 subscribers, for $11 million to Multimedia, which Sbarra knew of since both companies had NBC affiliates.

Following KSN's liquidation, Sbarra decided to take up Wearn's offer to build Multimedia's cable division: "He said I could do it from Wichita, which is where I had lived most of my adult life," Sbarra said. "I thought that was very enlightened of them."

The Wichita system, with 82,000 subscribers, is Multimedia's largest. While the area's economy is diversified, Sbarra said, the economies of some other franchises, especially in Oklahoma and in Kansas have been less fortunate as the agricultural and energy markets have suffered. Despite a partial rebound in oil and other commodity prices, the company's franchises are still dotted with empty houses, which alone lower the division's basic penetration rate by 5%—it stands now at about 55%.

Even so, Sbarra said it would be a mistake to overestimate the impact of economic conditions in the two states: "We have actually grown subscribers in our Oklahoma franchises . . . We are in the suburbs and as long as people don't move out of the community, entertainment is primarily in the home."

A different problem that the division shares with other cable system operators is the decline in pay subscribers—Multimedia's pay ratio currently stands at roughly 90%, higher than an industrywide 80%, but down from its own level of 110% four years ago. That ratio probably won't improve much just from the recent restructuring of pay rates—division-wide reduction of an average of $2, said Sbarra, generally is not considered sufficient to attract new pay subscribers, at least in the near term.



Donahue

At the same time, rate deregulation allowed a division-wide increase of $3 per month in the basic cable charge. Despite that increase, the number of basic subscribers did not drop, but instead grew by 1,500. Bartlett and Sbarra attribute the growth to strong marketing and to strengthening the offerings on the basic tiers—in some systems by as many as four or five new channels. Sbarra said his broadcast background helps him understand the value of promotion, a task that will be made easier as cable-exclusive programing continues to grow.

The net result of the start-of-the-year repricing is that revenue per subscriber has increased by more than 10% per month, to just over $25, and operating cash flow, still at a roughly 40% margin, increased by a like amount.

Outside of a few small system purchases in 1986 that added 9,000 subscribers, Multimedia has made no acquisitions in the past two years. Total subscriber growth has been relatively slow, averaging about 4% over the past two years, and is expected to continue at that pace in the near future. The positive side of slower growth is that capital expenditures have dropped from several years ago and, as a percentage of the division's cash flow are down from 98.1% in 1983 to 38.3% last year.

Sbarra expects margins and profit totals to continue increasing for several reasons: further rate increases; pay-per-view revenue (which may lower margins but add dollars), and cost controls.

So far, only one of every 30 Multimedia subscribers has pay-per-view capability, but with systems averaging 35 channels or more, there is room to add the service. Like other cable operators, Sbarra believes a successful pay-per-view operation depends on impulse ordering, an effective billing system and a more preferential cable "window" for movie releases. He expects to have more pay-per-view subscribers on line next year and thereafter to accelerate the service throughout systems in all four states. The company also expects to generate additional revenue from advertising, and it budgeted division-wide advertising revenue this year at five million dollars.

The one cable-related misstep that management made was in 1983 when the company joined Anheuser-Busch in starting a regional pay-sports channel. Called SportsTime, the service was operating for less than a year before Multimedia decided to write off its $11-million investment, with A-B absorbing a $24-million loss. As Multimedia was only a one-third partner it may not have ever been in a position to influence the operation, but Bartlett said the lessons were clear: "We tried to go too fast too quickly and misjudged in thinking that subscribers would pay $10 per month for such a channel when the acceptable price was more like $3 or $4." SportsTime's think-big philosophy led it to sign expensive contracts not only with the St. Louis Cardinals but also with the Kansas City Royals and Cincinnati Reds. The quick big loss occurred when subscribers did not stand in line to sign up. □

Stock Index

	Closing Wed Aug. 12	Closing Wed Aug. 5	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	437 1/2	414 1/8	23 3/8	05.64	34	7,073
N (CBS) CBS	192 1/4	188 3/8	3 7/8	02.05	11	4,519
O (CLCH) Clear Channel	18	18		00.00	39	58
O (INFTA) Infinity Broadcasting	25	23 3/4	1 1/4	05.26	-192	210
O (JCOR) Jacor Commun.	7 3/4	7 3/4		00.00		44
O (LINB) LIN	49 1/2	47 3/8	2 1/8	04.48	39	2,639
O (MALR) Malrite	10 1/2	11	- 1/2	- 04.54	-15	143
O (MALRA) Malrite 'A'	10 3/4	11	- 1/4	- 02.27	-15	146
O (OBCCC) Olympic Broadcast	8	8		00.00		20
O (OCOMA) Outlet Commun.	19 3/4	19	3/4	03.94	-7	125
A (PR) Price Commun.	15 5/8	16	- 3/8	- 02.34	-7	134
O (SCRP) Scripps Howard	77 1/2	81	- 3 1/2	- 04.32	146	800
O (SUNN) SunGroup Inc.	1 3/4	1 3/4		00.00	-2	4
N (TFB) Taft	152 1/4	151 1/2	3/4	00.49	-23	1,395
O (TVXG) TVX Broadcast	9 3/4	9 1/2	1/4	02.63	-4	58
O (UTVI) United Television	32 1/8	31 7/8	1/4	00.78	42	351
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	74 1/2	75	- 1/2	- 00.66	24	800
A (AAR) Adams Russell	40 1/2	40 3/8	1/8	00.30	810	270
A (AFP) Affiliated Pubs	79 1/2	79 1/2		00.00	41	2,810
O (ASTV) Amer. Comm. & TV	1/32	1/32		00.00		2
N (AFL) American Family	15 1/8	14 1/4	7/8	06.14	14	1,215
O (ACCMA) Assoc. Commun.	37 1/2	36	1 1/2	04.16		357
O (BMAC) Bus. Men's Assur.	41	42	- 1	- 02.38	-16	431
N (CCN) Chris-Craft	28 1/8	29	- 7/8	- 03.01	43	567
N (DNB) Dun & Bradstreet	70	64 7/8	5 1/8	07.89	30	10,641
O (DUCO) Durham Corp.	32 1/2	32 5/8	- 1/8	- 00.38	19	277
N (GCI) Gannett Co.	54	51 1/4	2 3/4	05.36	30	8,723
N (GY) GenCorp	110 3/4	111	- 1/4	- 00.22	19	2,474
N (GCN) General Cinema	62 3/4	60 1/2	2 1/4	03.71	18	2,292
O (GCOM) Gray Commun.	210	205	5	02.43	36	104
N (JP) Jefferson-Pilot	36	33 3/4	2 1/4	06.66	12	1,446
O (JSON) Josephson Intl.	14 1/4	14 3/8	- 1/8	- 00.86	3	63
N (KRI) Knight-Ridder	58 1/2	56 3/4	1 3/4	03.08	24	3,342
N (LEE) Lee Enterprises	28 1/8	27 1/2	5/8	02.27	17	700
N (LC) Liberty	46 1/4	44 5/8	1 5/8	03.64	16	442
N (MHP) McGraw-Hill	75 1/2	75	1/2	00.66	25	3,815
A (MEGA) Media General	45 1/4	46	- 3/4	- 01.63	70	1,276
N (MDP) Meredith Corp.	41 5/8	39 5/8	2	05.04	22	797
O (MMEDC) Multimedia	70	72 3/4	- 2 3/4	- 03.78	-63	770
A (NYTA) New York Times	47 1/8	46 5/8	1/2	01.07	27	3,864
O (NWS) News Corp. Ltd.	30 5/8	28 1/2	2 1/8	07.45	19	3,881
O (PARC) Park Commun.	33 1/2	33 3/4	- 1/4	- 00.74	30	462
O (PLTZ) Pulitzer Publishing	40 1/2	40 1/2		00.00	35	424
N (REL) Reliance Group Hold.	10 1/4	10 1/8	1/8	01.23	11	768
O (RTRSY) Reuters Ltd.	86 3/8	82 7/8	3 1/2	04.22	49	35,858
T (SKHQ) Selkirk	23 1/2	24 1/2	- 1	- 04.08	51	190
O (STAUF) Stauffer Commun.	170	162	8	04.93	28	170
A (TO) Tech/Ops Inc.	35	35 1/8	- 1/8	- 00.35	15	76
N (TMC) Times Mirror	103 1/2	100 3/4	2 3/4	02.72	16	6,674
O (TMCI) TM Communications	2 3/4	2 3/4		00.00	12	21
O (TPCC) TPC Commun.	5/8	5/8		00.00		6
N (TRB) Tribune	46	43 3/4	2 1/4	05.14	12	3,642
A (TBS) Turner Bcstg.	24 5/8	24 7/8	- 1/4	- 01.00	-2	536
A (WPOB) Washington Post	232	237	- 5	- 02.10	29	2,975
PROGRAMING						
O (SP) Aaron Spelling Prod.	10 1/4	9 1/2	3/4	07.89	8	189
O (ALLT) All American TV	3 1/2	3 3/4	- 1/4	- 06.66		4
O (BRRS) Barris Indus.	14 1/4	14 1/2	- 1/4	- 01.72	7	126
O (CMCO) C.O.M.B.	19 1/2	20 1/2	- 1	- 04.87	-57	353
N (KO) Coca-Cola	50 1/4	47 3/8	2 7/8	06.06	20	19,346
A (CLR) Color Systems	9 1/8	10 1/2	- 1 3/8	- 13.09	-5	46
A (DEG) De Laurentiis Ent.	5 3/4	4 7/8	7/8	17.94		64
O (dcpi) dick clark prod.	4 1/2	4 5/8	- 1/8	- 02.70	11	36
N (DIS) Disney	78 3/4	73 7/8	4 7/8	06.59	31	10,300
N (DJ) Dow Jones & Co.	53 3/4	50	3 3/4	07.50	27	5,200
O (FNNI) Financial News	10 1/4	10	1/4	02.50	53	120
A (FE) Fries Entertain.	3 7/8	3 7/8		00.00	16	20
N (GW) Gulf + Western	90 5/8	86 3/4	3 7/8	04.46	21	5,587
O (HRSI) Hal Roach	9 1/4	10 1/8	- 7/8	- 08.64		51
A (HHH) Heritage Entertain.	7 3/4	8	- 1/4	- 03.12	7	35
A (HSN) Home Shopping Net.	14 5/8	15 3/4	- 1 1/8	- 07.14	43	1,256
N (KWP) King World	32 3/4	29 1/4	3 1/2	11.96	36	1,008
O (LAUR) Laurel Entertainment	3 3/4	4 1/8	- 3/8	- 09.09	7	9
A (LT) Lorimar-Telepictures	15 1/8	15 3/8	- 1/4	- 01.62		691
N (MCA) MCA	59	61	- 2	- 03.27	29	4,470
N (MGM) MGM/UA Commun.	11 7/8	12 3/8	- 1/2	- 04.04		591
A (NWE) New World Pictures	10	10		00.00	7	108
N (OPC) Orion Pictures	13 7/8	14 1/8	- 1/4	- 01.76	31	238
O (MOVE) Peregrine Entertain.	6	6		00.00	85	14
N (PLA) Playboy Ent.	14 1/2	13 3/4	3/4	05.45	-9	136
O (QVCN) QVC Network	11	10	1	10.00		72
O (RVCC) Reeves Commun.	13	12 7/8	1/8	00.97	1300	163
O (RPICA) Republic Pic. 'A'	8 7/8	9 1/8	- 1/4	- 02.73	98	38
O (RPICB) Republic Pic. 'B'	9 3/4	9 3/4		00.00	69	7
A (RHI) Robert Halmi	3 5/8	3 5/8		00.00	14	81
O (SMNI) Sat. Music Net.	4 1/8	4 3/8	- 1/4	- 05.71	103	36
O (TRSP) Tri-Star Pictures	10 5/8	10 3/8	1/4	02.40	19	327
N (WCI) Warner	37 5/8	37 3/8	1/4	00.66	29	4,693
O (WWTV) Western World TV	1 1/4	1 1/2	- 1/4	- 16.66	7	1
O (WONE) Westwood One	30 1/4	30	1/4	00.83	70	370
SERVICE						
O (BSIM) Burnup & Sims	6 9/16	6 5/8	- 1/16	- 00.94	65	104
O (CVSI) Compact Video	4 1/4	4 3/8	- 1/8	- 02.85	-11	27
N (CQ) Comsat	31 3/4	31 3/4		00.00	10	582
N (FCB) Foote Cone & B.	65 1/2	59 3/8	6 1/8	10.31	20	273
O (GREY) Grey Advertising	125	114	11	09.64	18	151
O (IDBX) IDB Communications	14	14 1/4	- 1/4	-01.75	56	56
N (IPG) Interpublic Group	38 7/8	36 7/8	2	05.42	20	862
N (JWT) JWT Group	55 1/4	55 1/4		00.00	394	533
A (MOV) Movielab	6 3/4	6 3/4		00.00		11
O (OGIL) Ogilvy Group	38	37 1/4	3/4	02.01	21	523
O (OMCM) Omnicom Group	24 5/8	24	5/8	02.60	-111	603
O (SACHY) Saatchi & Saatchi	32 1/4	31 1/8	1 1/8	03.61	19	2,218
O (TLMT) Telemation	3 1/4	3 1/8	1/8	04.00	13	14
A (TPO) TEMPO Enterprises	7 5/8	8 1/2	- 7/8	- 10.29	17	43
A (UNV) Unitel Video	10 3/4	11	- 1/4	- 02.27	31	23
CABLE						
A (ATN) Acton Corp.	18 3/4	19 3/4	- 1	- 05.06	23	22
A (ACN) American Cable	26 1/8	26 1/2	- 3/8	- 01.41	-55	245
A (CVC) Cablevision Sys. 'A'	31 7/8	31 3/4	1/8	00.39	-54	670
N (CNT) Centel Corp.	73 3/4	69 3/4	4	05.73	19	2,129
O (CCCOA) Century Commun.	20 1/4	20 1/2	- 1/4	- 01.21	2025	585
O (CMCSA) Comcast	26	26 1/8	- 1/8	- 00.47	55	993
O (ESSXA) Essex Commun.	22 5/8	22 7/8	- 1/4	- 01.09	-51	80
A (FAL) Falcon Cable Systems	19 3/8	19 1/4	1/8	00.64	-60	112
N (HCI) Heritage Commun.	33 7/8	33 5/8	1/4	00.74	-34	758
O (JOIN) Jones Intercable	15	15 3/4	- 3/4	- 04.76	46	191
T (MHP.Q) Maclean Hunter 'X'	24 1/2	23	1 1/2	06.52	34	902
O (RCCAA) Rogers Cable A.	18 3/8	17 3/4	5/8	03.52		94
O (TCAT) TCA Cable TV	28 1/2	26 1/8	2 3/8	09.09	54	308
O (TCOMA) Tele-Commun.	26 1/8	26	1/8	00.48	42	3,790
N (TL) Time Inc.	116	110 1/2	5 1/2	04.97	19	7,232
O (UACI) United Art. Commun.	29 1/4	29 1/4		00.00	162	1,201
N (UCT) United Cable TV	38 7/8	38 3/4	1/8	00.32	555	946
N (VIA) Viacom	22 5/8	20	2 5/8	13.12	-87	797
N (WU) Western Union	4 1/8	4 1/4	- 1/8	- 02.94		100
ELECTRONICS/MANUFACTURING						
N (MMM) 3M	79 1/2	73 7/8	5 5/8	07.61	22	18,168
N (ALD) Allied-Signal	47 1/8	46 7/8	1/4	00.53	13	8,219
O (AMCI) AM Communications	1 3/8	1 3/8		00.00	-1	4
N (ARV) Arvin Industries	35 1/2	35 1/4	1/4	00.70	14	626
O (CCBL) C-Cor Electronics	10 3/4	10 1/2	1/4	02.38	29	21
O (CATV) Cable TV Indus.	3	2 5/8	3/8	14.28	-9	9
A (CEC) Cetec	6	6 3/8	- 3/8	- 05.88	200	11
N (CHY) Chyron	6 1/2	6 1/4	1/4	04.00	25	65
A (CXC) CMX Corp.	1 3/8	1 1/2	- 1/8	- 08.33	19	7
A (COH) Cohu	8 1/4	8 3/8	- 1/8	- 01.49	22	15
N (EK) Eastman Kodak	98 3/4	95 1/4	3 1/2	03.67	44	22,296
O (ECIN) Elec Mis & Comm.	2 1/8	2 1/8		00.00		8
N (GRL) Gen. Instrument	41 1/2	38 1/4	3 1/4	08.49	-16	1,351
N (GE) General Electric	63 1/2	59	4 1/2	07.62	25	57,902
O (GETE) Geotel Inc.	2 1/8	2 1/8		00.00	9	7
N (HRS) Harris Corp.	39	36 1/8	2 7/8	07.95	21	1,584
N (MAI) M/A Com. Inc.	15 1/2	15 7/8	- 3/8	- 02.36	7	661
O (MCDY) Microdyne	4 1/2	4 3/8	1/8	02.85	-3	20
N (MOT) Motorola	64 5/8	58 5/8	6	10.23	40	8,308
N (NPH) N.A. Philips	42 1/4	42 1/2	- 1/4	- 00.58	17	1,225
N (OAK) Oak Industries	1 3/4	1 3/4		00.00	2	126
A (PPI) Pico Products	6 1/4	6 1/2	- 1/4	- 03.84	-10	21
N (SFA) Sci-Atlanta	19 1/4	17 7/8	1 3/8	07.69	-60	447
N (SNE) Sony Corp.	33 5/8	33 1/4	3/8	01.12	39	7,774
N (TEK) Tektronix	39 1/2	38 3/4	3/4	01.93	26	1,522
N (VAR) Varian Assoc.	38 3/4	37 1/4	1 1/2	04.02	-94	835
N (WX) Westinghouse	70 3/4	69	1 3/4	02.53	16	10,078
N (ZE) Zenith	33	32 1/4	3/4	02.32	-76	770
Standard & Poor's 400	388.53	373.04		4.1		

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research.

Arbitron asked to get tough on hypoing

Rating service's TV advisory group, EMRC call for stricter enforcement to curb excesses during sweeps

Both the Arbitron Television Advisory Committee and the Electronic Media Ratings Council have drafted position statements calling for better performance by both the rating services and television stations during sweeps measurment periods.

The Arbitron Television Advisory Committee has drafted a position statement calling for tighter enforcement by the rating service of its rules barring contests and other extraordinary promotions during sweeps periods. The statement also calls on television stations to exercise greater self restraint to avoid distorting ratings during the sweeps.

The EMRC has drafted a statement defining ratings distortion, which the full EMRC board is expected to vote on in a few weeks. "In general terms," said EMRC executive director Mel Goldberg, distortion is "anything that affects the sample rather than the total population." He said station promotional practices during the sweeps have to be addressed. "We would like to see the level of activity raised to a higher ethical and moral standard."

The statements come at a time of increasing concern within the industry that some stations are going too far in efforts to attract viewers in sweeps periods. Recent examples deemed excessive were an eight-part series on Nielsen families that KABC-TV Los Angeles ran in news shows, as well as "surveys" conducted on behalf of stations in three markets (Minneapolis, Orlando, Fla., and Atlanta) by Atkinson Research, urging viewers to tune in the news programs of those stations. The series and the surveys took place in May (BROADCASTING, June 29). Nielsen took the step of delisting the ratings for all the Los Angeles stations in the affected time period (11-11:30 p.m.) because of what it saw as a gross distortion of the ratings, although Arbitron did not.

Arbitron's television advisory council met three weeks ago to discuss the hypoing issue, among others. The resulting resolution, expected to be released this week, said the committee has become "increasingly concerned about the potential damage to the credibility of the ratings due to abusive practices which cause distortion and/or manipulation during survey periods."

Ron Bergamo, vice president, general manager, KWCH-TV Wichita, Kan., and chairman of the Arbitron TV advisory council, is quoted in the resolution as saying: "We believe the integrity of individual stations, in fact the entire television industry is greatly harmed when stations engage in excessive hypoing practices such as watch-for-prizes contests, news series about the ratings process, program title manipulation, etc. While we respect and encourage stations putting their best foot foward in a rating period, we do not condone any ethically questionable practices that bend (or break) policies and rules."

Summing up the council's position, the resolution proclaims: "In an era of welcomed deregulation, the council believes strongly that it is the responsibility of each station to insure that the image and reputation of the commercial television business is not tarnished in any way. The council is recommending an increased awareness of self-regulation, a tighter enforcement of current rating company rules, and the investigation of new policies that will further guarantee the future integrity of the entire ratings gathering process."

The .resolution reflected several points raised at the meeting by David Percelay, station manager of KCBS-TV Los Angeles. He proposed that Arbitron adopt a rule that would prohibit promotions or advertising directed primarily or solely at the ratings sample base rather than the general population. Last week Percelay said his impression from Arbitron executives reacting to the proposal was that "they accepted it. They seemed to be receptive." Arbitron vice president Pierre Megroz declined to comment last week on the proposal. Percelay also proposed tightening the rules banning retitling of shows, as stations sometimes do if they believe a regularly scheduled program will take a big hit in the ratings when a competitor has scheduled a special program against it. Nielsen has in the last several months made an effort to improve enforcement of its retitling rules.

One of the biggest concerns related to the hypoing issue is the relatively minor penalties imposed for violations. Bergamo pointed out that in most cases unusual promotions are cited in footnotes in the front of the ratings book—footnotes that are usually overlooked by agency buyers. Both Nielsen and Arbitron have expressed a reluctance to exact stronger penalties for fear of alienating clients. At the Arbitron television advisory meeting, Percelay suggested that Arbitron could avoid the judge's role by creating independent review boards, market by market, to review complaints about hypoing and mete out appropriate penalties. Arbitron has accepted that concept, said Percelay, subject to agreement of all stations within a market. KCBS-TV will propose the idea to other stations in Los Angeles in the next several weeks.

Several other proposals were suggested at the meeting. One called for the insertion of a clause in contracts with ratings services committing stations to refrain from targeting the sample base with special advertising, promotion or programing. Another called for the addition of a box in viewer diaries to be checked if the viewer were participating in any other television survey during the same period. □

First run syndication: steady as she goes

Programs announced for fall 1988 are keeping pace with last year's numbers, despite economic downturn; access is prime time for first run

The tally of first-run programs announced for sale in the 1987-88 season for debut fall 1988 is running even or slightly ahead of last year, despite the difficulties experienced by many in the television syndication business over the past year.

Syndicators say the financial squeeze that gripped the television station business during the past year (causing a number of bankruptcies) and the resulting drop in cash fees some stations paid for first-run programing, has not been reflected in development for fall 1988 at the studios and the larger syndication firms, but may have left some of the smaller shops with less money to use for option projects from producers.

"There's quite a bit of action out there now. There's no sense that people are asleep," said Dick Kurlander, vice president, Petry Television, of the crop of shows already announced for fall 1988.

Development for the coming year in syndication begins roughly 20 months before a program is scheduled to debut. According to syndicators, following the NATPE programing conference in which shows are sold for the ensuing fall, development seeds are planted for programing for the fall after that.

How bad a year was last year in syndication? That depends on who you talk to. Going into INTV in January of this year, Joe Zaleski, president of domestic syndication at Viacom Enterprises, predicted that this would be "an extremely competitive year, if not the most competitive of all time" (BROADCASTING, Jan. 5). Looking at this past year in syndication Zaleski said that people have been using bankruptcy problems among independents, and a drop in cash fees for certain properties, as a basis for forecasting syndication weather as "partly cloudy." Were one to use prices for Viacom's *The Cosby Show* or Coke's *Who's the Boss* as a barometer, or even the prices Viacom is receiving for its most recent film package, "Viacom XII," he said, the forecoast might be "partly sunny."

Scott Carlin, president of first-run syncication, Lorimar, said that the effects of the downturn in syndication this year were caused mainly by a small segment of syndicators' client base, and that demand for new programing among the rest of the station community, mainly affiliates, is still strong.

As for the bad debt that has resulted from delayed payments or nonpayments by some stations for programing, Carlin said that through "accelerating" that debt in their accounting, Lorimar, and other large syndicators have been only slightly affected. Monies available for development have certainly not been affected, he said, an observation seconded by Bob Jacquemin, senior vice president, Buena Vista Television. Jacquemin said that at Buena Vista, receivables and the company's development budget were not directly linked. Bob King, president of Coca-Cola Telecommunications, said large companies such as the studios are well diversified to handle bad debt and downturns.

John Ranck, executive vice president of Orbis Communications, said "I would think that overall development is down because of the bad luck of a number of syndicators had this year." Ranck said that as stations experience a decline in advertising revenues last year, a lot of syndicators didn't have a shot at making sales. "The entire industry was playing the amortization game" in which no programing is left on the shelf, he said. "There's no question that when things get tough, the financial guys at stations rise to the top."

Dick Perin, of MG/Perin, a smaller distributor, said that "hope always springs eternal," but that "the degree of instability [in syndication last year] will give second thoughts" to many syndicators in bringing projects to NATPE.

If there are fewer programs brought to NATPE this year, said Ed Vane, president of Group W Productions, "it will not be because of a massive decision not to develop," but instead because of "the failure rate among programs" in getting launched. According to Phil Corvo, president of NATPE, the general health of the business going into this season was somewhat predictable. Corvo said that whereas roughly 10% of the 150 first-run properties brought to NATPE 1986 made it on the air by fall 1986, 6% of the 200 properties brought to NATPE 1987 will make it on the air this fall.

Lorimar's Carlin added that another factor that may depress the number of programing entries this year is the lateness of NATPE. (The conference was moved from its usual January dates to February this year to give stations more time to study rating information before making buys.) But Carlin said the lateness also adds to the uncertainty surrounding the launch of shows. "We have to sit on costs" of a show for a longer time before deciding whether it is a go, he said.

According to Lucy Salhany, president of domestic television and video programing at Paramount, a more cautious attitude has evolved in syndication, to the point where companies are looking more closely before budgeting the $25 million a year that Paramount spends on *Entertainment Tonight*. "It's difficult in this market. People are looking at the business differently," she said.

Indeed, although Mort Marcus, president of syndication at Hal Roach Studios, said that his company is trying to "capitalize on the market while it's down" with a more aggressive development attitude, he added that part of Roach's strategy involves getting better deals on production budgets from producers since demand among syndication companies for their services is down.

Producer Andy Friendly concurred, saying that production fees from syndicators are "depressed." That in turn has led to the same trimming of production fat that has been ongoing among those who have to hold down

Syndication Marketplace

Buena Vista Television will soon begin marketing its first package of films encompassing Touchstone films such as "Color of Money," "Ruthless People," "Down and Out in Beverly Hills," "Country," "Tex," "Tough Guys" and the recently released "Stakeout," starring Emilio Estevez and Richard Dreyfuss. The package of 25 films, "Magic-II," will also include classic Disney releases such as "Alice in Wonderland," "The Shaggy Dog," "That Darn Cat," "Herbie Goes Bananas" and "Son of Flubber." The package will be available beginning in 1989 on a cash-plus-barter basis. More than half of the titles will be making their broadcast debut. "Magic-II" follows "Disney Magic I," without the Disney in its title, since the package includes Touchstone titles. In the first run Buena Vista will keep six of the 12 minutes per hour that each of the two-hour films is cut to accomodate. The subsequent five runs will be sold for straight cash. Bob Jacquemin, senior vice president, said that pricing for films is currently "better than in the best of times" for the best product. Disney now ranks third among studios in box office revenues. Independents, as well as affiliates, 40% of which pre-empt their network for good movie titles, will be the primary customers for "Magic II," he said.

As it sells "Magic-II," Buena Vista will also be offering to stations (treating those that now carry the syndicated package of *Wonderful World of Disney* episodes as incumbents), "Disney Treasure-I," 14 Disney classics including "Old Yeller," "Herbie Rides Again" and "The Moon-Spinners," as well as recent releases such as "Return to Oz" and "Night Crossing." "Disney Treasure-I" titles will be available between October 1987 and May 1988 on a cash basis. The incumbent stations can opt to use the films as two-part additions to *Wonderful World.*

Raycom Sports is launching Raycom Entertainment for syndication of programing with *Elvis' Graceland*, a one-hour barter special commemorating the 10th anniversary of Presley's death on Aug. 16. The program is hosted by Pricilla Presley, and features interviews with Sun Records founder Sam Phillips and Presley's first manager (before Colonel Tom Parker), Horace Logan. The program has been cleared by 160 stations covering 87% of the country. Raycom Sports is responsible for networking college football and basketball games for a number of conferences.

King World has retitled *The Laugh Machine* as *George Schlatter's Comedy Club*. The weekly half-hour show featuring stand-up comedians is now cleared on 117 markets for a fall debut. Barter distribution gives stations three minutes and King World three minutes.

Britain's **ITV** has acquired *Donahue* from **Multimedia Entertainment** to air on Central TV and Thames TV.

Potomac Communications Group has purchased the news and news feature cooperative Local Program Network from WCCO-TV Minneapolis. LPN consists of a weekly 90-minute satellite feed of stories produced by stations from all parts of the country; "Cover Story," features and multipart series produced by WCCO-TV, and "One on One," a live person-to-person interview service.

In its first four weeks on the air since production was moved in-house, **Dow Jones**'s *Wall Street Journal Report*, has increased its rating 80% in New York on WCBS-TV. Prior to the in-house move, *WSJ Report* was averaging a 1/6. It is now doing a 1.8/10.

Baruch Television Group reports that it has cleared *Stephen King's World of Horror-Part II* on 73 stations covering over 50% of the country, after one week of sales. Baruch sold *Part I* of the Stephen King special last year on 156 stations covering 92% of the country. *Part II* will air Oct 10-30. Barter distribution gives stations seven minutes and Baruch five minutes.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended Aug. 2:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	13.8/211	97
2.	Jeopardy	10.5/199	94
3.	World Wrestling Fed.	8.8*/242	96
4.	Entertainment Tonight	6.9*/149	91
5.	People's Court	6.5/178	98
6.	New Newlywed Game	6.4/175	93
7.	Oprah Winfrey Show	6.0/154	88
8.	Hollywood Squares	5.6/146	89
9.	Mama's Family	5.3*/158	89
10.	Fame	5.1*/140	91
11.	What a Country	5.0*/86	81
12.	Wrestling Network	4.9*/179	82
13.	Lifestyles of Rich-Famous	4.7*/170	92
14.	It's a Living	4.5*/147	89
15.	Puttin' on the Hits	4.3*/122	90

*includes multiple airings

production budgets for network shows because of the spending caps now in place at the network entertainment divisions.

Last year at this time, syndicators were preparing to land talk shows in early fringe, given the success of *The Oprah Winfrey Show* in its fall 1985 debut. The projects announced so far this year all hope to land a spot as strips in syndication's most coveted and lucrative time period, prime time access on affiliate schedules. Access is now dominated by King World's game shows *Wheel of Fortune* and *Jeopardy* and the half-hour magazine shows *Entertainment Tonight* and *P.M. Magazine* (Group W). Syndicators said that they are developing for access because they perceive that *ET* and *P.M.* are weak. Several syndicators who spoke on the condition that they not be identified, said that they want to have access programing ready in case *Wheel* and *Jeopardy* begin to slip in the ratings. King World has multiyear deals on those shows that run through the beginning of the next decade.

The eight magazine shows that are now on the drawing board for fall 1988 are *USA Today* from GTG Entertainment (no syndicator named as of yet), *TV Guide* (Lorimar), *Crimewatch Tonight* (Orion), *Today's People* (Buena Vista), *Fast Copy* (a half-hour version of the one-hour occasional NBC series produced by Ohlmeyer Communications that does not yet have a syndicator), and an unnanounced magazine strip to be produced by Andy Friendly Productions and distributed by Group W Productions. Also going ahead for national syndication for fall 1988 by 20th Century Fox is *A Current Affair*, the half-hour strip hosted by Maury Povich. *A Current Affair* was launched on Fox's WNYW-TV New York and was rolled out to all of the Fox-owned stations recently.

Access game shows for fall 1988 so far include *Family Feud* (LBS Communications), hosted by Ray Combs, a young comedian who does warmup routines for *Tonight Show* audiences; and *Monopoly* (King World), based on the Parker Bros. game of the same name. Other games for either access or daytime include *Yahtzee* (ABR Entertainment) based on the Milton Bradley game of the same name and hosted by Peter Marshall; *Double Up* (MCA TV), a Dick Clark production involving married couples competing for a $10,000 prize. Andy Friendly Productions also is producing a game show starring Kenny Rogers and similar to Buena Vista's *Win, Lose or Draw* with Burt Reynolds.

Late night is also perceived as fallow first-run ground by syndicators, despite difficulties in recent years in breaking the grip on late night held by off-network sitcoms. One project in development is a half-hour talk show from Orbis Communications hosted by Gordon Liddy.

One program form whose future remains in doubt is the first-run sitcom. Depending on their ratings performance and financing, distributors of those shows have had to swallow large deficits on the first run in hope of a payoff in the form of a strip. In some cases, those deficits have been avoided through up-front sales of the backend strip of the show, as was the case with Viacom's *What A Country* (now canceled), and LBS' *Gidget*. "We'll be less aggressive in the first-run sitcom area this year," said Lorimar's Carlin.

What may turn the fate of the first-run sitcom around is the performance of a checkerboard of the shows on the NBC-owned stations, and CBS-owned WCAU-TV Philadelphia. At least two distributors said they had options to bring sitcoms to NATPE. Neither would speak on the record, but each said they would not be alone should the NBC checkerboard prove successful. In that case, it is hoped that a market would exist if other stations would be willing to gamble on checkerboards after last season's failures; and if the NBC checkerboard should need replacement programing. □

Fox weighs third night with new prime time fare

Four new series on order but emphasis is on getting weekend schedule set

The soonest Fox Broadcasting could have a third night of programing on the air would be March, with company officials looking at Mondays and Fridays as possibilities. Garth Ancier, senior vice president of programming, said he would favor introducing new prime time fare on Friday since it is a less competitive night.

Fox has four new series on order ("In Brief," Aug. 10), which can be used as back-ups for the weekend schedule or to anchor a third night. *Women in Prison*, which Fox describes as an "irreverent prison comedy taking a humorous look at women behind bars," is from Ron Leavitt and Michael Moye, executive producers of *Married-...With Children*. The others include *The Nell Carter Show*, a one-hour variety program; an untitled hour comedy/drama from Dennis Klein, a writer and producer of *Buffalo Bill*, and a weekly nighttime serial scheduled for spring 1988 that Ancier said will be produced using a one-camera tape method.

The serial, from Gloria Monte, former executive producer of *General Hospital*, should be ready next January and will be produced 52 weeks a year, with the eventual goal to expand to two nights of original programing per week, Ancier said. It is the only one of the new programs that will not be considered for the weekend schedule, he added.

Fox has two other back-up shows in production: *Second Chance*, starring Kiel Martin of *Hill Street Blues*, and *Family Man*, from Earl Pomerantz.

Before considering a new night of programing, Ancier acknowledges Fox must get its weekend schedule in order. FBC has renewed two programs on its new Saturday night lineup, *Werewolf* and *The New Adventures of Beans Baxter*, with 13-show pickup orders. But Ancier admits to having problems with *Down & Out in Beverly Hills* and *Karen's Song*.

On Sunday nights, he said, Fox will try to instill some new life in *Mr President*, a half-hour comedy starring George C. Scott. Beginning Sept. 27, the program will turn from its existing one-camera film production method and go to four-camera production before a live studio audience, Ancier said. He declined to discuss other changes planned for the show.

Jamie Kellner, president and chief operating officer of FBC, reaffirmed Fox's commitment to keep the programing service on track, and said the company's losses have so far been "manageable." He noted that prime time spot rates for affiliates have jumped five to six times since the stations joined Fox.

More time for children on independents

Children's programing on independent television stations may get a much needed shot in the arm by fall 1988. According to Hal Roach Studios and other syndicators that spoke on the condition that they not be identified, a number of groups are working to develop a new type of first-run show to link afternoon blocks of animation from 3 p.m. to 5 p.m. and blocks of early evening sitcoms from 6 p.m. to 8 p.m.

The goal for the new shows is gradually to increase stations' target audiences as evening approaches.

Animated shows target children ages 2-11, while the off-network sitcoms are used by independents to counterprogram local newscasts on affiliates and attract teen-agers and young adults. The shows in development will target "kidults"—an audience of children, teen-agers and young adults.

Last week, Hal Roach Studios, in association with Gaylord Productions, announced *Flip*, a half-hour strip for fall 1987. Described as a "video bulletin board," the show is intended to do for late afternoon progaming what David Letterman did for late night. Produced by Earl Greenburg, *Flip* will have "a topical attitude and will not talk down to its audience," according to Mort Marcus, president of marketing and sales at Hal Roach Studios Telecommunications.

With a target audience of 8 to 13 years of age, Marcus anticipated the show's appeal will be its hipness, as well as its lack of appeal to parents. The show will have no host and will rely heavily on graphics and sharp colors. It will not use music videos or be feature guest stars. Plans for the show include 39 weeks of first-run episodes and 13 weeks of repeats. Sales will be on a barter basis. Marcus said HR hopes to create a franchise with the series and will give the show a production budget to get there.

Some of the new afternoon transition

September 14 Special Report

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shows for independents will include game shows with a younger slant, while others will feature live action or a combination of live action and animation, the syndicators said.

One example is *Animal Crack-ups*, an ABC Saturday morning series that debuts this fall (12-12:30 p.m., starting Sept. 12). Hosted by Alan Thicke, the show will feature a celebrity panel answering questions about the mysteries of the animal kingdom. Starting Aug. 8, *Animal Crack-ups* is getting a five-episode summer run from 8 p.m. to 8:30 p.m. on Saturdays. Footage used in the show comes from Tokyo Broadcasting System's *Waku Waku Animal World*.

Last year, there was an attempt to put a transitional show called called *Force III* from Orbis Communications on the air this fall. The deal did not go through.

According to station and syndication executives, there now are incentives from both sides of the business to get into the new first-run programing.

As David Simon, vice president of programing for the Fox Television Stations, said, the new transitional shows are "a reality" for independents that want to build an older audience as the evening approaches.

But John von Soosten, vice president and director of programing at Katz Communications, said this type of transitional programing could be supplied for fall 1988 by recently released and younger-oriented sitcoms such as *Mr. Belvedere* and *Punky Brewster*. In the past, independents have used older off-network sitcoms such as *The Brady Bunch* and *I Dream of Jeannie* as transitional "kidult" fare.

Development of a successful new form of first-run programing for children would be welcome relief to syndicators who have faced declining ratings and mounting production costs.

From May 1986 to May 1987, animated children's strips dropped 15% in ratings, and syndicators say the trend may continue. Ratings for children's shows with people meters also showed a significant drop. It is hoped that this fall's crop of new animated shows, which mark a turn away from robots and outer-space warfare to more traditional characters and softer animation, could turn things around.

Compounding the ratings problems last year was a decline in revenues from ancillary markets—toy sales and video sales—as well as increased production costs. Animation is usually farmed out to producers in the Orient, but with the decline of the dollar, those economies have been affected.

Moreover, programing sales now often require guarantees that advertisers associated with the syndicator buy time on a given station. In addition, syndicators frequently compensate stations to get them to carry their show.

But despite those factors, the upfront advertising marketplace for syndication has shown healthy increases, despite last season's ratings. Advertising executives say the strength of advertising in children's animation reflects the overall strength of the upfront market.

But Scott Carlin, president of first-run syndiction at Lorimar, says that while the bloom is not completely off the rose for animation syndicators, given the current environment, the animation business is now as risky as the first-run sitcom business. □

Critics to restructure press tour

New schedule is devised to accommodate new participants

The annual Television Critics Association summer press tour, which provides the networks, PBS, cable services, Fox Broadcasting and syndicators the opportunity to hype their fall programs, could take on a different

Stay Tuned

■ On CBS-TV, *60 Minutes* will celebrate its 20th anniversary with its 800th broadcast on Sunday, Sept. 20. Mike Wallace and Harry Reasoner, who were with the show at the start, join Morley Safer, Ed Bradley, Diane Sawyer and Andy Rooney. The CBS News show has finished in the Nielsen top six for 10 consecutive seasons.

MGM/UA Television will produce in association with DIC Enterprises, *Hello Kitty's Furry Tale Theater*, an animated children's television series scheduled to air on CBS-TV this fall. The show will feature characters from the Hello Kitty product line marketed in approximately 5,000 retail outlets in the United States by Sanrio, a Japanese stationery product and character licensing firm.

Michael Jackson...The Magic Returns will premeire on CBS-TV on Aug. 31 chronicling the career of Michael Jackson and featuring the world premiere of his latest video, "Bad," directed by Martin Scorsese ("Taxi Driver"). The special presentation is an Optimum Production written by Larry Stessel and Steve Pond. Michael Jackson and Frank Dileo are executive producers.

■ ABC-TV has begun production in Vancouver, B.C., on *The Return of the Shaggy Dog*, a sequel to 1959's *The Shaggy Dog*. The new plot stars Gary Kroegar (*Saturday Night Live*) as Wilby Daniels, now a young lawyer, who unwittingly becomes a canine celebrity. Stuart Gillard directs, Michael McLean is executive producer and Harvey Marks is producer. The production will air on *The Disney Sunday Movie* early in the 1987-88 season.

■ *Day By Day* is the tentative title of a new NBC-TV comedy series that will begin production this September and is slated for a midseason debut. The series will star Linda Kelsey (*Lou Grant*) and Doug Sheehan (*Knots Landing*) as a successful professional couple who leave their careers to start a child care center in their home. Andy Borowitz created the series along with Gary David Goldberg who initiated construction of a child care center on the Paramount Studios lot. *Day By Day* is a UBU Production in association with Paramount Network Television. Janis Hirsch is the supervising producer, and June Galas is the producer.

Kirstie Alley (*North and South*) will join the cast of *Cheers* as the series goes into production in its sixth season. Alley's charater will take over management duties when Sam (Ted Danson) sells the bar to a large corporation. *Cheers* is produced by Charles/Burrows/Charles in association with Paramount Television. Peter Casey, David Lee and David Angell are producers.

Johnny Carson will celebrate 25 years as the host of *The Tonight Show* with a live prime time special scheduled for Thursday, Oct. 1. Carson's first week on the job included conversations with Mel Brooks, Joan Crawford, Barbra Streisand and Tony Bennett among others. The program, headlined by Carson, Doc Severinsen and Ed McMahon, will feature highlights from past shows.

Production is now in progress on a four-hour NBC mini-series based on Mario Puzo's novel, "The Fortunate Pilgrim," starring Sophia Loren, Edward James Olmos and Hal Holbrook. The story, now filming in Belgrade, Yugoslavia, will trace the life of an Italian woman married by proxy to an Italian-American laborer and her struggle to keep her family intact. Stuart Cooper directs the teleplay by John McGreevey. Carlo Ponti and Alex Ponti are the executive producers. *The Fortunate Pilgrim* will be broadcast during the 1987-1988 television season.

■ The Public Broadcasting Service will present three half-hour vignettes for teen-agers written and performed by San Diego's New Image Teen Theatre. The specials will focus on such problems as peer pressure, exploitation of teen-agers in film and other media, date rape and communication with parents and friends. The specials will air on Thursday, Sept. 3, 10 and 17 on most PBS stations. *The New Image Teen Theatre* series is a KPBS-TV San Diego television production and is funded by the Junior League of San Diego. Sarah Luft produces with Donn Johnson and Phil Doucet directing. Executive producers are Paul Marshall and Don Martin.

Unanswered Prayers: The Life and Times of Truman Capote, will air on Sept. 21 as part of PBS's *American Masters* series. Drawing on interviews with family and friends including Joanne Carson, columnist Liz Smith, and author George Plimpton, as well as film and television clips and interviews with Capote, the program will chronicle the writer's early childhood through his socialite years and his death in 1984. Random House plans to release the existing chapters of "Answered Prayers," Capote's unfinished novel, in conjunction with the *American Masters* broadcast. *Unanswered Prayers* was produced and directed by Andrew Harries. Executive producer for *American Masters* is Susan Lacey.

look in future years.

Faced with a growing list of participants, the TCA has struck a tentative agreement with ABC, CBS, NBC, PBS and The National Cable Forum to create a "core" 10-day period in which each of the three networks would have three days each to make their presentations. One day would be set aside for the TCA to conduct business, hold seminars and have its awards dinner, according to TCA President Richard Heldenfels of the *Schenectady* (N.Y.) *Gazette*.

PBS, which is scheduled to lead off next summer's consumer press tour, and cable, set to follow the networks, would continue to alternate positions in succeeding years. The network sequence would probably change from year to year as well, Heldenfels said. Newcomers such as FBC and Synditel, which joined last January, would finish out the tour. So under the TCA plan, the rotation order for the summer of 1988 would be PBS, CBS, TCA Day, ABC, NBC, cable, Fox and Synditel.

Once the summer press tour is organized, Heldenfels said the TCA will concentrate on improving two smaller press tour events held each fall and winter.

TCA members want the new schedule developed to ensure the ABC, CBS and NBC portions of the tour are always held together, Heldenfels said. Many newspapers have cut back on their travel budgets, and with network presentations spaced apart, he said it can create problems for television critics, editors and reporters. During the recently-concluded summer press tour in Los Angeles, for instance, the event was spread out over nearly three weeks and two hotels, with cable up first, followed by NBC, Synditel, PBS, ABC, CBS and Fox.

The three networks stopped picking up the air fare and hotel costs of TCA members in January 1986, according to Bob Wright, ABC's west coast public relations chief. About 15% of the critics, mostly from small- and medium-sized newspapers, still accepted the network junkets at the time they were halted, but Wright said many of the larger papers ended the practice in the post-Watergate era.

While calling the association's demands "all very reasonable," Wright said the TCA and networks have not yet reached a final decision. "How the rotation ends up is anybody's guess," he said.

If the TCA plan is adopted, syndicators and FBC, which were not included in the discussions, would stand to lose the most by their placement in the press tour rotation. Fox went last during the recent session and found the number of out-of-town television writers had dropped from a record 126 earlier in the week to about 65 on the final day. A Fox spokesman said the programing service would prefer to be next to the networks in the rotation, but considers the placement fair considering the networks, PBS and cable have been involved in the consumer tours for years. Fox will receive two days on next summer's tour, up from a half day this month, he said.

Synditel, which risked being thrown off the press tour entirely after an admittedly embarrassing start last January, will be up last with one day in the summer of 1988, according to the TCA plan. Both critics and the 10 distributors that took part in this summer's Synditel presentation, held at the midway point of the tour, agreed the event showed substantial improvement under the guidance of a new public relations firm. More than 35 celebrities, their producers and syndicators representing 17 fall series took part in screenings and interview sessions.

While a Synditel spokesman said distributors are "thrilled" to still be a part of the tour, they will discuss with the TCA leadership the possibility of having Synditel rotated to another spot at some later time. At an upcoming meeting, the syndicators will discuss whether they should seek a slot in the winter press tour. □

Changing Hands

PROPOSED

WOOD-AM-FM Grand Rapids, Mich. □ Sold by Grace Broadcasting to United Artists Broadcast Properties for $18,550,000. **Seller** is owned by Harvey Grace, who now has no other broadcast interests. Station was originally sold to Surrey Broadcasting last year for $19.25 million ("Changing Hands," July 28, 1986), but that deal fell through. **Buyer** is subsidiary of United Artists Communications, Denver-based, publicly owned motion picture and television production company and cable MSO headed by Stewart Blair, CEO. It has no other broadcast interests. WOOD is on 1300 khz full time with 5 kw. WOOD-FM is on 105.7 mhz with 265 kw and antenna 810 feet above average terrain. *Broker: Communications Equity Associates.*

WSEE-TV Erie, Pa. □ Sold by Erie Broadcast Partners to Price Communications Corp. for $8.75 million. **Seller** is owned by principals in MMT Sales, New York-based station representative headed by Gary Scollard. MMT Sales was recently sold to Meredith Corp., for $40 million (BROADCASTING, July 13). Scollard also has interest in KLRT(TV) Little Rock, Ark. **Buyer** is publicly owned, New York-based group of eight AM's, eight FM's and four TV's headed by Robert Price, president. It recently sold three AM's and four FM's to Fairfield Communications ("Changing Hands," May 4). WSEE-TV is CBS affiliate on channel 35 with 2,000 kw visual, 200 kw aural and antenna 960 feet above average terrain. *Broker for seller: Chase Investment Bank. Broker for buyer: Sandler Capital Management.*

WMMJ(FM) Bethesda, Md. (Washington) □ Sold by Outlet Communications to Almic Broadcasting Co. for $7.5 million. **Seller** is Providence, R.I.-based group of one AM, three FM's and three TV's headed by Bruce Sundlun. It also owns co-located WTOP(AM) and recently bought WASH(FM) Washington for $29,250,000 ("Changing Hands," July 20). **Buyer** is owned by Cathy Liggins Hughes, who also owns co-located WOL(AM) Washington. WMMJ is on 102.3 mhz with 1.12 kw and antenna 480 feet above average terrain.

WDIO-TV Duluth and satellite WIRT(TV) Hibbing, both Minnesota □ Sold by Harcourt Brace Jovanovich Inc. to Hubbard Broadcasting Inc. for $10,750,000. **Seller** is publicly owned, Orlando, Fla.-based publisher with no other broadcast interests. **Buyer** is St. Paul, Minn.-based group of one AM, one FM and six TV's principally owned by Stanley Hubbard. WDIO-TV is ABC affiliate on channel 10 with 316 kw visual, 31.6 kw aural and antenna 1,010 feet above average terrain. WIRT is ABC affiliate on channel 13 with 125 kw visual, 12.5 kw aural and antenna 670 feet above average terrain.

KIKO(AM) Miami and KEYX(FM) Globe, both Arizona □ Sold by Keycom Corp. to Allison Broadcasting Co. for $3,136,300 plus $400,000 noncompete agreement. **Seller** is owned by Denny Durbin. It has no other broadcast interests. Durbin bought stations last year for $1,750,000 ("Changing Hands," April 14, 1984). **Buyer** is owned by Tara Allison, who's husband, Stephen, is stations' general manager. KIKO is on 1340 khz full time with 1 kw. KEYX is on 100.3 mhz with 37.2 kw and antenna 3,344 feet above average terrain.

KBCR(AM)-KSBT(FM) Steamboat Springs, Colo. □ Sold by KBCR Inc. to American Broadcasting Systems for $900,000. **Seller** is owned by John Gayre and has no other broadcast interests. **Buyer** is owned by Rick Shaffer. It also owns KCIW-AM-FM Wickenburg, Ariz. KBCR is on 1230 khz full time with 1 kw. KSBT is on 96.7 mhz with 870 w and antenna 510 feet above average terrain. *Broker: Norman Fischer & Associates.*

For other proposed and approved sales see "For the Record," page 95.

In Sync

Handing over the reins

PictureMaker, a three-dimensional animation computer graphics system manufactured by Cubicomp Corp., Hayward, Calif., will no longer be carried in the product line of Ampex Corp. Ampex, a Redwood City, Calif.-based video tape equipment company, has marketed PictureMaker since April 1986 when it acquired a 20% interest in Cubicomp.

Ampex said that in an effort to increase efficiency, Cubicomp will assume responsibility for PictureMaker sales and service. In the past, salesmen at Ampex did not always have the expertise to answer customer questions on 3-D computer animation, Ampex said. Cubicomp's sales force has increased over the past year and is now considered capable of handling the work handled previously by Ampex. The latter's salesmen will be given incentives to provide sales leads to be turned over to Cubicomp sales personnel. Over 500 PictureMaker systems have been sold and installed, most to post-production companies and about 20 to TV stations, Ampex said.

Additionally, the two companies will continue joint research and development projects in 3-D graphic animation. Ampex chairman, Charles A. Steinberg, and vice president and general manager, Donald F. Bogue, will continue to serve on Cubicomp's board of directors.

Cubicomp is now offering a new $57,500 PictureMaker/60 animation system and $46,500 PictureMaker/50 modeling system. Both will be available in September. Also scheduled for delivery in September are RACE (Render Acceleration Compute Engine) for $19,000, which Cubicomp claims accelerates rendering time by 1,500%. PictureMaker Tape Render Station will be available at the same time for $39,500.

Upgraded center

Telesat Canada, a satellite transmission service, has opened an upgraded Satellite Network Operations Center in Allan Park, Ont. The cost of the upgrade was $2.5 million. Technicians at the facility can monitor all signals off the Anik satellites and can monitor and control Telesat's earth station network. New equipment at the center includes an array of 45 television monitors diplaying all signals carried over Telesat's four satellites and control consoles and other equipment for remote control of 60 Candian earth stations. There is also an $800,000 automatic carrier monitor system.

3-D deal

Microtime Inc., a Bloomfield, Conn., manufacturer and marketer of digital video processing equipment, has signed a licensing agreement with ITI Graphics Systems of Santa Clara, Calif. ITI develops and markets three-dimensional computer graphic systems and video animation equipment. Microtime will assume the manufacturing, sales and service of ITI-developed products which include the Ani-Maker graphics work station and Image-Maker equipment. The agreement also calls for Microtime's purchase of the ITI inventory and manufacturing and test equipment. Some ITI employes have been assigned to a new Microtime office in Santa Clara which will serve as a computer graphics research center as well as a West Coast service headquarters for Microtime products.

Satellite Footprints

Who's on first? If all goes according to plans, by the end of the month there will be three earth stations in the Northeast offering broadcasters and other video users direct access to the Intelsat satellite system. Currently, the only other uplinks on the East Coast are Comsat's regulated Intelsat earth station in Andover, Me., and Turner Broadcasting System's facility in Atlanta.

Overseas Telecommunications Inc., a major operator of international earth stations for digital communications, and Robert Wold Co., have struck a deal under which OTI has built a 13-meter earth station at Wold's teleport in the Washington suburb of Fairfax Station, Va. That dish is expected to become fully operational today (Aug. 17), beaming the United States Information Agency's World Net to Europe. USIA awarded the French telecommunications agency, DGT/DTRE, the contract to distribute World Net throughout Europe. It, in turn, awarded the uplinking contract to OTI.

The location of the OTI earth station at Wold's teleport should benefit both companies. It gives Wold's customers access to international satellite facilities, and OTI access to domestic one.

The OTI dish will be dedicated to the Intelsat V F-4 satellite located at 332.5 degrees east (27.5 degress west), which is shaping up to be the primary conduit of trans-Atlantic video traffic.

Washington International Teleport in the Washington suburb of Bren Mar, Va., will turn on its own 13-meter earth station later this week, providing OTI-Wold with some head-to-head competition. Actually, the competition has already begun. WIT was a losing bidder for the World Net contract.

And, finally, Comsat is putting the finishing touches on its 13-meter earth station at New York's teleport on Staten Island with expectations of starting service within a few weeks. Like OTI-Wold, Comsat will begin operation with some customers. ABC and CBS have contracted with Comsat to downlink news feeds from Europe starting in September. The European Broadcasting Union will use the dish to send stories to its headquarters in Brussels starting in December.

Comsat has agreed to sell the earth station to Contel along with the rest of its Comsat International Communications subsidiary.

Going private. Intelsat awarded a $220-million contract last week to Martin Marietta for the launch of two Intelsat satellites aboard Martin Marietta's Titan rockets in 1989 and 1990. The contract was authorized by the Intelsat board last March. According to Intelsat, the contract is the first for the launch of a commercial satellite under license from the Department of Transportation's Office of Commercial Space Transportation.

The commercial Titan, which will lift the Intelsat birds into orbit, is a version of Martin Marietta's Titan III rocket, which has recorded 130 successes in 135 tries—a 93% success rate.

Two weeks before the Intelsat-Martin Marietta signing, the Inmarsat Council "authorized the execution" of a contract with McDonnell-Douglas for the launch of Inmarsat II aboard McDonnell Douglas's Delta rocket in December 1989. "We have contracts for Ariane, but the scheduling of these launches is...uncertain," said Inmarsat Director General Olof Lundberg in a prepared statement. "This Delta launch will enable us to get Inmarsat II into orbit and in service at the earliest posssible date."

Inmarsat provides maritime satellite communications services. By the end of the year, it plans to begin offering communication services for aircraft as well.

No comment. The Media in Space Task Force of the Radio-Television News Director Association has decided not to appeal new National Oceanic and Atmospheric Administration's rules permitting government—Department of State and Department of Defense—to restrict broadcasters's use of images from remote-sensing satellite on grounds of "national security" or "national interest." According to Task Force Chairman Mark Brender, the task force decided an appeal would be too expensive. Nonetheless, he said, the task force feels it "should make it clear news media intend to assert fully their First Amendment interests in obtaining and using news pictures gathered by satellite."

For sale

J.C. Penney Co. and Shop Television Network Ltd. plan to launch a home shopping joint venture in October. The programing on the 24-hour network will be divided into half-hour segments, which will be hosted by celebrities or product experts. Entertainer Pat Boone, who hosted pilot programs of the network last year, will be involved in the on-air production of STN. Merchandise for each half-hour segment will be targeted demographically. No more than 20% of the merchandise will come from Penney.

As an incentive for cable operators to carry the service in an increasingly crowded home shopping field, STN is offering, during its first six months of service, to match the highest commission cable operators receive from any other shopping service. Alternatively STN will offer operators a 5% commission in sales with a guarantee of minimum monthly payment to be based on a per-subscriber fee negotiated between STN and cable operator. After six months, operators who stick with STN will get a 5% commission on sales, and large MSO's will be given an equity stake of 1% in the network for a million homes. If operators sign before the October launch, that figure rises to 2%.

STN is promising "network quality productions—elaborate sets and three-camera shots," said Edward Bright, director of public relations. To that end STN has signed Gary Smith as executive producer. Smith is a partner in Smith-Hemion Productions, which produced *Statute of Liberty Weekend '86* for ABC, among others, and has won 20 Emmy awards. Michael Rosen is chairman and president of STN.

Penney has provided equity capital and holds a majority interest in the venture and will handle order fulfillment. STN will produce the programing and handle carriage agreements with cable operators.

Ohio addition

HBO has added a major cable system to its affiliate lineup, the 105,000 subscribers of Buckeye Cablevision in Toledo, Ohio. HBO said the launch coincides with Buckeye's addition of addressable equipment. Installation of addressable equipment began in April and now reaches 20,000 homes. Some 5,000 homes are expected to be added each month.

New look

Turner Broadcasting's superstation, WTBS(TV) Atlanta, will unveil on Sept. 7 a new promotion campaign that will also include a new name for the service—WTBS will become "SuperStation TBS." "We're defining our national status more clearly," said Bob Wussler, TBS executive vice president and superstation president. "The 'W' prefix is used to denote local television stations east of the Mississippi," said Wussler, "but with the SuperStation's outstanding original programing telecast around the country via satellite, our focus is more national."

The fall promotional campaign, entitled "Celebrate," includes a new animation package for openers, closes and ID's. Part of

SuperStation TBS

the promotion will included a re-recorded version of the song, "Celebrate," done by the original artists, Three Dog Night. The animation package will be tailored for specific superstation programing, and some 800 combination mixes are possible, TBS said, for the service's movies, series, specials and sports events.

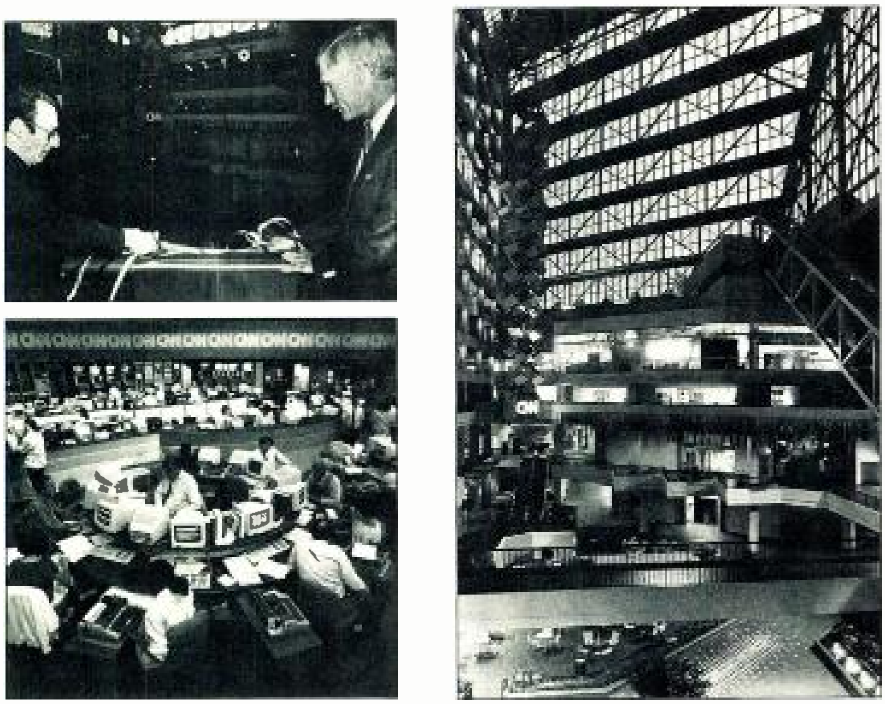
They want their MTV

The global advertising market is pictured as headed for explosive growth as new television networks are added in Europe and other locales, and regulations limiting advertising spending are relaxed. That optimistic report was delivered by Tom Freston, president of MTV Networks Entertainment, before the New York Television Academy, and covered such topics as MTV's growth in the U.S. over the past six years, the launching of MTV Europe last Aug., 1 and the prospects for international advertising.

As for MTV Europe, Freston said it started operations with 40 cable systems and 1.6 million homes in locations including Amsterdam and Rotterdam, both the Netherlands, and in the Scandinavian countries. Paris will be added in October. In reply to a question, Freston said the company does not expect to show a profit with MTV Europe for six or seven years. Initial advertisers include New York Seltzer, Levi Strauss, Benetton and Coca-Cola, he said.

A tape was shown to indicate the types of programing to be carried on MTV Europe. It will differ from its U.S. counterpart, MTV, in attitude and style, presenting many European cultures in special news reports, concerts, documentaries and contests. The target audience is 12-34.

Indicative of the growth abroad, Freston pointed to Britain, Italy and France, which recently have added privately owned networks to the government-controlled ones. He said that private and semiprivate channels are being added in Spain, the Nether-



Dedication day in Atlanta. Several hundred cable officials, Turner Broadcasting System employes and government luminaries—including Atlanta Mayor Andrew Young and Georgia Governor Joe Frank Harris—were on hand last Monday in Atlanta for the official dedication of CNN Center. "This is a very, very special day," said Ted Turner, TBS chairman and president, who handled the red and blue ribbon-cutting chores with CNN President Burt Reinhardt (l). "The employes of TBS and my co-workers I would like to thank from the bottom of my heart for making all our endeavors successful," Turner said. He also offered thanks to "the cable industry who had faith in CNN and to the broadcast stations we're affiliated with, here and around the world."

Robert Wussler, TBS executive vice president who served as master of ceremonies, called the launch of CNN, Headline News, CNN International and CNN Radio "truly a spectacular accomplishment in a very short period of time." As for the new downtown CNN Center, Wussler called it "Reality Square."

CNN Center houses the four news services as well as the corporate headquarters of TBS. A total of 1,400 Turner employes work at the new location. The renovated complex also includes an Omni hotel; a movie theater called CNN Cinema 6 whose features last week included the Turner-owned "Gone With the Wind"; and the Omni Coliseum, where Turner's NBA Hawks play and where the Democrats will hold their 1988 political convention.

Turner bought a 75% interest in the Omni complex in January 1986 and became sole owner eight months later at a cost of $60 million. On June 27, CNN Radio began operating from the center, with CNN and Headline News following on July 13. The $30-million CNN facility required 600,000 feet of coaxial cable and 90 miles of telephone and computer cable. It also houses 1,000 TV monitors and 500 computer terminals and printers. The services' signals are sent by fiber optic cable to CNN's former location on Techwood Drive (still the home of WTBS(TV)), for satellite uplink.

lands, Finland and Denmark. Cable television, he said, is growing in Western Europe as well as Japan.

Freston also noted a strong interest in direct broadast satellites and the pent-up demand for more advertising in Western Europe.

Graphic to text

The Electronic Program Guide plans to overhaul its text and graphics service by adding a service that will carry full motion video previews and promotion of cable programing. The full-text EPG will continue to be distributed by United Video over the subcarrier that carries WGN(TV) Chicago. But UV will introduce another service, the Electronic Preview Guide, which will be a combination of the text portion of EPG, plus full-motion video previews and promotion that will be carried at the top of the screen.

The Preview Guide, consisting of six-minute cycles, will be fed over Satcom 4. In each cycle, approximately 30 seconds will be set aside for special cable programing previews beyond the normal cycle previews. EPG plans to form an 11-member advisory board, to be a cross-section of the industry, to decide what previews to run in those 30 seconds. There will also be a combined total of nearly two minutes in each cycle that will be set aside for advertising sales to cable programers and other national advertisers.

The Preview Guide will also provide system-specific material to cable operators. Computer advances will allow United Video to send several feeds to the cable operators, allowing them to drop or add segments within the six-minute cycle if particular previews were not applicable to the system.

EPG reaches seven million homes but said it needs to reach 12 million before it can attract national advertising. As an incentive to MSO's to carry EPG, the company will institute a "subscribers-for-stock program," terms of which are still being worked out. Adams-Russell, Continental and United Cable are the top MSO's now carrying EPG.

EPG joins a widening field of services geared to promote cable programing. Chris Bourne, general manager, text sales, for United Video, said, in describing the new service, that it was "important to provide scrolling program schedules" in addition to promotional programing. "Our approach is to provide several things," he added. Bourne said the enhanced EPG will not cost current EPG affiliates who carry the complete graphics package at the current rate card "anything extra." Testing of the new service will begin Sept. 1.

Signing on

The country's two largest MSO's, Tele-Communications Inc. and American Television & Communications, have signed as charter affiliates of StarNet, a national cross-channel tune-in promotion service. The automated system will be able to insert satellite-delivered promotional spots in local commerical avails on up to 16 cable networks. StarNet will feature promotional spots for specific basic and pay cable programing. No advertising will be carried.

Lenfest Group Chairman Gerry Lenfest, chairman of StarNet, said the service "enables cable operators to select the promos they want, with their local channel numbers superimposed at the end of each promo."

In addition to TCI and ATC, Daniels & Associates, Nashoba Cable and Rifkin & Associates have also signed on as charter affiliates. Those MSO's, along with others who sign up by Oct. 1, are eligible for reduced affilate fees and potential refunds from network revenue if more than 24 million subscribers participate. StarNet plans to debut May 1, 1988.

Graphic sports

Prime Ticket launched a new sports information graphic service, created in conjunction with the Associated Press, on the regional sports cable network. Sports + Plus will provide local, national and international, professional and collegiate sports information using computer-generated graphics. It will consist of five rotating segments totalling 15 minutes that will be updated continuously. Sports + Plus will sign-on at 5 p.m. and run until Prime Ticket's evening sports schedule begins. It will also return after the schedule and run until midnight. Prime Ticket fall sports lineup includes a slate of college football games and a number of Los Angeles Lakers games.

City hall help

Noncommercial KCET(TV) Los Angeles, which broadcasts on ch. 28, has received the support of the Los Angeles City Council in its effort to obtain carriage on the low-numbered channels (2-13) of cable systems (BROADCASTING, June 8, 15). The council unanimously passed a resolution urging systems to comply with KCET's request.

For the Record

As compiled by BROADCASTING, Aug. 6-12, 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

- KIKO(AM) Miami and KEYX(FM) Globe, both Arizona (AM: 1340 khz; 1 kw-U; FM: 100.3 mhz; 37.2 kw; HAAT: 3,344 ft.)—Seeks assignment of license from Keycom Corp. to Allison Broadcasting Co. for appox. $3,136,300 plus $400,000 noncompete. Seller is owned by Denny Durbin. It has no other broadcast interests. He bought station last year for $1,750,000 ("Changing Hands," April 14, 1984). Buyer is owned by Tara Allison. Allison's husband, Stephen, is station's general manager. Filed Aug. 4.

- KBTA(AM)-KZLE(FM) Batesville, Ark. (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 93.1 mhz; 100 kw; HAAT: 670 ft.)—Seeks transfer of control from Joseph M. Biard and his wife, Nancy, to Thomas A. Vinson and his wife, Diane, for $128,000. Sellers have no other broadcast interests. Buyer is currently 50% owner of stations. It has no other broadcast interests. Filed Aug. 3.

- KDMN(AM) Buena Vista, Colo. (1450 khz; 250 w-U)—Seeks assignment of license from Buena Vista Broadcasters to Robert D. Zellmer and his wife, Marjorie for $6,380. Seller is owned by buyers children, Gary Zellmer and his wife, Sylvia. Neither has other broadcast interests. Filed Aug. 3.

- WWZZ(AM) Sarasota, Fla. (1280 khz; 540 w-D)—Seeks assignment of license from Robert W. Frodeger, receiver to Hugh Keith Enterprises Inc. for $550,000. Seller is receiver for Sun Broadcasting Co. and has no other broadcast interests. Buyer is owned by Hugh Keith, who has no other broadcast interests. Filed Aug. 4.

- WASB(AM) Brockport, N.Y. (1590 khz; 1 kw-U)—Seeks assignment of license from Altair Communications Inc. to ASB Inc. for $165,000. Seller is owned by Gary Livingston and his wife, Theresa, who also own WGGO(AM) Salamanca, N.Y. Buyer is owned by James C. Cummings, Jack A. Floreale and Frank J. Richiazzi. It has no other broadcast interests. Filed Aug. 3.

- KMSD(AM) Milbank, S.D. (1510 khz; 5 kw-D)—Seeks assignment of license from Midland Communications Inc. to Charles J. Tobin for $75,000. Seller is headed by Joe B. McAcker, who has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 3.

KKBH(FM) Victoria, Tex. (93.3 mhz; 100 kw; HAAT: 750 ft.)—Seeks assignment of license from Crossroads Broadcasting Inc. to Coastal Wireless Co. for $630,000. Seller is owned by John Sharp, who has no other broadcast interests. Buyer is owned by Dan Cutrer, who also owns KSTE(FM) Corpus Christi, Tex. Filed Aug. 10.

KLTX(FM) Seattle (95.7 mhz; 100 kw; HAAT: 1,150 ft.)—Seeks assignment of license from Thunder Bay Communications to Ackerly Communications for $8.7 million. Seller is owned by Gordon Stenback and Earle Horton. It is also selling KIXI(AM) Seattle ("Changing Hands," July 27) and will have no other broadcast interests. Buyer is Seattle-based group of two AM's, one FM and five TV's owned by Barry Ackerly. Filed July 31.

Actions

- KSTS-TV San Jose, Calif. (ch. 48; ERP vis. 4,550 kw, 455 kw aur.; HAAT: 2,070 ft.)—Seeks transfer of control from National Group Inc. to Telemundo Group Inc. for $9,500,000 and noncompete agreement. Seller is principally owned by N.J. Douglas and his wife, Hazel, who have no other broadcast interests. Buyer is group of four TV's owned by Reliance Group Holdings, publicly traded, New York-based investment firm principally owned by financier, Saul Steinberg. Telemundo is headed by Henry R. Silverman. Action Aug. 3.

- WDVH(AM)-WYKS(FM) Gainesville, Fla. (AM: 1390 khz; 5 kw-D; FM: 105.5 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Sunshine Wireless Co. Inc. to Albert J. Gillen Assoc. Inc. for $1,900,000. Seller is owned by Dan Cohen, Jeffrey D. Greenhawt and Don Verlanti. It also owns WQAM(AM)-WKQS(FM) Miami. Buyer is principally owned by Albert Gillen, retired vice president of Knight-Ridder Broadcasting Inc. It has no other broadcast interests. Action Aug. 4.

- KCYX(FM) McMinnville, Ore. (1260 khz; 1 kw-U)—Granted transfer of control of Radio 1260 Inc. from M. Deane Johnson, his wife, Kathleen, Vera T. Frederick and Delwin P. Peterson and his wife, Marilyn, to Matrix Media Inc. for $681,812. Seller Johnson also owns KOSO(FM) Patterson and KKNU(FM) Fresno, both California. Buyer is owned by S. Michael Symons, president, Albert S. Harvey and two others. It has no other broadcast interests. Action July 31.

- WMXQ(FM) Moncks Corner, S.C. (105.5 mhz; 3 kw; HAAT: 265 ft.)—Seeks assignment of license from Atlantic Broadcasting Co. to Marvin F. Ceder Ltd. Prt. for $900,000. Seller is owned by Fred Avent and Harold J. Miller. It also owns WJYW(FM) Southport, N.C., and WJMX-AM-FM Florence, S.C. Buyer is owned by Marvin Ceder, Miami-based investor with interest in KLTW(AM)-KSLY-FM San Luis Obispo, Calif., and WGVT(AM)-WLMX(FM) Rossville, Ga. Action Aug. 6.

New Stations

Applications

- Hanford, Calif.—Hanford FM Radio seeks 233; 3 kw; HAAT: 328 ft. Address: 100 Robideaux Rd., Apros, Calif. 95003. Principal is owned by Lawrence M. Wrathall, and his wife, Nayereh. It has no other broadcast interests. Filed Aug. 4.

- Roswell, Ga.—Georgia Public Telecommunications Commission seeks 107.5 mhz; 550 w; HAAT: 747.8 ft. Address: 1540 Stewart Ave., Atlanta 30310. Principal is state owned public commission. Filed Aug. 4.

- Lafayette, Ind.—Family Group Radio Ltd. seeks 99.9 mhz; 3 kw; HAAT: 328 ft. Address: 117 1/2 South Monroe, Tallahassee, Fla. 32301. Principal is owned by Lucius R. Gantt and Frank S. DeTillio. DeTillio also has interest in WVMI(AM)-WQID(FM) Biloxi, Miss. and WXDJ-FM Homestead, Fla. Filed Aug. 4.

- Hayden, Idaho—United Broadcasters of Idaho Inc. seeks 233; 3 kw; HAAT: 32.8 ft. Address: 415 Park Dr., Coeur d'Alene, Idaho 83814. Principal is owned by Kim D. Cooper, who has no other broadcast interests. Filed Aug. 4.

- Greenwood, Ind.—Greater Greenwood Broadcasting Ltd. Partnership seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 504 W. Orchard Lane, 46142. Principal Mary C. Hotopp, who has no other broadcast interests. Filed Aug. 4.

- Greenwood, Ind.—Greenwood Media seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: R.R. #4; Box 196A, Rushville, Ind. 46173. Principal is headed by Edward W. Roehling, who also has interest in WRCR(FM) Rushville, Ind. Filed Aug. 4.

- Greenwood, Ind.—Julia M. Carson seeks 106.7 mhz; 3

kw; HAAT: 328 ft. Address: 2530 N. Park Ave., Indianapolis 46205. Principal has no other broadcast interests. Filed Aug. 4.

■ Greenwood, Ind.—Sanders Broadcasting Co. L.P. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 3740 N. Pennsylvania St., #J; Indianapolis 46205. Principal is owned by Kerry Sanders, who has no other broadcast interests. Filed Aug. 4.

■ Greenwood, Ind.—Morgan County Broadcasters Inc. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: Box 1577; Martinsville, Ind. 46151. Principal is owned by David C. Keister and his wife, Kay. It owns Martinsville, Ind.-based group of four AM's and five FM's. Filed Aug. 4.

■ Long Beach, Miss.—Long Beach Broadcast Associates seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 415 College St., Greenville, Ala. 36037. Principal is owned by Dr. LaBaron A. Foster, Norman Figures and Paul H. Reynolds. Reynolds also owns WAJO(AM)-WJAM(FM) Marion, Ala. Filed Aug. 4.

■ Long Beach, Miss.—Jo Anne Yates seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 126 Marcie Dr., 39560. Principal has no other broadcast interests. Filed Aug. 4.

■ Long Beach, Miss.—Bayland Radio Ltd. Partnership seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 5048 Greater Ave., Biloxi, Miss. 39531. Principal is owned by Robert Edward Wantland, who has no other broadcast interests. Filed Aug. 4.

■ Edgewood, Ohio—John Anthony Bulmer seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: 125 Bayshore Ct., St. Marys, Ohio 45885. Principal has no other broadcast interests. Filed Aug. 4.

■ Murrells Inlet, S.C.—Inlet Broadcasting Co. seeks 233; 3 kw; HAAT: 328 ft. Address: 317 South Hollywood Dr., Surfside Beach, S.C. 29577. Principal is owned by R.E. Johnson and Billy J. Womack. It has no other broadcast interests. Filed Aug. 4.

■ Murrells Inlet, S.C.—Olde Point CATV Inc. seeks 233; 3 kw; HAAT: 328 ft. Address: P.O. Box 249, Hampstead, N.C. 28443. Principal is owned by Floyd Hufham, who has no other broadcast interests. Filed Aug. 4.

■ Murrells Inlet, S.C.—MurMar Media Corp. seeks 233; 3 kw; HAAT: 328 ft. Address: 4418 Green Bay Trail, Myrtle Beach, S.C. 29577. Principal is owned by Catherine C. Blauser, who has no other broadcast interests. Filed Aug. 4.

■ Abredeen, S.D.—Alrox Inc. seeks 294; 100 kw; 708.5 ft. Address: 349 Berkshire Plaza, Aberdeen, S.D. 57401. Principal is owned by Allen D. Rau and Mel Hendricks. It also owns KGIM(AM) Aberdeen, S.D. Filed Aug. 4.

■ Derby, Vt.—Derby Broadcasting seeks 92.1 mhz; 1 kw; 554.3 ft. Address: P.O.seeks 92.1 mhz; 794 w; HAAT: 188.9 ft. Address: P.O. Box 373; 05829. Principal has no other broadcast interests. Filed Aug. 4.

■ Derby Center, Vt.—Northeast Kingdom Broadcasting Inc. seeks 92.1 mhz; 890 w; HAAT: 179.1 ft. Address: P.O. Box 377; Newport, Vt. 05855. Principal is owned by Brent Lambert and Eric Johnson who have no other broadcast interests.

TV's

■ Brandenton, Fla.—Joyner Communications Ltd. Partnership seeks ch. 66; ERP vis. 5,000 kw; HAAT: 1,164.4 ft. Address: 400 E. Buffalo Ave., Suite 106, Tampa 33603. Principal is owned by Arthenia L. Joyner, who has no other broadcast interests. Filed Aug. 7.

■ Brandenton, Fla.—Florida Manatee TV Broadcast Associates seeks ch. 66; ERP vis. 5,011 kw; HAAT: 1,509.1 ft. Address: 7423 Standing Boy Rd., Columbus, Ga. 31904. Principal is owned by Wallace R. Walls, who has no other broadcast interests. Filed Aug. 7.

■ Brandenton, Fla.—DeSoto Broadcasting Inc. seeks ch. 66; ERP vis. 5,000 kw; HAAT: 964.3 ft. Address: 1960 Landing Blvd., Suite 307, Sarasota, Fla. 33581. Principal is owned by Danford L. Sawyer, who has no other broadcast interests. Filed Aug. 7.

■ Brandenton, Fla.—Gulf Coast Telecaster Ltd. Partnership seeks ch. 66; ERP vis. 5,000 kw; HAAT: 1,164.4 ft. Address: 4139 Saltwater Blvd... Tampa 33615. Principal is owned by Monroe E. Berkman and Associated Communications. Berkman has no other broadcast interests. Associated Communications owns WSTV(AM) Steubenville, Ohio. Filed Aug. 7.

■ Brandenton, Fla.—Brandenton Broadcast Television Co. seeks ch. 66; ERP vis. 5,000 kw; HAAT: 1,157.8 ft. Address: 515 First Ave., 34208. Principal is owned by Anita Flenoy Rogers, who has no other broadcast interests. Filed Aug. 7.

■ Brandenton, Fla.—Manatee Television seeks ch. 66; ERP vis. 5,000 kw; HAAT: 1,210.3 ft. Address: 301 Hwy 41 South, Ruskin, Fla. 33570. Principal is owned by Norman B. Hart and three others. It has no other broadcast interests. Filed Aug. 7.

■ Brandenton, Fla.—Gulf Coast Broadcasting Ltd. seeks ch. 66; ERP vis. 5,000 kw; HAAT: 805 ft. Address: 3309 Aileen St., Tampa, Fla. 33607. Principal is owned by Manuel Lanz and his wife, Ana. It has no other broadcast interests. Filed Aug. 7.

Actions

AM's

■ Redding, Calif.—Returned app. of Old Shasta Broadcasters for 1580 khz; 10 kw-D. Action Aug. 4.

■ Eagle, Ind.—Returned app. of Marlene V. Borman for 870 khz; 5 kw-D. Action Aug. 5.

■ Lancaster, N.H.—Granted app. of Peter S. Norton for 1490 khz; 1 kw-U. Action Aug. 5.

■ Cherry Hill, N.J.—Returned app. of Michael Venditti for 1600 khz; 1 kw-U. Action Aug. 5.

FM's

■ Fort Mitchell, Ala.—Granted app. of Minority Radio Associates for 98.3 mhz; 3 kw; HAAT: 328 ft. Action Aug. 3.

■ Huntsville, Ala.—Returned app. of Alabama Radio Fellowship for 88.1 mhz; 2 kw; HAAT: 573.3 ft. Action Aug. 3.

■ Trinity, Ala.—Returned app. of Victoria Newman for 92.5 mhz; 3 kw; HAAT: 328 ft. Action Aug. 5.

■ Hoxie, Ark.—Granted app. of Dennis Harold Mitchell for 100.5 mhz; 3 kw; HAAT: 156 ft. Action Aug. 4.

■ Humnoke, Ark.—Granted app. of Franklin Broadcasting for 101.7 mhz; 3 kw; HAAT: 298.5 ft. Action Aug. 4.

■ Freedom, Calif.—Granted app. of Laura Hopper for 95.9 mhz; 2.85 kw; HAAT: 334.5 ft. Action Aug. 3.

■ South Kent, Ct.—Granted app. of South Kent School for 90.1 mhz; 282 w; HAAT: minus 197 ft. Action Aug. 4.

■ Hilo, Hawaii—Granted app. of Big Island Broadcasting Co. Ltd. for 100.3 mhz; 100 kw; HAAT: minus 556 ft. Action Aug. 6.

■ Cambridge, Md.—Dismissed app. of Meredith M. Steel for 94.3 mhz; 3 kw; HAAT: 328 ft.

■ Little Falls, Minn.—Granted app. of Little Falls Broadcasting Co. for 94.1 mhz; 3 kw; HAAT: 328 ft. Action July 30.

■ Laurel, Miss.—Dismissed app. of Minority Broadcasting Corp. for 98.1 mhz; 3 kw; HAAT: 328 ft. Action July 31.

■ Laurel, Miss.—Dismissed app. of Bostic Broadcasting for 98.1 mhz; 3 kw; HAAT: 328 ft. Action July 31.

■ Laurel, Miss.—Dismissed app. of Radio Laurel Ltd. for 98.1 mhz; 3 kw; HAAT: 328 ft. Action July 31.

■ Laurel, Miss.—Dismissed app. of FM Laurel Inc. for 98.1 mhz; 3 kw; HAAT: 328 ft. Action July 31.

■ Hillsboro, N.H.—Granted app. of Rumford Communications Inc. for 107.7 mhz; 3 kw; HAAT: minus 276.2 ft. Action Aug. 4.

■ Big Flats, N.Y.—Granted app. of Margaret E. Greene for 97.7 mhz; 3 kw; HAAT: 328 ft. Action Aug. 4.

■ Harlingen, Tex.—Returned app. of Valley Grande Radio Educational Foundation Inc. for 88.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 5.

■ Milwaukee—Granted app. of Family Stations Inc. for 88.1 mhz; 250 w; HAAT: 776 ft. Action Aug. 4.

TV's

■ Salina, Kans.—Granted app. of Hefty Communications Ltd. for ch. 44; ERP vis. 5000 kw, aur. 500 kw; HAAT: 577.8 ft. Action Aug. 6.

■ Missoula, Mont.—Granted app. of Robin C. Brandt for ch. 17; ERP vis. 9 kw, aur. 900 w; HAAT: 2,494 ft. Action Aug. 6.

■ Syracuse, N.Y.—Granted app. of Christian Discerner Inc. for ch. 43; ERP vis. 84.75 kw; HAAT: 252.6 ft. Action

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July 29.

■ Paris, Tex.—Dismissed app. of Johnnie B. Woodbury for ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 312 ft. Action July 29.

Facilities Changes

Applications

AM's

Tendered

■ KBRZ (1460 khz) Freeport, Tex.—Seeks CP to change hours of operation to unlimited by adding night service with 250 w; reduce day power to 265 w and make changes in ant. sys. Filed Aug. 11.

Accepted

■ KCLO (1410 khz) Leavenworth, Kans.—Seeks mod. of lic. to operate trans. by remote control. Filed Aug. 11.

■ WMAN (1400 khz) Mansfield, Ohio—Seeks CP to change TL. Filed Aug. 11.

FM's

Tendered

■ WLBF (89.1 mhz) Montgomery, Ala.—Seeks CP to change ERP to 100 kw and change HAAT to 536.6 ft. Filed Aug. 7.

■ KGRM (107.5 mhz) Grambling, La.—Seeks CP to change freq. to 91.5 mhz; change ERP to 50 kw; change HAAT to 492 ft. and change TL. Filed Aug. 7.

■ WZZO (95.1 mhz) Bethlehem, Pa.—Seeks CP to change ERP to 30 kw. Filed Aug. 5.

Accepted

■ WLSF (90.9 mhz) Naples, Fla.—Seeks mod. of CP to change HAAT to 908.56 ft. and change TL. Filed Aug. 7.

■ WCBK-FM (102.3 mhz) Martinsville, Ind.—Seeks CP to change HAAT to 557.6 ft.; change ERP to 1.05 kw and change TL. Filed Aug. 7.

■ WSOC-FM Charlotte, N.C.—Seeks mod. of CP to change HAAT to 1,049.6 ft. Filed Aug. 7.

■ WQDR (94.7 mhz) Raleigh, N.C.—Seeks CP to change TL; change HAAT to 1,226.7 ft. and change ERP 99 kw. Filed Aug. 7.

■ WWZE (101.7 mhz) Central City, Pa.—Seeks CP to change ERP 724 w. Filed Aug. 7.

■ KISJ-FM (104.1 mhz) Brownwood, Tex.—Seeks mod. of CP to change TL and change HAAT to 321 ft. Filed Aug. 10.

TV

Accepted

■ KTMW (ch. 13) Salt Lake City, Utah —Seeks MP to change ERP vis. to 112 kw; change HAAT to 3,660.5 ft. and change TL. Filed Aug. 10.

Actions

AM's

■ KJNP (1170 khz) North Pole, Alaska——Granted app. to reduce night power to 23 kw. Action Aug. 3.

■ KLRA (1010 khz) Little Rock, Ark.—Denied app. to make changes in ant. sys. Action July 31.

■ KTAN (1420 khz) Sierra Vista, Ariz.—Granted app. to increase day power to 1.5 kw. Action Aug 5.

■ KAFY (970 khz) Bakersfield, Calif.—Granted app. to increase night power to 5 kw and change TL. Action Aug. 5.

■ KPRZ (1210 khz) San Marcos, Calif.—Granted app. to change city of license; change night power to 5 kw and make changes in ant. sys. Action Aug. 5.

■ WQAM (560 khz) Miami—Granted app. to change TL and make changes in ant. sys. Action Aug. 4.

■ WAYR (550 khz) Orange Park, Fla.—Granted app. to change TL and make changes in ant. sys. Action July 28.

■ WAOC (1420 khz) St. Augustine, Fla.—Granted app. to increase power to 4 kw and make changes in ant. sys. Action Aug. 3.

■ WRCD (1430 khz) Dalton, Ga.—Granted petition of reconsideration to increase power to 2.5 kw. Action Aug. 5.

■ WSPZ (1520 khz) Douglasville, Ga.—Returned app. to increase power to 2.5 kw. Action Aug. 5.

■ KWDF (840 khz) Ball, La.—Granted app. to increase power to 10 kw. Action Aug. 6.

■ WACE (730 khz) Chicopee, Mass.—Returned app. to increase power to 500 w night; 9.3 kw day and make changes in ant. sys. Action Aug. 5.

■ WBMD (750 khz) Baltimore—Granted app. to reduce power to 710 w. and make changes in ant. sys. Action Aug. 2.

■ WTRI (1520 khz) Brunswick, Md.—Granted app. to increase day power to 9.3 kw make changes in ant. sys. Action Aug 5.

■ WVNJ (1160 khz) Oakland, N.J.—Returned app. to increase power to 2.5 kw night, 10 kw day; change TL and make changes in ant. sys. Action Aug. 5.

■ WIMG (1300 khz) Trenton, N.J.—Dismissed app. to increase power to 5 kw and make changes in ant. sys. Action Aug. 4.

■ WJIW (980 khz) Cazenovia, N.Y.—Granted app. to change TL. Action Aug. 2.

■ KBMR (1130 khz) Bismarck, N.D.—Returned app. to change freq. to 710 khz. Action Aug. 5.

■ WELW (1330 khz) Willoughby, Ohio—Granted app. to change hours of operation to unlimited by adding night service with 340 w and make changes in ant. sys. Action Aug. 5.

■ WVKS (103.1 mhz) Etowah, Tenn.—Granted app. to change HAAT to 871 ft. and make changes in ant. sys. Action Aug. 5.

■ KORQ (1340 khz) Abilene, Tex.—Granted app. to change TL. Action Aug. 2.

■ WWRS (990 khz) Mayville, Wis.—Returned app. to increase power to 500 w; change TL and make changes in ant. sys. Action Aug. 3.

FM's

■ KXDZ (103.1 mhz) Anchorage, Alaska—Granted app. to change ERP to 3 kw; change HAAT to minus 156.13 ft. and change TL. Action Aug. 5.

■ KJAN-FM (103.7 mhz) Atlantic City, Iowa—Granted app. to change TL; change ERP to 49.5 kw and change HAAT to 1,304.5 ft. Action Aug. 4.

■ WYSS (99.5 mhz) Sault Ste. Marie, Mich.—Granted app. to change ERP to 100 kw. Action Aug. 4.

■ WSBH (95.3 mhz) Southampton, N.Y.—Granted app. to make changes in ant. sys. Action Aug. 5.

■ WFRW (88.1 mhz) Webster, N.Y.—Granted app. to change ERP to 18.62 kw; change HAAT to 337 ft. and make changes in ant. sys. Action Aug. 5.

■ WLIT-FM (101.9 mhz) Gastonia, N.C.—Granted app. to change HAAT to 987.3 ft. Action Aug. 3.

■ WAZZ (103.9 mhz) Fuquay-Varina, N.C.—Granted app. to change TL; change ERP to 1.2 kw and change HAAT to 493 ft. Action Aug. 5.

■ WIOA (99.9 mhz) San Juan, P.R.—Granted app. to change TL; change ERP to 30 kw; change HAAT to 977.4 ft. and make changes in antenna system. Action July 23.

Summary of broadcasting as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
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.

Call Letters

Applications

Call	Sought by
New AM	
WGSK	South Kent School, South Kent, Conn.
Existing AM's	
KRYN	KIKX KRYN Communications Corp., Manitou Springs, Colo.
WWLW	WMHI Michael A. Rutberg, Coleman, Fla.
WPLX	Chancie L. Pylant and Jeffrey D. Pylant, Collierville, Tenn.
Existing FM	
WRBA	WVBM Royal Palm Communications Inc. Springfield, Fla.

Grants

Call	Sought by
New AM	
WWAK	Lake Area Radio, Redwater Lake, Fla.
New FM's	
WDRP	David G. Perry, Windsor, N.C.
KMYB	McKee Broadcasting, Pawhuska, Okla.
Existing AM's	
KEZJ	KEEP KSRV Inc., Twin Falls, Idaho
WLQV	WCZY Satellite Radio Network Inc., Detroit
WMFG	WGGR DNS Broadcasting Inc., Hibbing, Minn.
KQAK	KWOW Constant Communicatios Inc., Eugene, Ore.
WMRE	WSKT Morgan Broadcasting Co., Knoxville, Tenn.
KSSA	KTNS Radio Plano Inc., Plano, Tex.
WAMX	WGNT Stoner Broadcastinbg System Inc., Huntington, W.Va.
Existing FM's	
KAFM	KKJJ Chuck Crisler, Payson, Ariz.
KHYT	KMMG Brawley Broadcasting Co., Brawley, Calif.
KPSC	KPSH-FM University of Southern California, Palm Springs, Calif.
KWLI	KEYQ Joyce Communications Inc,. Eagle, Colo.
KEZJ-FM	KEZJ KSRV Inc., Twin Falls, Idaho
KWKL	KBUZ Kelsey Broadcasting Corp., Arkansas City, Kansas
WAMX-FM	WAMX Stoner Broadcastinbg System Inc., Ashland, Ky.
WLFS	WFXZ B C Communications Inc., Pinconning, Mich.
KKDL	KVLR Grignon Radio Inc., Detroit Lakes, Minn.
WMFG-FM	WMFG DNS Broadcasting Inc., Hibbing, Minn.
KYEE	KKBE Norman Todd, Trustee, Alamagordo, N.M.
WRLX	WRNX Keymarket of Charlotte Inc., Hickory, N.C.
KRXO	KIMY United Radio Corp., Oklahoma City, Okla.
WQEL	WBCQ Brokensword Broadcasting Co., Bucyrus, Ohio
Existing TV's	
KHOG-TV	KTVP Sigma Broadcasting, Fayetteville, Ark.
WESH	WESH-TV H&C Communications Inc., Daytona Beach, Fla.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

WNOE AM and FM, New Orleans' only country station and an EEO employer, seeks an experienced local sales manager Resumes only 529 Rue Bienville New Orleans LA 70130

General manager and GSM for 110th market SE, exciting building opportunity with new group owned FM Excellent sales and budgeting skills necessary Send resume to Bob Manning, Guardian Broadcasting, PO Box 7397, Rocky Mount, NC 27804 EOE.

General manager - KUSC-FM. The University of Southern California invites nominations and applications for the position of general manager of KUSC, the arts and information public radio service of USC which also owns and operates affiliated stations KCPB Thousand Oaks, KSCA Santa Barbara and KPSH Palm Springs The GM has overall responsibility for establishing artistic direction and maintaining stations' legal, regulatory and fiscal well-being, leading the program staff in creation production, and acquisition of classical music and news programs of preeminent artistic and journalistic quality, determining and serving needs of stations' listeners and subscribers and continuing the development of KUSC as a major production center for radio programs of local, regional, and national interest Requires demonstrated qualities of vision, leadership, and organizational management skills thorough understanding of the nature and purpose of public broadcasting, ability to relate to varied constituencies and individuals in the many communities served by KUSC ability to develop and implement successful fundraising strategies, and preferably, proven track record in developing and/or managing nationally prominent broadcast facility Address inquiries, nominations, and applications NLT August 21 1987 to John R Curry VP Budget Planning, Chair, Search Committee, USC, ADM-150, Los Angeles CA 90089-5012. USC is an equal opportunity/affirmative action employer

Station manager: WBAZ-FM Eastern L I N Y seeks successful GSM or LSM ready for next step Integrity, intelligence, leadership, high energy level and solid management credentials are mandatory Income includes opportunity for earned equity EOE Resumes to JS & A, 340 W 57 St, NY, NY 10019

Operations manager: WBAZ-FM, Eastern L I N Y seeks experienced production manager to be responsible for on-air sound of this Transtar Format 41 station EOE Resumes to JS & A, 340 W 57 St, NY, NY 10019

Salesperson with major market experience wanted to head sales effort for Class C FM expanding into Greenville-Spartanburg, SC Successful applicant must have solid sales and management track record Send resume with salary history and requirements to Don Trapp Box 1076, Brevard NC 28712 No calls

Major group broadcaster seeking high achieving managers and salespeople for quality station in America's finest city Send resume salary requirements and all the reasons why you should be hired to Managing General Partner, Commonwealth Broadcasting Co 2550 Fifth Ave 11th Floor San Diego CA 92103 M F EOE

HELP WANTED SALES

AM/FM combo 175+ market. Long established leader Seeking highly motivated sales representative Resume & narrative of sales philosophy to Box W-87

Experienced, aggressive, enthusiastic sales pro who is looking to move up to FM sales management Excellent compensation and future for right person in the Southwest Sunbelt at stable operation Call GM 505 863-4444

General sales manager for top rated AM-FM combo in top 65 market Must have proven sales ability and be a great teacher, motivator and leader This is a terrific opportunity in our growing corporation for the right person EOE Inquiries to Box X-47

Northern California, 100,000 watt, number one rated FM station 40 plus shares now expanding sales department Seeks two aggressive self motivated experienced sales people with management potential Media knowledge in agency and direct selling a must Send resume including track record - salary history to James C Nelly KXGO PO Box 1131 Arcata CA 95521 No phone calls please EOE M F

California:..KFIG AM/FM is currently seeking a professional highly motivated salesperson with experience in direct and agency sales Established list available Draw against commission plus outstanding benefits Contact Wayne Scholle Box 4265 Fresno CA 93744 EOE M F

Bright, energetic, self starter needed for broadcasting's fastest growing company Silver King Broadcasting needs a sales rep for its Alvin/Houston station Radio, TV, or cable sales experience required No calls Send resume to Director of Personnel, Silver King Broadcasting, 2522 Highland Square Mall, Alvin, TX 77511 EEO

Can you multiply sales through people development? Can you manage independent ego-driven salespeople in a positive style? Are you aware of the power in close relationships with your salespeople? Does your personal style indicate an excellence in sales ability? If so, NewCity Communications can offer you a chance to join a company focused on excellence as local sales manager of WZZK-AM FM in the healthy Birmingham market. WZZK ranks first among Sunbelt country stations in top 50 markets Income and growth potential are unlimited If you feel you have the talent -- call me today Jim Hopes, 205—945-1192, Monday-Friday, 8A-6P CDT. EOE

Sports & sales: AM/FM regional radio station in SW Oklahoma needs a combo sports director PBP and aggressive account executive Call Harold Wright 405—247-6682

HELP WANTED ANNOUNCERS

Recent grad. Air, news, possible sports production, etc Good voice, clear diction, smooth reading Central New York, Box X-60.

Classical music announcer. KWMU-FM, 100 000 watt NPR station in St Louis is seeking a classical music announcer Familiarity with classical music, foreign languages, production skills and classical announcing experience are a necessity Application deadline August 28, 1987 Send letter of application, resume, and non-returnable audition tape to Personnel Services University of Missouri-St Louis, 8001 Natural Bridge St Louis MO 63121 Applications without audition tape will not be considered. No phone inquiries, please.

HELP WANTED TECHNICAL

Engineer wanted: WYNR/WPIQ (Class 3 & C), Brunswick, GA, Coastal Georgia. Main base Brunswick w/occassional travel among 3 other group properties (all AM FM) Salary based on your ability and ours. Contact Dick Boekeloo 912—264-6251

Anaheim Broadcasting is seeking a chief engineer for our Southern California stations Excellent opportunity for a bright, self-starter on the way up SBE certificate helpful. Send resume and references to Jeff Salgo, VP Operations, 1190 E. Ball Road, Anaheim, CA 92805 EOE

Major NYC radio broadcasting company seeks a maintenance engineer, 3 years minimum broadcast experience, with all phases of studio, AM, FM transmitter maintenance, studio transmitter plant wiring and construction Good salary and benefits EEO Send resume with salary requirements to Box X-48.

Chief engineer for AM DA-2 and Class B FM Variety of equipment including remote studio unit Job requires electronic maintenance, orderly record keeping, and ability to instruct personnel on proper use of equipment Beginners okay if able to learn quickly EOE Reply to Engineer, WFMD/WFRE, Box 151, Frederick, MD 21701

Chief engineer. Rare opportunity for experienced person with extensive audio and FM AM transmitter background to take charge of the technical operations of our Louisville, Kentucky CHR giant Must have DA experience Good salary and benefits. Send resume references, and salary history to Great Trails Broadcasting Corporate Director of Engineering, 717 East David Road, Dayton, OH 45429 EOE.

Chief engineer, NPR FM station and transmitter supervisor, PBS UHF-TV station This is a dual position requiring ASET degree plus six years experience in broadcast engineering, including significant experience in full-power radio/TV transmitter operation/maintenance, or any equivalent combination of education and experience Valid General Class license or equivalent required Half-time CE is responsible for all technical aspects of FM operation, including FCC paperwork Half-time supervisor maintains and repairs joint UHF TV FM transmitting facility, and helps maintain translators $29,500 minimum plus benefits Send resume and names of three professional references to Karen Holp, KRWG Radio PO Box 3000 Las Cruces, NM 88003-3000 Deadline August 31, 1987 New Mexico State University is an EO/AA employer

Chief engineer wanted for Mid-West. Directional high power FM and automation experience a must Box X-69

HELP WANTED NEWS

News anchor. Akron's top rated news talk WNIR-FM has opening for news person with our award winning news department Call Bill Klaus 216—673-2323 EOE

Top flight news organization - with mobile unit, airplane, first-class facilities, and impeccable reputation - looking for competent, professional newsperson, enthusiastic delivery, sound writing skills, journalistic credentials, and ND potential Rush T/R to Mike Allen, ND, 940-WINE AM, Brookfield, CT 06804, EOE.

A Peoria FM leader needs the right person to anchor important morning drive news Become part of our 28 person AM-FM-TV news department offering good pay, solid benefits and excellent facilities We need a contemporary writer-reporter thinker Send tapes, resume, writing samples to Duane Wallace, WKZW(FM), 3131 N. University, Peoria, IL 61604 EEO/M/F.

WWJ, Newsradio 95, Detroit's only all news station has immediate openings for anchors and reporters. Full and part time Women and minorities encouraged Excellent pay and benefits Tape and resume to Don Patrick, News Director, Box 5005, Southfield, MI 48086.

NYC suburban daytimer. Morning anchor, Gather, edit issue-oriented local stories T & R to Box 910ND, Pomona, NY 10970 EOE, M/F

All news and talk station in the East seeks a versatile traffic reporter who would report live from helicopter Would have opportunity to report police news Should have traffic reporting experience Send resume to Box X-67

HELP WANTED PROGRAMING PRODUCTION & OTHERS

PD and air shift for full service AC/oldies and satellite FM in upper Midwest EEO with great benefits Experience helpful but not required Box X-36

Program director. Position for major market non-commercial classical music station Minimum 5 years experience - send resume, references and a recent success story - no beginners in strictest confidence to WQED-FM, Human Resources Department, 4802 Fifth Avenue, Pittsburgh, PA 15213.

Copywriter/production assistant. Beginnners welcome. Creativity a must. Copy samples, resume, salary to B. Mitchell, WNNJ/WIXL-FM, Newton NJ 07860 Join the best! M/F EOE

SITUATIONS WANTED MANAGEMENT

Versatile, seasoned professional seeks a new challenge in combination on-air/management position. My experience includes news, news management and executive management. Prefer market of 100 000+ For tape and resume, write Box X-22

Career broadcaster with an impressive management record in major and medium markets, as well as group and ownership experience, desires a situation that provides challenge and opportunity Prefer start-up or turnaround and the more competitive the better Call Frank Ward 803—788-8461

Wanted: general manager position with stable, aggressive organization Sales, programing and management background with 20 years of experience Presently employed, excellent references Box X-57

SITUATIONS WANTED TECHNICAL

Dependable Midwest chief lifelong broadcaster 27 years experience all phases radio, will relocate. Box X-1

SITUATIONS WANTED ANNOUNCERS

Talented sportscaster seeks PBP position 8 years experience Football, basketball, misc Doug Miles 516—354-5062.

Ten years experience: PD/all shifts-all formats Play-by-play sports including professional hockey News, remotes, copywriter and automation too Call Bruce 517—792-4252 afternoons best.

Energy + looking for position in announcing, programing, production Mature, late 20's Some p t exp. R B. graduate. Call Pam at 319—326-2815 after 5 p.m. Willing to relocate.

Midwest and Mideast: Experienced small market announcer with professional sound, voice Big on sports Rudi 414 358-0319 after 4 Central.

I'm a personality looking for a change Radio & TV experience Very personable and talented Eager to relocate Call Debbie. 412—378-3520.

Versatile disc jockey with 4 years experience Experience in news & production Smooth voice Dave 303—278-0106

Wants to relocate. Radio DJ. Experience in remote broadcasts and commercials. Able to work any format. Heavy production ability. Respond: Joseph Muzyk, 222 Park La., Second Floor, Trenton, NJ 08609.

Experienced announcer with good production, copy writing and continuity skills. Anytime, call Bill 308—534-1211.

Over 5 years major market experience, AM & PM drive. Music, news, interviews, production. Seeking MOR, N/T, MOYL. Prefer Pac. NW, Gr. Lakes. Good voice & style. You get a lot. Call Richard, 314—961-9957, 314—968-3593.

Knowledgeable, articulate, classical music announcer seeks announcing and/or programing position. Confident delivery, accurate pronunciation, programing beyond Top 40. Ernest Grove 312—668-4210.

SITUATIONS WANTED NEWS

Hard-working sports director, with 8 years experience behind the mike is looking to relocate immediately. Call Mike @ 618—654-4449.

Veteran sportscaster seeks anchoring and/or play-by-play job. Top 50 markets only Box X-13

Born to be a sportscaster. Sophisticated, exciting PBP and solid anchoring skills too big for small markets. Dedicated, knowledgeable pro with 4 years experience. Bob 201—546-5546.

PBP in all the major sports. Also a DJ, news and sports anchor. George 619—284-0767

Experienced sports director with eleven years of radio looking to relocate. Strong background in field reporting and PBP. Wants college sports in medium market. Call Bob 812—866-5515 after 5:30 EST.

Hey Alaska. Veteran anncr/copy writer seeks new frontiers. Make me an offer I can't refuse. Box X-59.

Experienced sportscaster/announcer, hard worker, great personality, community active, seeks new start. Call 309—853-5789 after 3 p.m.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

P.D. - 15 year pro including majors Expert top 40/AC programing, promotions, production, sales, people skills, voice, AD. Prefer Class C FM. Box X-54.

Programer/operations manager: Air, seasoned veteran, research development, promotion minded, ARB analysis, A/C -CHR. P.O. Box 44292, Cincinnati, OH 45244.

Now your medium or small market station can afford a consultant. For information, contact Box X-71.

TELEVISION

HELP WANTED MANAGEMENT

General manager: WCBB, Lewiston, Maine. WCBB is accepting applications for president and general manager WCBB is owned and operated by the Colby-Bates-Bowdoin Educational Telecasting Corporation as a public television community licensee serving south central Maine. The station began broadcasting on channel 10 in 1961 and is a member of PBS and EEN. The president and general manager is responsible for the overall operation of the station; is a member of and reports directly to the Board of Trustees. Position available early fall. Salary negotiable and commensurate with experience. Deadline to apply is August 17, 1987 Send application to. WCBB-TV, Selection Committee, 1450 Lisbon St., Lewiston, ME 04240. WCBB in an affirmative action/equal opportunity employer.

Business manager: Leading Southeast NBC affiliate, 3 station market, seeks take-charge individual, experienced in all phases of television broadcast accounting and Columbine Traffic System 2-3 years experience and degree in accounting preferred. Send resume to Box X-35. EOE.

Studio supervisor: Responsible for set-up, lighting and strike of studios. Hire, train, schedule and supervise student crew. Construct sets and maintain studios and scene shop Occasional directing. BA preferred Must have demonstrable skills in basic carpentry and TV lighting with knowledge of current TV production technology. Minimum of 2 years current experience Send resume by Sept 1, 1987, to William Lewis, Wright State University, 102 TV Center, Dayton, OH 45435 Equal opportunity/affirmative action employer.

General manager: Small market affiliate seeks dynamic leader. We need a great personal salesperson who also has a flair for managing, including promotion and keeping expenses under control We're located in a fine Western area with lots of media competition and an abundance of outdoor recreation $40 thousand plus incentive based on cash flow EOE Box X-53

Program manager. Major market UHF indy, part of solid profitable group Looking for program manager, strong on movies Reply P.O Box 16707, Milwaukee, WI 53216-0707. EOE.

Local sales manager. KTVU—TV San Francisco. Outstanding career opportunity at one of the country's leading independent TV stations. Excellent compensation package and benefits. Contact General Sales Manager, KTVU, 2 Jack London Square, Oakland, CA 94623. A Cox Enterprises station.

Promotion mgr.: Top 50 NE. Hands-on mgr. strong in on-air news, programing. Prod. b.g. a plus. 2 yrs. exp. as mgr. or asst. Send salary history first letter. Box X-49.

Business manager: For Virginia group owned independent; excellent opportunity for a hands-on manager. Send resume to Controller, 5401 West Kennedy Blvd., Suite 1031, Tampa, FL 33609. EOE.

National sales manager: Network affiliate in desirable southeastern market is seeking a dynamic NSM. Excellent growth opportunity. National sales management or national sales rep experience preferred. Include references for all prior sales positions. Company offers excellent benefits package and salary to be commensurate with experience and performance. Guaranteed confidentiality for replies to: Box X-63 An equal opportunity employer.

Publications manager. Top 20 market station in competitive Baltimore-Washington, D.C. area seeking publications manager to plan, write, edit and oversee technical execution of the Maryland Public TV monthly viewer magazine, various brochures and newsletters. B.A. degree in communications, journalism or related field required plus two years in layout, editing or managing of print publications. Send resume by August 29 to Vice President, Creative Services, Maryland Public TV, Owings Mills, MD 21117. Salary: $23,056. EOE/AA.

General sales manager: A real go-getter is needed to lead our sales staff to the top! Local and national experience preferred with emphasis on local. This is a tremendous opportunity to become associated with the fastest growing television broadcast group in the industry. Send resume to Box X-65. EOE

General sales manager for CBS affiliate in attractive, midsize Sunbelt market. Must be strong administrator, with prior television station sales management experience. Expertise in national sales required. An excellent growth opportunity. Please send resume to Stan Marinoff, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

Director of broadcasting. Salary range: $24,500 - $28,500/annually plus benefits. WNIT-TV is seeking an experienced leader for a challenging management position responsible for the station's broadcast facilities which include engineering operations and production. Qualified candidates will have a college degree and 5 years of television experience in production/operations with demonstrated leadership ability, excellent human relations and organizational skills. At least 2 years of their experience will be in public television. Please forward cover letter, resume and three professional references to. WNIT/34, Broadcasting Search, P.O. Box 3434, Elkhart, IN 46515. All applications must be postmarked by midnight, Monday, August 31, 1987. Do not send video tapes. WNIT/34 is an equal opportunity employer.

National sales manager: Dominant NBC affiliate in the 45th market is seeking a national sales manager. WGAL-TV, located in the Harrisburg, Lancaster, York, Pennsylvania area requires applicants with 3-5 years experience in television broadcast sales. Management experience is preferred. Excellent company benefits. Qualified applicants should send resumes to: Personnel Director, WGAL-TV, P.O. Box 7127, Lancaster, PA 17604-7127. No phone calls. WGAL-TV is an equal opportunity employer.

In the past three years our program director has made terrific contributions to our growth. With our success has come his. We are now accepting applications from experienced program directors anxious for the opportunity to build on our successes. Send resume to Personnel Director, WLOS-TV, PO Box 2150, Asheville, NC 28802. EEO Employer.

HELP WANTED SALES

Local sales manager. WFSB, a Post-Newsweek station, seeking local sales manager whose responsibilities include, local budget delivery, staffing local account executives, managing major project selling, supervising market development, establishing and maintaining working relationships with the Hartford, New Haven, Springfield buying community, keeping general sales manager informed on pricing and selling strategies. College degree preferred, previous management experience as well as local and national sales experience required. Send resume to: Warren Anderson, General Sales Manager, WFSB-TV3, 3 Constitution Plaza, Hartford, CT 06115. EOE, M/F.

Top independent station KPHO-TV, Phoenix seeks experienced account executive with 3 years in TV sales preferred. Send resume to Local Sales Manager, P.O Box 20100, Phoenix, AZ 85036. EOE.

Sales manager: General/national sales manager. Independent TV station in top 50 market. Responsibilities include national sales and to work with local sales manager in planning, forecasting, and goal achievement. Prefer experience but candidate must be focused and goal oriented with the ability to manage as well as lead. Submit resume and salary history in confidence to: Box X-56.

General sales manager: WCBD-TV, Charleston, SC, is seeking a GSM with experience in all areas of TV sales; rep experience highly desirable. College degree or equivalent experience. Company offers excellent benefits package and salary to be commensurate with experience and performance. No phone calls, please. Guaranteed confidentiality for replies and references to: WCBD-TV, Channel 2, P.O. Box 879, Charleston, SC 29401, Attn: Personnel Dept. EOE, M/F.

HELP WANTED TECHNICAL

Assistant chief engineer: Television maintenance opportunity in God's country. Can you contribute UHF transmitter experience and ¾" background? WXOW-TV, LaCross, WI, has the position for you. Forward resume to: WXOW-TV, P.O. Box C-4019, LaCross, WI 54602-4019 ATTN Dale Scherbring, C.E. 507—895-9969.

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 electrical technology or equivalent formal training, plus experience in electronic repair/troubleshooting. FCC license or SBE certification. Send resume: Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

Master control operators: Rotating shift including nights and weekends. Prior TV master control experience required Send resume: Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

Assistant chief engineer: 3 to 5 years experience in the maintenance of broadcast quality television and radio equipment. Must be able to troubleshoot to component level. Experience in re-tubing cameras, rebuilding VTR's, etc. FM transmitters, ITFS and microwave experience a plus. SBE certification required. Degree preferred. Excellent benefits, full medical, pension, etc. Salary $20,000 range. Send resume to. Personnel Dept WG, Mercer County Community College, P.O. Box B, Trenton, NJ 08690. Affirmative action/equal opportunity employer, M/F.

Supervisor-engineering field maintenance and operations. Duties: maintenance of all news and field production equipment including live units and microwave facilities. Technical supervision of remote telecasts and special events. Qualifications: experience in ENG maintenance, FCC general class. Contact Albert Scheer, Vice President-Engineering, WLEX-TV Inc., P.O. Box 1457, Lexington, KY 40591. 606—255-4404. WLEX-TV is an affirmative action/equal opportunity employer.

Assistant chief engineer: Are you an experienced maintenance person looking to move up, or a small market asst. chief looking for a larger market? We are a northeastern TV station with an opening for an experienced person to move into an assistant chief's position. People skills are equally as important as maintenance skills. We have state-of-the-art equipment, both air and producton. Transmitter experience helpful. FCC general license required. Salary commensurate with experience. Part of multi-station group offering excellent growth potential. Send resume and salary requirements. Box X-46.

Film/video sound recordist, WHA-TV, Madison. Qualifications/requirements: BA in communications, journalism or related field; two and a half years fulltime professional experience recording audio/video for small format video or film productions; knowledge of microphone techniques, audio mixing and 16mm double system film required. Salary: $19,400 minimum. Contact Pratima Sharma or Ruby Haugaard at 608—263-2114 for special application. Deadline for receipt of completed application is September 7, 1987. Women and minorities encouraged to apply. EEO.

Transmitter maintenance engineer, New England ABC affiliate seeks individual with background in installation, maintenance and operation of TV transmitter facilities. Good written communication skills are a plus. Experience with RCA G-Line transmitters is desirable. Send resume to Steven M. Davis, WPRI-TV, 25 Catamore Blvd., E. Providence, RI 02914. EOE.

Maintenance engineer, New England ABC affiliate seeks individual with 2-3+ years experience installing and maintaining broadcast video, audio, and RF systems. Must be capable of component-level troubleshooting on current equipment. Computer skills are a plus. Send resume to Steven M. Davis, WPRI-TV, 25 Catamore Blvd., E Providence, RI 02914 EOE.

Boston video/film production company has immediate opening for a maintenance engineer, 2 to 3 years of 1" online editing systems experience a must. Send resume to Director of Engineering, Audvid Productions, Inc., 1380 Soldiers Field Rd., Brighton, MA 02135.

Chief engineer. The Broadcast Communication Arts Department at San Francisco State University seeks a television engineer to be responsible for the maintenance, operation and continuing development of a professional/educational media complex including three color television studios, sound recording and editing facilities, cable radio station, and videotape editing systems Must be able to work harmoniously with faculty and students and supervise a three person technical staff B S or equivalent in EE physics or related field FCC license and minimum 3 years experience in TV maintenance and operations, pre-employment medical exam $3056 - $3688 month Send letter of application, resume with social security number, and names of three references by September 14, 1987 to Personnel Services SFSU, 1600 Holloway Ave , NAD 353, San Francisco CA 94132 Refer to Job #0744 79 Affirmative action employer

Assistant chief engineer/operations. WFSB TV 3 is seeking an assistant chief engineer who will provide supervision for the operations staff, ensure that the technical activities are successful meet the stations needs and provide administrative support to the engineering manager in planning and budgeting Minimum 5 years experience as an operating engineer in a television broadcast facility with demonstrated competence in operating and interpersonal relations College degree a plus Send resume to Stevan Vigneaux Engineering Manager WFSB, 3 Constitution Plaza Hartford CT 06115 EOE.

Assistant chief engineer: TV station in top 50 market needs assistant CE with strong maintenance ability Experienced in UHF transmitters, 3/4" and 2" VTRs and video systems desired Excellent benefits Send resume to Chief Engineer, WLYH-TV, Box 1283, Lebanon PA 17042 EOE M/F

TV maintenance technician: For repair and maintenance of studio, transmitter and satellite equipment Require an enthusiastic individual who is capable of working with minimal supervision and takes pride in their work Send resume to Marty Peshka Maintenance Supervisor, WTNH, P O Box 1859, New Haven, CT 06508 or call 203—784-8888, EOE

TV maintenance technician/satellite truck operator. Requires self-starter with valid drivers license and a good driving record Two or more years maintenance experience on 3/4" tape, Ike cameras, microwaves audio equipment satellite transmission & communications systems A two year electronics degree or equivalent and FCC license preferred Some travel required Contact Marty Peshka Maintenance Supervisor WTNH PO Box 1859 New Haven, CT 06508 or call 203—784-8888 EOE

Master control operator: KRIV-TV, Fox Television is seeking a qualified master control operator Requirements include a minimum of 3 years television experience FCC license or SBE 5 year certification required Knowledge of GV1600 beta cart machines, and Ampex 2A&B 1 inch machines Qualified applicants send resume to KRIV-TV PO Box 22810, Houston, TX 77227, Attn Engineering Dept No phone calls EOE

WNUV-TV is accepting applications for the position of master control operator Applicants must have a minimum of one year master control experience in a commercial television station with 3 4" and 1" experience Resumes only to Operations Manager, WNUV-TV 3001 Druid Park Dr , Baltimore MD 21215 No calls please EOE M F

Technical operations manager. Large cable company located in NYC has exciting position for a technical operations manager Major responsibilities include managing laboratory and microwave operation, reviewing new state-of-the-art equipment, coordinating technical activities, monitoring plant related problems, developing and maintaining training programs and preparing budgets or technical activities Applicants should have a minimum of 3-years experience in cable TV, supervisory skills and a BS degree in Electrical Engineering Please send resume with salary requirements to, PO Box 525, Putnam Valley, NY 10579 Equal opportunity employer. M/F

Transmitter maintenance engineer. For multiple UHF Public Broadcast station in VA Varied work schedule FCC first or general class license required. Resume to Personnel Officer, BRPTV, PO Box 13246, Roanoke, VA 24032 EOE

HELP WANTED NEWS

Producer for possible future opening SW Floridas ABC affiliate is looking for experienced producers Candidates must be top-notch writers who can make a newscast move Send resumes only along with salary requirements to Duane Sulk WEVU-TV, PO. Box 06260, Ft Myers, FL 33906 Please, no calls EOE, M F

Foreign bureau: We still have an opening for a one person bureau on the island of Saipan, Commonwealth of the Northern Marianas Position requires a high level of investigative reporting into governmental activities Responsible for ten minute daily newscast plus feed to main station No beginners Tape and resume to John Morvant, News Director, Guam Cable TV, 530 W O Brien Dr Agana Guam 96910 or call collect 671—477-9484

Anchor. Strong on-air communicator and writer and an experienced reporter for midday newscast. Send non-returnable tape, resume and references to Ken Middleton, News Director, WTSP-TV, Tampa St Petersburg PO Box 10,000, St Petersburg, FL 33733 No telephone calls EOE.

Weekend anchor, reporter positions both open Reporter should have internship, degree minimum Anchor should have 1 year TV minimum Tapes resumes to Bill Hoel, WXOW-TV, P.O Box C-4019, La Crosse, WI 54602-4019.

Sports anchor 6 & 11 p m. Northeast network affiliate Anchoring experience required. Resumes to Box X-52 EOE, M/F

Director for TV newscast. CBS affiliate and the number one station in Richmond Virginia is looking for a director Must have at least three years prior directing experience Leadership training and motivational skills necessary Teamplayers only! Opportunity to use Grass Valley 300 and Dubner Texta If interested please contact Bailey Dwiggins at 804—254-3600 or write to WTVR-TV, PO Box 11064, Richmond, VA 23230. WTVR-TV is an equal opportunity employer Inquiries treated confidentially M/F

Photographer. Photojournalist to join news department which stresses telling stories through pictures Applicant must be proficient at shooting and editing Commercial TV news experience a must Send resume and tape to News Director, WOKR-TV, PO Box L, Rochester, NY 14623 EOE

News director: ABC affiliate needs individual to assume leadership of a good and emerging news staff and product Must have all the basic news skills plus the skills to manage motivate plan and budget Send reusme and salary requirements to Geoffrey Pearce WYTV, 3800 Shady Run Rd Youngstown, OH 44502, An EOE

Sports producer. Looking for a sports producer to monitor sports material from various sources, select material for sports segment of newscast. Write scripts and edit video tape for sports segment. Field produce stories for inclusion in sports segment Send resume to News Director WJKS 9117 Hogan Road Jacksonville, FL 32216 Telephone calls will preclude consideration for this position

Anchor. Award-winning independent in market of 650 000 seeks experienced anchor with reporting skills Send tape, resume, and salary requirements to ND, WFMZ-TV, East Rock Road Allentown PA 18103 No calls Previous applicants need not re-apply

Ground floor opportunity for the right reporter Must be versatile and creative. We're looking for a self starter who can shoot, write, edit and isn't afraid of a challenge New CBS affiliate in the Sunbelt expanding news Come grow with us. Tapes resumes only No phone calls News Director, WHLT, 990 Hardy, Hattiesburg MS 39401

Co-anchor for Monday through Friday 6 and 11 p m news needed for medium size network affiliated in attractive Sunbelt market Minimum 3-5 years experience in reporting writing and on-air presentation An excellent growth opportunity Box X-66 EOE

News director/anchor. Southeast 101 + market. Must have strong leadership skills plus on-air capabilities Send resume and present salary status to Box X-72 EOE

Wanted, aggressive photographer to do spot news 11pm to 7am in major market Good salary & benefits are offered Send resume or demo tape to Miami Television News Service, 7400 N Kendall Dr #617 Miami FL 33156

We're looking for a talent to complement our female talent on staff, with two years of experience to co-host PM Magazine in Orlando If you have a smooth and polished look, plus excellent writing and producing skills, send your tape and resume to Dan Limbaugh, WCPX, PO Box 606000, Orlando, FL 32860 Deadline, September 7, 1987 EOE

Medical reporter: To produce and anchor medical segment for daily newscast. 2 years experience with energy and curiosity to go beyond hospital news releases Send resume and tape to Cynthia Griffin, News Director, KOTV, P.O Box 6, Tulsa, OK 74101

Night assignment editor: 2 years experience Must think visually, generate story ideas and motivate reporters to do the same Send resume to Jim Loy, Executive Producer, KOTV PO Box 6, Tulsa, OK 74101

Satellite newsgathering coordinator. Sunbelt network affiliate with strong news commitment seeks key person for uplink operations Conus member station with mobile satellite truck. Send resume with references to Walter Saddler, News Director, WJTV (CBS), PO Box 8887, Jackson MS 39204 EOE

Reporter/producer. Must be a strong writer with exceptional visual and organizational skills Must also be responsible and aggressive Will produce three days per week and do general assignment reporting the remaining two No beginners or phone calls Please send tape and resume to Jim Holland, News Director, WTVH-TV, 980 James St , Syracuse, NY 13203 We are an equal opportunity employer

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Post production editor/director: An experienced computer editor with strong creative directing background to work BetaCam component suite - CMX 3600A, GVG 100CV and Kaleidoscope - for Great Lakes area production facility/commercial television station EOE Send resume with salary requirements to Box X-37.

Public affairs producer, Alaska Public TV requires public affairs producer responsible for turning ideas into programs, researching, developing scripts supervising editing and post-production, on-air delivery interviewing and developing promotions Required BA in television or related, two full years in public affairs production Written resumes only to Personnel, KAKM, Channel 7, 2677 Providence Dr , Anchorage AK 99508

Sr. producer/arts & performance programs, KCTS/9. $1 934-$3 023 month plus liberal benefits. Sr. producer/arts & performance programs conceives, plans, produces and coordinates material from multiple-camera performance programs and arts documentaries Produces, writes and edits off-line videos Maintains overall content control in conjunction with the sr director and the executive producer Researches, writes, produces and edits other KCTS/9 production projects including arts and cultural documentaries for local regional and national broadcast and distribution Maintains functional and administrative supervision over performing and on-camera talent in conjunction with the sr director Minimum qualifications are bechelor's degree or equivalent work training experience. 3 years experience in television production with credits as producer, proven ability in the planning, production and post-production of arts and performance programs Applicantions must be postmarked by midnight, Sept 1, 1987 Please send two copies of cover letter and two copies of resume to KCTS/9 Screening Committee, Sr. Producer Arts & Performance Programs, 401 Mercer, Seattle WA 98109 Do not send videotapes KCTS 9 is an affirmative action equal opportunity employer Women and minorities are encouraged to apply

Program mgr.: Strong, S E group-owned independent seeking an experienced hardworking, enthusiastic programing professional Must be creative and possess excellent orgnizational and managemnent skills Please send resume and references to, Box X-43

Sr. director/arts & performance programs, KCTS/9. #1,934-$3,023/month plus liberal benefits Sr director arts & performance programs plans coordinates and acts as director for arts and multiple-camera performance productions produced for local regional or national broadcast and distribution Coordinates and supervises all technical and directoral aspects for arts and performance programs Plans and coordinates with the sr producer arts and performance programs or independently The minimum qualifications are bachelors degree in communications or related field or equivalent work training experience, 3 years fulltime experience in television production with varifiable credits as multiple-camera location director, proven ability in the production, direction and post-production of arts and performance programs, Applications must be postmarked by midnight, Sept 1, 1987 Please send two copies of cover letter and two copies of resume to KCTS 9 Screening Committee, Sr Director Arts & Performance Programs 401 Mercer Seattle, WA 98109 Do not send videotapes KCTS 9 is an affirmative action equal opportunity employer Women and minorities are encouraged to apply

Post production editors and maintenance engineers needed for rapidly growing Boston post house If you have several years experience with GVG or CMX editors, ADO and computer graphics applications, send a resume and salary history to Michael Hutchison Director of Post Production Services, Boston Post Production, 648 Beacon Street, Boston, MA 02215, 617—267-0500

Current affairs producer at innovative Denver-area public TV station Duties include producing a prime time series on controversial local and national issues and special projects Minimum three years experience producing documentaries and studio programs on local and national issues Studio directing and video editing skills desirable. Starting salary $15 000 to $18,000, plus benefits Resume to Director of Program Production, KBDI-TV Box 427; Broomfield, CO 80020, No tapes or calls Deadline September 7, 1987, Equal opportunity employer

Hot stuff! If you're a promotion producer with a hot reel of news promotion, let's talk! At least one year of news promotion production will put you at the top of the list to work for a great station in a great market Send reel and resume to Alan Batten WSOC-TV, 1901 N Tryon St Charlotte NC 28206, today! EOE M F

Documentary videographer/editor: looking for solid photography; strong pictures, versatile lighting ability and experience with/or desire to learn computer editing. Minimum 5 years professional experience. Award-winning unit produces documentaries for national syndication. EOE -- send tape, resume and salary requirements (will not consider letters without tapes, please no phone calls): Post-Newsweek Documentaries, 1851 Southampton Rd., Jacksonville, FL 32207. Deadline to respond: 8/26/87.

Co-host for local magazine format show airing weeknights in prime access. Must have on-air experience and strong skills in writing and producing creative feature stories. Excellent organizational skills needed along with leadership qualities to manage talent and photographers in the field. Please submit resume to. Local Production Manager, WRAL-TV, P.O. Box 12000, Raleigh, NC 27605.

On-air promotion director for WFLX-TV, West Palm Beach, FL. If you are currently handling on-air promotion in a medium or small market, and you're ready to move up, this may be the job for you. You must be a hands-on person who can create, write, build, direct and edit. You'll be joining a top group broadcaster and you'll have ample opportunity to learn and be promoted. The last three people to hold this job are still with the company in advanced positions. Send a tape of your best work with an explanation of the part you played in creating the material on the tape. Send a resume, including current salary and expectations. You will hear from us after August 26. Mail to Murray J. Green, VP/GM, WFLX-TV, 4119 W. Blue Heron Blvd., West Palm Beach, FL 33404. EOE, M/F.

Producer. Creativity a must for this expanding promotion department. Number one station is looking for two strong producers to join our team. If you can think, write and produce dynamic promotion copy, send tape, resume and references to: Rick Buchanan, KWTV, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

SITUATIONS WANTED MANAGEMENT

General manager. Small-market expert and startup specialist. Twenty years TV experience. Available now. Box X-61.

SITUATIONS WANTED NEWS

Husband/wife anchors in top 40 sunbelt market want to share same anchor desk. Box X-34.

Attractive female seeks entry-level on-air position. Broadcast degree, radio/TV experience, can edit, write and work hard. Any market. Tape. Kay 316—269-0658.

Dedicated, enthusiastic assignment reporter seeks entry level position in small commercial TV market. Box X-44.

News director. Sixteen years major market news and management experience. A pro. Impressive credentials. Box X-62.

I'm ready to join serious news team. Broadcasting and newspaper experience. College degree. Currently with major market station. Will relocate. Box-68.

Meteorologist seeking position in medium or major market. Ten years experience large, small markets. AMS seal, masters degree. Box X-58.

Reporter/field producer/magazine host: What else does a new guy on the block, who has paid some dues need to do to get his first paid break? Black, with double master's preparation (including communication) and one year combined network/large market experience, seeking niche in small to medium market. Call 216—696-8239.

Former collegiate athlete, now proven sportscaster seeks position anywhere. Hard worker with excellent writing and verbal skills. Will relocate anywhere and immediately. Also, numerous references available immediately. Call Kevin Joyner at 202—484-7463.

Experienced newscaster in New York City suberb area radio seeks on-air position in TV news. Tape available, willing to relocate. Call Adam 212—874-6700.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Expert in health and fitness with programing experience is seeking position with commercial TV station to create, develop and manage public health programs, news segments, and other related television projects. Contact Jonathan 203—255-4514.

Good editor with commercial client & promotion experience needs to relocate to New England/Northeast. Mark 303—894-9742.

MISCELLANEOUS

Primo People is seeking anchormen and anchorwomen with command and on-air presence, all size markets. Send tape and resume to Steve Porricelli, Box 116, Old Greenwich, CT 06870-0116 203—637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcasting - television production instructor for non-tenure track faculty position, beginning January, 1988, to teach two sections of basic television production, and supervise laboratories. Master's degree in related area and demonstrated teaching effectiveness required; professional experience a plus. Sen application letter, vita/resume, and three references to Broadcasting Instructor Search, Office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. Review of applications will begin October 19, 1987, and will continue until position is filled. An affirmative action, equal opportunity employer.

HELP WANTED TECHNICAL

Engineer to maintain and operate fixed and transportable uplink. Must be willing to travel. Experience in TV broadcast engineering and RF/satellite earth station maintenance required. EE degree preferred. Resume and salary requirements to: Capitol Satellite, c/o Capitol Broadcasting Human Resources, P.O. Box 12800, Raleigh, NC 27605. Phone 919—859-1400.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962 World Wide Bingo. P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

For Sale -- MDS transmission time. Single channel MDS stations in San Antonio, Killeen, Victoria & Austin, Texas. Any time slot available for video and/or data programs. For info call Judi at 512—223-6383.

Want to broadcast the American Legion baseball World Series, September 3 -7, 1987? Contact Kayla Satellite Broadcasting Network for broadcast rights in your area. Call 608—647-6387.

EMPLOYMENT SERVICES

Overseas jobs. Also cruiseships, travel, hotels. Listings. Now hiring. To 94K. 805—687-6000 Ext. OJ-7833.

Government jobs $16,040 - 59,230/yr. Now hiring. Call 805—687-6000 ext. R-7833 for current federal list.

Media Talent Associates seeking management/programing talent. On-air include cassette demo. MTA, P.O. Box 17270, Washington, DC 20041.

EDUCATIONAL SERVICES

On-air training: For TV reporters (beginners, veterans, cross-overs fromt print). Polish your delivery, appearance, writing. Practice with Teleprompter. Prepare for better career. Learn from former ABC Network News correspondent and New York local reporter. Call 212—921-0774. Eckhert Special Productions, Inc. (ESP).

MISCELLANEOUS

Cars sell for $155 (average)! Also jeeps, trucks, etc. Now available. 805—687-6000 Ext. S-7833 for details.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

Instant cash—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. Telex 910—240-3856.

25/20KW FM *Harris FM 25K (1986), Harris FM 25K (1983), *CSI 25000E (1979), *AEL 25KG (1977) **20 KW FM-CCA 20000DS (1972) * Transcom Corp. 215—884-0888, Telex 910—240-3856.

1KW AM **Harris MW1A (1983) *Continental 814-R1 (1983) both in mint condition **Bauer 701 (1983) *Gates BC-1G, 1T, 1J and BC500* Transcom Corp. 215—884-0888, Telex 910—240-3856.

50KW AM **Gates BC-50C (1966) on air w/many spares, in STEREO.* Transcom Corp. 215—884-0888, Telex 910—240-3856.

10KW AM **Harris BC-10H (1980) Mint condition, spares also *RCA BTA-10H 100% spares just taken off air.* Transcom Corp. 215—884-0888, Telex 910—240-3856.

FM transmitters **Harris FM-10H (1974) w/MS-15 RCA BTF-10D (1969) **RCA BTF-5B also 3B **Sparta 602A 2.5 FM **Gates FM-1C 1KW* 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: 110KW, 55KW, 30KW—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.

Over 100 AM-FM trans. in stock All powers, all complete, all manufacturers, all spares, all inst. books. AM 1kw thru 50kw, FM 1kw thru 40kw. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248, 214—630-3600. New # 214—276-9725.

Microwave systems. Brand names. Bought, sold, traded. Call for current availability. Maze Broadcast. 205—956-2227.

RCA TTU-50C 55KW UHF transmitter tuned in mid 40's. Currently on air. Avail late Oct. '87. First $75,000.00. Maze Broadcast. 205—956-2227.

RCA TTU-60 Sixty kilowatt UHF transmitter. Mid band. Stainless G-7 936' tower standing. 1100' 6 1/8" line, plus RCA UHF antenna on above tower. All can be inspected on air. $200,000.00 for entire package. Maze Broadcast. 205—956-2227.

Grass Valley 1600-7K production switcher. Just removed. Excellent condition. $28,500.00. Maze Broadcast. 205—956-2227.

Sony BVH-1100 1" VTR with 2000 TBC. Clean and ready. $19,500.00. Maze Broadcast. 205—956-2227

CMX Edge A/B roll editor. Interfaces for Betacam and BVU-800. 2-1/2 years old. $5750. Call David 202—722-6101.

ITFS transmitting system: 2.5 GHz Repeater equipment for 3 separate 2 channel repeater sites, transmitting antenna, waveguide, transmitter/communications building, associated cables and connectors. Excellent condition. Paul Sedivy 216—696-6900.

Microtime Act 1 squeeze zoom for sale all up-grades, 3 mo. old $16K/offer, currently on-line. 303—698-1145.

Used broadcast & video equipment. We buy, sell, consign, service. Over 1200 units in stock. BCS-Broadcast Store - 818—845-7000.

Sony Betacam BVW25 9 hours use, mint - $7,990. Many other items available. Center Video Industrial Co 1—800—621-4354 (Illinois).

Eight channel audio board. Quantum 8 x 4, cue, L-R pan, separate monitor channels, RTS stereo TT preamp. Excellent. $1,000.00 205—837-6659.

ENG news van- Complete equipped with equipment per your specificiations. Available 4-5 weeks after order. Call Video Brokers 305—851-4595.

Sony BVU 820 - Like new, new heads. Sony BVU 800's, several in stock at time of placing ad. Call Video Brokers 305—851-4595.

One inch VTR's - Sony 1000, Sony 1100 & 1100 A's, Ampex VPR 2 & VPR 2B, VPR 6 w/Zeus. All VTR's with warranty, priced as low as $15K All with TBC and some with full consoles. Call Video Brokers 305—851-4595.

Grass Valley routing switchers. GVG 400 - several to choose from up to 64 x 64 and dual audio. Call Video Brokers 305—851-4595.

Tektronix vectorscope 520 A - Like new. TEK 1480R's, 1740, 1750, sync gens, and test sets. Call Video Brokers 305—851-4595.

Ampex ACR-25B - Good condition with spares & carts. Get ACR back up while waiting for new generation equipment. Units also available with Ampex overhall and warranty. Call Video Brokers 305—851-4595.

Sony edit package - 5850, 5800, RM 440, with warranty, first class condition. Call Video Brokers 305—851-4595.

Ikegami 79D with Triax - Priced right with warranty. Call Video Brokers 305—851-4595.

Sony BVU 850 SP - Low hours. Sony BVP 330 cam in good condition. Sony PAL TBC-BVT 2000 P. Sony triple 5" color monitors. Call Video Brokers 305—851-4595.

Video Brokers - All equipment sold with full 30 day warranty. If you are not happy, we want it back. Call now for other items not in ads. 305—851-4595

Ampex VPR-5, VPR-2B, VPR-80. RCA TR-800 and 600. Convergence 202-T editor, Abekas A-52 DVE, Ikegami 302 studio camera, Ikegami HL-79E. Grass Valley 1600-3F and 3G switcher. Sony 3/4" VCRs 5850s and 5800s. 5800/5850/440 edit system only $8,900.00. And much more! Call Marvin or Lynwood at Media Concepts 919—977-3600.

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 49 Elcon evaluated 3/4 videocassettes guaranteed broadcast quality To order call Carpel Video Inc 301—845-8888, or call toll free, 800—238-4300

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

RADIO

Help Wanted Management

Edens Broadcasting seeking corporate controller. Applicant must be CPA or CPA candidate, possess minimum 2 years industry experience. Must have knowledge of the following: Lotus spreadsheet program, tax return preparation, budgeting, financial statement preparation & analysis, operational forecasting and cash flow projections. Good written & oral communication skills a must. EOE. Submit resume to:

Ms. Robin Smith, Treasurer
Edens Broadcasting, Inc.
840 N. Central Avenue
Phoenix, AZ 85004

Help Wanted Technical

GROUP CHIEF ENGINEER

Communications Management National, L.P. seeks a technical manager to headquarter at WXTR-FM, Washington, DC. You will supervise this state-of-the-art facility and advise us on acquiring and upgrading new stations. We need an ambitious, energetic, dedicated manager with indepth experience and ability. First class license required. If you can help us with AM, FM, RF, audio, microwave, subcarriers, computers, phones, and every aspect of the facilities of winning radio stations, we want to hear from you now. Good pay, benefits, and the opportunity to participate with a great team.

Contact: Bob Hughes, Vice President, WXTR, 5210 Auth Road, Marlow Heights, MD 20746. 301—899-3014. Equal Opportunity Employer.

Help Wanted Programing, Production, Others

Soft Rock 105FM WNSR

WNSR, New York's Soft Rock radio station, seeks a marketing-oriented Promotion Director Must be creative, organized, community-oriented, aggressive, understand programing, ratings, sales and budgets and communicate effectively Require three years experience in advertising or radio Computer knowledge a plus We offer a great compensation package and a team-oriented environment Send resume, portfolio materials and salary history to Personnel Director, WNSR Radio, 485 Madison Avenue, New York, New York, 10022 EOE M/F.

Situations Wanted Management

GM POSITION

Over 15 years of highly successful sales management in top 35 markets. Fully prepared and qualified to lead aggressive Television Station in top 100 market. Also, have network experience. I am a winner. Also, honest, smart, a hard worker. All I need is an opportunity. Can it be with you? Please call 305—431-2347.

Situations Wanted Announcers

Peadbody/Clio Winning Host & Show

WJR's Jay Roberts & NIGHT-FLIGHT available to best offer. In Sept. At 313—855-6203

Situations Wanted News

LEGAL/BUSINESS CORRESPONDENT

Broadcast journalist, attorney/Wharton MBA, with extensive radio and television experience. Currently on-air on #1 radio station in major 4 market. Call Peter collect at 215—563-0424

TELEVISION

Help Wanted Technical

Paragon Cable has two exciting openings in our Engineering/Construction departments

Design Engineer

Responsible for organizing and coordinating the mapping design and construction of our Rebuild Project. Must have 5 years plus experience in technical planning and supervisory experience in cable TV or other related fields. BS in Electrical Engineering required.

Manager of Procurement & Quality Control

Qualified candidate will be responsible for rebuild purchasing, quality control and the installation of a Materiels Management System. Must have experience in quality control, purchasing/inventory computer systems, RS and 3-5 years experience. BSEE degree required. Previous cable experience a plus.

For the above two positions, please send resume, including salary history, indicating positions of interest to:

PARAGON CABLE
Dept H.R., 5120 Broadway
New York, NY 10034
Equal Opportunity Employer M/F

Help Wanted Management

Sales General Sales Manager

Only Indie in Top 50 Northeast Market seeks GSM who is an experienced television sales leader on both a national and local level. Candidate should also have a record of strong administrative and organizational abilities and be able to advance to General Manager level within three years.

Salary plus override plus company car and other benefits. Send resume to Box X-64. EOE. M/F.

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AN EXECUTIVE WHO CAN RESPOND TO CHALLENGES AS QUICKLY AS THEY ARISE

As Controller of an acquisitions-minded, rapidly growing, publicly held communications company, you will direct the company's accounting, financial reporting and management information functions and help evaluate acquisitions candidates. Reporting to the chief executive, you'll be action oriented, posses a degree in accounting and preferably a C.P.A. Related accounting management, computer experience and familiarity with SEC regulations also required. We'll provide you with a base salary commensurate with experience and an extraordinary opportunity for personal and professional growth Please forward your resume in strict confidence to P O Box 96, Rockefeller Center Station, New York, NY 10185 An equal opportunity employer

Help Wanted News

News Promotion Writer/Producer

Southern New England's #1 station is looking for an experienced, innovative news promotion writer/producer.

If you think fast, write great copy and produce top quality news promos that stand out from the rest, this Top 23rd station wants you!

We're a Post-Newsweek station, committed to quality and excellence.

Send resume, reel, radio/print samples to:

Lisa Thaler
Promotion Manager
WFSB
3 Constitution Plaza
Hartford, CT 06115

An Equal Opportunity Employer

TAPE MAINT ENGINEER/SUPERVISOR

Experience in maintenance of 1" & 1/2" tape machines. Quad knowledge and supervisory experience a plus.

Please send resume, letter of interest and salary history to Recruiter, VIDEOCOM, 502 Sprague Street, Dedham, MA 02026.

Help Wanted Programing, Production, Others

Message for the Moment

Seeking Television Operations and Production Manager to expand our broadcasting of worship and other programs. Christian commitment preferred. Opportunity for creativity in America's most livable city.

Administrator, First Presbyterian Church, 320 Sixth Avenue, Pittsburgh, PA 15222.

CABLE TV PRODUCTION SPECIALIST

($2555 - $3154/mo. plus excellent benefits.) City of Santa Monica, CA seeks production professional with proven track record in video production (producing, directing, shooting, editing, writing, maintaining equipment); aesthetic talent; technical know-how; and ability to train and supervise volunteer staff. Bachelor's plus two years related experience. Apply Personnel, 1685 Main St., Santa Monica, CA 90401, 213—458-8246.

Situations Wanted Programing, Production, Others

RENT A MAJOR MARKET VOICE FOR YOUR SMALL/MEDIUM MARKET STATION!

You can afford having a major market talent voice your station's promos, ID's, commercials, etc. You send copy, I'll send results! For info write: Voice, 2120 Miramar Blvd., Cleveland, OH 44121., just in time for the new season!

Situations Wanted News

O & O EMMY AWARD WINNER

Anchor/Talk. Knowledge, compassion and experience in deadline pressure. Currently employed as all-news radio GM, but confidentially looking for return to television with growth company. Leading market research in television talk and news. Serious inquiries today! Box X-73.

ATTENTION

BLIND BOX RESPONDENTS

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers. Such materials are not forwardable and are returned to the sender.

ALLIED FIELDS

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.

MediaLine

THE BEST JOBS ARE ON THE LINE

GUARANTEED JOBS

300 listings in each **BROADCASTERS JOB WEEKLY**. **DOUBLE MONEY-BACK GUARANTEE** if annual subscription doesn't put YOU to work! Introductory offer 6 weeks $33.

BROADCASTERS JOB WEEKLY
2069 Zumbehl Rd., Suite 249,
St. Charles, MO 63303.

Programing

FREE LIFESAVERS !

A unique series of medical, health, quality of life programs, "THE HEART OF THE MATTER" deals with heart attack prevention, nutrition, elderly, sports medicine, AIDS, womens health, and much more vital health information from leading health/medical professionals and newsmakers. Series available FREE by mail/satellite.

Contact:

DIAMOND COMMUNICATIONS, INC.
2835 SMITH AVENUE
BALTIMORE, MD 21209
TEL: 301—486-4624

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

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All time $60 per half hour
UHF Channel 44
800—833-7887 or 212—475-1550

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Consultants

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Contact

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a service of McCabe & Allen

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1-800-433-2636

(In Virginia, call 703-361-6907)

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Wanted to Buy Stations

ATTENTION NEW JERSEY

Investment group interested in FM or COMBO in top 150 markets. NJ, PA, FLA. preferred. Reply in confidence to Mr. Stephen Kayne, President, c/o Skyline Media, Inc., 1451 Hwy 88 W, Suite 3-B, Bricktown, NJ 08724. Brokers protected.

For Sale Stations

GEORGIA

Fulltime AM, very profitable. Community Institution...near Atlanta. Model studios..Excellent equipment. Price less than 2X gross.

$1,225,000.00... $500,000.00 down. Owner financing. Steady revenue increase last 36 mons.

Contact
A.O. Healan, President
Sterling Business Brokers
Gainesville, GA 1—404—536-2242

FOR SALE

High power AM (PSA/PSSA) with Class B FM medium market, Mid Atlantic states. First time ever for sale by original owner. Owner wishes to retire after 30 years of community leadership. Station extremely profitable. Six figure cash flow. Can be more. Your financial statement required first letter. All financials kept in strict confidence, principals only need apply. No brokers (please). Sale subject to owner's conditions, and FCC approval. Box X-74.

VIRGINIA

Full - time AM - medium market $35,000.00 cash down - assume long term note of $150,000.00.

SOUTH CAROLINA

Very attractive terms - includes real estate and very good equipment. PSA and PSSA $285,000.00 - $35,000.00 cash down - cash flow will make payments on 15 year payout.

Write Ted J. Gray, Jr. - Broker - PO Box 475, Altavista, VA 24517.

For Sale Stations Continued

Several Excellent
Medium & Small Market Stations
in Central & Midwest
Terms to Qualified Buyers

"C" FM-AM	MN	1.05 million
"A" FM-AM	OK	600 K
"IV" AM	OK	250 K
"A" FM-AM	MO	550 K
"A" FM-AM	MO	400 K
AM Fulltime	IL	395 K
"A" FM	AR	350K

R.E. Meador & Assoc.
MEDIA BROKERS

P.O. BOX 36
LEXINGTON, MO 64067
816-259-2544

KANSAS CITY, MO.
816-455-0001

- FM in SE Texas. $240,000.
- AM/FM. Middle Tenn. 17 acres. $510,000. Terms.
- UHF TV CP within 60 miles of Cincinnati - $70,000.

Business Broker Associates
615—756-7635, 24 hours

Chapman Associates

COLORADO

AM/FM in medium market priced at attractive multiple of cash flow. Asking $1.35 million with $300,000 down.

GREG MERRILL
801/753-8090

Chapman Associates

SOUTHEAST

State radio network. Profitable operation. Contact:

CHARLES GIDDENS
202/822-8913

WHO WOULD WANT TO BUY YOUR STATION?

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SNOWDEN Associates

(Eastern Time)
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HAPPY BIRTHDAY BILL EXLINE

From Your Station Friends

You have helped many of us realize our dreams and helped some of us get out of our nightmares.

August 16, 1987

Chapman Associates

MIDWEST

Small market combo. Profitable. Asking $950,000 with terms. Contact:

BILL LYTLE
816/941-3733

Chapman Associates

ROCKY MOUNTAIN

Top 40 market: Class C FM with 50 kw AM. Asking $2.8 million. Contact:

GREG MERRILL
801/753-8090

I'M SPREAD TOO THIN

Resort area Class A FM in Southern Sierras in CA nees full time owner-operator. Great opportunity with only FM station in market of more than 20,000. $225k cash. Write Box X-70.

OREGON AM/FM

Powerful, undeveloped AM/FM combo, county seat, improving economy. First class studios. Warm summers, mild winters, 290 days of sunshine/year. Accessible by major airlines. $450,000 with easy terms. Contact Wendell (Bud) Doss of Blackburn & Company, Inc. 602—748-1492.

CALIFORNIA

AM/FM, Central Coast, fastest growing county in state, #1 rated, #1 facility. $3.0mm.
Box X-32.

MID MICHIGAN

Strong AM in Medium Market for sale. 1986 cash flow more than $250,000. Asking $1.5 million. Good owner/operator situation. Box 323 Bancroft, MI 48414.

FLORIDA

PARTNERS NEEDED TO PUT FULL POWER UHF TV STATION ON THE AIR. INTERESTED? CALL
DOYLE HADDEN 305—365-7832

RATINGS ARE UP....BILLING IS UP, PRICE IS STILL DOWN.

FULL CLASS C FM, MAJOR MARKET AND 10,000 WATT AM. SELL TOGETHER OR SEPARATE. GENE GUTHRIE 801—972-3449.

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VIRGINIA fulltime AM

Prime market, major college, excellent facility, good signal/dial pos., incl. real estate. Exclusive mkt. format. Fine profit potential. Approx. 2 X gross. W. EDWARD McCLENAHAN & Assoc., Inc., 100 Tally Ho Dr., Charlottesville, VA 22901. 804—977-4096.

PUERTO RICO INDY

Top 25 market, currently in reorg. Exc. potential, needs well capitalized experienced operator. Stock or assets can be purchased. All new equipment. Call 305—536-9951. Investors considered.

For Sale Stations Continued

Chapman Associates

TEXAS

Medium market - resort area. Profitable FM. Asking $650K with $100,000 down.

BILL WHITLEY
214/788-2525

East Texas Class A in growth area..$400K..excellent terms.

Extremely solid AM in good South Central medium market. Exceptional cash flow $950K with terms available.

Mississippi combo in solid market..ratings leader.. $1.2M with good cash flow.

Texas Class A. Unrivaled facility for market this size..$325K.

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CLASS "A" FM
$50,000 CASH
Vandalia, Missouri

Station currently DARK
Call or Write

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SOUTHWEST

Class IV AM w/Class C FM; large single station market. Priced less than 1.75 x 1986 revenues. Contact:

DAN ROUSE
214/788-2525

EARLY DEADLINE NOTICE

Due to Labor Day holiday, Monday, September 7, 1987, classified advertising for the September 14 issue is due Friday, September 4, 1987, at noon, EDST.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

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 addressed to: (Box number), c/o BROADCASTING, 1705 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. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: $1.00 per word, $18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, $9.00 weekly minimum. 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 per inch. Situations Wanted: (personal ads): $50 per inch. All other classifications: $100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

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

Appointments at Westinghouse Broadcasting Co.:**Robert E. Faust**, VP and controller, New York, to VP, finance and planning, there; **Dennis Ganzak**, VP, financial and information services, Milford, Conn., to VP and


Faust

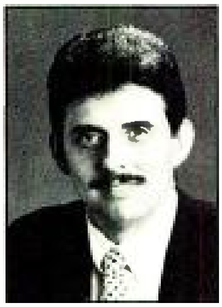

Ganzak

headquarters controller, New York; **John Waugaman**, VP and general manager, WINS(AM) New York, to senior VP, marketing and sales, Group W Radio; **Warren Maurer**, VP, AM stations, Group W Radio, adds responsibilites as general manager, WINS(AM).

Michael Hinchman, director, credit and collection, Viacom International Inc.'s Showtime/The Movie Channel, New York, named VP, billing and collection, Viacom Networks Group there.

Appointments at Storer Communications, Miami: **Michael Tallent**, corporate controller, to VP and controller; **Paco Gonzalez**, business manager, Storer Cable's Maryland and Delaware systems, to operations manager, Storer Cable's Maryland Eastern Shore system, Salisbury, Md.; **Charles (Buck) Dopp**, manager, Storer Cable's Dover, Del., system, to operations manager, Storer Cable's New Haven, Conn., system..

Thomas H. Pierce, general manager, WEZF(FM) Burlington, Vt., joins Knight Quality Stations, Boston-based owner of four FM's and three AM's in New England, as senior VP.


McAnany

Howard J. McAnany, VP and general manager, WAVZ(AM) New Haven WKCI(FM) Hamden, both Conn., joins Eastern Broadcasting Corp., Washington-based owner of five AM's and six FM's in Pennsylvania, Rhode Island and Illinois, as VP, operations.

Gary L. Ferrell, business manager, WLOS(TV) Asheville, N.C., joins noncommercial KCET(TV) Los Angeles as VP, finance, and chief financial officer.

John Pascarelli, director, sales, Cablevision System, Boston, joins Storer Cable, Fairfax, Va., as sales manager, Storer's Connecticut, Delaware and Maryland cable systems.

Donna Zapata, station manager, WHAS-TV Louisville, Ky., joins KTTV(TV) Los Angeles in same capacity. **Steve Steinberg**, manager, broadcast operations, WHAS-TV, joins KTTV(TV) in same capacity.

Jeff J. Coelho, general manager, KOFY(AM) San Mateo, Calif., joins KGU(AM) Honolulu in same capacity.

Dan DiLoreto, executive VP and chief operating officer, Swanson Broadcasting, Tulsa, Okla., joins WKRL(FM) Clearwater, Fla., as VP and general manager.

Appointments at KEBC(FM) Oklahoma City, Okla.: **Bill Kirk**, executive VP, Summit Communications there, to VP and general manager; **Charlie Marcus**, program director, KXXY-TV there, to operations manager and on-air talent.

John W. (Jack) West, VP and general manager, WREX-TV Rockford, Ill., joins KFDX-TV Wichita Falls, Tex., in same capacity.

Reggie Jordon, VP, radio division, Bahakel Communications, Charlotte, N.C., joins SunGroup Inc., Nashville, as VP, RadioSunGroup, Texas, Inc. and general manager, KKQV(FM) Wichita Falls, Tex.

Pari Forood Novik, account executive, WKIP(AM) Poughkeepsie, N.Y., named VP, operations.

Betsy R. Gillete, product manager, Pacific Bell, San Francisco, to analysis manager, programing and marketing, Viacom Cablevision, Pleasanton, Calif. **Joseph F. Kiselica Jr.**, sales manager, central division, Coral Pictures Corp., Orlando, Fla., joins Viacom central Midwest division, Chicago, as account executive.

Steve Arveschoug, sales manager, KCSJ(AM)-KUSN(FM) Pueblo, Colo., named general manager.

William L. Killen Jr., manager, financial analysis and planning, Cox Enterprises Inc., Atlanta, named director, financial analysis and planning.

Marketing

Donald G. Sullivan, executive VP and general manager, Chicago office, J. Walter Thompson U.S.A. Inc., named vice chairman, new business and marketing programs.

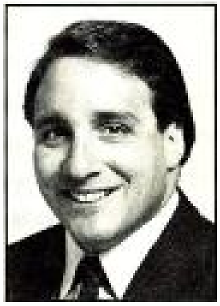
Eugene F. Bartley Jr., former president, New York office, D'Arcy MacManus Masius, joins Bozell, Jacobs, Kenyon & Eckhardt there as executive VP and general manager, New York office.

Henry Strock, senior VP, Interpublic Group of Companies, named senior VP, financial analysis and acquisitions. The group includes McCann-Erickson Worldwide, New York; SSC&B: Lintas Worldwide/U.S.A., New York; Campbell Ewald, Warren, Mich., and Lowe Marschalk Worldwide, New York.

Tom Somerset, director, media services, Bozell, Jacobs, Kenyon & Eckhardt, New York, joins Postaer & Associates, Los Angeles, as senior VP and director, media resources.

Appointments at Flair Communications Agency Inc. New York: **Lee Ward**, VP, account services, DDB Needham, New York, to


Ward


Cappalli

VP, account management; **Robert Cappalli Jr.**, account manager, Detroit, to senior account manager there.

David Carter Fletcher and **John H. Martin**, marketing account managers, Saatchi & Saatchi DFS Wegener, division of Saatchi & Saatchi DFS Inc., New York, named VP's.

Lisa Nelson, associate media director, DDB


Schweitzer

George Schweitzer, 36, resigned as vice president of communications and information at CBS last week to accept a position as vice president and director of corporate relations at Young & Rubicam. The announcement by the 15-year CBS veteran came as a surprise to many, given the consolidation in press and investor relations departments throughout CBS that Schweitzer had engineered recently.

Since joining CBS in 1972, Schweitzer worked in a variety of positions in production, program practices, and advertising and promotion. He was also vice president of communications & operations for CBS Sports.

No immediate successor was named last week, and until a replacement is named Schweitzer's duties will be taken over by David Fuchs, senior vice president of corporate and broadcast affairs.

In his new job Schweitzer will report to Y & R chairman Alexander Kroll. He succeeds M. Jon Vondracek who is on assignment to the Washington office of Y & R subsidiary Burson-Marsteller.

Needham Worldwide, New York, named VP.

Appointments at Turner Broadcasting System Inc.: **John Popkowski,** VP and manager, New York sales, to VP, national sales, Atlanta; **Angela Pumo,** VP and manager, national sales, and **Steve Carter,** senior account manager to VP's-New York sales managers.

Appointments at Orbis Communications, International Advertising Sales, New York: **Robert Chenoff,** account executive, to VP; **Barbara Fultz,** staff, to manager; **Thomas J. Illari,** controller, TempsAmerica East there, to same capacity.

Charles L. Robbins, former advertising sales manager, American Cablevision, Kansas City, Kan., joins Janz-Mack Advertising Associates Inc., Shawnee, Kan., as executive VP.

Karen Lamas Tobin, senior VP, LJC Promotions, Los Angeles, joins KIIS-AM-FM there as director, marketing.

Margaret Caputo, manager, Katz Continental Television, Boston, named manager, west central station group, New York.

Greg Thompson, business manager, Cable Networks Inc., New York, named manager, affiliate relations.

Lisa Decker Grindell, retail sales manager, KINK(FM) Portland, Ore., named sales manager.

Mark Crawford, director, communications and special projects, and **Mark Featherston,** local sales manager, WUHQ-TV Battle Creek, Mich., named VP's.

Appointments at KPWR-FM Los Angeles: **Susan Perry Hoffman,** local sales manager, to general sales manager; **Marie Kordus,** account executive, to sales manager; **David Lebow,** account executive, to research director, national sales; **Kim M. Smith,** account executive, KKBQ-TM Pasadena, Tex., to same capacity.

Appointments at Tatham-Laird & Kudner Advertising, Chicago: **Carl Haseman,** art director, to partner; **Rob Carstens,** media planner, to manager, media information services; **Gary Epstein,** account executive, to account supervisor; **Cheryl Blockus,** production manager, to print production director.

Donald L. (Blue) Grubaugh, account executive, KRON-TV San Francisco, joins WOWT(TV) Omaha as VP and general sales manager.

Appointments at DDB Needham Worldwide, Chicaco: **Cindy Bokhof** and **Cathy Grisham,** associate creative directors, to creative directors; **Cal Bruns, Dennis Ryan** and **Libby Morse,** copywriters, and **Michael Oberman** and **Brad Morgan,** art directors, to associate creative directors.

Ken Wente, general sales manager, WOAI(AM)-KAJA(FM) San Antonio, Tex., joins KEBC(FM) Oklahoma City in same capacity.

Andrew M. Golding, sales manager, KEZA(FM) Fayetteville, Ark., named general sales manager, Fort Smith and Fayetteville.

Dale Hower, assistant account executive, W.B. Doner & Co., Detroit, named account executive there.

Edward Bee, account executive, Independent Television Sales Inc., Detroit, joins Mutual Telesales Inc., New York-based representative firm, as manager and account executive.

Vernon Winfrey, (r), watches daughter, syndicated talk show host, Oprah, present $200,000 check to Tennessee State University Foundation executive director, Dr. Calvin Atchison, (l), to establish 10 full scholarships in elder Winfrey's name. Daughter, BA from Tennessee State, said, "No person has had a greater influence in extolling the importance and value of a good education than my father. It is because of him that I am where I am today."

Appointments at Blair Television: **James Jump,** assistant manager, Chicago Independent Team, to manager there; **Cathy Carrier,** account executive, Seltel, Chicago, to same capacity, San Francisco; **Marie E. Bowen,** account executive, Turner Broadcasting System, New York, to same capacity, New NBC Green Team there.

Jeffrey W. Goetz, account executive, D'Arcy Masius Benton & Bowles Inc./Worldwide Communications, St. Louis, named account supervisor.

Angelica Martin, account executive, Select Radio Representatives, Chicago, and **Annie Zoller,** account executive, Torbet Radio, New York, join Hillier, Newmark, Wechsler & Howard, Chicago, in same capacities.

Appointments at Kenny & Associates, Toledo, Ohio: **Rose Pomeroy,** media buyer, Associates Creative, Southfield, Mich., to media director; **Michael C. Fink,** graduate, Art Institute of Pittsburgh, to assistant art director.

Appointments at TeleRep Inc.: **Tom Lauchner,** account executive, R team, Los Angeles, to group sales manager, P team, there; **Mark Winkler,** account executive, Petry Television Inc., New York, to same capacity, Los Angeles; **Diane Hartline,** account executive, KTVT(TV) Fort Worth, to sales staff, T team, Dallas.

Leslie I. Zuckerman, account supervisor, Lewis, Gilman & Kynett, Philadelphia, and **James D. Pond,** account supervisor, Moroch and Associates, Houston, join Weightman Inc. Advertising, Philadephia, in same capacities.

Maria Zasada, account supervisor, Hill, Holliday, Connors, Cosmopolus, Boston, joins Chiat/Day Inc. Advertising, San Francisco, in same capacity.

Thomas Rudnick, national account manager, Westwood One/Mutual Ratio Networks, Culver City, Calif., joins MediaAmerica Inc. representation and marketing firm, New York as director, sales.

Rick Herrmann, creative services manager, KOTV(TV) Tulsa, Okla., joins WSYT(TV) Syracuse, N.Y., and WNHT(TV) Concord, N.H., as corporate director, creative services.

Kenneth S. Mugler, president, Ken Mugler Associates Inc. Lansdowne, Pa., joins McAdams & Ong, Philadelphia, as senior account executive.

Brad Kelly, account executive and Western region sports manager, CBS Radio Representatives, Los Angeles, joins McGavren Guild Radio there as account executive.

Suzette Schenkel, account executive, Independent Television Sales Inc. media representatives, Detroit, named sales manager there.

Programing

Rick Levy, former persident, King World's barter subsidiary, Camelot Entertainment, New York, joins D.L. Taffner Ltd. there as president, sales and marketing, in charge of barter syndication and program sales.

Appointments at Columbia Pictures Industries Inc.: **Chase Carey,** senior VP, and president, Columbia Pictures pay cable and home entertainment group, New York, to executive VP, Coca-Cola's Entertainment Business Sector International there; **Wendy Benjamin,** VP, business affairs, Vestron Pictures, Los Angeles, to Columbia Pictures Industries Inc., Burbank, Calif., as VP, legal affairs; **Sherry E. Sherman,** senior counsel, New York, to assistant general counsel.

Rosenthal

Jane Rosenthal, VP, production, motion pictures and television, Walt Disney Productions, Burbank, Calif., joins Warner Bros. Television, there, as VP movies and mini-series.

Bill Josey, VP, business and legal affairs, The Disney Channel, Los Angeles, joins MGM/UA Television Productions Inc., Culver City, Calif., as VP, business affairs.

Dayna Kalins, senior VP, creative affairs, dramatic programing, Television Production Division, 20th Century Fox Television, Los Angeles, named executive VP, creative affairs.

Kalins

Sugar

Larry Sugar, VP, distribution and acquisitions, CBS Productions, Los Angeles, joins Weintraub Entertainment Group there as executive VP, distribution.

Appointments at Laurel Entertainment, New York: **Virginia M. McGuire,** VP, finance, to senior VP, finance; **Mitchell Galin,** and **Michael G. Gornick,** VP's, production, to senior

VP's, production; **Diane Vilagi,** business affairs administrator and production controller, to VP, production administration.

Appointments at Showtime/The Movie Channel Inc., New York: **Steve Hewitt,** VP, original programing, East Coast, to VP, original programs (based on East Coast); and **Gary Keeper,** VP, comedy series, to VP, original programs (based on West Coast); **Jim Miller,** senior VP, scheduling and planning, to senior VP, program acquisitions and planning; **Joan Boorstein,** manager, film acquisition, to VP, film acquisition; **Matthew Duda,** director, program planning, to VP, program planning; **William F. Rogers,** director, business affairs, Viacom Productions, there, to VP business affairs.

Appointments at Universal Television, Los Angeles: **Joan Sittenfield,** program executive, word VP, series, movies for television, pilot and development casting; **Milt Hamerman,** VP, talent, named VP talent and special projects; **Roxanne Lippel,** director, music business affairs, to VP, music.

Todd Thicke, prime series writer, *Growing Pains* and *Animal Crack-Ups*, ABC-TV, New York, and **Dottie Archibald,** freelance writer and former *Laverne and Shirley*, writer, ABC-TV, to writers, *The Wil Shriner Show*, Group W Productions, Los Angeles.

Appointments at Viacom International Inc.'s MTV Networks, New York: **John Reardon,** executive VP and general manager, affiliate sales and marketing, to executive VP, sales; **Lois Peel Eisenstein,** senior counsel, entertainment group, Viacom International Inc., New York, to VP, law; **Rich Cronin,** regional director, affiliate sales and marketing, central region, Chicago, to VP, marketing, Nickelodeon and Nick at Night, New York; **Wendy Watson,** sales assistant, affiliate sales, Eastern region, named manager, affiliate market planning.

Appointments at Westwood One Radio Networks: **Steve Jenkins,** director, station sales, Los Angeles, to VP and director, affiliate relations there; **John Brodie,** account executive, New York, to VP and Eastern sales manager there.

Associated Press Broadcasters Inc. advisory board of directors has been elected by broadcast members of the Associated Press: **John D. Sawhill,** VP and general manager, WJAR(TV) Providence, R.I., representing stations in Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island and Vermont. **H. Randolph Holder,** president, WGAU(AM)-WNGC(FM) Athens, Ga., reelected to represent stations in Florida, Georgia, North Carolina and South Carolina. **Norm Schrader,** news director, WDAY-AM-FM-TV Fargo, N.D., reelected to represent stations in Iowa, Kansas, Minnesota, Missouri, North Dakota, South Dakota and Wisconsin. **David J. Barrett,** general manager, Hearst Broadcasting and VP and general manager WBAL(AM)-WIYY(FM) Baltimore, representing stations in Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania and Virginia.

Edwina E. Dowell, corporate counsel, Univision Inc., New York, named assistant general counsel, Univisa Inc., Univision's parent company there, and VP at Univision.

Steven D. Alper, VP and executive producer, television division, Radio City Music Hall Productions, New York, joins Madison Square Garden Enterprises there as president.

Fran Reiter, VP, station sales, Orbis Communications Inc., New York, joins The Entertainment Network, Los Angeles as VP, sales.

Iain Anderson, VP and chief financial officer, Film Bond Services Inc., Los Angeles, joins Marvel Productions Ltd. there as VP, administration and operations.

Sandra Henry Morris, director, business affairs, Lorimar Television, Culver City, Calif., named VP, business affairs.

Jill Gross, marketing coordinator, Campus Network Inc., New York, joins Telemundo Group Inc. there as director, network program operations.

Ame Simon, manager, children's programs, ABC Entertainment, New York, named director, children's programs.

News and Public Affairs

Steve Wasserman, news director, WCBS-TV New York, joins WPLG(TV) Miami as VP, news.

Paul Sagan, executive producer, news, CBS's WCBS-TV New York, named director, news.

Harvey Nagler, VP, news and sports, United Stations Radio Networks, New York, joins WCBS(AM) as director, news. **Jim Lampley,** sportscaster, ABC Sports, New York, joins CBS's KCBS-TV Los Angeles as sports director. **William Geist,** reporter, *New York Times*, New York, joins CBS News there as contributor, *Sunday Morning* program.

Appointments at Associated Press: **Otto Doelling,** chief correspondent, United Nations, New York, named executive assistant, world services division, there; **Victoria Graham,** bureau chief, New Delhi, succeeds Doelling at United Nations; **Earleen Fisher,** correspondent, foreign desk, New York, succeeds Graham in India; **Rosie Oakley,** general broadcast executive, membership and sales, Eastern U.S., to deputy director, sales, broadcast services; **Barbara Worth,** editor, supervisor, producer, broadcast wires, AP Network News and TV Direct, to assistant managing editor, administration, broadcast services; **Susan Spaulding,** broadcast executive, northern California and Oregon, to same capacity, Indiana and Illinois, based in Chicago.

Frederick Allen, political editor, *Atlanta Journal and Constitution*, joins CNN there as national political analyst and correspondent.

Scott Reather, news producer, KODE-TV Joplin, Mo., joins WJXT(TV) Jacksonville, Fla., in same capacity.

Tom Peters, co-author, "In Search of Excellence" and "A Passion for Excellence," joins noncommercial KPBS-TV San Diego as commentator, *The Nightly Business Report*.

Don Molino, manager, affiliate relations, Interstate Communications Inc./Louisiana News Network, Baton Rouge, named farm director, Louisiana Agri-News Network, subsidiary, Interstate Communications.

Mike McHugh, news producer, WTHI-TV Terre Haute, Ind., joins WISN-TV Milwaukee in same capacity.

James Johnston, executive producer, noncommercial WAER(FM) Syracuse, N.Y., named news director.

Steve Johnson, news director, WKFT(TV) Fayetteville, N.C., joins KXLY-TV Spokane, Wash., in same capacity.

Appointments at KMST(TV) Monterey, Calif.: **Jack Bowe,** news director, WYTV(TV) Youngstown, Ohio, to same capacity; **Julie Christie,** producer, 6 p.m., KSBW-TV Salinas, Calif., to executive producer and assignment editor.

Richard Vandiver, executive producer, WCIV(TV) Charleston, S.C., joins KTEN(TV) Ada, Okla., as news director.

Jack Speer, news director, WNCX(FM) Cleveland, joins WHWH(AM) Princeton, N.J., as afternoon news editor.

Leticia Ponce-Diaz, associate news director, co-host and co-anchor, KTIE(TV) Oxnard, Calif., joins KHJ-TV Los Angeles as anchor, 1 p.m., weekday news.

Edye Tarbox, writer and associate producer, WCBS-TV New York, joins WPXI(TV) Pittsburg as anchor.

Tim Espar, anchor, WLTS(TV) Columbus, Ohio, joins noncommercial WOUB-AM-TV and WOUC-FM Athens-Cambridge, Ohio, as news director and anchor.

Dave Simon, general assignment reporter and sports anchor-reporter, KDEB-TV Springfield, Mo., joins WIFR-TV Freeport, Ill., as assignment editor and 5 p.m. news producer.

Elizabeth McGuire, weekend anchor, WTOL-TV Toledo, Ohio, joins WTNH-TV New Haven, Conn., as reporter, Hartford, Conn., bureau.

Technology

Kenneth H. Kinsman, VP, finance, videocipher division, General Instrument Corp., San Diego, named VP, DBS operations.

Shellie Rosser, director, corporate accounts, Pioneer Communications of America Inc., Columbus, Ohio, joins Anixter Bros. Inc., Skokie, Ill., as VP, business development.

James A. (Andy) Moorer, VP, audio development, The Droid Works, San Rafael, Calif., Lucasfilm subsidiary, joins Sonic Solutions, production equipment manufacturer, San Francisco, as VP, audio research.

Roy D. Rosner, senior VP, product development, Telenet Communications Corp., Reston, Va., joins Telematics International Inc., Fort Lauderdale, Fla., as VP and general manager, network products business.

Mark Sheldon, marketing manager, Chaparral Communications Inc., San Jose, Calif., joins Meridian Data Inc., pre-mastering equipment manufacturer, Capitola, Calif., as VP, marketing and sales.

Business and economics school of the University of North Carolina, Greensboro, has been named for **Joseph McKinley Bryan,** president, from 1945 to 1963, of Jefferson Standard Broadcasting Co., (now Jefferson-Pilot Broadcasting Company), and head of parent Jefferson Standard insurance company. The Joseph McKinley Bryan School of Business and Economics is the largest of six professional schools on campus, with approximately 2,600 majors enrolled.

Andrew Mougis, regional sales, Sony Magnetic Products Co., New York, named director, sales, professional tape division.

Promotion and PR


Begley

Maggie Begley, director, publicity, advertising and promotion, Warner Bros. Television, Los Angeles, joins Mahoney/Wasserman & Associates there as VP, television.

Jayne Wallace Yollin, VP, Ruder Finn & Rotman, Los Angeles, joins The Lippin Group, there, as VP.

Hal L. Pearman, VP and director, public relations, Cargill, Wilson & Acree, Atlanta, joins Ketchum Public Relations there as VP.

Robert Thatcher, VP, on-air promotion, first-run television, Lorimar-Telepictures, Culver City, Calif., joins Davis Glick Productions, Santa Monica, Calif., as VP, on-air promotional spot production.

Arthur Benjamin, owner, AdVantage Media Services, Hartford, Conn., joins Connecticut Public Television there as VP and director, statewide marketing and public relations. He will continue to operate AdVantage Media.

Peggy Keegan, manager, public relations, Viacom Cablevision, Pleasanton, Calif., named director, public affairs.

Ellen C. Ehrlich, director, communications, NBC News, New York, joins Trahan, Burden & Charles Inc., Baltimore, public relations firm, as senior account executive.

Allied Fields

Bob Biernacki, VP and general manager, WOR(AM) New York, joins The Mahlman Co., New York-based station broker, as executive VP.

Montgomery K. Hyun, acting chief judge and administrative law judge, Federal Trade Commission, Washington, appointed chief administrative law judge there.

Terry Haines, senior attorney-adviser, policy and rules division, FCC Mass Media Bureau, Washington, named to minority staff, House Subcommittee on Telecommunications and Finance.

Doug O'Brien, news director, WNBC(AM) New York, accepted President's Citation Program for Private Sector Initiatives awarded to WNBC(AM) for airing three month-long programs focusing on the homeless, substance abuse and Statue of Liberty celebration last year.

Anthony (Tony) Gentile, TV editor, *Newsday*, Melville, N.Y., joins Cablevision Systems of Long Island, Woodbury, N.Y., as publisher, *Total Television* weekly program guide, **Maggie Melluso,** editor monthly program guide, Cablevision Systems, named editor *Total Television*.

Turner Broadcasting System Inc. chairman and president, **Ted Turner,** selected 1987 recipient *Lowell Thomas Award* for achievements in electronic journalism, presented by International Platform Association—156-year-old lecture circuit organization.

New officers elected at American Women in Radio and Television: **Marlene Belles,** controller, KTVU(TV) Oakland, Calif., to president; **Diane Sutter,** VP and general manager, WTKN(AM)-WWSW-FM Pittsburgh, to president-elect; **Harriette Sacklow,** VP, media, Wolkcas Advertising, Albany, N.Y., to Northeast area VP; **Ronita Hawes-Saunders,** supervisor, Marketing & Media Services, Dayton Public Schools, Dayton, Ohio, to North Central area VP; **Karen Stegwell,** financial administrator, WFC Advertising & PR, Phoenix, to Western area VP; **Janis Marvin,** program/personnel manager, WOI-TV Ames, Iowa, to VP, resource development and chair, AWRT Foundation; **Lucielle Cliette,** director, marketing and promotion, The Center Companies, Detroit, to VP, promotion/public relations; and **Patricia Mahoney,** partner, Fletcher, Heald & Hildreth, Washington, to VP, programing and professional development.

Deaths

Clara Peller, thought to be 86, television commercial actress, died of congestive heart failure Aug. 11 at her home in Chicago. She began acting career in 1974 and 10 years later gained sudden fame due to appearances in four Wendy's International TV commercials, produced by Sedelmaier Film Productions, Chicago, for Dancer Fitzgerald Sample Inc., New York, in which she spoke line "Where's the beef?" Commercials are credited with 24% increase in Wendy's profits that year. A childhood immigrant from Russia, she possessed no birth certificate, and her exact age is not known.

John A. Kennedy, 88, broadcasting group owner, print and broadcast journalist and one-time administrative assistant to William Randolph Hearst, died of cancer June 16 at his summer home in La Jolla, Calif. In 1936 he formed West Virginia Network, composed of radio stations in Charleston, Clarksburg, Huntington and Parkersburg, which he later sold to buy KFMB-AM-FM-TV San Diego in 1951 for $925,000. He sold San Diego station two years later for $3 million. He is survived by daughter and two sons.

Fifth Estater

The best of both worlds

Barry Lemieux faced a role-model dilemma of sorts growing up. Half the members of his family were educators, the others entrepreneurs. When faced with choosing a career, he recalls the pull "between doing good and doing well." It wasn't until he got involved in cable television a number of years later that he found a way to do both.

Today, as president and chief operating officer of American Cablesystems, Lemieux has helped build the 22d largest MSO. With 450,000 subscribers, the company has among the highest pay-to-basic and revenue-per-subscriber ratios in the industry—stemming in part from the company's, and Lemieux's, strong emphasis on marketing.

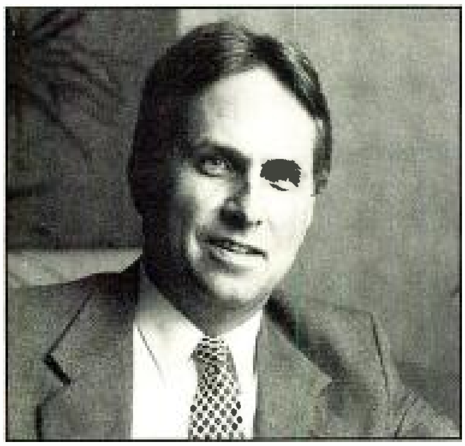
Lemieux—who serves as president of the Cable Television Administration and Marketing Society, which is holding its annual convention this week in San Francisco—says expansion remains at the forefront of American's plans: "We're looking for markets where we can establish a presence and attract high-quality management."

The good times have also included good deeds. Many of the company's cable operations raise funds for charities, and earlier this year, American's corporate literacy campaign received an Ace award for distinguished achievement. "We're finally in a position to really put something back into the community," Lemieux says.

It was teaching that had an early influence on his life. Born in Brooklyn, he grew up on Long Island, where he founded a Future Teachers of America chapter in high school. He earned an undergraduate degree in history from Hofstra University and a master of arts in teaching from Harvard.

After a stint in the Army, Lemieux joined the management development program of a Brooklyn telephone company, but felt lost in a big operation. He moved on to a smaller company, he says tongue-in-cheek, Mobil Oil. At Mobil, he had an opportunity to join the Bedford-Stuyvesant Restoration Corp., formed to launch businesses in that impoverished area of Brooklyn. He took a six-month social service leave, but wound up staying four years. It was there, while developing a cable television franchise proposal, that he "became intrigued with the potential of cable and what it could provide," he says. "It was not only a viable business, but it could do some good."

While working for Bedford-Stuyvesant, Lemieux gave a speech in Dayton, Ohio, on cable and its community development potential. Bud Hostetter, chairman of Continental Cablevision, was in the audience, and approached Lemieux about joining Continental's cable operations in Ohio. Lemieux found his calling. He became involved in Continental's franchising activities and new builds. At the time, cable offered nothing



Barry Darwin Lemieux—president and chief operating officer, American Cablesystems, Beverly, Mass.; b. Jan. 28, 1940, Brooklyn, N.Y.; BA, history, Hofstra University, Hempstead, N.Y., 1961; MA, history, Harvard University, Cambridge, Mass., 1963; U.S. Army, first lieutenant, 1963-65; AT&T, Brooklyn, 1965-66; employe relations specialist, Mobil Oil, New York, 1966-67; project manager, Bedford Stuyvesant Restoration Corp., 1968-72; regional manager, Continental Cablevision, 1972-76; cable consultant, 1976-78; executive vice president, marketing and programing, American Cablesystems, 1978-83; executive vice president, chief operating officer, 1983-86; present position since 1986; separated; children—Nicole, 18; Peter, 16.

more than better reception and some distant signals. Lemieux moved from the franchising to the operating side, managing various Continental systems including the one in Xenia, Ohio.

After four years of learning the nuts and bolts of cable at Continental, Lemieux set out on his own. "I really wanted to build some equity in the industry," he said, and first set up shop as a cable consultant, working with Canadian Cablesystems on its successful franchise application for Syracuse, N.Y. He was about to join another cable operation, near Madison, Wis., in 1978, when he got a call from the executive recruiter who had hired Robert Clasen, now president of Comcast Cable, for Continental. (Continental's Ohio operations were also home at that time for James Robbins, now president of Cox Cable.) The recruiter put Lemieux in touch with Steven Dodge, now chairman and chief executive officer of American, who had a few cable systems under contract in West Virginia. "It was a substantial opportunity to build a presence in the industry," Lemieux says, "and it was clear that we complemented each other." It is also clear Lemieux is grateful. "Steve gave me my first entrepreneurial opportunity."

For his part, Dodge said he was looking for someone with franchising abilities, but he wound up getting more than that. "He's versatile," Dodge says. "He has had three fairly distinct jobs with us [franchising, marketing and operations], and has done every one of them with incredible consistency and skill...I don't know that many people who could do all three." Dodge also adds that Lemieux is "a perfectionist, is meticulously organized...and just keeps growing in the job."

American operates five clusters of cable systems, in New York, Florida, Massachusetts, Illinois and southern California, building most of its present subscriber base through acquisitions. The company is most comfortable in urban/suburban systems, said Lemieux, "where we can have regional efficiences and promotional economics."

American took on its biggest challenge to date when it entered the Los Angeles market, acquiring a CommuniCom system there (52,770 subs, 241,000 homes passed, 420,000 homes in the franchise area) for $90 million last year. The first challenge was to get through the license transfer process, altering franchise requirements and getting government approval from the affected localities. American is now tackling improving the system, which operates in many lower income and ethnic portions of the city. "We have a lot of confidence in our ability to improve the Los Angeles market," Lemieux says, among other reasons, "because we have fairly modest expectations." He cites "the low cost of entry" and lower financial expectations. Even at a basic penetration rate of 35% to 40%, Lemieux says, the company can make money. One thing American found was that although some subscribers would pay the monthly subscriber fees, they could not afford the initial upfront costs. "We have lowered the threshold to subscribe," Lemieux says, from $100-plus to $25 or $30.

For the industry, Lemieux sees a number of challenges: "Making sure we have programing that we can call our own...the technology interface with consumer electronics...and to have, at all levels, a consumer orientation." The latter, he says, "is absolutely critical...It's not a given that cable can be sold forever." To Lemieux, it comes down to the three C's, "choice, control and convenience."

Lemieux, who looks younger than his 47 years, spends his spare time playing tennis and, spurred on by his son, basketball, which is a bit of a turnabout since he went to Hofstra on a wrestling scholarship.

Lemieux, with his roots in teaching, says he spends the bulk of his time at American "making sure we have well-trained people at all levels." He even leads a monthly training management seminar for American employes that deals with hiring and firing, conflict resolution, performance appraisal and day-to-day supervision. "At American," Lemieux relates, "we have a saying: 'People first,' whether they be customers or employes. Financial performance really follows that."

In Brief

Aaron Spelling Productions agreed last week **to extend its contract with ABC-TV for three more years,** but for first time since 1969, pact will be on **nonexclusive basis.** Under new agreement, which took effect immediately, parties were apparently able to resolve conflict over programing commitments that surfaced about time CapCities took over ABC. Former contract called for ABC to pay penalty unless it ordered total of 10 pilots, seven new series and 16 made-for-television movies by March 1988 (except for two pilots and two series which could be ordered by March 1989). Spelling last year contended ABC had ordered two pilots and two series toward commitment, while ABC claimed number amounted to four pilots and two series. Since then, however, network cancelled *The Colbys, Life With Lucy, Finder of Lost Loves* and *Glitter*, and failed to pick up two of Spelling's pilots, *Divided We Stand* and *Free Spirit*. Two remaining ASP series on network are *Dynasty* and *Hotel*. Commenting on end of exclusivity, Spelling said he is "pleased that for the first time in our history, the company will be able to sell its product to all three networks." Spelling's programs were credited with pushing ABC into first place in mid-1970s. His successful affiliation with network began with *The Mod Squad* in 1968 and continued following his 1972 pairing with partner Leonard Goldberg with such series as *The Rookies, Starsky and Hutch, Charlie's Angels* and *Fantasy Island*. Spelling also produced 116 movies for ABC for total of 1,935 hours of programming.

□

Cable ratings. *A cable subscriber survey in the September issue of* Consumer Reports *gives high marks to the Disney Channel and CNN but low marks to the customer service given by cable companies.*

Those surveyed were asked to assign to cable services a numerical value on a scale ranging from zero (poor) to 100 (excellent). The Disney Channel topped pay services with a 70 rating, followed by Bravo (56) and American Movie Classics (54). HBO, Showtime, Cinemax and The Movie Channel were bunched up between 47 and 49, and the Playboy Channel trailed at 27. On the basic side, CNN had 64, Headline News 62, Arts & Entertainment 56, ESPN and WTBS 55, WGN and Weather Channel 54, and Nickelodeon 52. Cable's push to produce distinctive programing did not fare well in the survey. Only Disney, Bravo, AMC, Playboy and A&E got high marks for being "distinctive."

Cable got hit the hardest on service, with over 17% saying they were "dissatisfied" or "very dissatisfied" with service. Only 33% said they were "completely" or "very satisfied." CR *found that 60% of respondents reported one or more service disruptions in past year, and 10% said they had endured more than six. Most said picture quality was good, although it varied from channel to channel, and 33% had complaints about billing, including costs of adding or dropping pay services, complex package deals and "confusing or inaccurate bills." Half of those responding said getting through to the cable company was difficult.*

Pay channels were rated by at least 2,800 and most by more than 15,000 respondents. For basic cable, the numbers were 25,000 and 50,000, respectively. Those surveyed said that getting more movies (61%) and superstations (49%) were the chief reasons for subscribing. In answer to a question on whether leisure activities have been curtailed since subscribing, 44% mentioned cutting back on going out to movies and 29% said they cut back reading for pleasure. CR readers/cable subscribers watch about 30 hours of TV a week, far less than the national average of 50 hours.

The National Cable Television Association sent an internal memo to members on how to best respond to the survey's negative points. It emphasized, as CR noted, that the survey was conducted in early 1986, before deregulation and before many improvements in service were made. And it suggested a response to the effect that the cable industry "is aggressively attacking the problem of customer service and achieving tangible improvements. The issue is on the front burner—and will remain there." NCTA cited the Cox system in San Diego, which got low marks in the survey, as one that has since hired more customer service representatives, improved phone service (the delay time in answering phones is down 69%, NCTA said), and increased its investment in training, wages and benefits. On the duplication of movies on pay services, NCTA pointed out that the new arrangements with the movie studios will reduce the overlap in the fall.

Justice Department last week filed one-sentence brief with U.S. Appeals Court on **cable operators' request for appeal of FCC's new must-carry rules.** Department indicated it neither supported nor opposed rules. At FCC, filing, according to its general counsel Diane Killory, should not "affect the court's decision." She said filing could be interpreted as Justice indicating it was leaving matter in "FCC's hands." But cable source held different view and thought court was signaling dissatisfaction with commission.

□

MCA Inc.'s WWOR-TV New York announced **fall schedule** last week in which **prime time movies from 8 p.m. to 10 p.m. will be abandoned in favor of new emphasis on local programing**. Version of *Evening Magazine* will air at 8 p.m. that will include nothing but locally produced stories; *Entertainment Tonight* will be on at 8:30 p.m., and *The Morton Downey Show*, live talk show produced from station headquarters in Secaucus, N.J., airs at 9-10 p.m. *The Morton Downey Show* will be produced in association with Quantum Media Inc., entertainment company recently founded by former MTV chief executive Bob Pittman (MCA has share in Quantum). At 11 p.m.-midnight, station will air another one-hour local magazine, *People are Talking*, which will feature live audience and "Touch Vote" telephone call-in system.

□

The Cosby Show was sold in syndication last week to Fox Television stations' **WTTG(TV) Washington.** Fox-owned WFLD-TV Chicago is only other Fox-owned station to purchase show. Reserve price in Washington for *Cosby* was $50,000 per week. Other clearances last week were **WPDE Florence, S.C.** (reserve of $1800), and **WYFF-TV Greenville, S.C.** (reserve of $10,000).

□

DKM Broadcasting, group owner based in Atlanta, is soon to be listed on **stock market via initial public offering, through Morgan Stanley & Co.,** which should raise roughly **$25 million.** Owner of **eight AM and eight FM stations,** DKM is headed by Robert R. Dyson, chairman; James W. Wesley Jr., president, and James M. Stawn, executive vice president. Cable stock listing will find new entry with MSO division of Centel Corp., which is selling 4.6 million shares, or 18.4% of total, also through Morgan Stanley & Co.

□

Turner Broadcasting System reported $26-million net loss in second quarter on revenue of $169.3 million. Operating income for quarter was $59.8 million, up 95% from previous year's $30.6 million. For six months ending June 30, company reported $65.7 million loss on revenue of $307 million, and operating income of $104.6 million, up 104% over 1986 comparable period.

□

Turner Broadcasting System has new five-year **agreement with Bristol-Myers** for advertising sponsorship for WTBS, CNN and Headline News. Deal replaces existing 10-year pact that TBS signed in 1980, when Bristol-Myers became first advertiser on CNN. Agreement calls for increase in advertiser's sponsorship on all three TBS networks focusing on health and medical programing.

□

Federal circuit court in Chicago last week **upheld $2.05 million libel judgment against CBS and its owned station, WBBM-TV Chicago,** for series of commentaries by news anchor Walter Jacobson condemning **Brown & Williamson Tobacco Co.** for what he said was "lurid" advertising tactics aimed at encouraging young people to smoke. Court upheld 1985 lower court ruling, citing "clear and convincing evidence that a local television journalist acted with actual malice when he made false statements about Brown & Williamson." Appeals court also reinstated additional $1 million in compensatory damages against CBS. Jacobson himself was held iable for $50,000 in punitive damages. CBS and WBBM-TV said last week they were still studying decision and were unsure whether appeal would be filed. As of last week, station was still standing by Jacobson, who continues to co-anchor two newcasts at WBBM-TV, and standing by disputed commentaries.

□

U.S. Court of Appeals in Washington last Friday (Aug. 14) **dismissed United Church of Christ's challenge of FCC's policy temporarily exempting companies involved in hostile takeovers** (tender offers or proxy fights) of others with broadcast properties **from having to go through FCC's time-consuming, long-form transfer** of license process. In 2-1 decision, court said UCC's challenge "is not ripe for judicial review." Writing for majority, Supreme Court nominee Robert Bork said: "The court . . . found the issue not fit for review, because the agency had not bound itself to follow the course of conduct challenged, but had stated only that it might do so." Bork also said that case fails to meet other test for "ripeness"—that refusal of court to review will cause parties to case hardship. "It is true that the refusal to review . . . now might deter tender offers for communication licensees, since potential bidders may fear that this court upon review of their bids might require immediate long-form review by the commission," Bork said. "But this is not a hardship shared by any party to this case, and so we may not consider it."

□

Storer Cable and **PTL's Inspirational Network** reached **out-of-court settlement** in suit PTL brought after cable MSO announced it would drop service from its systems. Under agreement, which includes payment schedule, most Storer systems will continue to carry PTL until Jan. 31, 1988, at which time local system operators have option to replace service. One exception is Storer's Louisville, Ky., system, which will drop service on Sept. 1, as part of agreement, and replace it with The Faith Channel, 24-hour religious programing service supplied by various denominations.

□

In first special meeting called in organization's 45-year history, to be held **Sept. 11** in Chicago, **National Religious Broadcasters association board of directors will vote on** proposed ethics code **rule requiring television ministers** to **release annual public audits** or face expulsion from 1,300-member organization. Proposal is part of Ethics and Financial Integrity Commission (EFICOM, formed Dec. '86) rules draft officially approved last Tuesday by association executive committee (seven of 88 board votes were registered against the draft, at least 45 for, at that time). Association executive director, Dr. Ben Armstrong, said Friday rule would require member organizations with $500,000 annual income to report every other year, those with $1 million, annually. Elements of proposals to be voted on include penalty for failure to submit—loss of EFICOM approval, complete expulsion from NRB and/or possible noncompliers list publication.

□

Cable programers (Viacom, The Weather Channel and C-SPAN) that acquired slots on **Hughes Communications' Galaxy III** satellite expect to complete move of feeds to C-band bird by Nov. 2. From that day on, feeds will be available only on Galaxy III. Until then, programers plan to transmit feeds from current transponders as well as Galaxy III to give affiliates time to install dish or extra feed on existing dish to receive Galaxy III signals. Galaxy III programers are giving dishes and feeds away free to affiliates.

□

Paramount announced last week it has lined up **5.2 million addressable homes** for Oct. 1 **pay-per-view debut of "Crocodile Dundee."** Movie hit video stores in early August. Included in lineup are top two PPV networks, Viewer's Choice and Request Television, along with other independent cable operators.

□

Home shopping is now in works for Europe. Speaking to New York chapter of National Academy of Television Arts and Sciences last week, Marcelino Miyares, president of new **Times Square Studios,** said **American show will be beamed by satellite to Europe and Spanish teleshopping show will be beamed to Latin America and throughout U.S.** beginning next year. Times Square Studios will set up syndication arm to handle sales of programing. Times Square Studios' first production is Tribune Entertainment's Geraldo Rivera special, *Sons of Scarface: the New Mafia*, broadcast today (Aug. 17).

□

Metropolitan Broadcasting has reached agreement **to sell WIP(AM) Philadelphia** to Spectacor, Philadelphia-based sports and entertainment concern, for $6-million cash and additional considerations. Transaction was handled by Morgan Stanley & Co.

□

Alice M. Henderson was named VP-communications and information, **CBS/Broadcast Group,** on Friday, Aug. 14. Henderson had been VP-sales and marketing services, CBS Broadcast International. Henderson joined CBS in 1966 and has held positions in program practices, commercial clearances and program clearances. Henderson **replaces George Schweitzer,** who is leaving CBS to become VP and director of corporate relations at Young & Rubicam (see "Fates & Fortunes).

Strike arbitration. *Negotiators for NBC's striking technical union telegramed the network from Los Angeles last Friday asking that the parties resume negotiations no later than next Tuesday (Aug. 25) using the services of a professional outside arbitrator. Former special prosecutor, Archibald Cox, led the list of proposed mediators, which also included four other labor lawyers, former judges and veteran arbitrators. Company representative said the proposal was being given "full consideration," but that no decision had yet been reached to accept it.*

The last talks under federal mediation between NBC and the National Association of Broadcast Employes and Technicians broke off July 23 without any new agreement. NABET drew support last week—$25,000 of it—from technicians belonging to another union at CBS, who are preparing for their own negotiations with their network this fall. NABET, which has been on strike against NBC since June 29, received the donation to its strike fund last week from the International Brotherhood of Electrical Workers New York local that represents CBS engineers.

The Director's Guild of America, which narrowly averted a strike of its own last month, has also contributed $5,000 to NABET, and a $10,000 donation came recently from the United Auto Workers.

Nabed spokesman John Kreiger also said the union was exploring legal action in New York and Washington to keep company management from talking to picketing strikers and bypassing union negotiators. NABET has already obtained a restraining order against the company in a similar complaint in Burbank, Calif.

NABET members have also written to House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) asking that, because of the continuing dispute with NBC, he hold hearings on network business practices. A subcommittee aide said the chairman has not discussed the matter with staff.

NBC has also received harshly worded responses from the union to a July 23 letter from NBC President Robert Wright to NBC employes, in which he defended the network's contract offer and cited unncessary "mistrust" between the union and company management.

NABET's New York local head, Arthur Kent, in a letter to Wright, called the network's offer "spiteful and avaricious" and said NBC's negotiaters were "not worthy of trust." In a separate response, NABET network negotiator Thomas Kennedy wrote that "under your leadership . . . the [NBC] 'team' has been sold out," and added that the company's offer "makes the 'Texas Chainsaw Massacre' look like a comedy by comparison."

Evidence of some dissatisfaction with union leadership, however, came in petition signed by 142 Chicago strikers asking that chief union negotiator, Thomas Kennedy, be replaced.

The company has also continued to experience some difficulties in keeping occasional talent from respecting picket lines. According to one report, The Tonight Show *was forced to replace guest Sammy Davis Jr. with KNBC-TV Los Angeles weatherman Fritz Coleman last week, when Davis refused to cross NABET picket lines in Burbank.*

Editorials

Just for the record

It is, as they say, a free country (for everybody but broadcasters, that is), so there's no reason that Abbott Washburn, a figure from the fading past, should not sound off against the FCC's repeal of its fairness doctrine. Washburn is the pen pal who got eight other former members of the FCC to join him in a letter to the chairmen of the Senate and House Commerce Committees decrying the FCC's action and rooting for legislation to turn the doctrine into law.

It isn't known how industriously Washburn searched among former commissioners to find like-minded signers. Last week BROADCASTING canvassed retired commissioners who were missing from his list.

Did Washburn ask Robert Wells (on the FCC 1969-1971, now head of the Harris station group based in Garden City, Kan.) to lend his name? No, and "if he had, he wouldn't have gotten it."

Some other responses:

Glen O. Robinson (1974-76, now professor of law at the University of Virginia, Charlottesville) said he would have voted for repeal if still a commissioner. He called the action "courageous."

Stephen A. Sharp (1982-1983, now in law practice): "As a matter of law, I think the commission's decision correctly analyzes *Red Lion* and the Constitution."

E. William Henry (1962-1966 and chairman most of that time, now in law practice): "The scarce resources environment that supported the fairness doctrine in the past no longer exists. Today freedom of the press should apply equally to print, broadcasting and cable media." Under Henry, the FCC conducted sweeping inquiries into broadcast programing.

Robert T. Bartley (1952-1972, now retired at age 78) was unfamiliar with the FCC's decision but observed: "There will always be a fairness doctrine. I'm very much in favor of it."

Thomas J. Houser (1971, now an investment counselor in Washington) said he opposed repeal of the doctrine.

H. Rex Lee (1968-1973, retired in La Jolla, Calif.) said he still favored the doctrine.

Former FCC Chairmen Mark Fowler and Richard Wiley, both in law practice in Washington, were quoted in this publication last week as enthusiastically endorsing repeal.

Other former members of the FCC were unreachable last week.

Perhaps Washburn—in the interests of fairness, of course—will wish to add the above testimony to his next letter.

One man's havoc...in the dark

This page has had something less than a love affair with Edward J. Kuhlmann, the administrative law judge who last week found RKO General unfit to be a broadcast licensee—one man's opinion that could cost that company roughly $1 billion. In 1984 (June 18) we had occasion to criticize him for barring cameras from his court, saying that: "In a time of increasing access by cameras to courtrooms, and at an agency where the chairman has dedicated himself to the First Amendment and the full implementation thereof, it is interesting to note that one of the FCC's administrative law judges...has barred cameras from his hearing room-....Disruptive, Judge Kuhlmann says. Antediluvian, we say."

We were reminded of this episode last week after we tried in vain to take or obtain a picture of the reclusive judge to accompany our story of his RKO decision. Distrustful as ever of the press and engraven images, Kuhlmann refused us repeatedly and successfully. (He wasn't as successful in selling us his reason for anonymity: that he had been told by FCC officials to lie low. That turned out not to be true.)

On a later occasion (May 5, 1986) we had still another opportunity to assail his honor, and we took it. That was when he refused to let the full FCC act on the "admittedly intricate transfer process that the applicants had in mind....On with the hearings, said Kuhlmann, in an opinion clearly envisioning a burning at the stake at the end. If Kuhlmann gets his way, as RKO and Fidelity said after his decision came out, the deal with Westinghouse [to acquire KHJ-TV Los Angeles] is queered, and RKO and Fidelity are doomed to more years of litigation at the FCC and in the courts. The 20 years of lawyering could easily stretch into a quarter-century. Right out of the Citizens Communications Center handbook."

The last was a reference to Judge Kuhlmann's former association with CCC (1977-79), a public interest organization at which we said "employment depends upon the conviction that commercial broadcasters are crooks and that the profit motive is the eighth and most deadly sin."

The only good thing that can now be said about the Kuhlmann decision is that he's made it, and is now out of the way. The next bullet bitten will be by the FCC itself, whose view of the proceedings may be expected to be affected more by the law and less by myopia.

Deaf ear, closed mind

Senator Daniel K. Inouye (D-Hawaii), chairman of the Senate Communications Subcommittee, has been given an opinion that he didn't want to hear. He was told by the Justice Department that the "Broadcasting Improvements Act of 1987" that he and Chairman Ernest Hollings (D-S.C.) of the parent Commerce Committee introduced is unconstitutional.

The Justice Department presented its views in a letter, it having been repeatedly rebuffed in its request to testify at hearings Inouye held on S. 1277.

Given the disinclination of the present leaders on the Hill to consider such niceties as the constitutionality of proposed legislation, the National Association of Broadcasters was undoubtedly wise to call off its panting hunt for renewal relief at any price in this session of Congress. Events have aided in redirecting the NAB's efforts. As noted elsewhere in this issue, the association has wisely marked as its first legislative priority resistance to the urge on Capitol Hill to codify the fairness doctrine that the FCC repealed two weeks ago. That job will take all the muscle that the NAB can muster. If the association succeeds in that, as it must, it can then go on to other things, such as keeping S. 1277 from becoming law.

Drawn for BROADCASTING by Jack Schmidt

"The boss said we're backing off comedies this season, but half of these shows are laughable."

This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these Securities.
The offer is made only by the Prospectus.

$50,000,000

Star Cablevision Group

13½% Senior Subordinated Debentures Due August 15, 2002

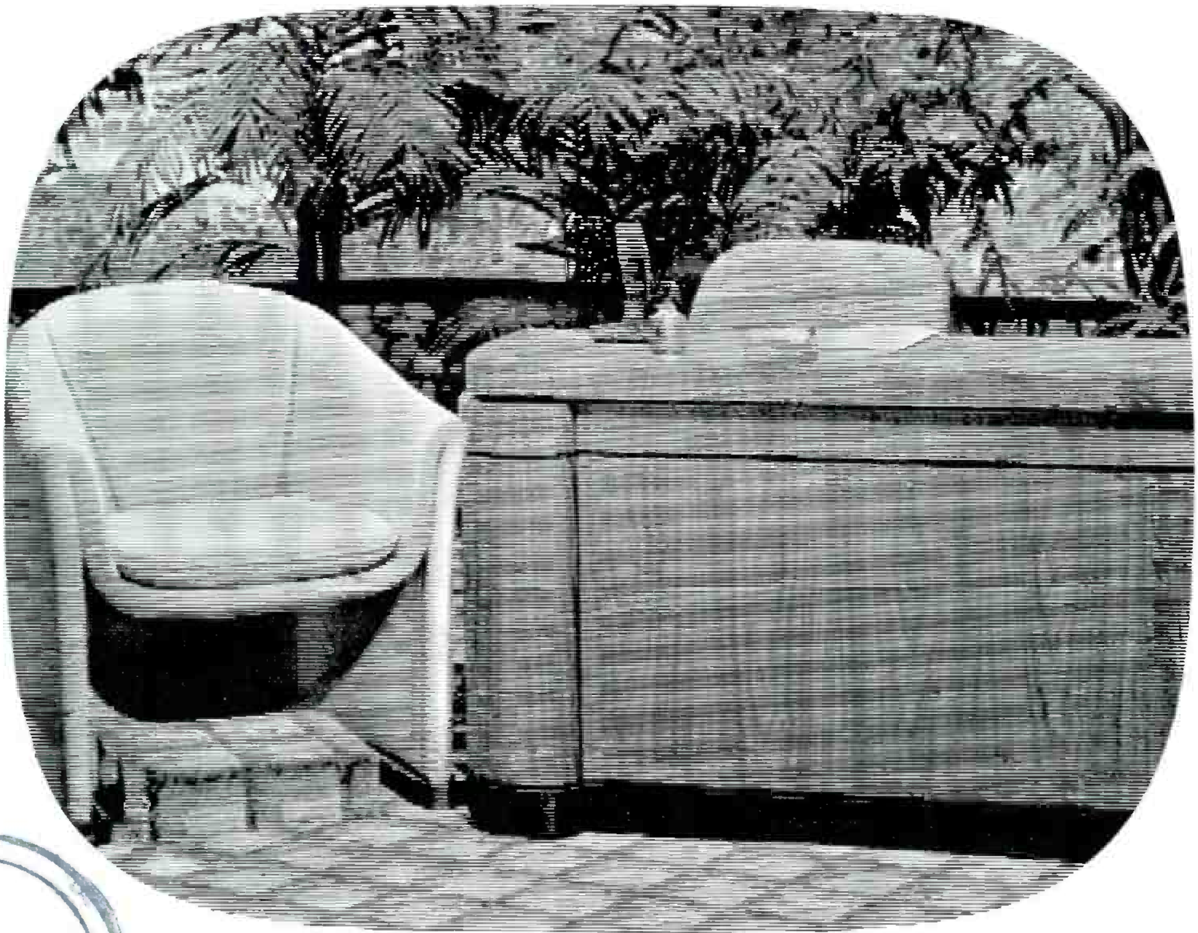
Interest payable February 15 and August 15
commencing February 15, 1988

Price 100% and Accrued Interest

Copies of the Prospectus may be obtained in any State from the undersigned
in compliance with the securities laws of such State.

MORGAN STANLEY & CO.
Incorporated

August 10, 1987



Whhheeere's Johnny?

The Museum of Broadcasting is missing the first "Tonight Show" starring Johnny Carson, originally broadcast October 1, 1962. If you've seen it, call us at (212) 752-4690.

We're also missing some other important programs. For a complete list, write to the Museum of Broadcasting (Attn: Lost Shows), 1 East 53rd St., New York, NY 10022.

MB

THE MUSEUM OF BROADCASTING
• SEARCH FOR LOST SHOWS •
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