

Broadcasting Mar 21

THE POWER HOUR.



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Double Dare premiered in syndication on February 22 and became an instant powerhouse.

This fall, combine Double Dare with Finders Keepers and build an unbeatable one-hour franchise.

Double Dare and Finders Keepers—the **proven** power hour... from Nickelodeon.



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57th Year 1988

Exclusive Tabulations
Network Income/Outgo
for 1987
Special Report
to 50 Ad Agencies



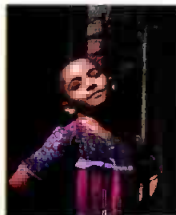
Most People Only Know The Soviet Union We'd Like To Show The



To most people in the West, the Soviet Union is a mysterious giant. A geographic titan most often portrayed as a threatening enemy.

And that's a shame. Because the Soviet Union is a land of great beauty. A country that's as rich in tradition as America. Yet 4 times larger.

Now, for the first time in syndication, Turner Program Services brings you the



most ambitious and revealing look into the very heart and soul of Soviet life:

Portrait of the Soviet Union. Capturing sights and scenes that Western

cameras have never been allowed to film.

Narrated by two-time Academy Award nominee Roy Scheider, *Portrait* takes you where few Americans have ever been. Exploring the fifteen separate republics that form the Soviet Union.





Portrait of the Soviet Union By One Red Square Mile. In The Other 8,600,382.



It's the most extensive series of its kind, offering a first-hand look at all walks of Soviet life... Talking to the people about the lives they live. Their loves and dreams. Their families. Their problems. Their changing society. And their perspectives on America.

Portrait is more than a mini-series. It's a rare opportunity to look beyond the myths and mysteries and see the heart of Mother Russia. A better understanding



of a people and nation that has been closed to us for 40 years. Your viewers have already seen Red Square. And now you can show them the rest of this fascinating nation.

Ambitious.

Revealing. Comprehensive and timely. *Portrait of the Soviet Union* is seven hours of extraordinary television like none ever before seen.

PORTRAIT OF THE SOVIET UNION

TURNER PROGRAM SERVICES

Offices in Atlanta, New York, Los Angeles and Chicago.
Phone (404) 827-2085 in Atlanta.

Broadcasting Mar 21

TV networks see less than 2% revenue rise for '87...page 23.

Metzenbaum gives cable "60 days" to improve...page 24.

Ad agency billings reach \$17.45 billion in '87...page 35.

OR ELSE □ Senator Howard Metzenbaum (D-Ohio) warns cable industry to do better job of "self-policing" or legislation may result. **PAGE 24.**

TEACH YOUR CHILDREN □ Representative Edward Markey (D-Mass.) says during Hill hearing that he is intent on passing legislation to increase educational and informational programming and decrease advertising aimed at children on broadcast TV. **PAGE 25.**

BOTTOM LINE □ Exclusive tabulations supplied to BROADCASTING show that ABC, CBS and NBC television networks collectively took in \$6.8 billion in 1987. Overall, prime time, late night and sports sales are up. **PAGE 23.**

TOP OF THE FIFTH □ Top 50 Fifth Estate advertising agencies' billings were up 5.4% in 1987, with TV-radio-cable billings reaching \$17.5 billion. Young & Rubicam was first for 10th consecutive year. BROADCASTING's annual list of top ad agencies and breakdown of their broadcasting billings begins on **PAGE 34.**

CBS'S LATEST HURDLE □ Challenge to license of CBS-owned WBBM-TV Chicago is first time FCC has designated for comparative renewal hearing license of any of three commercial broadcast networks. **PAGE 43.**

CHANGING TIDES □ At AAF meeting in Washington, Congressional representatives hint of new era of regulatory restraint. **PAGE 46.**

SEEING RED □ Actors Jimmy Stewart and Burt Lancaster join Hollywood directors on Capitol Hill in lobbying for protection from "desecration" of films by colorization and editing for television. **PAGE 49.**

NEW AGE DAWNING □ Coleman Research says it is time to take new age radio format seriously. **PAGE 55.**

DOUGAN LEGACY □ Although it was not easy five-and-half years, Ambassador Diana Lady Dougan says of her recently relinquished job as first head of State Department's Bureau for International Communications that it was a "wonderful intellectual challenge." **PAGE 63.**

MURPHY'S CALL □ Capital Cities/ABC Chairman and Chief Executive Officer Thomas Murphy says broadcasters should embrace new technological advancements such as HDTV, but warns against improvements incompatible with current broadcast standards. **PAGE 67.**

MAN IN THE MIDDLE □ Hughes Television Network President John Tagliaferro has found his niche in keeping the satellite services customer satisfied. **PAGE 87.**

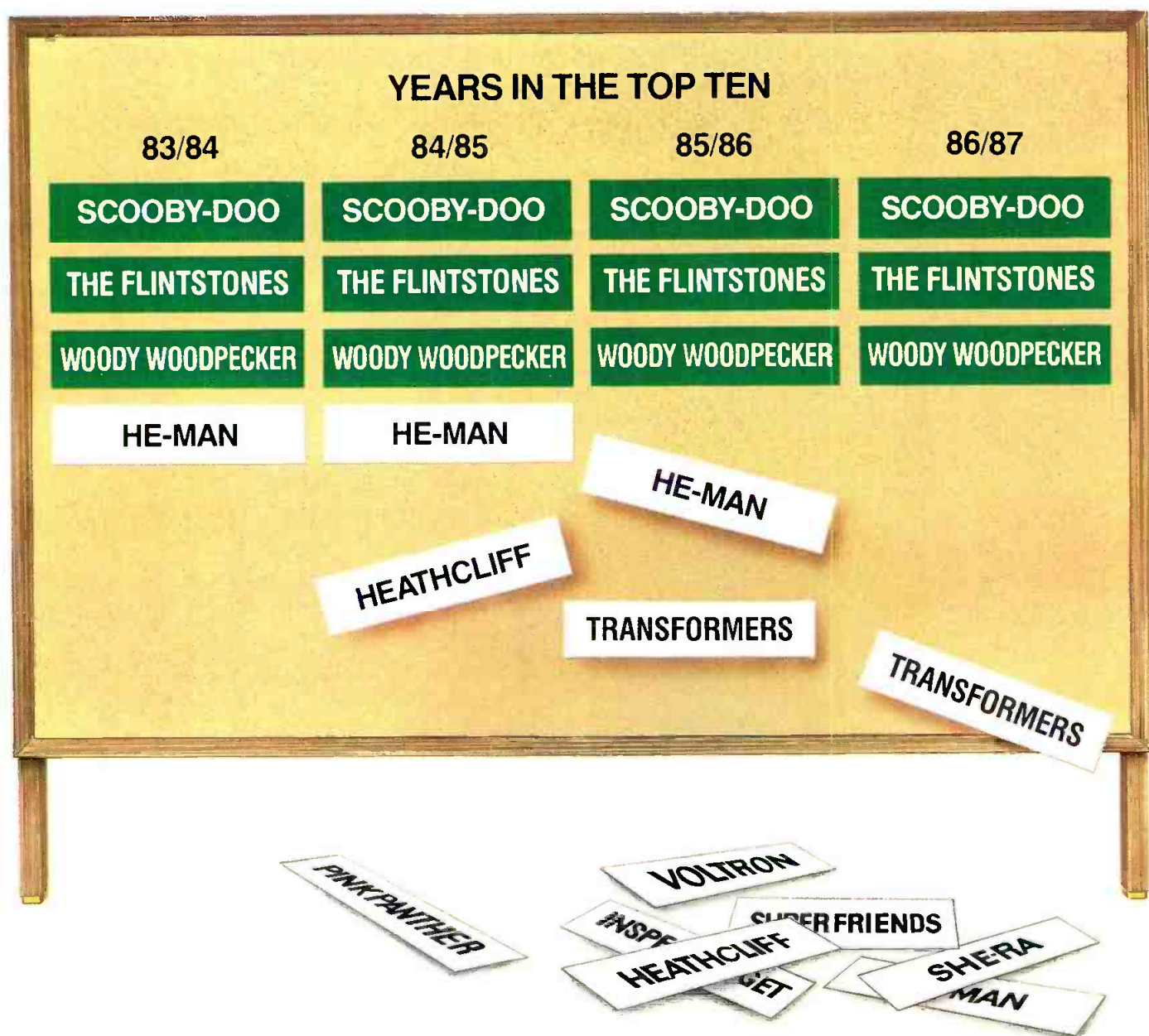
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GETTING INTO THE TOP 10 ISN'T NEARLY AS DIFFICULT AS STAYING THERE.

ONLY 3 SHOWS HAVE BEEN THERE 4 YEARS RUNNING.



Source: Arbitron SPA. Average of November, February, May, July books.

TO STAY ON TOP YOU NEED PROGRA

Programming that stays in the top 10 year after year. Evergreen programming like *The Flintstones*. With 166 episodes available, it's the cornerstone of every kids' block. Like *Scooby-Doo*, a perennial leader in kids' programming, with 155 fun-filled episodes. Like *The Woody Woodpecker Show*. Walter Lantz's theatrical-grade cartoons have been formatted into 90 half-hour episodes, and have been enhanced with new bridges, new music and effects and a newly animated opening. And like *Dennis the Menace*, a fresh new evergreen that promises to continue as a ratings leader for years to come. In addition to the 65 existing half-hours, 13 new episodes will be available during 1988/89.

Evergreen programming doesn't rely on today's fads for tomorrow's ratings. That's why we'll continue to provide enduring shows like *Rocky and His Friends*, *Bullwinkle*, *Underdog*, *Dudley Do-Right*, *Bewitched*, *I Dream of Jeannie* and *Abbott and Costello*.



EXERCISING WITH ENDURANCE.



THE PROGRAM EXCHANGE
A division of Saatchi & Saatchi DFS, Inc.

Evergreens are always in season.

High court press

Supreme Court is expected to announce soon, possibly this week, whether it will review case in which constitutionality of Section 315 of Communications Act is being challenged by William Branch, reporter for KQVR(TV) Sacramento, Calif. His hope of running for local political office was frustrated by FCC ruling that his candidacy would trigger equal opportunity section. Decision was affirmed by U.S. Court of Appeals in Washington, in July. Branch argues in petition for review that commission erred in holding that his on-air appearance as reporter would subject station to equal-opportunity demands from his political opponents. But petition also raises question as to whether Section 315 violates First Amendment. High court appears to have had difficulty deciding whether or not to take case; it considered matter in its conferences on Feb. 19 and March 4 and again last Friday, March 18.

An HDTV President

National Association of Broadcasters is tentatively planning to tape appearance of President Reagan at its convention next month in high-definition video. It will depend mainly on whether NAB staff has time and room to set up HDTV camera and VTR, which are bulky and difficult to transport. "As far as I know, it would be the first time a President of the United States has been on high-definition video," said one NAB engineer. "It would be of some historic value if nothing else." Reagan is scheduled to appear at convention in Las Vegas on Sunday morning, April 10.

One-two punch

Ted Turner is not only sports programmer concerned about combined muscle of commonly owned ABC and ESPN in upcoming television rights negotiations for Major League Baseball and other major sports. So is NBC. And to counter possible ABC-ESPN broadcast-cable baseball bid, NBC will entertain teaming up with Turner Broadcast System or other cable programmer.

TBS officials insist fear of what Turner calls "ABC-ESPN juggernaut" is real. They point to last year's National Football League negotiations, which resulted in ESPN joining ABC in televising non-Sunday-afternoon games and sparked Federal Trade Commission investigation. Turner officials are also now claiming that ESPN and ABC joined forces to outbid TBS for America's Cup racing next September. According to ESPN, joint bid was not made. Its deal with Sail America, sponsor of event and rights holder, calls for it to spin off one

race to broadcast network, it said. Although ESPN and ABC would not confirm that ABC will be broadcast partner, most observers feel it is foregone conclusion.

Turnabout

Robert Schmidt, former president of National Cable Television Association, has been elected president of Wireless Cable Association, role that will bring him into conflict with his old constituency. WCA has been stirring up Washington pressures to force cable programmers to sell their services to its members. It had hand in Senate Antitrust Committee Chairman Howard Metzenbaum's (D-Mass.) cable hearings (see page 24). Wireless cable operators see access to cable programming as key to competing with conventional cable systems.

Coming attraction

Oral argument in Meredith fairness doctrine case is scheduled to be heard in U.S. Court of Appeals in Washington next September. Date released by court is Sept. 13, but since that falls on second day of Jewish holiday of Rosh Hashanah, it is expected to be shifted. Panel that will hear challenge to FCC action repealing fairness doctrine as unconstitutional consists of Chief Judge Patricia M. Wald and Judges Kenneth W. Starr and Stephen F. Williams. Petitioners' briefs, by Syracuse Peace Council and United Church of Christ, are scheduled to be filed on May 16. Number of citizen groups, including Common Cause, will file friend of court briefs in support of those petitioners on June 3, while FCC will file its reply on July 8. Two intervenors' briefs in support of commission will be filed on July 26—one by Meredith Corp. and one by group of media organizations.

Waiting list

Ambassador Diana Lady Dougan had not yet left her post as coordinator and head of State Department's Bureau of International Communications and Information Policy before reports began proliferating as to her possible successor. At least five names are being mentioned: John Eger, New York-based international communications lawyer who once headed White House's old Office of Telecommunications Policy, then later served as vice president of CBS Worldwide Enterprises; Gerald Helman, foreign service officer and former ambassador to U.S. mission to international organizations, including International Telecommunication Union in Geneva and is said to be State's choice; Charles Schott, deputy administrator of National Telecommunications and

Information Administration, and Sonia Landau, former chairman of Corporation for Public Broadcasting. Ambassador Parker Borg, foreign service officer Dougan named as her chief deputy shortly before her departure is mentioned as possible choice at least to serve as acting coordinator/head of bureau. That would save administration headache of attempting to obtain Senate confirmation of appointee in less than year left to Reagan Presidency.

Critics' corner

House Telecommunications Subcommittee is gearing up for cable oversight hearing Wednesday (March 30). Witness list may differ from usual lineup on cable issues. Subcommittee may invite television critics to discuss cable deregulation and its effect on consumers. Cable industry leaders and local regulators will appear. It will be first of three hearings in which subcommittee will look at industry developments since passage of Cable Communications Policy Act of 1984.

Price of success

At least one multiple system cable operator wants contract with longer term than three years now being offered to affiliate with new Turner Network Television. MSO says term sets up affiliates for big boost in monthly fees when network, if successful, will be reaching peak operation. Contract, as proposed, gives TNT right to hike prices by 20% each year above scale of 15 cents per subscriber per month in 1989, 20 cents in 1990 and 25 cents in 1991 contained in contract. And, although all operators will pay same established rates, there is concern that separate rebates or co-op deals will be made with large operators. Those issues aside, sources said overall concept of service and lure of cable-exclusive programming make TNT attractive idea.

Helping hand

Senator Howard Metzenbaum's 60-day deadline for cable industry to clean up its act (see page 24) was advantageously timed as far as motion picture industry is concerned. Movie people are negotiating with cable representatives (see "In Brief") on range of issues, and extra heat on adversary during negotiation period may prove useful. Cable is said to be worried about Senate battle it faces with home satellite industry on Gore bill (S.889) and doesn't need any more trouble in that chamber. If Hollywood and cable strike deal, it may include promise from Hollywood to drop its support for S.889.

THE MOST EXCITING TELEVISION MARRIAGE SINCE PRINCE CHARLES AND LADY DI.

WWOR-TV, New York's fastest growing independent station, is now represented by the best. Katz Independent Television, leaders in innovative selling for independent television.



WWOR-TV



Katz
Independent
Television

Where Things Stand

A weekly status report on major issues in the Fifth Estate

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

AM-FM allocations. National Association of Broadcasters has submitted its plan to FCC to allow 60% of class A FM stations to double their power from 3 kw to 6 kw. Plan is contained in comments against proposal sent by New Jersey Class A FM Broadcasters that would allow more than 60% of class A's to double their power. NAB decided not to support New Jersey plan because of possible interference with class B and C FM's in parts of U.S. where band is crowded. Commission has released rulemaking authorizing FM stations to use directional antennas to permit allocation of stations in what would currently be short-spaced positions. In response to inquiry last August, NAB opposed proposal, saying it would lead to AM-ization of FM band. However, several FM broadcasters commenting in proceeding took opposite position, contending directional antennas would benefit FM radio and public. However, in releasing rulemaking, commission said it had no plans to change table of FM allotments.

FCC initiated inquiry on extension of domestic AM band by 10 channels from 1605 khz to 1705 khz with target for implementation July 1, 1990. Commission proposed that some new channels could be reserved for national AM radio services.

FCC amended its rules last November to allow approximately 800 AM stations on regional channels and 940 khz and 1540 khz to operate at night with 500 watts. Earlier, commission had authorized 21 of 41 AM's on foreign clear channel 1540 khz to operate at night. Actions are part of series of steps commission is taking to allow nighttime service near lowest post-sunset power for 1,600-1,800 of country's 1,900 daytime-only AM stations. According to commission, further actions will be taken to clear several hundred more AM's to operate at night. In July, NAB filed comments at FCC supporting authorizations but saying FCC should authorize new nighttime service on interim basis until comprehensive review of AM interference standards in separate proceeding is completed. Others said FCC should defer action until review is completed and new interference standards are adopted. NAB board has called for freeze on additional AM allocations, except for cases where relief from interference from foreign stations, especially Cuban, is necessary.

□

AM Stereo. On Jan. 14, FCC rejected recommendation of National Telecommunications and Information Administration that Motorola's C-Quam AM stereo system's pilot tone be protected from possible interference. At same

time, petitions to adopt single AM stereo system and to mandate multisystem radios were also rejected. As part of explanation for their positions, Chairman Dennis Patrick and Commissioner James Quello said that C-Quam is already close to being de facto standard because 100% of receivers in market can receive it and most AM stereo stations transmit it.

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—C-Quam and Kahn Communications' single-sideband. NTIA 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 C-Quam system in international marketplace. In filing with FCC in December 1987, Kahn Communications charged that in 1985 Motorola improperly blocked Sony from selling multisystem radios by asserting two AM stereo patents. Kahn further alleged that patents in question were improperly obtained by Motorola. Motorola dismissed Kahn's charges and asserted that standards battle is over and that new integrated circuits in radios to be released this year will solidify C-Quam and stereo in general in AM marketplace.

□

Antitrafficking. Broadcasters last year succeeded in beating back congressional efforts to crack down on perceived trafficking in broadcast licenses. Industry gained enough support to sink Senate Commerce Committee Chairman Ernest Hollings's (D-S.C.) proposal to impose 4% transfer fee on broadcast licenses transferred within three years of last sale (BROADCASTING, Dec. 14, 1987). Hollings has indicated he may revive transfer fee idea. Legislation was offered last year in House and Senate that would resurrect rules requiring broadcast stations to be owned three years before sale but no action is anticipated.

□

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

But motion picture industry and independent broadcasters, concerned that cable industry has become too big too fast, have been agitating for stricter regulation of cable until there is more competition, within or without cable industry, in delivering cable programming to homes.

Ongoing efforts of industries has generated much heated rhetoric in Washington, especially between cable and motion picture industry. Top cable and Hollywood executives are holding series of meetings to try to resolve

differences.

Allegations that cable industry has been behaving in anticompetitive manner were subject of congressional hearing last week before Senator Howard Metzenbaum (D-Ohio), chairman of Senate antitrust subcommittee. Cable will fall under further congressional scrutiny next week (March 30) when House Telecommunications Subcommittee holds first in series of oversight hearings on status of cable industry three years after passage of Cable Act.

Also on Hill, Child Protection and Obscenity Enforcement Act of 1988 has been introduced (BROADCASTING, Feb 15) on behalf of White House. Bill would make utterance of obscene language or distribution of obscene matter by cable television or other subscription services criminal offense.

FCC is expected to act this Thursday (March 24) at open meeting on rulemaking to define more narrowly those television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available, but it said that definition of available was too broad.

Parameters of local cable regulation are also being redefined by courts. Two federal judges in northern district of California, in decisions issued one week apart in September 1987, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-art cable systems are unconstitutional violations of First Amendment rights of cable operators. Supreme Court has refused to review case involving Palo Alto, Calif., on direct appeal by city, but city still has right to seek appeals court review.

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■ **Children's television.** Capitol Hill's spotlight was on children's television last week. House Telecommunications Subcommittee held hearing on Chairman Ed Markey's (D-Mass.) bill that would mandate minimum of seven hours of educational and informational programming per week and limit advertising during children's programs. Companion legislation is pending in Senate but no action appears imminent there.

Broadcast industry is searching for way to head off measure, possibly working out compromise at FCC to avoid any congressional action on matter. Possible solution may come from Representative Tom Tauke (R-Iowa), who has offered bill (BROADCASTING, March 21) that would eliminate antitrust restrictions and let industry arrive at code to govern children's advertising.

In response to U.S. Court of Appeals in Washington and petitions from Action for Chil-

children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to set 9.5-minute-per-hour advertising limit in children's programs and to require two-year period before simultaneous promotion of program-based products to discourage proliferation of what it calls program-length commercials.

NAB offered 267-station survey showing that advertising time on children's television was currently under proposed 9.5-minute limit. Association of Independent Television Stations said there was no evidence of harm to children from product-related programming and Capacities/ABC said broadcasters should be allowed to make their own decisions about what to broadcast. ACT was also supported by National PTA, National Education Association and American Academy of Pediatricians.

Compulsory license. FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick on subject are any guide, inquiry could lead to recommendation that Congress abolish license. At Association of Independent Television Stations convention in Los Angeles in January, Patrick said world in which cable can refuse to carry independent's signal while at same time enjoying right to carry any signal it pleases is intolerable. Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there ("Closed Circuit," Dec. 21, 1987). House Telecommunications Subcommittee member John Bryant (D-Tex.) is preparing legislation that would condition compulsory license on whether cable operator is carrying local broadcast signals. At National Association of Broadcasters joint board of directors meeting last month, television board directed staff to investigate all aspects of compulsory license as part of its consideration of issues related to must carry. In comments on license inquiry, cable generally supported retention of license, while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

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■ **Crossownership.** *Broadcast-newspaper crossownership*—Rupert Murdoch has agreed to sell financially troubled New York Post for \$37 million to real estate developer Peter Kalikow to comply with FCC rules banning newspaper-broadcast crossownership (Murdoch also owns WNYW-TV New York). But Murdoch is continuing to press suit in U.S. Court of Appeals in Washington, challenging constitutionality of congressional measure preventing FCC from repealing, modifying or granting any waiver to television-newspaper ban. Senator Edward M. Kennedy (D-Mass.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) had attached measure to catch-all spending bill just before its Christmas recess to block Murdoch from getting extension of waivers that allowed him to maintain, temporarily, crossownerships in New York and Boston. Although New York problem has been resolved by sale, Murdoch would still like extension of waiver so he can hang on to Boston Herald and WFXT-TV Boston. Court, which heard oral arguments on Feb. 11, has granted stay of Kennedy-Hollings mea-

sure until 45 days after it issues decision. Meanwhile, FCC received comments on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules. News America stopped short of asking for repeal, saying FCC should consider applications of ban on case-by-case basis. In light of Hollings-Kennedy, which applies to television-newspaper only, American Newspaper Publishers Association urged FCC to lift ban on radio-newspaper crossownership to develop record for reevaluating television-newspaper ban when it becomes possible.

Telco-cable—Should telephone companies be allowed to offer cable service within their telephone service areas? That's central question in FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress that it eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban although he told representatives of telephone industry that he doesn't expect measure to go anywhere this year but could make headway in next Congress (BROADCASTING, March 21). Prohibitions have been in place for nearly two decades. FCC's telco-cable crossownership rules were adopted in 1970 and codified by Congress in 1984. In initial round of comments at FCC, telcos said competition between telcos and cable would spur technological developments and reduce cable subscriber fees. Cable groups, opposed to letting telcos into their markets, said that telcos would be unfair competitors because of their control of poles and underground conduits and their ability to cross-subsidize. Even if FCC and Congress drop prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, which include cable. And President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

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■ **Direct broadcast satellites.** Following death of start-up DBS bird, West Germany's TV-Sat1 (BROADCASTING, Feb. 22), U.S. operators continue wait-and-see stance on high-power DBS, which would use Ku-band spectrum set aside for it. DBS's value rests on ability to receive high-power signals with very small earth stations.

For time being, European eyes are turned toward less powerful, 16-channel Astra bird, owned by Luxembourg interests and scheduled for ArianeSpace launch next winter. TV-Sat1 technical failure leaves two state-owned programmers and two commercial programmers booked on TV-Sat1 without home. Other European DBS birds with similar, if not identical, design—Germany's TV-Sat2 and France's TDF-1—are still scheduled for launch within next year. Two months ago French government postponed launch of TDF-1, developed in tandem with TV-Sat, from May 1988 until Septem-

ber 1988. Although team of manufacturers has reduced possible sources of TV-Sat1 solar array error from 30 to 13, cause of failure is still uncertain, according to German Information Office. GE Astro-Space, co-bidders with TV-Sat manufacturers MBB-ERNO and Aero-spatiale to build Intelsat VII and Ausat-B satellites, expressed confidence in partners' product, despite TV-Sat1 in-orbit failure.

Low-power variety of satellite broadcasting resulting from scrambling of cable programming on C-band satellites has emerged from home satellite market. It got start 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 approximately two million. Number of TVRO homes subscribing to cable programming has grown as more cable programmers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties. HBO now wants other major cable programmers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to one-meter dishes. Despite costly failure of Comsat's high-power DBS plans, Hubbard Broadcasting's United States Satellite Broadcasting, Hughes Communications and GE Americom are still trying to launch systems in U.S. Hughes is trying to rally support of cable programmers for concept (BROADCASTING, March 7).

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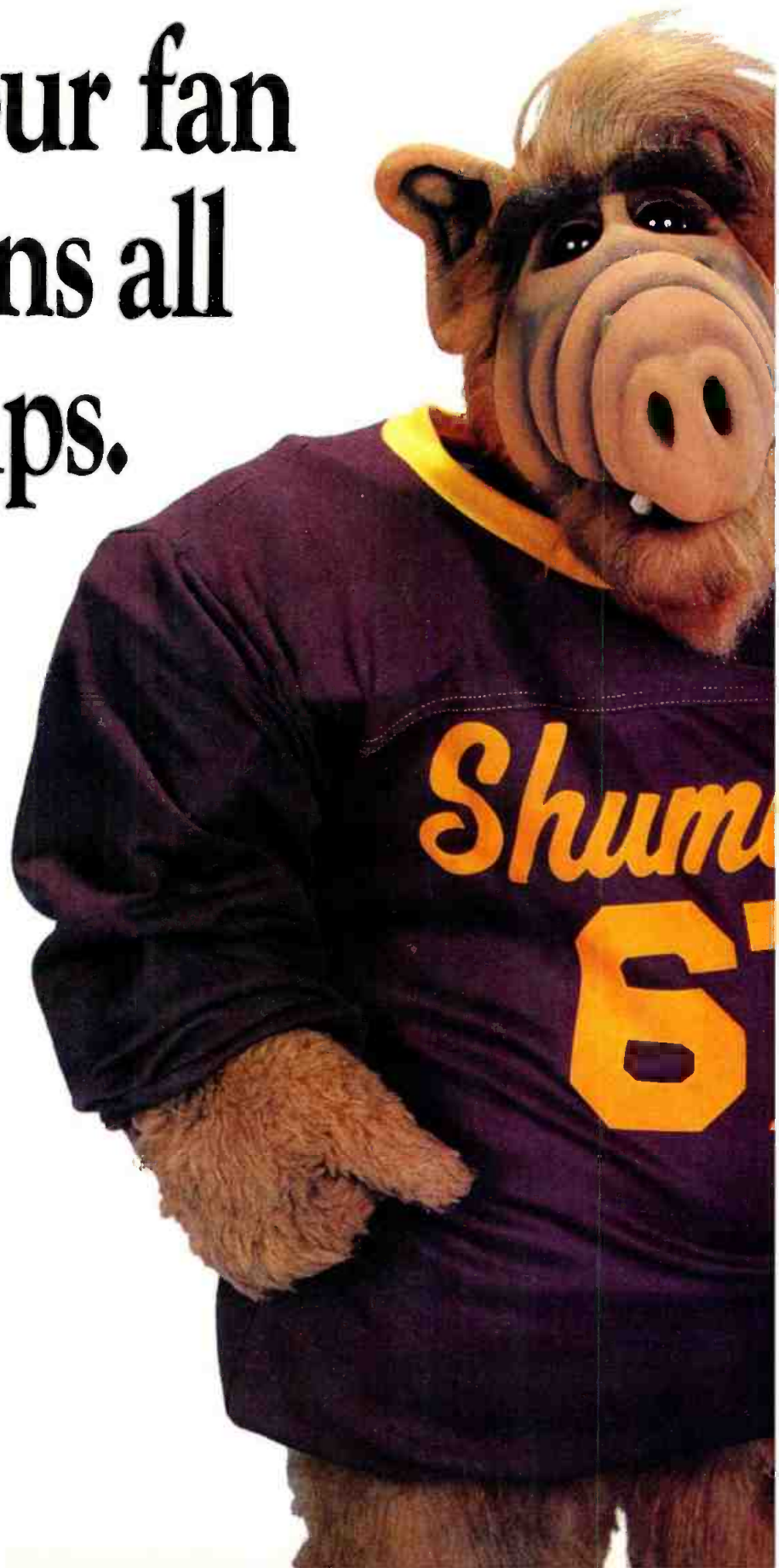
■ **Federal Trade Commission.** Results of preliminary antitrust investigation of National Football League television rights contracts for 1987-88 season may send recommendation to commissioners any day, according to sources in Washington. Investigation included testimony last fall from top network executives, including ABC President Daniel Burke, CBS Sports President Neil Pilson, NBC Sports President Arthur Watson and Fox President Jamie Kellner, as well as NFL Commissioner Pete Rozelle. Contradictory claims about negotiation process for Monday night games from Kellner and Val Pinchbeck, NFL broadcasting director, are among central issues. League's contract with ESPN for package of Sunday night games was also subject of hearing in Senate and Senate request that Justice Department examine impact of NFL's antitrust exemption as it applies to cable and to look at ABC's ownership of ESPN and possible antitrust implications (BROADCASTING, Dec. 7, 1987).

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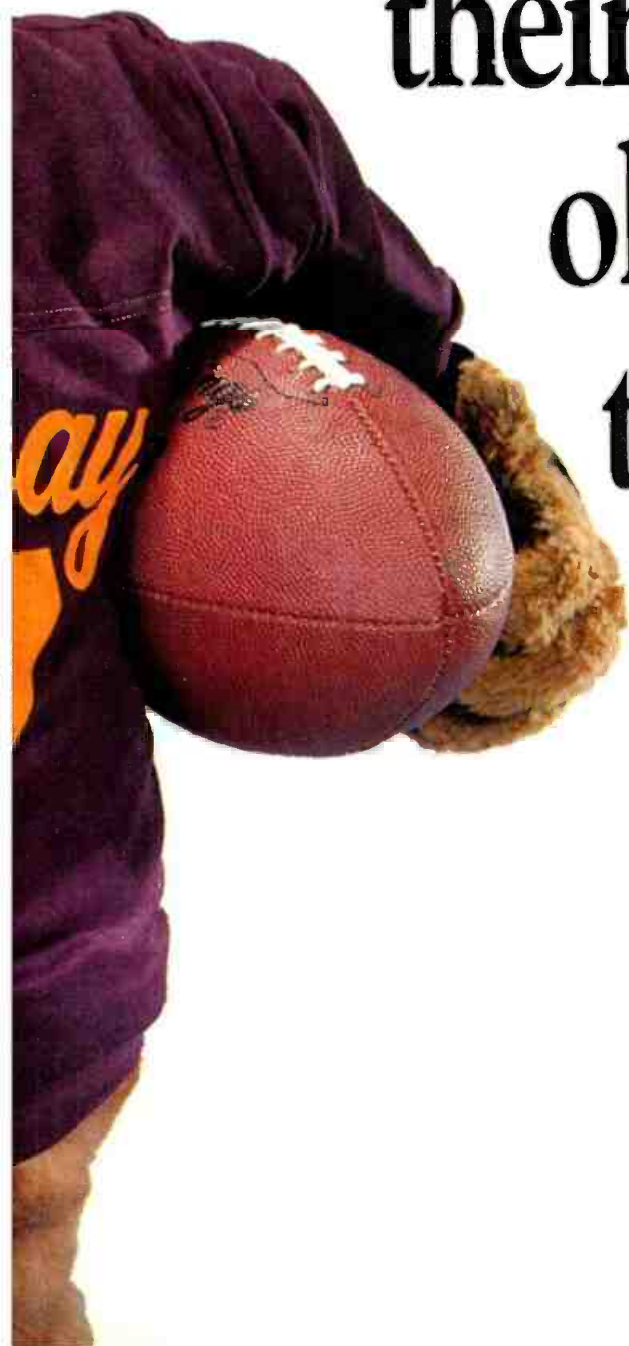
■ **High-definition television.** FCC's Advanced Television Systems (ATS) Advisory Committee's first set of recommendations to commission—involving spectrum needs—will be submitted about month later than original May 17 deadline. Second meeting of ATS "blue ribbon" panel was tentatively set for early June in order to review and approve report before submission. Report, to be prepared mainly by planning subcommittee, will set testing guidelines for HDTV systems and present propagation scenarios for different types of transmission systems using various amounts of spectrum.

Advanced Television Test Center will be organized by seven partners—National Associ-

Q: Your fan club spans all age groups.



ALF: Yes. It ranges
from young people in
their childhood to
older people in
their adultery.



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ation of Broadcasters, ABC, NBC, CBS, Public Broadcasting Service, Association of Maximum Service Telecasters and Association of Independent Television Stations—to provide place to test HDTV and ATV systems for use by Advanced Television Systems Committee and FCC's ATS Advisory Committee. Funding for center's first two years will come from \$700,000 donations each from NAB, NBC, CBS and ABC and from fund-raising drives by other partners. Proposal has been submitted to house facility in same building with PBS headquarters in Alexandria, Va. First organizational meeting for center will be held tomorrow (March 22).

Advanced Television Systems Committee and Society of Motion Picture and Television Engineers have approved HDTV production standard setting parameters at 1,125 scanning lines, 60 hertz field and 16:9 aspect ratio. It has been sent to American National Standards Institute for approval as American national voluntary standard.

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Indecency. Media Central has sent letter to FCC urging agency not to impose sanctions on Media Central or its kzkc-TV Kansas City, Mo., for latter's broadcast last year of "Private Lessons," which contained seduction scenes in which woman's bare breasts and buttocks were shown. Letter came in reply to FCC's Jan. 12 letter asking for explanation of broadcast, which FCC said may have violated its broadcast indecency standard. Arguing against sanctions, Media Central said that standard was vague and overbroad, that broadcast was in violation of station's own standards and that steps to guard against repeat have been taken.

FCC decided last April to crack down on broadcast indecency, adopting standard based on broader definition of indecency than seven dirty words of 1978 Pacifica Supreme Court decision. At same time, FCC sent warning letters to three radio stations. At open meeting last November, FCC reaffirmed indecency policy, but, in doing so, created midnight-6 a.m. safe harbor during which indecent programming can be broadcast because of perceived minimal risk of children in audience. Group of broadcasters joined Action for Children's Television and People for the American Way in petitioning U.S. Court of Appeals in Washington to review in light of First Amendment FCC enforcement of tougher broadcast indecency standard. Child Protection and Obscenity Enforcement Act of 1988 has been introduced on behalf of White House that would implement recommendations of attorney general's commission on pornography (see "Cable regulation," above). Act would clear way for states or cities to regulate distribution of indecent programming via cable or STV.

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International Telecommunications Satellite Organization. In dramatic end to investigation by U.S. attorney for District of Columbia, former Intelsat director general, Richard Colino, and business associates in July of 1987 pleaded guilty in U.S. district court to criminal fraud and conspiracy charges growing out of what prosecutors said was siphoning \$4.8 million from Intelsat during construction of ad-

dition to its headquarters building. Colino and Deputy Director General Jose L. Alegrett were fired by Board of Governors in December 1986 after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. And in September 1987, U.S. District Judge Gerhard A. Gesell, saying loss to Intelsat had been \$4.5 million, sentenced Colino to six years in minimum security prison and ordered him to make restitution of \$865,000. Colino began serving his sentence on Oct. 31 in Petersburg, Va., prison camp. One associate was sentenced to three years and fined \$100,000; other was sentenced to two years. Intelsat in May filed civil suit against Colino in U.S. district court in Maryland, claiming his activities resulted in damage to organization of \$11.5 million (BROADCASTING, May 25, 1987). Colino at about same time filed for bankruptcy to protect his assets. Both cases are pending. Intelsat members in April confirmed Board of Governors selection of Dean Burch as successor to Colino as director general.

□

Land-mobile. National Association of Broadcasters sent comments opposing FCC proposal of minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. NAB also opposed proposal that station may try to negotiate settlement with mobile radio operator, if new station cannot meet spacing requirements. In response to petition from Association of Maximum Service Telecasters, NAB and other broadcast groups, FCC has agreed to delay decision on reallocation of UHF channels in eight markets in land-mobile radio until completion of its study on advanced television systems (ATV) (see "High-definition television" above). FCC wants to ascertain whether UHF channels in question will be needed for broadcasting ATV systems.

□

■ **Mergers.** Lorimar Telepictures has received \$17-per-share buyout bid from financier Marvin Davis, but at same time is in preliminary merger talks with Warner Communications Inc. United Artists Communications Inc. and United Cable have agreed to merge into new company, United Artists Entertainment Co., with market value of nearly \$2.5 billion. Merged companies' 2.3 million-subscriber cable systems (including UACI's recent purchase of Daniels & Associates' cable interests) will be operated under United Cable name as third largest cable system operator in U.S. Deal, which involves complex cash and stock swap arrangement, is expected to be completed in second half of year. Largest MSO, Tele-Communications Inc., which held 66% of UACI and 24% of United, will hold 52% of outstanding shares in new company. Talks have broken off between Kohlberg Kravis Roberts & Co. and a consortium of cable operators—ATC, Comcast and Taft Cable (Tele-Communications Inc. and Bass Group joint venture)—for sale of Storer's 1.4 million-subscriber cable systems owned by KKR. Companies could not reach agreement on various complex tax, debt structure and pricing problems associated with deal, which would have

been largest cable transaction ever, involving total considerations of \$2.8 billion. Continental Cablevision has completed its \$481.7 million acquisition of American Cablesystems' cable properties. Also closed earlier this month was Adams Communications' \$126.5 million purchase of Forward Communications' five TV stations from Wesray Capital Corp. March closing is expected for U.S. Cable Television Group's approximately \$225 million acquisition of 135,000-subscriber cable systems of Essex Communications Corp.

□

■ **Must carry.** Capitol Hill has stepped up its role in working toward reestablishment of FCC must-carry rules. In speech before broadcasters two weeks ago, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) restated his strong support for rules although he said any action on item is dependent on broadcasters' willingness to accept codification of fairness doctrine (BROADCASTING, March 7). Last month, Dingell and others asked FCC to collect data on cable carriage of broadcast signals to create record that could justify resurrection of rules.

Also good news for broadcasters was decision by FCC to ask Solicitor General to join industry appeal of court ruling on must carry. U.S. Court of Appeals struck down latest incarnation of FCC's must-carry rules, holding that they are unconstitutional—violation of First Amendment rights of cable operators. Ruling on Dec. 11, 1987, was replay of court decision two years ago when it eliminated FCC's original must-carry rules on same ground. Four members of House Telecommunications Subcommittee and FCC Commissioner James Quello had called for congressional hearings to establish record for must carry, but this is first time since rules were thrown out last December that Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and Dingell have restated support for concept and indicated interest in legislative solution. Broadcasters who have fought hard to preserve some form of must-carry rules were disappointed with ruling. They are now planning legal and legislative strategy for bringing back rules through appeals or act of Congress.

National Association of Broadcasters television board last month directed NAB staff to seek all avenues to restore must carry. Association will also record and catalog all "cable abuses" that occur following demise of must carry.

□

■ **Public Broadcasting.** Reauthorization hearings in House Telecommunications Subcommittee and Senate Communications Subcommittee, March 11 and 15, respectively, featured criticism of system by both independent producers and minorities. Senate and House proposed CPB authorizations of \$304 million for FY 1991, \$353 million for FY 1992 and \$404 million for FY 1993 included \$200 million for replacement of satellite interconnection system. OMB has recommended appropriations of \$214 million for 1989, 1990 and 1991.

Stephen Salyer, senior vice president, marketing and communications, WNET(TV) New

York, will become new American Public Radio president effective April 1. APR, without full-time president since July 1987, announced choice Feb. 18. David J. Brugger, senior vice president at CPB, Jan. 1 became president of National Association of Public Television Stations.

National Public Radio will phase in over two years program unbundling plan that will offer for separate purchase morning news, evening news and performance program packages. Final 1989 budget will be approved at Public Radio Conference next May.

Representative Ed Markey (D-Mass.) and Senators Ernest Hollings (D-S.C.) and Daniel Inouye (D-Hawaii) and National Association of Broadcasters President Eddie Fritts (whose lobbying efforts are credited with defeating legislation that would have funded public broadcasting via transfer tax on commercial stations) have all expressed desire to work for permanent funding for public broadcasters. Fritts also promised to keep public broadcasters abreast of must-carry discussions between broadcasters and cable operators.

Two openings remain on CPB board. White House has announced nomination of PBS board member Leslee (Honey) Alexander; she and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding, await confirmation on Hill.

□

■ **Scrambling.** Last November, Senate Commerce Committee passed legislation that would regulate home satellite marketplace (BROADCASTING, Nov. 23, 1987). It would mandate that cable programmers permit any qualified third party—inside and outside cable industry—to distribute their services to backyard dish owners. Bill is expected to hit Senate floor sometime in spring, according to aide to Senator Al Gore (D-Tenn.), S. 889's chief sponsor. There had been speculation that Gore, who is contender for Democratic presidential nomination, might not have time to devote to measure, but Gore staffer said Senator remains committed to bringing bill up for vote. Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose it, and his views are laid out in committee report. On other front, House legislation (H.R. 2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners was focus of hearing, with independent television stating strong objections to measure (BROADCASTING, Feb. 1). Association of Independent Television Stations is waging major campaign to defeat or modify bill, especially if network affiliates are exempted from measure. Late last year (BROADCASTING, Nov. 30, 1987) representatives from broad coalition of industry groups backing bill stated their support for measure at hearing, although modifications suggested by motion picture industry (mainly idea that compulsory copyright license for carriers be limited to C-band retransmissions) did not go over well at hearing.

□

■ **Syndex.** FCC is moving toward adoption of new syndicated exclusivity rules that would require cable systems to delete syndicated program on superstations or other distant sig-

nals for which local television stations have exclusive local rights (BROADCASTING, March 14). FCC hopes to act at April 21 meeting, but action might not come until May meeting.

Principal question still unresolved is whether rules should apply retroactively. Cable and superstation owners are opposed to rules, but, they say, if FCC is determine to adopt them, they should do so prospectively, allowing impact of rules to be felt gradually. Most broadcasters, led by National Association of Broadcasters and Association of Independent Television Stations, on other hand, argue that rules should apply retroactively so that local exclusivity provision in rights contracts written since repeal of original syndex rules in 1980 can be enforced.

□

■ **TV stereo.** CBS-TV announced that in fall 1988 it will transmit all programming in stereo. It is dramatic departure for network, which has been averaging about two hours per month of stereo programming. About one-third of CBS-TV's 200 affiliates are equipped to transmit in stereo. NBC-TV, with 139, has most affiliates capable of stereo delivery. This season, NBC's prime time schedule except for Night Court, half-hour sitcom, has been broadcast in stereo. Along with late-night programming and some sports telecasts, NBC averages 29 hours per week in stereo. ABC-TV, with 42 stereo affiliates, has 10 prime time stereo shows with average of seven hours per week.

According to Electronic Industries Association's figures, estimated sales of stereo TV sets for 1977 totaled 5,300,000, up from

4,349,000 year earlier.

□

Wireless cable. Wireless Cable Association, increasingly active trade association representing wireless cable operators, filed comments on Tele-Communications Inc.'s proposed \$46 million purchase of Tempo Enterprises Inc., saying that TCI should provide assurances that Tempo programming and that of other services in which it has interest will be available to wireless cable operators and other potential competitors of cable. Assurances are necessary because of TCI's growing vertical integration with programmers.

Wireless cable, which uses mix of ITFS and MDS channels to broadcast multiple cable programming services to subscribers, is now available in such large markets as New York, Detroit and Cleveland.

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

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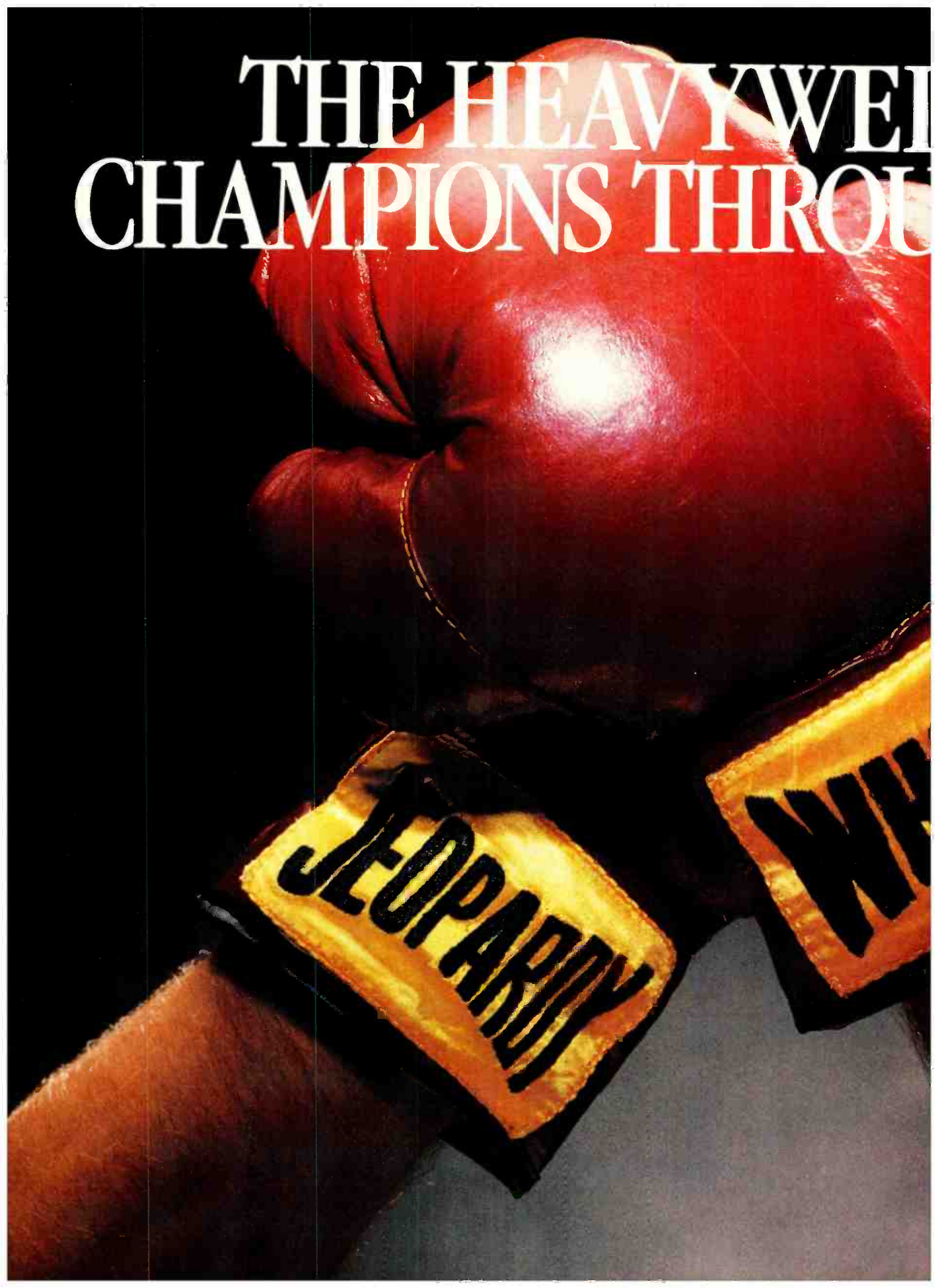
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WPVI, Philadelphia	Cap Cities/ABC	Cap Cities/ABC	ABC
KRON, San Francisco	Petry	Chronicle Broadcasting	NBC
WNEV, Boston	TeleRep	New England Television	CBS
WDIV, Detroit	Petry	Post-Newsweek	NBC
KSDK, St. Louis	Katz	Multimedia	NBC
KTSP, Phoenix	HRP	Great American Broadcasting	CBS
KXTV, Sacramento	TeleRep	Belo Corporation	CBS
WMAR, Baltimore	TeleRep	Gillett Broadcasting	NBC
WTNH, Hartford	Blair	Cook Inlet Comm.	ABC
KCST, San Diego	Gillett Sales	Gillett Broadcasting	NBC
WFTV, Orlando	TeleRep	Cox Broadcasting	ABC
KCTV, Kansas City	MMT	Meredith Corporation	CBS
WTMJ, Milwaukee	MMT	Journal Communications	NBC
WWL, New Orleans	Katz	Loyola University of the South	CBS
WLOS, Greenville/Spartanburg	HRP	Anchor Media	ABC
WBNS, Columbus	Blair	Dispatch Printing	CBS
WTVD, Raleigh	Cap Cities/ABC	Cap Cities/ABC	ABC
KWTV, Oklahoma City	TeleRep	Griffin Television	CBS
WZZM, Grand Rapids	Katz	Price Communications	ABC
WKBW, Buffalo	Blair	Queen City Broadcasting	ABC
KTVX, Salt Lake City	MMT	United Television	ABC
KMOL, San Antonio	MMT	United Television	NBC
WPRI, Providence	HRP	Knight-Ridder	ABC
WVEC, Norfolk	TeleRep	Belo Broadcasting	ABC
WLKY, Louisville	Katz	Pulitzer Broadcasting	ABC
WTHQ, Dayton	TeleRep	Miami Valley Broadcasting	CBS
WPEC, West Palm Beach	Katz	Photo Electronics	ABC
WXEX, Richmond	Katz	Nationwide Communications	ABC
KTBS, Shreveport	Katz	KTBS, Inc.	ABC
KFSN, Fresno	Cap Cities/ABC	Cap Cities/ABC	ABC
WDBJ, Roanoke	HRP	Schurz Communications	CBS
WAPT, Jackson, MS	MMT	Price Communications	CBS
KVBC, Las Vegas	Blair	Valley Broadcasting	NBC
WWAY, Wilmington	MMT	Price Communications	ABC
KTVN, Reno	Katz	Sarkes Tarzian	CBS
KJAC, Beaumont	Katz	Price Communications	NBC
KFDX, Wichita Falls	Katz	Price Communications	NBC
WXVT, Greenwood/Greenville	Seltel	Big River Broadcasting	CBS
WHAG, Hagerstown	Katz	Great Trails Broadcasting	NBC

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■ indicates new listing

This week

March 20-24—*National Computer Graphics Association* conference and exposition. Anaheim Convention Center, Anaheim, Calif.

March 21—"Towards Space-WARC '88 II," international policy conference sponsored by *Annenberg Washington Program of Northwestern University*. Hotel Washington, Washington. Information: (202) 393-7100.

March 21-23—*Satellite Broadcasting and Communication Association* trade show Bally's, Las Vegas. Information: (800) 654-9276.

March 22—13th annual Commendation Awards ceremony, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 22—"Ethics in Broadcast Journalism," seminar sponsored by *Center for Communication*. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

March 22—Broadcast business affairs seminar, sponsored by *American Association of Advertising Agencies*. Drake hotel, Chicago.

March 22-24—"Women in America Today" and "Minorities in American Society—Economic, Social and Political Issues," two conferences for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

March 23—"People Meters: What Are the Effects?" seminar sponsored by *Center for Communication*. Speakers: John Dimling, Nielsen; Barry Kaplan, AGB; David Poltrack, CBS, and Paul Sankin, Capcities/ABC. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

March 23—"Plans for April—National Cable Month," speech by Robert Alter, president, Cabletelevision Advertising Bureau, to *New York Television Academy*. Copacabana, New York. Information: (212) 765-2758.

March 23—*Federal Communications Bar Association* monthly luncheon. Speaker: Dean Burch, director-general, Intelsat. Washington Marriott. Washington.

March 23-24—*Illinois Broadcasters Association* spring convention and Silver Dome awards presentation. Ramada, Springfield, Ill.

March 23-25—"Reporting on the Courts and the Law," workshop for journalists from "Chicago commuting area," sponsored by *American Judicature Society*. Chicago. Information: (312) 558-6900.

March 24—"Cable In the City: Turning the Corner," third annual Video Metro New York conference, "forum for television industry," sponsored by *Borough of Manhattan Community College*. BMCC, New York. Information: (212) 618-1832.

March 24—Broadcast business affairs seminar, sponsored by *American Association of Advertising Agencies*. Sheraton Premiere, Los Angeles.

March 24-27—*National Association of Black Owned Broadcasters* 12th annual spring broadcast management conference. Hyatt Regency hotel, Hilton Head, S.C. Information: (202) 463-8970.

March 25—"Writing for Broadcast News," seminar sponsored by *Center for Communication*. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

March 25-26—*Oklahoma Associated Press Broadcasters Association* annual convention. Marriott, Oklahoma City.

■ **March 25-26**—*Society of Professional Journalists, Sigma Delta Chi* and *Radio-Television News Direc-*

tors Association region 12 conference. "The First Amendment and You," AIDS reporting. Society Hill Sheraton, Philadelphia. Information: Mike Renshaw. (215) 752-6872.

■ **March 26**—*Radio-Television News Directors Association* region 14 student workshop. news directors panel on how to break into the business. Weimer Hall, University of Florida, Gainesville, Fla. Information: Tom Krynski, (904) 393-6301.

March 26—*American Women in Radio and Television, San Diego chapter*, forum, "Media March on AIDS." Radisson hotel, San Diego.

March 26—"Home Video—Getting in on the Action," seminar sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles. Information: (818) 953-7575.

Also in March

March 27-29—*Virginia Cable Television Association* 22d annual convention. Williamsburg Lodge, Williamsburg, Va.

March 28-30—*Central Educational Network* annual conference. Hyatt Regency-Princeton, Princeton, N.J. Information: (609) 987-1234.

March 28-30—"Sponsorship Now," fifth annual national conference on event sponsorship. Chicago Hilton and Towers. Information: (312) 944-1727.

March 29—Broadcast business affairs seminar, sponsored by *American Association of Advertising Agencies*. Plaza hotel, New York.

March 29—*Broadcast Pioneers Foundation* Mike Award dinner. Plaza hotel, New York. Information: (212) 586-2000.

March 29—*Television Bureau of Advertising* regional

tion: (609) 848-1000.

Oct. 15-19—*Society of Motion Picture and Television Engineers* 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

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

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

Nov. 30-Dec. 3—*Radio-Television News Directors Association* annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510.

Dec. 7-9—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

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

Jan. 28-Feb. 1, 1989—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meeting: Jan. 27-31, 1990, Sheraton Washington and Omni Shoreham, Washington.

Feb. 3-4, 1989—*Society of Motion Picture and Television Engineers* 23d annual television conference. St. Francis hotel, San Francisco.

■ **Feb. 22-24, 1989**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex.

Feb. 24-26, 1989—*NATPE International* 26th annual convention. George Brown Convention Center, Houston.

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

Major Meetings

Television 37th annual convention. Westin William Penn, Pittsburgh.

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

June 12-15—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 16-18—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

June 18-21—*American Advertising Federation* annual convention. Century Plaza. Los Angeles.

July 31-Aug. 3—*Cable Television Administration and Marketing Society* annual conference. Westin Copley Place, Boston.

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

Sept. 14-17—Radio '88, sponsored by the *National Association of Broadcasters*. Washington. Future meetings: Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

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

Sept. 23-27—*International Broadcasting Convention*. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

Oct. 4-6—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Informa-

March 21-23—*Satellite Broadcasting and Communication Association* trade show Bally's, Las Vegas. Information: (800) 654-9276.

April 9-12—*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—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

April 10-13—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va.

April 17-20—*Broadcast Financial Management Association* 28th annual meeting. Hyatt Regency, New Orleans. Future meetings: April 9-12, 1989, Loews Anatole, Dallas, and April 18-20, 1990, Hyatt Regency, San Francisco.

April 28-May 3—*National Cable Television Association* annual convention. Los Angeles Convention Center.

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

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

May 18-22—Public Radio Conference, annual meeting of *National Public Radio* and *American Public Radio*, coordinated by *National Public Radio*. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

June 6-9—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 8-11—*American Women in Radio and*

sales conference. Hyatt Regency, Cincinnati.

March 29—"Wearing Another Hat: Counseling Communications Clients on Labor-Related Matters," sponsored by *Federal Communications Bar Association, Continuing Legal Education Program*. Washington Marriott, Washington.

■ **March 30**—"Update on Current and Future Programming and Projects," speech by Stephen Palley, chief operating officer, KingWorld Productions, to *New York Television Academy*. Copacabana, New York.

■ **March 30-April 1**—*Radio-Television News Directors Association* region 12 student workshop. Cornell University, Ithaca, N.Y. Information: (212) 887-4138.

■ **March 31**—Deadline for entries in Editorial Excellence Awards, sponsored by *National Broadcast Editorial Association*. Information: Larry Schmidt, WCCO-TV, 90 South 11th Street, Minneapolis, 55403.

March 31—Deadline for applications for *Academy of Television Arts and Sciences'* summer '88 student internship program in Los Angeles. Information: ATAS, (818) 953-7575.

March 31—Deadline for entries in *International Radio Festival of New York*. Information: (914) 238-4481.

March 31—Deadline for entries in Morgan O'Leary Award for Excellence in Political Reporting, administered by *University of Michigan Department of Communication*. Information: Department of Communication, 2020 Frieze Building, University of Michigan, Ann Arbor, Mich. 48109.

March 31—*Television Bureau of Advertising* regional sales conference. Hyatt Regency O'Hare, Chicago.

April

April 1—First Professionalism Awards, sponsored by *American Women in Radio and Television, Indiana chapter*, to recognize "outstanding efforts of professionals in television, radio and advertising. Lincoln hotel, Indianapolis.

■ **April 1**—Deadline for entries in National Psychology Awards for Excellence in the Media, sponsored by *American Psychological Association* and *American Psychological Foundation*. Information: (202) 955-7710.

April 1-2—10th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 6—"Cable/Broadcast Peace," sponsored by *Women in Cable, Rocky Mountain Chapter*. Speaker: Jim Cownie, chairman. National Cable Television Association. Hyatt Regency Tech Center, Greenwood Village, Colo. Information: (303) 740-6432.

April 6—"Multimedia Research Update," sponsored by *Philadelphia Advertising Club*. Franklin Plaza hotel, Philadelphia. Information: (215) 874-8990.

■ **April 6**—*New York Television Academy* luncheon. Speaker: Squire Rushnell, VP-late night and children's television, ABC Entertainment. Copacabana, New York.

April 6-9—National Hispanic Media Conference, organized by *National Association of Hispanic Journalists, Hispanic Academy of Media Arts and Sciences* and *National Association of Hispanic Publications*. Hyatt Regency hotel, Dallas. Information: (202) 783-6228.

April 7—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

April 7-9—*Broadcast Education Association* convention. Las Vegas. Information: (202) 429-5355.

■ **April 8-9**—*Radio-Television News Directors Association* region seven conference/RTNDA awards presentation Indianapolis Athletic Club, Indianapolis. Information: Gene Slaymaker, (317) 923-1456.

■ **April 8-9**—*Radio-Television News Directors Association* region 11 conference/RTNDA awards presentation, featuring panel on media coverage of juveniles by Scientists Institute for Public Information. Newport Harbor Treadway Inn, Newport, R.I. Information: Jeff Marks, (207) 772-0181.

April 8-10—*Alabama AP Broadcasters Association* annual meeting and awards banquet. Embassy Suite hotel, Birmingham, Ala.

Errata

Deck of Feb. 29 story on Cox Enterprises and Tribune Broadcasting investment in Del Rey Group mistakenly identified **Del Rey's advanced TV system** as "60 mhz." It is **6 mhz** system.

In March 14 "Top of the Week" box on sale of *ALF* in Los Angeles, **prices quoted for sales of *Who's the Boss?* and *The Cosby Show* were weekly, not per episode**. At \$240,000 per week, per episode price for *Who's the Boss* comes to \$360,000. At \$225,000 per week, per episode price for *Cosby* comes to \$335,000.

In "NATPE" wrap-up issue (March 7), *GLOW* was inadvertently included in capsule of syndicator Action Media. *GLOW* is **distributed by New York-based syndicator MG/Perin**.

In March 14 story on four-year renewals of King World's *Wheel of Fortune* and *Jeopardy!*, **wxvt(TV) Greenwood, Miss.**, should have been identified as **renewing *Wheel of Fortune*, not *Jeopardy***.

April 9—*Association of Maximum Service Telecasters* membership meeting. Las Vegas Convention Center, Las Vegas.

April 9-12—*National Association of Broadcasters* 66th annual convention, international exposition and 42d annual broadcast engineering conference. Las Vegas Convention Center, Las Vegas.

April 10-12—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va. Information: (202) 739-5082.

April 10-13—Business-to-business marketing communications conference, "The Making of Marketing Communications Leaders," sponsored by *Association of National Advertisers*. Opryland hotel, Nashville. Information: (212) 697-5950.

April 11—*Association of Maximum Service Telecasters* engineering breakfast. Las Vegas Hilton, Las Vegas.

April 11—*National Academy of Television Arts and Sciences* deadline for entries in Community Service Awards. Information: (212) 586-8424.

April 11-12—*Cabletelevision Advertising Bureau* seventh annual conference. Theme: "America is Cable Ready." Waldorf-Astoria, New York.

April 12—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention (see above). Las Vegas Hilton.

April 13—"Calling the Shots: Producing and Directing in Washington," session sponsored by *American Women in Radio and Television*, Washington chapter. National Association of Broadcasters, Washington. Information: (202) 659-3494.

April 13—First Alexander Hamilton/Ohio State Awards luncheon and 52d annual Ohio State Awards banquet ceremony, sponsored by *Ohio State's Institute for Education by Radio-Television*. National Press Club, Washington. Information: (614) 292-0185.

April 14—*International Radio and Television Society* newsmaker luncheon. Topic: summer Olympics. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 14—*Action for Children's Television's* 20th birthday celebration, including presentation of Achievement in Children's Television Awards and seminar on business of home video for children. Luncheon speech: Robert Solow, Nobel laureate in economics. Harvard Graduate School of Education, Gutman Library and Conference Center and Charles hotel, Cambridge, Mass. Information: (617) 876-6620.

April 14—Presentation of Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Cambridge, Mass. Information: (617) 876-6620.

April 14-18—*National Federation of Community Broadcasters* annual conference and business meeting. Crowne Plaza Holiday Inn, Rockville, Md. (Washington). Information: (202) 797-8911.

April 15—31st annual New York Emmy Awards, sponsored by *New York chapter of National Academy of Television Arts and Sciences*. New York Hilton.

April 15-19—Munditele, world show of television productions. International Center of Exhibitions and Congresses, Zaragoza, Spain.

April 16—11th annual Great Lakes Radio Conference, sponsored by *Specs Howard School of Broadcast Arts* and *Central Michigan University*, in cooperation with *Michigan Association of Broadcasters*. Campus of Central Michigan University, Southfield, Mich. Information: Dick Kernen, (313) 569-0101

April 16—20th annual Golden Reel Awards ceremony sponsored by *International Television Association*. Caesars Palace, Las Vegas. Information: Kelly J. Bell, (214) 869-1112.

April 16-17—"Economics and the '88 Elections," conference for journalists co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Vista International hotel, Washington. Information: (213) 851-7372.

April 17-20—*Broadcast Financial Management Association* annual meeting. Speakers include FCC Commissioner Patricia Dennis. Hyatt Regency, New Orleans. Information: (312) 296-0200.

April 18—Deadline for entries in Public Service Announcement Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Information: (212) 586-8424.

■ **April 19**—Pay-per-view videoconference, sponsored by *Cable Television Administration and Mar-*

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keting Society's pay-per-view committee. On Satcom 3R7, originating from Centel Cable TV in Wheaton, Ill. Information: (202) 371-0800.

April 20-22—Indiana Broadcasters Association spring conference. New Harmony Inn, New Harmony, Indiana.

April 20-22—Electromagnetic Energy Policy Alliance annual meeting and symposium. Radisson Mark Plaza, Alexandria, Va. Information: (202) 429-5456.

April 21—White House Correspondents Association annual dinner. Washington Hilton, Washington.

Open Mike

No foreign ownership

EDITOR: Joe Waz's March 7 "Monday Memo" expressing the opinion that foreign interests should be allowed to own more than 20% of American radio and TV stations was both shocking and thought provoking. Joe, like many who view today's media marketplace, seems to feel that broadcast properties are like pork bellies, simply to be bought and sold to the highest bidder regardless of nationality or interest.

Wall Street has promoted the same theory although still under the American banner, as we watch major U.S. properties being auctioned off as if they were mere balance sheet entrees. Deregulation has promoted a free marketplace mentality that has been both good and bad. From the good side, many lethargic old companies that were in some respects just taking up spectrum space have been replaced with younger, more aggressive firms ready to take their place in the history books. From the bad side, many investor types have infiltrated the broadcast ranks with only bottom-line interests in mind and literally destroyed great broadcast institutions with the stroke of a pen.

What the selling of newspapers, cable systems or book publishing houses has to do with this ownership argument is hard to visualize. None use the public's property or are licensed as is broadcasting. Where broadcasting is different is that broadcasters merely hold a license from the government to operate in the public interests, but do not own anything other than their equipment, perhaps some small amount of real estate and the obligations to continue each broadcast day.

I would not sell our system short by saying that foreign dollars would make broadcasting more responsive and competitive. I cannot accept the "freedom of the press belongs to those who own one" concept at all. The quid pro quo idea that if we let foreigners in our broadcasting system, they'll let us in theirs is a bit pie-in-the-sky.

What Joe perhaps does not comprehend is the thousands of broadcasters who expend their personal efforts, creativity and sweat to keep ours the best system on earth. Not just for the money, but in the belief that broadcasting provides a service as well as a good business opportunity. I question seriously if anyone who has ever stood behind a camera or microphone feels that broadcast licenses are mere commodities for international trade. What we have with Joe's commentary is the overbroad view of deregulation. What our American broadcasting system is in reality, is a healthy, viable system. While imperfect, it does not need to be turned into

a for-the-highest-bidder commodity to be traded internationally. For some, at least, it is an interesting balance between business and a service—a goal far more worthy of protecting than economic diversity of ownership.—*Charles Giddens, managing partner, Media Venture Partners, Washington.*

Proper role

EDITOR: After reading BROADCASTING'S Feb. 15 story about KCNC-TV Denver's news pilot crossing the line between observer and participant, I feel obligated to speak out in the defense of the pilot and the television station's news director.

First of all, we journalists are still human beings. We have a responsibility to our community and fellow human beings—especially when someone is in harm's way. The television news pilot witnessed the murder of an off-duty police officer by an armed robbery suspect and followed in his helicopter. The suspect lost the police in a high-speed pursuit, and the pilot then witnessed the suspect trying to commandeering another vehicle. When the suspect failed, he fired two shots at the automobile's occupants. The pilot witnessed the suspect take an elderly man hostage and order him into his pickup truck. As the hostage drove his truck from his home, the suspect hid on the floor. The pilot, unable to contact the police directly, saw the truck pass four police cars. The former military and sheriff's department pilot saw enough. He took action using the only thing available to him—his helicopter—and stopped the truck. Police officers saw the helicopter stop the vehicle and spotted the suspect. The police officers took over from there.

On Jan. 17, my cameraman and I used our news helicopter to rescue 54 people trapped at a seaside hotel during a flood in southern California. The fire department asked for our help, and we halted our news-gathering to help people in need. Not surprising, the very same people that complained about KCNC's pilot complained about us—the competition.—*Robert Tur, KNX(AM) Los Angeles.*

Cross referencers

EDITOR: For shame! Suggesting that reference librarians don't know how to have a good time ("Editorials", March 14).

We may be a bit short on glitz, but we are no strangers to hoopla. *Susan M. Hill, Ann L. Cardace and Karen G. Livesay, reference librarians, National Association of Broadcasters, Washington.*

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A commentary on radio promotion personnel from Maggie Dugan, Worcester, Mass.

What to ask (and ask for) in a promotion director

Hiring a promotion director is different from hiring for any other job at your radio station. The skills and talents of a strong promotion director are contradictory—and often difficult to find in one person. How can you find out if a candidate is creative *and* organized? How do you spot real promotion talent?

The key to finding talented promotion directors is asking a lot of questions. But you can't pick just any interview question. The questions that will guide you as you hire a promotion director are different from the typical "what are your five-year goals?" interview question.

First, determine key traits you need in a promotion director. It's different at every station and every company. You'll need to decide what you need your promotion director to do. Describe the ideal promotion director: someone who is creative, imaginative, enthusiastic, energetic, innovative, collaborative, diplomatic, articulate, organized, detail oriented, thorough. You'll have your own descriptives to add to the list.

You may need a promotion director who makes good presentations, or who speaks well in public. You may want your promotion director to assist account managers on sales calls—then the candidates need to be neat and make a good appearance.

List, in order of importance, every quality you could possibly desire. Then pick the five or six most important.

Use these important parameters to design questions that will help you determine whether the candidates match your needs. And be sure to ask each candidate the same questions, so you can measure them against one another.

It's OK if you hear a few "pat and practiced" answers. If you design your questions creatively, you'll be able to probe beyond the career-counseled responses. That's when you find out if you're hiring someone who will really make your promotion department perform.

Half the battle is asking the right questions. Questions that indirectly illustrate the candidate's talents and skills. Here are a few of the questions that I've found especially useful for identifying talent when I interview promotion director candidates for radio stations:

■ "What's the most outrageous thing you've ever done?" If a candidate can't answer this question within 30 seconds, he or she is probably not right for the job.

Good promotion people thrive on being unique. They'll hear the word outrageous and think of several incidents in their life that illustrate their uniqueness. Whether personal incidents or things that happened at work, including outrageous promotions they



Maggie Dugan is a radio consultant based in Worcester, Mass., who specializes in building promotion and marketing departments, recruiting and hiring promotion directors and training promotion directors to be effective marketers and managers. She is the former promotion coordinator and marketing director at WAAF-FM Worcester-Boston. She also worked as news director at WBRU-FM Providence, R.I.

dreamed up at another job, creative and imaginative people have a laundry list of outrageous things they've done.

■ "How do you remember your successes?" Talented people keep records of their success. Look for someone who can articulate past successes clearly and who keeps a record of accomplishments. It tells you success is important to him or her.

■ "Have you ever started a group or organization on your own?" This will illustrate initiative. Look for people who were starting clubs in high school or leading groups in college or who have implemented new programs or systems in their past jobs. Then find out what kind of challenges they faced starting these groups or programs.

■ "Describe what your life will be like in five years." This is not the same as: "Tell me your five-year goals." No boring answers accepted here. Ask for a description of all aspects of their life: What are you doing? What kind of car do you drive? Where do you vacation? How do you spend your weekends? What kind of place do you live in? What's your life like?

This question lets you know immediately about your candidate's imagination. Do you get a matter-of-fact description of their life in five years? Or do you hear of vacation homes, exotic travels and interesting adventures and high-profile jobs?

This also gives you a sense of their focus. Do they speak more about work or home? Or is it balanced? Which do they mention first? Will this job get them to where they want to be in five years?

■ "How do your interns help you?" Look for someone who organizes an intern pro-

gram and treats the volunteer help like employees. If a person takes the initiative to treat interns with care and to motivate and teach them, imagine his or her ability to motivate the paid staff. A true manager is a natural teacher and coach who won't wait to have an official staff to begin managing people.

Promotion directors spend a lot of their time managing people who aren't "officially" on their staff. They indirectly manage the disk jockeys and sales people.

■ "How do you get people to work with you?" Listen for collaborative and resourceful answers. You want to hear more than: "I put out memos and make schedules." A good sign: someone who likes to explain why: "Here's why we're doing this promotion, and here's why your participation is important." You want someone who will involve staff members, not dictate orders.

At the same time, look for someone who firmly expects staff members to help out, and who will set real standards.

■ "Tell me about the last time you felt you were the best." Give your candidates an opportunity to brag. Let them talk about all the terrific promotions they've put together, or about the important accomplishments in their lives. Listen for people who can describe proudest moments without boring you with too much detail, yet at the same time keep your interest and make you understand why they felt they were the best.

■ "You're leaving your job. I'm your replacement. You have the next half-hour to tell me everything I need to do to be good at your job now." See how comfortable they are role playing with you. Then see how they organize their current job in their mind. Does their explanation start with the big picture, the mission or focus of the job and then go into details? Or does it start by describing smaller tasks? This gives you a sense of their thought process and how they will attack future projects.

You'll need to really role play with this. Interrupt and ask questions. Set up "what if?" situations to see how well they do their given job. Give them opportunities to talk about work relationships. Do they tell you office dirt? Watch out. But do they diplomatically tell you how to short cut around somebody who is sometimes a road block? That's good news.

Focused answers usually indicate focused individuals.

The key to this question is finding out the applicant's behavior at the last job. Don't just ask them to tell you what they know. Ask them to explain what to do.

It's important to interview promotion candidates thoroughly and seriously. Listen carefully to how they promote themselves to you. It's probably indicative of how they'll promote your radio station to your listeners and advertisers.

What are Radio Station Owners Saying...

"Art and I were impressed with Americom because they were professional, thorough and confidential in helping produce a quick deal at a record price...\$25 million."

Art Kern and Alan Beck, American Media, Inc.

"We personally interviewed seven brokers when we decided to sell WOJO(FM) in Chicago. We chose Americom, and we're glad we did - they got us \$14,000,000 cash for a station many people felt was worth only \$11 or \$12 million."

Jim and Jane Hall

"When we talked value, they gave us the highest price we could expect and did not inflate the price to get a listing. The result...\$7,000,000 and no covenant, no seller note."

Fred Godley, Jr.

"Our stations really were not for sale, but Americom brought us an attractive cash deal and kept it very confidential, which is the way we wanted it. At a time when other deals weren't closing, their buyer was able to close - in cash."

Sy Goldman, The Goldman Radio Group

"When they came to us with a buyer for our Albany and Providence radio stations, we took them seriously, and we are glad we did. From our experience, they are the best in the business."

Morton I. Hamburg, JAG Communications, Inc.

"Their *Confidential Marketing* strategy targeted the best buyer for our two-station group. They only had to clear one prospect with us who came in and paid us the price we wanted...\$13,500,000 cash."

Jerry Atchley, FirstCom Corporation

"When we decided to sell our radio group, we wanted to sell for the highest price and that's why we called Americom. We're very pleased."

Richard Oppenheimer, Capital Cities Broadcasting

"When I sell a station, I don't like to haggle, and I want to keep it very quiet. I set a price that is high but fair. That is why I call Americom. Thank you, Americom, for all of your help."

A. Thomas Joyner, Joyner Broadcasting Co.

"They get some of the highest prices in the industry and yet the prices can be financed; all of their deals have closed. This professionalism and a high degree of confidentiality has made Americom so well respected."

Ed Christian, Saga Communications, Inc.

"Recently, I completed a complex exchange of assets through Americom. They stayed right on top of things, providing solutions to difficult problems. I applaud Americom's innovative nature and professional attitude."

George Silverman, Sunshine Group Broadcasting

"I had a direct offer from someone that wanted to negotiate my price so I called Americom and told them I wanted a serious buyer. Two weeks later, they brought me a buyer that paid my price."

Stan McKenzie, Seguin Broadcasting

"When we decided to sell, I just didn't know who to call. My attorney mentioned Americom, and I asked around and heard good things. I am delighted they got me a price the other brokers couldn't get near."

Sam Sitterle, SIT Broadcasting

"They work very hard for their sellers, and I like that. They get very full prices, but the prices are fair, and I seriously question if others could get the same prices for some of the properties Americom has brokered."

Barry Dickstein, Hartstone & Dickstein

"Americom orchestrated a complicated three-party, like-kind exchange, brought us a top price, a qualified buyer and maintained the confidentiality of the whole deal. We were impressed."

Don Wilks & Mike Schwartz, Wilks/Schwartz Broadcasting

"Their creativity in structuring sound financial deals and their ability to explain why a station has a certain value sets them apart. It's a pleasure to work with them."

Jim Glassman, Community Service Radio, Inc.



Tom Gammon



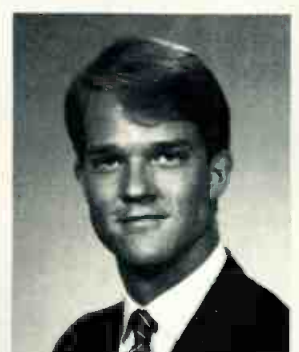
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Radio Station Brokerage & Financing

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Vol. 114 No. 12

TOP OF THE WEEK

EXCLUSIVE TABULATIONS

TV networks: Holding on to slender gains

Overall, prime time, late night and sports sales up; losses for daytime, news, children's dayparts

ABC, CBS and NBC television networks collectively took in \$6.8 billion in 1987, a less than 2% increase over 1986. But the three-network net revenue from TV advertising time sales would have been even weaker, according to data supplied to BROADCASTING by accounting firm Arthur Young & Co., if not for a relatively good fourth quarter.

The fourth-quarter net time sales revenue was up more than 7% to \$2.1 billion over the same period in 1986, with the strongest growth in late night, prime time and news, the unaudited figures show (see chart below).

Although individual results vary among the three networks, on a collective basis only prime time, late night and sports were

up for the year, with losses registered for daytime, news and children's dayparts.

Last year, net time sales revenue was reported off in both the third and first quarters for the three broadcast networks together, with the tally edging up only slightly during the second quarter (BROADCASTING, June 1, Aug. 10 and Nov. 16, 1987).

Prime time, the largest daypart, accounting for half of the three networks' total sales, reported net revenue in 1987 up 5.5% to \$3.4 billion, bolstered by a 9%-plus fourth-quarter increase to \$958 million. The daypart had shown increases of nearly 7% in the third quarter, 4% in the second and 2% in the first.

The next largest revenue segment, sports, showed the strongest growth for the year of any of the categories, up nearly 9% to \$1.2 billion. A fourth-quarter increase of 6% to \$509 million in time sales added to the category's 21% second-quarter spurt. Time sales

had been up 13% in the first quarter as well, although they dropped in the third quarter.

Daytime, the third largest daypart, was the bad news again this year. Off for three of the four quarters and dropping to \$1.1 billion for 1987, daytime was down nearly 10% last year. Its only growth was in the fourth quarter, with a 2% increase over 1986 to \$307 million in net revenue.

The category, off 3.6% in 1986 over from 1985, had decreases of 24% in the third quarter of 1987, almost 7% in the second quarter and nearly 13% in the first quarter of the year.

Also off heavily for the year were the three-network news sales, dropping nearly 6% to \$686 million. News, although helped by a 8% jump in fourth-quarter net time sales, was otherwise down for the year, with 18% and 12% drops in the third and first quarters, respectively.

The children's daypart, smallest of the

Television network revenues: 1987 versus 1986

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenues from client-supplied programming							
1986	\$19,865	\$49	\$0	\$0	\$1,237	\$0	\$21,151
1987	28,445	0	315	0	9,644	0	38,404
% increase (decrease)	43.19	(100)	0	0	679.63	0	81.57
All other gross revenues from time sales							
1986	3,759,750	341,666	1,395,998	170,027	1,310,766	855,183	7,833,390 *
1987	3,958,727	355,226	1,258,633	168,491	1,414,365	806,946	7,962,388 *
% increase (decrease)	5.29	3.97	(9.84)	(0.90)	7.90	(5.64)	1.65
Total gross revenues from time sales							
1986	3,779,615	341,715	1,395,998	170,027	1,312,003	855,183	7,854,541
1987	3,987,172	355,226	1,258,948	168,491	1,424,009	806,946	8,000,792
% increase (decrease)	5.49	3.95	(9.82)	(0.90)	8.54	(5.64)	1.86
Less advertising agency commission							
1986	565,741	52,185	207,976	25,488	196,133	126,085	1,173,609
1987	596,735	53,050	187,594	25,003	211,238	120,769	1,194,389
% increase (decrease)	5.48	1.66	(9.80)	(1.90)	7.70	(4.22)	1.77
Total net revenues from time sales							
1986	3,213,874	289,530	1,188,022	144,539	1,115,870	729,098	6,680,932
1987	3,390,437	302,176	1,071,354	143,488	1,212,771	686,177	6,806,403
% increase (decrease)	5.49	4.37	(9.82)	(0.73)	8.68	(5.89)	1.88

*Includes \$68,053,000 in color insertion revenues for 1987 and \$54,786,000 for 1986.

six, was also down just slightly in 1987, registering a less than 1% decline for the year at \$144 million. Fourth-quarter revenue was off less than 1% from last year, and although the category saw a 17% spurt in the first quarter, it suffered substantial declines in the second and third quarters. The daypart had been off about 10% in 1986 over 1985.

Late night again showed growth last year,

although not quite at its 1986 level. For 1987, late night net time sales were up 4.3% to \$302 million, with a 17% fourth-quarter increase to \$90 million. The daypart was up roughly 3% in the first quarter, flat in the second and off about 3% in the third quarter.

Fourth-quarter revenues, Arthur Young said, were reported by two networks on a 13-week basis and by one on a 14-week

basis, reflecting each network's fiscal reporting and books of account.

The figures also include color insertion revenue (the commercial integration charge for insertion into the national network) for 1987 of \$68.053 million; for 1986, \$54.786 million; for the fourth quarter, 1987, \$20.713 million, and for fourth quarter, 1986, \$11.170 million. □

Metzenbaum talks tough to cable

Senator, critical of cable's growing market power, holds hearing and says industry has 60 days to shape up or face restrictive legislation

Senator Howard Metzenbaum (D-Ohio) issued a stern warning to the cable industry last week that it needs to do a better job of "self-policing." Cable has "60 days" to meet that challenge, Metzenbaum said, or he may seek legislative action. As chairman of the Senate antitrust subcommittee, Metzenbaum convened a hearing to explore what he feels is the growing anticompetitive behavior on the part of the cable industry toward broadcasters and some of the newer technologies (wireless cable and home satellite). Metzenbaum also is disturbed about increases in consumers' subscription rates, which he said, have "zoomed upwards," leading to, in some cases, a jump of "200%, 300% or even 400%."

Cable's developing market power seemed to be at the heart of the hearing. "I am extremely bothered by reports that the cable industry is freezing its potential competition out of the market by refusing to provide programming or by making programming available at artificially high prices," said the senator.

Metzenbaum clashed with the industry earlier when he fought provisions in the Cable Communications Policy Act of 1984 that greatly curtailed local municipal authority over cable, including the power to regulate rates. (Rate deregulation took effect last year.)

The National Cable Television Association commissioned its own rate study which, according to its president, James P. Mooney, shows "that while the average basic rate increased by 10.6% during the first six months of 1987, the average rate for premium services declined by 2.3% with the result that the average net subscriber bill increased by only 6.7%." Mooney said those findings are backed up by figures released by the Bureau of Labor Statistics that, he said, show "average net cable rates up by only 6.6% from 1986 to 1987."

At first, Metzenbaum said the hearing was "not a precursor to legislation" but was intended to "sound a warning" to cable that it has "grown powerful... and with that power there can be abuse." But as the testimony proceeded, it was clear the lawmaker still has second thoughts about the Cable Act. "Some of us feel we were had when we passed that bill," said Metzenbaum to Mooney and other industry witnesses. "I think



Senate antitrust hearing



Metzenbaum

some of us are ready to revisit this issue."

Mooney responded by telling the senator that cable is "sensitive" to his concerns. "We don't like to stonewall Congress and insist that all we do is fine. We try to be as flexible as we can," said the NCTA president, who also urged Metzenbaum to "keep in mind [that] we think we're putting something good on the table."

Just how many other senators share Metzenbaum's view is uncertain. Attendance at the hearing was sparse. Only Senators Strom Thurmond (R-S.C.) and Gordon Humphrey (R-N.H.) attended, and briefly. (Members were said to be drawn away by a competing subcommittee hearing and the Nicaraguan-Honduran situation.)

Cable critics contend that because of growing vertical integration within the industry, programmers are under pressure from MSO's not to sell to wireless cable or home satellite in areas where they compete with cable. The driving force behind Metzenbaum's investigation is believed to be the wireless cable business, which has a strong

presence in his home state.

Testifying on behalf of wireless cable was James Theroux, who runs MetroTEN Cablevision, a wireless cable operation in Cleveland. Also present was Mark Foster, chairman and chief executive officer of Microband Co., the country's largest wireless cable operator. Both Foster and Theroux told of difficulties they have encountered with cable programmers, many of whom refuse to do business with them.

"These impediments to competition consist of refusals to deal by satellite programmers such as HBO, Showtime, Disney, USA Network, and many others. These programming services are to cable what milk, eggs, and bread are to a grocery store," said Theroux, adding: "Without milk and eggs, no competitor to cable will have a chance of surviving in the retail marketplace."

Wireless cable operators can use up to 33 microwave channels—10 allotted to multi-point distribution service (MDS), 20 to the instructional television fixed service (ITFS) and three to the operational fixed service (OFS)—in each market to broadcast multiple channels of programming to paying subscribers. To receive signals, the subscribers have to be equipped with antennas (which, often look like concave oven or barbecue grills), downconverters and cable-like converters/descramblers.

It has been noted by industry sources that Metzenbaum's interest in cable issues may have something to do with his bid for reelection. There were other witnesses from Ohio, including Wendell Triplett of WWAT-TV Chillicothe; Milton Maltz, Malrite Communications Group of Cleveland, and George Kocian with the Home Satellite Television Association, Tiverton.

Like Kocian, Thomas Burke, represent-

ing the United Satellite Industry Association, complained about a stranglehold cable has on the backyard dish marketplace. "By refusing to deal with the satellite market, cable programmers and cable systems have preserved their local monopolies and made it virtually impossible for satellite dealers to compete," Burke testified.

Broadcasters are unhappy with cable for what Gary Chapman of Freedom Newspapers, Riverside, R.I., said was its "legal and regulatory upper hand." Without must-carry rules and syndex, broadcasters feel cable

raiser at his home for Metzenbaum that raised some \$32,000, according to records filed with the Federal Election Commission.

A Metzenbaum aide told BROADCASTING that if the senator does "look at" a bill, it will deal with vertical integration of cable operators and programmers. And it would likely force cable programmers to make their services available to such alternative delivery systems as wireless cable at nondiscriminatory prices. A home satellite measure (the Gore bill, S. 889) is already pending in the Senate and would require cable pro-

secure. Collins added that HBO has had trouble getting some wireless operators to pay their bills.

The senator told Tele-Communications Inc.'s Robert Thomson that TCI is developing an image as a giant "monolith." He wanted to pin Thomson down on the amount of control TCI has over those program services in which it has an ownership interest.

"We have no controlling interest over any of these programmers," Thomson told Metzenbaum. He said TCI's ownership is always less than 50%. But the chairman challenged the TCI official by saying that "you don't have to have 50% to have control." "We do not have control in fact or in votes," replied Thomson. Later Thomson acknowledged that TCI has some influence over the distribution decisions of cable programmers. "We are a large customer. To that extent we have influence. To say we are in the vanguard of vertical integration is just not true," said Thomson.

Metzenbaum complained that cable subscription rates have gotten out of hand. But Amos Hostetter, chairman and chief executive officer of Continental Cablevision, Boston, told Metzenbaum that his industry has been "incredibly restrained" when it comes to rates. Continental's Ohio subscribers, Hostetter said, have seen an average increase of about 5% since deregulation kicked in.

Hostetter said the assertion by cable's critics that the industry is too powerful is spurious. "Looking at the entire cable industry, from TCI, the largest cable operator with more than eight million subscribers, to the smallest mom and pop operator with fewer than 500, total industry revenues for 1987 were \$11 billion, less than those of several of the seven regional Bell Operating Companies. For example, in 1987 NYNEX and Bell South each had revenues of over \$12 billion. This was approximately 25 times our revenues and seven times those of TCI in 1987." □



L to r: Collins, Mooney, Hostetter and Thomson

has a competitive advantage. Chapman spoke on behalf of the National Association of Broadcasters. Also testifying was John Siegel of KBHK-TV San Francisco.

There has been speculation that Metzenbaum's ties with the motion picture community might be another factor motivating his call for reregulating cable. Hollywood has been trying to draw Hill attention to the issue of cable concentration of ownership for some time. As one of the Senate's leading liberal Democrats, the senator has often been a favorite beneficiary of the movie industry. Last June 8, for example, Barry Diller, chairman and chief executive officer of 20th Century Fox Film Co., hosted a fund

grammers to permit any qualified third party—inside and outside the cable industry—to distribute their services to backyard dish owners. Wireless cable has also been pushing to be covered by the Gore bill ("Closed Circuit," Feb. 8).

Metzenbaum grilled the cable witnesses. He wanted to know if Home Box Office has a "corporate policy not to sell to wireless cable." HBO President Joseph Collins said it had no such policy. He said Microband has been an HBO customer in New York for years. Dealing with wireless cable, Collins noted, has proved difficult because of problems with piracy. HBO wants some assurances from wireless cable that its signal is

House telcomsubcom looks at children's television

Committee hears testimony on legislation that would set program quotas, limit ads and curtail shows based on toys

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) made clear at the outset of the subcommittee's hearings on children's television last Thursday (March 17) that he was intent on passing legislation to increase educational and informational programming and decrease advertising aimed at children on broadcast television.

"Congress can, should and will act on this exceedingly important issue," Markey said. "For if we do not act, commercial television will continue to be the video equivalent of a shopping mall for children, with sales clerks



Charren

masquerading as children's favorite cartoon characters."

It is unlikely anything in the three hours of testimony lessened his resolve. Indeed, Larry Irving, a senior counsel of the subcommittee, indicated afterward that legislation would be moving to markup, although he did not say when. (During opening statements, Subcommittee member John Bryant [D-Tex.] said Markey had scheduled a markup, but Irving said Bryant "misspoke.")

Peggy Charren, president of Action for Children's Television, who testified in favor of the legislation, called the legislation's prospects "extraordinary. I'm not a betting woman, but you could talk me into a reasonable bet on this one. The hour a day is tougher than the commercial limits, but it's inconceivable we are not going to get com-

mercial limits...The minute the FCC turns down [a reimposition of its children's TV guidelines], we are going to get a law."

The legislation (H.R. 3288, H.R. 3966) at issue would limit advertising in children's programming to nine-and-a-half minutes per hour on weekends and 12 minutes per hour on weekdays, require broadcasters to air at least one hour a day of informational or educational programs for children 12 years old or younger and restrict host selling in



Jorgenson

children's programming and shows based on toys, the so-called "program-length commercials."

As part of its general deregulation of TV in 1984, the FCC dropped its children's advertising guidelines. In response to the U.S. Court of Appeals in Washington ruling that the FCC lacked a sufficient record to drop the guidelines, the FCC launched an inquiry last year to build the record.

Much of the impetus behind the legislation is the belief of key sponsors that the FCC's inquiry will not lead to resurrection of the guidelines. In fact, the FCC has said the burden of proof in the inquiry falls on those favoring the guidelines. Said Al Swift (D-Wash.) in his opening statement: "We are here because the FCC is not doing its job."

At the hearing, the principal spokesman for broadcasters opposed to the legislation was Wallace Jorgenson, joint board chairman of the National Association of Broadcasters and president of Jefferson-Pilot Communications Co., licensee of WBTV(TV) Charlotte, N.C., and WWBT(TV) Richmond, Va. "We are meeting our obligations to children," Jorgenson said, citing an NAB publication reviewing the variety of commercial television for children. "We have not and will not desert our young."

When the FCC imposed the advertising guidelines in 1974, Jorgenson said, it refrained from mandating a minimum of children's educational and informational programming in the belief that broadcasters would provide such programming of their own volition. "We...remain convinced that broadcasters have fulfilled those requirements and will continue to do so."

However, during questioning by Representative Bryant, co-sponsor of the legislation, Jorgenson could not quantify the amount of educational and informational programming being aired by commercial broadcasters. He also acknowledged that his own stations offer no such programming on a regular weekly basis, although he said WBTV

does air occasional public affairs programs for children and a Saturday morning show with a cowboy host that sometimes has educational elements. A station official said the program to which Jorgenson was apparently referring has been off the air since 1986. Jorgenson promised that the NAB would survey stations to determine the extent of information and educational children's programming.

Jorgenson suggested that it would be unwise to require educational and informational programming since children prefer entertainment programming: "You can put it on the air, but children won't watch it."

The ratings of programs such as public television's *Sesame Street* and *Mr. Rogers' Neighborhood* do not compare to those of entertainment programming airing opposite them, Jorgenson said. "I think many children found *Captain Kangaroo* deadly boring."

Jorgenson also complained about the "Catch-22" of the legislation. "In effect, Congress is suggesting we increase our production while reducing our potential revenue stream," he said. "In the face of a declining audience for children's programming—caused in part by the many competing alternatives discussed above—those conflicting requirements would pose an extremely difficult burden and are part of the reason we oppose" the legislation.

Questioning the need for advertising, Jorgenson included in his written testimony results of an NAB survey that found that children's programs contained an average of eight-and-a-half minutes of commercials per hour and that nine of 10 programs have less than 12 minutes.

The NAB results were refuted by the testimony of Geraldine Laybourne, executive vice president and general manager, Nickelodeon. "Broadcasters are pushing 16 minutes an hour on kids," she said without citing a source. "And they wonder why they are having ratings problems."

Another opponent of the legislation, Gilbert Weil, general counsel of the Associ-

ation of National Advertisers, argued that "truthful" advertising is protected by the First Amendment. Congress must, therefore, show that any restrictions it imposes on advertising directly advance a substantial government interest and are the "least possible abridgement of the commercial speech."

"If there were a proven substantial governmental interest in prohibiting child-oriented TV commercials exceeding stated time limits, it is difficult to discern what it



Weil

might be that would not exist as well for less than those limits," Weil said. "And, if that is so, then how would anything short of total forbiddance directly advance such a governmental interest?"

During questioning by Markey, Weil said he was not bothered that young children may be unable to distinguish between advertising and programming. And, he said, a congressional finding that young children cannot make that distinction would not constitutionally justify any advertising limits. If it does not matter to the children whether they are watching advertising or programming, he said, "I do not see the substantial governmental interest or the deception."

Markey thanked Weil for his candor, but suggested that he had not helped his cause much. "I'm afraid you've violated the first law of holes," he told Weil. "When you're in one, stop digging." □

NBC adds to program plans

Network gives advertiser and agency executives a look at what's on tap for 1988-89 season

NBC unveiled its prime time program development plans for next season to advertisers and agency executives convening in Los Angeles last week, adding to the lineup it had announced at a meeting with affiliates in Houston four weeks ago (BROADCASTING, Feb. 29).

Among the announcements last week were plans for two spin-offs of two comedies currently on the air, including the long-running *Facts of Life*, which will air a two-part launch for the spin-off in May. The spin-off will feature *Facts* star Lisa Whelchel returning to Eastland School to become its headmistress. The other spin-off in the works is from the first-season program, *My*

Two Dads, and will focus on local diner owner Ed Klawicki, played by Dick Butkus.

Other comedies in development at NBC are two from NBC Productions: *Nurse Bob*, about a male nurse and ex-convict and the eccentric family that employs him; and *Little Angels*, about a former pro basketball player and the bizarre family he marries into.

Other comedy pilots include: *The Big Five* (Weintraub Entertainment), about kids growing up, from Lasse Holstrom, director of the film "My Life as a Dog"; *Homecoming Queen* (Viacom), about a free spirited woman who leaves her glamorous life to return to her small Southern hometown; an untitled pilot known as the Morris Day (Purple Rain) project, about two record producers; *A Ghost Story* (Lorimar), a comedy about a couple who die and haunt their old

house after a new family moves in; *Smart Guys* (Imagine Entertainment), about three scheming companions; *All Talk* (Reeves Entertainment), about the young manager of an all-talk radio station; and *When in Rome* (Paramount), about a woman who leaves New York for the simple life in Rome, North Dakota.

New details also emerged on *The Disney Hour*, which moves from ABC to NBC next fall. The new program will feature rotating segments, including three series—a new version of *Davy Crockett*, with Fess Parker reprising his role; *The Absent Minded Professor*, with Harry Anderson (*Night Court*) in the lead role, and one of several action/venture series under consideration. Each series will get an airing once a month. The fourth week of each month, a Disney special or made-for-TV movie will air in the *Disney Hour* time period.

In drama development, NBC has a four-hour mini-series from Tri-Star called *Invad-*



Tartikoff

er, about a policeman and aliens. There's an option to expand it into a regular series. Other dramas in development: *Home Free* (MTM), starring Michael Warren (*Hill Street Blues*) as the single head of a foster family; *Shooter* (Paramount/UBU), about combat photographers in Vietnam (loosely based on the career of David Hume Kennerly); *The Incredible Hulk Returns* (New World) with Bill Bixby and Lou Ferrigno reprising their roles; *Down Delaware Road* (Weintraub), a coming of age drama; *Out of Time* (Tri-star), a time travel drama; *Midnight Caller* (Lorimar), about an ex-policeman now hosting a late-night call-in show while still solving crimes; *Desert Rats* (Universal), a cop show set in Arizona; and *Desparado*, (Universal) already seen as two made-for-TV westerns.

NBC Productions is producing a two-hour pilot, *Oakmont*, about two siblings and their headmaster father at a New England boarding school. □

NAB, networks call for study of peplemeters

They seek independent evaluation of methodology which may account for decline of network audiences

ABC, CBS, NBC and the National Association of Broadcasters have asked for A.C. Nielsen's cooperation in an independent in-depth evaluation of its controversial peplemeter audience measurement system.

Nielsen indicated a willingness to cooperate with the validation study at a meeting March 11 of the ad hoc Committee on Nationwide Television Audience Measurement (Contam) in New York. But it was not expected to formally reply to the group until details of the study are completed some time in the next few weeks.

Contam also plans to request the same of AGB, a second audience measurement company using peplemeter technology, according to NBC Vice President of Research William Rubens. Of the three networks, only CBS uses AGB in addition to Nielsen, and most advertising agencies continue to consider Nielsen the measurement service of record.

Nielsen instituted the new electronic metering service with the start of the 1987-1988 season last September. Repeated volleys have since been traded between it and the three networks, which have seen about a 10% drop in prime time viewing levels under the new technology.

The networks argue that the decline is due as much to flaws in the service as to changes in audience viewing habits measured during the previous season under the former handwritten diary system. The companies have also charged there are certain biases in the sampled group and question whether some family members, particularly young children, are properly registering their viewing.

Nielsen has already acknowledged that viewing by 2-to-11-year-olds on weekday afternoons is not accurately reported by peplemeters, after a telephone coincidental study showed the viewing figure to be 16%

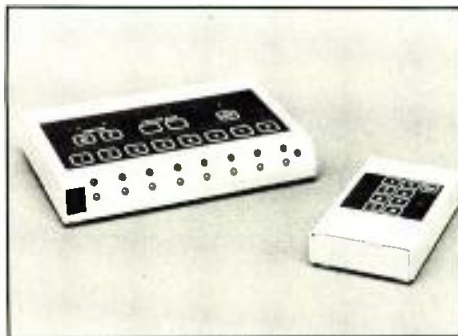
higher than metered results.

The evaluation is to be conducted by Statistical Research Inc., a Westfield, N.J.-based firm that has worked with Contam extensively in the past, most recently on telephone coincidental studies. According to Contam participants, SRI over the next few weeks will outline a series of studies that will look for flaws in the methodology by which the viewer sample is selected, how the information is gathered and processed and the data itself.

"It's time to do a systematic and thorough review," said committee member Alan Wurtzel, ABC senior vice president of marketing and research services, who added that the results of the study would be made available to the industry at large.

Although participants say they hope the effort would remain a "collegial" one, the networks' efforts to account for audience losses that they argue may be costing them millions in lost advertising revenue have made the subject a volatile one.

It is not yet clear how closely Nielsen would like the Contam study to examine peplemeter homes. The networks apparently hope to interview families that are no longer part of the sample about how they used the meters and may also ask an independent auditing firm to check how closely peplemeter readings match diary entries in metered homes.



Nielsen's peplemeters

"There is evidence there are system problems," argued NBC's Rubens. "From the beginning, for instance, there was concern about children. We were so skeptical we didn't use the children's numbers in selling this year."

November sweeps figures, according to Rubens, also raised concern at the number-one network, where peplemeters showed NBC viewership down 3% from the prior year, but the 100,000 mixed diary-meter local market figures from Arbitron and Nielsen showed the network up 1%-2%.

"This is really trying to partly synthesize work already done in the last year by Nielsen," added Rubens. "They didn't spend a penny on testing that system. We're now helping them do what they should have done themselves."

Contam will fund the study, which has no fixed reporting date. Rubens estimated it would cost between \$100,000 and \$250,000 depending on the amount of work and time required.

George Hooper, NBC research executive, added, however, that despite the cost to the group, "it's a matter of great concern to the broadcaster, advertisers and the public as to the accuracy of the new measurement system. It's not that we're anti-Nielsen or anti-AGB. We've always been trying to get the best measurement system."

Rubens rails against peplemeters

NBC's Rubens, a member of Contam, lashed out at the peplemeter technology and at audience research firms Nielsen and AGB in a speech before the Market Research Council in New York Friday, March 18.

The changeover to peplemeters "has brought home to me how far away the research business has drifted from sound methodology," Rubens charged. "Nielsen was under the gun in converting to peplemeters. Market pressures forced them to

introduce a new rating service before its time.

"Instead of a well-planned transition from one system to another," he added, "we found ourselves subject to marketing considerations and competitive issues between research suppliers. Research issues were given short shrift."

In the talk, Rubens criticized Nielsen's sampling techniques as well as what he said was the higher level of subject participation in the system, which he argued was affecting viewing patterns and reporting behavior. He also objected to a Nielsen plan to bring the meter sample up to 4,000 homes more quickly by retrofitting 500 homes using the previous diary system with the new technology.

"I know that many of us will work hard to understand and improve the peplemeter



Rubens

method, and certainly there is room for improvement," Rubens commented. "But we are patching up a method which is fundamentally flawed. Peplemeters go against human nature. You can't expect people to work on data entry during their leisure activity of watching TV. Either they take a leisurely approach to data entry, or TV viewing becomes work—and they may ease the burden by watching less."

He argued that "critics of the old system should be just as skeptical about peplemeters, for if we don't have the best media measurement system money can buy, we will wind up with inaccurate ratings. That means the advertisers are not making their best buying decisions, the networks are not making the best program decisions and the public is not being served to the best of our ability."

CBS finishes third for first time

CBS said last week that it will finish in third place in prime time ratings for the first time in its history.

David Poltrack, CBS vice president of marketing, said that with four weeks of the season to go, ABC should finish with a 13.9 household rating compared to a 13.7 for CBS. There was no predicted finish for NBC by CBS, but it is a foregone conclusion that that network will finish in first place for the third straight year. "It's now statistically impossible" for CBS to finish in second place, Poltrack said.

During a press conference at the end of the February sweeps, Poltrack presaged last week's assessment by saying that CBS would have to outperform ABC by two full rating points for the rest of the season to regain second place.

ABC's second-place finish this year was mainly a result of two big events, Super Bowl XXII and the winter Olympics. Without those, Poltrack said, ABC's ratings would be much lower.

He also said "while we're back to normal and we're beating them, it's not by two rating points a week." Poltrack said "the only way we could have expanded our lead would have been to take away from them on their strong night, Tuesday. Even though it does appear *Moonlighting* is losing some steam, we've not made up the kind of ground" that was needed, he said.

But Poltrack said that the bad news should not ruffle too many feathers or bruise egos at CBS's Black Rock headquarters, given earlier in-house predictions that a second-place finish did not look likely.

Furthermore, Poltrack said that CBS's interest currently is not in regaining second place in household ratings, but in sowing programing seeds in its schedule for next year, by trying out new series.

Not all of the year's ratings news is bad for CBS, however. Poltrack said that in ratings for regularly scheduled programs, which "from a business point of view" mean more than the entire prime time schedule's ratings (which include special events), CBS has a 13.8 rating compared



to ABC's 13.1.

And that ".7 point gap understates the

difference between" CBS and ABC, since CBS's regular schedule had to compete against ABC's special events and not solely against the network's regular schedule.

In demographic ratings, Poltrack said that CBS will finish in third place for the entire schedule, and for regularly scheduled programs, with the exception of women 25-54, where it will finish second behind NBC. □

SAG and AFTRA follow WGA

The Screen Actors Guild and the American Federation of Television and Radio Artists confirmed last week they would proceed with a strike against production of television and radio commercials effective today (March 21). The two unions said they would set up pickets today on both coasts as another strike—by the Writers Guild of America—enters its third week with no sign of progress toward a resolution.

The unions involved in both strikes have taken different positions on offering separate agreements with individual companies being struck. SAG/AFTRA agreed last week to sign interim agreements with those advertising agencies and advertisers willing to meet union demands for retention of cost-of-living payments and the establishment of a payment structure for commercials airing on

cable television that would be tied to the potential number of subscribers exposed to the spots (BROADCASTING, March 14).

A spokesman for SAG said the union had received about 40 requests from agencies and advertisers seeking interim contracts. Those requests came despite a plea from the joint negotiating committee representing the Association of National Advertisers and the American Association of Advertising Agencies in the contract talks that agencies and advertisers not sign interim agreements. SAG and AFTRA will start signing such agreements today, a spokesman said. He declined to name any of those requesting the agreements before the actual signings.

The union is hoping to sign as many interim agreements as possible. The spokesman acknowledged that the unions believe

Still on track. NBC said the Writers Guild strike may force it to curtail some of its original programing planned for this summer, including at least one situation comedy. But NBC Entertainment President Brandon Tartikoff said plans would proceed for at least two original summer programs. One is a half-hour comedy-variety show, *George Schlatter's Funny People*, described as a cross between *Laugh-in* and *Real People*, both of which Schlatter helped create. He has a similar program in syndication called *George Schlatter's Comedy Club*.

Tartikoff also said 13 additional episodes of the midseason drama *Sonny Spoon* would be ordered for play this summer. Two projects that had been considered for the summer, Aaron Spelling's *Nightingales* and Steve Sohmer's *Favorite Son*, have been pushed into next fall. Sohmer has a six-hour mini-series commitment from the network for the fall, and the program will be considered for expansion to a midseason series after that. Spelling currently has a two-hour pilot commitment for *Nightingales*, about six student nurses.

FCC reference rooms come under fire

FCC chastised for neglect at heated Hill hearing; members outraged by FCC staffer's suggestion they have 'better things to do'

In a stormy hearing before a House government operations subcommittee last week, the FCC received stinging criticism for the management and operation of its public reference rooms from both subcommittee members and a Government Accounting Office investigation. And to turn up the heat, Subcommittee Chairman Glenn English (D-Okla.) called on an FCC staffer who had been accused of telling Democratic subcommittee members to avoid the meeting because it "wasn't very important" to stand and explain her actions, which English termed "highly improper."

In addition to expressing concern over complaints about chronically lost, stolen, incomplete and misplaced files; out-of-date procedural manuals; little or no help from commission staffers; rudeness from reference room staff; long delays for researchers seeking documents, and lack of proper safeguards and security for original, irreplaceable files, the representatives also heard testimony from a former paralegal about reprisals against reference room users who complained about the poor service; the use of small bribes of liquor, free lunches and



L to r: Eads, Minkel, Smith

"Mrs. Field's cookies" to insure prompt service, and preferential treatment to certain reference room users.

And if those allegations weren't enough, Representative Louise Slaughter (D-N.Y.) announced that she had received a phone call from an FCC staffer, Carolyn Tatum, before the hearing saying that the matter was of minor concern and suggesting that "I have better things to do with my time." She said she found the call "appalling in every sense of the word." During testimony by FCC managing director, Edward Minkel, English reported that Representative Bill Grant (D-Fla.) had received a similar call and made Tatum—who was watching in the gallery—stand and explain her actions. Tatum denied she had attempted to sway anyone's opinion: "I was told the meeting was not very important. I in no way attempted to represent the FCC as trying to get you not to come."

Tatum, an FCC attorney who worked in the Common Carrier Bureau before joining the congressional affairs staff in January, told BROADCASTING she was filling in for another staff member who was on unexpected leave. She said she had called to find out who was coming and what members considered would be subjects of special concern. She said that when a staffer for Slaughter said the congresswoman might not come because of pressing concerns about the conflict in Nicaragua, she may have made off-hand remarks about the relative importance of the FCC reference room. "I need to be more circumspect," Tatum said. "If I left the impression I was trying to tell people not to come, I apologize. It was unauthorized and unintentional."

The hearing was convened in response to numerous complaints that it had both received and read about, said committee staffer, Bob Gelman, notably a recently completed study by the Federal Communications Bar Association. Those complaints got the committee to trigger an investigation by the GAO, which was completed March 4. GAO associate director, Flora H. Milans, delivered the report, recommending the FCC managing director provide better guidance for reference room users and take steps to

make sure that documents were properly handled and safeguarded.

The report also explored the FCC's action to aid the reference rooms with a state-of-the-art videodisk storage system for docket records and a plan to microfiche (store on slides) the existing reference room contents. It said, however, that these moves would not solve the public's problem with the reference room.

Minkel delivered an FCC report saying that the commission was aware of the problems and that it had a working relationship with the FCBA committee, hoping to renovate the antiquated reference rooms. Minkel said the commission had 26 reference and filing rooms with more than 2,300 visitors per week. Of those, 1,400 used what paralegal, Parri Womack, said communications lawyers (the prime reference room users) refer to in terms ranging from "the zoo" to the "hell-hole": the Mass Media Reference Room at FCC headquarters on 1919 M Street.

Minkel said that the reference room had been renovated with new carpeting, furniture and isolation of noisy copy machines.

In his report, Minkel explained that the FCC had seen a huge growth in the number of documents with which it deals, while facing a 12% reduction in staffing. Minkel said the FCC has launched many new services, such as low-power television broadcasting and cellular radio, that have required more staff and space in already overcrowded facilities.

As for the complaints about the FCC reference room, Minkel said most of them had to do with understaffing. Audio Services division chief, Larry Eads, answering charges of preferential treatment among reference users, described a system called "the basket." Under that system, information database providers and publications—which disseminate the data widely and need to see all the applications filed with the FCC on any given day—are allowed to see new applications before the commission staff begins examining them. Eads said it was an efficient way for people who couldn't come to the reference room in Washington to have access to timely FCC data. □

to picket line

the more separate pacts that are signed, the greater the pressure will be for an industry-wide settlement, given the competitiveness among advertisers.

Meanwhile, the striking Writers Guild decided last week not to make any independent agreements with the approximately 80 production companies that requested such agreements. The guild refused to give out the names of the companies seeking the agreements, but the companies reportedly included Carson Productions (*The Tonight Show*), Carsey-Werner (*The Cosby Show*) and a midseason comedy scheduled for ABC, now delayed) and 20th Century Fox (*L.A. Law*).

Although most of the network prime time shows for the current season are unaffected by the strike, several may have to wrap up this season's production schedule early. Beside *Cosby* and *L.A. Law*, they include: *Growing Pains*, *Moonlighting*, *Thirty-something*, *Cheers*, *Showtime's Brothers* and Fox Broadcasting's *Tracy Ulman Show*.

Talks between the WGA and the Alliance of Motion Picture and Television Producers broke off March 10. The major issues include a demand by the alliance to change the residuals structure for one-hour programs in syndication from a fixed payment scale to payments based on a percentage of sales from the programs in domestic syndication. The union claims the alliance is seeking about \$40 million in rollbacks. WGA also seeks greater creative control. □

No fast action seen on UHF/land-mobile sharing

FCC officials say ATS committee findings won't lead to quick resolution of spectrum controversy

The land-mobile radio industry was handed some bad news last week. Two members of a panel of FCC officials invited to a meeting of the Land-Mobile Communications Council (LMCC) said the first preliminary report from the commission's Advanced Television Systems (ATS) Advisory Committee will probably not contain enough information to spur action on the pending UHF-TV/land-mobile sharing proceeding.

Mass Media Bureau Chief Alex Felker and Brian Fontes, special assistant to Commissioner James Quello, appeared at the LMCC's annual meeting in Washington last Thursday (March 17). Both said that land-mobile users could be forced to wait an indefinite time after the report is released this spring to learn whether UHF spectrum will be available to them. But Chairman Dennis Patrick assured LMCC that the commission has an incentive to make a spectrum sharing decision as quickly as possible.

Broadcasters and land-mobile interests have been battling since May 1985 when the commission received a proposal to allocate between two and eight UHF-TV channels in eight markets. Last fall, the commission voted to delay action on the proposal until completion of the first report from the ATS committee, which was then being formed (BROADCASTING, Oct. 19, 1987). Patrick set a goal of May 17, 1988, for submission of that report to the FCC. It was announced earlier this month that the ATS committee is slightly behind that target (see story, page 68).

"We've concluded to date that without knowing more about the likely evolution of advanced terrestrial television, we could not intelligently weigh those trade-offs" between broadcast and land-mobile interests, Patrick told the LMCC at a luncheon following the meeting. But he said that he "is determined to keep the HDTV proceeding on a fast track." Delay would impose "the lost-opportunity cost of possible alternative uses of that spectrum and we can never lose sight of that cost."

But at the panel discussion, Felker said that he was "not optimistic that a final word on spectrum is going to be coming from the commission in its next action. What I think we can look forward to is a narrowing of issues." However, Felker said that with additional effort, the ATS committee and the FCC staff could "make progress toward a final solution in the next year or so."

One opinion by Felker that met with LMCC approval was that "the FCC can and should make some definitive spectrum decisions well before the standard is selected for advanced television. I don't think it makes any sense to consider options that simply aren't going to fit." Along those lines, he said that "everybody realizes that the ultimate high-definition television system—30 mhz—is not possible for any number of reasons." As an alternative, some have sug-



Patrick



Felker

gested adding an augmentation channel of 3 mhz-6 mhz to the current 6 mhz NTSC channel. "I think that people need to become aware that augmentation channels are not necessarily a 100% winner with regard to ways of improving television quality either," Felker said. He cited an FCC analysis of augmentation channel scenarios last year that suggested such systems would reduce station coverage. Over-the-air testing of two-channel system propagation is now being performed by the Advanced Television Systems Committee (see page 67).

LMCC's Washington representative, John Richards, was "somewhat optimistic" about Felker's remarks. Richards told BROADCASTING that Felker signaled "that we would be able to cut loose the spectrum issue before resolving all of the questions relating to HDTV." But the best news, he said, would be an immediate decision in favor of spectrum sharing.

Fontes disagreed with Felker's view that the spectrum question could be resolved

quickly. "I don't see UHF/land-mobile sharing taking place for the next few years," Fontes said. "Those that differ with [Felker] will be those who ask: 'How in the hell can you establish the spectrum needs when you don't know what the standard will be?'"

Fontes argued that "the bad blood" that now exists between broadcasters and land-mobile interests should be eliminated. He predicted that an advanced standard will eventually be adopted and was encouraged by present research efforts to develop HDTV to fit into one channel. Even if the standard adopted is a one-channel system, he said, land-mobile will still be affected by new levels of interference.

He urged members of the audience to "approach the broadcast and cable interests and the various laboratories that are doing experiments and say: 'Look, we have equipment. Let's see what interference levels are like. Let's play around with our technology a little bit.' I don't see where it could hurt you." □

Hollings opposes Wing, Holmes nomination

Senate Commerce Committee Chairman Ernest Hollings of South Carolina has dashed the hopes of FCC nominees Susan Wing and Bradley Holmes for confirmations any time soon. Last week, prior to a Washington luncheon speech before the ABC Television Affiliates' government relations committee, the Senator told BROADCASTING he was "committed" to vote against the two. Hollings, as committee chairman, controls the confirmation process, and without his backing, most Hill experts agree, final Senate passage may prove difficult, if not impossible.

Wing, a Washington communications attorney, and Holmes, head of the FCC Mass Media Bureau's policy and rules division, have been nominated to fill the two Republican vacancies at the agency. Last year, Hollings was asked by Senator Alan Dixon (D-Ill.) to move on Wing's nomination and the chairman said he would be "glad" to accommodate Dixon. But last week when asked if he had made such a commitment to Dixon, Hollings said, "if I've made any commitment, it is to vote against them."

Wing and Holmes's nominations have been pending before the committee (Wing since December and Holmes since November) and there have been no signs as to when a confirmation hearing might be convened. When asked if he had any plans for a hearing, Hollings said he did not. Instead, he will talk with Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) to see "when he wants to hold a hearing." Wing has met with Inouye, and Holmes is slated to see the senator this week.

AC&R
DHB
& Bess

Admarketing

Advanswers
Media/
Programing

Ally Gargano

Ammirati
& Puris

NW Ayer

Backer
Spielvogel
Bates

BBDO
Worldwide

Bloom Cos.

Bozell, Jacobs,
Kenyon &
Eckhardt

Leo Burnett
USA

Campbell-
Mithun

Chiat/Day

Dailey &
Associates



D'Arcy
Masius
Benton
& Bowles

Davis,
Johnson,
Mogul &
Columbatto

DDB
Needham
Worldwide

Della Femina
Travisano
& Partners

BROADCASTING'S
TOP
50
AGENCIES

W.B. Doner

Earle
Palmer
Brown

William Esty

Evans

Foote, Cone
& Belding

Grey

Griffin Bacal

HBM/Creamer

HCM

Ingalls
Quinn &
Johnson

Jordan,
McGrath,
Case & Taylor

Ketchum

Kornhauser
& Calene

Laurence,
Charles,
Free & Lawson

Levine,
Huntley
Schmidt

Lintas: USA

Lord, Geller,
Federico,
Einstein

Lowe
Marschalk

McCaffrey
& McCall

McCann-
Erickson

Ogilvy
& Mather

Hal Riney
& Partners

Rosenfeld,
Sirowitz,
Humphrey
& Strauss

Saatchi
& Saatchi
DFS

Scall,
McCabe,
Sloves

Tatham-
Laird
& Kudner

TBWA

J. Walter
Thompson

Tracy-
Locke

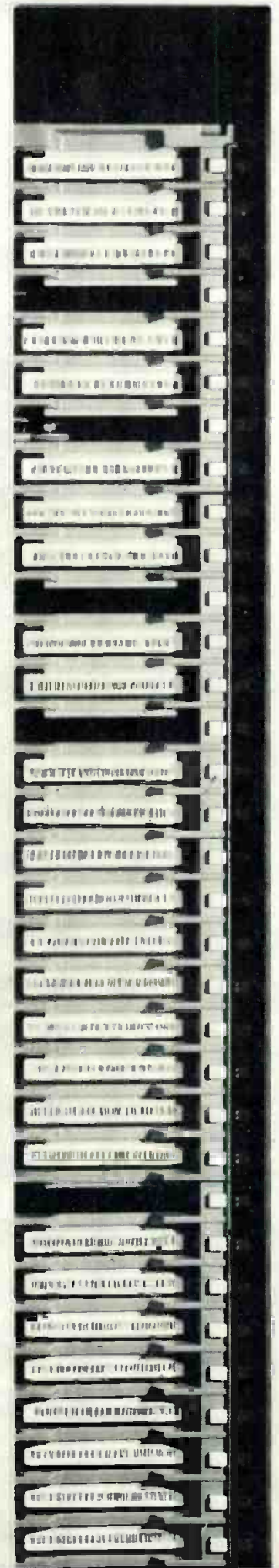
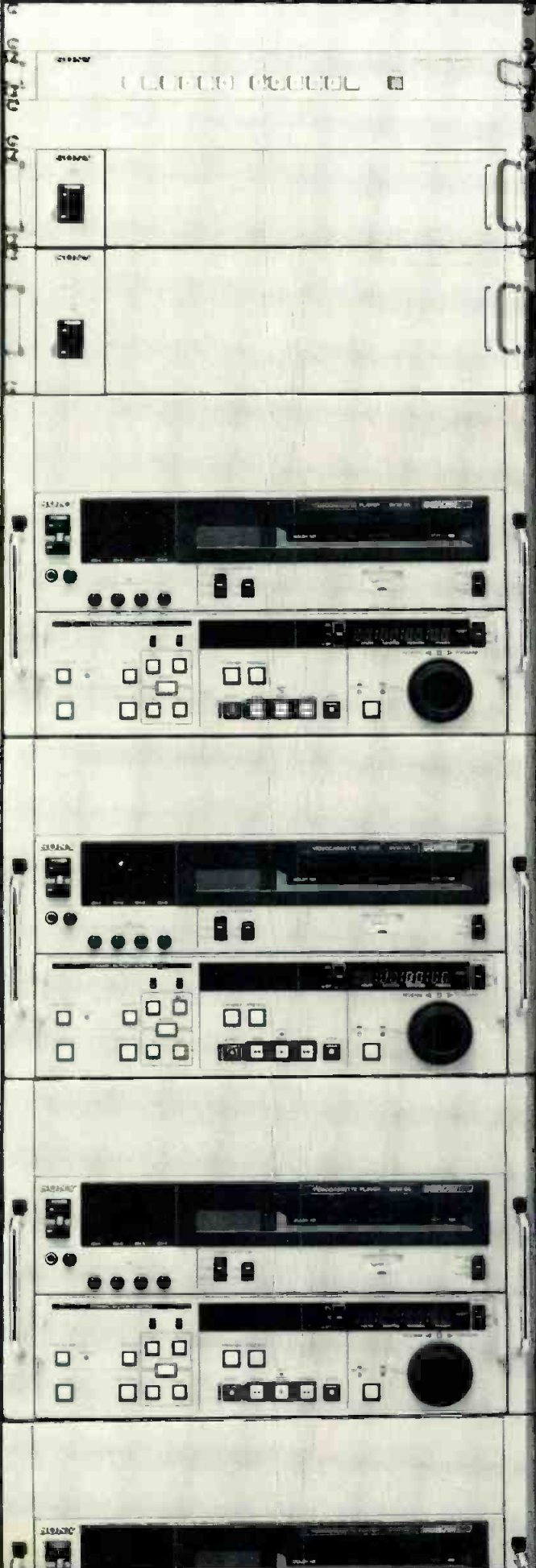
Warwick

Wells,
Rich,
Greene

Young &
Rubicam

SONY

BETACART BVC-10



24-hour cash machine.

Face it. If your station doesn't have a rock-solid, economical way to deliver station breaks, you could go broke.

Enter the Sony Betacart® system. With a single stroke, it has redefined the video cart system from temperamental mechanical monster to perpetual profit machine.

Today, the Betacart system is the most accepted state-of-the-art system for commercial presentation. With proven, easy-to-use software packages for spot delivery *and* news. Ultra-reliable, side-loading mechanics. And multiple backup and self-diagnostic systems.

And now, by incorporating Betacam SP® technology, the Betacart system delivers even higher quality video and versatile 4-channel audio.

It's one of those rare purchases you can make for your station that pays for itself many times over. And will continue to do so. Because Sony is constantly developing new applications to make Betacart products even more versatile.

For more information on the top cart system for improving your bottom line, contact your Sony Broadcast representative. Or call Sony at 800-635-SONY.

SONY.

Broadcast Products



BROADCASTING's top 50 advertising agencies

(All figures are in millions)

Agency	Broadcast/cable Billings	Combined Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Cable TV	Broadcast Percentage agency's		Last Year's rank
									Total billings	% change from 1986	
1.Young & Rubicam	1,798	1,624	1,086	538	123	38	85	51	70	+12.5%	1
2.Saatchi & Saatchi DFS	1,160	1,100	697.2	372.7	61.6	17.0	4.6	31.1	77.5	-1.7%	—
3.Leo Burnett	1,120	1,070	825	245	30	10	20	20	71	+19%	4
4.J. Walter Thompson	962.7	874.9	517.3	357.6	87.8	27.2	60.6	—	59%	-21	2
5.BBDO	885.1	763.8	376.3	387.5	121.3	36.4	84.9	25.2	58.2	-7%	3
6.D'Arcy Masius Benton & Bowles	857	759	465	294	77	24	53	21	64	+3%	5
7.Backer Spielvogel Bates	819.5	751.2	580.3	170.9	56.9	11.8	45.1	11.4	83.3	+15.2%	—
8.Foote, Cone & Belding	810	702	354	348	74	5	69	34	58.8	+21%	7
9.Ogilvy & Mather	756	650	450	200	81	45	36	25	71	+9.7	8
10.Grey Advertising	677.2	604.9	384.6	220.3	44.3	3.3	41.0	28.0	52.0	+19.9	10
11.Lintas:USA	671.0	582.0	436.0	146.0	72.0	15.0	57.0	17.0	55.0	+7.5	—
12.DDB Needham	616.4	563.9	352.3	211.6	52.0	—	—	0.5	50.7	-4.1	9
13.McCann-Erickson	591.8	509.1	320.4	188.7	65.9	1.0	64.9	16.8	58.0	+15.5	11
14.NW Ayer	436.4	386.4	292.9	93.5	37.0	17.0	20.0	13.0	55.0	+13.0	15
15.Bozell, Jacobs, Kenyon & Eckhardt	438.0	321.5	165.8	155.7	97.8	12.5	85.3	18.7	38.1	+6.0	13
16.Advanswers	280.5	265	180	85	10	—	10	5	80	—	19
17.Wells Rich Greene	255.8	231.3	168.6	62.6	24.3	7	17.2	2	59.1	+11	21
18.Campbell Mithun	234.6	208.6	47.9	160.7	24.3	2.4	21.9	1.7	55	+5	22
19.Jordan, McGrath, Case & Taylor	223	203	142	51	20	12	8	10	80	+27	29
20.Tracy Locke	218.1	180.7	35.2	143.5	35.4	3.5	31.9	2	84	+4	24
21.William Esty Co.	208	192	134	58	15	4	11	1	65	-37	18
22.Ketchum Communications	203.4	167.9	62.9	105	30.3	13.3	17	5.2	33.4	+6.9	26
23.Della Femina, Travisano & Partners	190	168.5	71.8	96.7	19.6	1.7	17.9	1.9	65	8.7	30
24.McCaffrey & McCall	184.1	145.5	95	50.5	32.7	—	32.7	5.9	62	+201	48
25.Laurence Charles Free & Lawson	183	144	68	76	25	14	2	23	61	+92.4	40
26.Admarketing	175	161	0.5	160.5	14	—	14	—	87	+8	31
27.Ally Gargano/MCA	171	159.2	76.5	82.7	4.8	—	4.8	7	54	-2.8	28
28.Lowe Marschalk*	151.5	144.4	96.2	48.2	7.1	—	7.1	—	50	-18.2	27
29.W.B. Doner*	145.8	104.3	12.6	91.7	38.5	—	38.5	3	59	+13	34
30.Chiat/Day Inc. Advertising	143.5	129.4	52.7	76.7	14.4	—	—	—	60	4.7	33
31.Hal Riney & Partners	135	130	80	50	4	1	3	1	70	—	—
32.Levine, Huntley, Schmidt	132.2	115.7	60.8	54.9	12.3	12.3	—	4.2	72.6	+44.1	46
33.Scali, McCabe, Sloves	129	117	75	42	12	5	10.5	—	62	-32.9	25
34.Dailey & Associates	127	115	80	35	12	—	12	4	85	10.4	37
34.HBM/Creamer†	127	62.3	31.7	28.2	6.7	—	6.7	2.4	71	-14.3	32
36.AC&R/DHB&Bess Advertising	122.8	113.1	29.7	83.4	9.7	—	9.7	—	39.6	—	—
37.Griffin Bacal	121.3	119.3	27	92.3	—	—	—	2	75.6	+5.2	36
38.Tatham-Laird & Kudner	106.9	89	59.4	29.6	12	7.2	4.8	5.9	44.2	+5.2	39
39.Ammirati & Puris	102	97	56	41	2	5	—	2	67	+66	47
40.Warwick Advertising	101.6	91	71	20	5.6	2.8	2.8	5	73	35.1	48
41.Davis, Johnson, Mogul & Columbatto	100.8	76.4	0	76.4	23.9	0	23.9	55	75%	—	—
42.The Bloom Companies	97.5	68.8	22.6	47.2	27.7	3	24.3	1	80	-5.9	38
43.Lord, Geller, Federico, Einstein	89.5	78.5	73.7	4.8	10.1	6.9	3.2	0.9	50%	+1.0	41
44.Kornhauser & Calene	83	74	62	12	3	1	2	6	70	-3	42
45.TBWA Advertising	71.3	59.9	7.6	52.3	10.1	—	10.1	1.3	56	—	—
46.Rosenfeld, Sirowitz, Humphrey & Strauss	68	65	35	30	2	—	2	1	70	-2	44
47.Ingalls, Quinn & Johnson	64.8	55.2	13.1	42.1	8.6	—	8.6	1	48	—	—
48.Earle Palmer Brown	59.5	46	1	45	13	—	13	5	24	+32	50
49.Evans Communications	48.1	32.8	—	32.8	15.3	—	15.3	—	58	1	—
50.HCM USA	47.4	36.9	17.2	19.3	10.5	2.8	7.6	—	30	-1	49

* Asterisk indicates agency billing figures are estimates.

— Dash indicates no billings reported for that category.

† HBM Creamer's total broadcast/cable billings are for all offices: broken out figures provided were for Boston and Hartford, Conn., offices only.

Top 50 Fifth Estate ad agencies: billings up in '87

Between agency mergers, the largest account switch in agency history, the debut of the peoplemeter and the Oct. 19 stock market plunge, 1987 will go down as a year of big changes in the advertising business. Nonetheless, U.S. broadcast/cable billings among the top 50 advertising agencies continued to grow, according to BROADCASTING's 36th annual survey.

For 1987, those television-radio-cable billings amounted to \$17.45 billion, up 5.7% from 1986, when they totaled \$16.5 billion. Of that \$17.45 billion, television billings were up 6.2% from \$14.59 billion in 1986 to \$15.5 billion in 1987; radio billings were up 4.6% from \$1.6 billion in 1986 to \$1.57 billion in 1987; cable billings were up 8% from \$386 million in 1986 to \$417.35 million in 1987.

The top spot in broadcast billings went to Young & Rubicam for the 10th straight year, as it posted growth of 12.5% in broadcast-cable billings, compared to last year's 5.4% single-digit growth over 1985, coming in at \$1.798 billion in this year's survey.

As private company Y&R was finishing its year, a spate of mergers among publicly traded agencies again threatened to keep stationer's busy staying abreast of name changes. It was that merger activity and the largest account switch in history that gave BROADCASTING's "Top 50" a new number two this year.

The former perennial second place finisher, J. Walter Thompson, fell to fourth place in 1987 because of the defection of Burger King's \$200 million in business. Winning the Burger King account was NW Ayer, newly merged with Cunningham & Walsh.

Replacing JWT behind Y&R is Saatchi & Saatchi DFS (\$638 million behind Y&R, versus the \$388 JWT trailed the leader by in

the 1986 survey). Saatchi & Saatchi DFS, the product of a merger of Saatchi & Saatchi and DFS Dorland, billed \$1.251 billion in 1987.

If one combined the billings of the various top 50 agencies purchased by the industry's largest holding company (London-based Saatchi & Saatchi PLC) in 1987, the total would come to \$2.84 billion, outdistancing Y&R's \$1.798 billion by \$810.2 million. Top 50 agencies owned by Saatchi & Saatchi PLC include Saatchi & Saatchi DFS, Backer Spielvogel Bates, and its subsidiaries Campbell-Mithun, AC&R/DHB&Bess Advertising Inc. and Cobbs & Brady.

Another agency merger in 1987 created Lintas:USA, the combination of SSC&B and Campbell Ewald, which posted Fifth Estate billings of \$671 million in 1987.

Billings figures for companies newly merged since last year's survey are compared to the sum of the 1986 figures for the companies involved.

Of the merger activity that has hit the advertising industry over the past several years, Gary M. Susnjara, chairman and co-chief executive officer at Saatchi & Saatchi DFS, said things could be "settling down a bit now. Most of the mergers are done." Now, he said, large agencies will be "filling in the holes" in their subsidiary structures with consulting groups.

At left is a ranking of the top 50 broadcasting-cable advertising agencies in terms of domestic billings. Below is an alphabetical listing of those agencies. For the most part, billings figures were obtained directly from the agencies. Where that was not possible, estimates from other sources were used.

AC&R/DHB&Bess Advertising

Saatchi & Saatchi DFS subsidiary AC&R/DHB&Bess Advertising had broadcast billings totaling \$122.82 million in 1987. Broadcast/cable billings accounted for 39.6% of the agency's total billings, roughly \$300 million. The bulk of the broadcast/cable money, \$113.1 million, was in television, with most of that spent on spot (\$83.4 million). Radio buys came to \$9.675 million while cable spending was not available. Major clients for AC&R include Seiko, Estee Lauder, Tri-Star Pictures and Paramount Pictures.

Admarketing

Spot TV billings for the Los Angeles-based Admarketing Inc., which account for most of its total billings, were up more than \$13 million last year over 1986. Network TV billings were off slightly over the previous year, while radio was up \$1 million. Major accounts added were, for spot TV and spot radio, HomeClub, MGM Grand Air and Superior Brands, and for spot TV, both SelectTV and Level Care Products. Other major accounts include Aqua Chem Products, Circuit City, Standard Shoes and C&R Clothiers. Accounts resigned included Jenny Craig Weight Loss Centers, Standard Brands Paints and Air Cal.

Advanswers Media/Programming

Total broadcast and cable billings for Advanswers came to \$280.5 million in 1987, about flat with the previous year's total of \$280 million. Total television billings for the agency in 1987 were \$265 million

(\$180 million network and \$85 million spot), and radio billings came to \$10 million (all spot). Cable billings totaled \$5.5 million. Accounts added by Advanswers last year included Ralston Purina, Airwick Industries, Monsanto, Bissell Inc., Durkee-French Foods and The Digits Co. The agency said that it did not resign from any accounts in 1987.

Ally Gargano

Ally Gargano's TV network billings were up \$3.6 million over 1986, offset by a drop in TV spot billings. Radio spot and cable TV billings were both off from the previous year. Major new accounts added during 1987 included Showtime and The Movie Channel; Cadbury Schweppes's Motts apple juice, apple products, Rose's lime juice and Hallard House; Fieldcrest Mills' Sanford-Bigelow Carpets; Heinz's Weight Watchers yogurt; Pfizer's Ben Gay; Tambrands' Le Bain; Harley Davidson cigarettes, and Andrew Jergens' Vitamin E and Lanolin soap. Other accounts include Dunkin' Donuts, Bryan Foods, Ralston Purina, Oral Research and Bank of New York. Major accounts resigned include Federal Express, Ciba Geigy's Acutrim and Strohs Brewery.

Ammirati & Puris

Ammirati & Puris reports total radio and TV billings of \$102 million for 1987 with most allocated to network (\$56 million) and spot (\$41 million) TV. Radio totaled \$2 million and cable came in with \$5 million, up from \$2.8 million in 1986. Club Med returned to the agency and Brown Forman, a liquor importer, was also picked up. RCA, which is expected to add an additional \$10 million

to \$20 million, came aboard too late to be included in 1987's figures. Other major accounts at Ammirati & Puris include BMW, UPS, Cadbury Schweppes, Chiquita fresh fruit and Grolsch.

NW Ayer

Combined broadcast-cable billings for NW Ayer in 1987 are up 13% over 1986 to \$436.4 million. Total television billings were up 19.5% to \$386 million (network was \$292.9 million and spot totaled \$93.5 million), while overall radio billings slipped from \$42 million to \$37 million (network captured \$17 million and spot reached \$20 million). Cable expenditures, meanwhile, rose from \$8.2 million to \$13 million.

Major accounts added in 1987 include Burger King USA, Dunlop Slazenger sporting goods, Gillette Right Guard, Toni home permanent, Silkience hair products, Procter & Gamble (Citrus Hill Plus Calcium and Citrus Hill Lite) and Chuckles Candy. Among the accounts that left the agency last year are U.S. Army, Club Med, duPont Industrial, Bahamas Tourism, American Home Products and the Rice Council.

Backer Spielvogel Bates

Total broadcast-cable spending for Backer Spielvogel Bates, the result of the merger of Ted Bates with Backer Spielvogel last fall, came to \$819.5 million. That is up 15.2% from the combined 1986 domestic broadcast-cable billings of Ted Bates and Backer Spielvogel. Of the \$819.5 million, \$751.2 million went to television while \$56.9 million was placed through radio. Cable accounted for \$11.8 million.

Among the major accounts added at

Backer Spielvogel Bates during the past year are Castle & Cook (Dole), U.S. Mint, British Airways, CBS/Broadcast Group, Northrop Corp. and Wendy's International. Major accounts resigned include AFA Service Corp. (Arby's), Paddington Corp. (J&B scotch), Panasonic, U.S. Navy, Continental Baking, Maybelline and DHL Worldwide Courier.

BBDO

BBDO fell from third place in 1986 to fifth place in 1987. And as the agency's broadcast-cable billings fell 7% (from \$951 million in 1986 to \$885.1 million in 1987, a drop of \$65.9 million), so too did the percentage of broadcast-cable billings fall within the agency's overall media mix. In 1986 BBDO reported that 72% of its overall billings were in broadcast/cable, but in 1987 that percentage fell to 58.2%. Among broadcast media, television billings were off \$54.2 million from 1986, and cable billings fell \$3.8 million from \$29 million in 1986 to \$25.2 million in 1987. Meanwhile, radio billings rose from \$104 million in 1986 to \$121.5 million in 1987. Major accounts resigned at BBDO were Jacqueline Cochran and GE Consumer Electric. Accounts added included the U.S. Navy, Pizza Hut, Slice (Pepsico), Oppenheimer and Oral B 40. Major continuing accounts at BBDO include Apple, Pepsi-Cola, General Electric, Dodge, Campbell Soup, Gillette and Wrigley.

Bloom Companies

The Dallas-based Bloom Companies, which reported no cable billings in the past, bought \$1 million-worth of cable time in 1987. Total billings came to \$97.5 million with radio cashing in at \$27.7 million and TV at \$68.8 million. Major accounts added by The Bloom Companies include Church's fried chicken, Dallas convention and visitors bureau and Carnation. Other major accounts are Sandoz, Pentax, Alfa Romeo and Sterling Optical in Bloom's New York bureau, and Nestle, Maybelline, Block, Anheuser-Busch, Campbell Taggart bakery division and Skaggs in Dallas. Major accounts that resigned were Zale jewelry, Del Taco and Seven Seas salad dressing and Chiffon margarine.

Bozell, Jacobs, Kenyon & Eckhardt

The agency rose 6% in combined broadcast-cable billings in 1987 over the previous year to \$438 million. Of that combined figure, \$321.5 million went to television, \$97.8 million for radio and \$18.7 million for cable. For television, \$165.8 million was channeled through network and \$155.7 million through spot. For radio, \$83.3 million went to spot and the remainder to network.

Among the accounts gained last year are ABC News, Firestone Tire & Rubber, Blue Chip Electronics, Clarion Corp., Armour canned meats, Dial Corp. for Tone soap, Florida State lottery, and Lawn Boy. Accounts dropped include Ocean Spray cranberries, DeLaurentis Group, B. Dalton Bookseller and Decker Foods.

Leo Burnett USA

Chicago-based Leo Burnett U.S.A. saw its billings soar \$180 million (19%) in 1987 to \$1.120 billion, to keep it fourth in billings. In 1986 Burnett had broadcast-cable billings of \$940 million. Television was responsible for \$175 million of that rise, as radio stayed at \$30 million, and cable went from \$15 million to \$20 million. Major Burnett accounts are Allstate, Beatrice, Heinz, Keebler, Kellogg's, Kraft, McDonald's, M&M/Mars, Oldsmobile, Procter & Gamble, Pillsbury, RCA, Salada, Mrs. Smith's pies, Seven Up, Starkist, United Airlines, Union Carbide, Union Oil, Whitney's yogurt and Richardson-Vicks.

Campbell-Mithun

Total broadcast and cable billings for Campbell-Mithun came to \$234.6 million in 1987, up \$11 million (5%) from the previous year. The agency accumulated \$208.6 million in television billings (\$47.9 million in network and \$160.7, million in spot), and \$24.3 million in radio billings (\$2.4 million network and \$21.9 million spot). Cable billings totaled \$1.7 million. Accounts added included Dayton Hudson, National Pork Producers, 3M, Kroeger, General Mills and Contol Data. Accounts lost included North American Plant Breeders, Poly-Tech Inc., Computer Depot, Kohler Co., Quaker Oats, Ashley's, A.C. Material Handling and Eaton Corp.

Chiat/Day

Chiat/Day reported 5% higher TV and radio billings in 1987. New accounts included Nissan, for \$150 million in annual billings, but the agency resigned the Porsche account because of the resulting conflict of interest. Chiat/Day also lost Pizza Hut to BBDO. Other major accounts include NYNEX, Sara Lee, National Car Rental, Quaker Oats and Reebok.

Dailey & Associates

Broadcast billings at Dailey & Associates climbed to \$127 million in 1987, from \$115.1 million in 1986, an increase of 10.4%. The jump in broadcast television billings (\$115 million in 1987 from \$96.0 million in 1986) accounted for the increase. Cable television billings remained at \$4 million, and radio billings dropped to \$12 million in 1987 from \$15 million in 1986. New accounts for Dailey this year included Honda scooters, the California lottery, Beatrice/Hunt-Wesson (Swiss Miss and La Choy brands) and Carnation specialty foods. Six of Dailey's seven major accounts bought network television time; those major accounts include Honda motorcycles, scooters and power equipment, Teleflora, Beatrice Foods, Armor All, Carnation, Great Western Bank and Ford Dealers of Southern California.

D'Arcy Masius Benton & Bowles

Broadcast/cable billings at DMB&B rose 3% in 1987 to \$857 million compared to the

\$833 million the company handled in 1986. Television accounted for \$759 million, rising from \$707 million in 1986; radio accounted for \$77 million, falling from \$104 million, and cable accounted for \$21 million, falling slightly from 1986's \$22 million. Overall spending at DMB&B on broadcast-cable was down slightly from 1986, when it accounted for 69% of the agency's billings, to 64% of overall billings in 1987. Clients gained by the agency in 1987 included GM's incentive program, the American Dairy Association's butter account, a variety of Anheuser-Busch accounts including Saratoga and A'Sante brands bottled waters and the National Automated Clearing House Association's banking direct deposit account. Accounts lost include Budget Rent-A-Car, ShopKo, WBBM-TV Chicago, The National Dairy Board, MCI and Pitney Bowes. Among DMB&B's existing major accounts are Dow Chemical, FTD, General Foods, General Motors, Procter & Gamble, Richardson-Vicks, Whirlpool and M&M/Mars.

Davis, Johnson, Mogul & Columbatto

New to BROADCASTING's top-50 agency list, DJM&C reported combined broadcast and cable billings in 1987 of about \$100.8 million. That figure represents about 75% of the agency's 1987 domestic billing total of \$134,226,551. The Los Angeles-based agency did all of its television and radio business in the spot market, with television billings amounting to slightly more than \$76.3 million, and radio billings coming to almost \$24 million. The agency's cable billings came to \$550,000. New accounts last year included Millers Outpost, Krauses Sofa Factory, *Orange County* [Calif.] Register, All American Sports Club, Chihuahua beer, and the Tahiti tourist promotion board. The agency reported one account resigned—Mid-Atlantic Toyota Dealers Association. Major continuing accounts include: McDonald's (California, Oregon, and Washington), Ralph's Grocery Stores, Glendale Federal Savings, Knots Berry Farm, U.S. Borax, Chief Auto Parts, and Toyota Dealers of Southern California. The agency also handles KGO-TV San Francisco, and KABC-TV and KWFB(AM) both Los Angeles.

DDB Needham Worldwide

Combined broadcast-cable billings for DDB Needham in 1987 dipped 4.1% from its 1986 level to \$616.4 million. Television spending accounted for \$563.9 million of the total while radio reached \$52 million and cable came to \$464,000.

Accounts and new assignments added in 1987 include Discover Card, Maybelline USA, National Dairy promotion and research board, Frito-Lay, General Mills, Ralston-Purina (the last three for new product lines), NEC Home Electronics USA, and GTE Spacenet.

Among those accounts lost or resigned last year are Sea World, GTE Communication System, Liz Claiborne and Capital

Cities/ABC's WRQX(FM) and WJLA-TV, both Washington.

Della Femina, Travisano & Partners Inc.

Della Femina, Travisano & Partners Inc. was up more than \$15 million in broadcast billings to \$190 million in 1987 (8.7%), thanks to new accounts including Fairfax Publications' *Ms.*, *Sassy* and *Self* magazines and Squirtco. Brands added to existing accounts included the Texas commercial banking division to the Chemical Bank account, Zip-Pack to Dow and Dr. Scholl's products to Schering-Plough. Della Femina spread the new money evenly across television, radio and cable.

W.B. Doner

Billings at W.B. Doner were up by approximately 14% over 1986 with projections for combined radio and TV spending at \$145.8 million for 1987. Cable accounted for \$3 million of that total. TV network spending is estimated at \$12.6 million, TV spot at \$91.7 million and radio spot at \$38.5 million. W.B. Doner bought no radio network time in 1987. Accounts added include BP Oil International Ltd., IMS Pet Food, Greater Michigan Ford Dealers, Arby's and Budget Rent a Car. Accounts that resigned during the year were Little Caesar Enterprises (pizza) and Philips Home Products.

Earle Palmer Brown

Earle Palmer Brown increased its broadcast billings in 1987 by \$15 million over 1986. Most of that increase came from spot TV, which rose 77% to \$45 million. Total agency billing is \$250 million, of which 59.5% is broadcast related. Accounts added by Earle Palmer Brown during the year include U.S. Air, Pacific Southwest airlines and Elm Services (medical services marketing company). Other major accounts are Roy Rogers, Bob's Big Boy and Safeway.

William Esty Co.

Total broadcast and cable billings for Esty came to \$208 million in 1987, off almost 37% from the previous year's \$329 million. The company reported losing several major accounts last year, including Mastercard International, Nissan Motor Corp., Chesebrough Pond's and Genesee. The agency's television billings last year totaled \$192 million (\$134 million network, \$58 million spot) and its radio billings came to \$15 million (\$4 million network, \$11 million spot). Esty reported \$1 million in cable billings and one major account gained last year—Brown & Williamson.

Evans Communications

Salt Lake City's Evans Communications had broadcast/cable billings of \$48.1 million in 1987. That money was divided between spot television (\$32.8 million) and spot radio (\$15.3 million). Evans spent 48%

of its clients' money on broadcast advertising. Those clients include Evans and Sutherland Computer Corp, the Deseret News and Aristech Chemical Corp.

Foote, Cone & Belding

Broadcast/cable billings at Foote, Cone & Belding rose \$111 million, or 7%, in 1987 (from 1986's \$699 million to \$810 million). In 1986, broadcast/cable amounted to 81% of FCB's overall media mix, but in 1987 that percentage decreased to 58.8%. Television was up from \$618 million to \$702 million, radio from \$61 million to \$72 million, and cable was up from \$20 million to \$34 million. Fueling that growth was the acquisition of accounts including Beecham Cosmetics, Corbin Ltd., Holland America Line-Westours, Mary Kay Cosmetics and MCA Universal Studios. Accounts resigned included Carnation, Doubleday Literary Guild, Harris Corp., Radisson, *Self* magazine and Supercuts.

Grey Advertising

Broadcast-cable spending for Grey in 1987 increased by 19.9% to \$677.2 million. Total TV billings came to \$604.9 million; radio, \$44.3 million, and cable, \$28 million. Of the overall television expenditures placed by Grey, \$384.6 million went through network television while \$220.3 million were channeled through spot. The bulk of the radio dollars went into national spot (\$41 million) with the remainder for network (\$3.3 million). Cable billings accounted for \$28 million.

Key accounts and new assignments added during the year include Corning Glass Works, Kohler Co., the Sugar Association, Thompson Medical, Kraft Refrigerated Products, Lucky stores, Merle Norman Cosmetics, Seagrams Classics Wine, Borden for its Pasta Group, Continental Baking for Home Pride breads and Stroh's Brewery for Schaeffer beer and White Mountain Cooler.

Accounts resigned in 1987 include Holly Farms, Bristol-Myers for Ban deodorant, Procter & Gamble for Duncan Hines cookies, Timex, Toys 'R' Us, Venture Stores and Church's fried chicken.

Griffin Bacal Inc.

Griffin Bacal Inc. appears in the top 50 for the second year with combined broadcast and cable billings of more than \$121 million—up 5% from 1986. Network television and cable spending showed little change; however, TV spot billing jumped from \$84.3 million to \$92.3 million in 1987. Griffin Bacal purchased no radio time this year. New accounts include Commodore Business Machines Inc., with billings of \$2.3 million, and Stride Rite Corp., with billings of \$900,000. Other major accounts include Hasbro, Playskool and Milton Bradley, all active in games and toys. No accounts have been resigned.

HBM/Creamer

HBM/Creamer's total broadcast/cable billings of \$127 million in 1987 included \$69 million from the Boston and Hartford

offices, plus total radio/TV billings of \$55.5 million from Chicago and \$2.5 million from Pittsburgh branch offices. Figures in table on page 34 are for Boston and Hartford only. Major accounts include Parker Brothers, CVS, Molson Light, Tittleist, Foot Joy, Kinney and Stanley and Allied, both with Olympics sponsorships.

HCM USA

As a result of its voluminous international business, HCM USA's domestic billings accounted for only 30% of its total spending in 1987. Of total radio and TV billings of \$47,385,000, radio accounted for \$10,472,000 and TV for \$36,913,000. HCM bought no cable time in 1987. Accounts acquired in 1987 by HCM's Los Angeles office are Suzuki, Community Dental Center and Hertz Car Sales, while the New York office captured Colgate-Palmolive, Absorba (infant clothing), Alfred University, Jim Beam (Gilby gin and vodka, Old Grandad bourbon), Westin Hotels (St. Francis, Arizona Biltmore) and All American Gourmet. Accounts resigned: Singer, Blue Cross/Blue Shield, Spiegel, R.T. French, Clarion, Inland Health Plan, Targeted marketing, National Education Corp. and Security Pacific Bank.

Ingalls, Quinn & Johnson

Ingalls, Quinn & Johnson debuts in the BROADCASTING "Top 50" with \$65.8 million in broadcast billings, representing slightly less than half of the Omnicom subsidiary's total billing. Major broadcast clients for the Boston-based agency include the women's clothing store T.J. Maxx, Ocean Spray, New England Nissan dealers, Honeywell Bull and the William Carter Co.

Jordan, McGrath, Case & Taylor

Jordan, McGrath, Case & Taylor reported a \$74-million increase in TV network and TV spot billings over 1986, although both radio and cable TV registered slight declines. New accounts for the agency included Quaker Hot Cereals, American Home Products and Sega Video Games. Its major accounts are Nestle, Aetna Life Insurance, Norcliss Thayer (Tums, Avail and Oxy), Tonka toys, Block Drug and Procter & Gamble.

Ketchum Communications

Ketchum Communications Inc. made up for a \$14-million falling off in TV spot billings from 1986 with an equivalent gain in TV network billings last year, staying close to its 1986 broadcast TV billings total. The Pittsburgh-based agency also had \$4 million in new cable TV billings for the year, although radio was off nearly \$7 million from 1986. Among Ketchum's major accounts are Acura (with both network TV participations and sponsorships and spot TV), Beatrice/Hunt-Wesson (network and spot TV), Beef Industry Council (network and spot TV and network and spot radio), Bell Atlantic (spot TV), Pizza Hut (spot TV),

Safeway (spot TV) and Schering (network TV and network and spot radio).

Kornhauser & Calene

Broadcast-cable billings at Kornhauser & Calene inc. fell \$2 million (3%) in 1987 from 1986. Among broadcast categories television was off \$5 million from 1986's figures to \$74 million in 1987. That loss in television was all in network billings. Radio billings were again \$3 million, while cable doubled in size from \$3 million in 1986 to \$6 million in 1987. New broadcast clients for the agency included Palmolive Laboratories. Returning broadcast/cable clients are American Home Products, Church & White (Arm & Hammer baking soda) and National Westminster Bank USA.

Laurence, Charles, Free & Lawson

Laurence, Charles, Free & Lawson increased their billing by 93% in 1987. Total radio, TV and cable billings grew to \$183 million—\$87.9 million higher than in 1986. TV network spending grew by approximately 96%, while TV spot increased 55%. On the radio side, network expenditures remained stable while spot billing rose by 220%. This spending comprised 61% of domestic billings by the company. Major accounts added: Ban, McDonald's Corp., Rockford, Thompson Medical Co., and Air France.

Levine Huntley Schmidt

Levine Huntley Schmidt increased its billings by more than \$41 million dollars in 1987. Combined spending for broadcasting-cable came in at approximately \$131 million with TV accounting for \$115 million, radio \$12 million and cable \$4 million. Several accounts resigned during the year (Knoll furniture, Management Science America and Whataburger), however, the agency gained (Beneficial Corp., Oscar Meyer, Genesee Brewing Co., U.S. Health Care and Panasonic), more than it lost. Other major accounts at Levine are Subaru America (approximately eight distributors) and Citizen Watch.

Lintas: USA

Broadcast-cable domestic billings for Lintas: USA (the result of the October 1987 merger of SSC&B and Campbell-Ewald) last year reached \$671 million, up 7.5% over the combined broadcast-cable billings of SSC&B and Campbell-Ewald for 1986 (BROADCASTING, Feb. 16, 1987).

Total television spending accounted for \$582 million. Of that figure, \$436 million went through network and \$146 million through spot. Overall radio billings totaled \$72 million, the majority of which (\$57 million) was targeted for spot. And another \$17 million was channeled through cable.

Major accounts added during 1987 include Mastercard International, Carnation Fancy Feast and Chevrolet. Accounts resigned include Mennen; National Car Rental and Tenneco.

Lord, Geller, Federico, Einstein

The big news for LGFE in 1987 was that it regained the account for *The New Yorker* after a year's absence. Prior to that, the agency had had the account for 15 years. In addition to the magazine, the agency picked up Loehmann's, Prince tennis equipment and the *Wall Street Journal Report* last year. Accounts resigned were Northrop Corp. Lord, Geller continues to handle IBM, Dean Witter, Anne Klein II, WNBC-TV New York, Capital Markets, Fuji, Contel and Schieffelin & Co.

Total broadcast billings increased slightly in 1987, from \$88.5 million to \$89.5 million, with the biggest rise in network television, from \$64.2 million to \$73.3 million. Network radio billings increased from \$3.2 million to \$6.9 million spurring a total radio billings increase from \$6.5 million to \$10.1 million.

Lowe Marschalk

Lowe Marschalk dropped approximately \$30 million in broadcast billings from 1986, primary out of the network TV category, which declined from 1986's \$126.4 million to an estimated \$96.2 million in 1987. Major accounts added during the year (which brought in an additional estimated \$70 million in billings), included The Mennen Co. and Antonovich, with additional assignments from Xerox, Johnson & Johnson, Strohs Brewery and Citibank. Major accounts resigned include Chesebrough Ponds, Gillette, Bob Evans Farms and Royal Viking, accounting for \$16 million lost in actual billings (worth \$30 million on an annual basis).

McCaffrey & McCall

Total broadcast billings at McCaffrey & McCall took a major leap in 1987, more than doubling 1986's figure of \$61 million, to a new high of \$184,140,000. Five new accounts were picked up: Ciba Vision (contact lenses), Ricoh copiers, *Highlights for Children* (magazine), Royal Oak charcoal and Western Union. Hiram Walker, a distillery, resigned. Combined network and spot TV spending jumped from \$47.5 million to more than \$145 million while radio went from \$11 million to more than \$32 million. Almost \$6 million was allocated to cable. Heavy spenders at McCaffrey & McCall include Mercedes Benz, Burroughs-Wellcome Co. (Actifed and Sudafed), New York State lottery and Baccardi Imports Inc.

McCann-Erickson

Broadcast-cable expenditures for McCann-Erickson for 1987 amounted to \$591.8 million, up 15.5% from its 1986 projected spending level. Of the total figure, broadcast television accounted for \$509.1 million (\$320.4 million for network and \$188.7 million for spot); \$65.9 million for radio (\$1 million for network and \$64.9 million for spot) and \$16.8 million for cable. Among the new accounts and

assignments gained by the agency in 1987 include Chesebrough-Pond's (six products); American Home Products (eight products); United Merchants for Etienne Aigner and Village Apparel; General Motors for Lotus sports cars and medium duty trucks; and Exxon for debit cards and convenience stores. Assignments lost include Haagen Dazs ice cream; Dunlop sporting goods; and Pacific Coca-Cola Bottlers.

Ogilvy & Mather

Ogilvy & Mather saw broadcast/cable billings rise almost 10% in 1987, up \$67.1 million from 1986. O&M's media mix remained at 71% of broadcast/cable and 29% for other media. Behind the agency's growth was new business including a \$20-million Ford parts and service account, a \$37-million Chesebrough-Ponds account, and a \$12 million account with Beecham. O&M went from \$600.4 million in television billings in 1986 to \$650 million in 1987; from \$80 million in radio billings in 1986 to \$81 million in 1987, and from \$8.5 million in cable billings in 1986 to \$25 million in 1987.

Hal Riney & Partners

Hal Riney & Partners had broadcast/cable billings totaling \$135 million in 1987, comprising 70% of that agency's billings. The bulk of those billings were in television, which accounted for all but \$5 million of the agency's broadcast/cable total. Of that television spending, \$80 million went into network and \$50 million was in spot. Riney put \$4 million of its clients' money into radio and another \$1 million into cable. Those clients include Alamo Rent-A-Car, Peachtree Door Co., Blue Cross/Blue Shield National Association, Perrier Inc., Bob Evans Farms and the Chicago Tribune Co.

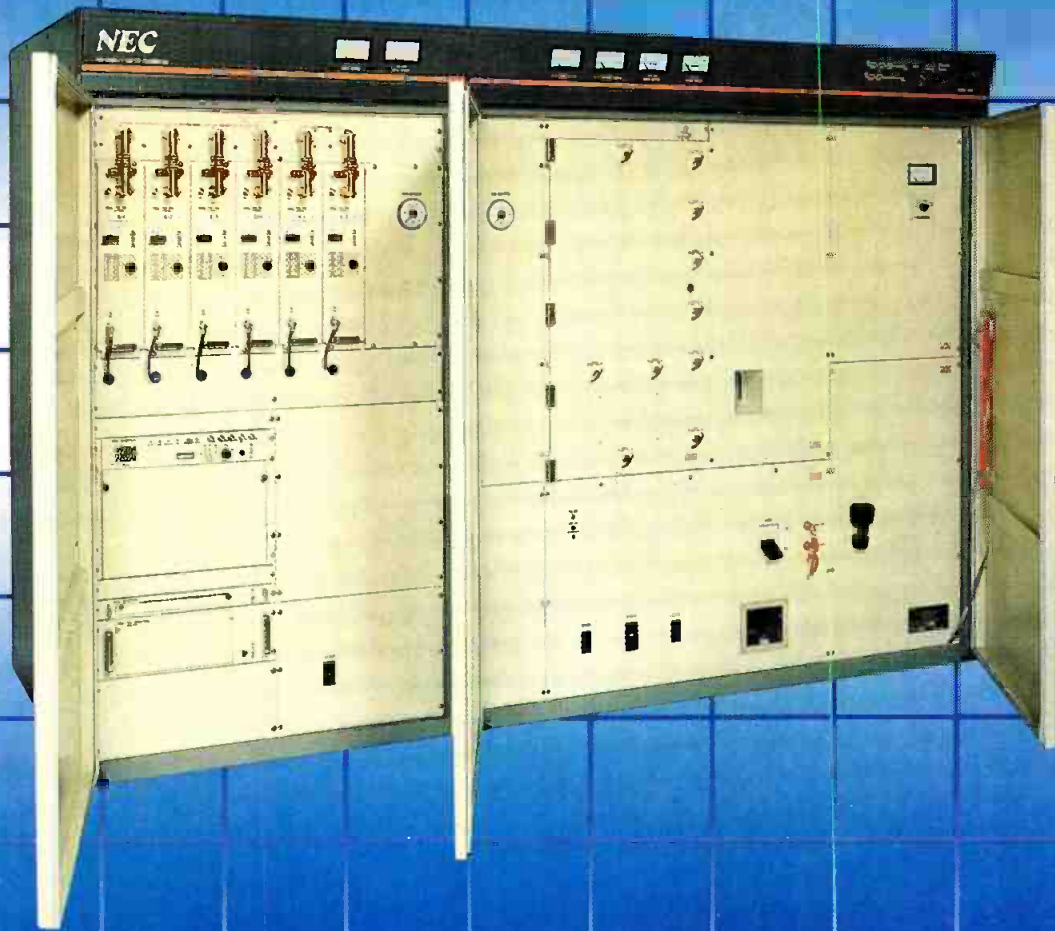
Rosenfeld, Sirowitz, Humphrey & Strauss

Broadcast spending in 1987 at Rosenfeld, Sirowitz, Humphrey & Strauss showed a modest increase of 2% over figures from 1986. Seventy percent of the agency's billings were accounted for by broadcast with combined TV spending of \$65 million, radio (spot only) of \$2 million and cable of \$1 million. Major accounts include Delta, Bain de Soleil (new), Block Drug, Playtex, Swatch (new) and Luzianne. One broadcast account, Charles Of The Ritz (Forever Krystle and Opium) resigned.

Saatchi & Saatchi DFS

The agency's domestic broadcast-cable billings last year dipped slightly (1.7%) from the combined billings of DFS Dorland and Saatchi & Saatchi Compton in 1986—Saatchi & Saatchi Co. PLC purchased Dancer Fitzgerald Sample (DFS) in 1986—to \$1.16 billion (BROADCASTING, Feb. 16, 1987). Television billings (including cable spending) came to \$1.1 billion and radio billings totaled \$61.6 million. Network television accounted for \$697.2 million and

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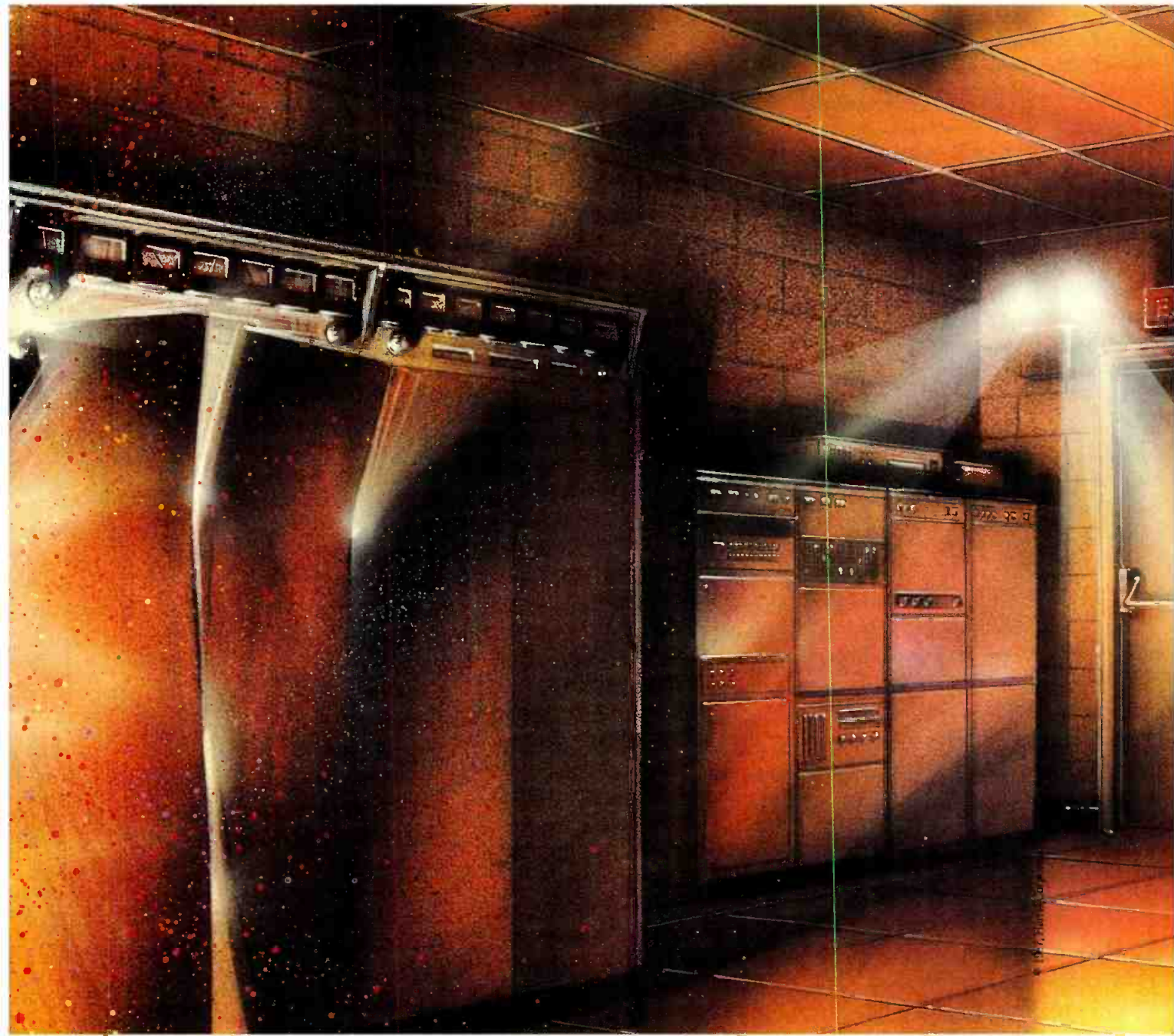


Chattanooga. January 26, 1987. WTVG's transmitter — from a Harris competitor — exploded. Doors blew away. Quarter-inch-thick sheet steel melted. And Channel 9 went off the air.

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WTVG



still meant less revenue. They needed a replacement fast . . . in 30 days rather than 30 weeks. Says Brown with a smile, "We knew if anyone could, Harris could."

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spot for \$372.7 million. On the radio side, network pulled \$17 million and spot \$44.6 million. Cable billings, meanwhile, reached \$31.1 million. The combined broadcast-cable billings of Saatchi & Saatchi DFS represent 77.5% of the agency's total domestic billings.

Among accounts gained in 1987, through Saatchi & Saatchi's New York office (known domestically as Saatchi & Saatchi DFS Compton), are CPC International (Hellman's mayonnaise), Sara Lee Corp., Isotoner hosiery, Reuters, General Mills (Betty Crocker's fruit roll-ups and pudding roll-ups), Tyson Foods and Chevron Chemical Co. (through the agency's San Francisco office).

Accounts resigned during the past year include RC Cola, American Home Products, Cadbury Schweppes, Jeffrey Martin, US Healthcare, Luden's, BVD division of Union Underwear and Thompson Medical.

Scali, McCabe, Sloves

Combined broadcast billings for this agency came to \$129 million in 1987, off 33% from the previous year. The agency said its television billings were off 30% to \$117 million (\$75 million network and \$42 million spot). Its radio billings came to \$12 million (\$1.5 network and \$10.5 million spot), compared to \$36.8 million in 1986.

Tatham-Laird & Kudner

At Tatham-Laird & Kudner, radio, TV and cable billings increased 5% overall from

1986 to \$106.9 million in 1987. Most of the growth can be traced to cable, which showed a 35% increase to \$5.9 million. TV and radio came in at \$89 million and \$12 million respectively.

TBWA Advertising

TBWA Advertising Inc. had broadcast/cable billings of \$71.3 million in 1987, representing just over half of that agency's total billings. The majority of that \$71.3 million was spent on television, with the company placing \$53.3 million in spot and \$7.6 million in network. Another \$1.3 million was spent on cable and \$10.1 million was spent on radio, all of that in spot. Major TBWA clients include Anheuser-Busch's Eagle snacks, Acura and Chock Full O' Nuts.

J. Walter Thompson USA, Inc.

Last year's second place agency in billings falls to fifth place this year with a drop of \$247.3 million in billings (\$1.120 billion in 1986 compared to \$962.7 million in 1987), or a fall of 21%. Leading the way in JWT's bad news was the loss of the \$200 million Burger King account, which was reassigned to N.W. Ayer in the largest account switch in advertising agency history. Among broadcast media, JWT's billings slide amounted to a \$241.1 million fall in television (\$1.116 billion in 1986, compared to \$874.9 million in 1987), while in radio it grew by \$13.8 million (from \$74 million in 1986 to \$87.8 million in 1987). For

cable, the agency reported \$20 million in billings in 1986. In 1987, however, JWT reported no cable billings activity. In terms of their part of the overall media mix at JWT, broadcast advertising fell from 70% of the agency's billings in 1985, to 59% of billings in 1986.

Tracy-Locke

Tracy-Locke said that its combined broadcast and cable billings were up about 3% in 1987, totaling \$216.1 million. Television billings for the agency totaled \$178.7 million (\$35.2 million for network, \$143.5 million for spot), while its radio billings came to \$35.4 million (\$3.5 million network, \$31.9 million spot). The company reported cable billings of \$2 million.

Warwick Advertising

Warwick Advertising increased its billings by 35% in 1987 for a combined radio and TV total of \$101.6 million. Sixty-five percent of the agency's total domestic billing came from TV with 4% each going to radio and cable. Calvin Cooler (wine coolers) was the only account resigned during the year with BVD, Crossland Savings bank and Schumacher (fabric company) being added. Other major accounts are Sterling Drug, Crafted With Pride in USA Council, Van Munching (Heineken, Amstel), Crossland and CPC (Rit dye).

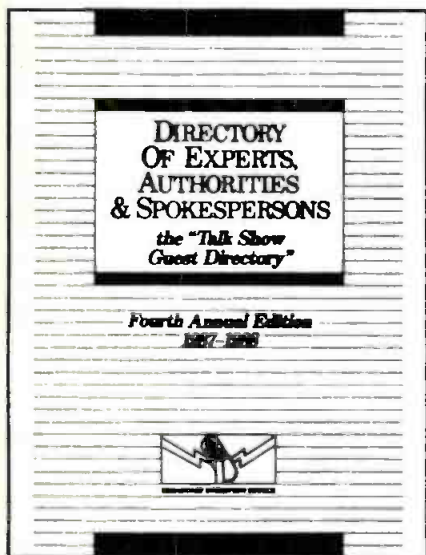
Wells, Rich, Greene

Wells, Rich, Greene saw broadcast billings rise 11% in 1987. Fueling that growth was an increase of almost \$30 million in television billings, which helped compensate for slight declines in radio and cable. The majority of the new TV billings were spent on network buys. The broadcasting percentage of WRG's billings remained at 59% in 1987.

Young & Rubicam

Despite the merger activity in the agency business that has created a formidable new second place agency in Saatchi & Saatchi DFS, Y&R remained an imposing number-one in 1987 in broadcast billings with \$1.798 billion. That represents an increase of \$200 million over 1986, returning the agency to double digit broadcast billings growth (12.5%) after 1986's 5.4% growth. All of that contributed to what the privately held agency said was another year of record income, and a year in which it said it "didn't buy billings. We grew on our own." Y&R's total broadcast billings also increased the margin of its first-place finish. In 1986 it billed \$388 million more than second-place J. Walter Thompson. And 1987's \$1.798 billion in broadcast-cable billings gives it \$638 million more in billings than second-place Saatchi & Saatchi DFS. The \$200-million broadcast-cable billings increase for Y&R came from \$161 million more in television billings (mainly spot), to bring television to \$1.624 billion; \$32 million more in radio billings (also mainly in spot), to bring it to \$123 million, and \$7 million more in cable, to bring it to \$51 million.

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The case of WBBM-TV v. Center City

Comparative renewal challenge is felt throughout broadcasting industry; worry is that if CBS-owned station can be targeted, so can anybody else's

A bit of broadcasting history was made Jan. 29 when the FCC ordered a hearing to determine whether the license of CBS's WBBM-TV Chicago should be renewed or awarded to a group headed by a Chicago attorney that challenged the renewal. It was the first time a license of any of the three broadcast networks was designated for a comparative renewal hearing.

This is, of course, one bit of history CBS would prefer to be made by someone else. The loss of the WBBM-TV license would mean the loss of a television station worth probably \$500 million to \$600 million.

If CBS is upset by the threat to an asset it has held and nurtured for 35 years, other broadcasters are nervous. In the minds of many, CBS is synonymous with good broadcasting. If CBS's valuable licenses can be jeopardized by the comparative renewal process, so can theirs. Most anxious, perhaps, are broadcasters in the 21 states where radio licenses come up for renewal next October. The next TV renewals are due in August 1991.

Even if CBS convinces the FCC to reject the challenger and renew WBBM-TV's license, it loses. The cost of defending its license through the long FCC adjudicatory processes and into the federal courts can run into the millions. CBS may decide at some point that it makes better business sense to pay the competing applicant to withdraw its application and go away. But it must balance such a decision against the prospect of copycat challenges against other stations by groups looking for lucrative settlements.

Except to say that the challenge to its license is groundless, CBS has been mute. Whatever it has to say, it is saving for the hearing, which, barring some sort of settlement or continuance, will get under way this spring in the hearing room of Administrative Law Judge Joseph Stirmer. (The prehearing conference is scheduled for May 3; the start of the hearing, June 2.)

Others have much to say, but, for the most part, off the record. They voice concern not only about the WBBM-TV challenge (which they see as unfounded and designed primarily to force CBS into a costly settlement agreement) but also about the comparative renewal process itself, which they feel makes broadcasters vulnerable to capricious challenges.

Communications attorneys contacted by BROADCASTING had strong opinions about the challenge, and, without exception, they were negative, ranging from "It's true that



Wbbm offices and studios in Chicago

anybody is vulnerable to the comparative process" to "It makes me want to throw up. These are nothing but naked challenges by opportunists."

Reforming the license renewal process has been the subject of periodic congressional and FCC interest for decades. Just two weeks ago, FCC Chairman Dennis Patrick gave broadcasters new hope, telling a group of them in Washington that the FCC may take a stab at reform this year (BROADCASTING, Feb. 29).

At the heart of CBS's renewal problem are two individuals: Brenda Minor, a Chicago attorney with the firm of Jones, Ware & Grenard, and Lew Cohen, a Washington communications attorney who specializes in comparative challenges. Minor is the general partner of Center City Communications, the limited partnership that is challenging WBBM-TV's license. Cohen is its Washington lawyer. Minor's personal attributes and Cohen's know-how make a potent combination in a comparative hearing.

If Cohen can show that Minor is the controlling partner of Center City despite her equity interest of only 4%, only her qualifications will be at issue in the comparative hearing. Limited partners don't figure as owners under current FCC rules. And based on the established comparative criteria, Minor has CBS beaten every which way.

The criteria are set to encourage diversity of ownership (Minor has no other broadcast interests) and integration of ownership and management (Minor has said she intends to manage the station if she wins the license). They are also designed to increase ownership by minorities, women and local residents. Minor is black and a woman and a

long-time Chicagoan.

But all is not lost for CBS. Under current FCC procedures, if CBS can show that WBBM-TV has provided "substantial" or "superior" service, the FCC may grant it a "renewal expectancy," which carries great weight in the final comparative analysis.

According to Thomas Schattenfield, an attorney with Arent, Fox, Kintner, Plotkin & Kahn, who spent eight years successfully defending United Broadcasting Co.'s licenses from renewal challenges, the challenger will try to "show that [CBS] has not served the public interest of the people of Chicago." CBS, on the other hand, he said, "will be getting their ducks in line" for a renewal expectancy claim "showing that they have been serving the public interest, getting together program lists and getting community leaders who are willing to testify."

WBBM-TV has some soft spots in its record that Center City will likely try to exploit. Over the past few years, it has suffered the loss of a libel suit and, more important perhaps, it clashed with Jesse Jackson's Operation PUSH over the demolition of a black anchor to make room for the rehiring of Bill Kurtis, a white, who had been a co-anchor on the *CBS Morning News* (BROADCASTING, March 24, 1986). A station boycott was averted when WBBM-TV hired another black anchorman, Lester Holt.

Center City is not showing its hand. Minor said she challenged the license because she was dissatisfied with the station's service to the community, calling it "woefully inadequate." But she offered no specific complaints. Cohen has steadfastly refused to discuss the case. "I'm not going to try the

case in the pages of BROADCASTING," he said.

According to some attorneys, CBS could attack Center City on the ground that Minor, who put up no money for her 4% equity, is not really in control and that the qualifications of the limited partners who hold 96% of the equity should be considered. If CBS wins that argument, much of Center City's comparative advantage will be lost. The 13 limited partners do not share Minor's attributes. For one thing, none lists a Chicago address in Center City's application.

Several of the limited partners are no strangers to competing applications. Richard Rynd, Melvin Steinberg and William and Stanley Orlove, all in the Baltimore area, are also limited partners in Los Angeles Television, a California limited partnership that is opposing the settlement agreement among RKO, Disney and Fidelity Television Inc. for RKO's KHJ-TV Los Angeles. And they and fellow Center City limited partners—Sidney Fetner, of Fort Lauderdale, Fla.; Sylvia Francus, of Pikesville, Md., near Baltimore, and David Golub, of Baltimore—were principals in a competing application, since dismissed, for RKO's WOR(TV) New York. In both cases, Cohen represented the challengers. The other limited partners in the Chicago challenger are Harold Fetner, New York; Shelley Fetner, Greenwich, Conn.; Norman Hascoc, Greenwich, Conn.; Minette Rich, Suffern, N.Y.; Randi Sherman, New York, and James Costigan, Somers, N.Y.

The one public figure among the partners is Steinberg, the lieutenant governor of Maryland. Steinberg, who has a 9.6% interest, said he was a passive investor. But, he said, he was confident there were "basic, bona fide, legal reasons" for bringing the action "or else it wouldn't have been done. I



Minor

don't throw away money."

According to public records, the limited partners are prepared to pump approximately \$500,000 into Center City to litigate the case at the FCC and in the federal courts.

Costigan, Rynd, Steinberg and Francus, the partners with the largest individual interests, 9.6% each, are committed to spend \$50,000 each on Center City. The others are committed to sums scaled to their participations.

One communications lawyer explained why individuals—especially those who have no broadcast interests—get involved in comparative renewals: "Most of these guys treat these applications as a gamble. They are generally very wealthy people who invest what they consider a pittance—though it may seem like a lot to you or me—on a long shot. If they lose, they're out a few thousand, but if they win a settlement, at least they get some return on their investment, and if they win the case, they hit the jackpot. It's a crapshoot." The lawyer failed

to mention that even should the challenge fail, the limited partners could write off the investment as a tax deduction.

Most of the limited partners could not be reached and did not return phone calls. Those who responded generally declined comment. Minor was unwilling to discuss her relationship with any of her partners, except to say they were "acquaintances."

CBS has lost the first round of the challenge renewal. In designating the license for hearing, the FCC rejected CBS's plea to dismiss the application on the ground that Center City did not provide adequate notice of its challenge in Chicago in accordance with FCC rules.

But it may have won a more important victory a few days later when ALJ Stirmer was tapped to handle the case. Stirmer was characterized by one lawyer as a judge who is "not particularly enamored of the recent spate of comparative hearings." In several recent cases, the attorney said, Stirmer has expressed concerns about limited partnerships with general partners who possess perfect comparative credentials.

Just how serious is the threat to WBBM-TV will be better known in about three weeks when Center City must submit to Stirmer its specific complaints about CBS performance that it says disqualifies the network for renewal expectancy. Attorneys were skeptical that Center City had enough to make a case. Said one: "I think they're crazy to do this. I mean you pick your targets and it's pretty easy to figure out who's at the bottom of the barrel, operator-wise. If you're going to go against somebody, you may as well go against somebody you can beat. From a comparative renewal point of view, there's no point in going against a CBS, since you can't win. But, then again, they may know something we don't." □

License renewal reform: continuing controversy

FCC Chairman Dennis Patrick's recent assertion that the renewal process is seriously flawed (BROADCASTING, March 7) was an echo of a familiar cry. Broadcasters' concern over comparative renewals dates back almost 30 years. In 1960, Congress, concerned over high settlements paid to challengers, enacted legislation limiting settlements in comparative renewal cases to "legitimate and prudent" expenses.

In 1981 the law was changed, removing limits on settlements in the hope that compromises would diminish the number of lengthy hearings. Many attorneys think the law, far from discouraging litigation, increases it by luring applications with promises of large proceeds from settlements.

Concern over comparative renewal has driven the National Association of Broadcasters to seek legislation that would protect broadcasters at renewal time. "The NAB has found fatal flaws in comparative renewals," said NAB deputy general counsel, Barry Umansky. "For years now we have had as one of our highest priorities the reform of the comparative renewal process." The NAB has suggested a two-step renewal process like the one offered by former Senator John O. Pastore (D-R.I.) in 1969. A broadcaster would have to be stripped of his license before the FCC would open the frequency to new applicants. But trade-offs demanded by Congress on detailed regulation of public service and program content were more than the NAB was willing to accept. As Umansky conceded, "there has been little success with reform of comparative renewals."

Critics of the comparative renewal process also warn that

FCC deregulation has eased the road for challengers in several ways. They say that removal of financial ascertainment rules has allowed unqualified applicants to attack established broadcasters. Previously applicants had to provide detailed evidence of the wherewithal to run a station, but now they are only required to affirm that they have that wherewithal. "As soon as they removed the limits on prudent expenses," said Washington attorney Jim Weitzman, "they opened the door, and the ascertainment changes allowed anybody to go in for the payoff."

David Tillotson of Arent, Fox, Kintner, Plotkin & Kahn, Washington, pointed to changes in the ownership ascertainment rules as another major cause of problems with the comparative process. Limited partners are not counted as owners in the comparative process; only the partner with control is subjected to scrutiny under criteria of ownership qualification. As such, the nominal control of the station may be concentrated in only one "perfect" applicant who can be picked for attributes an incumbent license may back. That, Tillotson believes, does not give an accurate picture of the ownership of the station.

Most attorneys also stressed that they were not willing to eviscerate the comparative process. "It's not that hard to defend against a potential challenge," said one. "All you have to do is keep your files straight and put on decent public service programming." Said another: "Comparative renewal serves a valuable purpose. We could never go after a really bad broadcaster, the way this commission would wash out a petition to deny."

Cable subscription prices worry attorneys general

Law enforcement officials to launch investigation in five states to study alleged anticompetitive practices by cable TV operators

Concerned about rising cable subscription fees, the National Association of Attorneys General Antitrust Committee has formed a five-state task force to investigate suspected anticompetitive practices by cable operators and programmers and determine what, if any, legal or legislative remedies are warranted.

Charlie Brown, attorney general of West Virginia and chairman of the NAAG antitrust committee, told reporters at a press briefing at NAAG's Washington headquarters last week that he is concerned that the cable industry is using its market power to force consumers to accept unwanted services along with substantial rate hikes and to keep potential competitors like wireless cable at bay.

Cable has "the best of both worlds," said Brown. It is not regulated and it does not face competition, he said. "We've got to [encourage competition] or fall back to regulation."

According to Brown, the task force was formed last month at a meeting of the antitrust committee in Denver. The other states involved in the task force: Ohio, Texas, New York and Maryland.

Brown saved the announcement of the task force for a dinner he hosted last Monday in the Capitol for state attorneys general and aides to congressmen interested in cable issues. Among those in attendance, he said, were aides of Robert Byrd (D-W.Va.), Ernest Hollings (D-S.C.), Ted Kennedy (D-Mass.), Howard Metzenbaum (D-Ohio), John Kerry (D-Mass.), Jay Rockefeller (D-W.Va.), John Glenn (D-Ohio), Larry Pressler (R-S.D.) and Christopher Dodd (D-Conn.). The attorneys general were in Washington last week for a three-day NAAG-sponsored conference.

The National Cable Television Association professed to be unconcerned by the initiative. "The FCC has examined extensively the market for scrambled satellite-delivered programming and has found the market to be developing competitively," it said in a prepared statement released following the briefing. "The Justice Department has been investigating similar issues and, thus far, appears not to have found reason for concern. We have no reason to believe that any further investigations will turn out differently."

According to Brown and Mark Kindt, deputy attorney general, antitrust, West Virginia, who was also at the briefing, cable rates have effectively doubled in the state since December 1986 when a provision of the Cable Communications Policy Act of 1984 took effect and deprived local and state franchising authorities of authority to regulate cable rates in most markets.

Brown and Kindt said that cable systems have eliminated intermediate tiers of service, forcing consumers who were subscribing to a small number of channels on a basic tier to subscribe to an expanded basic tier

with more channels at substantially higher fees. Brown said forcing consumers to purchase goods or services they do not want is an unfair sales practice known as "tying." Kindt put the issue in concrete terms: "If you want three channels, you have to buy 45."

Shortly after the rate deregulation took hold last year, Brown's office filed suit against Capitol Cablevision, a system serving Charleston, W.Va., alleging that the system forced subscribers to "take a lot more channels and pay the premium price" in violation of the state's consumer protection laws. Capitol Cablevision is owned by American Television & Communications, the nation's second-largest MSO.

Brown said the state's lawsuit and its continuing interest in cable stem from the "massive number of complaints" received in the wake of rate deregulation. Kindt said consumers in the state were subjected to "substantial price shock."

But the wireless cable industry also had some role in last week's activities. Nicholas Allard, of Fox, Weinberg & Bennett, who represents the Wireless Cable Association and who called together reporters for the briefing, acknowledged that he and others have talked to Brown about wireless cable

operators' trouble in securing cable programming rights.

In addition to the pricing and retiring issues, Brown and Kindt expressed concern about the vertical integration of operators and programmers in the cable industry, which may be preventing alternative delivery systems such as wireless cable from obtaining the cable programming they need to compete with cable. "It appears there has been some real vertical restraint of trade that must be examined," Brown said. "I would like to see someone compete to get prices down."

As the first step in their investigation, Brown and Kindt said West Virginia, in cooperation with the New York Law School, plans to survey the state's municipalities to determine the extent of price increases. Kindt said questionnaires were sent out last week and that he expects the findings to be ready in two months.

Kindt called an NCTA survey that found basic rates up 10% a "PR document...with a very questionable methodology."

Brown said he is unpersuaded that cable should escape regulation because it is not a necessary service. Because of West Virginia's rugged terrain, he said, it may be. "It's discretionary—if you don't watch TV in the mountains," he said. □

Cable operators say Maryland telco gouging

Maryland-Delaware-DC association tells FCC that C&P is overcharging systems for pole attachments

The Cable Television Association of Maryland, Delaware and the District of Columbia (CTA) and several Maryland members have charged in a complaint filed with the FCC that Chesapeake & Potomac Telephone Co. of Maryland Inc. (C&P) has been overcharging cable systems for pole attachments in an effort to set the system up for eventual competition from the phone company.

"We believe that Bell Atlantic [C&P's parent company] is positioning itself for direct competition with cable television," the cable operators said in the complaint. "Even as it assures regulators of its good faith in dealing with competitors, in the field, it is, in the words of [a C&P] engineer, 'screwing' the cable industry." (The telco engineer is quoted by two cable engineers in an affidavit attached to the complaint.)

To remedy the situation, the operators asked the FCC to prohibit certain "unjust and unreasonable" pole attachment practices by C&P or to mediate negotiations with C&P.

C&P was withholding comment last week until it had time to evaluate the complaint.

"We have tried to avoid this suit through serious negotiations initiated over a year and a half ago by our industry," said CTA President Charlie Ross in a prepared statement. "But C&P has not agreed to anything."

Cable operators use utility poles to string coaxial cable and build their systems to transmit television signals into homes. Ac-

cording to C&P, the complaint said, cable operators are now using 200,000 of its poles to support some 6,000 miles of cable. The telcos and electrical utilities charge operators to prepare poles for cable stringing and to inspect them after the cable has been attached.

According to the complaint, makeready and inspection charges typically run between \$1,000 and \$2,000 per mile. But, it said, C&P has managed to create an inspection program that is costing established cable operators—those whose plant is already built—about \$4,000 per mile in inspection fees. "New construction is costing more than \$9,000 per mile in additional fees."

"They insist that we upgrade their plant and charge us for the expenses for which they are responsible," Ross said. "The inspection costs in Baltimore alone run 18 times the cost in other urban builds—not even counting the drain of system personnel. We've been told basically to pay up whatever dollars the phone company demands or be shut down."

According to the complaint, "C&P has violated every one of the FCC rules and expectations concerning pole attachment relations:

"It is charging for inspections which simply underwrite its routine engineering. It has treated makeready charges as relentless, never ending costs, rather than the one-time charge they were intended to be. It has used the inspection process to upgrade its own plant and repair its own deficiencies. It has failed to identify its special charges as CATV related, or to produce adequate re-

cords of support. It has charged for back-office engineering and field engineer time and a 'profit' markup.... It has failed to negotiate toward resolution, choosing instead to exercise its monopoly power to the continuing detriment of an industry with which it seeks to compete."

Among the examples cited in the complaint: Simmons Communications Co., an operator serving portions of St. Mary's county, Md., was charged \$3,998.55 for makeready and inspection of poles covering 1.4 miles, or about \$2,850 per mile. "When Simmons requested a negotiation session, C&P warned that it would shut down all makeready work if Simmons did not fully participate in the program," the complaint said.

The complaint alleged that C&P's behavior is a throwback to the days before the

imposition of the telco-cable crossownership ban when telcos "were free to enter all aspects of the cable television industry...[and] sought to leverage their control over utility poles into control over cable."

"We submit that C&P's motive for milking the cable television industry is its perceived future," the complaint said. "Put plainly, Bell Atlantic seeks to harm an industry which it has labeled a direct competitor and with which it seeks to compete.... In several cases, it has shut down construction by cable operators at the same time as it is rapidly extending its own fiber optics plant throughout the state," the complaint said.

In several regulatory proceedings, including the FCC's review of the telco-cable crossownership ban, the complaint said, Bell Atlantic has "portrayed itself as a benign company, cooperative with competitors

who must rely on its facilities, eager to compete and fully disciplined by competitive forces and by regulatory accounting standards...." But the fact is, the complaint said, "C&P promises have not been matched by its performance in dealing with Maryland's cable television industry."

The complaint said that the FCC has authorized C&P of Washington to build a cable system (with "shadow" optical fiber) in Washington for the city's cable franchisee, District Cablevision, and seems "inclined to promote greater telephone entry" into cable. "But the commission has always assumed that the telephone companies would be prevented...from abusing their monopoly power over poles. This case demonstrates that the abuses which the commission has assumed would be disciplined are instead rampant." □

AAF hears warnings of turning tide

Advertising industry conference hears members of Congress and regulators tell of upcoming shift in policy away from deregulation

Representatives of the advertising community gathered in Washington last week to take stock of the legislative and regulatory challenges facing their business. They were participants in the American Advertising Federation's spring government affairs conference, and as the meeting progressed there was a growing realization that attempts to regulate advertising will intensify following the election of a new Congress and administration.

The remarks from some of the featured speakers including Senators Bob Packwood (R-Ore.) and Daniel P. Moynihan (D-N.Y.) and Representatives Thomas Luken (D-Ohio) and Mike Synar (D-Okla.) seemed to hint of a new era of regulatory activity. Federal Trade Commission Chairman Daniel Oliver expressed concern that the "tide may have turned" (see below).

As AAF President Howard Bell told BROADCASTING toward the close of the two-day conference: "In my view, the pendulum has now swung back. The era of deregulation is coming to an end, and we are going to see increasing pressure in Congress and in the states to regulate advertising and to tax advertising [revenue]."

Bell thinks there will be a period of revived "consumer activism," and that the advertising industry will respond with self-regulation. There's an impression, he said, that the FTC and FCC have "not been doing anything," and consequently Congress will be pressured to step in.

Efforts to revive proposals on Capitol Hill that would eliminate or limit tax deductions for advertising expenses are another fight Bell is anticipating. As long as the government is looking for revenue to pay off the federal deficit, Bell thinks advertising is a possible target. Last year, Congress considered revenue-raising proposals that would have forced advertisers to defer 20% of their tax deductions over a period of years and eliminated altogether the deductions for the advertising of tobacco and alcohol products.

Moynihan thinks the threat to advertisers has not dissipated. "There will be efforts to get revenues out of advertising dollars," the senator said. "There is money in this," he added. Moynihan said he was "solidly against" the idea because it "clutters up the tax code."

The senator also shared his views on current network television fare. With the exception of the news (Moynihan is a fan of network news programs) he said he found

ulating national advertising (see page 44). NAAG has issued guidelines for national airline advertising that would require extensive disclosure information in broadcast and print ads.

□

Federal Trade Commission Chairman Daniel Oliver, speaking at the opening meeting of the AAF seminar last Tuesday, celebrated deregulation under the Reagan administra-



Oliver



Synar



Moynihan

network programming to be "gibberish," and said it was "poisoning the American mind."

Luken, chairman of the House subcommittee which oversees the FTC, promised closer scrutiny of the agency. Luken did have some encouraging news for the AAF group. He does not see any support on his committee for legislation that would ban advertising for all tobacco products. Plus, the congressman said he thought the Senate and House staffs "were getting somewhere," in their discussions on an FTC reauthorization bill. Luken warned that if the regulatory "vacuum at the FTC is not filled," then Congress will find "alternatives."

As for the tobacco ad ban measure (H.R. 1272), Synar, the bill's chief sponsor, defended the measure and refuted any claims that it is unconstitutional and would lead to bans on other legal products. "We're not a bunch of crazies trying to change the face of the earth," Synar said.

Another matter that dominated discussion at the meeting is the National Association of Attorneys General's growing interest in reg-

ulation. Oliver spoke of a growing enlightenment on the part of regulators toward advertising, from a time in the 1950's when advertising was assumed to be a "symptom of a sick society" to the presidential election of 1980, when the "national nannies got their walking papers."

Oliver said the advertising industry had won an important battle last year with the defeat of a congressional proposal to ban cigarette advertising. Calling the ban an attempt at censorship, Oliver said the choice was between consumer sovereignty and censorship and said: "I cast my vote for informed consumers." He warned, however, "the tide may have turned." Looking at a Food and Drug Administration proposal to reverse its policy banning health claims on food labels, Oliver pointed to editorials objecting to the change, and said: "Advertising is a highly visible bogeyman and an easy target. That is why I say that although we may have won yesterday's battles, the war is not yet over."

Oliver also warned about the danger of

"Balkanization," where a single state creates a law that effectively becomes law throughout the country. He saw a classic example of that last year in fast food advertising. He said one hamburger chain had begun advertising nutritional information, but after the objections of a few state attorneys general, the advertising stopped. "Confronted with the prospect of being tried in the press, fast food providers completely abandoned this kind of advertising," he

said. He said the advertising was dumped "faster than you can say two all-beef patties, special sauce, lettuce, cheese, pickle, onion on a sesame seed bun."

The third threat Oliver raised was of the emergence of the "super-regulator." He said: "The 50 states are adopting regulations that are more restrictive than federal regulations." Oliver pointed to the proposals of the National Association of Attorneys General on regulation of airline advertising. De-

scribing it as a "nonproblem," Oliver said, "if there is a crisis here, it is the crisis of politicians who look in the part of the cupboard marked 'issues,' and find the cupboard bare."

Oliver said he had heard calls from the advertising industry for the FTC to exert leadership, and said that he thought the FTC was doing so, but added: "The one effort I will refuse to make is the effort to be the most restrictive regulator on the block." □

Noncommercial broadcasting under microscope again

Producers and minority witness claim CPB intransigence at hearings before Congress

Bills currently pending in both the House Telecommunications and Senate Communications Subcommittees primarily address Corporation for Public Broadcasting (CPB) funding reauthorizations for fiscal years 1991 through 1993. Yet testimony, presented at hearings held March 10 in the House and March 15 in the Senate, concerning those bills focused only briefly on how much money noncommercial broadcasters need for those years.

Instead the presidents of CPB, the Public Broadcasting Service (PBS), National Public Radio (NPR) and the National Association of Public Television Stations (NAPTS) found themselves on a congressional hotseat for two weeks in a row, defending their past and present treatment of minorities and independent producers. And in the House bill at least, language exists that may force a change in CPB's program funding decisions overall.

Indeed both hearings included separate panels of witnesses representing a group of independent producers calling for more funds and more independence from CPB. Alleging that CPB shows no signs of listening to their needs, the independents also brought with them a request that Congress create a federally funded National Independent Producers Service (NIPS)—a "mini-PBS"—that would not answer to CPB at all (BROADCASTING, March 7).

In Senator Daniel Inouye's Communications Subcommittee, an additional panel of witnesses assailed public broadcasting's record of minority hiring and programing practices in the present and past. Senator Pete Wilson (R-Calif.), concerned about the needs of new American constituents in his home state, grilled NPR President Doug Bennet for some 15 minutes on how his organization achieves "programatic equity" and cultural diversity. And one witness, Arnoldo Torres, director of Latinos in Public Telecommunications, charged that the "obsession" at NPR "has been to do away with Hispanic programing."

However, it was the independent producers who appeared to most successfully gain congressional ears in their attempt to bury CPB's program selection policies. House Telecommunications and Finance Subcommittee Chairman Ed Markey (D-Mass.) and others on the subcommittee were reported ready to intervene, having invited to the



Riggs and Sapadin

hearing as witnesses Pamela Yates and Lawrence Daressa—two of the producers hoping mad about CPB's alleged refusal to directly fund their independent work (BROADCASTING, March 7).

"The controversy arises," Yates told the subcommittee, "when, within a consortium or series, an executive producer has final-cut and budgetary control. Seventy-five percent of funding to independents is controlled by station consortiums," she said, "precisely those from whom the independent producers are purportedly independent."

CPB President Donald Ledwig, in written testimony submitted to the subcommittee, said that PBS series such as *Frontline* and *American Playhouse* use almost exclusively the work of independents. Additionally, he said, a great many non-series independent productions are funded by CPB.

Nevertheless, he said, either CPB or a CPB designee (such as a station consortium or series) must "ensure that the production is consistent with the original proposal and meets the system's journalistic, artistic and technical standards." In the case of irreconcilable differences between designee and producer, said the testimony, "CPB would not consider it an independent production."

Markey's house resolution 4118 goes so far as to provide a definition of independents specifically denying that designation to producers answering to anyone above them concerning budgetary control or program content. That definition could force CPB to alter its current practice of identifying as independent those producers answering to the executive producer of a public station consortium or PBS series, such as *Frontline*.

Although lengthy written testimony from all the witnesses regarding CPB's record of funding the independents was entered into

the House record, final statements by both Markey and Representative Al Swift (D-Wash.) indicated the subcommittee would not mandate the creation of NIPS. Reminding Ledwig, Brugger, PBS President Bruce Christensen and NPR President Doug Bennet that public broadcasters "have enough enemies outside the field," Swift joined Markey in encouraging the parties to continue discussions and find an "amicable" solution.

During the Senate hearing, Inouye went so far as to ask his witnesses what they thought of Markey's definition. "We can always amend" the Senate version, he said. Frederick Wiseman, general manager of Cambridge, Mass.-based Zipporah Films; Larry Sapadin, co-chairman of the National Coalition of Independent Broadcasting Producers, and independent producer, Marlon Riggs, all voiced their support of the language in Markey's bill.

"Short of the creation of NIPS, instituting the Markey definition 'can't hurt.'" Wiseman told BROADCASTING. "With CPB you wait forever, you never know exactly with whom you're dealing and you cannot find anyone there who can give you an intelligent answer to your questions." Calling CPB a "vast, inefficient and bungling bureaucracy...a mess," he urged Congress to "undertake a massive reorganization of public broadcasting."

Sapadin told the subcommittee that, contrary to CPB's claim that "independents accounted for nearly 47% of CPB programing support" in 1986, "only 10% is actually distributed to independents in the manner ordered by Congress. Over 80% of public television funds," he said, "are distributed without the program panel review process. Smaller independents have been virtually shut out of the system."

Riggs recounted three rejections each by CPB and the National Endowment for the Humanities during the five years that led to his documentary series on the origins of stereotypes, *Ethnic Notions: Black People in White Minds*, becoming part of PBS's Black History programing last month. The CPB Program Fund panel process is geared toward backing "generally noncontroversial, unprovocative programing by station cooperatives," he said, describing his lot as a smaller independent producer as, "in a word: dismal."

In contrast, Alfred Vecchione, president of MacNeil-Lehrer Productions, although a member of the witness panel focusing on minorities in public broadcasting, addressed

the independents issue, readily admitting that MacNeil-Lehrer's use of independent producers had dropped off considerably in the past 10 years. "It became quite unruly getting independents to meet our standards," he said. His organization's search for "editorial consistency and competence" accounts for the erosion, he said.

In response to reports that public broadcasters say the creation of NIPS would result only in funding more programs that never get aired by the system, Sapadin told BROADCASTING, "Independents are willing to face the public broadcasting marketplace. We're not looking for assured carriage." Wiseman differed with Sapadin, saying, "Ideally you need a centralized network with someone at the top having the authority to make a decision" in respect to carriage as well as production funding.

NPR's Doug Bennet, finding himself, he said, "caught between" Markey's characterization of public broadcasting as a bright child and Oxley's implication that it is more like a "mature 21-year-old who ought to move out of the upstairs bedroom and find a place of his own," offered that "we are more like an earnest adolescent with certain growing pains." If so, Father Congress may be prepared to step in and settle the latest scuffle.

Minority outcry

Definition also lies at the center of minority programming issues. Arnolando Torres told the subcommittee. The minority perception, he said, is that Hispanic programs are not widely carried because they are underfunded. CPB and NPR, he said, argue that Hispanic programs are not funded more fully because the stations have not opted to carry them.

Indeed, NPR's Bennet had noted earlier in the hearing that a weekly half-hour Hispanic news program, *Enfoque Nacional*, had failed to gain carriage, and funding of the program in that format had ceased. NPR, Bennet said, is now reorganizing to produce a 14-minute daily Spanish-language news program, "hoping for better carriage" with the new format. "Our approach," said Bennet, "is to create programs that work and then offer them in English on our stations, also making them available in Spanish to commercial, Spanish-language stations" where the listenership exists. He described NPR's approach as twofold: commitment to specialized audience programming and commitment to "diverse input and editorial viewpoints going into our general programming."

Torres, who said that CPB and NPR "have never made an effort toward improving carriage," also argued, "I do not think public broadcasting even understands the true demographics" of the United States. The 1970's saw a 61% growth in the U.S. Hispanic radio and television audience, he said. The majority of children in the top six markets, he said, are "black-Hispanic." Inouye expressed his wish that the American public at large understand these figures.

Rallying troops for funding

Despite so much attention to other issues, CPB funding proposals were addressed,

most directly in the House.

Among Congress, CPB and the White House, funding recommendations appear far apart. The House and Senate bills authorize CPB identical funds over the three years: \$304 million—plus the \$200-million satellite replacement money—for FY 1991, \$354 million for FY 1992 and \$404 million for FY 1993. The two bills also authorize \$36 million (1989), \$39 million (1990) and \$42 million (1991) to the Public Telecommunications Facilities Authorization, a Commerce Department administered program of facilities grants. CPB requests for those years are \$395 million (1991), \$422 million (1992) and \$427 million (1993).

Unanimity in Congress will be needed to fight the Office of Management and Budget recommendation that CPB's total funding be frozen at \$214 million over those years. And OMB has not even addressed the extra \$200 million, 1991 satellite replacement request. When Representative Michael Oxley (R-Ohio) noted that CPB was asking for a "staggering" 40% increase over 1990, Ledwig replied that public broadcasting can save money through educating the public about AIDS, childcare alternatives or drug abuse before "more expensive remedies" are required later. On the subject of a possible administration veto of an increase, which Oxley noted had occurred twice in 1987, Ledwig said that OMB's proposed freeze this year was a \$214-million improvement over its previous recommendation of no money. "We cannot speculate on what the White House will do," he said. President Reagan has a "chance to leave a legacy," he said. "We have recognized" the government's overall budget restraints "and have worked our numbers back," Ledwig added.

Oxley's insistence that Congress's decisions on CPB funding ought not to be separated from the context of overall budget constraints were echoed by Representative Matthew Rinaldo (R-N.J.), who said, "We must be realistic" in authorizing future funds. But one Republican, Howard Nielson (R-Utah), who lamented the defeat of a past Oxley-sponsored bill recommending 15% annual CPB funding increases that might

have precluded the apparent need for catching up now, expressed willingness to support such a catch-up if it were warranted.

"The stations are raising 80% of their funds from other sources," said National Association of Public Television Stations President David Brugger—a strong response, he said, to past congressional mandates to find nongovernment funding. But with more government funds, he said, "We can eliminate the need to buy outside programming"—that in answer to concerns voiced by Representative Bill Richardson (D-N.M.) about "potential loss of mission ... reports about *Lassie* and *Beaver* reruns" becoming more common on public television. "We try to leverage our dollars," said Ledwig. The federal money, he said, draws in other support.

"Getting together to sponsor the transfer tax last year brought the troops to the fore," Senator Ernest Hollings (D-S.C.) said last week, referring to legislation he had authored in 1987. That transfer tax on the sale of commercial telecommunications property, intended to reduce the deficit for three years and then to indefinitely finance a public broadcasting trust fund beginning in 1991, was defeated last December.

"The marketplace is working," Hollings said, "and it's working to the detriment of the public, which makes you in public broadcasting all the more important." Referring to "the demise of the public interest standard" under the present administration, Hollings said the fight in Congress "for the institution of some reliable source of [public broadcasting] funding, with a tax underpinning—or as the President [of the United States] calls it, a 'spectrum fee'"—must be renewed again this year. Public Broadcasters "cannot spend 50% of [their] time out soliciting" for nongovernment funds, he said, going on to describe his questions as an attempt "to get a handle on the level you [public broadcasters] will need in the area of the trust fund."

For the time being, said Markey, "We are going to try to work with [public broadcasters] to get the lion's share of what [they] ask." □

CPB clarifies editorial integrity. Meeting in Washington last Tuesday—after a Senate hearing earlier that morning that featured independent producers calling for "a massive reorganization of public broadcasting," its program funding process in particular—the Corporation for Public Broadcasting board adopted a definition of "Editorial and Artistic Integrity" designed, said CPB, to further insulate programming decisions at the corporation "from undue or improper influence from political or financial sources."

The board action, CPB President Donald Ledwig told BROADCASTING, allowed him to restructure the order of command at CPB. The Program Fund director, he said, will now report to the senior vice president (a post now vacant) and to Ledwig, giving either the authority to overrule a Program Fund decision, based on a new definition of editorial and artistic integrity: "The responsible application by professional practitioners of a free and independent decision making process which is ultimately accountable to the needs and interests of all citizens."

Asked whether the definition language further institutes CPB insistence that it, or its chosen "designees," must continue to have final editorial say on all the productions it funds—in some cases overruling the editorial or artistic decisions made by independent producers—Ledwig said the definition is directed at the process by which the Program Fund initially contracts to fund a proposal in exchange for the rights to air the program, generally for three years. The integrity definition would, however, be the standard used all the way down to a final cut.

The board action, said Ledwig, also places an additional "buffer" between the fund and the board, which will continue "to set programming policies, priorities and goals consistent with CPB's mission of providing high-quality programming."

Mr. Smith (and friends) come back to Washington: Color them very upset

Group lobbies Hill for protection for directors and writers from "desecration" of films via colorizing and editing for TV

Actors Jimmy Stewart and Burt Lancaster joined such Hollywood directors as Peter Bogdanovich ("The Last Picture Show"), Robert Wise ("The Sound of Music") and Fred Zinnemann ("High Noon") and the cable programming service American Movie Classics last week in lobbying members of Capitol Hill for the protection of films from what they see as the "desecration" of movies through the practice of colorization—which was foremost on their minds—and through some of the editing and time compression techniques used in editing for television. AMC carries original, uncut versions of "vintage Hollywood films."

What the group hoped to get was a law that insures that after a film's initial box office run, the writer and director must be consulted on any colorization, time compressions, cuts or other changes that ensuing exhibitors wish to make. To make it clear that profit is not the motive behind the proposed law, Elliot Silverstein, chairman of the president's committee of the Directors Guild of America, said that the DGA has proposed that the law prohibit an artist from receiving more than \$1 for granting permission for film changes.

Silverstein, whose directing credits include "Cat Balou," said at a press conference in Washington that the alteration of films, particularly colorization, was "morally wrong." He said there is a "custodial component to the ownership of art" and that preserving black and white films in their original form was a matter of protecting the "cultural heritage" of films.



Bob Dorian (l), on-air host of American Movie Classics, and Burt Lancaster



Donna Reed and Jimmy Stewart in Capra's 'It's a Wonderful Life'

Burt Lancaster said that those who own films have the right to distribute or not distribute them, and to make money from the films. But, he said, they "have no right to change the film in any physical way." And he echoed the cultural heritage theme: "It has to be shown to the next generation the way it is." Lancaster said his name is used to promote films that are not the same films he made. "What gives them the right to do this to me?" Lancaster asked. "It cannot be permitted."

Stewart said he joined the fight because "I owe it to my friends," including an ill Frank Capra, who made "It's a Wonderful Life," in which Stewart starred, that has been colorized by Turner Broadcasting System. "It broke his heart," said Stewart of Capra, to see the colorized version of the film. The story in the colorized version, said Stewart, was "completely gone."

Panelists at the press conference also refuted the notion that turning the color knob on the set when a colorized film is shown returns it to its original condition. British film director Ronald Neame, who directed the classics "Great Expectations" and "Oliver Twist," said the colorization process involves putting color tints on a black and white print. When the color knob is turned, "you get a wishy, washy result on the screen."

The directors split into two groups and spent two days lobbying on Capitol Hill. They called upon, among others, Senators Dale Bumpers (D-Ark.) and Ted Kennedy (D-Mass.); seven members of the House

Copyright Subcommittee—chairman Robert Kastenmeier (D-Wis.), Pat Schroeder (D-Colo.), Benjamin Cardin (D-Md.), Howard Coble (D-N.C.), Bruce Morrison (D-Conn.), John Bryant (D-Tex.) and Howard Berman (D-Calif.)—and three other members of the full Judiciary Committee, Chairman Peter Rodino Jr. (D-N.J.), Barney Frank (D-Mass.) and Don Edwards (D-Calif.).

The DGA has faced an uphill fight on colorization. The United States is among many countries, including China and the Soviet Union, that are not signatories to the Berne treaty, which recognizes and protects the rights of artists. The House Copyright Subcommittee held hearings on H.R. 1623, a Kastenmeier bill that would recognize the Berne treaty and grant artists certain rights to their work. But the so-called "moral rights" clause, which is part of the international Berne treaty, was dropped from the bill. The directors say that opponents of the clause contend that existing law sufficiently protects artists from having their work "debased." Among those in the opposition are major motion picture studios, which feel, the directors say, that the "moral rights" clause goes too far in granting authority to the artists. The directors gained a victory of sorts last week when Kastenmeier announced he would hold a hearing in the spring on "artist rights" in the U.S. Other measures introduced to block colorization haven't made any progress.

Kate McEnroe, general manager of American Movie Classics, outlined the ser-

vice's policy of airing unedited, uncut and uncolored movies without commercial interruptions. "We respect the artistic integrity of the film director," said McEnroe. AMC, which has 10 million subscribers, expects to have 15 million by year's end, said McEnroe, evidence, she added, that audiences want to see films as they were made.

The chief exhibitor of colored movies has been Turner Broadcasting Systems, which is systematically coloring a number of films from the film library Turner bought from MGM. Two weeks ago Turner announced that several more colored films will make their premiere on his new network, Turner Network Television, and on his WTBS(TV) Atlanta later this year. They include "Casablanca," "David Copperfield," "Key Largo" and "Somebody Up There Likes Me."

Turner told a southern California cable audience, when he announced those films' premieres, that most people "would rather see programing in color than black and white. [Steven] Spielberg and [George] Lucas can do whatever they want to with their movies, and I ought to be able to do whatever I want to with our movies." Lucas and Spielberg were among Hollywood directors who testified against colorization in a Hill hearing earlier this year.

Stewart and Lancaster appeared last Tuesday on *Larry King Live* on the Cable News Network, owned by TBS.

Although the actors and DGA acknowledged the odds were against them, they vowed to continue the fight. Silverstein paraphrased a line from the black-and-white Jimmy Stewart film, "Mr. Smith Goes to Washington." "Lost causes," he said "are the only ones worth fighting for." □

BBC head calls for greater emphasis on programing

Checkland says service should not have 'finger in every new pie,' but does want to supply filling

The British Broadcasting Corp. must renew its traditional emphasis on program making and remain on the sidelines in the development of new media in Europe, according to the BBC's new director-general, Michael Checkland, who spoke before an Academy of Television Arts and Sciences luncheon in Los Angeles last Monday, March 14.

Checkland, who took over as head of the noncommercial broadcaster last year, said: "The new BBC has opened its doors to the real world and to the changing landscape of broadcasting, and accepted the economic and competitive realities. Clearly, we intend to remain the major broadcaster in the United Kingdom and across radio and television, but we no longer wish to have a 'finger in every new pie.'"

Despite the development in Britain and throughout Europe of the delivery technologies of satellite, cable and new terrestrial services, Checkland said: "The BBC has no intention of becoming directly involved...neither in their management nor in their financing."

The company is "keen," however, to act as a program supplier to the new services, Checkland said, and it already sells programs to a European satellite service, Super

Channel, and the Arts & Entertainment channel in the U.S. and expects to be a supplier for the soon-to-be launched European Broadcasting Union Eurosport channel.

Checkland, who praised some American programing now airing in the U.K., including *Cagney and Lacey*, *M*A*S*H* and *Dallas*, also said that while the BBC now produces some 12,000 hours of TV programs a year, it is moving to make more use of independently produced shows, and will provide some \$45 million to help fund the 600 hours of independent programing it plans to air by 1991.

The BBC whose public funding is now tied to a retail price index, is also looking for ways to expand its supplemental revenue. For instance, the company hopes to double revenue and profits by 1991 for its program syndication arm, BBC Enterprises, which is already growing more active in the U.S. market. Checkland said the company also began recently to lease off-air, late-night hours on its BBC-2 service to specialized information services for recording on home VCR's.

At the same time, the organization, which has a staff of more than 29,000, is looking to cut back that number by at least 5% over the next five years.

Other areas must also remain a lower priority, Checkland said. "I cannot see the BBC being able to provide money for high-definition [TV] production in the foreseeable future," he said, "and I am long sighted. However, as a major program seller, the BBC would not want to be unable to provide high-definition programs in the long term if the consumers in America and elsewhere demanded them."

Week 25: NBC takes prime, CBS takes evening news

Nielsen	Net	Show	AGB	Nielsen	Net	Show	AGB
1.	25.6/40	N Cosby Show	1.	26.5/41	35.	12.7/20	C Kate and Allie
2.	24.9/38	N Cheers	3.	24.4/37	36.	12.6/22	A Perfect Strangers
3.	23.9/36	N Different World	4.	23.6/35	37.	12.5/20	A 20/20
4.	22.7/35	N Night Court	6.	22.0/34	38.	12.4/21	A Full House
5.	21.4/36	N Golden Girls	2.	24.7/39	39.	12.4/22	C Magic/David Copperfield
6.	21.2/32	C Murder, She Wrote	5.	22.1/33	40.	12.3/21	A Dynasty
7.	20.1/31	C People's Choice Awards	12.	18.4/30	41.	12.1/18	A Supercarrier
8.	20.0/32	A Growing Pains	15.	17.7/28	42.	12.1/22	C Falcon Crest
9.	20.0/34	C 60 Minutes	8.	20.6/34	43.	11.9/19	C Frank's Place
10.	19.5/31	N Aaron's Way Special *	7.	21.2/33	44.	11.9/18	N NBC Sunday Movie
11.	19.4/31	A Head of the Class	20.	16.3/25	45.	11.7/21	N Sonny Spoon Detective
12.	18.9/30	N NBC Monday Movie	16.	17.3/29	46.	11.7/20	N Highwayman
13.	18.5/29	N ALF	10.	19.2/30	47.	11.6/22	C Cagney and Lacey
14.	18.4/29	A ABC Sunday Movie	22.	15.7/26	48.	10.7/17	A Slap Maxwell Story
15.	18.2/32	N Amen	9.	20.2/34	49.	10.3/16	C Simon and Simon
16.	17.8/28	A Who's the Boss?	14.	17.7/27	50.	10.3/17	N Our House
17.	17.6/28	N Matlock Special	13.	17.9/28	51.	9.8/16	A Mr. Belvedere
18.	17.4/32	N Hunter	17.	17.0/31	52.	9.8/17	A Dolly
19.	17.2/30	C Knots Landing	26.	15.0/26	53.	8.5/16	N Year in the Life
20.	16.6/25	N Valerie's Family	18.	16.9/26	54.	9.4/16	C Beauty and the Beast
21.	16.3/25	C Newhart	19.	16.6/25	55.	9.0/16	C Tour of Duty
22.	15.9/24	N Family Ties	11.	18.5/28	56.	8.8/15	A Disney Sunday Movie
23.	15.7/27	N L.A. Law	24.	15.4/27	57.	8.7/16	A Spenser: For Hire
24.	15.3/26	C Dallas	21.	15.8/26	58.	8.5/16	N Decision '88: Super Tues.
25.	15.2/25	C CBS Special Movie (Wed.)	27.	14.8/24	59.	8.2/13	A Probe *
26.	14.4/21	N Day by Day	25.	15.0/22	60.	8.2/14	A Buck James
27.	14.4/25	N 227	23.	15.6/25	61.	8.1/14	A Ohara
28.	14.2/23	A ABC Monday Movie	41.	12.4/21	62.	7.9/15	C West 57th
29.	13.6/23	N Miami Vice	35.	13.0/22	63.	7.5/12	A Hotel
30.	13.5/24	N Facts of Life	30.	13.7/22	64.	7.2/12	A '88 Vote: Super Tuesday
31.	13.2/20	A Hooperman	42.	12.3/19	65.	7.2/12	C B. Manilow: Swing Street
32.	13.2/20	C Designing Women	35.	13.0/20	66.	6.6/11	A Thorns
33.	13.0/20	A MacGyver	47.	10.5/16	67.	5.7/9	C Campaign '88: Super Tues.
34.	12.9/20	C 48 Hours	44.	11.9/18	68.	4.4/7	C Redeye Express

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JWT says winter Olympics 'good for television'

Agency says level of homes using TV was raised by Olympic coverage on all nights but Friday

At least one advertising agency has expressed satisfaction at the performance of the 1988 winter Olympics in Calgary aired on ABC last month. According to J. Walter Thompson in a report, "The 1988 [winter] Olympics were good for television, good for the network environment in general and, of course, good for ABC."

This year's games averaged a 19.3 rating/30 share for ABC in prime time, compared to the 18.4/28 that the 1984 winter Olympics averaged for the same network. Weekend coverage of the Calgary games averaged a 10.8/28, compared to 9.8/26 in Sarajevo. For late night coverage, the Calgary games averaged a 7.6/21, two-tenths of a rating point less than the Sarajevo games.

ABC guaranteed a 21.6 average rating for the prime time coverage—which JWT characterized as "an unrealistic projection of performance." The network has said it de-



livered all the necessary make-goods during the games themselves.

While the network may not have lived up to its own projection, its Olympic performance was a significant improvement over its average fourth-quarter performance, and, at least temporarily, boosted three-network share and homes using television levels, which have been lagging all season.

All but two of the network's prime time Olympics telecasts, said JWT, outperformed ABC's average fourth-quarter household rating. The pattern was similar for the key demographics. Night by night, JWT's analysis concluded, "the Olympic audience ebbed and flowed, primarily as a function of the strengths and weaknesses of competing fare on other networks. For example, NBC's Thursday lineup and CBS's Friday lineup attracted people to stay with their usual fare...otherwise, viewers tuned into the Olympics."

Against the other networks, ABC won 11 of 16 prime time Olympics telecasts. While the Olympics lost to the opening segment of the February sweeps' most publicized mini-series, NBC's *Noble House*, Olympics coverage beat the remaining three parts of the mini-series. Three-network shares were lifted as high as six points during the Olympics, the JWT study reported. On some nights, the study showed, ABC more than doubled its own share of audience with the Olympics.

The level of homes using television, said JWT, increased on all nights during Olympics coverage with the exception of Friday. □

Journalism

Gloomy picture painted for TV network news

NBC consultant sees viewers and revenue dropping in next 10 years

The three television network evening news programs may be facing big trouble in the next decade, with declining viewership contributing to shrinking advertising revenue growth and helping lead to lowered profitability, according to an NBC News consultant, John Rose of McKinsey & Co.

Rose told a group of academics and others at a Center for Communications seminar in New York last week that because the evening news is the flagship of the network news divisions and earns 40%-60% of their revenue, its decline threatens to compound the losses each of the divisions has suffered in recent years and to further undercut the profitability of the parent networks.

Network news divisions may have broken even throughout the 1970's, but "have taken a major nosedive" since 1980, according to Rose, who said losses prior to last year mounted to the \$100-million-a-year range for each network division on budgets of \$275 million-\$300 million.

And Rose did not hold out much hope that revenue gains from network news programs would ease that dropoff in the near future. He said forecasts that call for TV ad revenue growth of 9% by 1991 and network gains of 7% only predict news ad revenue growth of 3%.

Declining viewership plays a determining role in that lack of revenue growth, Rose added. Viewer erosion, while sizable this

decade for the broadcast networks as a whole, has been even worse for evening news programs, he said. Demographic losses among men and women 18 to 34 years old have been significant, and the only demographic advances for the shows have come from older groups, such as men, 35 to 49, and men and women, 50-plus.

Competition from new sources of TV news has been a key factor in viewer shrinkage, Rose said, including the expansion in the late 1970's of ABC News, the launching in 1980 of Cable News Network, the emergence of the satellite newsgathering consortium, Conus, network affiliate-based news services and general affiliate news growth.

The wider scope of local news coverage has perhaps affected network news the most, Rose said. Using videotaped examples, he showed how local and network newscasts, which a decade ago may have covered entirely different stories or the same stories from very different angles, today may not only lead with the same stories, but on breaking national news may often use the same or similar video.

Networks have moved increasingly to distinguish themselves from local news, Rose said, by adding more analytical elements to breaking news stories, such as commentary from expert correspondents and interviews with national figures.

At the same time, the news shows have added longer, feature-oriented stories, and it is that "dramatic" shifting of the network news mix that Rose believes is an important

element in the lowered cost effectiveness of network news.

Complex features with long lead times, which Rose said have gone from representing 30% of network news content 10 years ago to as much as 50%-60% today, may take an average of 80 person days to produce. By contrast, stories assigned, shot and aired the same day may take only an average of 10 person days. Many of the feature pieces are also bumped from broadcasts, and many never reach the air.

Network options for improving news division profitability, Rose said, may include developing new programs to appeal to younger television audiences. He noted, however, that for the network at the top of the prime time ratings, it is not feasible, at least on an economic basis, to place news programs in that daypart. Unless they have the drawing power of shows like the highly successful CBS magazine, *60 Minutes*, they simply cannot be as profitable as the prime time entertainment programs they replace, he explained.

And news division cost-cutting, particularly cutting jobs to save money, Rose added, can only go so far. Although he argued that cuts that have taken place at each of the networks were "inevitable," and not simply a result of takeovers or changes in management, the larger cost-cutting problem is in developing new management skills that move executives, field producers and others toward longer-term and more economically oriented news planning. □

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NAB wants more power for class A's

But, it tells FCC, plan proposed by New Jersey broadcasters is too broad; changes should be one by one

Last week the National Association of Broadcasters sent the FCC its plan for allowing 60% of U.S. class A FM stations to increase their maximum power from 3 kw to 6 kw. The plan was submitted in the form of comments responding to a proposal sent to the commission last December by the New Jersey Class A Broadcasters Association (BROADCASTING, Jan. 18). While agreeing with the New Jersey group's desire to upgrade class A stations, NAB urged the commission to reject the earlier petition and begin a new proceeding based on the NAB provisions.

The New Jersey group's plan would allow almost all class A's to double their maximum power, including stations in the highly urbanized Northeastern part of the country where broadcasting on the FM band is heavy. The group used the state of New Jersey as an example. Thirteen of its 19 class A's would be able to increase power if

the FCC adopted the group's formula. The plan calls for class A's that are short spaced by less than 10 kilometers with other FM stations to be automatically eligible. Class A FM stations that would overlap with class B's would be eligible as long as the class B was protected to its 64 dbu contour. Cases in which even greater interference could potentially result would be considered individually.

NAB's plan was developed by its FM transmission subcommittee, formed last spring. The plan was approved by the NAB board of directors in January, but submission of the plan to the FCC was delayed until further meetings with FM broadcasters, including the New Jersey Class A Broadcasters Association, could be held. The decision to submit the plan was made after the NAB executive committee met with the New Jersey group earlier this month (BROADCASTING, March 14).

NAB, in the comments written by Michael Rau, vice president and acting head of the science and technology department, supported the New Jersey group's desire to

upgrade class A's maximum power to 6 kw. But NAB disapproved of the petition's plan for "a 'blanket' increase and would prefer that the commission only accept individual applications for a power increase....A 'go slow' approach may help to avoid potential mistakes." Two reasons a blanket upgrade could be infeasible were listed: potential interference with existing FM stations and potential to cause an economic burden for some class A broadcasters.

The result of the several months of work by NAB's FM transmission subcommittee was a new mileage separation chart between class A's upgraded to 6 kw and antenna height 300 feet above average terrain and class B, B1, C and C2 stations. The new separations "would permit an increase in power for many class A radio stations without diminishing existing radio service. We are confident that use of this mileage table is in the long-term best interests of the FM radio industry as a whole," NAB said. The table was submitted as an appendix to NAB's comments, and the association asked the FCC to adopt it as a tool in consideration of individual applications.

However, NAB said, its new table does not include separations to avoid intermediate frequency (IF) interference. It asked the FCC to also devise an IF separation table to accompany its proposed table. "Like other mileage separations, compliance with the IF separation standard must be a mandatory prerequisite before a power increase should be granted," NAB said.

The blanket upgrade proposal is also undesirable, NAB claimed, because not all class A's will want to increase power. In certain cases, stations may be unwilling or unable to purchase necessary equipment that might be needed for the upgrade. "Under a blanket increase in power, a co-channel class A FM station that elected not to upgrade might expose its listeners to 3 db of added interference," NAB said. Therefore, its proposed mileage separation table includes separations between upgraded class A's and co-channel and adjacent channel 3 kw class A's.

Most of the other comments on the New Jersey proposal were split between those supporting the plan and those taking positions similar to NAB's. Gannett Broadcasting, Washington, owner of nine FM's, wrote in support of "recent commission efforts to help class A FM stations improve their facilities so as to better serve their licensed communities." Although it argued against the New Jersey plan, Gannett said it would not oppose an upgrade plan "if that could be accomplished without causing any new interference or increasing the level of existing interference to operating stations."

The New Jersey proposal "is flawed and

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grossly understates its true impact upon existing class A as well as class B stations," according to Greater Media Inc., East Brunswick, N.J., owner of seven FM's including two class A's: WMGQ(FM) New Brunswick, N.J., and WCTO(FM) Smithtown, N.Y. It asked that "the commission examine other alternatives which might promote efficient and effective service." The establishment of new FM classes or the approval of directional antennas were two alternatives Greater Media suggested. The latter suggestion is a departure from the NAB position. In separate proceedings, NAB has opposed directional antenna authorization for commercial FM stations.

Most of the comments in favor of the New Jersey proposal were from operators of class A FM's, such as KMAX Inc., owner of KMAX(FM) Arcadia, Calif. It argued that class A's, in many cases, need to upgrade to keep pace with power increases and increases in the number of stations that have been granted to other classes. "Class A stations are now less able to compete, not only because of the greater absolute number of FM stations on the air, but also because the quality and range of their listenable signals has been reduced by overcrowding on the FM spectrum," KMAX said.

Cox Enterprises Inc., Atlanta, was one of a few commenters to question the need to make any changes in the present allocation standards. The rules are, Cox claimed, "the product of many years of ongoing study, consideration and experience. They reflect the commission's well-considered decision as to the policies which will optimize the technical quality of FM service which is available to the American public. The New Jersey proposal conflicts with these well-reasoned policies and threatens continuation of high-quality FM service which the American public expects and has a right to receive."

A class A power increase was rejected by National Public Radio on the grounds that it "would adversely affect the operation of public radio stations, particularly those in the upper portion of the FM band reserved for noncommercial radio stations." Like NAB, NPR was also concerned about IF interference. It claimed that the New Jersey proposal "would increase the potential for IF interference to all noncommercial educational frequencies." □

New respect for new age

Research study says new format has great potential if it can avoid becoming boring to listeners

"It is time to take new age [radio] seriously if for no other reason than the format is taking quarter-hour listening away from adult contemporary and rock stations."

That is just one of the conclusions drawn from a just-released study of the new age format, dubbed "New Age: Fad Format or Here to Stay?," conducted by Coleman Research, a radio marketing and programing

research firm based in Raleigh, N.C., and headed by Jon Coleman.

New age music, which is generally described as a mostly instrumental, light jazz sound, is a relatively new format in commercial radio programming. It is the integral part of two 24-hour, nationally distributed radio formats: "The Wave," a new age/jazz/soft rock mix that originated (and is still aired) over KTWV(FM) Los Angeles and is now satellite-delivered to nine stations, mostly major-market outlets, by the Satellite Music Network, Dallas, and "The Breeze," a new age/jazz fusion programming service that is offered via satellite by the Progressive Music Network, Minneapolis. PMN currently has 12 on-air affiliates, the majority of which are located in medium to major markets. Both formats were launched in 1987. Additionally, some contemporary music stations are programming new age music shows either during a particular part of the day—usually evenings—or during the weekend.

New age is "too new to determine its long-term potential, but our work indicates that up to one-third of adult contemporary listeners alone could conceivably become new age listeners," Coleman's study said, adding that "the potential for rock is probably as great."

The study revealed that the single most important reason for listening to new age radio stations is the amount of "uninterrupted" music aired. "The format is a mood setter for most listeners. They listen to re-

lax," the study said.

The study, which was composed of 300, new age radio listeners across five markets, also noted that the format's audience is virtually balanced by sex (52% male, 48% female) and that its core listeners fall in the 25-34-year-old group.

Coleman's report showed that the new age listening audience is a "diverse group" who are attracted to a wide range of formats. According to its findings, the percentage of shared listeners with other formats breaks down as follows: album-rock (37%); mainstream adult contemporary (36%); contemporary hit (35%); classic rock (33%); soft adult contemporary (19%); and easy listening (17%). "The industry calls the format 'new age,' but listeners call it jazz. They rarely use the term 'new age,'" the study said.

Among the study's other results: New age radio listeners are interested in new music. "Other format listeners generally prefer familiar music, but new age listeners do not," the study concluded. Also, new age listeners are "well above average in station satisfaction" with "few criticisms."

What is new age radio's vulnerability? The risk of being too monotonous, the study said. "The people who have been listening the longest are the [same] people listening less to the format and they single out monotony as a key reason," the study noted. "The challenge for new age stations will be to find a balance between its mood capabilities and its potential for boredom."



Broadening the market

Trial and Error, CBS-TV's new comedy, premiered on Tuesday, March 15, and also was simulcast over Spanish-language radio stations. *Trial and Error*, starring Paul Rodriguez and Eddie Velez, is the story of two Latino friends in Los Angeles; one is an attorney, the other, a T-shirt salesman. Paul Rodriguez and a cast separate from the show will reproduce the Spanish version of the soundtrack.

"It's a great opportunity to tap into a large population group that has been somewhat ignored," said Eduardo Cervantes, vice president, current programs, at Columbia Pictures Television. "We queried the number-one radio stations in the top six markets and four of those stations [New York and Miami declined] are picking up the Spanish feed," said Cervantes.

Currently, eight radio stations are receiving the Spanish soundtrack, in the Los Angeles; Chicago; Houston; Tampa, Fla.; San Antonio, Tex.; Albuquerque, N.M.; Tucson, Ariz., and Bakersfield, Calif., markets, according to a CBS spokesman. All those markets have large Spanish communities. Columbia will foot the bill for the radio broadcasts, buying half-hour blocks during the simulcasts.

The idea for the simulcast came from Gary Lieberthal, chairman and chief executive officer of Columbia Pictures Television. The simulcast is expected to cost Columbia an additional \$100,000 for the eight scheduled episodes.

CBS, in conjunction with Columbia Pictures Television, supplies both the English and Spanish soundtracks to the television affiliates carrying *Trial and Error*, who then feed the Spanish version to the participating radio stations. Any affiliate that carries the show can arrange a deal with a local radio station to receive the simulcast.

"Other production companies are watching our progress, and if successful, I think we'll be seeing more ventures of this kind in the future," said Cervantes.

Monterey memories

Radio Express, the Los Angeles-based radio syndication company founded by Tom Rounds, former president of ABC/Watermark, will produce and distribute *Monterey Pop—The Radio Concerts* for airing over the July 4 holiday weekend. The nine-hour special will feature

digital remixes of the rock music performed at the Monterey International Pop festival in Monterey, Calif., 21 years ago. Artists include Jimi Hendrix, the Who, the Grateful Dead, the Byrds, Janis Joplin, Simon & Garfunkel, the Jefferson Airplane, the Mamas and Papas and Eric Burden and the Animals.

Handling advertising sales for the broadcast is MediaAmerica, New York. According to MediaAmerica, the show will contain six minutes for national commercials and four minutes for local opportunities. Sixty-second spots go for \$10,000; a 30-second spot sells for \$5,000.

The program, which will be delivered to stations on compact disk, will be designed for airing in three-hour segments over the course of three consecutive days. Among the major market outlets that have already agreed to clear the broadcast are wxRK(FM) New York, KLSX(FM) Los Angeles and WYSP(FM) Philadelphia.

Convention coverage

The Berns Bureau, an independent radio news service based in Washington, plans to offer stations coverage of "local" delegates at the Republican and Democratic political conventions next summer, according to Fred Berns, chief of the bureau.

"Our aim is to give individual stations and regional networks complete [morning

RepReport

KOJO(FM) Dallas: To Hillier, Newmark, Wechsler & Howard. No previous rep.

□

KEYH(AM) Houston: To Caballero Spanish Media from Lotus.

□

Kwod(FM) Sacramento, Calif.: To CBS Radio Representatives from Republic Radio.

□

WIBA-AM-FM Madison, Wis.: To Katz Radio from Durpetti & Associates.

□

KLLY(FM) Oildale, Calif. (Bakersfield): To Hillier, Newmark, Wechsler & Howard from Torbet Radio.

□

WKIN(AM)-WZXY(FM) Johnson City-Kingsport-Bristol, Tenn.: To Banner Radio from Torbet Radio.

□

WBIG(FM) Reidsville, N.C. (Greensboro): To Hillier, Newmark, Wechsler & Howard from Banner Radio.

and afternoon] drive-time coverage of the delegates from their area," said Berns. The coverage will be composed of both news reports and actualities. "We will serve those

stations committed to local coverage but which are unable to send their own reporters to the conventions," Berns said. Pricing for the service will be based on market size.

In concert

Mutual Broadcasting is readying a 90-minute Frank Sinatra concert special for airing the weekend of April 8. The show, called *Come Swing With Me: Frank Sinatra In Concert*, was recorded live at the Reunion Arena in Dallas late last year.

Separately, the Westwood One Radio Networks will distribute a 90-minute rock concert special, *The Prince's Trust All-Star Rock Concert*, also the weekend of April 8. The Prince's Trust is a fund established by England's Prince Charles 11 years ago to aid the economically disadvantaged.

'Edition' addition

National Public Radio said that its two-hour weekly Sunday news program, *Weekend Edition*, will be transmitted completely in stereo beginning April 3. "The use of stereo will noticeably enhance" the program's usually extensive use of recorded and live music in its arts coverage, said Adam Powell, NPR news and information vice president.

Cablecastings

Cable's 'Vision'

The Vision Interfaith Satellite Network, an ecumenical cable service backed by 15 mainline religious groups that will launch July 1, will be advertiser-supported and will rely on corporate and foundation support ("In Brief," March 14).

The programing will be both religious- and value-oriented, said Bruno Caliendo, a minister with the United Methodist Church who serves as the programing consultant to VISN. Caliendo said participating groups will also produce programing ranging from church sermons to discussion shows.

Founding groups, which organized under the National Interfaith Cable Coalition banner, include Methodist, Catholic, Lutheran, Episcopalian, Presbyterian, Greek Orthodox and Reformed Churches, Jewish and Seventh Day Adventist. Original as well as programing already produced by those groups will show up on the service. Caliendo also said there will be windows for local church group preemptions.

Caliendo said the service will start with a "short schedule" this summer, and expand to at least eight hours in the fall and to 18-

24 hours next year. There will be no on-air solicitation for funds, organizers say.

The MSO's backing the service include Tele-Communications Inc., one of the key cable organizers, American Television & Communications, United Cable, Post-Newsweek, Jones Intercable and the National Cable Television Cooperative. TCI Senior Vice President John Sie said that support for such a service within the industry "is widespread."

Bill Airy of GMN Management, Albuquerque, N.M., who will serve as chief operating officer of VISN in charge of its advertising sales, said network officials realize that the initial advertising sold on the network will be small. Other revenue will come from corporate and foundation

Weather report. Landmark Communications, which operates cable's Weather Channel, has bought controlling interest in Environmental Satellite Data, supplier of weather computer systems and data packages. ESD founders, Larry and Terry Hambrick, will remain with Suitland, Md., company, Landmark said.

grants, corporate sponsorships and individual contributions, he said.

"Presentations have been made to a variety of advertisers. There is substantial interest," he said. Airy said the network is projecting ratings of 0.7-1.0 in prime time, and 0.3-0.4 overall. The intent is to be self-supporting, said Airy.

Initial funding for the new enterprise came from several of the founding church groups. Airy would not comment on reports that cable operators would provide VISN with more than \$5 million in start-up money, saying negotiations were still in progress. He said the figure was "substantial."

"We are not in any way envisioning this channel as supplanting other religious cable channels," said the Rev. Dr. Dan Mathews, rector of Trinity Episcopal church, New York, and chairman of NICC. "Our programing will not appeal to the television evangelical audiences. We will aim our focus to those people who do not have their faith groups on television. The idea for such a service has been building for several years... long before any troubles being experienced by the conservative churches on television."

Officials of VISN said the service will likely be headquartered in Denver, with

offices in New York and Nashville.

David Ochoa, a former cable operator and communications executive with the Methodist Church, will be chief executive officer and general manager of VISN.

First for TNT

Jones Intercable has become the first large multiple system operator to sign for Turner Broadcasting System's new service, Turner Network Television, which will begin Oct. 3. Jones said it will launch TNT in its 950,000 homes nationwide on that date. Other



signings last week included Galaxy Cablevision (44,000 homes), Prestige Cable (46,000 homes) and 85% of Cardinal Communications systems, which in total serve 58,000 homes.

Shown above are Jones Intercable President Glenn Jones and Turner Cable Network Sales President Terence McGuirk, sealing the deal.

Cable concentration

Nielsen said cable penetration reached 51.1% in February, totaling 45,480,100 households. Palm Springs, Calif., continued to be the most heavily cabled market, with penetration at 87%. To date, cable penetration has reached 40% in 17 of the top 20 markets, with the three cities below 40%—Chicago, Dallas-Fort Worth and Washington—close to that figure. Pittsburgh, at 63.6%, remains the most heavily cabled city in the top 20. A list of those markets, their penetration percentages and household totals follows:

1. New York (43.2%)	2,969,350
2. Los Angeles (41.2%)	1,915,420
3. Chicago (38.0%)	1,168,530
4. Philadelphia (51.6%)	1,331,850
5. S.F.-Oakland (54.5%)	1,168,660
6. Boston (59.6%)	1,230,570
7. Detroit (43.7%)	734,370
8. Dallas-Fort Worth (39.6%)	651,530
9. Washington (39.8%)	642,210
10. Houston (43.7%)	633,610
11. Cleveland-Akron (48.8%)	706,470
12. Minneapolis (40.5%)	511,550
13. Atlanta (45.8%)	578,600
14. Tampa-St. Petersburg (53.7%)	659,770
15. Seattle-Tacoma (59.6%)	730,280
16. Miami-Fort Lauderdale (53.3%)	639,930
17. Pittsburgh (63.6%)	750,790
18. St. Louis (41.1%)	436,080
19. Denver (46.8%)	471,610
20. Phoenix (43.3%)	406,290

Satellite incentive

Viacom Satellite Networks announced a dealer's incentive program designed to award home satellite dish dealers with benefits for increased sales of VSN subscriptions. VSN's package is modeled on the airlines' frequent flyer programs, with a two-tiered benefits structure.

Dealers with 15 annual phone-in subscriptions make the "A" list, affording them the opportunity to purchase a VideoCipher II decoder for \$339, which VSN says is \$20 off the wholesale price, for each subscription sold. Dealers also receive a 10% discount on Showtime/The Movie Channel premiums shipped to the dealer, free monthly program guides, additional purchase materials and are eligible for prizes in a monthly drawing.

Those dealers hitting the 20 subscriber level yearly make the "Preferred" list, gaining all the "A" list benefits, plus a \$45 rebate for each subscription sold to Showtime/The Movie Channel, an \$8 rebate on a Playboy subscription when phoned in with a Showtime/TMC subscription and targeted local public relations materials.

ACE's and papers

Continental Cablevision took top honors for the most nominations in the 10th annual system ACE award competition sponsored by the National Cable Television Association. Of the 167 nominees, Continental took home 23, Cablevision Systems 19, American Television & Communications 15 and Cox Cable 14.

Among individual systems, the TKR Tri-System in Warren, N.J., took top honors with seven nominations, while Cablevision Systems of Connecticut and Suburban Cablevision of New Jersey had six each. The finalists in the overall commitment category for systems larger than 30,000 subscribers are Continental Cablevision of Cook county, Ill.; Dynamic Cablevision of Hialeah, Fla.; Media General of Fairfax, Va.; Suburban Cablevision of East Orange, N.J., and Viacom Cablevision of Long Island, N.Y.

The nominees in the small system category are Cablevision of Brookline, Mass.; Maclean Hunter Cable of Garden City, Mich.; Paragon Cable of Irving, Tex.; Sunflower Cablevision of Lawrence, Kan., and Tele-Communications Inc. of Skokie, Ill.

Final judging will take place this week, with the winners announced at the NCTA convention on May 2 in Los Angeles.

NCTA also announced the winning entries in its management paper competition, which will be featured at a panel session on May 1 at the NCTA show.

They are: small-market classic systems: James Kingsdale, Paradigm Alabama Cablevision, Guin, Ala., and Jon Scott, ATC, Coronado, Calif.

Large-market classic systems (pre-1976): Jack Olson, Adelpia Cable, Niagara Falls, N.Y.

Established urban-suburban systems (launched between 1976-79): Michael

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Schenker, Rogers Cable TV, Garden Grove, Calif.

Urban-suburban new build (post-1979): Kathryn Skinner, United of Oakland County, Royal Oak, Mich., and Robert Seby, Cox Cable, Omaha.

That's the ticket

Home Shopping Networks announced last week it bought Mistix Corp., which develops and markets computerized reservation and ticketing systems used by recreation and entertainment companies. Terms of the deal were not disclosed. HSN Chairman Roy Speer said Mistix's line of business will tie into HSN's telemarketing system, allowing HSN club members to make ticket purchases and reservations by dialing a toll-free number.

Good sports in Japan

ESPN programming will soon be seen in Japan. The sports service said it signed a joint venture with Mitsubishi Corp., SAISON Corp., Movie Television Inc. and Bond Media to distribute ESPN programming to Japan. The new company, ESPN Japan Co., will distribute ESPN programs "as well as acquired Japanese programs, for broadcast and home video exhibition in Japan." Cable carriage may begin next summer, the parties said, adding that they will also study the feasibility of launching a Japanese sports network.

Number please

Request Television has joined the ranks of pay-per-view companies using automatic number identification technology. Tests using an AT&T 800 number will begin next July, with roll-out expected for August. Request's ANI technology will also descramble promotional material between films, which the service believes will improve buy rates. In related news, Newport News Cablevision has started a PPV trial using C&P Telephone ANI technology. The trial in the Daniels system (20,000 homes) will last one year.

College try

Viacom-owned MTV and Showtime are embarking on a survey of the television viewing and overall spending habits of college students. Students' viewing habits have long been troublesome to services or programs that cater to that younger audience, because their mobility makes obtaining accurate data difficult.

MTV and Showtime are joining with Commercial Analysts Co. in what they say will be an ongoing study of college students. "The decision to launch College Scan was made in response to a growing demand from marketers for an in-depth look at an increasingly important segment of consumers and a very under-researched group: college students," said Jeff Wagner, vice president of Commercial Analysts.

"This study will interview this important segment *while* they are attending college, unlike other research studies done previously."

College Scan will telephone a representative national sample of 3,000 college students at 60 universities, with half residing on campus, half off. In addition to their own questions, MTV/Showtime will include specific questions that individual marketers seek to add to the survey.

The core questions, said Steve Seidman, vice president of research at MTV, will center on general marketing and behavior, and "be beneficial for all kinds of clients." Clients can buy into the study on a per-question basis, said Seidman, asking questions that will be proprietary for them.

MTV has had trouble with the ratings supplied to it by the ratings services. Indeed, MTV was one of the few cable clients to sign with AGB. Seidman said the survey means MTV is taking on a research function, which sends a message to advertisers that "we are aggressive."

MTV plans to survey students twice each year to gauge trends and changes, said Seidman. The first results are expected in several months.

From HBO

HBO resumed production last week of *Tanner '88*, its half-hour series about the presidential campaign of a fictional Democratic candidate. Two of the first three installments have aired, and HBO is producing another eight episodes. The series stars Michael Murphy and is written by Doonesbury cartoonist Garry Trudeau and directed by film producer Robert Altman.

Tanner '88 debuted in February. The second episode, "For Real," ran last week and the third, "Night of the Twinkies," debuts April 12. The eight new episodes will run twice a month from May through August, mirroring the political primary season.

On March 26, HBO will premiere the latest from HBO Pictures, *The Tracker*, starring Kris Kristofferson. He plays Noble Adams, "a legendary Indian tracker who joins forces with his estranged son to hunt down a murderous religious fanatic," HBO said. *The Tracker* will be repeated March 31, April 3, 6, 9 and 15.

Hispanic target

The Southern California Cable Television Marketing Council is producing a broadcast program to sell its English-language programming to Hispanics. *Noche de Cable* will air on KVEA-TV Los Angeles on April 23, and it will preview upcoming films and specials on HBO, Cinemax, Showtime, The Movie Channel, Disney, Z Channel, CBN, MTV, ESPN, CNN, Nickelodeon, Playboy, Lifetime, Galavision, Arts & Entertainment, USA Network, Prime Ticket and TBS. The special will be hosted by Jorge Rivero and Yazmin Sanchez and is being produced by Latinos in Cable and the SCCTMC.

As part of the special, SCCTMC is offering free cable installation for new subscribers through a bilingual toll-free number. A dollar for each new subscriber will be donated to Plaza de la Raza, a nonprofit center that sponsors media classes for Latino youth.

The special is part of the SCCTMC's \$2-million budget to increase cable penetration this year. The council says there are 900,000 Hispanic TV households in Los Angeles.

Down to earth

Turner Broadcasting System will begin production later this month on a 10-part documentary series, *Voice of the Planet*, scheduled for debut in 1990. The series, hosted by William Shatner, will focus on issues such as pollution, overpopulation, life biochemistry, species extinction and man's future on earth. The production team will be headed by Michael Tobias, a former *MacNeil-Lehrer NewsHour* producer who has produced PBS documentaries.

TBS also announced an agreement with entities in the Soviet Union for videocassette rights to 10 MGM films and its 50-part *Portrait of America* series. The MGM films include "Camille," "That's Dancing" and "Westworld."

Price of admission

The Worldwide Wrestling Federation expects that Wrestlemania IV, to be held at Trump Plaza in Atlantic City, N.J., on March 27, will be available in over 10 million pay-per-view households, the first time availability of PPV has hit double figures. To date, the event has been cleared in over 9.6 million addressable homes, and organizers expect the number to exceed 10 million as more systems sign up and totals for the 50 systems using trap technology are included. Among those systems are United Cable's Tulsa, Okla., systems and Tele-Communications Inc.'s Sioux Falls, S.D., system.

Viewer's Choice and Home Premiere Television, among leading PPV services, will carry the event. The nearly four-hour extravaganza will feature Gladys Knight, performing "America the Beautiful," to open the event, as well as celebrities Bob Uecker, Vanna White and Robin Leach.

Up and down

According to employment figures released by FCC last week, cable jobs increased last year from 80,235 to 84,163, while broadcast jobs dropped from 177,981 to 176,159. Focus of annual report is to keep policymakers posted on status of minority and female employment in industry. According to report, percentage of minorities in cable work force grew from 18.5 to 19.5 in 1987, while that of female employees in industry remained at 40.4. On broadcast side, percentage of minorities rose from 16.0 to 16.2, while that of females rose from 37.4 to 37.8.

Stock Index

	Closing Wed Mar 16	Closing Wed Mar 9		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING							
N (CCB) Capital Cities/ABC	345	345	1/2	-	1/2	-00.14	23 5,581
N (CBS) CBS	164 3/4	164 3/8		3/8		00.22	9 3,893
A (CCU) Clear Channel	14 3/4	15		- 1/4		-01.66	26 47
O (INFTA) Infinity Broadcast	23	22		1		04.54	-176 193
O (JCOR) Jacor Commun.	5 7/8	5 3/4		1/8		02.17	33 33
O (LINB) LIN	56 3/4	56 5/8		1/8		00.22	30 3,042
O (MALR) Mairite	7 1/2	7 3/8		1/8		01.69	-10 102
O (MALRA) Mairite 'A'	7	7 1/2		- 1/2		-06.66	-10 95
O (OBCCC) Olympic Broad.	4 1/2	4 1/2				00.00	11
O (OSBN) Osborn Commun.	5 1/2	5		1/2		10.00	-4 28
O (OCOMA) Outlet Commun.	17 1/2	15		2 1/2		16.66	114
A (PR) Price Commun.	8 1/4	8 1/8		1/8		01.53	-6 70
O (SAGB) Sage Broadcasting	5	5				00.00	-7 19
O (SCRP) Scripps Howard	82	81		1		01.23	27 846
O (SUNN) SunGroup Inc.	1 1/2	1 1/2				00.00	-2 3
O (TLMD) Telemundo	6 3/4	7		- 1/4		-03.57	-1 38
O (TVXG) TVX Broadcast	4	4 1/4		- 1/4		-05.88	-2 23
O (UTVI) United Television	26	27		- 1		-03.70	43 285

	Closing Wed Mar 16	Closing Wed Mar 9		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS							
N (BLC) A.H. Belo	47	47 1/4		- 1/4		-00.52	19 496
O (ASTV) Amer. Comm. & TV	3/32	3/32				00.00	7
N (AFL) American Family	15 1/8	15 1/4		- 1/8		-00.81	13 1,223
O (ACCMA) Assoc. Commun.	34	34 1/4		- 1/4		-00.72	324
O (BMAC) Bus. Men's Assur.	33	35 1/4		- 2 1/4		-06.38	46 345
N (CCN) Chris-Craft	18 7/8	19 1/2		- 5/8		-03.20	27 399
N (DNB) Dun & Bradstreet	51	53 1/8		- 2 1/8		-04.00	21 7,755
O (DUCO) Durham Corp.	26 1/2	27 1/2		- 1		-03.63	15 226
N (GCI) Gannett Co.	38	38 1/2		- 1/2		-01.29	20 6,140
N (GY) GenCorp	21 1/2	22 3/8		- 7/8		-03.91	11 1,440
O (GACC) Great Amer. Comm.	12	11 5/8		3/8		03.22	12 279
N (JP) Jefferson-Pilot	33	31		2		06.45	11 1,326
N (KRI) Knight-Ridder	43 1/2	43 3/4		- 1/4		-00.57	17 2,496
N (LEE) Lee Enterprises	26 1/8	25 7/8		1/4		00.96	15 650
N (LC) Liberty	41 1/2	40 5/8		7/8		02.15	14 397
N (MHP) McGraw-Hill	59 1/4	61 3/4		- 2 1/2		-04.04	19 2,994
A (MEGA) Media General	46	46 1/2		- 1/2		-01.07	67 1,297
N (MDP) Meredith Corp.	28 1/2	31 1/4		- 2 3/4		-08.80	15 547
O (MMEDC) Multimedia	63	60 7/8		2 1/8		03.49	6300 693
A (NYTA) New York Times	30 3/4	31 3/4		- 1		-03.14	17 2,518
N (NWS) News Corp. Ltd.	18 3/8	18 3/8				00.00	11 2,328
O (PARC) Park Commun.	28 3/4	27 3/4		1		03.60	25 396
O (PLTZ) Pulitzer Publishing	36	36				00.00	29 377
N (REL) Reliance Group Hold.	7	6 1/2		1/2		07.69	7 525
O (RTRSY) Reuters Ltd.	29 7/8	30		- 1/8		-00.41	28 24,805
T (SKHA) Selkirk	21	21				00.00	45 170
O (STAUF) Stauffer Commun.	148	148				00.00	24 148
N (TMC) Times Mirror	37	37 3/4		- 3/4		-01.98	15 4,773
O (TMCI) TM Communications	11/16	3/4		- 1/16		-08.33	3 5
O (TPCC) TPC Commun.	3/16	3/16				00.00	2
N (TRB) Tribune	42	42 3/4		- 3/4		-01.75	15 3,309
A (TBSA) Turner Bcstg. 'A'	12 5/8	12		5/8		05.20	-2 274
A (TBSB) Turner Bcstg. 'B'	11 1/4	10		1 1/4		12.50	-1 244
A (WPOB) Washington Post	225 1/8	227		- 1 7/8		-00.82	24 2,891

	Closing Wed Mar 16	Closing Wed Mar 9		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING							
O (SP) Aaron Spelling Prod.	6 5/8	5 7/8		3/4		12.76	5 121
O (ALLT) All American TV	1 5/8	1 3/4		- 1/8		-07.14	1
O (BRRS) Barris Indus.	10	11 1/2		- 1 1/2		-13.04	-4 81
N (KO) Coca-Cola	39 1/8	38 1/2		5/8		01.62	14 14,687
A (CLR) Color Systems	5	5 1/8		- 1/8		-02.43	-3 26
N (KPE) Columbia Pic. Ent.	8 5/8	8 1/2		1/8		01.47	83
O (CAVN) CVN Cos.	12 1/4	13 1/2		- 1 1/4		-09.25	-37 223
A (DEG) De Laurentiis Ent.	1 1/4	1		1/4		25.00	14
O (dcp) dick clark prod.	5 1/8	5 1/8				00.00	13 42
N (DIS) Disney	63 1/4	63 1/4				00.00	22 8,308
N (DJ) Dow Jones & Co.	34	33 3/4		1/4		00.74	16 3,292
O (EM) Entertainment Mktg.	4 1/2	4		1/2		12.50	15 55
O (FNNI) Financial News	6 1/4	6 7/8		- 5/8		-09.09	39 73
A (FE) Fries Entertain.	2 1/2	2 5/8		- 1/8		-04.76	10 13
N (GW) Gulf + Western	81 1/8	81 5/8		- 1/2		-00.61	18 4,929
O (HRSI) Hal Roach	5	6		- 1		-16.66	-11 34
A (HHH) Heritage Entertain.	2 3/4	2 7/8		- 1/8		-04.34	2 12
A (HSN) Home Shopping Net.	6 5/8	7 1/4		- 5/8		-08.62	18 569
N (KWP) King World	21 1/4	21 3/8		- 1/8		-00.58	21 636
O (LAUR) Laurel Entertain.	1 5/8	1 5/8				00.00	3 4
A (LT) Lorimar-Telepictures	14 7/8	14 3/8		1/2		03.47	-11 680
N (MCA) MCA	44	44 3/8		- 3/8		-00.84	20 3,343
N (MGM) MGM/UA Commun.	9 1/4	9 1/4				00.00	-11 462
A (NHI) Nelson Holdings	9/16	5/8		- 1/16		-10.00	-5 15

	Closing Wed Mar 16	Closing Wed Mar 9		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING							
A (NWE) New World Enter.	3	2 3/4		1/4		09.09	2 32
O (NNET) Nostalgia Network	1 5/8	1 5/8				00.00	-2 9
N (OPC) Orion Pictures	16	16 1/2		- 1/2		-03.03	25 275
O (MOVE) Peregrine Entertain.	2 3/4	2 7/8		- 1/8		-04.34	-91 6
N (PLA) Playboy Ent.	15 7/8	16		- 1/8		-00.78	-10 149
O (QVCN) QVC Network	9 1/4	10		- 3/4		-07.50	60
O (RVCC) Reeves Commun.	6 3/4	6 1/2		1/4		03.84	675 84
O (RPCA) Republic Pic. 'A'	6 3/4	5 3/4		1		17.39	75 28
O (RPICB) Republic Pic. 'B'	6 1/2	6		1/2		08.33	46 4
A (RHJ) Robert Halmi	1 7/8	2		- 1/8		-06.25	7 41
O (SMNI) Sat. Music Net.	3 1/2	4		- 1/2		-12.50	-87 31
N (WCI) Warner	32	33 1/8		- 1 1/8		-03.39	19 4,002
O (WWTW) Western World TV	3/16	3/16				00.00	1
O (WONE) Westwood One	21 1/2	22 1/2		- 1		-04.44	29 266

	Closing Wed Mar 16	Closing Wed Mar 9		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE							
O (AMEA) A.M.E. Inc.	10 1/4	11		- 3/4		-06.81	10 53
O (BSIM) Burnup & Sims	11 1/2	11 1/2				00.00	25 183
O (CVSI) Compact Video	5 1/2	6 1/8		- 5/8		-10.20	-4 36
N (CCG) Comsat	29	28		1		03.57	-12 531
N (FCB) Foote Cone & B.	52 3/4	52 5/8		1/8		00.23	16 219
O (GREY) Grey Advertising	107	112		- 5		-04.46	16 129
O (IDBX) IDB Communications	9 1/4	9 3/4		- 1/2		-05.12	37 37
N (IPG) Interpublic Group	35 1/4	33 1/4		2		06.01	17 783
A (MOV) Movielab	6 3/4	6 3/4				00.00	11
O (OGLI) Ogilvy Group	28 3/4	28 3/4				00.00	15 397
O (OMCM) Omnicom Group	21	21 1/4		- 1/4		-01.17	-95 514
N (SAA) Saatchi & Saatchi	23 3/4	24 1/2		- 3/4		-03.06	12 3,460
O (TLMT) Telemation	1 7/8	1 7/8				00.00	7 8
A (TPQ) TEMPO Enterprises	8 3/4	8 3/4				00.00	29 50
A (UNV) Unitel Video	9 7/8	10 1/2		- 5/8		-05.95	14 21

	Closing Wed Mar 16	Closing Wed Mar 9		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
CABLE							
A (ATN) Acton Corp.	16 3/8	15 7/8		1/2		03.14	4 19
O (ATCMA) Amer. TV & Comm.	23 7/8	24 1/8		- 1/4		-01.03	79 2,609
A (CVC) Cablevision Sys. 'A'	31 1/4	31 3/4		- 1/2		-01.57	-18 657
N (CNT) Centel Corp.	46 1/8	43 3/4		2 3/8		05.42	18 1,337
O (CCCCO) Century Commun.	17 1/2	17 1/4		1/4		01.44	-62 506
O (CMCSA) Comcast	25 3/8	26 1/4		- 7/8		-03.33	-115 1,052
O (ESSAC) Essex Commun.	18 1/4	18 1/2		- 1/4		-01.35	-41 67
A (FAL) Falcon Cable Systems	19 5/8	19		5/8		03.28	-61 125
O (JOIN) Jones Intercable	12 7/8	12 3/8		1/2		04.04	40 164
T (MHRQ) Maclean Hunter 'X'	23	22 3/4		1/4		01.09	31 847
O (TCAT) TCA Cable TV	32 3/4	29 1/4		3 1/2		11.96	66 354
O (TCOMA) Tele-Commun.	26 1/4	26 1/2		- 1/4		-00.94	43 3,808
N (TL) Time Inc.	92	91 1/4		3/4		00.82	14 5,461
O (UACI) United Art. Commun.	30 1/4	29 3/4		1/2		01.68	252 1,242
N (VIA) United Cable TV	32	32 5/8		- 5/8		-01.91	-533 1,209
N (VU) Viacom	23 7/8	23 1/2		3/8		01.59	1,272
N (WU) Western Union	3 5/8	4		- 3/8		-09.37	88

	Closing Wed Mar 16	Closing Wed Mar 9		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING							
N (MMM) 3M	63 1/8	58 3/8		4 3/4		08.13	15 14,360
O (AMCI) AM Communications	7/16	7/16				00.00	1
N (ARV) Arvin Industries	23 1/8	23 5/8		- 1/2		-02.11	9 440
O (CCBL) C-Cor Electronics	8 7/8	9 1/2		- 5/8		-06.57	18 18
O (CATV) Cable TV Indus.	2 3/4	2 1/2		1/4		10.00	-18 8
A (CEC) Cetec	5 1/8	5 1/8				00.00	39 9
N (CHY) Chyron	5	5 1/8		- 1/8		-02.43	16 51
A (CXC) CMX Corp.	1 1/8	1		1/8		12.50	10 10
A (COH) Cohu	8 7/8	8 1/4		5/8		07.57	17 16
N (EK) Eastman Kodak	43	42 7/8		1/8		00.29	11 9,715
N (GRL) Gen. Instrument	34 3/4	33 1/8		1 5/8		04.90	-15 1,131
N (GE) General Electric	44 3/8	44 1/4		1/8	</		

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Changing Hands

WZTV(TV) Nashville □ Sold by Multimedia Inc. to Act III Broadcasting for \$14 million-\$15 million. **Seller** is publicly owned, Greenville, S.C.-based group of three AM's, four FM's and five TV's, cable MSO, newspaper publisher and program syndicator. It is headed by Walter E. Bartlett, president. **Buyer** is Atlanta-based group of four TV's headed by Bert Ellis, president. WZTV is independent on channel 17 with 2,340 kw visual, 234 kw aural and antenna 1,160 feet above average terrain. **Broker: Sandler Capital Management.**

WDTX(FM) Detroit □ Sold by Metropolis Broadcasting Inc. to Hoker Broadcasting for \$12 million. **Seller** is owned by Harvey Deutch, Lorraine Golden and Jim Harper. It also owns WERE(AM)-WNCX(FM) Cleveland. **Buyer** is principally owned by Jay Hoker. It also owns KCFX(FM) Kansas City, Mo.; WLLT(FM) Cincinnati, and WRXJ(AM)-WCRJ(FM) Jacksonville, Fla. WDTX is on 99.5 mhz with 21 kw and antenna 755 feet above average terrain.

WNAC-TV Providence, R.I. □ Sold by Sudbrink Broadcasting to Price Communications for \$11.5 million. **Seller** is West Palm Beach, Fla.-based group of three AM's and four TV's principally owned by Woody Sudbrink and his wife, Marion. **Buyer** is New York-based group of five AM's, four FM's and nine TV's headed by Robert Price, president. WNAC-TV is Fox affiliate

Mulholland move. Former NBC President Robert Mulholland will leave the Television Information Office, where he has been director since July, 1986, to accept a professorship at Northwestern University's Medill School of Journalism.

According to Mulholland, the Northwestern post, which includes administrative responsibility for Medill's graduate and undergraduate broadcast news programs in Evanston, Ill., Chicago and Washington, opened unexpectedly after the death of Northwestern Professor Gary Cummings. Mulholland holds bachelor and master degrees in journalism from Northwestern and said he has maintained a working relationship with the institution.

Mulholland, who replaced the retiring Roy Danish, will remain with TIO into the summer as it seeks a replacement. A search committee was to be named late last week at TIO's board meeting in Palm Springs, Calif. TIO is a standing research and information committee of the National Association of Broadcasters.

Mulholland was president and chief operating officer of NBC from 1981 to 1984, after serving for five years as president of the NBC Television Network. Previously he was executive vice president at NBC News, worked as an executive producer of its evening news program and was a former news director at the NBC-owned KNBC-TV Los Angeles.

on channel 64 with 5,000 kw visual, 500 kw aural and antenna 1,000 feet above average terrain. **Broker: Ted Hepburn Co.**

WBRJ(AM)-WEYQ(FM) Marietta, Ohio, and WMOC(FM) Morgantown, W.Va. □ Sold by Employee Owned Broadcasting Corp. and Valley Communications Corp., respectively, to Tschudy Communications Corp. for \$2.3 million. **Sellers,** Employee Owned Broadcasting Corp., is owned by Carl Clovis, Van Olenhausen and Bob Martin. Valley Communications is equally owned by Clovis and Olenhausen.

None have other broadcast interests. **Buyer** is owned by Earl Judy Jr., Robert S. Janney and Joyce Jenkins. It also owns WALI(AM)-WROG(FM) Cumberland, Md., and WSIG(AM) Mount Jackson, Va. WBRJ is daytimer on 910 khz with 5 kw. WEYQ is on 94.3 mhz with 3 kw and antenna 400 feet above average terrain. WMOC is on 100.9 mhz with 3 kw and antenna 198 feet above average terrain.

WAIT(AM) Crystal Lake and WXET(FM) Woodstock, both Illinois □ Sold by Lake Valley Broadcasters Inc. to Crystal Lake Radio for \$1.6 million. **Seller** is principally owned by KD Industries, publicly traded, Elgin, Ill.-based diversified holding company, headed by Wallace Carroll and John Schaller, stations' general manager. **Buyer** is owned by Gerald T. Vento, who has interest in cable systems in Framingham, Mass., and Mayaguez, P.R.

WYIS(AM) Phoenixville, Pa. □ Sold by Dr. Sam B. Hart to Radio Salvacion Inc. for \$1.5 million. **Seller** has no other broadcast interests. **Buyer** is headed by Sarrail Salva, former general manager of WPPC(AM) Penuelas, P.R. WYIS is daytimer on 690 khz with 1 kw.

CABLE

Systems serving Fort Sumner, Santa Rosa and Vaughn, all New Mexico, and Plains and Sundown, both Texas □ Sold by Plains Cable TV Co. to United Video Cablevision for estimated \$5 million. **Seller** is principally owned by Ted Dumas, who has no other cable interests. **Buyer** is Greenwich, Conn.-based MSO with systems in eight states serving 60,000 subscribers. It is owned by Lawrence Flinn Jr. Systems pass 3,750 homes with 2,500 subscribers and 71 miles of plant. **Broker: Communications Equity Associates.**

Systems serving Knox, North Judson and Culver, all Indiana □ Sold by First PIC Cable Television to Triax Communications Corp. for \$4 million. **Seller** is Louisville, Ky.-based MSO serving 100,000 subscribers in Indiana, Kentucky and Alabama, owned by P.E. McIntosh and Harry S. Frazier. **Buyer** is Barrington, Ill.-based MSO with 25,000 subscribers in three states. It is headed by James DeSorento. Systems pass 6,000 homes with 2,700 subscribers and 84 miles of plant.

For other proposed and approved sales, see "For the Record," page 70.

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WIVY (FM) Jacksonville, FL	\$ 8,130,000
WMOD-TV Melbourne, FL	\$ 5,000,000
WBMQ/WIXV (FM) Savannah, GA	\$ 3,500,000
WOIC/WMMC (FM) Columbia, SC	\$ 2,750,000
WHIT/WWQM (FM) Madison, WI	\$ 2,600,000
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The five and a half years of Ambassador Dougan

Reprising the accomplishments of the first head of State Department's Bureau for International Communications

Ambassador Diana Lady Dougan left office last week as the first coordinator and head of the State Department's Bureau for International Communications and Information Policy, with the rank of assistant secretary of state. It had not been an easy five-and-a-half years; the job has innumerable built-in difficulties. And she had been involved in her share of controversy. Yet, she said, in a farewell interview, it was "a lot of fun. It was a wonderful intellectual challenge."

Indeed, it was. AT&T, as Dougan noted last week, had been broken up early in her tour at State. That changed the dynamics of U.S. policy making, in the international as well as the domestic areas. Service providers and manufacturers like AT&T and Communications Satellite Corp. no longer wielded the influence they once did in the international area. The balance of influence, Dougan said, shifted to consumers and users and other new providers. That left the "U.S." interest harder to define. No longer could AT&T, as Dougan indicated, write the script. That, in turn, left it to policy makers to shape policy. And Dougan was not one to ignore such opportunities.

Last week, she pointed to what she felt were a number of accomplishments in a job Congress created as an answer to the concerns of some of its members that the U.S. was in need of an entity to take the lead, among the various government agencies involved, in establishing a coordinated international telecommunications policy. "I did what I was asked to do: I created a policy framework and an institutional framework within the government to address that issue," she said. "The record speaks for itself."

Dougan, as an example, talked of the establishment of "a more sophisticated approach to our major international telecommunications negotiations." The bureau played the principal role in preparing the U.S. for participation in International Telecommunication Union-sponsored conferences, and she is proud of those she appointed chairmen of the delegations to the conferences held during her tour. (Two weeks ago, she named FCC Commissioner Patricia Diaz Dennis to serve as head of the delegation to the second session of the western hemisphere conference on AM broadcasting.) She also initiated ministerial-level bilaterals with all major U.S. trading partners and strategic developing countries.

There were other pieces of the record she mentioned, in no particular order of



L to r: Irving Goldstein, chairman-chief executive officer, Communications Satellite Corp., Dougan and Dean Burch, director general, Intelsat, at Comsat reception for Dougan last week.

importance:

- The establishment of the system under

which U.S. embassies identify officers as specialists in telecommunications. Those policy officers monitor telecommunications

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AM expanders. FCC Commissioner Patricia Diaz Dennis will head the U.S. delegation to the second session of the International Telecommunication Union conference planning the use of the 100 khz of spectrum that has been added to the AM band. The session will be held in Rio de Janeiro from May 23 to June 9.

The 10 new channels—being added to the upper end of the band that now ends at 1605 khz—will be used in the U.S. to accommodate additional full-time commercial and public broadcasting stations and for a travelers' information service. The first session of the conference, in 1986, established the basis for a plan; the second is to adopt standards for determining compatibility among nations, a plan for allotting frequencies to countries and procedures for coordinating requirements for additional stations.

Dennis, who joined the commission in 1986 after service on the National Labor Relations Board, was born in Santa Rita, N.M., and speaks Spanish fluently. She was a member of the U.S. delegation to the 1985 United National World Conference on the Decade for Women in Nairobi, Kenya.

In appointing Dennis, Ambassador Diana Lady Dougan, outgoing U.S. coordinator and director of the Bureau of International Communications and Information Policy (see story above), said: "We are especially pleased to appoint an individual who has a keen appreciation of broader western hemisphere interests as well as technical considerations. Western hemisphere coordination is an important priority for us."

The State Department also announced that William Jahn, a member of the international communications and information policy staff, will serve as the delegation's executive director.

policy officers monitor telecommunications policy developments in their country of assignment, and serve as advocates for U.S. telecommunications policy positions.

■ State's role in securing the election of an American, Dean Burch, as director general of Intelsat. He would not, said Dougan, view competition of American satellite systems as "an Iraqi war," as, she says, did his predecessor, Richard Colino, now serving a prison term for defrauding the world organization.

■ The creation, through a World Administrative Radio Conference in 1985, of an international program to monitor and call attention to jamming. The program may or may not have played a role in the Soviet Union's decision to cease jamming the Voice of America, but Dougan believes it "puts countries on notice that jamming violates treaty obligations."

Dougan did not mention, but might have, her success as well in gaining more visibility and, presumably, influence, within the department. She began her career at State as head of a small office staffed by a handful of personnel borrowed from other areas of the department. She left with the rank of ambassador and as the head of a bureau with 30-plus staff and employees. In the Byzantine world of bureaucratic infighting, that was no small accomplishment.

A policy initiative that could prove to be one of Dougan's most significant accomplishments is her attempt to reach beyond the PTT's (postal telephone and telegraph) that run most of the world's telecommunications services to the ministers of finance and planning, in an effort to engage the interests of consumers in telecommunications policy making. That could be an effective way to stimulate competition and open the door to foreign markets to American telecommunications companies.

Dougan applied that kind of American, market-style approach to foreign affairs in helping U.S. domestic satellite owners who wanted to provide transborder service but needed the cooperation of foreign governments to coordinate service with Intelsat: She urged them, successfully, to find cus-

tomers abroad and let them pressure their governments. Consumers hungry for service can, apparently, have an effect even on governments uncomfortable with anything other than a monopoly grip on the telecommunications business.

That would be one lesson she would like to leave behind. Another, that she would like to impress on government and industry alike, is that a time of major change is at hand, and the U.S. had best recognize it. "The U.S.," she said, "has to come to grips with the fact that although it is still the largest country in the world, with the biggest market, and, I would like to think, is the most powerful leader in the world, it is dealing with a global economy, not a domestic economy, and a global marketplace. And technology is driving that a lot." What's more, she noted, since the U.S.'s is primarily a service sector economy, "this is one area that's going to need more attention, rather than less." □

Just ticking off some of those matters suggests the problems a "coordinator" faces. There are other government agencies involved in some of those activities, the National Telecommunications and Information Administration and the FCC, among them. And the convergence of areas of responsibility has led to a number of turf wars. The growing size of Dougan's bureau disturbed those in the department—generally middle level types to whom telecommunications is an arcane field better left to technicians elsewhere—who saw it as a drain on limited resources.

The conflicting needs and goals of various telecommunications industries also caused problems. Representatives of some, for instance, opposed State's efforts to promote competition. Dougan said there were others who, invoking the virtue of the free marketplace, sought government help in removing foreign barriers to their entry—then, after getting it, asked for more help. "The pluralism of interests," she said, by way of understatement, "will always be there."

Dougan did not shrink from controversy.

At times she seemed to court it—for instance, in getting out ahead of the rest of the government last December in announcing the selection of Theodore Brophy, outgoing chairman and chief executive officer of GTE Corp., as chairman of the U.S. delegation to the second session of the World Administrative Radio Conference, to be held in Geneva next summer (BROADCASTING, Dec. 14, 1987). Her office said the White House had cleared the announcement; others say the White House was furious with the manner in which the announcement was handled.

Dougan seems unconcerned about the controversy in which she has been involved. She says it is the inevitable price of breaking ground. "Someone called me, in great anger, the Margaret Thatcher of telecommunications," Dougan said. "It was not meant kindly. And it's probably true. Margaret Thatcher is not a well-loved person. People who try to make a change are not. The reference to Thatcher was not intended to be a compliment. I took it as one."

Still, it was the turmoil created by the controversy in which she was sometimes involved that gave rise to reports that White House and State Department officials suggested her departure. Those reports are not easily checked. Dougan herself says she is leaving because she accomplished what she had set out to do—and that she feels the bureau is in the capable hands of two deputies she has named to serve as a transition to the next administration. One is Parker Borg, a highly regarded foreign service officer; the other is Richard Beaird, who is moving over from the NTIA, where he served as associate administrator for international affairs.

Dougan, for her part, can point to the laudatory letter she received from President Reagan accepting "with deep regret" her resignation. Presidential letters to outgoing administration officials are not unusual. But the President's to Dougan seems to go to unusual lengths of praise. "You have made an outstanding and lasting contribution to our foreign policy," the President wrote. "Your dedication and integrity have been an inspiration both here and abroad, and your five years at the helm of this vital policy area have ensured a lasting legacy of United States leadership in the Information Age."

□

Whether the Reagan administration in its final months chooses to name a successor, who would then have to go through the nomination process, remains to be seen. But for whomever is named, in this administration or the next, Dougan offers a checklist of matters to consider: The ITU conferences will continue to be a major problem for the U.S., "no matter how well organized it is." Telecommunications will loom large in the next round of the GATT, when trade and services are considered. The European Community is looking to establish a single market for telecommunications in 1992, but may impose restrictions on the amount of non-European content of television programming permitted in the community. The U.S., Dougan said, must try to guard against "a closed European market." And high-definition television, Dougan suggests, may be a major headache. Her office is coordinating the position the U.S. will present at the

Dole-drums. If it's not one thing plaguing Senator Bob Dole's campaign for the Republican nomination for President, it's another. On Saturday (March 12), it was a power failure in a switcher that was to switch a live video signal from the room used as a studio in Knox College, in Galesburg, Ill., to a satellite uplink. The failure occurred about four minutes into a live broadcast that was seen as a last desperate effort to cut Vice President Bush's considerable lead in the campaign for the support of Illinois Republicans in the March 15 primary.

The audio portion of the program being aired by WGN-TV Chicago continued. And the screens of viewers did not go blank. Rather, the last frame was captured by WGN-TV's frame synchronizer, and frozen. But even that effort at limiting the damage was not entirely successful. A black bar, which the station's director of engineering, Robert Strutzel, said was caused by noise "during that instant of time," obscured the top part of Dole's head.

The technical breakdown lasted about four minutes and ended abruptly. Dole's comments, leading into a taped, 18-minute biography that had already been supplied to WGN-TV, were cut off in midsentence. "This is Bob..." And Elizabeth Dole, the senator's wife, who was speaking live to introduce the piece, was also lost to viewers.

A spokesperson for the Dole campaign, Dale Tate, said an electrical engineering consultant hired by the staff reported that the power failure was a function "of very old wiring" in the college. The power sources for other elements of the broadcast, including lights and audio, held up.

The Dole campaign spent \$100,000 for the time on WGN-TV. The money had been saved from that portion of a \$400,000 media buy in Illinois the campaign was able to cancel. Later, Dole taped the program for airing on Sunday and Monday in Springfield, Davenport and Rockport.

ITU's International Radio Consultative Committee that is considering production standards, and is exchanging information with foreign governments on technological and policy developments. So many pressures from so many areas of the world are at work, she said, that HDTV seems likely to be "the *Gong Show*."

Those are matters for someone else to consider. Dougan is looking forward to a new chapter in her life. For the near future, she

plans to write a book on Korea, a country with which she and her family have been associated for several generations. She also said several corporate boards have beckoned. But for the immediate future, Dougan plans to get into presidential politics. She declines to be specific. But as a staunch Republican, Dougan said she will work for the election of a Republican president. That could be at least as much fun and as intellectually challenging as working at State. □

Birds fly again after two-year hiatus

GTE's Spacenet IIIIR put into orbit by Arianespace; satellite is C-Ku-band hybrid at 87° west longitude

The U.S. satellite transmission industry could breathe a collective sigh of relief when Arianespace successfully launched GTE Spacenet IIIIR on March 11, the first domestic U.S. satellite sent into orbit in two years.

Arianespace Flight 21 took off on schedule from Kourou, French Guiana, carrying both GTE's 24-transponder, C-band-Ku-

band hybrid satellite, Spacenet IIIIR, and the French telecommunications bird, Telecom 1C (although the in-orbit failure earlier this year of Telecom 1B had indicated potential generic problems with the Telecom series). The launch had been postponed from its original December 1987 spot on the Ariane manifest, in part due to what Ariane termed failures in vehicle components during routine tests and in part due to France's desire to take a longer look at the Telecom 1B problems.

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Satellite Footprints

Unanimous. Twenty satellite operators and their customers filed comments at the FCC unanimously opposing the commission's tentative decision to create a discrete segment of orbital arc for high-power fixed Ku-band satellites (BROADCASTING, Jan 11). The majority of the comments were filed by customers of the Satellite Transponder Leasing Corp. (STLC) bird, SBS-4, each projecting multimillion-dollar antenna-redirection costs and revenue losses from relocation of SBS-4 required in the segment plan. GE Americom, the intended beneficiary of the plan, joined others in objecting to a 1.5-degree spacing between birds in the segment. A minimum two-degree spacing is required, GE said, for customers to benefit in the form of smaller and less expensive dishes. Many approved the segment idea in principle. STLC offered an alternative two-segment plan that would not require moving SBS-4.

Super newsgay. Utilizing 26 transponders on its two (hybrid) Spacenet and two (Ku-band) GStar satellites, GTE Spacenet provided 268 hours of occasional use video for broadcasters' coverage of Super Tuesday, according to GTE. ABC, CBS, CNN and Gannett News Service-Television booked most of the 218 feeds using GTE's video and voice satellite newsgathering package service, News Express.

In an unrelated event, Arianespace successfully launched GTE

Spacenet's Spacenet III-R on March 11—the first launch of a domestic U.S. satellite since March 1986—from Kourou, French Guiana. The satellite was placed into an elliptical transfer orbit about 150 miles from earth at perigee and 22,300 miles at apogee. All systems on-board the satellite were reported to be functioning normally, GTE said.

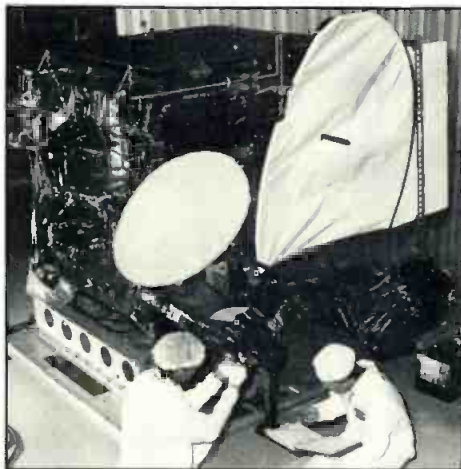
Neither fish nor fowl. In a declaratory ruling, the FCC has concluded that Reuters information and news service's proposed private transmit-receive earth station "is not a satellite terminal station because it would not be operationally connected with a terrestrial common carrier network and would not be used to provide common carrier services to the public." Because the commission does not deem the earth station to be a satellite terminal station, said the FCC, the Satellite Act provision that "the FCC shall license 'satellite terminal stations' either to Comsat, the U.S. common carriers or both jointly" does not preclude licensing the facility to Reuters.

The earth station, once approved, would carry Reuters transmissions from its U.S. offices via an Intelsat satellite to subscribers in Latin America and the Caribbean. "Reuters," said the declaratory ruling, "currently operates private earth station facilities for the domestic and authorized transborder distribution of its services and has technically qualified personnel available to operate dedicated international earth station facilities."

GTE had conducted a successful burn of Spacenet IIR's apogee kick motor, moving the bird from its initial post-launch elliptical orbit to a "controlled drift" geosynchronous orbit. While on the way to its assigned 87 degrees west longitude orbital slot—which it is scheduled to reach today, March 21—the bird's solar panels were deployed. All on-board systems were functioning properly as of last week, said GTE, whose satellite system now consists of three hybrid Spacenet birds and two Ku-band GStar birds.

The so-far-successful launch and deployment of Spacenet III come when the five major U.S. satellite operators, GE Americom, Hughes Communications, GTE Spacenet, AT&T and Contel-American Satellite Corp., are waiting (along with National Exchange Inc. and Alascom Inc.) for FCC decisions on applications to send 18 new satellites into orbit, replacing a first generation of birds due to expire one after another in the early 1990's (BROADCASTING, Nov. 30, 1987).

"This launch was a critical step for the satellite industry," said GTE Spacenet President C.J. Waylan, "as it seeks to regain



Technicians working on Spacenet III-R

reliable and routine access to space."

Indeed the launch also comes when the job of getting birds into orbit has moved out of the hands of NASA and into the hands of competing commercial launch companies. Among those companies—including Martin Marietta, McDonnell Douglas and General

Dynamics in the U.S. and China's Great Wall—French-owned Arianespace claims the most commercial experience, having launched 28 rockets since Dec. 24, 1979. All four Spacenet satellites have been launched by Arianespace. Observers have also recently expressed concern that future launch failures could make or break insurance company support of the satellite and launch industries.

As with 14 of the 18 birds awaiting construction permits at the FCC, the inclusion of both C-band and Ku-band capacity on Spacenet III will make the bird marketable for C-band-dominated broadcast TV and cable TV distribution, as well as for Ku-band-dominated data, business video and land-mobile newsgathering needs. Additionally, customers will be able to uplink in one band and cross-strap to downlink in the other. Piggybacking on Spacenet III is Geostar R01, a "commercial satellite positioning service" capable of tracking vehicles throughout the U.S. For its functioning, Spacenet III provides one L-band receive-only transponder and the capacity to cross-strap to a Ku-band transponder for downlinking. The Geostar antenna was successfully deployed March 15.

As of last week, GTE was not prepared to announce how many of its Spacenet III transponders have been leased. Just over one month ago, GTE and Associated Press expanded their agreement by which AP's news and information service, comprising 226 bureaus in 116 countries, will be transmitted domestically via two Spacenet III C-band transponders. The expansion also provides transmission of AP subsidiary Satellite Data Broadcast Networks (Satnet) business data signals and includes a joint GTE Spacenet-Satnet venture to build and operate one 9.2-meter C-band earth station at the New York Teleport. Word that same week had Rainbow Programming Enterprises looking to move its five regional cable sports networks onto Spacenet III. □



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ATSC looks at getting HDTV over the air and on cable

Those are next steps after approving 1,125/60 production standard

With the task of standardizing a high-definition production standard behind it, the Advanced Television Systems Committee (ATSC) has shifted its attention to the transmission of those productions to broadcast TV viewers and cable TV subscribers. ATSC's technology groups met for the first time last week (March 15) following adoption of the Japanese-developed 1,125-line/60 hz system last January. They heard details of newly proposed transmission systems and of ATSC's own efforts to test systems before considering adopting a standard. One issue that has been debated by ATSC for about a year, the removal of setup (a measure of brightness) from the NTSC signal, was settled after a vote of the T1/T2 technology group to deny the proposal.

The T3 technology group on high-definition television heard an update from its specialists group on HDTV transmission, T3S4. The specialist group is chaired by the National Association of Broadcasters' Ben Crutchfield, who is also chairman of the FCC's Advanced Television Systems (ATS) Advisory Committee's working party on transmission testing in the systems subcommittee. T3S4, since it was formed about a year ago, has divided its work among three task forces on propagation testing, psychophysical testing and cable transmission testing, Crutchfield said.

Tom Keller, NAB chief scientist, reported on the progress of the propagation task force. The two-channel tests that have been proceeding since last September will soon go into a second phase, he said. Impulses from two transmitters on the UHF band sent from the tower of WUSA(TV) Washington have been received and recorded digitally on computers at Public Broadcasting Service headquarters in Alexandria, Va. PBS has nearly completed software to analyze the data for multipath distortion that has occurred since the transmitters began operating. The tests will next be performed with the impulses received at other locations in the Washington area to see how the signals travel over different terrain and distances. A site in Springfield, Va., will be established by the end of March. Next month, similar tests will begin with wide-band impulses, also sent from the WUSA tower. Later tests will be performed on the 2 ghz and 12 ghz satellite bands.

The ATSC psychophysical task force is being lead by Bronwen Jones, a consultant to the NAB, who is also chairing the ATS planning working party on subjective testing (see story, page 68). It has been decided within the group, she said, that the CCIR (International Radio Consultative Commit-

tee) scale for judging TV pictures is inadequate for HDTV testing. It is a one-to-five scale with subjects asked to rate pictures as bad, poor, fair, good or excellent. It is believed that none of the proposed TV systems will be judged as bad or poor, so a more accurate testing measure is being sought, she said.

Brian Jones of the National Cable Television Association reported on the progress of cable transmission research. Surveys have been sent, he said, to the technical departments of the top 15 multiple systems operators to find out what distortion levels they predict for wide-band and two-channel systems sent over coaxial cable. Ghosting and smearing due to microreflection distortion are of prime concern, he said. Eventually, the cable task force plans to test the impulses from the propagation group's transmitters over cable.

A related story is the announcement that NCTA plans to test Japanese HDTV technologies on American cable systems in cooperation with the Japanese government ("In Brief," March 14). According to Brenda Fox, NCTA vice president, special policy projects, and a member of the NCTA delegation to Japan that arranged the agreement, details of the testing plan have yet to be settled. Dates and places of testing will be announced later as well as the specific Japanese technologies that will be tested. In the meantime, much of the NCTA's testing is now in the area of Super Cable, the system that would transmit pictures comparable to the quality of Super-VHS to modern, high-end TV sets with Y/C inputs.

ATSC also heard a presentation from William Schreiber of the Massachusetts Institute of Technology, who gave details of two proposed transmission systems that were first outlined in papers read last January at the Society of Motion Picture and Television Engineers television conference (BROADCASTING, Feb. 8). Two systems are being developed, he said, to follow the evolutionary path to advanced television. The first system, tentatively to be called MITV-RC (receiver compatible), would be compatible with NTSC receivers, but with black bars appearing on the top and bottom of the screen. New TV receivers would be equipped to receive the system's full 16:9 aspect ratio. Those sets would be "smart receivers" capable of picking up the second system, MITV-CC (channel compatible). The second system would not be compatible with NTSC sets but would be receivable on the smart sets and could be introduced once those sets reach close to 100% penetration. Both systems, Schreiber said, are being designed to be friendly with cable transmission. Both will also be 6 mhz systems.

A proposal that has been tested and stud-

ied for about a year by ATSC's specialist group T1S3, chaired by Walt Bundy of WPHL-TV Philadelphia, is the removal of setup from the NTSC signal. The T1/T2 technology group ended deliberation on the issue for now by voting down a motion for setup removal. The vote of 9 for, 9 against and 11 abstaining failed to pass the motion because a clear majority is needed for a proposal to succeed. Those opposing setup removal claimed that it would be an inconvenience for consumers. After viewing tapes with high setup on a VCR, setup-free broadcast signals would seem dark, and viewers would have to manually adjust the set. Then when switching back to the VCR, pictures would seem washed out until the receiver was again adjusted. But those favoring setup removal claimed it is an issue that will be faced again when an HDTV transmission standard is finally considered for adoption.

With the setup question settled, the T1/T2 group has little left on its list of things to study. A scheduled April 26 meeting of the ATSC executive committee is expected to decide how to reapportion assignments between the T1/T2 and T3 groups. The aftermath of the executive committee decision is expected to be a major agenda item at the next meeting of the technical groups, set for May 18 at NAB headquarters in Washington. □

Anxious over HDTV

ABC's Murphy says broadcasters must not be left behind with incompatible system

Capital Cities/ABC Chairman and Chief Executive Officer Thomas Murphy called last week for broadcasters to embrace technological innovations such as high-definition television, but warned against improvements incompatible with current broadcast standards that could turn networks and stations into "second-class distributors."

Murphy, an infrequent speechmaker, gave the remarks before nearly 1,000 industry executives at an International Radio and Television Society luncheon in New York last Tuesday. Among them were ABC's retired chairman, Leonard Goldenson, and CBS Chairman Laurence Tisch.

"We need first to decide whether advanced television can provide meaningful enhanced quality to the American consumer," Murphy told the group. "If it can, we must welcome it." He added: "Ultimately, new technology must be embraced by an industry that evolved from technological innovation—even if that technology at first



Murphy

appears threatening to it."

But Murphy, who is a member of the FCC's blue-ribbon panel on advanced television systems and whose company has pledged \$700,000 over two years for an industry-supported advanced television test center, noted that advances in high-definition television, led so far by Japanese inventors, include systems that use wider spectrum space than the 6 mhz of current TV channels and operate on standards that are wider than the existing broadcast spectrum and so cannot be received by current TV sets.

"It should be a matter of concern to those hoping to introduce advanced systems," he

said. "Without compatibility, they will face consumer resistance that could stunt their growth."

"We will all be better off if we can find a way to offer significantly improved signal quality with a system that uses the broadcast bandwidth—perhaps eventually with frequencies from other parts of the spectrum—and that permits viewers to continue to receive programs on their existing sets," he continued. "If we don't, the effect could be to convert existing television stations into second-class distributors of entertainment, news and sports," because videocassette players, cable and other media are not similarly restricted in their bandwidth.

"Broadcasters and manufacturers, and the FCC, must continue their efforts to find a way to address and adapt to the opportunity which this new technology offers," Murphy said. "I am convinced that the public's interest will be served if the form of advanced television we wind up with preserves the network-station, over-the-air system. If we lose our audience because we cannot provide high-quality service, the nation will have damaged a local and national asset that cannot be replaced."

Murphy expressed confidence the industry would meet the challenge and noted he had recently visited the David Sarnoff Research Center in Princeton, the former RCA center now part of Stanford Research Institute, to see the advanced but compatible TV system NBC is advocating for adoption by U.S. broadcasters.

"Since change is inevitable and to resist it is like trying to hold back the dawn, I

encourage you all to embrace with enthusiasm those changes that can improve our service," he said. "The American public deserves and frankly demands the best in both signal quality and creative performance."

Although Murphy spent most of his speech on the advanced television issue, he did take time to address one question he said had been common since Capacities took over ABC, whether the TV network would be sold. "The answer to that is a resounding 'No.' I have every confidence in the future of the ABC Television Network under its leader, John Sias."

The executive later added: "The ABC Television Network is not merely a business—it is a public trust. It is a great privilege and an even greater responsibility. It must be protected and nurtured." □

ATS report eagerly awaited

Recommendations to FCC, about month behind schedule, will outline testing plans for HDTV transmission

A new timetable for completion of the first set of recommendations to the FCC from its Advanced Television Systems (ATS) Advisory Committee was announced during meetings of the group's planning subcommittee and steering committee. Work on the bulk of the report, dealing mainly with spectrum management issues, will be provided by the planning subcommittee. The group is slightly behind the original target of May 17 for submission of the completed report to the commission. The latest meetings also served to reveal some of the specifics to be included in that report.

FCC Chairman Dennis Patrick set the target of May 17 during the first ATS blue ribbon committee meeting last November. Since then, scheduling problems, mostly due to the Christmas season, delayed early organizational work of the planning subcommittee. But with that organization now behind it, according to subcommittee chairman, Joseph Flaherty, CBS vice president, engineering and development, "a lot of results are beginning to appear."

ATS Chairman Richard Wiley of the Washington law firm of Wiley, Rein & Fielding, went over the new submission timetable during the steering committee meeting March 10. The planning subcommittee will have the finished draft of its report by its next meeting, tentatively planned for April 26. The report will then be reviewed by the steering committee during an early May meeting to be held soon after the final day of the National Cable Television Association convention, May 2. Copies of the document will then be distributed to ATS blue ribbon committee members before May 17. Submission to the commission will follow final approval during the second meeting of the blue ribbon committee in early June. Both the steering and blue ribbon committees will have opportunities to make changes in the planning report. But there is a possibility that those committees

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"will not change a word" submitted by Flaherty's group, Wiley said.

When the draft is sent to blue ribbon committee members, a copy will also be sent to the FCC commissioners. "The commission should have a reasonably good document by May 17," said Bill Hassinger, assistant chief of the FCC's Mass Media Bureau and FCC representative on the planning subcommittee. Except for a few items, such as a "chairman's summary" to be written by Wiley, the complete document should be done by then. Before the new timetable was announced, Patrick met with Wiley and other members of the ATS committee and approved the plan, Hassinger said.

Patrick originally set the May 17 target to give the commission an opportunity to act quickly on a pending land-mobile radio proceeding. The commission froze allocation of UHF-TV spectrum requested by land-mobile services last fall pending the release of the first ATS report. It is not yet known, Hassinger said, whether the report will contain enough information to allow the FCC to act on the land-mobile proceeding. First the parameters and results of computer tests yet to be run will have to be studied, he said.

"I think the advisory committee is making a good faith effort to move forward to resolve the spectrum issue," said John B. Richards of the Land-Mobile Communications Council, in reaction to the delay. "In my view, a month delay of the full report will hurt, but it's certainly not fatal."

The report, Flaherty said, is mainly "a planning document—we are not expected to solve all the problems." He stressed that the information from the six planning working parties will be used by the working parties in the systems subcommittee to evaluate and test individual advanced television systems. When developing their reports, he said, each working party should ask itself: "Are we helping the next group go forward?" He set April 5 as the date for drafts from the working parties to be completed to give the subcommittee time to prepare a complete document for the steering committee. During the subcommittee meeting, the six working parties presented outlines of what they will write.

The most important group of the six is the working party on spectrum utilization and alternatives, chaired by consultant Dale Hatfield. That group's report will deal largely with propagation scenarios of single-channel and two-channel TV systems, the reasoning behind those scenarios and the results of computer models based on them. There will also be a section on possible use of the 2 ghz and 12 ghz satellite bands for advanced TV services. Scenarios that include built-in room for improvement without changing the basic standard will be recommended. This will provide "a road map of how to pick up where we left off" for future TV innovators, Hatfield said.

During Hatfield's presentation, Bruce Franca of the FCC's Office of Engineering and Technology informed the subcommittee that the spectrum utilization group would have access to the commission's VAX computer to complete needed propagation models. Hatfield had reported earlier that because of security concerns raised by the

FCC, his group might not gain access to that computer ("Closed Circuit," March 7). But the commission staff was able to revise software provided by the working group into an acceptable form, Franca said.

Two other key working parties are the groups looking at technology attributes and assessment, chaired by consultant Renville McMann, and testing and evaluation specifications, led by Richard Green, senior vice president, broadcast operations and engineering for the Public Broadcasting Service. McMann's group is preparing a report on what characteristics of individual proposed systems should be tested while Green's is developing the methods and procedures that should be used in testing. Those reports will be inputs to counterpart groups in the systems subcommittee that will perform the actual testing.

The attributes group has begun editing its list to be ready by April 5. "It has turned out to be more items than we anticipated," McMann said. The report will provide the specifications of the 1,125/60 HDTV production standard and of the best possible transmitted NTSC signal for comparison purposes. The performance of all other submitted proposals, it is assumed, will be between those two systems. Among the attributes to be tested will be signal degradation, suitability to cable and other media, costs of consumer equipment compatible with the given system, capability of near-term implementation and signal upgradability.

Green's group will break its report into three parts. The procedures will be outlined for tests in the laboratory, propagation and, finally, over the air. Attributes for those final terrestrial tests will be added in the report, beyond those planned by the McMann group. Terrestrial tests will involve the use of actual prototype transmitters and reception on actual TV sets. They will be held in different parts of the country to determine how the signals act over various terrains. Tests will be performed over the VHF-TV and UHF-TV bands as well as the 2 ghz and 12 ghz satellite bands. The report will also include a target timeline for completion of all the tests.

The planning group on subjective assessment, according to its chairman, consultant Bronwen Jones, will have two approaches to its testing: psychophysical and social scientific. Psychophysical studies will record the reactions of consumers to the proposed

SMPTÉ set. The Society of Motion Picture and Television Engineers will begin offering floor space for the 130th SMPTÉ Technical Conference and Equipment Exhibit in April. The exhibit will be held Oct. 15-19 at the Jacob K. Javits Convention Center in New York. The last time the SMPTÉ exhibition was held at the Javits Center in 1986, records were set in the numbers of companies attending and booths occupied. For the 1988 exhibition, the basic unit size of booths will be 10 feet by 10 feet priced at \$15 per square foot.

HDTV systems under environmental conditions as closely simulating a home living room as possible. The social science study will take these results and find out if there is a correlation to economic backgrounds, regions of the country, and other personal information of the subjects.

Of the six planning working parties, only the economic factors and alternative media groups said they would have trouble meeting Flaherty's April 5 deadline. However, both working parties had outlines of their reports and indicated they would step up efforts to meet the schedule. □

Consumer electronics industry pleased with sales for 1987

EIA executive predicts this year will see 'healthy' increase

Although the consumer electronics industry was adversely affected by the October stock market crash and a slowdown in sales growth in 1987 compared to the three previous years, "sales growth in our industry turned out to be healthy and well balanced throughout the many product categories" in consumer electronics, according to Thomas P. Friel, vice president of EIA's Consumer Electronics Group. He predicted that in 1988, with consumers wanting to follow the Olympics and the elections, sales would show a healthy increase.

The final figures for 1987 released by EIA show that factory sales to retail dealers rose 2% to \$30.277 billion. Sales of color TV sets were the basis of much of that growth, although sales of all video products were down by about \$1 billion. EIA projects that consumer electronic sales will increase by 7% to \$32 billion in 1988.

Color TV sales were up about \$250 million over the 1986 figure at \$6.271 billion. However, sales of black-and-white TV's, projection TV's, videocassette recorders and home satellite systems were down. Those slides are predicted to continue in 1988 for black-and-white and projection TV's. However, an increase of about \$100 million to \$5,190 billion is predicted for 1988 VCR sales. Satellite system sales are expected to increase \$65 million to a total of \$690 million. Color TV sales will grow to \$6.477 billion.

On the audio side, home radio sales to retailers (including table, clock and portable radios) increased by \$1 million in 1987 over 1986. A total of 26,777,000 units were shipped, an increase of over 400,000. The price per average unit, \$15, was down by one dollar. In 1988, EIA predicts sales will increase to \$415 million as the price per unit goes back to \$16. The number of units sold will decline slightly.

EIA's penetration figures as of January show at least one radio and one TV set in 98% of U.S. homes. Color TV's are in 94% and stereo TV's in 9%. VCR penetration is 52%. □

For the Record

As compiled by BROADCASTING March 9 through March 16 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge, alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; HAAT—height above average terrain; H&B—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; MEOC—maximum expected operation value; mhz—megahertz; mi.—miles; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

- **WBMQ-WIXV(FM) Savannah, GA (BAL880119EE; 630 khz; 5 kw-U; FM: BALH880119EF; 95.5 mhz; 100 kw; HAAT: 390 ft.)**—Seeks assignment of license from Savannah Broadcasting Company to Radio Southeast, L.P. for \$3,500,000. Seller is Pittsburgh-based group of three AM's and four FM's headed by John Laubach, Robert Burstein and Larry Garrett. Buyer is owned by William M. McCormick, former head of McCormick Communications, Boston-based station group of four AM's and four FM's, subsidiary of publicly owned Tech/Ops Inc., which were all sold between 1979 and 1985. Filed Mar. 7.
- **WVMG-AM-FM Cochran, GA (BAL880121HU; 1440 khz; 1 kw-D; FM: BALH880121HV; 96.7 mhz; 3 kw; HAAT: 319 ft.)**—Seeks assignment of license from J. Coleman Tidwell, Trustee to Heartland Broadcasting Inc. for \$260,000. Seller has no other broadcast interests. Buyer is owned by Charles G. Hill, William J. Lucas, T. Edward Howell, Herdneil Giddens, Frances L. Lucas. It has no other broadcast interests. Filed Mar. 7.
- **WAIT(AM) Crystal Lake, and WXET(FM) Woodstock, both Illinois (BAL880303EA; 850 khz; 2.5 w-D, BALH880303EB; 105.5 mhz; 1.4 kw; HAAT: 429 ft.)**—Seeks assignment of license from Lake Valley Broadcasters Inc. to Crystal Lake Radio for \$1,600,000. Seller is principally owned by KD Industries, Elgin, Ill.-based diversified holding company, headed by Wallace Carroll and John Schaller, station's general manager. Buyer is owned by Gerald T. Vento, who has interest in cable systems in Framingham, Mass. and Mayaguez, PR. Filed Mar. 3.
- **WBRJ(AM)-WEYQ-FM Marietta, OH (BAL880303EC; 910 khz; 5 kw-D; FM: BALH880303ED; 94.3 mhz; 3 kw; HAAT: 400 ft.)**—Seeks assignment of license from Employee Owned Broadcasting Corp. to Tschudy Communications Corp. for \$1,717,000. Seller is owned by

Carl Clovis, Van Olenhausen and Bob Martin. It is also selling WMQC(FM) Morgantown, WV to same buyer for a total sale price of \$2.3 million and will have no other broadcast interests. Buyer is owned by Earl Judy Jr., Robert S. Janney, and Joyce Jenkins. It also owns WALI(AM)-WROG(FM) Cumberland, MD and WSIG(AM) Mount Jackson, VA. Filed Mar. 3.

- **WYIS(AM) Phoenixville, PA (BTC880303EG; 690 khz; 1 kw-D)**—Seeks assignment of license from Dr. Sam B. Hart to Radio Salvacion Inc. for \$1,500,000. Seller has no other broadcast interests. Buyer is headed by Sarraill Salva, former general manager of WPPC(AM) Penuelas, PR. Filed Mar. 3.

New Stations

AM

- **Ensey, FL (BP880304AC)**—Willie J. Martin seeks 950 khz. Address: 2640 San Diego Rd., Jacksonville, FL 32207. Principal is president and 55% owner of WORL(AM) Jacksonville, FL. Filed Mar. 4.

FM's

- **Brundidge, AL (BPH880308ME)**—Sunbelt Developers Inc. seeks 94.7 mhz; 0.940 kw H&V; 180 m. Address: 208 Franklin Drive, Troy, AL 36081. Principal is owned by R.E. Shelley, J.B. Crawley and Osbern Henley, who have no other broadcast interests. Filed Mar. 8.
- **Brundidge, AL (BPH880308MF)**—Ida Pulette Knox Watkins seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 655 Cherokee, Mobile, AL 36606. Principal has no other broadcast interests. Filed Mar. 8.
- **Modesto, CA (BPH880301OY)**—Pamela R. Jones seeks 93.9 mhz; 3 kw H&V; 100 m. Address: 20 East Wheeling St., Baltimore 21230. Principal has no other broadcast interests. Filed Mar. 1.
- **Modesto, CA (BPH880301OS)**—BCD Ltd. Partnership seeks 93.9 mhz; 3 kw H&V; m. Address: 37236 Yolo Terrace, Fremont, CA 94536. Principal is owned by Salvador H. Campos, who has no other broadcast interests. Filed Mar. 1.
- **Ojai, CA (BPED880307MA)**—Educational Broadcasts Of Ventura County Inc. seeks 89.5 mhz; 0.2 kw H&V; 376 m. Address: 633 Ventura Blvd., Oxnard, CA 93030. Principal is owned by Raymond Clanton, John Pleas, Joe De Vito, Barbara Phelps and Sharon Rasmussen, who have no other broadcast interests. Filed Mar. 7.
- **San Marcos, CA (BPED880308MB)**—The Governing Board of the Palomar Community College District seeks 88.9 mhz; 0.2 kw H&V; 290 m. Address: 1140 Mission Rd., San Marcos, CA 92069. Principal is nonprofit corporation headed by Dr. George R. Boggs, Dr. E. Jan Moser and Dr. David A. Chappie, who have no other broadcast interests. Filed Mar. 8.
- **Santa Barbara, CA (880301NE)**—Gerald Sternberg & George Koutoulas, G.P. seeks 107.7 mhz; 25 kw; -38 m. Address: 727 Bond Ave., Santa Barbara, CA 93103. Princi-

pal is owned by Gerald Sternberg and George Koutoulas, who have no other broadcast interests. Filed Mar. 1.

- **Santa Barbara, CA (880301OE)**—Ying Hua Benns seeks 107.7 mhz; 25 kw; 100 m. Address: 103 Averill St., Lookout Mountain, TN 37350. Principal has interest in WFLI(AM) Lookout Mountain, TN and WFLI-TV Cleveland, TN, is applicant for new FM in Greenfield, CA and LPTV in Chattanooga, TN. Filed Mar. 1.
- **Santa Barbara, CA (BPH880301MX)**—Great Scott Broadcasting seeks 107.7 mhz; .7 kw (H&V); 545 m. Address: P.O. Box 638, Pottstown, PA 19464. Principal is owned by Faye Scott, Elmer S. Friedberg and Harold Litvin, who own Pottstown, PA-based group of six AM's and four FM's. Filed Mar. 1.
- **Santa Barbara, CA (BPH880301NK)**—Letta Broadcasting Inc. seeks 107.7 mhz; 25 kw (H&V); -126 m. Address: 129B South Broadway, Redondo Beach, CA 90277. Principal is owned by Oliver Moss, his wife, Janice and Tom Johnson, who have no other broadcast interests. Filed Mar. 1.
- **Santa Barbara, CA (BPH880301OH)**—George S. Flinn Jr. seeks 107.7 mhz; 25 kw (H&V); -25 m. Address: 188 S. Bellevue, Suite 222, Memphis 38104. Principal has no other broadcast interests. Filed Mar. 1.
- **Santa Barbara, CA (BPH880301MM)**—Buffalo Broadcasting Inc. seeks 107.7 mhz; 25 kw (H&V); -118 m. Address: P.O. Box 23310, Santa Barbara, CA 93121. Principal is owned by Rene Buffalohead, Susan Landis, Judith Buffalohead, who have no other broadcast interests. Filed Mar. 1.
- **Santa Barbara, CA (BPH880301NL)**—Santa Barbara FM LP seeks 107.7 mhz; 25 kw (H&V); 20 m. Address: P.O. Box 50738, Santa Barbara, CA 93150. Principal is owned by Sharon W. Siemens, has no other broadcast interests. Filed Mar. 1.
- **Santa Barbara, CA (BPH880301NG)**—Multicom Broadcasting Inc. seeks 107.7 mhz; 25 kw (H&V); -123 m. Address: Box 5697, Bryan, TX 77805. Principal is owned by Carolyn G. Vance, William R. Vance, Ben D. Downs, Carolyn and William Vance have interest in KEEE(AM)-KJCS(FM) Nacogdoches, TX. Filed Mar. 1.
- **Santa Barbara, CA (BPH880301NH)**—Chanel Broadcasting seeks 107.7 mhz; 24 kw (H&V); -38 m. Address: 6026 A. Plumas, Reno, NV 89509. Principal is owned by Cynthia J. Carter and Laura E. Simpson, who have no other broadcast interests. Filed Mar. 1.
- **Santa Barbara, CA (BPH880301MH)**—Juaney Lynn seeks 107.7 mhz; 25 kw (H&V); 100 m. Address: 1834 Neely Ave., East Point, GA 30344. Principal has no other broadcast interests. Filed Mar. 1.
- **Santa Barbara, CA (BPH880301MS)**—Pacific Rim Broadcasting, A California LP seeks 107.7 mhz; 25 kw (H&V); 100 m. Address: 744 Wimbledon Rd., Walnut Creek, CA 94598. Principal is principally owned by Katherine Ann Marriot. It has no other broadcast interests. Filed Mar. 1.
- **Santa Barbara, CA (BPH880301MN)**—Alma Broadcasting, LP seeks 107.7 mhz; 25 kw (H&V); 100 m. Address: 50 San Anzio Way, Goleta, CA 93117. Principal is owned by Yolanda L. Marquez, William Yandell and Wirt Yerger, who have no other broadcast interests. Filed Mar. 1.
- **Santa Barbara, CA (BPH880301PC)**—Michael S. Gonzalez seeks 107.7 mhz; 25 kw (H&V); 100 m. Address: 1229 Viscaino Rd., Santa Barbara, CA 93103. Principal has no other broadcast interests. Filed Mar. 1.
- **Santa Barbara, CA (BPH880301PB)**—Loew Broadcasting of California Inc. seeks 107.7 mhz; 25 kw (H&V); 100 m. Address: 94-1088 Farrington Hwy., Waipahu, HI 96797. Principal is owned by Robert Loew, who have no other broadcast interests. Filed Mar. 1.
- **Santa Barbara, CA (BPH880301NO)**—P&T Communications seeks 107.7 mhz; 25 kw (H&V); 100 m. Address: P.O. Box 205, Kindred, ND 58051. Principal is owned by Jane M. Pearson and Yoseph Tedros, who have no other broadcast interests. Filed Mar. 1.
- **Santa Barbara, CA (BPH880301NS)**—Fell-Mitchell Limited Partnership seeks 107.7 mhz; 25 kw (H&V); 100 m. Address: 1774 Glen Oaks Dr., Santa Barbara, CA 93108. Principal is owned by Lailan Fell and Patricia Mitchell, who have no other broadcast interests. Filed Mar. 1.
- **Santa Barbara, CA (BPH880301NR)**—Santa Barbara

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Communications Inc. seeks 107.7 mhz; 25 kw (H&V); 100 m. Address: 3826 Crestway Place, Los Angeles, CA 90043. Principal is owned by Janedora Howell. Gloria Moore and William White, have no other broadcast interests. Filed Mar. 1.

■ Santa Barbara, CA (BPH880229NK)—Bernard G. Perez seeks 107.7 mhz; 4 kw (H&V); 260 m. Address: 1031 Del Rio Way, Moraga, CA 94556. Principal has no other broadcast interests. Filed Feb. 29.

■ Santa Barbara, CA (BPH880310A)—Susan Lundborg seeks 107.7 mhz; 25 kw (H&V); -33 m. Address: 770 Via Airosa, Santa Barbara, CA 93110. Principal has no other broadcast interests. Filed Mar. 1.

■ Santa Barbara, CA (BPH880310L)—Delta Broadcasting Inc. seeks 107.7 mhz; 25 kw (H&V); -46 m. Address: P.O. Box 22701, Santa Barbara, CA 93121. Principal is owned by Carol J. Hoffine and Joseph P. Franklin Jr., who have no other broadcast interests. Filed Mar. 1.

■ Santa Barbara, CA (BPH880310NN)—Dorothy B. Richards seeks 107.7 mhz; 25 kw (H&V); -144 m. Address: 527 Lado Dr., Santa Barbara, CA 93111. Principal has no other broadcast interests. Filed Mar. 1.

■ Santa Barbara, CA (BPH880310ND)—Patricia Wheeler Wodlinger seeks 107.7 mhz; 25 kw (H&V); 100 m. Address: Route 1, Box 180, Verona, MO 65769. Principal has interest in KRM(AM)-KKBL(FM) Monett, MO. Filed Mar. 1.

■ Santa Barbara, CA (BPH880310NA)—Graziano Broadcasting Co. seeks 107.7 mhz; .6 kw (H&V); 558 m. Address: 317 East Carrillo, Suite 100, Santa Barbara, CA 93101. Principal is owned by John Graziano and family, who have no other broadcast interests. Filed Mar. 1.

■ Santa Barbara, CA (880310B)—Douglas Johnson seeks 107.7 mhz; 25 kw; 100 m. Address: 471 Juniper, Milford, MI 48042. Principal's father, Aben Johnson, owns WXON-TV Detroit. Filed Mar. 1.

■ Santa Barbara, CA (BPH880310MJ)—Joelmart Inc. seeks 107.7 mhz; 0.71 kw H&V; 536 m. Address: 4589 Via Vistosa, Santa Barbara, CA 93110. Principal is owned by Joel Silverman and Eileen Martin Silverman, who have no other broadcast interests. Filed Mar. 1.

■ Santa Barbara, CA (BPH880310MG)—Santa Barbara Isis Broadcasting Group seeks 107.7 mhz; 25 kw H&V; 100 m. Address: 7277 Georgetown Rd., Goleta, CA 93117. Principal is owned by Shirley G. Kennedy, Sylvia Y. Curtis and Ione L. Graves, who have no other broadcast interests. Filed Mar. 1.

■ Santa Barbara, CA (BPH880310IZ)—Pacific Mission Broadcasting Partners seeks 107.7 mhz; 25 kw H&V; 100 m. Address: 1297 Bell Air Drive, Santa Barbara, CA 93105. Principal is owned by Angel Jimenez, Lida Y. Askew, Hilda G. Brannen, Nathaniel E. Cain, Connie S. Dietrich, Charles I. Eller, Daniel Grisson and Ronald F. Gurley, who have no other broadcast interests. Filed Mar. 1.

■ Santa Barbara, CA (BPH880310NI)—Mission Pacifica Corp seeks 107.7 mhz; 25 kw H&V; -81 m. Address: 4751 9th St., Carpinteria, CA 93013. Principal is owned by Leticia Landeros, who has no other broadcast interests. Filed Mar. 1.

■ Punta Rassa, FL (BPH880303MG)—Southwest Florida FM Broadcasting Ltd. seeks 97.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1421, Punta Gorda, FL 33950. Principal is owned by J. Lynn Stephens, who has no other broadcast interests. Filed Mar. 3.

■ Punta Rassa, FL (BPH880303ML)—Sunset Coastal Broadcasting Inc. seeks 97.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 729, Fort Myers, FL 33902. Principal is owned by Caroline McCollum and Katherine C. Nuckolls, who have no other broadcast interests. Filed Mar. 3.

■ Punta Rassa, FL (BPH880303MN)—Schefflera Inc. seeks 97.7 mhz; 3 kw H&V; 100 m. Address: 13341 Ponderosa Way, Ft. Myers, FL 33907. Principal is owned by Barbara A. Linn and her husband, John, who also own WKAZ(AM)-WKLC(FM) St. Albans, WV, WABQ(AM) Cleveland and WRQN(FM) Bowling Green, OH. Filed Mar. 3.

■ Punta Rassa, FL (BPH880303MH)—Kight Broadcasting Ltd. Partnership seeks 97.7 mhz; 3 kw H&V; 100 m. Address: 833 Iris Drive, North Fort Myers, FL 33903. Principal is owned by Byron Douglas Kight and Mary Giglia Martines. Filed Mar. 3.

■ Punta Rassa, FL (BPH880303MQ)—Palm Tree FM Ltd. Partnership seeks 97.7 mhz; 3 kw H&V; 100 m. Address: 4401 Evans Ave, Apt. 103, Ft. Myers, FL 33901. Principal is owned by Michelle L. Karas, who has no other broadcast interests. Filed Mar. 3.

■ Punta Rassa, FL (BPH880303MP)—Jim-Tan Broadcasting Inc. seeks 97.7 mhz; 3 kw H&V; 100 m. Address: 2855 Hikes Lane, Louisville, KY 40218. Principal is owned by James J. Nathan and William Blake Tanner. Filed Mar. 3.

■ Punta Rassa, FL (BPH880303MO)—Patrick Broadcast Associates seeks 97.7 mhz; 3 kw H&V; 100 m. Address: 1008-A S.E. 9th Court, Cape Coral, FL 33990. Principal is owned by Joe Patrick Kobessen, Oliver A. Bell Jr., Lawson K. Broadrick, Gary O. Duffield, Nancy R. Gresham and Virgie A. Griffin. It has no other broadcast interests. Filed Mar. 3.

■ Punta Rassa, FL (BPH880303MK)—Deborah G. Abbott seeks 97.7 mhz; 3 kw H&V; 100 m. Address: 3010 Southeast 15th Place, Cape Coral, FL 33904. Principal has no other broadcast interests. Filed Mar. 3.

■ Valdosta, GA (BPH880301MT)—Albert Leon Brooks seeks 107.7 mhz; 3 kw H&V; m. Address: 315 Woody Circle, Valdosta, GA 31601. Principal has no other broadcast interests. Filed Mar. 1.

■ Valdosta, GA (BPH880301NU)—Sky Broadcasting Co. seeks 107.7 mhz; 3 kw H&V; 100 m. Address: 909 Worth Ave., Valdosta, GA 31602. Principal is owned by Jewell Cooper, Patricia Sauls and Herbert C. Cooper, who have no other broadcast interests. Filed Mar. 1.

■ Valdosta, GA (BPH880301NQ)—Great Scott Broadcasting seeks 107.7 mhz; 3 kw H&V; m. Address: P.O. Box 638, Pottstown, PA 19464. Principal is owned by Faye Scott, Elmer S. Friedberg and Harold Litvin, who own Pottstown, PA-based group of six AM's and four FM's. Filed Mar. 1.

■ Valdosta, GA (BPH880229NH)—Stanley J. White seeks 107.7 mhz; 3 kw H&V; 91 m. Address: P.O. Box 2211, Valdosta, GA 31604. Principal has no other broadcast interests. Filed 880229.

■ Charlestown, IN (BPH880303MM)—Charlestown Broadcasting Co. seeks 104.3 mhz; 3 kw H&V; 100 m. Address: 1038 Neilson St., Albany, CA 94706. Principal is owned by Nicholas Henderson and Raveesh Kumra, who have no other broadcast interests. Filed Mar. 3.

■ Manchester, IA (BPH880308MG)—Susan I. Coloff seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 506 N. Clark Forest City, IA 50436. Principal has 50% interest in K10W(FM) Forest City, IA. Filed Mar. 8.

■ Frankfort, KY (BPH880303M1)—Stephen A. Young seeks 103.7 mhz; 3 kw H&V; 100 m. Address: 9011 Willow Springs Drive, Louisville, KY 40222. Principal has no other broadcast interests. Filed Mar. 3.

■ Frankfort, KY (BPH880303ME)—Allan Communica-

tions Inc. seeks 103.7 mhz; 2.5 kw H&V; 109 m. Address: 306 W. Main St., Ste 509, Frankfort, KY 40601. Principal is owned by Leigh W. Allan and Kenneth O. Mitchell, who own WKED(AM) Franklin, KY. Filed Mar. 3.

■ Frankfort, KY (BPH880303MD)—Kentucky FM Broadcast Ltd. Partnership seeks 103.7 mhz; 3 kw H&V; 100 m. Address: 256 Melbourne Way, Lexington, KY 40503. Principal is principally owned by Marta Ferguson, who has no other broadcast interests. Filed Mar. 3.

■ Frankfort, KY (BPH880303MF)—David R. Roederer seeks 103.7 mhz; 3 kw H&V; 100 m. Address: 116 West 4th St., Frankfort, KY 40601. Principal has no other broadcast interests. Filed Mar. 3.

■ Frankfort, KY (BPED880304MB)—Kentucky State University seeks 103.7 mhz; 3 kw H&V; 100 m. Address: 200 East Main St., Frankfort, KY 40601. Principal is educational institution headed by Barney A. Tucker, John B. Clarke and James B. Frailie. Filed Mar. 4.

■ Hormigueros, PR (BPH880114NA)—Roberto Passalacqua seeks 106.1 mhz; 3 kw H&V; 335 m. Address: Condominio Condado Del Mar, Apt. 2012, Avenida Ashford #1479, Condado, San Juan. PR Principal has no other broadcast interests. Filed 880114.

■ Marion, SC (BPH880307MB)—Theodore J. Gray, III seeks 100.5 mhz; 3 kw H&V; 100 m. Address: 606 Oakgrove, Graham, NC 27253. Principal has no other broadcast interests. Filed Mar. 7.

■ Marion, SC (BPH880307MC)—Marshall R. Magee seeks 100.5 mhz; 3 kw H&V; 100 m. Address: 3502 Spyglass Court, Augusta, GA 30907. Principal has no other broadcast interests. Filed Mar. 7.

■ New Boston, TX (BPH871110MW)—Radio New Boston Inc. seeks 103.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 332, Conway, AR 72032. Principal is owned by Lloyd V. Stone, Ronald G. Marable and Richard H. Reynolds, who have no other broadcast interests. Filed Nov. 11, 1987.

TV's

■ Cordele, GA (BPCT871224AB)—Sunbelt-South Tele-Communications Ltd. seeks ch. 55; 100 kw-V; 125 m. Address: P.O. Box 917, Cordele, GA 31015. Principal is owned by William B. Goodson, Phillip A. Streetman, who have no other broadcast interests. Filed 871224.

■ Burlington, VT (BPCT880301AA)—David McMeekin seeks ch. 44; 3060 Kw-V; HAAT: 418 m. Address: Hall Rd.,

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P.O. Box 464, Barrington, NH 03825. Principal has no other broadcast interests. Filed Mar. 1.

Actions

FM's

- Bethel, AK (BPH870615MD)—Granted app. of Bethel Communications Inc. for 107.9 mhz; 3 kw H&V; m. Address: c/o Omni Enterprises Inc., 22105 23rd DR., SE, Bothell, WA 98021. Principal is owned by John E. Nelson, Frank E. Foster, Richard E. Monroe, Wayne M. Perry, Larry A. Eck, Hans J. Winterlich and John M. Nelson. Action Mar. 7.
- Sierra Vista, AZ (BPED880120MJ)—Returned app. of Arizona Board of Regents for University of Arizona for 91.3 mhz; 0.1 kw H&V; 474 m. Address: KUAT Modern Language Bldg., University of Arizona, Tucson 85721. Principal is educational institution headed by Evan Mecham, governor of Arizona; Diane Bishop, Esther Capin, Donald Pitt, Donald G. Shropshire, Edith S. Aushlander, Herman Chanen and Joseph Mikitish. Action Mar. 7.
- Tuba City, AZ (BPED880119MT)—Returned app. of Tuba City High School Board Inc. for 91.5 mhz; 0.1 kw

H&V; -25 m. Address: Box 160, Warrior Drive, Tuba City, AZ 86045. Principal is educational institution headed by Lee F. Johnson, N. Alfred Nelson, Allen Gray, Harold Drake, James Bighorse and Daniel M. Rosenfelt. It has no other broadcast interests. Action Mar. 4.

- Century, FL (BPH860310MG)—Granted app. of Gulf Communications of Alabama, Inc. seeks 105.1 mhz; 3 kw H&V; 328 m. Address: 106 Newman Ave., Pensacola, FL 32507. Principal is owned by Jerry W. Spencer, Jeanette H. Spencer and Jackie F. Boudreaux, who have no other broadcast interests. Action Mar. 7.
- New Smyrna Beach, FL (BPED840608IB)—Granted app. of Community Radio Inc. for 89.7 mhz; 1 kw; 58 m. Address: 2560 SR 44, New Smyrna Beach, FL 32069. Principal is owned by Richard L. Van Zandt, who has no other broadcast interests. Action Mar. 8.
- Twin Falls, ID (BPCT870925KH)—Granted app. of Western Telecasting Co. for ch. 35; 96 kw; 164 m. Address: 7600 Potomac Fall Rd., McLean, VA 22102. Principal is owned by W.L. Armstrong, and his wife, Ellen, who also have interest in KPVI(TV) Pocatello, ID. Action Mar. 7.
- McKee, KY (BPH870707MH)—Returned app. of Jim

Hays III for 107.9 mhz; 2.5 kw H&V; 109 m. Address: 161 SR 587, McKee, KY 40447. Principal has no other broadcast interests. Action Mar. 4.

- Shreveport, LA (870820MD)—Returned app. of American Indian Broadcasting Group Inc. for 102.9 mhz; 50 kw H&V; 150 m. Address: Suite 2, Country Village Shopping Center, Smyrna, TN 37167. Principal is owned by Jack Bursack, Lynwood Eaton, Fritz Niggeler, Bursack owns 49.3% of WSVT(AM) Smyrna, TN. Action Mar. 4.
- Westport, MD (BPH870331PH)—Granted app. of Ernest F. Santmyre seeks 92.7 mhz; 3 kw H&V; -165 m. Address: 12 N. Lavale St., Lavale, MD 21502. Principal is has no other broadcast interests. Action Mar. 4.
- Macon, MO (870601MA)—Granted app. of KLTM Radio Inc. for 99.9 mhz; 3 kw H&V; m. Address: P.O. Box 188, Macon, MO 63552. Principal is owned by Leland Ebert, who also owns KLT(AM) Macon, MO. Action Mar. 1.
- Seguin, TX (BPED870702ME)—Returned app. of Maranatha Broadcasting for 88.3 mhz; 3 kw; 175 m. Address: 8115 Pleasant Forest, San Antonio, TX 78239. Principal is owned by Mary E. Wade, and family, who have no other broadcast interests. Action Mar. 4.
- Spooner, WI (BPH870908NA)—Returned app. of Su Jacobs-Claussens for 106.3 mhz; 3 kw H&V; 100 m. Address: 863 S. 11th St., Onalaska, WI 54650. Principal has no other broadcast interests. Action Mar. 4.
- Bridgewater, VA (BPH860317NF)—Dismissed app. of Judith L. Randolph and Genesis Communications Inc. for 105.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 926, Charlottesville, VA 22902. Principal is owned by Judith L. Randolph Jonathan G. Hall, Wilbur M. Vitols, Sidney G. Hall and M.M. Vitols. Action Mar. 8.

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Facilities Changes

AM's

- Bakersfield, CA, 1100 khz—Mar. 4-Petition for reconsideration of return of application (BP870929AO) for new AM on 1100 khz at Bakersfield, CA.
- Ensley, FL, 950 khz—Mar. 4-Application (BP870722AG) for new AM on 950 khz at Ensley, FL, resubmitted nunc pro tunc.
- Green Valley, WV, WAMN, 1040 khz—Mar. 2-Mod of CP (BP840430AH) to make changes in antenna system from DA to NDA and reduce power to 1.5 kw and correct coordinates to 37 18 20N 81 07 30W.

FM's

- Jonesboro, AR, KFIN, 107.9 mhz—Feb. 18, 1987-Application for CP to change TL: On Rte 6, approx. 3.4 mi SW of center of Jonesboro, AR: change ERP: 97.67 kw; HAAT: 310.96 m.; make changes in antenna system 35 47 53N 90 44 30W.
- Colusa, CA, KWBF, 96.5 mhz—Mar. 1-Mod of CP (BPH851115MC) to make changes ERP: .88 kw (H&V); HAAT: 3 m.; TL: 542 Market St, Colusa, CA; make changes in antenna system 39 12 53N 122 00 27W.
- Fowler, CA, KEZL, 96.7 mhz—Mar. 1-Application for CP to make changes ERP: 25 kw (H&V); HAAT: 100 m.; change to Class B1 (per docket 87-391).
- Rosamond, CA, KAVC, 105.5 mhz—Mar. 2-Application for CP to make changes ERP: 2.9 kw (H&V); HAAT: 93.9 m.
- Loveland, CO, KLOV-FM, 102.3 mhz—Mar. 1-Application for CP to make changes freq: 102.5 khz (per docket 87-150); ERP: 50 kw (H&V); HAAT: 125 m.; TL: 3.02 km 218 degrees true from Windsor, CO, and make changes in ant. system: change to Class C2; 40 27 19N 104 55 25W.
- Crestview, FL, WTJT, 90.1 mhz—Mar. 8-Mod pf CP to make changes ERP: 25 kw H&V; freq: 90.3 mhz; community of license from Crestview, FL to Baker, FL 30 49 21N 86 42 41W.
- Kalamazoo, MI, WIDR, 89.1 mhz—Mar. 3-Application for CP to make changes HAAT: 56.8 m.; TL: Faunce Student Services Bldg #77; 42 16 55N 85 37 05W.

Actions

AM

- Springfield, TN, WSGI, 1190 khz—Mar. 1-Application (BP870527AD) granted to change freq. to 1100 khz; increase power to 1 kw, ND-D.

FM's

- Jonesboro, AR, KJBR, 101.9 mhz—Mar. 9-Application (BPH8702201B) granted for CP to make changes TL: 1.5 km along azimuth of 81 degrees true from Herndon, AR; HAAT: 323 m and make changes in antenna system 35 57

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- Mammoth Springs, AR, KAMS, 95.1 mhz—Mar. 9-Application (BPH870206U) granted for CP to make changes: TL: 1 mi S of Mammoth Springs, AR; ERP: 100 kw (H&V); HAAT: 650 feet; 36 28 38N 91 33 33W.
- St. Petersburg, FL, WFTI, 91.7 mhz—Mar. 4-Application (BPH861230J) granted for mod of CP to make changes TL: 360 Central Ave., St. Petersburg, FL; HAAT: 86 m.; 27 46 15N 82 38 19W.

Actions

FCC Actions

- Garden City, NY—Approved a settlement agreement between Phoenix Media Corporation and Long Island Radio Communications, Inc. concerning interim authority to operate WLIR-FM at Garden City. (MM Dockets 84-36, 84-38 by Order [FCC 88-43] adopted Feb. 29 by the Commission).
- Second report on inquiry into scrambling of satellite TV signals and access to those signals by owners of home satellite dish antennas (Gen. Docket 86-336 by Second Report [FCC 88-67] adopted Feb. 25 by the Commission).
- Little Rock, AR—Denied Capital Communications Corp. review of a Review Board decision granting Leininger-Geddes Partnership a TV station at Little Rock. (MM Docket 85-361 by Order [FCC 88-84] adopted Feb. 29 by the Commission).
- Sparks, NV—Remanded to the Presiding ALJ a case involving the mutually exclusive applications of Comstock Broadcasters, Inc. and Pepper Schultz for an FM station on Channel 221A (92.1 MHz) at Sparks. (MM Dockets 83-1206-07 by MO&O [FCC 88-85] adopted Feb. 29 by the Commission).
- Garland D. Moser—Upheld staff's denial of Moser's request under the FOIA for inspection of certain documents withheld to protect FCC sources. (By Order [FCC 88-88] adopted Mar. 1 by the Commission).
- Harry Steven Davoust—Upheld staff's denial of Davoust's request for documents under the FOIA in which he had been named in complaints. (By Order [FCC 88-89] adopted Mar. 1 by the Commission).
- FCC shortens public inspection file retention period—MM Docket 87-100 (Report DC-1119, Action in Docket Case) Reduced the period that broadcast licensees must keep applications, ownership reports and various supporting documents comprising their public file to one license term or until grant of the first renewal application, whichever is later. Action by the Commission Mar. 8 by R&O (FCC 88-98).
- TV technical and operational rules streamlining proposed—MM Docket 88-114 (Report DC-1122, Action in Docket Case) Proposed changing Technical and operational requirements of Subpart E of Part 73 to delete any regulations that are unduly burdensome, outdated or unneeded. Action by the Commission Mar. 9 by NPRM (FCC 88-100).
- FCC proposes to amend rules concerning downgrading FM allotment to a lower class—MM DOCKET 88-118 (Report DC-1124, Action in Docket Case) Proposed downgrading an FM allotment to a lower class by permitting an applicant to file only an application without having to first file a petition for rulemaking, as required by current rules. Action by the Commission Mar. 11 by NPRM (FCC 88-103).
- FCC upholds denial of East Texas' request for extensions of time to build TV stations (Report MM-312, Mass Media Action)—Upheld staff action denying East Texas Television Network, Inc. extensions of time to build TV stations in Denison, Paris and Nacogdoches, TX, and returning its applications to modify those stations' facilities. Action by the Commission Mar. 11 by Order (FCC 88-105).
- Review denied in Neptune Beach/Green Cove Springs, FL, FM channel reallocation (Report MM-313, Mass Media Action) Affirmed a Mass Media Bureau action returning a rulemaking proposal filed by Willis and Sons, Inc. to reallocate Channel 224A (92.7 MHz) from Green Cove Springs to Neptune Beach, FL, and modify its license for WSVE(FM) to specify Neptune Beach. Action by the Commission Mar. 11 by MO&O (FCC 88-106).
- FCC upholds dismissal of proposal to allot FM channel 258B to Santa Isabel, PR—MM Docket 85211 (Report DC-1118, Action in Docket Case) Upheld dismissal of proposal to allot FM Channel 258B (99.5 MHz) to Santa Isabel, PR, over the objections of Pablo Rodriguez and Amor Family Broadcasting Group.

Staff Actions

- Mobile, AL—Designated for hearing applications of Evangel Christian School, Inc. and Goforth Media for a

noncommercial FM station on Channel 203 (88.5 MHz) at Mobile. (MM Docket 88-87 by Order [DA 88-264] adopted Feb. 18 by the Chief, Audio Services Division, Mass Media Bureau).

■ Holmes Beach, FL—Designated for hearing 21 applications for an FM station on Channel 254A (98.7 MHz) at Holmes Beach. (MM Docket 88-85 by Order [DA 88-258] adopted Feb. 17 by the Chief, Audio Services Division).

■ Berea, KY—Designated for hearing applications of Richard L. Plessinger, Sr., Berea Broadcasting Co., Inc., Bradley Scott Park, The Wallace Co., and Mary R. McGill for an FM station on Channel 294A (106.7 MHz) at Berea. (MM Docket 88-88 by Order [DA 88-252] adopted Feb. 17 by the Chief, Audio Services Division).

■ Fairhaven, MA—Designated for hearing five mutually exclusive applications for an FM station on Channel 296A (107.1 MHz) at Fairhaven. (MM Docket 88-89 by Order [DA 88-254] adopted Feb. 19 by the Chief, Audio Services Division, Mass Media Bureau).

■ Thief River Falls, MN—Designated for hearing the applications of Thief River Radio and Rital Cole for an FM station on Channel 274C1 (102.7 MHz) at Thief River. (MM Docket 88-90 by Order [DA 88-269] adopted Feb. 19 by the Chief, Audio Services Division).

■ Huron, OH—Designated for hearing nine applications for an FM station on Channel 241A (96.1 MHz) at Huron. (MM Docket 88-86 by Order [DA 88-260] adopted Feb. 17 by the Chief, Audio Services Division).

Review Board Action

■ Abilene, TX—Granted request by Vince Lee Broadcasting Ltd. to withdraw its appeal from the ALJ's ruling denying its petition to intervene in this proceeding for an FM station on Channel 292A (106.3 MHz) at Abilene. (MM Docket 87-247 by Order [FCC 88R-14] adopted Feb. 25 by the Review Board).

ALJ Actions

- Janesville, WI—Granted Tri-M Communications, Ltd. a CP for a TV station on Channel 57 at Janesville. (MM Docket 87-290 by Summary Decision [FCC 88D-7] adopted Feb. 29 by ALJ Joseph Chachkin).
- Destin, FL—Granted Emerald Coast Broadcasting a CP for a TV station at Destin. (MM Docket 87488 by Summary Decision [FCC 88D-8] issued Mar. 2 by ALJ Richard L. Sippel).

Call Letters

Applications

Call	Sought by
New FM	
WVMM	Messiah College, Grantham, PA
Existing AM	
KYCR	KUXL Marsh Broadcasting Corp., Golden Valley, MN
Existing FM	
KLZX	KLQ-FM Citadel Associates, L.P., Salt Lake City, UT

Grants

Call	Sought by
New AM's	
KGBV	Georgia Broadcasters, Lithia Springs, CA
KHPY	Delbert L. Van Voorhis, Yucaipa, CA
WJEX	Jerry J. Collins, Syracuse, NY
WMYI	Michael Gliner, Fairview, NC
WKMP	Rocky Mount Radio, Rocky Mount, NC
WFLU	Michael B. Gliner, Florence, SC
WPGP	Pendleton Broadcasting, Pendleton, SC
WDAW	Daniel S. Lee, Haymarket, VA
WREH	Reston Community Broadcasting, Inc., Reston, VA
New FM's	
KTJB	Torjaq Radio, Inc., White Rock, NM
KOPE	Medford Judeo-Christian Outreach, Inc., Medford, OR
KGIM-FM	Alox, Inc., Aberdeen, SC
KCEI	Caprock Educational Broadcasting

New TV's

WTSU-TV	Troy State Univ. System, Montgomery, AL
WSDW	Samuel Durwood Judah, Sr., Ozark, AL
WHSB	Monroe Television, Inc., Monroe, GA
KHIK	King Broadcasting Co., Hilo, HI
WMHH	Madisonville Media, Inc., Madisonville, KY
WJRP	John R. Powley, Presque Isle, ME
KRBR	Robin C. Brandt, Duluth, MN
WJAE	Jacksonville Broadcasting Co., Jacksonville, NC
KCVF	Cascade Video of Oregon, Ltd., Portland, OR

Existing AM's

WGYY	WIZD Keymarket Gulf Coast, Inc., Atmore, AL
WHYS	WWWQ Asti Broadcasting Corp., Fort Myers, FL
WBXT	WTOF Midwest General Telecommunications, Inc., Canton, OH
KRAF	KVYL Creech Livingston and Hill Co's., Holdenville, OK
KZRC	KRXX 1010 Broadcasting, Inc., Milwaukee, WI
WTOO	WRAQ Asheville Broadcasting Co., Asheville, NC
WJHB	WNFO Bledsoe Broadcasting Corp., Fair Bluff, NC

Existing FM's

WLOR	WHMJ Thomasville Radio, Inc., Thomasville, GA
KOMJ	KJAN-FM Nishna Valley Broadcasting, Inc., Atlantic, IA
WJMY	WMVE Mary Verkest, Baraga, MI

Existing TV

WKZT-TV	WKZT Kentucky Authority for Educational TV, Elizabethtown, KY
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Summary of broadcasting as of Feb 29, 1988

Service	On Air	CP's	Total*
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	223	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
Total TV	1,348	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
Total LPTV	351	210	561
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Controller. Fast growing communications company seeking top financial person. Duties include managing the finance and administrative functions of the company. Direct supervision of accounts receivable, accounts payable, collections and payroll. Prepare monthly and quarterly financial statements. Prepare budgets and supporting schedules. Must have accounting degree. Broadcast accounting preferred. Send resume and salary history to Box E-51. EOE.

General sales manager for new Midwest medium market FM. This is an exceptional, highly stable market with a major state university and large Air Force facility. Duties include hiring, managing and motivating sales force, as well as managing existing sales force at nearby affiliate. WLTM, PO Box 1627, Champaign, IL 61820.

General manager. We're growing - I need my replacement - a selling general manager! Send resume...I'll call you. Al Makkay, WPXC, 1481 Route 132, Hyannis, MA 02601. EOE.

Sales management: Upper Midwest FM with six person sales team is looking for a "Get It Done" general sales manager. The person we select will possess a mixture of skills and traits that include: 1. working with management in setting and achieving goals; 2. Developing sales people through coaching, training, and example; 3. ambition, aggression, and a very competitive attitude, a person who makes things happen; 4. a winner's drive to meet and exceed personal, station, and community goals by effectively working with management and becoming this company's most valued employe. If you are this person we are an equal opportunity employer that offers top compensation and an excellent benefits package. Send cover letter, detailed resume, salary history and requirements to Box E-45. Responses will be kept strictly confidential.

General sales managers: Make money and build equity with growing team and expanding group. EEO, 415-331-2345.

HELP WANTED SALES

Purdue country: WKHY-FM is searching for experienced sales executives with sights set on management. Reply to Eric McCart, P.O. Box 7093, Lafayette, IN 47903.

Account executive/sales manager. Adult contemporary FM, quality life, university town, submit resume, salary requirements. Robb Cheal, KNVR-FM, 574 Manzanita, Chico, CA 95926. 916-895-1197

Sales manager needed for #1 CHR FM and Pure Gold AM in Charleston, WV. If you're committed to radio excellence and enjoy the monetary returns for your efforts, send me a note. All replies kept in strict confidence. Jake Russell, VP/GM, WVSR/WVIP, PO Box 3697, Charleston, WV 25336.

Competitive market 50 miles from Green Bay, acquiring/expanding in 1988 needs proven, experienced sales manager. If you have ability & desire, we have the job. WAGN Menominee 906-863-5551. EOE.

Central Florida - \$16,000 for experienced on the way up shaker & mover. 30% commission, quality station, quality sales area of 250,000, oldies format - fastest growth county in central Florida. Immediate opening - phone owner at 904-787-1410.

Our best salespeople are former announcers. Join our sales staff and earn \$1875/mo base plus bonuses. Great training. Great area. Great staff. EOE. Contact Roger Utneher, WRJO, P.O. Box 309, Eagle River, WI 54521.

Virginia. AM/FM needs announcer/salesperson position filled now Great place to live and excellent facilities. Tape and resume to WLCC/WRAA, P.O. Box 387, Luray, VA 22835. EEO.

Account executive: \$75,000 plus/year opportunity. WWDB-FM, Philadelphia's leading talk station seeks veteran radio salesperson with 3 to 5 years experience in both agency and direct business. Local sales position requires both regional and local travel. Send resume or call Dan Sullivan, 215-878-1500. E.O.E.

Sales manager. Rapidly growing suburban New York station. You are already a small-medium market manager. You are a leader of people and goal oriented. We are an aggressive, successful, and expanding broadcast group looking for top talent. Resume to: Box E-70.

HELP WANTED ANNOUNCERS

WSSPer 104, Orlando's easy listening station, has an opening for afternoons. Quality voice for on-air and production a must. T & R to Allen Wilkerson, 140 North Orlando Avenue, Winter Park, FL 32789. M/F, EOE.

Chief announcer for daily airshift and format/staff supervision. Qualifications: Personable, conversational on-air style; knack for blending classical music/new age/jazz; ability to direct staff; 3-6 years experience on-air and management. Highly competitive salary. Send 10 minute aircheck (non-returnable cassette); resume and three references (including phone numbers); letter of interest to Max Wycisk, KCFR-FM, 2249 South Josephine, Denver, CO 80210. EOE/AA.

Morning drive host for major market news-talk station. Must have proven record in same format. Excellent benefits. EOE. Send details to Box E-63.

HELP WANTED TECHNICAL

Chief engineer: Small group in northern Wisconsin. Directional experience a must. Help build new FM station. Call Don Roberts, President, Roberts Broadcasting, 813-966-2287.

Chief engineer for WIZE Radio, Springfield, Ohio. Strong maintenance skills required. Send resume, references, and salary history to Director of Engineering, Great Trails Broadcasting, 717 East David Road, Dayton, OH 45429. EOE.

Northern California's top FM, on the leading edge of technology, needs chief engineer. Building new plant this year. Send detailed resume and salary requirements to Gordon Zlot, KZST, Box 55, Santa Rosa, CA 95402. EOE. M/F.

Asst. chief engineer. Strong electronics/digital theory and application required. FCC 1st/general license, studio/transmitter maintenance experience preferred. Salary commensurate with market standards. Resumes to: Chief Engineer, WCOL/WXGT-FM Radio, 195 E. Broad Street, Columbus, OH 43215. WCOL/WXGT-FM is an equal opportunity employer.

The Daytona Group, a rapidly expanding, dynamic, radio chain is looking for several overachievers to head up new engineering departments. Successful candidates must have at least three years engineering experience, communicate well, and love radio. Send resume to: Kyle E. Magrill, 770 W. Granada Blvd., Suite 206, Ormond Beach, FL 32074.

Chief engineer wanted for Missouri Lake of Ozarks area. 5000 watt AM, 100,000 watt FM. Up to \$25,000. Contact Jerrell Shepherd, Box 430, Moberly, MO 65270. Phone 816-263-5800.

HELP WANTED NEWS

Job fair. Indiana Associated Press Broadcasters sponsoring job fair for those seeking full or part-time jobs in Indiana radio and television stations. Interviews also conducted for intern positions from 1:30 - 5:00 p.m., Friday, April 15 at Indiana-Purdue University campus at Indianapolis. For further details, call Mari Brown 317-639-5501.

News director for new Midwest medium market FM. Duties include managing news operations, writing and delivery. Resume and tape to WLTM, PO Box 1627, Champaign, IL 61820.

On-air host & producer--Host and produce 5-hour morning newsmagazine. Select materials, direct final preparation, write transitional materials, and host final product. On-air fundraising participation required. Bachelor's degree plus two years' experience. Salary: \$18,000 minimum yearly. Deadline: Received by April 15. Target starting date: May 2. For job description and requirements, contact: Dan Simeone, WILL-AM, 228 Gregory Hall, 810 South Wright Street, Urbana, IL 61801. 217-333-0850. AA/EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Top rated country will need morning drive personality. Prefer small market DJ ready to move up to 18 station group. Tape and resume to Operations Manager, WITL, Lansing, MI 48911.

Producer - radio. Full-time, weekday, sign-on program blending classical music/news/features/weather. Must have bachelor's degree or 2 - 3 years prior experience in radio production. Requires awareness of morning audience characteristics; familiarity with classical music and public broadcasting desirable. Salary \$16,000 - 17,500 plus excellent benefits. Send resume and nonreturnable audition tape with news reading and classical music by April 1, 1988, to: Suzanne Torrey, Director of Human Resources, Maine Public Broadcasting Network, 65 Texas Avenue, Bangor, ME 04401. EEO/AA.

Publicist/writer. National Public Radio seeks a public information specialist to write promotion materials and handle press relations for its award winning programs All Things Considered and Morning Edition. Candidates should have college degree, five years professional experience including journalism, public relations, and advertising. Excellent writing and interpersonal skills, plus supervisory experience required. Sal. \$27,000 neg. Send cover letter, resume, and published writing samples to NPR, Attn Personnel, 2025 M Street, NW, Washington, DC 20036. AA/EOE.

Major NY talk radio station seeking continuity director. Some experience necessary; also assist traffic dept. Must be detail-oriented; hardworking; willing to learn. Computer experience helpful. Call Kate, 212-586-5700.

Experienced producer for major market talk radio station. Position oversees all station originated talk shows. Proven record in talk radio a must. Outstanding benefits. EOE. Send resume to Box E-62.

SITUATIONS WANTED MANAGEMENT

Over 40% of radio stations today loose money. I specialized in revitalizing stations. Experience includes top 5, top 40, and medium markets. Current station has grown from low 6 digit figures to multi million gross with attractive bottom line. If you need a producer, and are totally committed, let's discuss your problems. Will manage or advise and execute. Box D-141.

Experienced, BA degree fr University of Denver, sold two properties after 7 years of ownership for substantial profit, financing, sales, 940's, 941's, programing, cost-cutting, I made mine work and I am loyal to whose name is on the license. All this plus Vietnam veteran, 36 years of age, think I have any drive? Affordable, razor sharp, image conscious and no polyester. Box E-21.

20 years in California radio management. Includes KMET, KOME, KNEW, KLIV, KDEO. Experience encompasses operations, programming, marketing, research, concept selling, cost control. Know how to hire, train and motivate staff to maximize potential and how to operate for profit. Seeking management position in medium/small market. Excellent personal and business references. Mikel Hunter Herrington 215-667-5972.

G.M. 20 yr pro, Turn around, sales, training, top 40/adult-programing, promotions, production. Profit motivated. Prefer class C FM. Box E-44.

Owners: Meet me at NAB. I can do it! I can successfully increase your bottom line before August or you owe me nothing! Call Entrepreneur Richard Rutledge, 303-468-6255 for interview.

Successful broadcast manager with proven track record in sales, marketing, promotion, programing, looking for start-up/turnaround to take to the top. Standalone/combo-group. Medium/large/major markets. Available soon. Box E-66.

SITUATIONS WANTED ANNOUNCERS

Warm, friendly announcer! Sales, programing, operations background! Seek combo position with adult oriented operation. Box E-2.

Experienced sports director, eleven years of radio, looking to relocate. Strong background in field reporting and PBP. Wants college sports in medium market. Call Bob 812-273-1384 after 5:30.

Small-market morning man ready to move up to a Mid-western middle market. Six years experience, all shifts. Great on production. Tim Morris, 419-562-2588.

SITUATIONS WANTED TECHNICAL

CE, with big production voice. Over 10 years hands-on engineering experience. 15 years morning drive. Seeks CE position with production in a competitive top 100 market. 704-563-8676.

16+ year pro available, will relocate, call Kevin Mooney 305-679-6922 or see me at booth 5818 Las Vegas Hilton during NAB

SITUATIONS WANTED NEWS

Are you looking for a PBP/sportscaster? I've been doing it for 16 years and have won more awards than I can count. I can give you PBP - and more. Medium to large markets only. 303-241-6452.

Looking for a stable, community oriented small to medium market station. Ten years of experience in all phases of broadcasting. Four plus years of college. Call Dave Shrader after 6PM 219-393-5031.

MISCELLANEOUS

Radio audience surveys for smaller markets and suburban markets. Qualitative data available. Affordable. Accurate. Fast. Call A & A Research 406-752-7857.

TELEVISION

HELP WANTED MANAGEMENT

General manager for small market VHF affiliate in Midwest. Excellent opportunity to join a growing organization. Reply Box D-127

Sales manager for small market VHF affiliate. Must be experienced in local & national sales. Excellent opportunity to join a growing organization. Reply Box D-128.

Business manager for TV station in small market. Good salary and benefits with opportunity to grow with organization. Reply Box D-129

Business manager: KGSW-TV, a Providence Journal station in Albuquerque, New Mexico, is looking for a business manager. Responsibilities will include all financing and accounting functions with supervisory and managerial duties. Broadcast financial management experience of 5 years. PC background and knowledge preferred. Join an aggressive growing station in the beautiful sunbelt. Send resume and salary requirements to Erick Steffens, General Manager, KGSW-TV, P.O. Box 25200, Albuquerque, NM 87125. EOE, M/F

Sales/station manager: Small UHF station in large eastern market seeks individual that understands and welcomes the challenge of non-traditional TV selling. Must also have strong management and people skills with thorough understanding of station operations. Send resume and salary history to Box E-35. EOE, M/F

Business manager: Top 20 profitable independent west coast looking for hands-on pro. All replies held confidential. EOE. Box E-57

Retail development manager wanted by VHF indy in top 25 market; responsible for raising vendor support funds and directing staff of five. Resume to GSM, KCPQ-TV, P.O. Box 98828, Tacoma, WA 98499. EOE.

National sales manager. WTLV-TV is looking for an experienced national sales manager. Candidates must have a minimum of 2 years of either national rep or national sales management experience. Send resumes to Ken Bauder, General Sales Manager, P.O. Box TV-12, Jacksonville, FL 32231. All applications will be held in strict confidence. No phone calls, please. WTLV is an equal opportunity employer.

General sales manager. Growing central California independent has immediate opening. Strong people skills and proven track record required. Send resume to: Search Committee, KCBA-TV, P.O. Box 3560, Salinas, CA 93912. Equal opportunity employer

General/sales manager, small market independent. Ideal challenge for creative sales manager with proven track record. Strong marketing and leadership skills a must. Salary commensurate with experience. Reply Box E-68.

Director of development. WNPB seeks a dynamic senior manager to oversee station's fund raising/marketing operations and supervise development department. Individual should have experience in public broadcasting or non-profit fund raising techniques, including membership corporate support, capital campaign implementation, and special event planning. Strong communications and management skills are essential. Bachelors degree and three years development/fund raising experience required. Station has compiled an enviable record of fund raising growth over the past few years. Resume must be received by April 15, 1988. Send to Personnel, WNPB-TV, P.O. Box TV-24, Morgantown, WV 26507-0897. EOE.

HELP WANTED SALES

Sales manager/local TV station. Local sales manager, minimum 3 years broadcast/agency experience, highly motivated individual, working knowledge of the TV business essential. Send resumes to R. M. Cleary, WTTO-TV, 2021 Golden Crest Drive, Birmingham, AL 35209. EOE/MF.

Director of sales. Major market group owned independent television station has opening for a director of sales. This is an excellent opportunity for a broadcast sales executive who is professional, aggressive and goal oriented. The candidate must have at least five years sales management experience and be able to demonstrate numerous past successes. This position offers higher than normal income, numerous bonus options and all appropriate health and pension benefits. We're looking for someone who wants to further their career, work for the best and be treated accordingly. EOE. Box E-55.

Television sales - account executive. Busse Broadcasting is looking for an experienced, ambitious account executive, who wants in on the ground floor of a new and growing broadcast group. Join a new team at KOLN-TV, the #1 station in Lincoln, Nebraska, and prove you've got what it takes! Send your resume to KOLN-TV, P.O. Box 30350, Lincoln, NE 68503. Attn: Jan Letko, LSM. EOE.

The Gillett Group is seeking aggressive, highly motivated experienced account executives with an exceptional track record. Also seeking trainees for a challenging career opportunity. Send resume: Judy Somers, 2242 North Great Neck Road, Virginia Beach, VA 23451.

TV broadcast group seeking a highly motivated vendor support consultant for a major market affiliate. Must have at least three years experience conducting vendor programs with strong presentation skills. Send resume: Judy Somers, 2242 North Great Neck Road, Virginia Beach, VA 23451.

Possess solid broadcast sales experience? Looking for future growth potential with a company on the move? Plan to earn over \$40,000 this year? WMGC-TV, a Citadel Company, wants to hear from you. Proven track record a must. Send resume to Greg O'Connor, P.O. Box 813, Binghamton, NY 13902. EOE.

National sales manager. Seek advertising manager with national spot and rep firm experience to develop and implement national and local advertising programs for cable. National opportunity for aggressive leader. Suburban Philadelphia location. Send resume and salary requirement to: Dave McGlade, Cable AdNet, 384 Technology Dr., Malvern, PA 19355.

Local sales director. Seek advertising manager with 5 years local sales experience for national management and market development. Growth opportunity for aggressive and entrepreneurial individual - suburban Philadelphia location. Send resume and salary requirements to: Dave McGlade, Cable AdNet, 384 Technology Dr., Malvern, PA 19355.

HELP WANTED TECHNICAL

Maintenance person with BVU experience. Work will include general studio and RF maintenance with emphasis on ENG & EFP. Send resume to: Al Scheer, WLEX-TV, P.O. Box 1457, Lexington, KY 40591 or call 606-255-4404. EOE.

Maintenance engineer needed for industrial video repair business. Must be extremely familiar with 3/4" and three tube cameras. Excellent salary and working conditions. MVS, 8025 Anderson Rd., Tampa, FL 33634.

Chief engineer: Major TV broadcaster in the top ten market has an opening for a hands-on chief engineer with strong technical, managerial, interpersonal and planning skills. Minimum 5 years experience required in the installation, maintenance and repair of studio and transmitter equipment and systems. FCC license required. Qualified applicants should direct their resumes to Box E-33. EOE.

Maintenance engineer: Major TV broadcaster in top ten market has immediate openings for maintenance engineers with a minimum of 3 years experience in the maintenance, installation and repair of studio and transmitter equipment and systems. Troubleshooting to component level. SBE certification preferred. Qualified applicants should direct their resumes to Box E-34. EOE.

Chief engineer: Remote VHF and UHF transmitters; troubleshooting and maintenance a must; translator system; microwave installations; satellite equipment. Operate and direct statewide effort. Remotes, leading station in state, NBC affiliate, need hands-on leader. Send resume and salary requirements in confidence to: General Manager, KTWO-TV, P.O. Box 2720, Casper, WY 82602.

TV engineer/technician for operation & maintenance of studio, videotape editing & earth station facilities. Experience necessary. Box E-28.

Chief engineer for college with studio and ITFS system; experience with installation and maintenance for Sony Umatic, phase com, transmitter, ITFS system and more. FCC general license required. Deadline: 4/7/88. Send resume to: Valencia Community College, Personnel Dept., 190 S. Orange Ave., Orlando, FL 32801. EO/AAE.

Chief television engineer. Outstanding opportunity for chief engineer to make an impact as a member of our creative team in a new, state-of-the-art, 20,000 square foot video facility designed to broadcast standards. You will supervise engineering for multi-camera production and cable, ITFS and satellite television distribution; and oversee equipment specification, installation and maintenance staff. Salary competitive with industry standards. Attractive benefit package with 22 working days vacation per year. Requires at least 4 years television engineering experience, including maintenance and staff supervision, design of television systems and knowledge of digital and satellite technologies. For more information, call Fred Hurst, Director, TV Services, 316-689-3575. To apply, send resume and letter of application by May 1, 1988 to: Fred Hurst, Media Resources Center, Wichita State University, Wichita, KS 67208. Equal opportunity employer.

Chief engineer: Major market UHF independent. 5 years "hands-on" experience, RF systems, RCA TTU transmitter, Sony tape formats. 3 years supervisory experience. Send resumes to: General Manager, KTXA-TV, 1712 East Randol Mill Road, Arlington, TX 76011.

Electronics technician. Position for PBS station. Responsibilities include, but are not limited to: installation and maintenance of school TV distribution systems, ITSF microwave systems, TV translators, and related components and equipment. High school graduation or equivalent. Two years of recent, full-time, paid experience in the repair and maintenance of electronics equipment. Valid Nevada State driver license within 45 days of hire. FCC general class license, SBE certification and TV broadcast experience in maintenance and operation preferred. Starting salary: \$10.77 per hour. Submit application or resume by Thursday, March 31, 1988, 5 p.m., to the Classified Personnel Department, Clark County School District, 2832 East Flamingo Road, Las Vegas, NV 89121. An affirmative action/equal opportunity employer.

Multi TV station group seeking full-time maint. engineer. Duties will include studio and transmitter maintenance. Salary D.O.E. Please send resume to KOUS-TV, 2116 Broadwater Ave., Billings, MT 59102. EOE.

TV engineer: Illinois State University is seeking a qualified maintenance engineer for ENG and studio equipment. Send resume to John Tannura, Media Services Television, Illinois State University, Normal, IL 61761, 309-438-8791. EOE, AAU.

Assistant chief engineer for KDLT, NBC, group owned VHF in top 100 market. New facility with extensive upgrade project underway including: Harris TV30L, stereo, Grass Valley switcher, Ampex still store, MA/COM and Farinon microwave, XMTR remote, Ikegami studio and field cameras, Quanta Font, Sony Beta cart and U-matic VCR's, RCA 2". Excellent compensation, benefits and career advancement potential with six station group. Available at NAB for personal interviews. Resume to Don Sturzenbecher, C.E., KDLT, 3600 S. Westport, Sioux Falls, South Dakota 57116. Equal opportunity employer.

Chief engineer with superior experience in maintaining on-air quality, planning, training, installation and maintenance NBC, V, new studio facility with major upgrade of equipment including transmitter, microwave, Sony Beta cart. Group owned station located in an excellent upper Midwest high quality of life location. 90's ADI. Compensation package includes salary, bonus, employee stock plan, life, medical, and dental insurance plus many others. Excellent further career development. Will interview at NAB. Equal opportunity employer. Box E-69.

HELP WANTED NEWS

News director for aggressive, news oriented, group-owned station in medium Midwest market. Excellent growth potential for the right person. Salary commensurate with experience. EOE. Send resume to Doug Padgett, General Manager, KODE-TV, P.O. Box 46, Joplin, MO 64802.

Weathercaster. Meteorologist preferred. Career opportunity with dominant, group-owned, small market affiliate in Southeast. Properly equipped to produce a professional weathercast. We need mature, experienced family person ready to make that final move to four seasons market. If you're ready to commit to us, we're ready to commit to you. Send resume, salary requirements in utmost confidence to Box E-26. All replies answered promptly. EEO, M/F.

Co-anchor/6&11pm. CBS station in Sunbelt needs co-anchor/6-11pm. Experience and broadcast communications degree preferred. Resume and tape to Roy Hardee, News Director, WNCN-TV, P.O. Box 898, Greenville, NC 27835-0898. EOE.

News producer: Immediate opening. Some experience. Send tapes and resumes with salary requirements to: J. Freeman, WSBF-TV, 300 West Jefferson Blvd., South Bend, IN 46601. EOE, M/F.

Assignment editor: Experience first consideration. Will consider reporter/producer background. Immediate opening. Send resume with salary requirement and other material to: J. Freeman, WSBT-TV, 300 West Jefferson Blvd., South Bend, IN 46601. EOE, M/F.

Executive producer: Minimum 7 years experience in a major market managing, writing and producing television newscasts. Strong record of newsroom supervision required. Washington, DC, experience preferred. Please send resumes to Personnel, P.O. Box 6236, Washington, DC 20015.

Weathercaster for aggressive medium Midwest group owned network affiliate. Great opportunity to build weather department to suit your needs. Salary commensurate with experience. EOE. Reply to Doug Padgett, General Manager, KODE-TV, P.O. Box 46, Joplin, MO 64802.

Late news producer wanted for station in the Southwest. Must be aggressive self-starter to lead evening news staff. Good writing, news judgement and people skills a must. Emphasis on new and original news for the late cast. Salary depends on experience. Send resume to Box E-36, EOE.

Sports director/anchor for week day 6 & 10PM newscasts. Minimum 3 years experience. Send resume, tape and salary requirements to Don Hickman, News Director, WICS-TV, 2680 East Cook St., Springfield, IL 62703, EEO.

General assignment reporter: A self-starter with strong journalistic and writing skills. Not an entry level position. Resume, non-returnable tape to: News Director, WNWO-TV, 300-S Byrne Rd., Toledo, OH 43615. Deadline 3/25/88. EOE.

Opening for: Arabic TV announcer, reporter & commentator. Employee will compile news from various sources and prepare them for TV broadcasting in Arabic language, and will read news and draft commentary whenever necessary. Employee will conduct TV interviews with Arab personalities in Detroit metropolitan area. Will also promote ads among Arab and Chaldean communities. The qualified person should have high school diploma and speak, read and write Arabic, with 4 months training in broadcasting and also have one year and 8 months experience. This is fulltime position, 40 hours/week (10 AM-6PM), pay rate \$8.00/hour, with possibility for overtime work as necessary, at \$12.00/hour. Send resumes to 7310 Woodward Ave., Room 415, Detroit, MI 48202. Reference No. 76387.

Producer: Promotions have created a producer opening at KWTW. We are an aggressive station looking for the same in a producer. Successful candidate will need a BA/BS in journalism and 2 years producing experience. Send recent air check and resume to Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE, M/F.

Producer and deskperson at #1 rated Sunbelt station. Send resume and brief writing samples to Box E-53, EOE.

Job fair, Indiana Associated Press Broadcasters sponsoring job fair for those seeking full or parttime jobs in Indiana radio and television stations. Interviews also conducted for intern positions from 1:30 - 5:00 PM, Friday, April 15 at Indiana-Purdue University campus at Indianapolis. For further details, call Mari Brown 317-639-5501.

Producer, For 10pm newscast. Looking for someone presently producing newscasts. Send tape of recent newscast. Application deadline April 15. John Denney, KOLN-TV, PO Box 30350, Lincoln, NE 68503. KOLN/KGIN is an equal opportunity employer.

Reporter, General assignment. 3 to 5 years experience. Send tape showing good enterprise stories. Tell me how you dig for stories. Deadline for applications: April 14. Send to John Denney, KOLN-TV, P.O. Box 30350, Lincoln, NE 68503. KOLN/KGIN is an equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Attention: feature reporters, video magazine feature producers, former PM Magazine producer/hosts. CSTV wants energetic, creative storytellers who can bring to life the stories of corporate America for a new national business program. We need free-lancers who can produce, write and perform on-camera. Please send resumes only (no calls) to: Dave Saint, Producer, CSTV, 3550 North Lake Shore Dr., #100, Chicago, IL 60657.

Promotion manager: Aggressive medium market network affiliate seeks creative, imaginative and experienced person in areas of on-air, radio, print promotions and advertising. Salary equal to experience. Send resume to Box E-24, EOE.

Traffic director needed. Prior experience, Summit PC system, ABC affiliate. Send resume to: MGR, KOUS-TV, Drawer D, Hardin, MT 59034. EOE.

Producer/director - Network affiliate in top 40 Southern market seeks creative individual with experience directing news and live programming. EOE. Send resume and salary requirements to Box B-14.

Television producer/director. The Department of Communication at Jacksonville State University in Alabama seeks a television producer/director for studio and field work. Must have broad background, ability to produce/direct wide variety of programs and announcements. Professional experience and hands-on ability in all phases of pre-production, production, and post-production required. Must be able to work with faculty and students. High school degree required, college degree preferred. This position is contingent on available funding. Salary: Competitive. Starting date negotiable, in part depending on funding. Deadline for application, March 31, 1988, or until suitable candidate identified. A sample tape will be required of finalists. Send letter of application, resume, credentials to: Personnel Services, Jacksonville State University, Jacksonville, AL 36265. An EO/AA employer.

Copywriter to develop creative promotion and commercial copy from storyboard to finished video. Gulf Coast VHF. EOE. Box E-52.

University television center seeks a versatile audio production specialist with advanced skills and creative ability in audio mixing, music editing, and post production video. Applicants should have two years college credit plus three years on-the-job experience. Narration skills helpful, but no on-camera experience needed. Must be able to demonstrate competence in multi-track audio production and sound track production. Excellent fringe benefits and retirement system. Contact Milburn Gardner, P.O. Box 5446, Mississippi State University, Mississippi State, MS 39762.

Medical producer/reporter: Corporate video production company seeks highly motivated individual with minimum three years experience in medical/science reporting wishing to make transition to corporate. Strong writing, production, and interpersonal skills a must. Must be willing to relocate to Baltimore. Duties will include production of regular medical video news releases, corporate news shows, and line production of special sales, marketing, and communications programs. Some travel required. Position begins July 1, 1988. Starting salary of \$25,000 plus benefits. Opportunity for rapid advancement, profit sharing and stock ownership possible. Send resume and sample tape to: Mark Hollander, On-Line Productions, 1501 Sulgrave Ave., Baltimore, MD 21209. Absolutely no phone calls! An EOE.

Film director and editors, medium Midwest market seeking qualified candidates with previous experience in film and tape editing, scheduling, shipping/receiving. Station film department experience required. Apply to Box E-46.

Art director. Southwest CBS affiliate seeks dynamic designer for on-air and news graphics, print layouts and in-house still photography. Creativity and versatility a must! Minimum two years broadcast experience. Send resume and tape to: Tom Foos, KOLD-TV, 115 W. Drachman St., Tucson, AZ 85705. EOE, M/F.

Producer-reporter for Christian television program to produce feature and documentary-style programming. 3-5 years experience. News background preferred. Primary responsibility is researching and producing hour-long specials on important Christian issues. Resume to: P.O. Box 1196, Deerfield Beach, FL 33443.

Direct response/PI manager. Seek professional with 5 years direct response/per inquiry experience to build and direct division for national network placement - suburban Philadelphia location. Send resume and salary history to: President, 384 Technology Dr., Malvern, PA 19355.

SITUATIONS WANTED MANAGEMENT

Operations manager and/or director of engineering, 20 plus years of major market experience. Excellent with people, budgets and technology. Will be at NAB. A winner looking for the same. Box D-105.

Broadcast executive with major market experience looking for "big job" in LA. Background in radio-TV-cable & shopping all at VP/GM level - Herb 213-592-0850.

Successful television sales manager with strong leadership skills and heavy involvement in local. The ability to train and motivate a team to sales excellence. Absolute sensitivity to the bottom line. Turn around experience, seeking new challenge. Bob 612-890-8074.

SITUATIONS WANTED SALES

Seeking local cable ad sales manager's position, 6 years in business. Experience from direct sales to corporate management of multisystems and interconnects. Change due to sale of company. Call Steve at 913-268-1436.

SITUATIONS WANTED TECHNICAL

Maintenance engineer - Experienced in all phases of broadcast engineering; maintenance, production, construction, and remotes. Seeking temporary work for April, May and June. Reasonable rates, references. Ward Lindsey, 609-435-6778.

Engineering manager, technically sound, good with people. Goal-oriented with broad range of experience. Create and manage budgets. Experienced in all market sizes. Let's talk at NAB. Box E-29.

SITUATIONS WANTED NEWS

I love weather! Meteorologist, AMS, Penn State, 10 years TV. Award winner. Seeks final destination. Size not important - prefer 4 seasons and cold winters. Dedicated, personable, expert forecaster. Plenty of positive energy. 415-381-4320.

Talented, ambitious TV sports anchor/reporter/producer seeking top-notch job involving play-by-play or producer position alone. TV or radio. Experience includes five years medium market news and sports TV anchor/reporter/producer; college football, basketball, baseball play-by-play; and network Olympic coverage. Call 919-692-9839.

Want a minority reporter/anchor who can get facts, meet deadlines, report live and is aggressive, attractive and personable to boot? Experienced and degreed. Denise 314-928-2039.

TV journalist with six years experience reporting, anchoring, live shot coverage and excellent interviewing skills seeks career move with opportunity to utilize talent in aggressive news department. Reply Box E-48.

Willing to appreciate a young, energetic and talented sportscaster eager to move up? Here I am. Three years exp. radio and TV, 618-395-7283.

Aggressive female with minimum experience seeks entry position as a news reporter/anchor. Will relocate. Salary negotiable. Call 212-926-1251.

Meteorologist: 8 years experience, AMS seal. Accurate forecaster with personable presentation. Prefer medium-large market. Box E-58.

Interesting prospect: Harvard MBA, host of own sports business talk show on NYC PBS outlet, news director of small-mkt. CBS affil. VJ on large regional sports/entertainment cable-net...incredible Ad-lib/ "live" capability. Extreme y well-versed and great writer. I want back in the "business" after some wild years in the real business world. Looking for business/sports reporting or talk-show opportunity. Strong comic and ironic sense sets me apart! Call now and save money, or pay more for me later. Call 212-996-4168 and leave message.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Experienced manager, Knowledgeable in programing, features/movies, scheduling. Strong on budgeting. Seeks crossover to promotion. 216-845-7619.

Versatile, award-winning producer/EP, major market and national credentials on series and special projects looking for long or short term opportunities. Box E-59.

Director/cameraman, Talented, aggressive director/cameraman with reel to prove it leaving independent status after five years. Major market ENG/EFP/Remote experience. Seeks broadcast magazine, affiliate/network production department, or successful independent production firm. Will relocate. 303-696-1808 or 303-337-7877.

PROGRAMING

CFM plays the greatest hits from the 50's, 60's, and 70's. Our new prerecorded programing service is designed specifically for use as the audio source on automated cable TV channels. For a cassette demonstration tape, and comp ete information to add CFM to your system for under \$375.00, write: CFM Cable Radio, P.O. Box 32, Dayton, OH 45401-0032.

MISCELLANEOUS

Primo People: Hosts, interviewers, entertainment critics and reporters we need you. Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Spare time income. TV commercials. Many needed. Casting info: (1) 805-687-6000 Ext. TV-7833.

The Hot Sheet... broadcasting's leading publication of exciting career opportunities! Hundreds of weekly listings, plus timely advice on potential openings. Television, radio, corporate communications. Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Career videos. Make an impact on employers with your personalized audio or video resume tape prepared by our major market broadcast team. 312-272-2917.

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University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast production tenure track position. Rank, salary open. Ph.D. (or candidate); professional and teaching experience; research interests. Application review begins March 14, 1988. Appointment August, 1988. Send letter, CV, references: Dr. Mary Blue, Chair, Search Committee, Department of Communications, Box 104, Loyola University, New Orleans, LA 70118. Loyola University is an equal opportunity/affirmative action employer.

Broadcast advertising/sales: Tenure-track assistant professor position beginning August, 1988. Teach courses in broadcast advertising, sales, and management. Ph.D. and professional experience required. Send resume to Dr. Sam Swan, Head, Department of Broadcasting, 295 Communications Building, University of Tennessee, Knoxville, TN 37996 by April 1, 1988. UTK encourages applications from minorities and women.

Communication: assistant professor. SUNY Plattsburgh is seeking applicants for the 1988-89 academic year beginning September 1, 1988, for a tenure-track position in mass communication. Responsibilities will include the teaching of basic and advanced courses in audio production and a course in media writing. The position also involves supervision of the 10 watt campus FM station, advisement of program majors, supervision of radio interns, and active participation in department governance. Qualifications: A Ph.D. is preferred, but candidates with an M.A. in mass communication will be considered. Three or more years of experience in the broadcast industry and/or teaching profession is required. Teaching and/or experience in media/facilities management, television production, broadcast news writing is desirable, but not required. A record of scholarship and publication is highly desirable. Send letter of application, resume and three current letters of reference. Closing date 4/15/88 or until position filled. Chairperson, Department Search Committee, SUNY, Box 1513-50, Plattsburgh, NY 12901. Qualified ethnic minorities are encouraged to apply. SUNY is an equal opportunity/affirmative action employer.

Broadcasting. Indiana State University seeks an assistant professor to teach TV production, film production, and other courses of specialization in radio-TV-film. Advise graduates and undergraduates. Ph.D. or near required. Professional experience expected. Commitment to research, scholarship and/or creative activity expected. Evidence of teaching effectiveness and professional/scholarly performance. Send letter of application, current vita, and names of three references to: Joe Duncan, Director of Broadcasting, Department of Communication, Indiana State University, Terre Haute, IN 47809. Materials received after April 8, 1988, cannot be guaranteed consideration. AA/EEO.

Graduate assistantships for radio and television labs, managing editorship of university newspaper, and/or classroom instruction for basic courses in speech or mass communication. Must have undergraduate degree in appropriate communication-related area or other degree with professional experience. \$4,500 stipend for nine months and waiver of fees. Meet admission requirements. Send resume, official transcripts, and three support letters: Dan B. Curtis, Chair, Department of Communication, Central Missouri State University, Warrensburg, MO 64093 or call 816-429-4840. Responsibilities begin August 24, 1988. Positions open until filled. AA/EEO.

Mass communication faculty vacancy: We invite applicants for a tenure-track position in mass communication beginning summer or fall 1988. Instructor/assistant position involves teaching primarily audio and video production courses, possibly mass media advertising and specialty courses. Competitive salary, market index. Send letter of application, resume, and three references to: Department of Communication, Central Missouri State University, Warrensburg, MO 64093. Preliminary screening will begin immediately. Position open until filled. AA/EEO.

Two faculty positions in video production at New York University. The Institute of Film and Television graduate and undergraduate divisions, seeks highly qualified professionals for two faculty positions beginning Fall 1988 and Fall 1989. Both positions require substantial producing and directing experience in studio and remote video. Prior teaching and administrative experience is necessary. NYU is an affirmative action, equal opportunity employer. Resumes should be sent by April 1 to: Ms. Lisa Sloane, Search Committee, UGF/TV, Box D, NYU, New York, NY 10003.

HELP WANTED TECHNICAL

Satellite earth station needs engineer: fast growing company needs engineer who knows microwave communications equipment inside and out. Must be able to modify and redesign equipment. To be based in Dallas, Texas. Megastar 702-386-2844.

HELP WANTED MANAGEMENT

Development director public broadcasting. The University of South Florida with public radio and television stations in Tampa and Ft. Myers seeks a person with experience in public broadcasting development. The director will supervise and manage: membership, underwriting, major giving, on-air fund-raising, direct mail, and all other development activities for the four stations. Use position title: Coordinator advancement/alumni affairs when applying. Minimum qualifications: master's degree or bachelor's degree with 2 years related experience. Must have public broadcasting background. Salary range \$23,170 to \$32,435. Applications must be directed to Kenneth D. Stanton, SVC 116, USF Public Broadcasting, Tampa, FL 33620-6800. Application deadline is March 28, 1988. USF is an AA/EEO employer.

Broadcast/rate manager - Broadcast Advertisers Reports, a leader in commercial monitoring information, has an exciting opportunity available for an individual with advertising and multi-media experience. Responsibilities include assuring that published rate information conforms with broadcast industry growth standards and supervision of rate specialist staff. Requirements include broadcast time buying experience; ability to communicate with advertising community agency or station rep. experience a plus. We offer a competitive salary and comprehensive benefit package. Send resume with salary requirements to: Broadcast Advertisers Reports, 1385 Enterprise Drive, West Chester, PA 19380. Attn: D. Hayes. Broadcast Advertisers Reports, a Control Data Co., affirmative action employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Editor. Political production facility needs experienced interformat editor. Familiarity with Calaway editor helpful. Will work in new facility with GVG 200, Dubner 10K, and NEC DVE. Pressure oriented environment. Good salary/benefits. Send resume/tape to: Chuck Allen, National Republican Congressional Committee, 320 First Street, SE, Washington, DC 20003.

SITUATIONS WANTED MANAGEMENT

BA fr 4 yr major university known for its mass communications department. I seek a management position with salary and acceptance into master's program. I applied my principles I learned from BA in mass comm. and sold properties I acquired by myself, including investor financing and sold properties for a substantial profit for all. Mid-thirties, Vietnam veteran, 15 years marriage. Reply Box E-22.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo. P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

EMPLOYMENT SERVICES

Government jobs. \$16,040 - \$59,230/yr. Now hiring. Your area. 805-687-6000 ext. R-7833 for current federal list.

Attention broadcast owners: We specialize in placing C.E.O. - V.P. - G.M. & G.S.M. only. No fee to you. Call Mr. Ross 213-592-0850.

EDUCATIONAL SERVICES

On-air training: 2 For working/aspiring TV reporters. Polish anchoring, standups, interviewing, writing, Teleprompter. Learn from former ABC Network News correspondent and New York local reporter. Demo tapes. Private coaching. Group workshops Mar. 26 and Apr. 23. 212-921-0774. Eckhart Special Productions, Inc.

MISCELLANEOUS

Rent/lease 1-4 small offices/crashpads with parking two blocks from Supreme Court. Rooftop standups a vague possibility. Fireworks vantages too. 202-547-7352.

Tower space for lease. TV tower locates around No. Ga. and S.E. Tn. Ying Bennis 404-694-3337.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash—highest prices. We buy TV transmitters and tower. \$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.

Need UHF-TV antenna: Channel 28. Call 803-244-1616. Ask for director of engineering.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-8840888. Telex 910-240-3856.

Building an AM/FM radio station? Our turnkey specialists save you time & money, nationwide! 602-221-6941.

FM transmitters **Harris FM 25K (1983), AEL 25KG (1977)** Harris FM-20H3 (1976), RCA BTF20E1S (1983)** Harris FM10HK (1974), RCA BTF10D9 (1968)**Collins 830E (1965)**Sintronics /SF35 (1986) CCA 30000DS (1968)Transcom Corp. 215-884-0888, Telex 910-240-3856.

AM transmitters **Continental 315F (1975), Collins 820E (1978)**Gates BC-50C (1966)**Harris MW1A (1983), Harris BC-1h1,CSI TIA, Gates BC-1T, Gates BC-1** Transcom Corp. 215-884-0888, Telex 910-240-3856

50KWAM **Gates BC-50C (1966) on air w/many spares, in STEREO.* 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.

FM antennas. CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214-578-6456.

10KW-AM - Late model RCA factory manufactured for single phase power. Ready now - single phase custom design, price was \$9000. extra. This can save someone the cost of running 3 phase power world. (109 other AM-FM transmitters). Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967/214-630-3600. Telex # 510-1011-588.

RCA TFU 36JDAS TV antenna: Peanut pattern, high gain antenna tuned to channel 38. Never used. Ready for immediate shipment. Must sell quickly. 615-646-4524 or 615-322-3890.

19" rack mount module cabinets, 6' steel, new. \$300 plus freight (discount for ten). 405-840-4434.

BCS = the Broadcast Store: Sell, Buy, Service, Consign. Over 1200 units in stock. We can save you time and money. 818-845-1999.

New RCA stereo kits: UHF TTUE 44 exciters \$5000. "G" line exciters \$5000. Landau Radio Company 615-886-4575.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes \$6.49; KCA-60 minutes, \$10.99; 1" - 60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

Copper! #8 & #10 ground radials; 2,3,4,6,8" strap; fly screen; ground screen. 317-962-8596. Ask for copper sales.

We need 9000 serial number TCR-100 cart machines. We need BVU-800/820 VCRs. Still have Sony, Ampex, RCA and NEC 1" VTRs as low as \$11,000 each. We need RCA TK-28s and 29s. We have several Grass Valley 1600 production switchers. Come see us at NAB, booth 5117 in the Hilton Center and call now to sell your used equipment at NAB. Media Concepts 919-977-3600.

Video equipment for sale: Crosspoint latic 6112 video switcher; 6403 programmable editor interface; 6800 stereo audio mixer all for \$5350.00. Two used Microtime T-120 TB5's \$3300.00 each; demo Microtime TX-2 dual component TBC \$11,650.00; used Pexus dual TBC with effects \$3250.00. Character generators: used 3-M D-3600 dual CG \$6450.00; used For-A VTW 400 \$2700.00. Chyron II broadcast CG 100's of fonts \$6500.00. Cameras and recorders: used JVC BY-110 and CR-4900U 3/4" portable recording system \$5500.00; JVC KY-2000 portable camera with 5" & 1.5" view finder \$1500.00; JVC KY-1900 with RCU \$3000.00. New JVC CP-5200 3/4" Umatic player \$875.00; demo Panasonic AG-6400 1/2" portable recorder \$1500.00; demo JVC BR-9000 time lapse 1/2" VHS recorder \$2050.00. Used Grass Valley 1600-2 16 input video switcher \$12000.00. Editors: Sony RM440 new \$1400.00, used \$980.00; Convergence ECS 90 with I/F for Sony VO-2860 \$800.00. Various Betacam equipment available. For other items telephone. 30 day warranty included. Cottonwood Communications, Incorporated, national 1-800-331-8333; California 1-800-826-7025, or 1-805-344-3335.

Equipment for sale: Variety of good used studio equipment...plus Lampkin test set...Scientific Atlanta satellite receiver. Send for complete list. WA M D. Box 970. Aberdeen, MD 21001.

RADIO

Help Wanted Management

SALES MANAGER

Well-established Class C FM to transmit this summer from Mt. Washington with ten-fold coverage increase. Unique opportunity to build sales team covering four states and Canada, including several Arbitron markets. Live in beautiful, White Mountain resort area. Excellent track record essential. Resumes only to: Steve Powell, WMOU-FM, 38 Glen Avenue, Berlin, NH 03570.

Group owner seeks aggressive, promotion-oriented Corporate AM-FM sales director. Starting pay excellent with overrides. Send resume to GM Radio Division, Box 32488, Charlotte, NC 28232. EOE.

Help Wanted Sales

SALES LEADERS

- Do you have the courage and ability to close the big sales?
- Are you the kind of salesperson who puts the customer's interest first?
- Do you want to operate in an environment where you have the freedom to work and grow professionally?
- Do you want the opportunity to earn as much as your hard work and ability allow with no restrictions?
- Would you be satisfied joining a growing media company who knows the key to expansion is its investment in people?

We are looking for the kind of intelligent, motivated salespeople who are interested in working and growing in the environment of a progressive, people oriented company, where your skills are highlighted. You become your best through the latest techniques, while having an unlimited earning potential. If these are the qualities you are looking for and have not been able to find and are willing to make a career commitment, we want to hear from you.

WE OFFER:

- Unlimited income potential.
- Great living in a family community adjacent to a 1,000,000 + metro area.
- Personal growth in a totally professional environment.
- A chance to join a company with absolute integrity that values its people as the key to expansion.

CALL: Frank Montesano, Vice President
Scanland Communications Corporation
P.O. Box 10,000, Marion, Ohio 43302 E.O.E.
Weekdays: 9 a.m.-5 p.m., (614)387-9343

Help Wanted News

TOP TEN MARKET Morning News Anchor

Major sunbelt AM NewsTalk station accepting resumes. 5 years medium-major market experience required. Need creative, personality news anchor. No "readers", please. Major company with top benefits.
Box E-65. EOE.

THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
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Help Wanted Programing Production & Others

PROGRAM DIRECTOR

NEEDED: A great program director for one of America's great radio stations. Must have: full-service AM experience; excellent people skills, knowledge of budgets; programming and formats; programming play-by-play; networks (we have 4); news and public affairs. Requires wide range knowledge of music; production know-how and on-air experience a must. Computer skills desirable. Send resume to: Arthur A. Schreiber, Vice President/General Manager, KKOB-AM, P.O. Box 1351, Albuquerque, New Mexico 87103.

Situations Wanted Management

DAVE KENNEDY

Financial executive seeking new opportunity. Has 16 years experience with major, medium and small market stations. Background includes: station acquisitions and sales; equity and debt financings; computer conversions; experience with all phases of accounting; managing a staff of 44 people; and 7 years with CBS. If you need a results oriented, computer literate CFO or Corporate Controller, call me. 512-442-9530.

EXTRAORDINARY "BROADCASTER"

seeks management position - a wealth of top-quality experience in programming, sales and sales management. Outstanding abilities in leadership and motivation with a track record to prove it. Currently employed as a GSM in a major market. Excellent references. Will exchange my goal oriented qualifications for your best opportunity. Let's talk! Box E-54.

RADIO V.P. & G.M. NORTHEAST

- Sales oriented
- People manager
- Sales oriented

Box E-64

Situations Wanted Announcers

SPORTS POSITION

15 year broadcast veteran looking for play-by-play with pro team(s) or major college. I'd consider an anchor position with upper medium or major market station; or PBP on a per game basis. Currently hosting morning drive. Reply to Box E-60.

TELEVISION

Help Wanted Management

MANAGER National Press Relations New York PBS

PBS is seeking an experienced promotion professional to manage the program promotion activities of the PBS New York National Press Relations Office, including working with the national press, public relations and advertising agencies, and national media organizations. Successful applicant will have college degree, 5-7 years management experience in the promotion field with a demonstrated track record in press relations, excellent oral and written communication skills, and strong administrative and management skills. PBS offers a salary commensurate with experience and a comprehensive benefits package. Interested applicants should send letter of interest, resume, and salary requirements to:



Attn.: Carla A. Gibson
1320 Braddock Place
Alexandria, VA 22314
EOE/AA

STATION MANAGER

Southern California UHF Independent. Requires broadcast management experience -- operations oriented. Send resume. All replies confidential. Box E-47. EOE.

Help Wanted Technical



TELEVISION ENGINEERS

Cable News Network, the leading news system in satellite communications, has career opportunity for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering. Turner Broadcasting System offers an excellent benefit and compensation program. Send resume to:

Jim Brown, Engineering
Turner Broadcasting System, Inc.
One CNN Center, Box 105366
Atlanta, Georgia 30348-5366

TBS is an equal opportunity employer

CLASSIFIED ADVERTISING IS YOUR BEST BUY

Help Wanted Programing Production & Others

Production, Programming, Others

PRODUCER/ DIRECTOR

TV Producer/ Director/ Writer of major programs and projects for large state university TV operation, including writing documentaries and directing multi-camera studio productions for broadcast. Major programs are journalistic or instructional, requiring use of maximum creative ability.

Requires a bachelor's degree or equivalent, preferably in a communications area such as journalism, radio or television, plus approximately three years of related professional experience, preferably in commercial or educational television. Effective communication skills are required. Background as writer, producer or director in television or radio is preferred.

Rutger's New Brunswick campus is 30 miles south of New York City. Salary \$27,894. Excellent benefits package includes tuition remission for employees and children.

Demo tape will be requested at time of interview. Submit resume, indicating Ref. No. 201.

THE STATE UNIVERSITY OF NEW JERSEY
RUTGERS

Division of Personnel Services
New Brunswick, NJ 08903

Successful candidate to provide
employment eligibility verification
AA/EOE

NBC AFFILIATE IN A TOP FIFTY MARKET IS CREATING A NEW PM MAGAZINE AND SEEKS A SHOW PRODUCER

The preferred candidate will be a seasoned, highly professional individual with the ability to create and develop viewer appealing, award-winning programming.

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Applications will be accepted through April 18, 1988. Candidates must be available no later than June 1, 1988. Salary \$30,000 to \$55,000 with excellent benefits.

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Location of Auction:
On Studio Premises at rear
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**TUES. APRIL 26
at 11:00 a.m.**

**24 Hour Format
Frequency - 1450 kHz AM
Nominal Power 1KW
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Includes: Tower real estate, all equipment, studio lease
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Inspection: Studio located at 4719 Nine Mile Road,
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Payable in advance. Check, or money order only. Full & cor-
rect payment MUST accompany ALL orders. All orders must
be in writing.

Deadline is Monday at noon Eastern Time for the following
Monday's issue. Earlier deadlines apply for issues published
during a week containing a legal holiday, and a special notice
announcing the earlier deadline will be published above this
ratecard. Orders, changes, and/or cancellations must be sub-
mitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/
OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired:
Television, Radio or Allied Fields; Help Wanted or Situations
Wanted: Management, Sales News, etc. If this information is
omitted, we will determine the appropriate category according
to the copy. NO make goods will be run if all information is not
included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wan-
ted: \$1.00 per word, \$18.00 weekly minimum. Situations Wan-
ted: 60¢ per word, \$9.00 weekly minimum. All other classifica-
tions: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch
increments), per issue: Help Wanted: \$80 per inch. Situations
Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice &
Business Opportunities advertising require display space.
Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs)
Situations Wanted: \$4.00 per issue. All other classifications:
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advertisers running listings and display ads. Each advertise-
ment must have a separate box number. BROADCASTING will
not forward tapes, transcripts, writing samples, or other over-
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Word count: Count each abbreviation, initial, single figure or
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The publisher is not responsible for errors in printing due to
illegible copy—all copy must be clearly typed or printed. Any
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Publisher reserves the right to alter classified copy to conform
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Fates & Fortunes

Media

Appointments at CBS Inc., New York: **Peter Keegan**, VP and controller, to senior VP, finance (see "In Brief," March 7.); **Andrew Siegel**, associate, Fly, Shuebruk, Gaguine, Boros & Braun, New York, to broadcast counsel in broadcast section of law department.

John Hysler, VP and general manager, KAUZ-TV Wichita Falls, Tex., joins WHO(TV) Peoria, Ill., as president and general manager.



Weber

Owen Weber, VP and general manager, WCAO(AM)-WXYV(FM) Baltimore, joins Summit Broadcasting Corp., Atlanta-based group owner of eight AM and eight FM stations, as executive VP-radio.

Robert Fukumoto, VP of finance, Combined Cable Corp.,

South Barrington, Ill.-based multiple system operator, joins Harmon Cable Communications, Englewood, Colo., in same capacity.

Stewart Nazzaro, VP of operations, Palmer CableVision, Naples, Fla., assumes supervision of Palmer's cable television service in Southwest Florida.

Robert Cacace, general manager, Yonkers, N.Y., system, Cablevision Systems Corp., Woodbury, N.Y., named to same position at Rockford Park, Ill., system.

Victor (Chip) Perry III, engagement manager, McKinsey & Co., Los Angeles, management consulting firm, joins Times Mirror, Los Angeles, as director, corporate planning and development.

Rosanne Berkey, general sales manager, KLSQ(FM) Henderson, Nev., named general manager.

Appointments at NBC-TV, New York: **Caroline Vanderlip**, senior VP, sales, Shop Television Network, Chicago, to consultant, business development; **Gerard Petry**, director, accounting, West Coast, to director, production finance; **Ruth Anne Hammond**, Los Angeles-based freelance story analyst, to manager, media services, general programs.

Appointments at Silver King Broadcasting, Newark, N.J.-based subsidiary of Home Shopping Network and licensee of 11 TV stations: **Jim Goodman**, producer-director, WPLG(TV) Miami, to VP-station manager of WBHS(TV) Tampa, Fla.; **Carmen Colucci**, station manager-director of engineering, WHSPTV Vineland, N.J., to VP-station manager there; **Kenneth Becker**, VP and director of business affairs, WNYW(TV) New York, to VP-station manager, WHSW-TV Baltimore.

Appointments at WCSC-TV Charleston, S.C.:

Miriam McManus, controller, to VP and controller; **Charlie Thompson**, director of operations, to VP and director of operations.

Ken Mackenzie, afternoon drive personality, WPAT-AM-FM Paterson, N.J., adds duties as operations manager.

Karen Bride, comptroller, Best Western Tower West Lodge, Gillette, Wyo., joins WOW(TV) Omaha as controller and manager of business and information systems.

Alan Thiel, director of financial planning, NBC-TV, New York, joins WTVJ(TV) Miami as business manager.

Marcia Etienne, business manager, WDIV(TV) Detroit, named director of business and administrative affairs.

Tim Emmons, assistant manager, WGLT(FM) Normal, Ill., joins WNIU-FM DeKalb, Ill., in same capacity.

Marketing



Exposito

Daisy Exposito, general manager and creative director, Young & Rubicam's BRAVO group, New York-based Hispanic advertising group, named senior VP.

Appointments at Saatchi & Saatchi DFS/San Francisco: **Susan Simmons**, account supervisor, to senior VP-management supervisor; **Laura Bracken**, associate media director, to VP; **Elizabeth Freeman**, account executive, to account supervisor; **Barbara Judson**, VP and director of print production, Lowe-Marshalk and Dailey & Associates, San Francisco, to VP, director of print production.

Boots Nelson, senior VP, Ruhr/Paragon, Minneapolis, joins Carmichael Lynch there as senior VP-management supervisor.

Debbie Golden, director of ABC Information Radio Network, New York, joins The Independent Group of Companies Inc., Kenilworth, N.J.-based direct-marketing group, as senior VP.

Appointments at Philadelphia office of Earle Palmer Brown, Bethesda, Md.: **Stephen Albertini**, VP and associate director, Spiro & Associates, Philadelphia, to VP and general manager; **Kathy Nagel** and **Cheryl White**, associate media directors, to VP, group media directors; **Scott Fox**, VP, media director, to VP, group media director; **Diane Lutz**, senior media buyer, to media supervisor; **Jill Edwards**, assistant media buyer, to media buyer.

Appointments at Hillier, Newmark, Wechsler & Howard, New York: **Kirk Combs**, co-regional manager of New York office, to

Atlanta-based VP, regional manager; **Marcia Herman**, co-regional manager, New York, to VP, regional manager.

Appointments at DDB Needham Worldwide, New York: **Ron Louie**, associate creative director, to senior VP; **Judson Saviskas**, director of human resources, to senior VP; **Mary Haderlein**, Chicago-based management representative, to VP; **Dennis Wilkinson**, executive VP, director of client services, Hill Holiday, Boston, to president, DDB Needham San Francisco; **Frank Couzens III**, account supervisor, to Detroit-based VP; **William Syrett**, account executive, Chicago, to account supervisor.

Appointments at D'Arcy Masius Benton & Bowles, St. Louis: **Timothy Kidwell**, **Joel Shinsky** and **Terry Yormark**, associate creative directors, promoted to VP's; **Edward Layton**, director of print production, to VP.

Don Fahlgren, general sales manager, WCZY-FM Detroit, joins WMTG(AM) Dearborn, Mich., and WNIC(FM) Detroit as VP of sales.

Appointments at WCSC-TV Charleston, S.C.: **Larry Shrum**, VP and general sales manager, KPRC-TV Houston, to same capacity; **Eddie Bolling**, regional sales manager, to VP and regional sales manager; **Lovell Waugh**, local sales manager, to VP and local sales manager.

Joseph Collins, general sales manager, KCBS-TV Los Angeles, joins KCST-TV San Diego in same capacity.

Appointments at WRKO(AM)-WROR(FM) Boston: **Stuart Siden**, general sales manager, WRKO, to same capacity for both stations; **Doreen Wong**, national sales manager, WRKO, to same position for both stations; **Judy Weinberg**, local sales manager, WROR, to same position for both stations; **Steve Feldman**, account executive, WRKO, to retail sales manager, WROR.

Thomas Reeve, Eastern sales manager, CBS Radio Networks, New York, adds duties as director, youth sales.

Catherine Doerrer, training coordinator, Young & Rubicam, New York, joins Wenzel & Co., Pennington, N.J., as media director.

Mark Guleff, senior media planner, W.B. Doner & Co., Detroit, named media supervisor, planning.

Larry Strumwasser, manager of New York Rangers sales team, Seltel Inc., New York, named manager of New York Rebel sales team.

Dilene Pruett, commercial producer-writer, KOTV(TV) Tulsa, Okla., named marketing director.

Terri Penny, account executive, WSB-TV Atlanta, joins KSDK(TV) St. Louis as research and marketing manager.

Appointments at Cummings Communications, Neenah, Wis.-based parent company of WNAM(AM) Neenah and WAHC(FM) Oshkosh, Wis.: **Jerry Leonard**, general sales manager, WLTW(FM) Manitowoc, Wis., to

sales manager; **Art Schwarz** and **Kathy Rogne**, sales representatives WCUB(AM) Two Rivers, Wis., to advertising representatives.

Tom Herschel, account executive, WGAR-AM-FM Cleveland, named local sales manager.

William Ballard, account executive, CBS Television Stations National Sales Division, Chicago, joins WTAF-TV Philadelphia as national sales manager.

Stephen Shenkan, sales representative, Katz Independent Television Sales, New York, joins WCAX-TV Burlington, Vt., as national sales manager.

Paul Kopelke, director of sports sales, WMAL(AM) Washington, joins WABC(AM) New York in same capacity.

Sara Weaver, Chicago-based sales assistant, Katz American Television, New York, joins Katz Media Data, New York, as KOSMIC (Katz on-line systems for management information and communication) representative.

Ron Taft, associate creative director, Basso & Associates, Newport Beach, Calif., joins Jacobs & Gerber Inc., Los Angeles, as senior art director.

Margie Nelson, account executive, WKRN-TV Nashville, joins KTSP-TV Phoenix in same capacity.

Programing

Bernie Brillstein, chairman and chief executive officer, Lorimar Film Entertainment, Culver City, Calif., and chairman, Brillstein Co., wholly owned subsidiary of Lorimar specializing in talent management and television development and production, elected to board of directors and executive committee of parent, Lorimar Telepictures Corp.

William Doyle, senior VP, The Entertainment Network, Los Angeles, joins Premiere Film Marketing Inc. there as president.



Brillstein



Doyle



Cole-Ford

Alan Cole-Ford, VP, video distribution, Video Division, Paramount Pictures Corp., Hollywood, named senior VP, business development.

Joe Morrison, executive VP of marketing, Mattel Inc., Hawthorne, Calif., joins Landmark Entertainment Group, Los Angeles, as president.

Appointments at MCA TV International, Universal City, Calif.: **Claude Perrier**, Paris-based VP, retires. **Roger Cordjohn**, London-based VP, will assume responsibility for all French-speaking markets; **Bernadette Vacher**, manager, sales-servicing, to London-based sales executive.

Joseph Abrams, VP, cable, pay TV and home video, Coca-Cola Telecommunications, New York, joins MGM/UA Telecommunications, Culver City, Calif., as VP-pay television.

Appointments at Lifetime Medical Television, New York: **Lawrence Grouse**, Los Angeles-based VP, medical affairs, to New York-based VP, programing and medical affairs; **Bob Considine**, production consultant-producer, Juvenile Diabetes Foundation International, New York, to executive producer, East Coast productions; **Eric Levinson**, systems analyst-support programmer, Gannett Corp., Rosslyn, Va., to manager of management information systems; **Karen Katz**, manager of network production, to staff producer.



Dauphinee

Appointments at King World Productions, New York: **James Dauphinee**, VP, programing and development, to managing director of programing for newly-formed research and development network, alliance designed to test and develop first run programing; **Jonathan Birkhahn**, senior attorney, legal affairs, Polygram Records, New York, to VP, legal and business affairs.

Appointments at Eastern Educational Television Network, Boston: **J. Michael Collins**, president and general manager, WNED-TV Buffalo, N.Y., to VP of public television programing; **Raymond K.K. Ho**, executive director, Maryland Public Television, to treasurer.

Howard Bloom, vice president and general manager, KTWV(FM) Los Angeles, joins Satellite Music Network, Dallas, as director of (affiliate) sales for "The Wave."

Deborah Adler, producer and director, KFMB-TV San Diego, joins Movietime, Los Angeles-based entertainment cable network, as director of program development.

Eric Tannenbaum, manager of creative affairs, New World Television, Los Angeles, named director, dramatic development.

Mariann Harris, director of business affairs administration, Columbia Pictures Television, Burbank, Calif., joins GTG Entertainment, Culver City, Calif., as director of business affairs administration.

Appointments at Turner Broadcasting System, Atlanta: **Jerry Thomas Jr.**, staff attorney, Distribution Services Branch, Video Services Division, Mass Media Bureau, FCC, Washington, to director of administration for 1990 Goodwill Games, international sporting competition; **Jacqueline Lando**, program coordinator, WTBS(TV) Atlanta, named senior producer, special projects.

Appointments at The Disney Channel, Burbank, Calif.: **Peggy Grover**, area marketing manager, to Southeast regional director; **Maureen Lane**, national accounts manager, to director, national accounts.

Appointments at MCA TV, New York: **Robert Raleigh**, sales executive, to division manager, Northeast area; **Jeff McElheney**, Atlanta-based sales executive, Southeast area, to division manager, Southeast area.

Laura McDonald, brand manager for local distributor video products, Paramount Home Video, Hollywood, joins Academy Entertainment, San Francisco, as Northwest regional sales representative.

Appointments at Prevue Guide, United Video's program promotion and listings channel, Tulsa, Okla.: **Terri Sontag**, corporate relations manager, to director of national accounts; **Beth Williams**, affiliate services representative, to affiliate marketing coordinator.

Lee Rogers, program director, KRPM-FM Tacoma, Wash., joins WCRJ-FM Jacksonville, Fla., in same capacity.

Bill Gamble, station manager, WKLR(FM) Indianapolis, joins WKQX(FM) Chicago as manager, programs.

Bill Boggs, host, *Time Out With Bill Boggs*, KYW-TV Philadelphia, joins QMI Television, New York-based diversified entertainment and communications company 50% owned by MCA, as executive producer, *The Morton Downey Jr. Show*.

Dianne Becker, producer, *PM Magazine*, WFSB(TV) Hartford, Conn., joins WJAR(TV) Providence, R.I., as executive producer of *PM Magazine*.

Michael Hannibal, account executive, Raymond Horn Syndication, New York, named manager of media sales and research.

Appointments at WTJV(TV) Miami: **Bruce Carter**, producer-director, to senior producer-director; **Kevin Stolworthy**, 6 and 11 p.m. news director, to producer-director.

Cassandra Schafhausen, director of creative development, Mattel Toys Inc., Hawthorne, Calif., joins DIC Enterprises Inc., Burbank, Calif., as producer.

Ron Stein, producer and production manager, Xenon Productions, Los Angeles-based producer of music videos and commercials, joins KPBS-TV San Diego as development producer.

Vinnie Argentino, executive secretary to president, ITC Entertainment Group, New York, named manager of administration.

Appointments at The Nostalgia Channel, New York: **Sam Braun**, manager of accounting, RKO General, New York, to same capacity; **Jerome Bell**, accountant, Conde Nast Publications, New York, to same capacity.

News and Public Affairs

Don Feldman, news director, WCSC-TV Charleston, S.C., named VP and director of news.

Kenneth Stepien, host and producer, *Stepien and Company*, daily interview and au-

dience participation show, KNWZ(AM) Palm Desert, Calif., joins KZIQ-AM-FM Ridgecrest, Calif., as news director.

Elise Adde, manager of news information, ABC News, New York, named director of news information.

Appointments at ABC News's *Nightline*: **Betsy West**, London-based senior producer, to New York-based senior producer. She is succeeded by **Deborah Leff**, Washington-based producer; **Robert Jordan**, senior producer, to projects producer; **Diane Mendez** and **Julie Hartenstein**, associate producers, to producers; **Herb O'Connor** and **Jeff Milstein**, Washington-based associate producers, to producers; **Phil Bergman**, producer, joins ABC News Long Form Unit in same capacity.

Appointments at Visnews International, New York: **Tom Sanders**, New York-based news manager for Americas, to Tokyo-based news manager-East Asia. He is replaced by **Chris Travers**, Miami bureau chief. **Marina Gailard**, Buenos Aires-based producer, will succeed Travers in Miami.

Ken Kolbe, senior reporter, WZZM-TV Grand Rapids, Mich., named assignment editor and acting news director.

Jim Hayden, director, Local Program Network, Minneapolis-based news co-op recently sold to Potomac Communications, Washington, joins All American Television Inc., New York, as Minneapolis-based general manager, news and information programs.

Appointments at WDTN(TV) Dayton, Ohio: **Shannon Reichley**, producer, WEWS(TV) Cleveland, to executive producer; **Tonya Strong**, reporter-anchor, WKEF(TV) Dayton, to general assignment reporter; **Marsha Bonhart**, media relations-special events coordinator, Good Samaritan Hospital and Health Center, Dayton, to anchor-reporter; **Carlos Baine**, reporter, WEAR-TV Pensacola, Fla., to general assignment reporter.

Kathleen deLaski, reporter, WBAL-TV Baltimore, joins ABC News, New York, as Washington-based correspondent.

Michael Guillen, instructor of physics and mathematics, Harvard University, Cambridge, Mass., and science editor, WCVB-TV Boston, joins ABC's *Good Morning America*, New York, as science editor.

Kurt Loder, an editor, *Rolling Stone* magazine, New York, joins MTV: Music Television there as anchor.

Donna Cline, weekend anchor, KSPR(TV) Springfield, Mo., named co-anchor.

David Steele, general assignment reporter, WTSP-TV St. Petersburg, Fla., joins WWNY-TV Carthage, N.Y., as co-anchor of 6 and 11 p.m. news.

Joe Oliver, general assignment reporter, KCRA-TV Sacramento, Calif., named weekend anchor.

Marti Spittell, news co-anchor and producer, WKBT(TV) LaCrosse, Wis., joins WLUK-TV Green Bay, Wis., as general assignment reporter.

Vickie Newton, weekend anchor-reporter, KAIT-TV Jonesboro, Ark., joins KATV(TV) Little Rock, Ark., as general assignment reporter.

Dave Carlson, weathercaster, WNWO-TV Toledo, Ohio, joins WTOL-TV there as weekday weathercaster.

Christopher Wright, weathercaster, WMC-TV Memphis, adds duties at WDIA(AM) there as weather reporter.

Rick Mitchell, producer of 5 p.m. newscast, WDAF-TV Kansas City, Mo., joins KOMO-TV Seattle as weekday news producer.

Technology

Gary Thursby, senior VP, Townsend Broadcast Systems Inc., Westfield, Mass., named president and chief operating officer.



Hajdu

Richard Hajdu, VP of marketing, Orion Research Inc., Cleveland-based manufacturer of computer-based audio mixing consoles for television applications, named president and chief operating officer.

Andre Leysen, chairman, Agfa-Gevaert Inc., Ridgefield Park, N.J.-based subsidiary of Bayer USA Inc., which manufactures, among other things, imaging and graphic information systems, named to supervisory board of Bayer AG, Leverkusen, West Germany.

Paul Wagschal, chief operating officer, Vertigo Systems International, Vancouver, B.C.-based equipment manufacturer recently bought by Cubicomp Corp., Hayward, Calif., named corporate VP of Cubicomp and VP and general manager of Cubicomp Canada Ltd.

Appointments at The Microband Companies Inc., New York: **James Sullivan**, counsel for business development, Showtime/The Movie Channel, New York, to senior counsel; **Michael Abramson**, director, cash and banking system, M. Lowenstein Corp., New York-based manufacturing firm, to treasurer.

Walter Rice, district sales manager for western U.S., Continental Electronics, Dallas, named director of domestic sales.

Promotion and PR

Marge Andwick, VP, public affairs, Lifetime

Las Vegas debut. Stanley Salek of Circuit Research Labs, Tempe, Ariz., has been named staff engineer, National Association of Broadcasters. He will take over the duties of Michael Rau, who has moved up to vice president and acting head of science and technology. Salek will handle spectrum management and radio technology issues for NAB. At CRL he was engineering manager, where he helped design radio processing and stereo equipment. Salek starts on April 7 at the NAB convention in Las Vegas and will work out of NAB headquarters in Washington after that.

Cablevision Network, New York, named VP, communications.



Rubin

Ronny Rubin, promotion manager, Disneyland Marketing/Entertainment, The Walt Disney Co., Los Angeles, joins Buena Vista Television there as director of national promotion.

Andy Hunt, promotion director, WCSC-TV Charleston, S.C., named VP and promotion

director.

Rob Deason, promotion producer, CBN Cable Network, Virginia Beach, Va., named senior promotion producer/on-air operations.

Lauren Leff, Los Angeles-based publicist-writer, Showtime/The Movie Channel, New York, named manager, industry public relations, New York.

Starlene McNair, account executive, WWJZ(FM) Summerville, S.C., named sales promotion coordinator.

Appointments at WTVJ(TV) Miami: **Patricia San Pedro**, public relations manager and writer-producer, to senior promotion writer-producer; **Dick Akin**, independent writer and producer, to retail specialist.

Appointments at KATV(TV) Little Rock, Ark.: **Liz Alexander**, promotion writer-producer, WALA-TV Mobile, Ala., to promotion producer; **Leslie Hutchison**, news producer, KFSM-TV Fort Smith, Ark., to promotion producer.

Nancy Staiti, account coordinator, BBK Advertising/Public Relations, Chestnut Hill, Mass., joins WNEV-TV Boston as publicist.

Allied Fields



Figg



Hampton

Jeff Figg, president, The Jones Group Ltd., Englewood, Colo.-based cable television brokers, named chief executive officer. He is succeeded by **Robert Hampton**, senior VP.

Vincent Candilora, executive VP, SESAC, Inc., Nashville, named chief executive officer.

Karmi Speece, executive assistant, California Broadcasters Association, Sacramento, joins Washington State Association of Broadcasters, Seattle, as executive director.

Stephen Bossin, national sales coordinator, Media Headquarters Inc., Los Angeles-based media buying and management company,

named senior VP, sales and marketing.

Appointments at Voice of America, Washington: **Diane Doherty**, senior duty editor, to chief of news division; **David Gollust**, duty editor, to senior editor in news division.

Appointments, Arizona Cable Television Association, Phoenix: **Richard Houghton**, Cable America, Phoenix, to president; **Nancy Myers**, United Cable TV of Scottsdale, to VP; **Tom Hommel**, Paragon Cable, Prescott,

to secretary-treasurer; **Robert Bird**, Scientific-Atlanta, Tempe, to associate representative on board of directors.

Ron Goldner, sales manager, Katz Independent Television, Atlanta, joins Omni Executive Search Inc. there as VP of broadcast and advertising division.

Mark Lipp, chief, Allocations Branch, Mass Media Bureau, FCC, Washington, joins Mullin, Rhyne, Emmons & Topel, law firm

there, as associate. **Karl Kensinger**, of Policy and Rules Division, will assume branch chief's responsibilities until successor is chosen.

Appointments at Broadcast Promotion and Marketing Executives, Los Angeles: **Jodi Goalstone**, head of The Write Idea, New York-based public relations firm, to communications manager and editor, *BPME Image* magazine; **Maryann Wiedemann**, program and promotion director, WLUK-TV Green Bay, Wis., to seminar manager.

Appointments at Radio Advertising Bureau, New York: **Gwendolyn Haverstock**, freelance writer, to staff writer, communications division; **Richard (Rick) Betzen**, VP, general manager, KIBL-AM-FM Beeville and KODK(FM) Kingville, both Texas, to territory supervisor.

Deaths

James M. Patt, 76, radio pioneer, died Feb. 18 of pneumonia at Southeast Regional Medical Center, Fort Myers, Fla. Patt began his broadcasting career in 1928 at WDAF(AM) Kansas City, Kan., moving to KMBC(AM) Kansas City, Mo., two years later. In 1936 Pratt joined CBS as Midwest director of public affairs and education. During World War II, Pratt served in Navy unit of Armed Forces Radio. Upon discharge he joined WNBH(AM) New Bedford, Mass., as manager. Pratt spent 1950-1971 as president and general manager of WALL(AM) Middletown, N.Y. He later moved to Fort Myers to run WAYK (now WOJ-AM-FM) Lehigh Acres, Fla., before retiring in 1973.

Charles H. Hall, 51, Intelsat contract manager, died March 7 of brain tumor at Fairfax Hospital, Fairfax, Va. Prior to joining Intelsat, Hall was contracts manager for Palisade Geophysical Institute, Blauvelt, and Hudson Laboratories, Dobbs Ferry, both New York. He joined Intelsat as senior procurement officer in 1978. In 1986 he was promoted to his last position where he handled space station purchases of satellite launch vehicles and ground station controls for Intelsat 5 contract. He is survived by his wife, Theresa, two sons and one daughter.

Charles E. Justice, 36, broadcast engineer, died Feb. 24 of aneurysm at his home in Reston, Va. During his career, Justice held positions at Mutual Broadcasting, Arlington, Va., and WRC(AM) Washington and was employed by NBC from 1978 to 1985. He joined WNVN(TV) Fairfax and WTVT(TV) Gold-vein, both Virginia, in 1987, where he served as supervisor of electronic maintenance at stations' studios in Falls Church, Va.

Ray Poindexter, 65, died March 11 of heart attack at Memorial Hospital in North Little Rock, Ark. Poindexter entered radio in 1946 after having served as Naval officer in World War II. He held variety of managerial positions at stations KDRS(AM) Paragould, KNBY(AM) Newport and KVLC(AM) Little Rock, all Arkansas. Since 1953 he worked at various stations in Little Rock market. Poindexter was author of two books on broadcasting, *Arkansas Airwaves* and *Golden Throats and Silver Tongues*. He is survived by his wife, Hazel, and one daughter.



TvB Award. Mark Libby (center), marketing promotions coordinator, and Chuck Bergson (left), account executive, both KMST(TV) Monterey, Calif., receive Television Bureau of Advertising's "TV Sales Entrepreneur of the Year" award from Wallace Westphal (right) for "Discover America," their eight-week sales program campaign.

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John Tagliaferro: A bird in the hand

When Hughes Television Network President John Tagliaferro—who, unlike some others who bear his surname, pronounces it the way it is spelled and is called “Tag” by his friends—graduated from Yale University in 1967, he headed for Manhattan. He was bent on a mission far afield from his original plans for a career in psychology: He wanted to work in television.

“My goals,” says Tagliaferro, “were to be involved in sports production or programing.” The opening, however, was in CBS’s transmissions facilities department, where he decided he would bide his time, waiting for the chance to move into a more glamorous area.

Before long, he “became so fascinated” with the business of getting broadcast signals from one place to many others that he would eventually turn down the kind of opportunities he had first sought. Today he is grateful for “the wonderful coincidence” that placed him in the center of an industry he has “immensely enjoyed” watching evolve.

At present, he is in his eighth year as president of a company that provides broadcast transmission services to a variety of business and broadcast users, including entertainment programing syndicators and news services. Most of all, though, New York-based Hughes Television Network—once a fourth network project of the late Howard Hughes, but no longer affiliated with any of the Hughes Aircraft companies—has been known as Sports Network Inc. It began over 30 years ago as coordinator for transmissions of the lion’s share of Major League Baseball and National Hockey League games and many National Basketball Association games.

Late last year, Hughes tightened its hold on baseball, winning a much-coveted contract to scramble Major League Baseball (MLB) backhaul transmissions beginning in the 1988 season (BROADCASTING, Dec. 14, 1987).

As installer and operator of the massive and complicated MLB encryption system scheduled to be in place by June, Hughes is in the driver’s seat for what most industry sources believe will be the eventual scrambling of transmissions by all broadcasters, here and abroad. When the FCC deregulated receive-only dish ownership and licensing, says Tagliaferro, “everybody at that time should have thought, ‘Wait a minute; I have contracted with a carrier to get my signal through a satellite to my affiliates, but now I no longer have a private communication. Anyone can... eavesdrop on my transmission.’” Not many caught the message, including Tagliaferro at first.

Tagliaferro has figured in many of the industry’s small steps and occasional big



JOHN ANTHONY TAGLIAFERRO—president and CEO, Hughes Television Network, New York; b. April 26, 1944, Pittsfield, Mass.; B.A. Psychology, Yale University, New Haven, Conn., 1967; assistant manager, network transmission facilities, CBS Inc., New York, 1967-1981; director, broadcast services, Westar Satellite Group, Western Union, Upper Saddle River, N.J., 1975-1977; vice president, communications services, Hughes Television, New York, 1977-1981; president, Hughes Television Network, and senior vice president, Madison Square Garden Network, New York, 1981-1986; present position since December 1986; m. Jill Lanfair, June 24, 1967; children—John David, 14; Amanda Paige, 10.

ones over the past 21 years. At CBS he was charged with interconnecting CBS New York and its affiliates. Additionally, his department coordinated newsgathering by AT&T land lines. Overseas stories, he recalls, involved Comsat tracking antennas and charts that let him know when the satellites could be used—a 20-minute window every hour, a long way from the almost instantaneous coordination technologies Hughes and his competitors offer today.

CBS’s simultaneous broadcasts of multiple National Football League games, as well as the network’s coverage of NASA space missions, also exposed him to the special and sometimes untested needs of broadcasters. All the networks now coordinate their own news, sports and affiliate interconnection transmissions. But the CBS experience would make Tagliaferro particularly qualified for the work he does today—“providing... exactly those kinds of things for people who don’t have their own internal departments.”

Even in the late 1960’s, he says, “domestic satellites were definitely on the horizon.” In 1975, Tagliaferro joined Western Union, which a year earlier had lofted just such a domestic bird, Westar I, over the horizon. He was charged with finding customers as

the company launched more Westars. “We thought video would be a natural application for [Westars I and II] and help fill up idle transponders.” But the company had competition from the beginning, particularly from RCA.

“A lot of people think we didn’t understand how important Home Box Office was,” he says. “Believe me. We understood.” Despite its “best shot,” Western Union lost that first, most important contract to RCA. “What we were afraid of happened very quickly. Once HBO went on [RCA’s bird], other programers went alongside them.” Western Union looked elsewhere for customers and found PBS, the first broadcast network interconnected by satellite. Other broadcasters followed.

Tagliaferro joined Hughes one year after its 1976 acquisition from Howard Hughes by Paramount Pictures. Like its predecessor, Paramount had intentions of starting a fourth network. Although the network idea quickly fizzled, the communications service kept plugging away as the company passed through a partnership with Madison Square Garden Network and into the hands of Philadelphia-based Spectacor in 1985.

Hughes would place video origination and telephone facilities in stadiums for a season and pay contract rates to the telephone company. A rights holder “saved money, not having to arrange its own facilities,” he says, “and Hughes was able to make a business out of serving as a middleman.”

As for the future of the industry, Tagliaferro says, the growing viability of fiber optics and Ku-band transmission technology—the latter he says making “more sense [than C-band] for transmission to small dishes and for transmission of newsgathering” backhauls—will play major roles in the market during the coming decade. Prices in that market, currently as low as under \$200 an hour, may increase to \$500 an hour during the early 1990’s, he says, as transponder capacity fluctuates during replacement of the first generation of satellites. C-band capacity abandoned by the long distance telephone companies will fill with other users. Hughes is already working with MCI to carry signals point to point via fiber. But satellite, he says, “has overwhelming advantages for certain types of applications. Fiber, he says, “will never be able” to offer what satellite can offer today: 500 channels of video distribution to any point in North America. With satellites, he says, “You can start a network literally overnight. There are going to be people who dream up [new] applications for satellite,” that will “be grandfathered [on C-band birds] well into the 1990’s.”

Of his career decision to hitch his wagon to a satellite, Tagliaferro says: “I’m glad I stuck with it. There have been a lot of good people, many problems and a lot of triumphs. I look forward to the next 20 years.”

FCC is expected to adopt new version of its "effective competition" standard for cable at open meeting this Thursday (March 24). Under new standard, **three broadcast signals will have to cover 100% of homes** in cable franchise to constitute "effective competition" and permit cable system to escape local rate regulation under Cable Act of 1984. **FCC is also expected** to launch proceeding to **enhance FM translator service**, including proposal to permit translators to originate programming and create radio service analogous to low power television. In response to Congress, FCC is expected to **launch inquiry on impact of loss of must-carry** rules on broadcasters. Also on schedule: proposal to reexamine rules prohibiting TV networks from representing affiliates in spot-advertising market. Among questions: should rules be preserved and, if so, should they apply to all networks or just big three?

Media General and buyout bidder Burt Sugarman have filed suit against each other in continuing battle over Richmond, Va.,-based broadcast, cable and newspaper conglomerate. Media General, which has declined consideration of Sugarman's \$1.57-billion merger offer, last week asked federal court in Richmond to enjoin Sugarman and related parties, including his TV programming affiliate, Barris Industries, from further buyout attempts and to force sale of existing 10% class A holdings. Sugarman, who said last week he would attempt to gain seats on Media General board, countersued, in part challenging stock structure that allows company's Bryan family to control Media General board through its 70% in non-publicly traded class B stock.

Representatives of cable industry and Hollywood, who met last week to discuss issues that have strained relations between two sides, **will meet again Wednesday in Denver**. Last week's talks were described as "friendly" and "useful." Parties met two months ago and discussed wide range of issues—must carry, compulsory license, syndicated exclusivity, telco-cable, vertical and horizontal integration, rate deregulation and third-party program packaging (BROADCASTING, Jan. 25).

Fox Broadcasting announced last week it is restructuring its Satur-

day night lineup, leading off with *Family Double Dare*, adult version of *Double Dare*, children's game show that debuted on Nickelodeon in 1986 and began airing on Fox stations in February. *Women in Prison* will be canceled to make way for *Family Double Dare* in 8-8:30 p.m. slot beginning April 9. On April 30, Fox plans to introduce two-hour premier of *Dirty Dozen*. Beginning May 7, Fox's Saturday night lineup will be: *Family Double Dare*, 8-8:30; *Boys Will Be Boys*, 8:30-9, and *Dirty Dozen*, which replaces *New Adventures of Beans Baxter* and *Mr. President*, currently in 9-10 slot. Fox also plans August launch for *Angels '88*, Aaron Spelling production based on his 70's hit, *Charlie's Angels*. No time slot has been targeted yet.

FCC upheld staff action granting assignment of \$45-million sale of KROQ-FM Pasadena, Calif., to Infinity Broadcasting. Transfer had been challenged by Tony Lazzarino, former consultant to seller, Kenneth Roberts. Lazzarino alleged that former senior assistant to then-FCC Chairman Mark Fowler, Daniel Brenner, tried to improperly influence proceeding that allowed Roberts to originally acquire station. Commission had already dismissed Lazzarino's petition to deny sale and his application for review of that dismissal. FCC said that though Lazzarino lacked standing to file petition to deny, it considered his petition an informal objection and reviewed his allegations that commission erred in allowing commission staffer to sign both original settlement order and orders denying his petitions.

Times Mirror Cable Television reached agreement on swap of its Phoenix cable system for United Artists Communications Inc.'s systems in Taunton and North Attleboro, both Massachusetts; Brookhaven, N.Y., and Decatur, Ill.—systems totaling almost 100,000 subscribers—and Tele-Communications Inc.'s systems in Zanesville, Ohio, Reno and Carson City, both Nevada, and South Lake Tahoe, Calif.—which total about 80,000 subscribers. UA and TCI will jointly operate Phoenix system, which reaches about 160,000 subscribers. Times Mirror also acquired TCI's 17,000-subscriber system in Rock Island, Ill.

Public Broadcasting Service cut \$615,000 from \$1.1-million FY

Journalists skip Hill hearing

The House Foreign Affairs Committee's Subcommittee on Africa had two days of hearings scheduled last week on the restrictions South Africa has imposed on domestic and foreign media. The star attraction was to be Walter Cronkite, former CBS anchor, on the second day, who was to testify on the problems he encountered in South Africa in the production of Children of Apartheid. But on the day before he was to appear, he canceled. Nor was that the only disappointment suffered by the subcommittee. Five other present or former journalists canceled as well.

Subcommittee Chairman Howard E. Wolpe (D-Mich.) suggested in a statement opening the second day's hearing that at least some of the journalists who bowed out—and other unnamed journalists who had declined invitations to testify—did so out of fear that they would be placing themselves or the organizations they serve in "serious risk of retaliation by the South African government." The individuals involved, however, were said to have other reasons.

A CBS News spokesman said the division "felt it was not appropriate" for Cronkite and Brian Ellis, who produced the documentary, "to appear before a House committee under circumstances in which the editorial process, protected by the First Amendment, could come under scrutiny." A spokeswoman for National Public Radio said John McChesney, who is senior editor for the foreign desk, said NPR policy prohibits news personnel

from testifying before congressional committees. And Tom Winship, former editor of the Boston Globe, who was to represent The Center for Foreign Journalists, said he had changed his mind because of an old conviction, built up over 25 years as an editor, that he should not testify before a legislative committee.

As for two other journalists on the list—Hodding Carter, commentator on public television as well as on This Week with David Brinkley on ABC, and Richard Manning, former Newsweek bureau chief in Johannesburg—they were said to have had scheduling conflicts. Carter said he had told the subcommittee counsel a week earlier that two meetings to which he was committed would prevent his appearance at the hearing.

The Subcommittee was not left without witnesses entirely. It heard from some on Tuesday, including two South African journalists, who discussed the press restrictions in South Africa. And the one working American journalist who did testify, Kenneth Walker, a former ABC News correspondent who is now co-anchor of GTG's USA Today, said "the true source of the problems of news coverage inside South Africa" is not the South African government. He said it was the reluctance of U.S. media to cover the country and its problems. American media, he said, use the restrictions as an excuse for returning "to the indifference that had long characterized their South African coverage prior to the 1980's."

1989 budget initiative proposals at March 17 board meeting in Washington. Given decision to use PBS dollars "locally or nationally, I am going to use it locally," said PBS President Bruce Christensen. Foregoing expanded home video, qualitative program ratings studies—"one of the few places public broadcasting has the opportunity to shine," said director Stephen Greyster—and public relations efforts, board retained all of \$187,000 expanded elementary-secondary educational services initiative. Calling "standstill" budget "commendable," director Bill Kobin said "these initiative are not frills," citing need to match "aggressive" public relations-lobbying effort of independent producers in Congress.

□

Film-TV studio Columbia Pictures Entertainment will report \$105 million net loss primarily from motion picture writedowns and also expects to lose \$50 million-\$60 million in current fiscal year because of accounting rule changes, company said last week. Coca-Cola, which holds 49% of studio formed in late 1987 through merger of Coca-Cola's entertainment sector and Tri-Star Pictures, reported it would also take \$51 million non-cash equity hit on Columbia's loss. Columbia also reported earning \$51 million on \$1.066 billion in revenue between Jan. 1 and Dec. 17, 1987, when merger took effect.

□

Group W Productions, MGM/UA Telecommunications, and D.L.Taffner, Ltd., announced formation of new company last week to sell barter time in all three companies' programming, as well as that of other companies. New company will have billings of \$50 million-\$60 million, according to Dan Cosgrove, VP, Group W Productions and president of new venture.

□

News on libel front last week was not good for media. Libel Defense Resource Center, in latest study of issue, said media defendants lost more often at trial than in previous two-year period—72% compared to 54%. And when libel suits were tried before jury, as they are in more than 90% of cases, loss record went up to 78%, compared to 62% in previous period. Damage awards in lost cases were down, on average, to \$1.1 million from \$2 million-plus. But LDRF did not take much comfort from that statistic; it noted that decrease in average award was attributable largely to reduction in exceptionally large awards of high-seven and eight-figure awards. There was more bad news in performance of appeals courts in libel cases. Overall size of damage awards being affirmed on appeal was up, by almost 20%, from \$121,750 to \$145,550.



Cable detente. Turner Broadcasting System Chairman Ted Turner (l) and Soviet ambassador Yuriy Dubinin toast at a Washington reception held last week for Portrait of the Soviet Union, the eight-hour, three-part series that premiered last night on WTBS(TV) Atlanta. The series, which continues tonight and tomorrow, provides an in-depth look at the people and cultures that make up the Soviet Union. Among the several hundred in attendance were U.S. foreign affairs officials, members of the diplomatic corps and Congress.

Spotlight on spot radio. In 1987, for the second consecutive year, Anheuser-Busch and General Motors were the top two users of national spot radio, according to a Radio Advertising Bureau analysis of year-long spending data compiled by Radio Expenditure Reports. Anheuser-Busch placed \$43.5 million through national spot—down from \$50.4 million in 1986—while General Motors channeled \$35.8 million to the medium.

The analysis shows 11 new firms joining the ranks of the top-25 spot users, primarily because of mergers and acquisitions, according to RAB. They are: Phillip Morris (third), mostly for Miller Brewing, General Foods and Oscar Mayer, with \$29.5 million; Walt Disney Companies (13) at \$14.8 million; Melville (14), a holding company for three retail store chains—CVS, Marshall's and Thom McAn—with \$13.8 million; Bell Atlantic (17) at \$11.3 million; Adolph Coors (19) with \$10.1 million; U.S. Government (20) at \$10 million; Capital Cities/ABC (21) with \$9.2 million; Greyhound (22) at \$9.1 million; S&P Holding (23), owners of Pabst and several regional beers, with \$9 million; R.J. Reynolds (24) at \$8.8 million, and the U.S. West telephone company (25), with \$8.6 million.

Rounding out the top-10 national spot spenders (after Anheuser-Busch, GM and Philip Morris) are Sears, Roebuck, \$21.2 million; PepsiCo; \$19.8 million; Delta Airlines, \$19.7 million; Southland (7-11 convenience stores), \$18.3 million; Chrysler, \$17.1 million; Pillsbury, \$16.4 million, and American Airlines—the last up from \$14.4 million and 16th place in spot listings in 1986 to \$16.1 million.

ABC's **Mark Cohen**, 30-year network veteran who oversaw various operational aspects of television network group, as well as daytime, early morning and children's programming, **has resigned** his post, ABC Network President John Sias told executives in memo last week. Cohen has agreed to stay on until July 1, Sias added.

□

CBS News senior political producer Richard M. Cohen resigned last week following speculation that he was on verge of being fired by CBS News BROADCASTING, (March 14). Cohen was offered reassignment from political production duties by CBS News President Howard Stringer, but turned offer down. Straw that reportedly broke Cohen's back was confrontational rehearsal for CBS's Super Tuesday coverage on March 4. In that rehearsal Cohen played parts of Democratic Party boss Bob Strauss and Jesse Jackson "too aggressively." But according to Cohen and other sources, rehearsal was plagued by technical mishaps and was not responsible for actions that followed.

□

Garrison Keillor will host A Prairie Home Companion: The 2d Annual Farewell Performance at Radio City Music Hall June 3 and 4 from 8 to 10 p.m., to be broadcast live by American Public Radio, which distributed show nationally from 1980 until Keillor's retirement last June, and by Disney Channel, which cablecast final 17 episodes of original series. Producer Minnesota Public Radio and Keillor plan occasional future shows.

□

Group W's Thomas Goodgame will chair search committee seeking replacement for Television Information Office head Robert Mulholland, who announced resignation last week (see page 62). Also on committee, which next meets in New York May 16, are NBC's Betty Hudson, Richard Connelly of Capital Cities/ABC and Leslie Arries of CBS affiliate WIVB-TV Buffalo.

□

Peter McHugh, president of Travel Channel, has resigned as of last Friday (March 18). While company searches for new president, Bahir Browsh, senior vice president, operations, will head channel. McHugh becomes third top ranking executive to leave service in past six months.

Editorials

Reregulation in the wind

Cable bashing is taking on the status of a national sport. Last week, Senator Howard Metzenbaum (D-Ohio) opened the Capitol Hill season with an antitrust hearing that started out with the observation that he had no legislative purpose in mind and ended with the declaration that cable had 60 days to clean up its act. This week, Representative Edward Markey (D-Mass.) will entertain an oversight of cable's shortcomings. The Hill communications leadership (Hollings, Inouye, Dingell and Markey) has directed the FCC to monitor cable's performance in the wake of the latest must-carry decision. The Gore bill representing the interests of TVRO's against cable is gaining momentum. The wireless cable forces have enlisted congressional allies in their effort to gain access to cable programming. The FCC is about to reimpose syndicated exclusivity, and important sections of the telecommunications universe would like to put telephone companies in the cable business. The list goes on.

But cable is not alone in attracting the attention or the ire of the communications policy establishment. Broadcasters were getting it about the ears last week on the subject of children's television, in hearings that could well lead to legislation this session or next. And there is continued agitation for the imposition of certain "special" requirements that would require performance prescribed by others. Reimposition of the fairness doctrine is a constant threat, and looming over all—for fans of expropriation—is the Hollings transfer tax. Conventional broadcasting needn't feel neglected in the bashing department.

To many in Washington—some of their voices were heard last week during a conference of the American Advertising Federation—the portents point to reregulation of industries that have profited mightily from deregulation in the last few years. All that freedom appears to be more than many can take. The guess from here is that both broadcasting and cable stand liable to suffer from reregulation in almost equal measure—a possibility that suggests that both media may be better off standing together than throwing each other to the wolves.

Probing the peplemeter

The peplemeter now in standard use to measure television audiences is giving fits and second thoughts to television broadcasters. ABC, CBS, NBC and the National Association of Broadcasters intend to put the peplemeter to a test for accuracy and comprehensiveness, with, they hope, the cooperation of A.C. Nielsen and AGB, the companies with peplemeters in operation. If the test is designed to deliver unbiased results, Nielsen and AGB will refuse to cooperate only if they wish to imply that their devices and techniques can't withstand scrutiny.

William Rubens, NBC vice president of research, had recent history on his side last week when he noted that the peplemeter was rushed to service in the heat of competition. AGB, a British company that had introduced the peplemeter in England, made a play for American television business with promises of torrents of audience information unobtainable by other means. Nielsen, the principal supplier of national audience statistics in the U.S., answered fire with fire and so far is winning. Its peplemeter service is in much wider use than AGB's.

But is the peplemeter delivering information that distorts, inflates or deflates audience statistics? That is the question that the new study sets out to answer. It is a question that may still be asked of older research services using meters that measure tuning at the television set or diaries that are kept by members of the

audience. As has been noted on this page before, an acceptance of all methods of audience research has required at least some suspension of disbelief.

It is not helpful at this point, however, for Rubens to say as he said last week that the peplemeter method is "fundamentally flawed." Why conduct a test if the verdict has already been reached? Too much money in advertising time and program production and too many creative energies are at stake to start any test with a hint of bias among its sponsors. Let an honest test be made, the sooner the better.

Where's the beef?

Broadcasters' case against content regulation was taken to Capitol Hill last week, at hearings on children's television legislation that would establish programming quotas, restrict advertising time and "limit"—it is not clear in exactly what way—so-called program-length commercials.

That case, and the points raised in defense of a free marketplace where supposed harm to children has yet to be demonstrated, should not be obscured by the unfortunate inability of the broadcasting witnesses to cite much performance in their corner.

A central point raised by Gilbert Weil of the Association of National Advertisers was that truthful commercial speech is protected by the First Amendment and, therefore, any proposed legislation must be shown to advance a substantial governmental interest and be "the least possible abridgement of commercial speech." Absent that, government intrusion is unwarranted, regardless of the intentions, good and otherwise, of those whose parochial interests would be served by such intrusion.

Last year, the U.S. Court of Appeals in Washington asked the FCC to justify the 1984 dropping of its children's television guidelines, although finding no fault with the FCC's general deregulatory thrust. To that end, the FCC is currently seeking evidence of the deterioration of standards that some purport to detect. Should that evidence prove chimerical, the FCC's response to the court would be that the marketplace has sufficed and the rules proved unnecessary, which was the commission's reason for dispensing with them in the first place.

Some members of Congress who are able to tell a mediagenic issue from a handsaw have introduced bills to serve their various agendas. In the "physician censor thyself" department, Tom Tauke would legislate an antitrust exemption so that broadcasters could develop "voluntary" advertising guidelines. Translated, that means that with the application of a legislative shotgun, the Congress would have broadcasters wed themselves to government content regulation once removed.

No thanks.



Drawn for BROADCASTING by Jack Schmidt

"It says the average television station has 6.1 salespeople. Guess who's our .1."

“L.A.’s Best Hotels...”

The Los Angeles Times wrote that the Bel Age was “a place for feeling guilty—happily.”



Mondrian Hotel... “A Los Angeles Landmark”
—*Washington Times*

Close to the Bel Age on famous Sunset Blvd. is the **Mondrian Hotel**, where the owners of this collection of originals, the ASHKENAZY family, have created a hotel which, in itself, is a work of art, painted by the famous modern painter YAACOV AGAM. The **Mondrian** is a great favorite of the Music Set. *The Washington Times* has called **Mondrian** “a Los Angeles landmark... with bold elegance.”



The collection’s four other properties, **Le Dufy**, **Le Parc**, **Le Rêve** and **Valadon** have an intimacy and grace rarely found

L’Ermitage Hotels, a collection of originals.

By Jim Carmen

At a time when most hotel chains are taking their design concepts down the path of mediocrity, L’Ermitage is operating seven, absolutely unique, all-suite luxury hotels in Los Angeles.

These hotels appeal to the discriminating traveller, the one searching for a unique experience.

Each suite offers more living space than I have seen in any other hotel, tastefully decorated and surrounded with wonderful, exciting works of art.



L’Ermitage Hotel...
“Ultimate Hideaway”

—*Vogue*

The first and flagship hotel is world famous **L’Ermitage Hotel** in Beverly Hills. The *New York Times* has stated “...Even other hoteliers speak of **L’Ermitage** as special.”

The Boston Globe has said “... This may well be the finest hotel in the new world” and *Vogue* has said “**L’Ermitage** is Beverly Hills’ ultimate hideaway.”

Bel Age Hotel... “Nothing Short of Spectacular”
—*Performing Arts*

This magnificently decorated hotel boasts paintings by grand masters and prompted *Performing Arts Magazine* to state that **Bel Age** was “Nothing short of spectacular.”



in North American hotels. They are warm and inviting which *Contract Magazine* has called “Little gems in a sea of mediocrity.”

The refreshing key to all of these wonderful hotels is that they fit the economy of nearly every traveller.

I highly recommend that on your next visit to Los Angeles, you choose among this “collection of originals.”



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of
originals
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February 12, 1988

The assets of

Prime Cable of Georgia Ltd.

(a cable television system serving the Atlanta, Georgia area)

have been acquired by

Georgia Cable Partners

(a partnership formed by the Robert M. Bass Group and
Prime Cable Growth Partners, L.P. and certain of their affiliates and associates)

*The undersigned acted as financial advisor to Prime Cable of Georgia Ltd.
and assisted in the negotiations leading to this transaction.*

Shearson Lehman Hutton Inc.

February 12, 1988

The assets of

Cable Atlanta Limited

(a cable television system serving the Atlanta, Georgia area)

have been acquired by

Atlanta Cable Partners, L.P.

(a Limited Partnership formed by the Robert M. Bass Group and
Prime Cable Growth Partners, L.P. and certain of their affiliates and associates)

*The undersigned acted as financial advisor to Cable Atlanta Limited
and assisted in the negotiations leading to this transaction.*

Shearson Lehman Hutton Inc.