

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Jun 13

Now cleared  
in 70%+ of the U.S.!



Quality stations.  
Quality time periods.

SWEETHEARTS Premieres this fall on America's most dominant TV stations. And now, it's interactive. Your viewers can play and win at home!

 **MULTIMEDIA  
ENTERTAINMENT**  
First run for the long run.

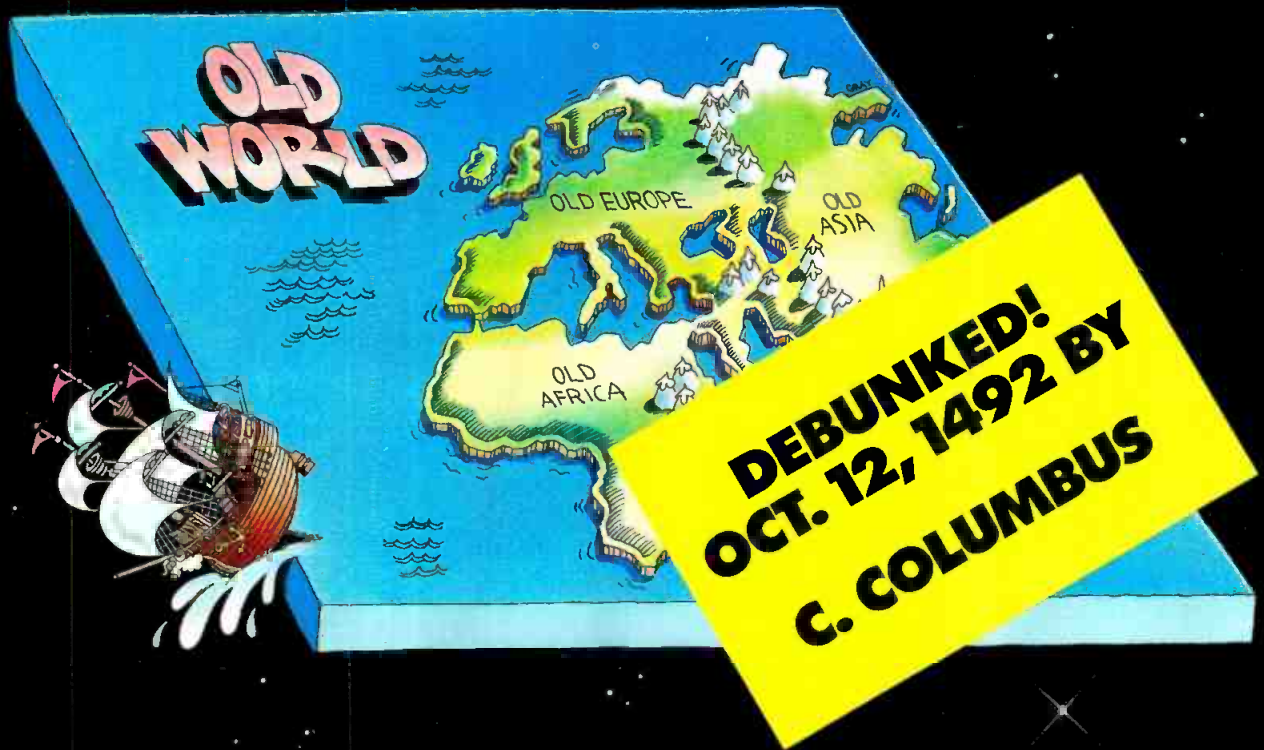
SWEETHEARTS, starring Charles Nelson Reilly.  
SWEETHEARTS is a Richard Reid Production in association with Createl Ltd.  
and Multimedia Entertainment, distributed by Multimedia Entertainment.

57th Year 1988

Affiliates annual assemblage  
Congress's unfinished  
business

# TWO GREAT M

# 1.



**NEW WORLD.** It took a man with the courage of Christopher Columbus to prove to the world that the Earth was round and not flat, as was commonly believed. Struggling against hordes of naysayers and tough odds, Columbus persevered in his quest.



And when he was done, not only had he debunked a milleniums-old myth, he had also cleared a path for future discoveries.

# THS OF MAN.

## 2.

### OFF-NETWORK COMEDIES WILL ALWAYS OUTPERFORM FIRST-RUN COMEDIES IN STRIPPING

**DEBUNKED!  
SPRING 1988 BY**

**It's a  
Living**  
A Witt/Thomas Production

**PHILADELPHIA, PA.** In the spirit of Columbus, another long-standing myth has just been shattered by "It's a Living." That is, the belief that off-network comedies will always outperform first-run comedies in stripping. In the recently completed May sweeps in



Philadelphia, WTAF set forth to explore new territory by becoming the first station to strip "It's a Living." And they uncovered a valuable treasure of wealth.

"It's a Living" raised WTAF's 6:30pm time period ranking from fifth last May to finish the May '88 sweeps in second place, retaining 92% of its "Family Ties" lead-in.

It sailed past competing sitcoms like "The Facts of Life" and "Al in the Family," and outperformed the "CBS Evening News" and "NBC Nightly News." In fact, "Living" even turned in a higher time period share on WTAF than "MASH," "Taxi" and "Happy Days," and a higher share than such shows as "Diff'rent Strokes," "The Jeffersons," "Silver Spoons," "Gimme a Break," and "The Odd Couple" in the same market.

Now that the facts are known, it's time for you to explore our great new world of first-run strip profits. Why pay more when you can get the same quality performance for so much less?

**LORIMAR**  
SYNDICATION  
A LORIMAR TELEPICTURES COMPANY

SOURCE: ARB 5/87, 5/88

# Identify the famous relatives of these people



The identities of these people are revealed below.



ALREADY  
CLEARED IN  
62%  
OF THE U.S.

## and you're playing...

# RELATIVELY SPEAKING

All of these people are related to famous celebrities! And television viewers, with their insatiable curiosity about famous people, will find it absolutely irresistible to identify these unknown faces and their well-known relatives. In fact, it'll be habit-forming!

The show is RELATIVELY SPEAKING, an all new game show with lots of laughs, and it will be available as a half-hour strip on a barter basis starting Fall '88.

Experience the fascination we all have with the very famous by calling for a demo today. It's all so easy—relatively speaking!

**DISTRIBUTED BY SMC**

**CALL 212/355-0033**

PRODUCED BY  
ATLANTIC/KUSHNER-LOCKE, INC.  
AND THE MALTESE COMPANIES.



**Host  
John  
Byner**

3. Jesse James' Cousin

# Broadcasting Jun 13

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**What will Tisch do with CBS mountain of cash?...page 29**

**What's ahead in Congress...page 30**

**TAKING STOCK** □ ABC-TV executives tell their affiliates during annual meeting in Los Angeles that if stations don't begin clearing more programming, ABC ought to produce fewer hours. **PAGE 27.**

**CHANGE OF TEMPO** □ NBC restructures its agreement to buy Tempo TV from Tele-Communications Inc. **PAGE 30.**

**PROMOTION, PROMOTION, PROMOTION** □ BPME/BDA draws record crowd to annual gathering in Los Angeles. **PAGE 32.**

**'BUSINESS DEATH PENALTY'** □ FCC Commissioner James Quello, addressing American Women in Radio and Television conference in Pittsburgh, says license revocation is "cruel and unusual punishment." **PAGE 34.**

**AM REVIVAL** □ Headed by FCC Commissioner Patricia Diaz Dennis, U.S. delegation to International Telecommunication Union conference returns from Rio de Janeiro with proposals for what to do with 100 khz of new AM space. **PAGE 38.**

**PRIME TIME AND PROMOTION** □ Among concerns to be addressed by CBS television affiliates in Los Angeles this week are network's new fall schedule and its overall promotional effort. **PAGE 44.**

**PROUD AS A PINEAPPLE** □ With their network still on top, NBC affiliates head to Maui this week for annual

affiliate meeting. **PAGE 44.**

**DOWNEY IS UP** □ *The Morton Downey Jr. Show* more than doubles station audience shares in some markets. **PAGE 45.**

**PLAY IT AGAIN, IN COLOR** □ Colorization comes to Rick's Cafe next fall when Turner Broadcasting colorizes "Casablanca" for showing on superstation WTBS(TV) Atlanta. **PAGE 46.**

**TV ACRONYMS** □ The most common initials at 1988 International Summer Consumer Electronics Show (CES) is not HDTV or EDTV, but IDTV—improved-definition television. **PAGE 47.**

**40-YEAR PROGNOSTICATOR** □ When Robert Coen delivers his semiannual review of advertising supply and demand in New York June 15, he will be on familiar ground, marking his 40th year of providing expertise. **PAGE 51.**

**CONTROVERSY IN K.C.** □ Ku Klux Klan program prompts Kansas City city council to study how far cable TV public access programming can go. **PAGE 58.**

**UPHILL PEDDLING** □ Tim McCauliff has risen through ranks at Blair Television, national sales rep that numbers some 135 client TV stations, from account representative to president and COO. It has been "terrific challenge and a growing experience," he says. **PAGE 79.**

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## **RSVP's in spades**

FCC is loaded with responses to its survey of cable systems and broadcasters on cable carriage of local TV stations since must-carry rules were dumped. According to FCC officials, agency has received nearly 3,000 responses, and more are coming in every day. Several cable MSO's have promised to contribute responses from their systems this week or next. FCC had set June 6 deadline, but, because participation is voluntary, it is willing to push back date to collect as many responses as possible. That industries are complying so well is no surprise. Broadcasters believe survey will prove that must carry is needed; cable systems that it is not.

## **Touchy business**

Senator Ernest Hollings (D-S.C.), chairman of Commerce Committee, discovered (in January) he was owner of 2,000 shares of McCaw Cellular Communications Corp. McCaw was major player in lobbying effort before Commerce late last year to alter FCC's policy on awarding cellular franchises. Initiative, although not altogether successful, resulted in legislation restricting FCC from commencing its lottery proceeding until March 22, 1988.

Hollings, according to 1987 financial disclosure report, purchased 4,400 shares of McCaw stock on Aug 21, 1987 (first day it was publicly offered) for about \$108,900, based on \$24.75 asking price reported at that time. On Nov. 5, after stock market crash, he sold 2,400 shares for about \$35,700, calculated by bid price of \$14.875 listed that day. Senator's office says he does not "get involved" in decisions concerning stock investments. Hollings sold remaining 2,000 shares last January "as soon as he found out" he held McCaw stock, aide said.

## **New Turner partnership**

Turner Broadcasting has proposed joint European news service between Cable News Network and British TV news agency, ITN. CNN, reaching Europe via Intelsat bird since 1985, apparently sees ITN as logical companion on new generation of European direct broadcast satellites, particularly as rivals rapidly mark out their territory for all-news channels. Rupert Murdoch is looking for news partner on Astra (see "In Brief"), as is British consortium on British Satellite Broadcasting bird. Possible CNN-ITN relationship was said to have arisen during talks this spring between Turner and British satellite service, Superchannel, which has used ITN for news breaks. Those talks

cooled off after British media conglomerate Virgin Group expanded its holdings in Superchannel.

## **Imus on Emmis**

According to industry sources, adult contemporary WNBC(AM) New York morning personality Don Imus, host of popular *Imus In The Morning* broadcast, will probably stay with station when new owner, Emmis Broadcasting, switches its sports format from its currently owned WFAN(AM) New York to WNBC. Emmis, which had to spin off one of its two New York AM properties, is said to have reached agreement in principle to sell WFAN to Spanish Broadcasting System for \$25 million ("In Brief," May 16.)

## **Price of promotion**

Study commissioned by Broadcast Promotion and Marketing Executives will show that average salary nationwide for TV station promotion department heads is between \$30,000 and \$35,000 annually, with 20% earning \$50,000 or more. Promotion managers average 11 years broadcast experience. Generally, promotion department heads report their budgets will remain flat in coming year—with 50% of respondents reporting budgets of between \$100,000 and \$750,000, 20% reporting \$1 million-plus budgets, and 5%, \$2 million-plus. Seventeen percent report budgets of under \$100,000.

## **Broad Street back**

Expect to see announcement of sale of WTVW(TV) Evansville, Ind., and KLBK(TV) Lubbock, Tex., this week. Word is deal has been struck between Woods Communications Group, Springfield, Mo.-based group of one AM, three FM's and five TV's, and Broad Street TV, new New Haven, Conn.-based company formed by Dick Geismar, Fred Walker and Alan Adler. Principals in Broad Street TV are former principals of Broad Street Communications, five-station group that was sold to Clear Channel Communications in 1984.

## **Sign 'em up**

National Cable Month push was not only for cable viewing but also for increased penetration. Richebourg Marketing conducted subscriber acquisition campaign for 45 MSO's reaching 7.5 million households in 600 systems during April. Early results from systems representing 400,000 of 7.5 million potential customers contacted show that new sales connects ran at rate of 3.9% of

nonsubscribers (industry considers return of 1% or above to be successful campaign). Even at net overall connection rate of 2%, campaign would add 150,000 subscribers. At \$25 per subscriber per month, that would mean \$45 million in additional revenue per year for cable industry.

## **Roze by any other name**

First acquisition of Nemesis Communications, new would-be radio group owner formed by Jerry Schubert, former Eastman Radio president, and Don Nelson, general manager of Teleprograms, Los Angeles (see page 40), should probably be dictionary. Spelling of Nemesis was apparently accident. According to Nelson, name was supposed to be Nemesis but was misspelled on some initial correspondence and partners decided to let it go. "We wanted to be different," said Nelson.

## **Awaiting sentence**

Six months after notifying KZKC-TV Kansas City, Kan., that it may have violated federal indecency statute by broadcasting "Private Lessons" in prime time (BROADCASTING, Jan. 18), FCC may finally decide what punishment, if any, to impose on station. Action by full commission is tentatively set for June 23 open meeting, but sensitive nature of issue—FCC's entire indecency enforcement policy is subject of court appeal—may result in some slippage. If commission concludes KZKC-TV is culpable, it could refer case to Justice Department or designate license for revocation hearing, but most likely action would be issuance of warning or imposition of fine.

## **National going local?**

Black Entertainment Television, which is tapping MSO's for rate increase, is also making pitch to help sell local advertising avails on service. BET is floating proposal to establish sales reps in cities where BET is carried, to help sell local advertising for operators. Basic service already gathers volumes of data for selling BET nationally. Local push, BET believes, would show operators how BET rate increase could be covered with revenue from local advertising. How much each side would get in local advertising joint venture hasn't been determined.

As to rate increase proposal, about two cents per subscriber per month, BET reports positive feedback from MSO's. Executive at Tele-Communications Inc., which owns 33% of BET, said last week it was supporting increase in BET funding.



**CNN NEWSOURCE™**

Sometimes It Does  
Make Sense To Put All Of  
Your Eggs In One Basket.

© 1998 Turner Program Services, Inc.

# In the heat the seasoned vete

When they clashed head-to-head,  
M\*A\*S\*H beat Cheers and Family Ties.

	Markets	HH	The M*A*S*H Share Advantage	
			W 18-49	M 18-49
M*A*S*H vs. Cheers	12	+9%	+12%	+60%
M*A*S*H vs. Family Ties	15	+30%	+25%	+88%

Source: NSI

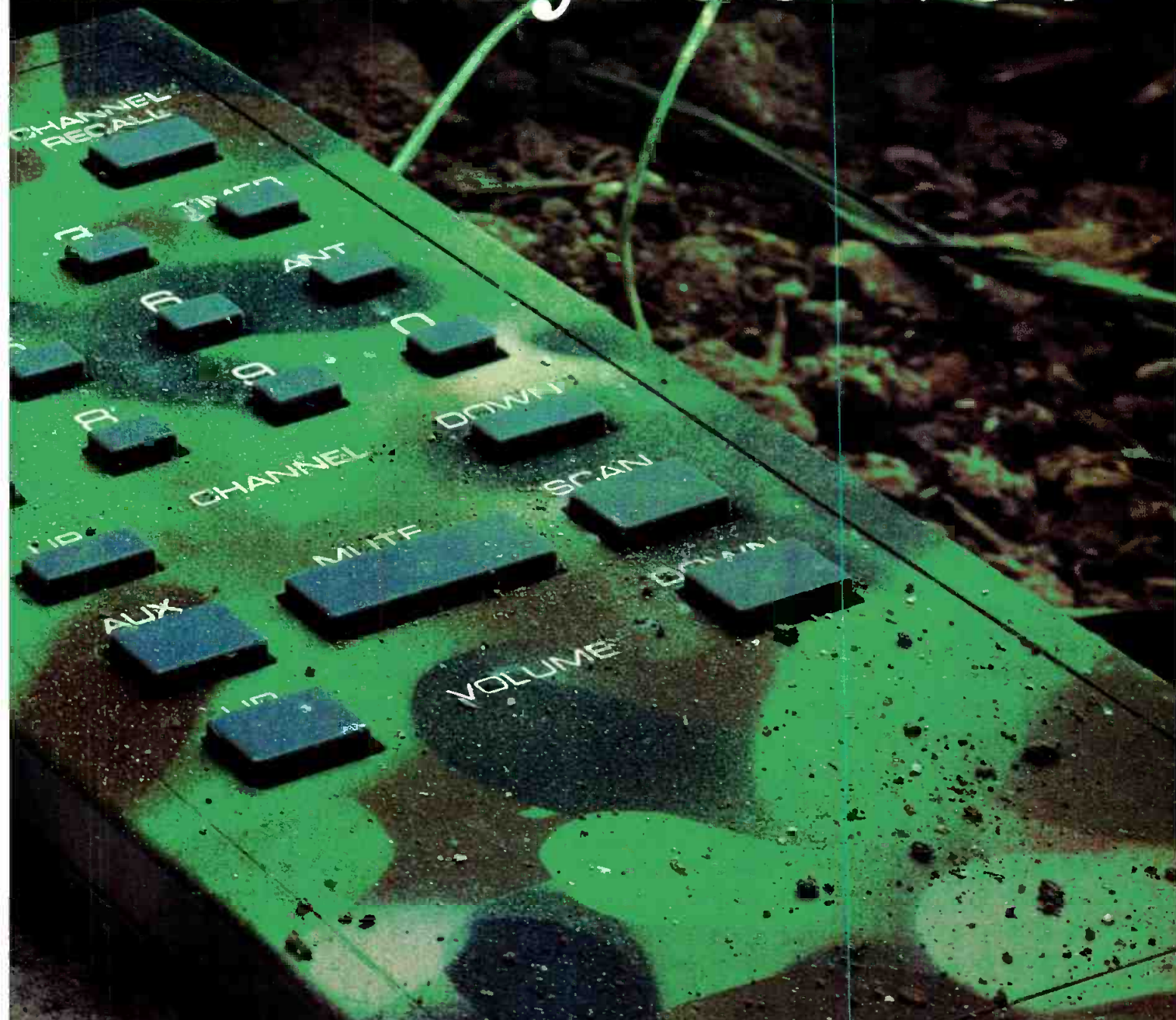
And where Cheers and Ties replaced M\*A\*S\*H,  
stations suffered setbacks.

	Markets	HH	Station Share Decline 2/87 vs. 2/88	
			W 18-49	M 18-49
M*A*S*H replaced in time period by Family Ties	18	-9%	N/C	-17%
Cheers	25	-9%	-3%	-3%

Source: NSI



of battle,  
rans always deliver.



**M\*A\*S\*H**  
Priceless Humor.



# Where Things Stand

■ Solid box indicates item has changed since last issue.

## AM-FM Allocations

■ In April, FCC changed its rules to allow class A FM stations moving to elevated antenna sites to reduce power below 100-watt minimum to preserve coverage areas.

National Association of Broadcasters has submitted plan to FCC to allow 60% of class A stations to double power from 3 kw to 6 kw. Plan counters proposal of New Jersey class A FM Broadcasters to allow most class As to double power. NAB opposes New Jersey plan because of possible interference with class B and C FM's. FCC has released rulemaking authorizing FM's to use directional antennas, permitting allocation of stations in short-spaced positions. NAB opposed rulemaking, saying it would lead to AM-ization of FM band. Several FM broadcasters contended directional antennas would benefit FM radio and public. Commission said it had no plans to change table of FM allotments.

FCC launched inquiry March 24 into FM translator service, and in meantime froze applications for new translators. NAB, alleging widespread abuses in translator market, petitioned FCC for changes in rules; others pressed for expansion of service to allow for local origination.

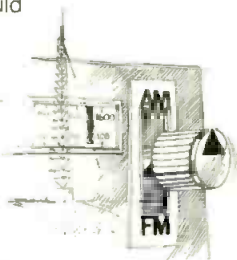
Western Hemisphere countries on June 2 concluded second and final session of conference to plan use of 100 khz of spectrum added to top of AM band that had ended at 1605 khz. FCC is in midst of inquiry designed to help it determine how to use 10 new channels. Commission has indicated at least some of those channels will be reserved for national licensees. Target for implementation of plan for using spectrum is July 1, 1990.

## AM Stereo

On Jan. 14, FCC rejected recommendation of National Telecommunications and Information Administration that Motorola's C-Quam AM stereo system's pilot tone be protected from possible interference. Petitions to adopt single AM stereo system and to mandate multisystem radios were also rejected.

FCC Chairman Dennis Patrick and Commissioner James Quello said that C-Quam is already close to being de facto standard because 100% of receivers can receive it and majority of AM stereo stations transmit it.

Multisystem radios receive signals generated by two incompatible systems battling to be



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de facto standard—C-Quam and Kahn Communications' single sideband. NTIA report said that although 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.

## Antitrafficking

■ Broadcasters, who last year turned back congressional efforts to crack down on perceived trafficking in broadcast licenses, may be at it again. Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) has indicated he will insert language in FCC appropriations measure (which was expected to surface last week [see "Top of the Week"]) to reimpose FCC's three-year rule (BROADCASTING, May 30). Last year, industry gained enough support to sink Hollings's proposal to impose 4% transfer fee on broadcast licenses transferred within three years of last sale. But Hollings has revived transfer fee idea, which was subject of Senate Commerce Committee hearing in April.

## Cable Regulation

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

Motion picture industry and independent broadcasters have been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes.

In speech last week, House Commerce Committee Chairman John Dingell (D-Mich.) warned cable industry to be on its best behavior or Congress may feel need to re-evaluate regulatory environment. Dingell said members are hearing complaints about rate increases, channel shifting and poor customer service; he urged cable to respond to those concerns.

House Telecommunications Subcommittee hearing May 11 (third hearing is expected in July or August) served as forum for discussion of cable's growing market power. Other than criticism from Hollywood and broadcaster witnesses, lawmakers seemed unpersuaded by arguments calling for reregulation. Cable industry has been under increased congressional scrutiny. At first hearing in March, Subcommittee Chairman Ed Markey (D-Mass.) announced he was asking Government Accounting Office to study cable rate increases.

Allegations that cable industry has been anticompetitive were subject of March hearing by Senator Howard Metzenbaum (D-Ohio), chairman of Senate Antitrust Subcommittee. Metzenbaum warned industry that unless situation changes he may offer legislation to curb what he sees as cable's growing anticompetitive behavior. Metzenbaum staffer said Senator would survey cable competitors to gain input before taking next move.

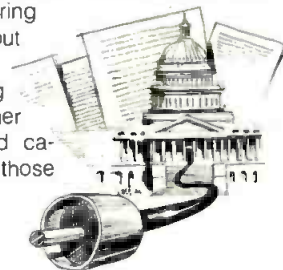
Cable and Hollywood executives are holding meetings to try to resolve differences, but whether talks will bear fruit is uncertain.

FCC has adopted new rules that more narrowly define television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available. But it said that definition of available was too broad.

## Children's Television

■ Children's television bill breezed through House 328 to 78 last week. It is uncertain how measure will be handled in Senate but chances for passage are considered good. National Association of Broadcasters says it won't fight bill but has reserved right to oppose any changes that might occur when Senate acts.

Bill is product of negotiations between Sub-



A BLOCKBUSTER EVENT!  
NOW PREMIERING...

ORION

NEXT ATTRACTION  
COMING SOON

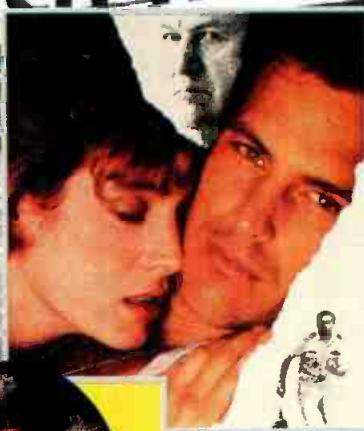
NEXT ATTRACTION  
COMING SOON

NEXT ATTRACTION  
COMING SOON



# ORIO

ROBOCOP • THREE AMIGOS  
MALONE • THE BELIEVERS  
THE COUCH TRIP • MAKING





**MAXIE • NO MAN'S LAND  
 THROW MOMMA FROM THE TRAIN  
 MR. RIGHT • NO WAY OUT**



**T**he blockbuster package you've been waiting for... Orion IV! The box office hits! The hilarious comedies! The promotable giants! Hollywood's hottest stars light up the screen in one of a kind, memorable performances. Celebrate the opening of Orion IV! 22 titles with the power to make your station the dominant movie station!

Title after title, Orion IV has the perfect mix of action, adventure, suspense and comedy... all the ingredients for maximum rating performance.

So take your place front row, center for the best in feature film entertainment, ORION IV!

**ORION**<sup>®</sup>  
 TELEVISION SYNDICATION

## BY THE NUMBERS

Summary of broadcasting and cable

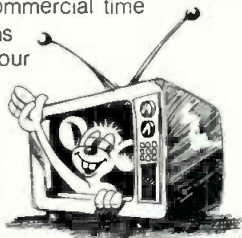
B R O A D C A S T I N G			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,912	170	5,082
Commercial FM	4,058	418	4,476
Educational FM	1,324	173	1,497
■ Total Radio	10,294	761	11,055
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	485	222	707
Educational VHF TV	119	3	122
Educational UHF TV	214	25	239
■ Total TV	1,358	273	1,631
VHF LPTV	102	74	176
UHF LPTV	267	136	405
■ Total LPTV	369	210	581
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.

† Penetration percentages are of TV household universe of 88.6 million.

C A B L E †	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

committee Chairman Ed Markey and NAB and proposes limits on commercial time in children's programs of 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. Measure has undergone considerable revisions and excisions, among latter language that would have required broadcasters to air one hour per day of informational and educational programming and provisions aimed at curbing so-called program-length commercials.



In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to 9.5 minutes per hour and require two-year period before toys featured in programs can be promoted.

## Compulsory License

■ FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license. At National Cable Television Association board meeting during association's annual convention, Patrick said he favors complete elimination of license, acknowledging that abolishing it for carriage of local stations would create some practical problems. Although FCC staff is actively working on item, it is not likely to be ready for FCC action until late summer at earliest.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate

Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) is considering offering similar measure. NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its longstanding opposition, arguing that license should be left alone for time being.

## Crossownership

*Telco-cable*—National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to separate FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress to 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.

Even if FCC and Congress drop cross-ownership 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. 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, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

*Duopoly/one-to-a-market.* FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rule-making supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes any action on rules unlikely at this time. Also wishing to keep peace with Congress, NAB is not pressing for FCC action.

*Broadcast-newspaper*—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Action came too late to enable Murdoch to retain *New York Post*, which he sold in February to real estate developer Peter Kalikow for \$37 million so that Murdoch could keep wnyw(tv) New York.

Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Meanwhile, FCC received comments on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules.

# 1741

## RATING

The highest ever  
for an advertiser  
supported movie...  
**DEATHWISH III**  
in February!

# 195

## STATIONS

The largest advertiser  
supported movie network!

# 96%

## COVERAGE

The widest distribution  
nationwide!

When it comes to advertiser  
supported movies, the numbers  
peak for themselves!

Now offering the 1988/89 TV NET  
season. For station clearance, contact  
your Viacom representative.  
For advertiser sales, call TeleTrib at  
(212) 750-9190.



Source: Nielsen (Gross Average Audience)

A co-venture of Tribune Entertainment  
and Viacom Enterprises.

Digital  
has  
it  
now.





Every evening, over 1.8 million viewers tune into the country's top daily business program: WPBT's *The Nightly Business Report*. Produced in association with Reuters, this program has become the standard in broadcast business journalism. All with the help of a network system from Digital.

As WPBT's President George Dooley explains, "*The Nightly Business Report's* competitive advantage depends on our ability to gather information coming in from 16 bureaus in the United States, Tokyo and London. We have to do that, with the utmost accuracy, in the 2½ hours between the time when the stock market closes and when our program is broadcast via satellite."

"The Digital network has had a remarkable effect on the way we compile, edit and update news. Now, more of our people have a chance to review a story before it's aired, decisions



**"The computer network that helps make The Nightly Business Report the most watched daily business news program."**

are being made faster, and our entire operation is more efficient."

And that good news has traveled to other areas of WPBT's operation. Today, the Digital network is being used to integrate engineering, marketing, accounting and fund raising for greater productivity.

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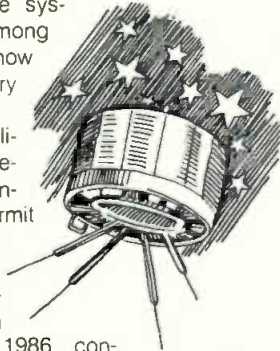
## Direct Broadcast Satellites

■ April 8 round of applications at FCC brings current total to nine U.S. firms holding or seeking DBS construction permits. Although threat to C-band cable distribution market is cited as major reason for wait-and-see stance in U.S. on high-power DBS—which would use Ku-band spectrum set aside for it—Tempo Satellite, 51% owned by TeleCommunications Inc., largest U.S. cable system operator, is among applicants. FCC now awaits industry comments on mix of four new applicants, three requests for construction permit modifications and one request for four-year extension. Dominion Video, granted 1986 construction permit for 16 DBS channels, announced finalizing deal to purchase one, possibly two, birds from GE Astro-Space, proposing to launch one by spring 1989.

TCI backing may indicate that Ku-band direct-to-home delivery of entertainment programming, already dominant mode of program distribution in Japan and moving fast in Europe, may be on verge of becoming reality in U.S. DBS's value rests on high-power signals delivered to small earth stations.

Death of West Germany's start-up DBS bird, TV-Sat1 (BROADCASTING, Feb. 22), left two state-owned programmers and two commercial programmers without home. Other European DBS birds with similar, if not identical, design—Germans' TV-Sat2 and France's TDF-1—are still scheduled for Arianespace launch within next year (although French government postponed launch of TDF-1 from May 1988 until September 1988). European eyes are turned to less powerful, 16-channel Astra bird, owned by Luxembourg interests and scheduled for Arianespace launch next winter.

Low-power variety of satellite broadcasting resulting from scrambling of cable programming on C-band satellites got start in January 1986, when HBO 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.

## High-Definition TV

■ Blue ribbon panel of FCC's Advanced Television Services (ATS) Advisory Committee held its second meeting June 3 and reviewed revised version of ATS committee's first interim report. It varied little from original draft of report released last month. It outlines plans for devising future terrestrial transmission system and concludes that commission should "ultimately" set full HDTV broadcasting standard, either at once or through evolutionary EDTV system as first step. Report is to be sent to FCC for use in making future spectrum policy decisions after expected final approval by blue ribbon committee this week.

Board of Advanced Television Test Center (ATTC), project co-sponsored by seven organizations—NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations—is now considering two as-yet unnamed candidates to take over management of facility. One is to act as head administrator and other as chief scientist. Center will provide place for Advanced Television Systems Committee (ATSC) and FCC's ATS Advisory Committee to test HDTV and ATV systems. Funding for center's first two years will come from \$700,000 donations each from NAB, NBC, CBS and ABC and from fund-raising drives by other partners. Location of facility and date testing will begin will be decided soon after managers are hired.

Cable industry is still considering participation in ATTC, but operators may put any dollars available for study or testing of HDTV into Cable Television Laboratories Inc. (Cable Labs), newly created research and development consortium of major cable operators. Expected to start later this year with annual operating budget of \$7.5 million, Cable Labs has identified HDTV as one of its initial priorities.

## Indecency

FCC dismissed early in April five indecency complaints against two television stations and three radio stations. Oral arguments were presented in U.S. Court of Appeals in Washington last week by coalition of broadcast groups and citizen groups pressing First Amendment challenge of commission's anti-indecency policy. In earlier court brief defending policy, commission said it is "lawfully and reasonably" enforcing anti-indecency statute affirmed by Supreme Court in 1978 *Pacific* case.

Meanwhile, FCC staff is trying to decide what action, if any, to take against Media Central's kzkc-tv Kansas City, Mo., for station's May 1987 broadcast of "Private Lessons." FCC sent letter to station last January saying broadcast may have violated its indecency standard and asking for explanation.

In response to FCC, Media Central asked FCC not to impose sanctions for airing of "Private Lessons," which contained seduction scenes in which woman's bare breasts and buttocks were shown. Arguing against sanctions, Media Central said standard was vague and overbroad, that broadcast was in violation of station's standards and that steps to guard against repeat incident have been taken.

In deciding to crack down on broadcast indecency last April, FCC adopted standard based on broader definition of indecency than seven dirty words at issue in 1978 *Pacific* 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. Oral argument was held before panel of U.S. Court of Appeals in Washington last week.

FCC's enforcement of stricter indecency standard has been deliberate. Since standard was adopted in April 1987, it has taken only one additional action—against kzkc-tv.

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. Act would clear way for states or cities to regulate distribution of indecent programming via cable or subscription television.

## International Satellite

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

## MEETING NOTICE: TV STEREO SOUND

The Electronic Industries Association is convening a meeting of a newly formed Modulation Level Working Group of the Broadcast Television Systems Committee to discuss problems with measuring peak deviation and overshoot during multichannel sound transmission.

The meeting will take place Tuesday, June 21 at 10:00 am at the National Association of Broadcasters, 1771 N St., N.W., Washington, D.C.

Representatives of the broadcasting industry, equipment and receiver manufacturers or anyone interested are welcome to attend. For more information contact: Working Group Chairman Randy Hoffner, NBC at (212) 664-4733 or Eb Tingley, EIA at (202) 457-4975.

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At their quarterly meeting in Boston, the Major Market Advisory Board met on their own time to tell us what they thought of the way we sell radio. They didn't tell us just what we wanted to hear, but guess what? We emerged from the meeting a stronger company for their contributions.

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conditional authorization from FCC, but proposal of only one, Pan American Satellite Corp., which has secured Peru as foreign correspondent, has been consulted with Intelsat. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meeting in April 1986. PAS satellite is scheduled for launch in May aboard Arianespace rocket. Although PAS, only American separate system thus far authorized to compete with Intelsat, has complained that European Postal Telephone and Telegraphs are combining to deny PAS access to their markets, United Kingdom has taken two actions in past month to permit international systems entry into that market. First, Britain's Department of Trade and Industry issued ruling that will permit individuals and businesses, using on-site earth stations within UK, to receive signals of independent international satellites directly. Then, three weeks later, UK's Office of Telecommunications declared that operating licenses of British Telecom, UK's signatory to Intelsat, require it to provide "conveyance of messages to or from" international satellite system when customer in UK requests such service.

In related development, Orion Network Systems and British Aerospace announced plans to collaborate on construction, launch and operation of satellite-based telecommunications system across Atlantic. BAe plans to apply for license from British Department of Trade to operate specialized satellite services under UK's new, easier entry policy.

### Low-Power TV

FCC on May 27 picked 45 "tentative" LPTV permittees for markets with mutually exclusive applications. Those applications were among 1,635 filed in June 1987. Next filing window for low-power applications at FCC begins this week (June 15-24). There is \$375 filing fee per application, and FCC has imposed limit of five applications per entity. Applications are to be delivered to FCC's Pittsburgh office.

Progress of CBA's programing co-op, headed by Joe Loughlin (former general manager of WGN-TV Chicago), has been slow. Loughlin is in process of lining up 15-20 stations to participate.

### Mergers

■ Proxy battle for Centel Corp. will culminate at annual meeting June 28. One issue at meeting is whether Chicago-based telco and MSO will eliminate cumulative voting for directors. At same meeting, shareholders will choose between company-nominated directors and alternative slate of three directors proposed by cellular operator, Metro Mobile, and investor, Asher Edelman, who are urging sale of company's assets. Company and Edelman group recently reached agreement to end all litigation. May 31, Edelman group made informal offer to buy Centel for \$65-per-share if company abandoned acquisition; \$60-per-share otherwise. Company responded same afternoon that offer was not "credible." ¶ Rogers Cablesystems International has retained Morgan Stanley & Co. to sell stock of RCA

Cablesystems Holding Co., serving roughly 500,000 U.S. subscribers. Preliminary bids were due last Tuesday, June 7, with final bids expected in approximately one month. ¶ Cablevision Industries announced intent to acquire most of systems comprising Wometco Cable Co. for roughly \$725 million, consisting of assuming more than \$700 million in Wometco's debt and preferred stock obligations, and issuing stock for difference. Seller, Robert M. Bass Group, will first spin off 140,000-subscriber Atlanta cable system, before transferring Wometco stock and cable systems serving 311,000 basic subscribers to Liberty, N.Y.-based Cablevision Industries in what is proposed as tax-free transaction. Definitive agreement has yet to be signed on purchase, which is expected to close by December. ¶ Warner Communications Inc. has definitive agreement to acquire Lorimar Telepictures in tax-free stock-swap of roughly 2.4 Lorimar shares for each common share of Warner. Clause permits Lorimar to cancel agreement if, during 10-day-period preceding closing, average price of Warner stock falls below \$36.14 per share, or Lorimar receives higher offer. If Lorimar accepts third-party offer Warner has option to purchase 18.5% of newly-issued Lorimar stock at \$15 per share. Merger is still subject to approval by Lorimar shareholders, two of whom filed suit charging directors failed to consider other offers and obtain best price for shares. Marvin Davis had resubmitted request asking Lorimar's board for inside look before deciding whether to make all-cash bid for company. ¶ United Cable in March agreed to merge with United Artists Communications Inc. into new company, United Artists Entertainment Co. Tele-Communications Inc., which holds 45.9% of United Cable Television and 65.5% of UACI, will have at least 52% in new company. Merger is expected to be completed in second half of year and will create third largest cable system operator in U.S., with 2.3 million-subscriber cable systems. Merger is subject to approval by shareholders of both companies. ¶ On April 23, joint venture of Tele-Communications and Comcast agreed to purchase SCI Holdings, fourth largest MSO serving 1,480,000 subscribers. Consideration includes assumption of debt, expected to be \$2 billion at time of closing. SCI stock and warrants will be purchased from KKR for \$1.55 billion, subject to adjustment, with buyers obtaining access to \$800 million in SCI cash and marketable securities, plus ability to draw on \$500 million bank revolving credit. Consent solicitation of SCI debt holders has yet to be filed with Securities Exchange Commission. Seller Kohlberg Kravis Roberts & Co. is keeping SCI's broadcast television interests. Transaction is expected to close this fall.

### Must Carry

Fate of must carry is now in hands of Congress. Supreme Court in May rejected petition that it review decision of U.S. Court of Appeals declaring commission's second version of rules unconstitutional. FCC, responding to congressional pressure, is collecting information Congress has requested in connection with must-carry issue. It is querying systems and broadcasters on effect that elimination of

must-carry rules has had on broadcast industry. Responses to survey, which has come under fire from both industries, are due June 6.

National Cable Television Association President James Mooney told public television audience in Washington in April that cable industry would help them "put on books rules similar to those promulgated by the FCC last year to require cable systems to carry the signals of local public stations."

Those rules were second version of must-carry rules adopted by FCC, which suffered blow on Dec. 11, 1987, when U.S. Court of Appeals in Washington overturned them on ground they violated First Amendment. Decision was replay of same court's decision two years ago in overturning original must-carry rules. Broadcasters suffered further setback when Solicitor General declined FCC's request that his office join broadcasters who were urging Supreme Court to review appeals court's decision.

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

### Public Broadcasting

■ PBS, NPR and public TV lobbying arm, NAPTS, have applauded, and CPB has called for withdrawal of, proposed amendments to Senate version of 1991-1993 CPB reauthorization bill that would reroute most national program funding around CPB and directly to public stations. Amendments, said CPB, would leave CPB with "no discretion to carry out our mandate" and "call into question who will answer to Congress." While PBS held June 3 conference with major program producing stations to explain its support for measures, CPB President Donald Ledwig delivered 12-page letter to subcommittee chairman Daniel Inouye (D-Hawaii) detailing opposition and requested in-person meeting to discuss amendments.

CPB board, one week before Senate amendments surfaced, had approved package of resolutions at May 16-17 meeting that, in future budgets, will "focus CPB's resources on limited number of higher priority issues" with "measurable" contribution to programing as single criterion for each budget decision. Board also resolved to extend use of all appropriate programing for educational purposes and approved radio program fund top priority of creating "major new services and series."

PBS and National Cable Television Association appointed liaisons in early May to discuss channel placement issues with respective camps. PBS and NAPTS for first time ever joined other exhibitors at NCTA April 30-May 3 convention in Los Angeles, and PBS President Bruce Christensen took part in opening session panel. April public TV meeting in Washington featured NCTA President James Mooney offering cooperation.

PBS board April 13 approved \$24.7-million



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fiscal 1989 budget. NAPTS board approved \$1.9-million budget that same day.

Series of congressional hearings on 1991-1993 CPB reauthorization have been held this spring. Process now awaits markup of proposed House and Senate authorizations of \$304 million for FY 1991 (plus \$200 million for replacement of satellite), \$353 million for FY 1992 and \$404 million for FY 1993. CPB is asking increase from \$232 million in 1990 to \$395 million—plus one-time \$200-million appropriation for replacement of satellite—in 1991. Administration has recommended freeze at 1988 level, \$214 million.

## Scrambling

■ Legislation pending in Senate to regulate home satellite marketplace, mandating that cable programmers permit any qualified third party to distribute their services to backyard dish (TVRO) owners, is expected to hit Senate floor this summer, according to Roy Neel, aide to Senator Al Gore (D-Tenn.), S. 889's chief sponsor. Action on similar measure pending before House Telecommunications Subcommittee is expected following hearing on bill (H.R.1885) this week, June 15. A markup is scheduled June 29.

Gore's efforts to gain time agreement to bring up bill were unsuccessful and it is likely Senator will add measure as rider to another bill.

Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose bill.

On other front, House legislation (H.R. 2848) to permit satellite distribution of broadcast signals—superstations—to backyard dish owners was set for House Copyright Subcommittee vote in May, but because of controversial nature of bill and number of amendments said to be in offing, subcommittee delayed action until FCC decision on syndicated exclusivity (see below).

## Syndex

At May 18 open meeting, FCC adopted unanimously new syndicated exclusivity rules empowering television stations to enforce exclusivity of their syndicated programming against

cable systems.

In adopting rules, which are similar to those dropped by agency eight years ago, FCC said they would end "the reign of re-runs" on cable and increase the diversity of programming on broadcast and cable. They would also make television marketplace fairer by allowing television station to contract for true exclusivity as cable programmers do, FCC said.

Today, typical cable system imports several distant broadcast signals: some of syndicated programming on signals duplicates that on local television stations. Under syndex rules, stations could force cable systems to delete duplicative programming.

The FCC acknowledged that cable systems would suffer increased costs from having to delete and, if they wish, substitute programming, but said benefits outweigh costs. What's more, FCC added several provisions to mitigate impact of rules. Rules will not take effect for one year and system with 1,000 or fewer subscribers are exempt. Also, exclusivity in existing contracts may not be immediately enforceable.

Broadcasters applauded decision. They say syndex will restore equity within marketplace and that consumers will benefit.

Cable, on other hand, was not pleased. United Video, common carrier for superstations WGN-TV Chicago, WPIX(TV) New York and KTVT-TV Dallas, says it will appeal decision, and National Cable Television Association is promising to do same.

## Unions

Negotiating committees for both Writers Guild of America and Alliance of Motion Picture and Television Producers met two weeks ago in series of talks to end 13-week strike. On Thursday, May 26, members of guild ratified 73 independent contracts with producers, enabling "hundreds of writers to go back to work" according to guild estimates. Among those companies that received independent contracts were Carsey-Werner, Alien Productions and Carson Enterprises.

Meanwhile, another strike potentially looms. Contract between Alliance and craft unions affiliated with International Alliance of Theatrical Stage Employees expires in June, with two sides said to be far apart on new pact. □

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A commentary on high-definition television from John Sie, senior VP, Tele-Communications Inc., Denver

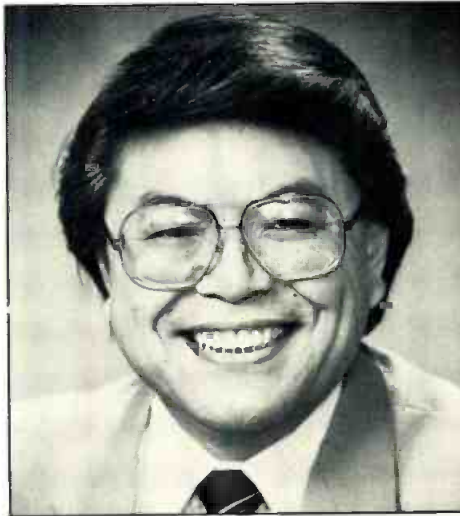
## Musing over Muse

HDTV—high-definition television—is rapidly becoming one of the hottest issues engulfing broadcasters, the cable industry, the FCC, Congress, the White House and the international communications community. The primary issue seems to be that Japan is far ahead of us in HDTV technology, with a standard that is incompatible with our TV sets, our broadcasters and maybe even with our cable transmissions. Moreover, the Japanese standard, dubbed the Muse system, may bypass our regulatory system with the importation of Muse VCR's and TV sets in the hopes of whetting our consumers' high-tech appetites. Should this occur, U.S. television—cable and broadcast—could become second-class providers. In addition, we could also face another \$200 billion in trade deficits as American consumers replace their current TV sets for HDTV's enhanced viewing experience and digital sound.

I believe that both the hype and the fear of HDTV are unfounded once we strip away the veneer and get to the core of the issue.

NHK, the government-owned Japan Broadcasting Corp., is aggressively pushing the Muse system to the rest of the world, and it's not just because it's vastly improved technology. Japan, as they say, needs a hit; 1987 marked the first time that the Japanese consumer electronics industry experienced a decline in revenue. Contributing factors include a weak U.S. dollar, strong low-end competition from such countries as Korea and Taiwan and the saturation of TV sets in Japanese households. To stimulate the marketplace, Japan must come up with new or improved technologies that consumers will both want and buy.

With the most advanced teams of vertically integrated technologies in the world, Japan would like to set the new standard for the next generation of TV sets without being tied to a 40-year-old U.S. standard. It is therefore perfectly natural for NHK to push for any advance in technology that would reverse Japan's current decline in revenues while maintaining its technical superiority. But in its headlong drive to bolster consumer sales, the current crop of Japanese home electronics marketed in Japan seem to be a hodgepodge of products, incompatible with one another, that will probably confuse consumers rather than embrace them. Perhaps for the first time, Japan is making short-term decisions rationalized by long-term goals. The downside risk of this may be the very real possibility that consumers will reject new systems with a questionable life span and no assurance of the most important commodity—programming. What good is a new system when you can't play anything on it? We've seen evidence of this recently with the introduction of the Super 8 video



John Sie is senior vice president of Tele-Communications Inc., Denver, the nation's largest cable multiple system operator. Prior to joining TCI, he was vice president, sales and planning, Showtime Entertainment. He joined Showtime in 1977 as vice president, marketing and affiliates, and became senior vice president, marketing and affiliates, in 1979. His career has also included stints at RCA, Micro State Electronics and Jerrold Electronics.

format which never caught fire with the public because the video store didn't carry Super 8 programming. Likewise, last year's introduction of the Super VHS VCR made less of a splash than hoped because it does not work with a regular TV set. In spite of such historical performance, some manufacturers in Japan are considering introducing an interim system called EDTV (Enhanced Definition) next year that will not be compatible with the ultimate HDTV system just a year down the road. I'm not sure how it will play even in Japan.

But amid all of the HDTV frenzy, studies, committee reports, tests and articles, no one seems to be challenging several of the core premises that are generating all of the sky-is-falling scenarios. Three of the most questionable are:

- That future HDTV receivers must have an aspect ratio of 16:9 instead of the NTSC standard of 4:3. Aspect ratio is the ratio of the width of the TV screen to the height.

- The annoying "wiggles and movements" of cross color and luminance distortions or artifacts are inherent in the NTSC standard.

- To get "35mm" resolution, more bandwidth than the current 6 mhz is needed for transmission.

The NHK Muse system widens the TV screen by about 15% on each side. Furthermore, all of the Japanese-developed HDTV production equipment has an aspect ratio of 16:9. Both broadcasters (the Advanced Tele-

vision Systems Committee [ATSC]) and the Society of Motion Picture and Television Engineers have endorsed such an HDTV production standard. But why? The main reason seems to be that the 16:9 ratio is more similar to the ratio of a movie theater's screen. In the United States and many other countries, households have enjoyed television with a 4:3 aspect ratio for more than 50 years. There has not been a hue and cry from the public that it wants TV screens to be wider. Current 4:3 TV screens could also accommodate programming with wider aspect ratios by narrowing the display on the top and bottom. Since TV sets are sold by the screen's diagonal dimensions, the reduction in diagonal dimension from 4:3 to 16:9 is only 8.2%. Thus, a standard 60-inch diagonal screen could accommodate a 55-inch wide-screen 16:9 program.

The Muse system display is void of NTSC's familiar distortions or artifacts. However, much improvement can be made to remove all of the visual annoyances of the artifacts from NTSC without changing the NTSC standard.

The assumption that to double the resolution of the NTSC must require more than 6 mhz transmission bandwidth is just that, an assumption. We should challenge the engineering community to develop techniques that provide resolution improvement to the human eye while conserving spectrum utilization. Since we can perceive the raster lines in a 525-line NTSC system, a line doubling scheme to 1,050 lines would create a continuum display for the largest screen in a home environment. The Muse system of 1,125 lines offers indiscernible improvement while making the system totally incompatible. The proposed 1,125-line HDTV production standard would only add costly studio transfer equipment.

From the above discussion, it is clear that we should set our sights to develop high-definition television that pushes the practical limits of technology but still stays within the NTSC standard, utilizing the 6 mhz transmission spectrum and compatible with both broadcast and cable. We should provide the consumer with enhanced visual resolution and sound quality comparable to the Muse system, and at the same time keep the 4:3 aspect ratio and be fully compatible with our existing TV sets. HDTV should just evolve into our television mix—without dislocations. Fortunately, much progress is being made in the United States toward reaching just that objective.

Let's all focus our energies on the right target. With the continuing advances being made in high-density memory and digital signal processing integrated circuit chips, it will not be too long before all television transmission will be digital. Let the futurists among us start to look at that transition in standards.

■ indicates new listing

## This week

**June 11-14**—CBS-TV annual affiliates meeting. Century Plaza. Los Angeles.

**June 13-15**—Videotex Industry Association third annual conference. Capital Hilton hotel, Washington. Information: (703) 522-0883

**June 14**—"The World According to BROADCASTING," brown bag lunch sponsored by Telecommunications Law Committee of Federal Bar Association, featuring *Broadcasting magazine's* Don West, managing editor; Harry Jessell, assistant manager editor; Len Zeidenberg, chief correspondent, and Kim McAvoy and Matt Stump, associate editors. FCC, eighth floor. Washington.

**June 14**—"Sports on Cable...What's the Score?" meeting of Southern California Cable Association. Panelists: Herb Granath, ABC Video Enterprises; Tony Acone, Prime Ticket; Joe Cohen, Z-Channel; Don Ellis, TBS Goodwill Games, and Don Ohmeyer, Ohmeyer Communications. Pacifica hotel, Los Angeles.

**June 14**—Los Angeles Advertising Club breakfast meeting and creativity seminar. Speaker: Writer Ray Bradbury of USA Network's *Ray Bradbury's Theater*. Information: Gladys Yonick, (213) 382-1228.

**June 14-16** International Radio Festival of New York, "honoring the year's best in radio programming." Sheraton Center hotel, New York. Information: (914) 238-4481.

**June 15**—New York Television Academy drop-in luncheon. Speaker: Michael Sobel, senior vice president, MovieTime Channel, on "Diary of a New Cable Launch." Copacabana, New York. Information: (212) 765-2450.

**June 15**—"Public Relations: Behind the Washington Scene," session sponsored by American Women in Radio and Television, Washington chapter. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**June 15-17**—Michigan Cable TV Association annual summer meeting. Boyne Mountain Resort, Boyne, Mich. Information: Steve Smith, (517) 351-5800.

**June 16**—Institute of Electrical and Electronics Engineers, New York Section, Broadcast Technology and Vehicular Technology chapters meeting. "Professional certifications programs: an overview." New York City Technical College, Kiltgord Auditorium, Brooklyn, N.Y. Information: Mike Hayden, (212) 246-2350

**June 16** Philadelphia Advertising Club creative awards gala with inauguration of Philadelphia Advertising Club Hall of Fame Franklin Plaza hotel, Philadelphia. Information: (215) 874-8990.

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

**June 16-18**—Iowa Broadcasters Association annual summer convention. Holiday Inn Gateway Center, Ames, Iowa.

**June 16-19**—Kansas Association of Broadcasters/Missouri Broadcasters Association joint convention. Overland Park Marriott, Overland Park, Kan.

**June 16-19**—Cable-Tec Expo '88, annual training and cable television hardware conference, sponsored by Society of Cable Television Engineers. San Francisco Hilton and Towers. Information: (215) 363-6888.

**June 17-19** Alabama Broadcasters Association spring/summer convention Gulf State Park, Gulf Shores, Ala.

**June 18**—"Western Water Crisis," seminar sponsored by Associated Press Television-Radio Association of California-Nevada, Peppermill Casino-Hotel, Reno. Information: Rachel Ambrose, (213) 746-1200.

**June 18-21**—American Advertising Federation annual convention. Century Plaza. Los Angeles. Information: (202) 898-0089.

## Also in June

**June 19-22**—National Broadcast Editorial Association convention. Luncheon speaker: Massachusetts Governor Michael Dukakis, presidential candidate. Ritz Carlton hotel, Boston. Information: (301) 468-3959.

**June 19-22**—Canadian Satellite User Conference, sponsored by Telesat Canada. Ottawa Congress Center, Ottawa. Information: (613) 748-8731.

**June 19-24**—National Association of Broadcasters radio management development seminar. University of Notre Dame, South Bend, Ind. Information: Joy Dunlap, (202) 429-5405

**June 20-24**—Radio Advertising Bureau sales managers school. Wharton School of University of Pennsylvania, Philadelphia. Information: (212) 254-4800.

■ **June 21**—Women in Cable, New York chapter, meeting. "Where the Jobs Are." Viacom Conference Center, New York. Information: Beth Araton, (212) 661-6040.

**June 21**—Women in Cable, Rocky Mountain chapter, meeting. "High-definition television." Denver. Information: Suzanne Stokes, (303) 740-6432.

**June 21**—USA Network seminar to "aid cable affiliates with local ad sales." Westin Benson hotel, Portland, Ore. Information: Barbara Kirbach, (213) 277-0199.

**June 21-24**—National Association of Broadcasters joint board of directors meeting. NAB headquarters, Washington.

**June 22**—USA Network seminar to "aid cable affiliates with local ad sales." Claremont Resort, Oakland, Calif. Information: Barbara Kirbach, (213) 277-0199.

**June 22**—New York Television Academy drop-in luncheon. Speaker: Dean McCarthy, vice president, program services, HRP Inc., on "An Examination of the Upcoming Syndicated Season—Which New Shows Will Work and Why." Copacabana, New York. Information: (212) 765-2450.

**June 22**—21st annual Radio Workshop, sponsored by Association of National Advertisers and Radio Advertising Bureau. Waldorf-Astoria, New York.

**June 22-24**—Montana Broadcasters Association annual summer convention. Grouse Mountain Lodge, Whitefish, Mont.

**June 23**—"Tribute to Shelley Duvall," hosted by Kidsnet, computerized clearinghouse for children's television and radio. Charles Sumner School, Washington. Information: (202) 291-1400.

**June 23**—USA Network seminar to "aid cable affiliates with local ad sales." Los Angeles Airport Hilton, Los Angeles. Information: Barbara Kirbach, (213) 277-0199.

**June 23-25**—Maryland/District of Columbia/Delaware Broadcasters Association annual convention. Williamsburg Lodge, Williamsburg, Va. Information:

## Errata

Chart of fall program lineups for three TV networks in May 30 issue had incorrect production credits for *The Hogan Family* and *Perfect Strangers*. Both are produced by Miller•Boyett in association with Lorimar.

May 23 story on Fox Broadcasting Co. incorrectly reported company plan for three-hour movie block on Mondays beginning May 1989. Proposed movie time slot is two hours, from 8 to 10 p.m.

(301) 995-0844.

**June 23-25**—Hawaiian Association of Broadcasters annual convention. Turtle Bay, Oahu, Hawaii.

**June 23-27**—North Carolina Association of Broadcasters summer convention. Stouffer Grand Beach Resort, St. Thomas, Virgin Islands.

**June 24-25**—Texas Association of Broadcasters Radio Day Hershey hotel, Corpus Christi, Tex.

**June 25-28**—International Teleproduction Conference and Exhibition, sponsored by International Teleproduction Society and NATPE. Los Angeles Convention Center. Information: (212) 629-3266.

**June 26**—Nontelevised portion of 15th annual Daytime Emmy Awards (primarily for creative arts categories), sponsored by National Academy of Television Arts and Sciences and Academy of Television Arts and Sciences. Registry hotel, Universal City, Calif. Information: (818) 763-2975.

**June 26-28**—Virginia Association of Broadcasters annual summer convention. Virginia Beach Resort, Virginia Beach, Va.

**June 29**—New York Television Academy drop-in luncheon. Speaker: Bruce Christensen, president, Public Broadcasting Service. Copacabana, New York.

**June 29**—15th annual Daytime Emmy Awards telecast (on CBS-TV), sponsored by Academy of Television Arts and Sciences and National Academy of Television Arts and Sciences. Waldorf-Astoria, New York. Information: (818) 763-2975 or (212) 586-8424.

**June 30**—15th annual Daytime Emmy Awards telecast on CBS-TV, co-sponsored by National Academy of Television Arts and Sciences and Academy of Television Arts and Sciences. Waldorf-Astoria, New York.

## July

■ **July 1**—Deadline for entries in Community Service Awards, sponsored by National Broadcast Association for Community Affairs. Information: Connie Allen, WAVY-TV, (804) 393-1010.

**July 6**—New York Television Academy drop-in luncheon. Speaker: John Hart, anchor, *Monitor News-World*, nightly half hour premiering in September. Copacabana, New York. Information: (212) 765-2450.

■ **July 7-10**—13th annual Upper Midwest Communications Conclave. Sheraton Park Place, Minneapolis. Information: (612) 927-4487.

■ **July 8**—Potomac River cruise, co-sponsored by Women in Cable, Washington chapter, and Cable Value Network. Washington. Information: Joan O'Brien: (301) 773-0900.

**July 8-12**—Television Programming Conference. Hyatt Regency Downtown, Lexington, Ky. Information: (904) 432-8396.

**July 10**—Deadline for applications for 1988 Radio Broadcasters' Award. "designed to acknowledge the role radio plays in educating teens and adolescents on sexuality issues," sponsored by Center for Population Options. Information: (818) 766-4200.

**July 10-13**—New York State Broadcasters Association's 27th executive conference. Concord Resort hotel, Kiamesha Lake, N.Y. Information: (518) 434-6100.

**July 10-15**—National Association of Broadcasters TV management development seminar. University of Notre Dame, South Bend, Ind. Information: Carolyn Wilkins, (202) 429-5366.

**July 11-14**—New England Cable Television Association convention and exhibition. Tara Hyannis hotel, Cape Cod, Mass. Information: (617) 843-3418.

**July 12-14**—Television Bureau of Advertising/Sterling Institute national sales manager's program. Hyatt Regency, Chicago.

**July 13**—Telecast of Sports Emmy Awards of National Academy of Television Arts and Sciences, from Hotel

Sheraton-Center, New York. Information: (212) 586-8424.

**July 13**—*New York Television Academy* meeting. Speaker: Austin Furst Jr., chairman and chief executive officer, Vestron Inc. Copacabana, New York. Information: (212) 765-2450.

■ **July 13**—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

**July 14-15**—*Broadcast Financial Management Association* board meeting. Hyatt Regency O'Hare, Rosemont, Ill.

**July 14-16**—*National Federation of Local Cable Programmers* 11th annual national convention, including presentation of 1988 Hometown USA Video Festival. Hyatt Regency, Tampa, Fla. Information: (916) 456-1757.

■ **July 14-16**—*Colorado Broadcasters Association* summer convention. Manor Vail, Vail, Colo.

**July 15-17**—*Oklahoma Association of Broadcasters* annual summer meeting. Fountainhead Resort, Checotah, Okla. Information: (405) 528-2475.

■ **July 18-20**—*Arbitron Television Advisory Council* meeting. Las Costa hotel, Carlsbad, Calif.

**July 18-21**—Democratic national convention. Atlanta.

**July 19**—*Seattle Advertising Federation* luncheon meeting. Speaker: Kay Koplovitz, president-chief executive officer, USA Network. Westin hotel, Seattle. Information: (206) 623-8307.

**July 19-20**—*Wisconsin Broadcasters Association* summer convention. Olympia Resort, Oconomowoc, Wis.

**July 19-21**—*Florida Cable Television Association* annual convention. Amelia Island Plantation Resort, Amelia Island, Fla.

■ **July 20**—*New York Television Academy* luncheon. Speaker: Mark Foster, chairman, The Microband Cos. Copacabana, New York.

**July 21-23**—*Montana Cable Television Association* annual meeting and convention. Fairmont Hot Springs Resort near Anaconda, Mont.

■ **July 21-23**—*Idaho State Broadcasters Association* annual convention. Sun Valley, Idaho.

■ **July 22-24**—*South Carolina Broadcasters Association*

summer convention. Radisson Resort hotel, Myrtle Beach, S.C.

**July 23-30**—TV meteorologist short course, offered by *Lyndon State College*, Lyndonville, Vt. Information: (802) 626-9371.

**July 24-26**—*California Broadcasters Association* summer convention. Hyatt Regency hotel, Monterey, Calif. Information: (916) 444-2237.

**July 24-26**—*Enterprise Systems Group*, international broadcast software company, annual customer conference. Colorado Springs. Information: (719) 637-1717.

**July 25**—Synditel, presentation of first-run television programming, at beginning of network press tours for television critics (July 25-Aug. 11). Registry hotel, Universal City, Calif. Information: (213) 653-3900.



## Arbitron response

EDITOR: A May 16 "Riding Gain" item stated that Arbitron Radio's response rates have been hovering in the 40% range.

In the last completed survey, winter 1988, Arbitron Radio's average metro response rate was 47%. This was the seventh straight survey (beginning with summer 1986) in which average response was higher than the same survey of the previous year.

This number is not serendipitous; it is the result of numerous, well-thought-out and tested procedures. Permit me to provide a brief review: in summer 1986 we instituted a newly designed daypart diary; in fall 1986 we increased the diary premium to households in which there is a man, 18-24 years old, instituted a new standardized followup procedure in non-DST households (a pre-survey telephone call and a during-survey letter with an additional premium enclosed), and have revamped our interviewing system in regard to the training of interviewers and respondent materials.

We've just finished the most extensive research project in radio measurement, and out of this work with the National Association of Broadcasters COLRAM committee will come a diary that we expect will further boost response rates starting this fall.—*Christine L. Spragg, vice president, advertiser/agency radio sales, Arbitron, New York.*

## Lectern lecture

EDITOR: On page 34 of your May 9 issue Trygve Myhren is pictured standing "behind podium." Not so.

Mr. Myhren is standing behind a lectern. A podium is an elevated platform on which people sit or stand. Often a reading stand is placed upon a podium, and that reading stand is called a lectern.

I enjoy your magazine.—*Ed Funkhouser, assistant professor, North Carolina State University, Department of Speech-Communication, Raleigh, N.C.*

## Major Meetings

**June 11-14**—*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. Future conference: Aug. 20-23, 1989, Marriott, Chicago.

**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*. Convention Center, Washington. Future meetings: Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

**Sept. 22-25**—*Society of Broadcast Engineers* third annual national convention. Convention Center, Denver. Information: John Battison, (614) 888-3364. Future conventions: Oct. 5-8, 1989, Kansas City, and Oct. 11-14, 1990, St. Louis.

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

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

**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. 24-27, 1989**—*NATPE International* 26th annual convention. George Brown Convention Center, Houston

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

**Feb. 2-5, 1989**—*Radio Advertising Bureau's* Marketing Sales Conference. Loews Anatole, Dallas.

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

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

**April 9-12, 1989**—*Broadcast Financial Management Association* 29th annual meeting. Loews Anatole, Dallas. Future meeting: April 18-20, 1990, Hyatt Regency, San Francisco.

**April 9-11, 1989**—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York.

**April 21-26, 1989**—25th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Cannes, France.

**April 29-May 2, 1989**—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

**May 21-24, 1989**—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas.

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

■ **June 21-25, 1989**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 33d annual seminar. Renaissance Center, Detroit



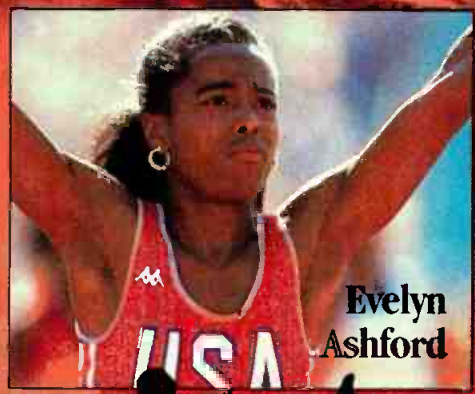
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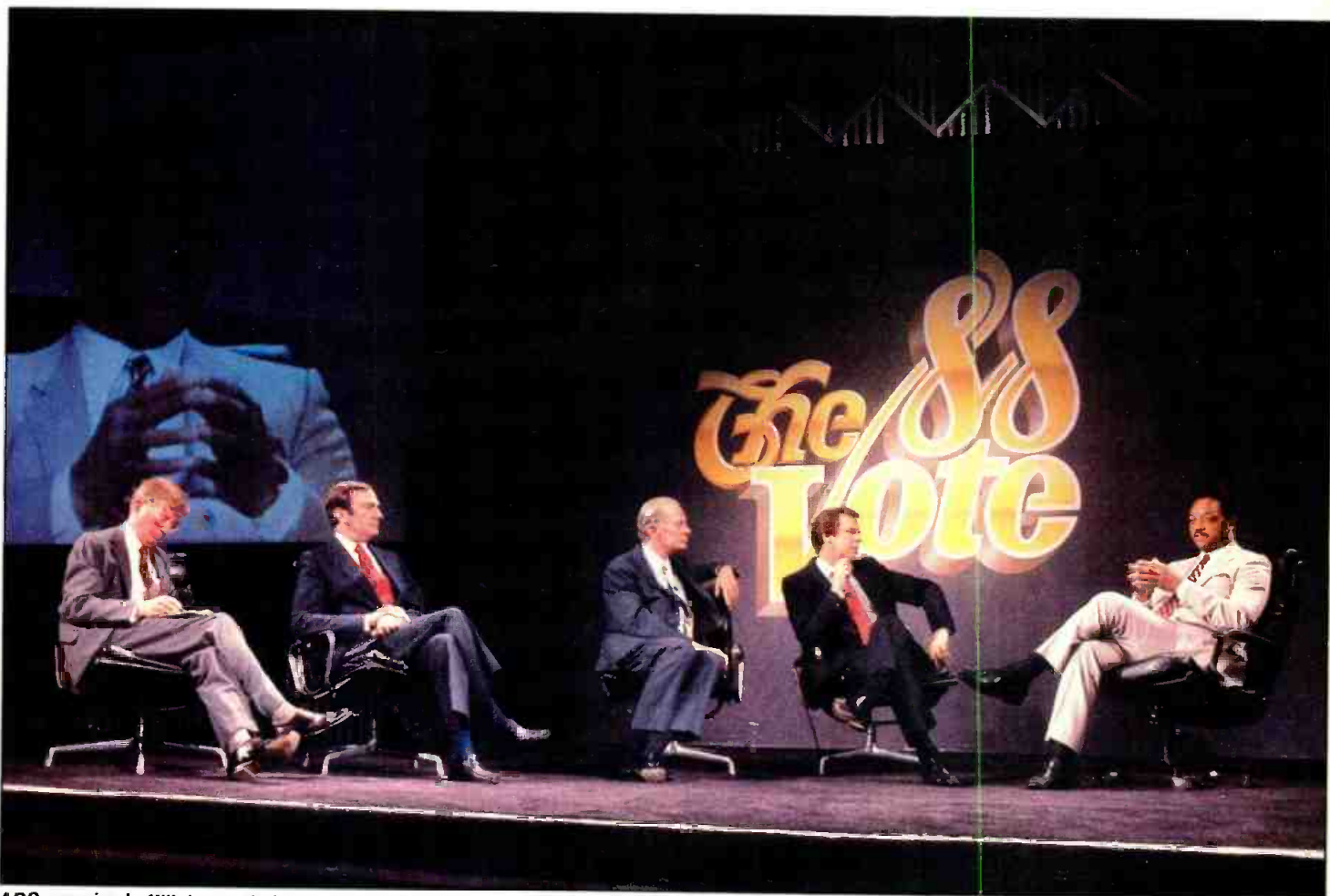
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# Broadcasting Jun 13

Vol. 114 No. 24

TOP OF THE WEEK



ABC surprised affiliates at their annual meeting by presenting all three presidential candidates for a brief Q and A with ABC newsmen (l to r) George Will, Sam Donaldson, David Brinkley and Peter Jennings, shown here with Jesse Jackson.

## ABC-TV to affiliates: Use us or lose us

**Network executives at annual gathering in Los Angeles say if clearances don't improve, ABC may start reducing its programing**

ABC executives delivered a message to their affiliates last week: If the stations don't start clearing more programing, the network ought to produce fewer hours in prime time and other dayparts.

In a speech last Tuesday (June 7) in Los Angeles during the annual affiliate gathering, John Sias, network group president, said the affiliates and the network had a number of issues to address, including: "How many hours of programing do you want?" and "Where do you want those hours to appear?" More to the point, he also asked, "How's that mix going to change?"

But it is not just programing and how much the network will produce that are at issue. Sias said the entire network-affiliate

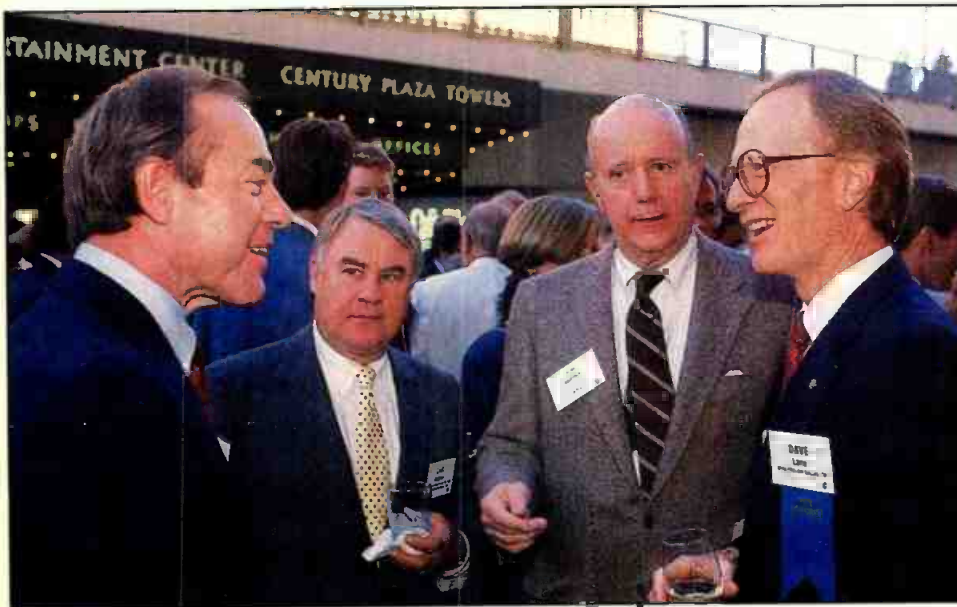
relationship was up for discussion. "How about the whole contract—is that serving us well in today's environment?" Sias also asked for affiliate reaction to having more commercial inventory in network programs (in most cases, stations receive adjacencies only), but less compensation. In a closed session, network officials stated bluntly that those questions have come up largely as a result of growing affiliate preemptions in prime time and other dayparts.

ABC said that the affiliate body as a whole preempts an average of one prime time hour per week. But affiliates who attended the meeting said network television president, Mark Mandala, hammered home Sias's point: "Why should the network program 22 hours [of weekly prime time material] when the affiliates are clearing only 21 of those hours." Network officials contend that an hour of uncleared programing is a cost burden the network can't bear. George

Newi, vice president, affiliate relations, declined to say exactly how much revenue ABC loses as a result of preemptions but said the total is well into the "10's of millions."

The early morning news hour at 6-7 o'clock is also problematical for the network, executives said. Many affiliates want to take five-minute or 15-minute segments of that hour, and the network cannot make a return on its program investment with that kind of clearance. "We can't be all things to all people," said Mandala. But a compromise could be in the works. Mandala was reported to have said one way to make that time period work for both parties was to give affiliates a portion of the inventory during that hour to sell for themselves.

A proposal was endorsed to establish several "task forces," one of which would examine "long-range issues" such as the entire network-affiliate relationship, and how both



## Affiliate activity

**Clockwise from below: Mark Mandala, president, ABC Television Network; John Sias, Capcities/ABC network group president, and (in group picture, l to r) unidentified; Carl Wagner, president, Great American Broadcasting, Cincinnati; Tom Murphy, Capcities/ABC chairman, and David Lane, WFAA-TV Dallas, new chairman of the ABC affiliate board of governors.**

can better position themselves to thrive in a changing marketplace. "We can't afford not to do this," said John Behnke, president and chief executive officer, Fisher Broadcasting, Seattle, and outgoing chairman of the ABC affiliates advisory board. "There is a need for the evolution of a policy," he said.

The task force would also address some of the issues raised in a Brown, Bortz & Coddington study that Paul Bortz reviewed for affiliates in a closed session. The study concluded that networks and affiliates are not so much the victims of increasing competitive forces as they are of their own shortsighted thinking. Sources at the meeting reported Bortz as saying that network and broadcast managers tend to think in "13-week cycles."

Bortz also blamed the networks for badly mishandling the introduction of 15-second commercials and contributing to the current ad inventory glut. To date, he said, 15's have increased the national inventory by 7%, while costing half of a 30-second spot. Without a premium price tag on the 15's, advertisers have no incentive to buy the more cost effective 30's. As a result, some of the added inventory goes begging.

"He [Bortz] told us we were neophytes when it came to long-term strategy," said one member of the audience. "He told us we have to sell value as well as rating points." The networks can also use a lesson or two in how to market themselves. Bortz told the group. Network audience shares may be declining, and cable networks may be delivering their two or three share points as a result, but overall network audience circulation has never been higher, a point that needs to be driven home to advertisers, Bortz said.

A separate task force will be established to review the entire network inventory load at the behest of the affiliates, who believe ABC must reduce clutter. A suggestion also came at the closed session to establish a committee to study how ABC might better sell "value" to advertisers, and not just rating points.

Several other programing issues came up at the meeting, including what ABC plans to



program in prime time during September and October, when the new season programs won't be ready because of the writers strike, and NBC will have the Olympics. The best answer ABC Entertainment President Brandon Stoddard could give, sources said, was that prime time programing in the early fall will consist of repeats, specials, movies and mini-series.

The network has also been trying hard to come up with viable post-*Nightline* programing for late night, so far without success. At the business meeting with affiliates, Squire Rushnell, vice president in charge of late night and children's programing, said the network had recently developed nine program pilots. None of them are ready for air, although one or more may be tried out on the network's WLS-TV Chicago. ABC has negotiated an exclusive development contract with Catch a Rising Star, which operates a chain of comedy and music clubs. Rushnell said that in late night, talk or variety programs seem to be the only "cost

effective" options, where talent is key.

Thomas Murphy, Capital Cities/ABC chairman, confirmed the network took a \$20-million make-good hit in the fourth quarter of last year, affiliates said. They added he was trying to make the point that the "salvation" of the network is strong competitive programing. Murphy reportedly said that efforts will be made on all fronts—entertainment, news and sports—including a determined bid for rights to the 1992 summer Olympics, in Barcelona, Spain.

On the Washington front, sources reported, ABC General Counsel Stephen Weiswasser reportedly said that ABC will consider a formal proposal seeking the elimination or modification of the financial interest and syndication rules within the next six to 18 months if no progress on a compromise negotiated privately with Hollywood is made. He also suggested, sources said, that the network may explore proposing legislation that would restore some form of must-carry protection for broadcasters, that would be harder for the courts to strike down.

Brandon Stoddard, entertainment president, said of the new fall prime time schedule: "What pleases us most is that the quality of this schedule continues to spread. We still have a long way to go, but now, today, this is a very different network than what we were only two years ago. There are actually shows on this schedule that *you* can actually watch, that *you* personally support, as well as millions of television viewers.... We believe the audience is coming to ABC." □

# The \$3.4-billion question: What's ahead for CBS?

**With huge cash reserve, will Larry Tisch buy new properties, sell existing ones or distribute some money to stockholders?**

Although CBS's new schedule has a comedy flavor, the future of the network and its parent company may still rest with the serial drama taking place on the 35th floor of Black Rock. The drama's plot has shifted from what president, chief executive officer and 25% owner, Laurence Tisch, has done to what he may or may not do.

Observers are now trying to guess how long the drama will continue, and how it will be resolved: whether Tisch intends to maintain CBS's current status as a broadcasting/investment company, take the company private, merge it with another company that Tisch controls, Loews Corp., continue liquidating CBS and distribute the cash proceeds to Loews and other shareholders or expand CBS by buying other businesses. There is also the school of thought, expressed at last month's annual meeting by former CBS Records vice president, Ralph Colin Jr., that Tisch would soon dump his stock in a "classic case of hit and run." (Colin went on at some length at the meeting about the effects of Tisch's tenure at CBS: "You've been stripping the company's assets and cutting costs to the point where productivity is crippled.... You've effectively destroyed something that was near and dear to many of us, a once great company, a company which many considered to be the gem, the class of this industry.")

The creative spur to all this speculating is the \$3.4-billion cash hoard CBS has accumulated, mostly from the sale of CBS Records and CBS Publishing. So far, all Tisch has said about the money is to repeat a familiar CBS refrain: that the company is looking for television stations but that value is hard to find in an overpriced market.

The station priority is now only a sub-plot anyway, dwarfed by the size of CBS's liquid riches, which could grow further by the roughly \$350 million to be generated from operations in 1988, according to Raymond Katz, securities analyst for Mabon Nugent & Co. CBS could probably purchase up to the allowable limit of station ownership and still have at least \$2 billion in cash left over ("Closed Circuit," Aug. 10, 1987).

The further divestiture of assets unrelated to the company's "core business" of broadcasting could perhaps bring in another billion dollars, pre-tax. Such assets include a half-interest in CBS/Fox home video (about \$200 million); the overfunded portion of the company's pension plan (\$250 million); Black Rock, for which CBS has supposedly received offers of more than \$300 million (at least one real estate appraiser is skeptical about that price), and at least \$200 million in additional real estate, including the New York broadcast center and some undeveloped Hollywood acreage.

Meanwhile, there is a chorus of shareholders and securities analysts wondering

why Tisch doesn't distribute at least some of CBS's cash directly to shareholders. For instance, CBS could distribute \$40 per share, and still keep more than \$2 billion. A distribution of proceeds from the records and publishing sale would have particularly favorable tax consequences for most CBS shareholders, probably qualifying for what the Internal Revenue Service terms a "partial liquidation." In a partial liquidation, shareholders are only taxed on distributed cash if the amount exceeds their cost of the stock (called "basis," for tax purposes).

However, Loews and other "corporate" shareholders would receive a different treatment, which is less favorable for them now than prior to the tax reform act of 1986. Loews would still be able to subtract 80% of any cash received before calculating taxable income, but the company now would have to reduce its "basis" by the amount of the untaxed dividend. If the stock were subsequently sold, Loews's taxable gain would thus be larger. Also, Loews would suffer less favorable tax treatment on any extraordinary dividends received on CBS stock purchased less than two years ago—much of Loews's purchases were made in the late summer and fall of 1986.

How important is the tax issue? It is generally accepted that Tisch and Loews first invested in CBS specifically to take advantage of favorable tax treatment at the time of the latter's recapitalization in the fall of 1985. Now that Tisch is personally involved in the company and has more money at stake, the couple of hundred million tax dollars that might be saved may not be

The reason CBS is sitting on its cash hoard may also relate to Tisch's investment philosophy. Several months ago the CBS president was publicly complaining about the outlook for the broadcasting industry, but Tisch watchers note the bearish view is colored by his view on the whole economy. Said one investor: "He thinks the world is going into the tank...and is waiting to buy businesses at multiples [of cash flow] half of what they are now." This analysis suggests that Tisch would prefer to stay liquid until the right buying opportunity arises, whether that is next month or five years from now.

If CBS goes shopping there are few "related" businesses it can buy since the network's parent company is currently prohibited from purchasing cable MSO's and syndication companies. That is, of course, assuming that relatedness, which was a criteria for selling, is also a criteria for buying (Loews is a collection of unrelated businesses).

Purchase of a studio/production company is a possibility, especially if the network's production consent decrees are not extended beyond their 1990 sunset. CBS might also be assuming that some easing of the FCC's financial interest and syndication rules could be obtained, at which point it could get into the syndication business. Cable programming remains a possibility, although it was only a year ago that CBS sold its interest in SportsChannel and Rainbow Enterprises.

CBS's cash is, similar to Loews's own liquid assets, invested mostly in short- and medium-term government and corporate debt. Tisch has thought about diversifying the investments and earlier this year suggested to the CBS board that the company buy stock in some potential takeover and "risk arbitrage" situations such as Sterling Drugs or Federated Department Stores. The idea was apparently not accepted, and the CBS president has been heard bemoaning that CBS could have profited from buying Federated stock when it was in the low 20's since it was subsequently taken over at \$73.50.

While the cash accumulation bothers many employees and investors, it is probably not burning a hole in the pocket of Tisch, who has been described more than once as having a long-term investment horizon. Some CBS shareholders think they will be rewarded, financially, for waiting with him. A prominent short-seller, Jim Chanos, told BROADCASTING that his money management firm, Kynikos Associates, has instead "gone long" on CBS: "I think the stock is cheap...after subtracting the cash and other assets...the television network business is valued at a negative \$40 per share." Chanos added that the odds of the network's being able to reduce programming costs are good. Keith Feuerman, a securities analyst who follows Loews for Drexel, Burnham Lambert, described that company as "an excellent long-term stock. It is up about 1,600% in the past 10 years." □

## CBS's vital statistics

Primary shares outstanding	25,800,000
Stock price (June 10)	\$161
Cash and securities	\$3,356,900,000
Per primary share	\$130
Long-term debt	\$962,400,000
Projected cash flow	\$354,000,000 *

All figures except stock price as of March 31, 1988

\* Estimate for 1988 from Mabon Nugent & Co.

enough to determine Loews's ultimate investment strategy. Yet few Tisch watchers doubt that even that amount would not be left "lying on the table" if Tisch could help it.

What about the interests of other shareholders and the CBS board of directors? There are no signs the board has yet collectively thought about the matter—although some observers think the subject will come up at the July board meeting. If a decision is delayed much longer, the "window" following the record and publishing sales during which the IRS allows a partial liquidation may pass. As far as can be determined, the company has not requested an advance IRS ruling on how such a cash distribution would be treated.

## Comparative status

Since the opening of the latest renewal cycle for TV stations in October 1986, eight comparative renewal challenges have been filed with the FCC. ■ In October 1986, Park Communications' WTVR(TV) Richmond, was challenged by Richmond Community Television. That challenge, now at the commission's Mass Media Bureau, is being worked on to be designated for hearing, said TV Branch chief, Clay Pendarvis. ■ In February and December 1987, respectively, Grant Broadcasting's licenses for WBFS(TV) Miami and WGBO-TV Joliet, Ill., were challenged by creditors. Tied to bankruptcy hearings, those challenges will be withdrawn when a satisfactory settlement is worked out. ■ Also in December, CBS O&O WBBM(TV) Chicago was challenged by Center City Communications and was designated for hearing. Motions to enlarge were filed last week (see box, page 56). ■ Last February, Mark Wodlinger filed against Viacom's KMOV(TV) St. Louis, tied to Wodlinger's HitVideo USA antitrust suit against Viacom's MTV. It too has been designated for hearing and motions to enlarge were filed two weeks ago ("In Brief," June 6). ■ Also in February, Dr. Sam Walters, a Kansas City, Mo., chiropractor, filed a comparative renewal against KZKC(TV) Kansas City. That application was dismissed last Thursday (June 9) over a procedural matter. ■ Most recently, two comparative renewal challenges have been filed against WWOR(TV) Secaucus, N.J. Those applications are also being worked on by the staff for a hearing designation. The most recent group of TV renewals, in North and South Dakota, Montana, Colorado and Minnesota, had no challenges filed against them.

For radio, the renewal cycle has just begun, with the first batch of renewal applications filed on June 1, four months before the end of the license term.

from participating in the process." At the very least, he said, such filings "tend to slow down our procedures, reduce uncertainty for licensees and waste our resources."

The draft of the item, written by the Mass Media Bureau with input from the Office of the General Counsel and Chairman Patrick's office, was sent late last week to Commissioners Patricia Diaz Dennis and James Quello. Citing FCC policy, officials would not discuss particulars, but one said that at three quarters of an inch, "it's thick enough to cover a multitude of sins."

According to members of the communications bar, the FCC could curb the abuses by simply disallowing or limiting payments to license challengers and to those who file petitions to deny as part of settlement agreement. Matt Leibowitz, of Leibowitz & Spencer, believes that such payments should be done away with, but others maintain that

limiting payments to "legitimate and prudent" legal and administrative expenses of the petitioner or challenger would suffice.

However, there is a question inside and outside the FCC of whether the FCC has the statutory authority to restrict payments. Prior to 1981, the payments were restricted to "legitimate and prudent" expenses. But, in that year, Congress passed legislation permitting settlements of any size in hopes of encouraging settlements. Said FCC General Counsel Diane Killory: "It's not an open-and-shut case."

As he laid out in a petition for rulemaking, Leibowitz believes there are other ways to attack abusive petitions. The FCC could require fuller financial and ownership disclosure to discourage "sham" applications and to do away with the presumption that competing applicants that prevail in hearings will be able to acquire the transmitter sites of the incumbents, he said.

Some attorneys believe the FCC may go beyond the abuse issue to revisit the comparative criteria used in comparative renewal. Currently, the FCC uses the same criteria in evaluating applicants for new stations as it does in renewal cases. Among other things, those criteria reward those with integrated ownership and management integration and no other broadcast properties. As a result, incumbents who are often removed from management or have other stations are at an immediate disadvantage.

Others believe the FCC may make it easier for licensees to win so-called "renewal expectancies." Stations are today entitled to renewal expectancies, which carry considerable—usually decisive—weight in comparative hearings, upon their showing that they have provided substantial service to the public. In a letter to Congress last October, Patrick said the renewal expectancy cannot be elevated to an "irrebuttable presumption in favor of the incumbent." But, he said, it would be desirable to base the renewal expectancy not on programming, but on "substantial compliance" with FCC rules and regulations.

What the item will not propose is a two-step renewal process. In such a process, it would first be determined whether to renew a license in a noncomparative proceeding. Only after it was decided not to renew would others have a chance to compete for the license.

The FCC is shying away from adopting a two-step process for legal and political reasons. In adopting such a process, it may be overstepping its statutory authority and it would certainly be stepping on the toes of members of Congress who have warned the FCC to tread lightly in the comparative renewal area.

Said Quello during his speech at the AWRT conference: "The commission must be careful not to usurp the statutory prerogatives of Congress, which has the sole authority to establish a much needed two-step renewal process. The sooner a two-step process is adopted, the sooner both the public interest and a practical, equitable broadcast marketplace will be served." □

## BPME/BDA: On television's creative edge

**More than 2,600 attend annual conference in Los Angeles**

Under the banner, "Marketing and Design Excellence in a New Age of Broadcasting," total attendance at last week's Broadcast Promotion and Marketing Executives/Broadcast Design Association meeting in Los Angeles broke all records, topping 2,600, according to BPME executive director, Lance Webster. Paid registrants totaled more than 1,900—also a record, he said.

Convention organizers said the record-breaking attendance was a reflection of the broadcast industry's growing recognition that program promotion and marketing is one of the most important elements of the business. "That's an overwhelming and overpowering truth," said Joseph Logsdon, program director of WFTS(TV) Tampa, Fla.,

and immediate past president of BPME. "Stations must rethink [their business strategies] with a marketing focus or they won't be around to compete," he said.

Logsdon was succeeded by Al Batten, director of creative services, WSOQ(TV) Charlotte, N.C. Stepping up to the BPME board vice presidency is Linda Nix, promotion director, WDSU(TV) New Orleans. Burt Gould, promotion director, WCBS(TV) New York, became secretary of the BPME board. Newly elected members to the board were: Lee Minard, promotion director, WDIV(TV) Detroit; Jill Katz of SpotWise Productions, Boston, and Jim Marchyshyn, promotion director, KSHE(FM) Crestwood, Mo.

From a financial standpoint, the convention was a success. The show contributes about 50% to BPME's annual \$2 million operating budget.

**Putting on the promotional push for syndicated shows**

The marketing and promotion plans for a number of new shows were laid out last week at the BPME/BDA convention. Among them were *The Cosby Show*, (Viacom), *USA Today* (GTG Entertainment) and *The Munsters Today* (MCA).

A multimillion-dollar *Cosby Show* promotion featuring individualized on-air station promos with comedian Bill Cosby as spokesman was unveiled by distributor, Viacom, during a closed-door meeting there last Thursday (June 9). The top-ranked NBC sitcom, which was syndicated for record prices in many markets, is also seeking to boost daily viewership through print and radio promotions when it launches on 170 local stations Oct. 3.

The on-air TV campaign uses Cosby and Keshia Knight Pulliam (his youngest daughter, Rudy, on the show) in three series of originally produced spots. The promotion includes four 30-second spots designed to make viewers aware of the syndicated show's new five-times-a-week schedule, a second group of nine 30-second spots closer to the show's launch and a third group of three 30-second post-launch spots. For individual episode promotion, Viacom will use *Cosby* clips to produce one 10-second and one 30-second spot for each episode for a total of more than 200 different spots.

Viacom's Dennis Gillespie, senior vice president of marketing, told BROADCASTING the company is encouraging stations to make "very high frequency" use of the on-air spots, and expects most stations to begin the campaigns in August, with heavier exposure in September leading up to the launch.

The Viacom promotion includes a national print campaign with six full-page ads in *TV Guide*, radio spots developed by Los Angeles-based commercial producer Chuck Blore, outdoor promotions and *Cosby* promotional items.

The campaign, overseen by Lisa Merians, vice president of creative services at Viacom, was developed in collaboration with promoters Gips & Balkind & Associates. Viacom has also hired *Cosby*'s personal public relations firm, The Brokaw Co., and the Los Angeles-based The Lippin Group to conduct national and local publicity for the show.

■ *USA Today*, the television show, is being tied very closely to *USA Today*, the newspaper, in the promotional launch for the program, said Bob Jacobs, vice president, sales, GTG. Jacobs said that research indicates a 97% recognition rate of the name *USA Today*. In the middle of August, GTG will launch the on-air campaign for the program, which debuts Sept. 12. Television spots will feature the colorful *USA Today* newspaper bins turning into television sets. A radio campaign will feature humorist Jean Shepherd telling stories similar to those in his recent campaign for American Express. GTG will place 200 weekly gross rating points in each radio market where the show will air. Once the program launches, stations carrying it will be fed six different episodic promotional spots each day (six days a week) to promote the next day's show. Stations are being asked to clear 350 to 400 gross rating points of on-air promotion time for the show each week. If all the stations comply, and Jacobs says they will, that would amount \$20 million or more in on-air time they will devote to promoting the program. Combined with GTG's \$10-million promotional effort, \$30 million or more will be spent launching the program.

■ MCA put on a dress rehearsal at BPME/BDA of a multiple city tour it will conduct to help launch *The Munsters Today*. The tour will feature a troupe of actors playing the roles of the Munster family, which will visit shopping malls around the country. The highlight of each show will be a magic act conducted by Grandpa Munster



BPME's Joseph Logsdon (l) and BDA president Wiley Schmidt

and a youngster chosen from the crowd.

The program's on-air promotion will also be tied closely to the original *Munsters*, which left the air 22 years ago. (As the story goes, the Munster family has been in "suspended animation" for two decades as a result of an experiment gone awry in Grandpa's laboratory.) The new show already has 14 episodes completed and thus will launch on time, despite the writers strike.

#### Padden preaches the gospel of localism as means of surviving competition

Preston Padden, president of the Associ-



Cosby in on-air spot; five watches represent airing show five times each week

ation of Independent Television Stations Association, blasted what he calls the "double standard" that independent television stations face when trying to compete with affiliates and cable systems in selling their spots. Padden was the keynote speaker at the Wednesday BPME session "Independent Television: Nightmares in Promotion."

"Despite our great growth and solid media value, we continue to experience numerous frustrations as we continue to expand and consolidate our position in the marketplace," said Padden. One of the frustrations, he said, "was that our audiences continue to be undermeasured in the diary-based methodology still utilized in most markets." Although the INTV association has devoted "enormous resources to address this problem," he said, the response of the rating services has been "wholly inadequate." Padden said that there is no evidence that either Nielsen or Arbitron has made the necessary effort to gauge audiences on independent television stations more accurately.

A new and growing frustration, he said, "is the emergence of a curious and irrational double standard between independent television stations and cable networks." Using the advertising industry as an example, Padden said that "our stations frequently face minimum ratings cut-offs that have the effect of excluding some of our dayparts from any consideration in media buys. We're frequently told that one or more of our stations cannot be bought because a two rating is too small to be statistically reliable." Padden said that the "same media buyers that veto indies with two ratings are stumbling over themselves to embrace cable networks with a 0.2 rating." He said that while cable networks carrying "outdated programming" such as *The Donna Reed Show*, *Mr. Ed* or *Car 54*,

*Where Are You?* are considered must-buys, an indie station carrying the same programming would be "derisively dismissed as a dog."

Padden also said the double standard exists in the debate over must carry. Under the current requirements, local stations are required to earn at least a 2% audience share to be eligible for must-carry status. "Ironically," he said, "if the cable networks were subjected to this same standard, very few of them would qualify for carriage on any cable system." He added that it has become all too familiar for cable operators to shift channel assignments to favor their vertically integrated program product, resulting in popular stations being replaced by cable networks with "comparatively miniscule ratings and shares."

Program directors and their departments, said Padden, "will play a key role in assuring that independent stations have the opportunity to grow and thrive in a marketplace governed by true competition and

elemental fair play."

In a market that is becoming more competitive, with the increasing penetration numbers of cable and direct broadcast satellite transmission on the horizon, Padden said that stations should turn to localism to "assure the survival and prosperity of free over-the-air broadcasting."

"The one thing," he said, "that cable operators, telephone companies and broadcasting satellites cannot provide to consumers except via your signal is the local programming you present and the overall perception of your station as an important part of life in your local community." Although local programming is important, he said, it is not the only way to build an identity within the community. "Every promotional assignment should be regarded as a new opportunity to enhance the bond between the station and its local community," Padden said. He recommended that the promotion departments should reach out to organizers of annual parades, local celebra-

tions or causes and become their media partners. "Community-oriented promotions can become the linchpin for your future survival and they can develop into an important source of new revenue."

While stressing the importance of community-oriented promotions, Padden singled out WTTG(TV) Washington, KRIV(TV) Houston and WGN-TV Chicago as stations that had developed successful community campaigns.

"It is absolutely critical," he said, "for our survival that our stations be perceived as an important part of the local community in the minds of viewers, cable operators, advertising executives and government officials."

Padden challenged the audience, made up mostly of promotion directors, to be daring, different and to "think outside the square. If you meet this challenge," he said, "no national program service beamed from a distant city will ever be able to take your place in the hearts and minds and viewing habits of the people in your local community."

## Quello: License revocation is too harsh

**Commissioner fires 'first gun' on comparative renewal and revocation at annual AWRT convention where he's given association's top award**

FCC Commissioner James Quello, in a speech at the American Women in Radio and Television convention in Pittsburgh last Thursday, called the revocation of broadcast licenses for violation of FCC rules "cruel and unusual punishment."

"No utility or monopoly or any other industry is subject to this kind of business death penalty for violation of rules or laws," Quello told his audience. He said the FCC "should carefully explore forced divestiture and sizable fines as an alternative to property confiscation," which, he charged, raises "questionable government seizure" issues. He said he has long advocated raising the FCC's maximum fine from \$20,000 to \$1 million. The FCC is now reviewing an administrative law judge's finding that RKO General was unfit to hold the licenses to KHJ(TV) Los Angeles and 13 other stations, together valued at around \$1 billion.

"I can't prevent speculation" that his statements on license revocation might refer to RKO, Quello later told BROADCASTING. "It's just the way I have come to feel after years at the commission," he said. RKO "has already suffered to the tune of around \$600 million for their dereliction—some \$400 million in Boston, \$100 million in New York, WWOR-TV, and another \$150 million in Los Angeles, KHJ-TV. I am not sure you can really solve the problem with forced divestiture either," he said. "You put time constraints on them, and they still have to sell at bargain prices."

Although Quello said he continues "to allot highest priority to must carry"—above his support of the reimposition of syndex and of the three-year ownership rule—he devoted much of his speech to firing "the opening gun" in current commission delib-



Quello at AWRT annual meeting

eration over another "urgent issue—the need for regulation and eventually legislation to prevent abuses caused by license renewal challenges" (see story, page 31).

Advocating speedy adoption of "a much needed two-step renewal process [which] the FCC should promptly send to Congress" in the form of recommendations for reform legislation, the commissioner proposed that, even before congressional action, the FCC can take "interim regulatory steps to alleviate the threat to stations that are filing their renewal applications this summer.

"The courts' elimination of must carry is a compelling reason why Congress should revisit cable legislation...not to please broadcasters, but to serve the public with assured future free TV..." Warning of cable TV's growing power—cable shows a net value of \$68 billion while broadcasting stands at \$39 billion, he said—the commissioner, however, credited National Cable Television Association President James Mooney, "and even [TCI President] John Malone," with exhibiting openness on the must-carry issue.

Of obscenity, Quello said, "the more spe-

cific we make rules as to exactly what is prohibited and when, the more we infringe on First Amendment rights...our general definitions are clear enough for 99% of the broadcasters who should not be in jeopardy. The other 1%...should get the message that the FCC is enforcing obscenity laws." Of another First Amendment issue, he said: "I don't think [the] fairness [doctrine] belongs in a country dedicated to free speech."

□

"The golden age of women is arriving," Quello said at the luncheon. Although outgoing AWRT president, Marlene Belles, and her successor, Diane Sutter, elsewhere qualified their agreement with that appraisal of their membership's progress, the association expressed its unqualified gratitude for the commissioner's long-time support by naming him the 1988 recipient of AWRT's top honor, the Silver Satellite award.

Quello "is a perfect example of how to honor one of our own in the industry," Belles said of the group's choice for the Silver Satellite award. "He's a friend of broadcasters and of women," she said a few hours before surprising Quello with the award and a stack of congratulatory letters from current and past FCC chairmen and commissioners, as well as from the current presidents of NAB, NCTA and the Association of Maximum Service Telecasters.

Quello "has fostered the entry of women and minorities in broadcasting by eliminating unnecessary rules and regulations," said Belles. "He has also been a strong advocate for ownership and employment policies that facilitate participation of women and minorities in telecommunications. We are very proud," she said, "to present this award to a most deserving recipient."

AWRT presented its other major honor—the Achievement Award—to Frances Preston, president and chief executive officer of Broadcast Music Inc. □



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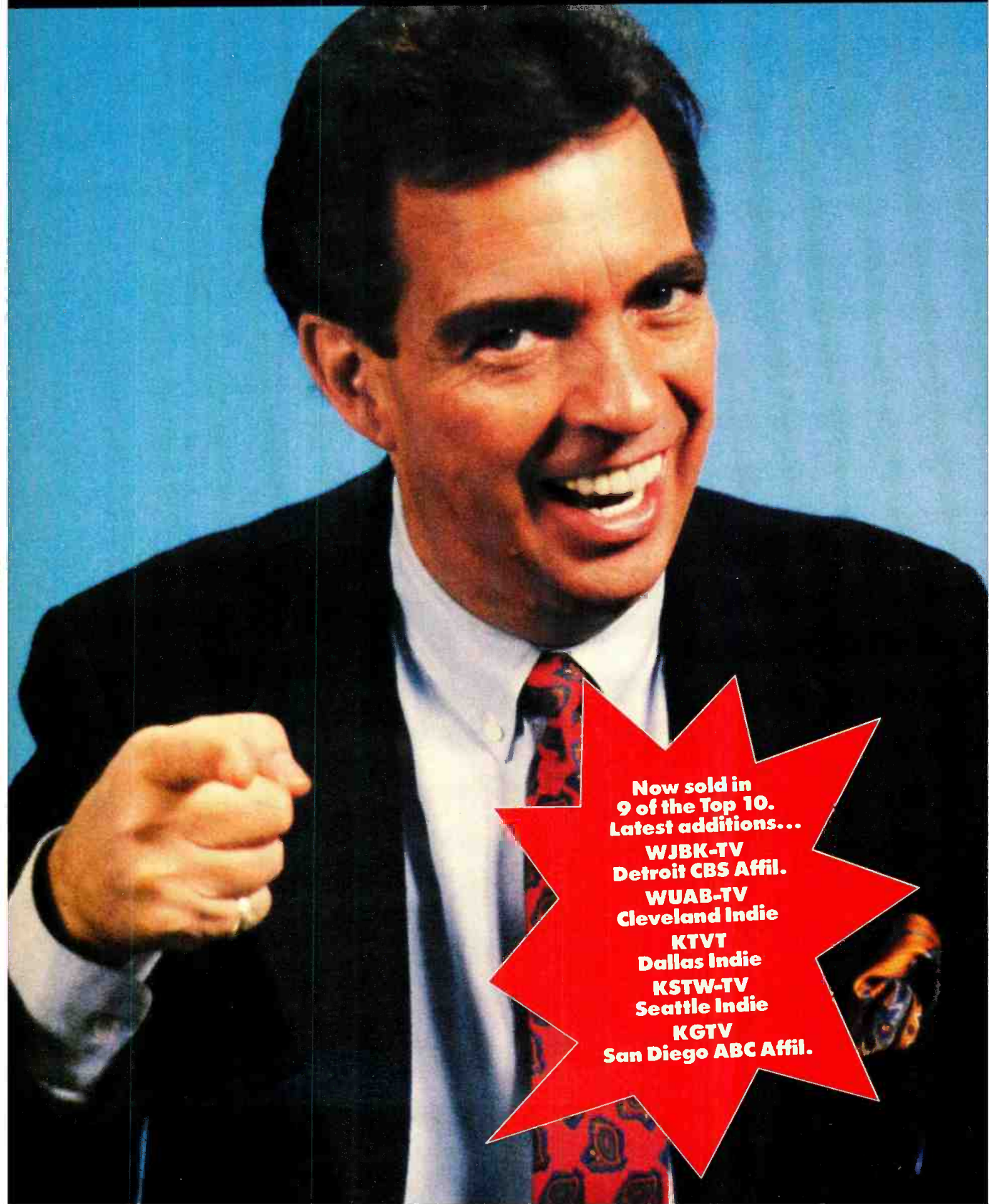
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## U.S. comes away from Rio conference with new opportunities for AM

**What to do with 100 khz of new AM space? FCC proposes novel policies including no ownership cap, shortcut comparative proceedings, nationwide licensing of channels**

Countries of the western hemisphere—working smoothly, with little or no evidence of the politicization that has marked some previous International Telecommunication Union-sponsored conferences—completed work in Rio de Janeiro last Wednesday (June 8), a day ahead of schedule, on a plan for use of the 100 khz of spectrum that has been added to the upper end of the AM band in Region 2. FCC Commissioner Patricia Diaz Dennis, who headed the U.S. delegation, said the U.S. under the plan will have “the maximum flexibility” to use the 10 channels, from 1605 to 1705 khz, as it sees fit.

And as the representatives of 20 of the 22 countries that attended the two-and-a-half-week conference were signing the Final Acts—Nicaragua and Peru were unable to sign for reasons dealing with membership standing—broadcasters and their engineers and lawyers were poring over the FCC’s fourth notice of inquiry in the proceeding initiated to help the agency decide on the regulatory scheme it will impose on the 100 khz of spectrum when the new plan becomes effective on July 1, 1990. The text confirms the impressions created by the brief press release on the inquiry issued on Feb. 25 that the commission has far-reaching, indeed radical, ideas in mind, as it seeks ways to bolster AM’s competitive position, at least in the upper band.

Dennis said she was “exceptionally pleased with the conference results,” adding: “Everyone in the United States will benefit from the new services that will be available in the 1605-1705 khz band as a result of the agreement.” She extended “ku-

dos” to her delegation for the work it did. And she stressed her appreciation of the absence of politics at the conference, singling out Cuba for special mention. She said that, unlike the first session of the conference, in 1986, when the Cuban delegation attacked the U.S. because of its Radio Marti broadcasts to their country, “the Cubans were very cooperative and worked well throughout the conference.”

She also said that in agreeing to sign the Final Acts, Cuba has bound itself to comply with the plan’s provisions requiring countries to protect the stations of its neighbors. In December 1981, when the western hemisphere countries reached an agreement providing for a plan for use of the then basic AM band, from 535 to 1605 khz, Cuba refused to sign (BROADCASTING, Dec. 21, 1981). It stormed out of the conference—also held in Rio—at least in part because of Radio Marti, which had begun broadcasting earlier that year.

But a hint, at least, of the continuing animosity between the countries was evident in statements filed at the conclusion of the session. The U.S. reserved the right to protect its AM service against the interference caused by another member of the ITU, and Cuba reserved the right to protect its “sovereignty and national interest” in the event of “further radio attack on its national security in the 1605-1705 khz band.” Still, Dennis said she would not describe those as “heated political statements.” She also said that although the Malvinas/Falklands issue came up during the conference, Argentina and the United Kingdom managed to avoid political battle over the dispute which had precipitated a war between the two countries in 1982.

One of the principal decisions of the conference was to employ allotment planning, under which designated frequencies are

available for use anywhere within a specified area. The FCC believes this will provide the flexibility necessary to promote the technical development of AM broadcasting, which has been losing ground in the U.S. to FM. Power is limited to 1 kw at the border and 10 kw anywhere else.

What’s more, the conference made the band safe for AM broadcasting. It adopted criteria to protect broadcasting against interference from the fixed and mobile services now assigned to the band on a “permitted” basis (those drawing up a plan for a new service in a band need not consider existing “permitted” services). But that will not be a problem in the U.S.; it is removing virtually all of its fixed and mobile services from the band. Radionavigation services assigned will continue to operate in the AM band in the U.S. on a secondary, noninterference basis.

Under the basic plan adopted last week, even-numbered channels—1620, 1640, 1660, 1680 and 1700 khz—were allotted to the U.S. within 330 kilometers of the borders with Mexico and Canada. Dennis said the U.S. has developed machinery for coordinating use of adjacent channels with those two countries. Beyond 330 kilometers, the U.S. was allotted all 10 channels. The result enables the U.S. to implement its plan to reassign travelers’ information stations that are operating on 1610-1700 khz throughout the country. Travelers’ information service is also heard on 530 khz.

As for the fourth notice of inquiry—on which comments are due on July 11 and replies, July 26—the commission appears to be viewing the 10 channels between 1605 and 1705 khz as virtually a clean slate on which it can write the kind of marketplace regulation it has espoused during the Reagan years. The most radical of the ideas—as previously reported—contemplates nationwide licensing on some or all of the nine channels (other than 1700 khz) that are being made available for regular AM broadcast service (BROADCASTING, Feb. 29). Other proposals on which comment is sought envisage withholding application of the duopoly and multiple-ownership rules to the expanded band, either permanently or for a limited time, five years or longer.

Under the proposal for nationwide licensing, a single entity could operate or sublease stations from coast to coast. The stations would be subject to the power limits adopted at the Rio conference—1 kw at the border and 10 kw elsewhere—but within those restrictions, a licensee could operate as many stations as it desired and at whatever location. “The important fact is that the licensee, not the commission, would determine what they found to be the optimum mix of num-

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ber of operations and power levels of those operations and interference between its own operations," the commission said. The licensees, the commission added, would have the economic incentive to provide "the most valuable set of services to consumers or listeners."

The commission said it is aware that the proposal represents a "substantial departure from the regulatory approach" thus far applied to the existing AM band. But it sees the departure as a possible solution to the problem of the waning viability of AM stations. The commission noted that although there are a substantial number of radio stations—about 10,000—it is the number of FM stations that is growing rapidly. AM stations, the commission added, "have not been doing as well as FM" in terms of revenue and profit or audience and ratings or station sale prices. As a result, it said, "it may be desirable to consider a new approach that might well encourage further growth of the AM band, and especially the use of the expanded AM band to provide those services most valued by listeners."

But the proposal poses a number of knotty legal and policy problems. For instance, how would it square with Section 307(b) of the Communications Act, which requires "a fair, efficient and equitable distribution" of broadcast service "among the several states and communities"? And if a national licensee were to serve as a coordinator rather than an operator of the stations on the channel, what would be the advantages and disadvantages of permitting interference levels to be determined by negotiations among the affected parties? Would additional statutory authority be necessary to implement the concept of negotiated interference rights? The commission is also considering the negotiation-of-interference-rights issue in a notice of inquiry regarding AM technical assignment criteria, issued last August.

Regardless of whether the commission opts for national licensing, it clearly sees the present ownership limitations as barriers to its goal of promoting AM broadcasting. "Rather than impose the same regulatory constraints that have restricted broadcasters in the 535-1605 khz band," the commission said, it would be well to consider whether its duopoly and other multiple ownership rules could "inhibit the establishment of stations in the expanded AM band and thereby limit service to the public."

Accordingly, the commission seeks comment on whether it should apply the national ownership rules—they limit ownership of AM stations to 12 (14, if no more than 12 are controlled by members of nonminority groups)—to the expanded band, regardless of whether it authorizes national licensing. Or would it be preferable to waive the national ownership rules for at least five years for any party licensed in the expanded band? The commission asks the same questions as to its rules prohibiting any party from owning two or more AM stations within the same community or whose pertinent contours overlap. The commission is considering the duopoly question in a rulemaking proceeding it initiated in February 1987. But it said it believes it "appropriate" to consider the matter in the context of the expanded

band, as well.

The notice of inquiry ranges across a number of other issues.

■ For instance, since the demand for the expanded band "is likely to far exceed its capacity," should certain types of applicants, such as minorities and women, or daytime-only licensees seeking to improve their facilities, be given special treatment? Those groups are given preferences in existing comparative-licensing proceedings.

■ In making use of the expanded band, should the commission use an allotment plan or one under which an assignment for each station is entered with specific power, antenna height and location? The commission pressed, successfully, for an allotment plan, in Rio. But, the commission said, in considering the trade-offs between the two kinds of plans, the domestic and international considerations are different.

■ And what of mutually exclusive applications? Given the 4,867 AM stations now operating, is it necessary for the commission to conduct a detailed examination of the

needs of different communities represented by applicants in determining which should be favored under the statutory requirement of a fair, efficient and equitable distribution of licenses among the general states and communities? What of replacing the expensive and time-consuming oral comparative proceeding with a paper hearing? Or even a lottery? The commission noted that it is "committed to prompt and effective use of this newly available spectrum."

The lag of more than three months from the date of the commission's decision to issue the notice and the release of the text has been attributed to the difficulty of reconciling views of various elements within the commission—including the commissioners' offices—on the many potentially controversial ideas that were to be offered for comment. The commission will have to work at a faster pace if it is to transform the proposals into the rules and procedures necessary to open the band for applications by time the new Rio agreement becomes effective, in just over two years. □

## New radio group formed

### RKO station executives start Broadcasting Partners Inc.; first acquisition is stations of Dorton Broadcasting

Two RKO Radio executives, Lee Simonson, vice president and general manager of talk-formatted WOR(AM) New York, who has been with RKO since 1970, and Barry Mayo, vice president and general manager for WOR's co-owned urban contemporary, WRKS-FM New York, will be leaving their posts. They will share in the ownership and management of Broadcasting Partners Inc., a newly formed radio group that is acquiring the assets of Dorton Broadcasting, which includes WBMX-FM Chicago, on which Dorton Broadcasting was scheduled to close late last week. Dorton is buying WBMX-FM from Sonderling Radio and will pass it through to Broadcast Partners as part of the Dorton group.

Principal financier and equity holder in the Dorton deal is Morgan, Lewis, Githens & Ahn, a New York-based investment banking firm. Other financing is being arranged by TCW Capital, an affiliate of Trust Company of the West. Financial adviser to the deal is Tony Hoffman, managing director for ComCapital, New York.

The one-and-a-half-year-old Dorton Broadcasting (initially called Sky Broadcasting) currently operates four radio properties:

WCZY-FM Detroit, WGIV-AM/WPEG-FM Charlotte, N.C., and KSKY(AM) Dallas. The last may be spun off after the Broadcasting Partners takeover. The Dorton radio station portfolio, including WBMX-FM, is valued at about \$68 million. The company is headed by former Gannett Radio president, Joe Dorton, who will not be part of the new group's

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**New Nemesis.** The new entrepreneurial wave of the late 1980's has led to the creation of another radio group. Jerry Schubert, former president and CEO of Eastman Radio, the New York-based radio rep firm, and Don Nelson, general manager of Teleprograms, a Los Angeles-based radio program supplier, have formed a new company, Nemesis Communications, to acquire radio properties in the top 75 markets.

"Our primary thrust [for radio station acquisitions] will be toward medium markets west of the Mississippi," Schubert said. Nemesis, which will be headquartered in Denver, has "initial capitalization" of \$30 million, Schubert and Nelson said. Schubert will move from New York to Denver while Nelson will continue to operate from the Teleprograms studios in Los Angeles.

management.

Simonson will serve as executive vice president and chief operating officer of the new entity; Mayo will be its president. Both will hold equal amounts of stock in the company.

"It is the dream of most people in this business to be entrepreneurs," said Simonson, in explaining he and Mayo's pursuit of station ownership. "We made a decision about a year ago to start talking to people about station acquisitions. When the Dorton opportunity came up, we decided it was time to venture out."

Simonson, 39, and Mayo, 35, were planning to unveil their plans once the WBMX sale closed. "We will stay on with RKO for as long as they want us to do so, until about Aug. 1," Simonson said. That is the approximate date for the launching of Broadcasting Partners. It is also the date that FCC approval for the Dorton sale is expected.

"This [new venture] is something that both Lee and Barry have been very upfront about. It was not a shocking revelation," said RKO Radio President Jerry Lyman, who is also the outgoing National Associ-

ation of Broadcasters radio board chairman. Simonson added that RKO has been "very supportive" of the move to form a new company.

Lyman said he expects to narrow the field

of candidates by July 1 and will have a new management team in place by Aug. 1. "I have already received several calls... But I don't have anyone standing in the wings," Lyman said. (WOR and WRKS remain one of the country's strongest radio station combinations in revenues and ratings.)

Simonson has been at the helm of WOR since 1984. Before that, he was vice president and general manager of WRKS (formerly WXLO-FM) and general sales manager of WFYR(FM) Chicago.

Mayo joined RKO in May 1981 as assistant program director for WRKS. He was named vice president and general manager three years later. □

## Riding Gain

### In honor of Hoberman

Ben Hoberman, the former president of ABC Radio and a 36-year company veteran, will be this year's recipient of the National Association of Broadcasters' Radio Award, which will be presented during the radio luncheon at the organization's annual radio convention (Radio '88), scheduled for Sept. 14-17 in Washington. Guest speaker for the luncheon will be ABC Radio News commentator, Paul Harvey.

Hoberman, who now lives in Los



Hoberman

Angeles, was president of ABC's radio division from March 1979 through December 1985, taking early retirement just before the completion of the Capital Cities/ABC merger (BROADCASTING, Dec. 16, 1985). Prior to his tenure at the network, Hoberman had served as vice president and general manager of ABC's KABC(AM) Los Angeles for 19 years, overseeing that station's format switch from MOR to talk in 1960 and its rise to one of the most popular talk radio outlets in the country.

Hoberman first joined ABC in 1950 as an account executive for wxyz-tv Detroit. In 1958, he was promoted to general manager of WABC(AM) New York and two years later moved to KABC.

### Festival finalists

The International Radio Festival of New York will hold its annual awards ceremony for programing and advertising campaigns on Thursday evening, June 16, at New York's Sheraton Centre hotel. Finalists, taken from a record 1,835 worldwide entries, are eligible to compete for a gold medal in their competition category and a grand award in their main category group. Competing radio programs and commercials will be showcased at the hotel June 14-16.

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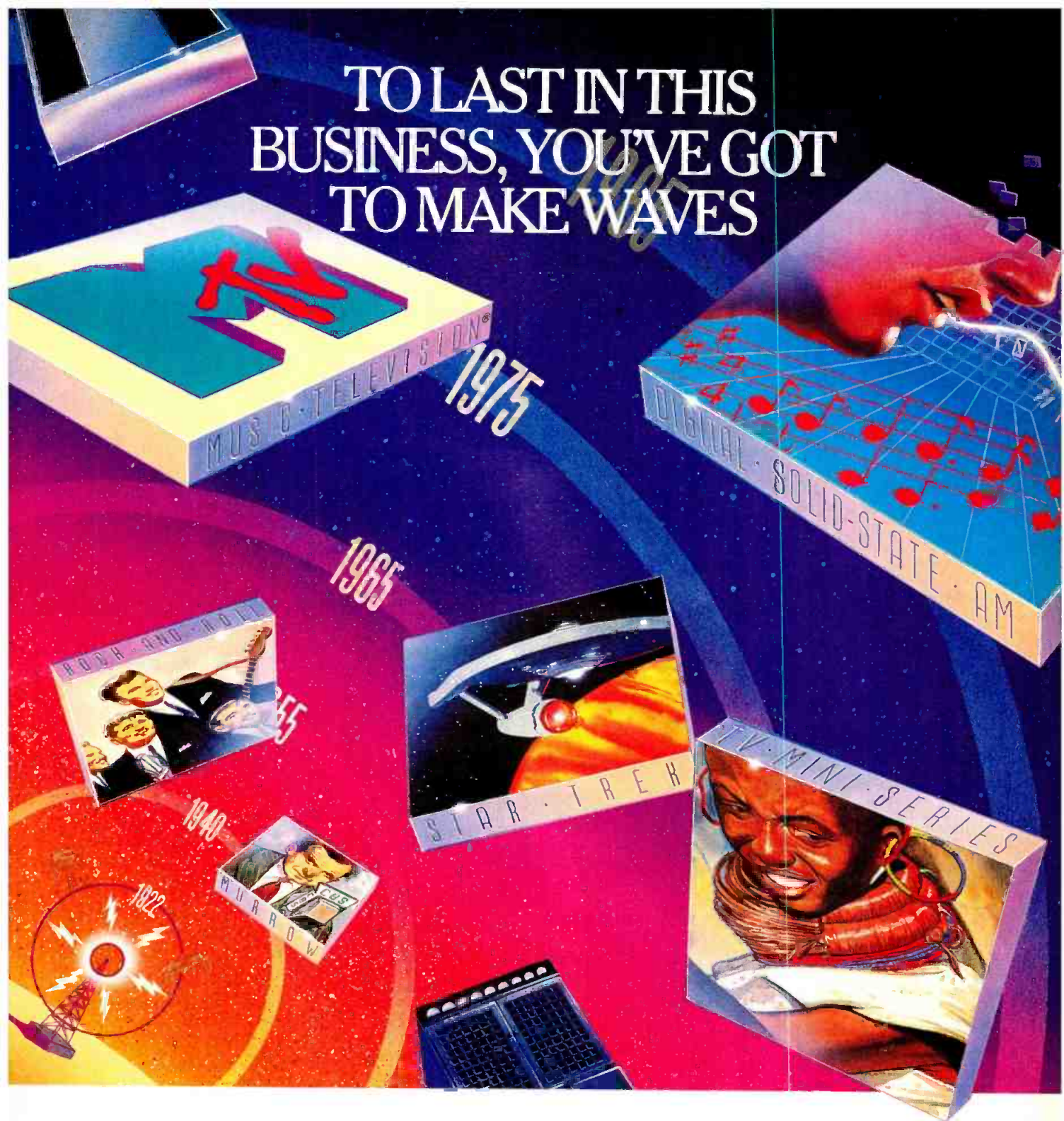
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Its fall 1988 TV series include: "T and T," starring Mr. T, now in first-run syndication; "Crossbow — The Adventures of William Tell," now in its third season of production; "Kids, Inc.," airing in its fifth season on the Disney Channel; "Flip," a new children's videomagazine airing on CBS in the fall; and "The Family Show," a family talk show for pay

cable premiering later this year.

Eighty-five half-hour episodes of "The New Leave It to Beaver" will air in strip syndication beginning in September. "Lonesome Dove," slated for airing on CBS, is an 8-hour miniseries based on the Pulitzer Prize-winning Larry McMurtry novel. "Kenya," a one-hour pilot for a dramatic series set in Africa, has been delivered to ABC. And Qintex is Colorizing 134 black and white "McHale's Navy" episodes for distribution in the syndication market.

Qintex also enjoys the financial backing of Qintex Limited, the \$1.7-billion (assets) Australian media, communications and resorts concern. As Qintex Entertainment's largest shareholder, it has pledged \$70 million in additional capital for TV production projects, and will expand its U.S. activity through Qintex.

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## How to vamp while writers strike is among CBS affiliate concerns

**Fall schedule, writers strike and network's ad campaign expected to be addressed at meeting in L.A.**

Prime time programming and the network's overall promotional effort will loom as the issues of biggest concern at next week's annual CBS television affiliates meeting in Los Angeles.

With the ongoing writers strike, the next fall season will be the most challenging since the 1981 actors strike delayed the start of that season by about a month. The consensus is that the current strike will delay the start of the season until at least the end of October, perhaps longer if a settlement is not reached soon.

Foremost on the minds of many affiliates is how CBS plans to program the weeks in prime time between the normal start of the season—the third week of September—and the actual start of the season. Network officials say a plan will be in place to announce to the affiliates next week. Past precedent would suggest a blend of specials, repeats, and dipping deeper than normal into the movie vaults. CBS and ABC have the added challenge of counterprogramming the 1988 summer Olympics on NBC, which will air in late September and early October.

Most of the affiliates will be getting their first glimpse of the network's new programs for the fall. Many of those contacted last week were reserving judgment of those shows until they've had a chance to see the pilots.

But others remained optimistic. "It looks like a competitive schedule to me," said Phil Jones, general manager, KCTV(TV) Kansas City, Mo., and immediate past affiliate board chairman. "I like the idea of bringing more comedy onto the schedule," said Jones. "And I didn't see anything that scary" introduced by the other two networks.

Added Dennis Williamson general manager, KREM(TV) Spokane, Wash.: "This will be a test for Kim LeMasters [president, CBS Entertainment]. This is his show entirely."

According to Ben Tucker, general manager, KMST(TV) Monterey, Calif., and chairman of the CBS affiliates advisory board, the other major concern for station managers at this week's meeting will be "the whole CBS promotion area and how well coordinated the affiliate [promotion] tie-in is." CBS launched a new all-encompassing program promotion campaign about six months ago (developed by the network's new ad agency, Backer Spielvogel), entitled "Television You Can Feel." That campaign will continue into next season with some fine tuning.

According to Tucker, there is strong sentiment within affiliate ranks that the campaign lacks the "excitement" that is essential to the success of any major promotional theme for network television. "When you have a situa-

tion like the current one," said Tucker, "where there is a strong first-place network [NBC] and two networks battling for second, you really need something that draws viewers to you."

Anthony Malara, president of the affiliate relations division of the CBS Television Network, acknowledged that the network's promotion effort needs "some work." He also reported that the network would re-



spond to affiliate concerns about the promotion problems with specific proposals to improve the situation. Backer Spielvogel executives met last week with Gene Jankowski, president, CBS/Broadcast Group, on ways to improve the campaign.

Despite the network's problems, affiliates contacted last week were not expecting much fist pounding at this week's gathering in Los Angeles.

"I think the tone will be very business-like," said Tucker. Others also noted CBS sent what they saw as two very positive signals recently that the network is serious about improving service to affiliates and willing to spend money on big event programming. Two weeks ago, the network was split into two divisions, one focusing on

sales, marketing and promotion, headed by Thomas Leahy, and the other focusing on affiliate relations, headed by Malara (BROADCASTING, June 6). The week before that, CBS Sports won the rights to televise the 1992 winter Olympics, to be held in Albertville, France.

KREM's Williamson said he thought both moves were good signs. "Some have questioned [CBS Chairman and Chief Executive Officer] Larry Tisch's selling of various CBS properties, wondering if the money gained would be put back into the network." Acquiring the rights to the Albertville games, said Williamson, is "a good sign." It is also a good news event the network can use to counter all the bad press it has collected over the last several years. "Now they have a banner to wave, and I'm sure they will," Williamson added.

Paul Raymon, general manager, WAGA-TV Atlanta, agreed that the acquisition of the 1992 winter games should be a "big morale booster" for the network and its affiliates. "There has been some criticism of Larry Tisch not being willing to spend the money for events that would separate us from the pack. Here he has put his money where his mouth is."

Williamson also said he expected the current soft sales environment to evolve into a discussion at the meeting about future efforts to market and promote network television. "There are more [competing] players than ever, and it's a tougher sell," he said. Raymon added that the newly announced restructuring "is generally applauded. Both guys are very popular, and it appears to be a way to serve the current" environment. □

## NBC in Maui: basking in first place

**Celebratory mood continues as affiliates head to Hawaii for annual meeting; writers strike, network's move into cable, fall schedule also high on agenda**

The one problem that comes with being on top is finding ways to stay there. With that thought in mind, the NBC affiliates converge on Maui for their annual affiliate



meeting, beginning Thursday, June 16. Affiliates will take few complaints with them to the Hawaiian island, following the network's third consecutive season win, and a

record-setting May sweeps victory. The network moved its annual meeting from Los Angeles to Maui in 1986, as a celebratory gesture, after winning the 1985-86 season; the network has had no reason for a change of venue since.

While continuing the celebration, the affiliates will discuss the ramifications of the writers strike, the network's entrance into the cable industry and the new fall program schedule.

NBC's deal to acquire Tempo Television, said to be near completion, has left affiliates more cautious than concerned. "The Tempo deal is logical, given the reality of network business," said John Spinola, vice president and general manager of WBZ-TV Boston. "I'd like to think they will always operate in the best interests of the network, and I have no reason to think otherwise, given the conversations I've had with [NBC President] Bob Wright," said Spinola.

Said Robert Davis, president and general manager of KMTR-TV Eugene, Ore.: "The Tempo deal is none of my business, as long as the acquisition doesn't interfere with the relationship of the network and affiliates." He added: "If the World Series winds up on Tempo rather than NBC, then I'll have a problem, but I don't think that is the intent. If it enhances the network, then I think it's a good deal."

Another response came from Jack Reber, president and general manager of KHQ-TV, Spokane, Wash.: "I think Bob Wright is right on target with the Tempo acquisition. I don't feel threatened as a broadcaster, and I think the acquisition can strengthen the both of us."

The network's fall schedule, which will introduce six-and-a-half hours of new programming, has left affiliates optimistic and confident that the changes will strengthen NBC's position.

"I'm glad to see that NBC has taken an aggressive posture," said Ray Watson, vice president and general manager, KGET(TV) Bakersfield, Calif.. "and not just sitting back on their laurels." He said he was "pleased with what I've seen so far." Watson said the one disappointment in the schedule was the dismissal of *Year in the Life*, one of his favorites. "I think the show might have built a bigger audience in another time period, but it did get a fair chance," Watson said.

"I feel some very good programming has been introduced for the fall schedule," said KMTR-TV's Davis. "NBC has repositioned some successful programming performers, such as *Night Court*, to bolster the new programs." Like Watson, Davis is also sorry to see the cancellation of *A Year in the Life*, "but I understand it was necessary," Davis said.

"I've been delighted with the network's

programming the past several years," said Jeff Rosser, vice president and general manager of WVTM-TV Birmingham, Ala. "Nothing that I've seen in the schedule has been much of a surprise," he said. "Besides, programming is such a crap shoot, I remember a few years ago when everyone was wondering what the network's logic was in scheduling *ALF*, and look how that has turned out."

With the writers strike in its 14th week, and the network's program launches put on hold indefinitely, NBC will be in the best position of the three networks, with the World Series and the Olympics, to fill the void.

"The network is definitely sitting well in regards to the strike, with the Olympics and the World Series to sell," said Jeff Rosser.

"I'll be interested to hear what the network has to say about the progress of sales for the Olympics and the World Series, due to the soft economy," said John Spinola. □

## Downey show delivers ratings

**Stations carrying newly syndicated show report high numbers, even doubled ratings, during first week**

*The Morton Downey Jr. Show*, the controversial hour talk show that went into national television syndication May 30, has more than doubled station audience shares in some markets, according to producer Robert Pittman of Quantum Media and syndicator Shelly Schwab of MCA Television.

In its first week in Chicago, Philadelphia and Boston, the strip show boosted by 100% or more station shares over previous programming, and carried broadcasters in Philadelphia, San Francisco and Hartford, Conn., to the number-one slot in the time period.

According to MCA's Schwab, who is selling the show on a cash-plus-barter basis, *Downey* should do even better in its second week based on overnight share figures from last Monday, June 6, which showed shares rising in both Chicago and Philadelphia.

*Downey* is already in all of the top 10 markets except Houston and now clears 55% of the U.S. New stations added last week, according to Schwab, included Detroit's CBS affiliate, WJBK-TV, which plans to air the show in the daytime, and Cleveland independent WUAB(TV).

Capcities/ABC-owned KABC-TV Los Angeles will begin airing the program June 20 after ABC's *Nightline*.

The show originally premiered in New York on MCA's WWOR-TV, building slowly, but eventually growing to the point where it now doubles or triples the independent's *Entertainment Tonight* lead-in during its 9 p.m. time slot, according to Pittman.

In its first week in the Chicago market, where independent WPWR-TV (Gary, Ind.) airs it at 8 p.m., *Downey* doubled the station's share over the previous week's 2 to a 4 and increased its lead-in share by nearly 50%, according to program director Neal Jabin.

*Downey* also took Philadelphia's VTXF(TV) (formerly WPHL-TV) from number three to number one independent in the time



slot, boosting its 10 p.m. audience share by 130% over previous programming, according to Schwab.

San Francisco's NBC affiliate, KRON-TV, rose to number one in ratings and share among all stations for the show's 1:30 a.m. time slot, said Schwab.

In Boston, independent WSBK-TV gained 164% in audience share over the previous week airing *Downey* at 11:30 p.m. and registered a 75% jump in share over its lead-in, *M\*A\*S\*H*. Schwab said the show's share was higher than that of the markets of three other independents combined.

Another strong performance was in Miami, where Schwab said independent WDZL(TV) was up 77% in share over the previous week, leaving it "a hair" from number one in the 10 p.m. time period.

ABC affiliate KOVR-TV (Stockton) Sacramento, Calif., also rose to number one in the market, up from a 4 share to a 24 share with the show airing at midnight, Pittman said. Schwab added that *Downey* scored ratings twice those of its lead-in, ABC's *Nightline*.

In the Hartford, Conn., market, WTXH(TV) Waterbury, Conn., was up 33% in share, making it number one in the time period, Schwab said.

The show was less of a success in top-10 market Washington, where independent UHF station WFTY(TV) carried the show at 7 p.m. and showed little improvement in its

audience share. Dallas was also less than spectacular, although KTVT(TV) (Fort Worth) saw a rise from its previous 8 share to a 14 share with the program on at 10:30 p.m., according to Pittman.

Seattle's KSTW(TV) (Tacoma) was also seeing less meteoric results from the show at 11:30 p.m., although its share was also beginning to increase in the second week, Pittman said.

Schwab said the audience's "immediate positive reaction" was a surprise to the show's producers and syndicators, who had expected it to build slowly and by word of mouth as it had over the last half-year in New York.

"That was not the case in the national roll-out," said Schwab. "He came out with quite a bang." Contributing to the audience's heavy sampling of the show, he said, was the pre-publicity *Downey* has gotten over the last few months because of the show's controversial nature.

MCA's other syndication effort for Quantum Media, meanwhile, is doing noticeably less well. The late-night strip drama, *The Street*, critically embraced for its use of news-style imagery, raw language and character development over plot lines, has not done well in the few markets in which it has been airing since spring in preparation for a national roll-out next fall.

According to Pittman, however, the Writers Guild strike has now ended any possibil-

ity that the show will launch next September. He acknowledged the program, as a "character" show in the mold of *Hill Street*

*Blues*, would take longer to build than other types of programs and said whether it eventually does go into syndication will depend

on stations' willingness to let it develop. "The show cannot be evaluated in two months of ratings," he argued. □

## Here's looking at hue, kid

**Turner to colorize 'Casablanca' for showing on superstation WTBS next fall**

A kiss is just a kiss, but this time the lips will be red. Turner Broadcasting will debut a colorized version of "Casablanca" next fall on its superstation WTBS(TV) Atlanta. Colorization of the 1943 Humphrey Bogart-Ingrid Bergman classic (directed by Michael Curtiz) has been a subject of speculation since TBS acquired the rights to the film in 1986 when it purchased the MGM film library.

The film will also appear in color and black and white on home video. The colorized version of the film will be released in syndication after its debut on WTBS(TV).

TBS Chairman and President Ted Turner broke the news to an audience of merchandising executives last week at a breakfast announcing the start-up of a licensing and merchandising division of Turner Entertainment. "I know it's a calculated risk," Turner said, as an audible gasp was heard from the breakfast audience. Since colorization came into existence it has been a controversial subject (and the subject of hearings on Capitol Hill), with film "purists" pitting themselves against those responsible for the colorization.

Turner made the announcement as the new licensing and merchandising division made its first appearance at the Licensing and Merchandising Conference and Exposition in New York. As of Aug. 27, the



expiration date in MGM's contract extension covering merchandising. TBS will acquire all of the library's rights. Between the time of the TBS purchase of the library and the August date, Turner has received merchandising revenues, while MGM has collected a marketing fee. Turner will now own all of the rights in perpetuity.

Turner said that among the properties that will be actively merchandised by the new division will be "Gone with the Wind" and "The Wizard of Oz," which celebrate their 50th anniversaries on Dec. 15 and Aug. 15 respectively; the *Tom and Jerry* cartoon series, and CNN.

Among TBS productions now in the

works, Turner mentioned that Turner Entertainment will produce a mini-series on the author of the hymn "Amazing Grace" and based on a book by Alex Haley. Turner also said that TBS is considering entry into theatrical film productions since "our situation is improving" with the financing acquired through the sale of 40% of the company to various cable MSO's.

Asked about the latest subscriber count for Turner Network Television, the fourth TBS channel, which launches in October, Turner said there are now 10 million subscribers signed up, and 17 million will be on line within the next 90 days.

Roger Mayer, president of Turner Enter-

**NBC takes eight of top 10; ABC wins news**

**Week 37: NBC 12.9, CBS 9.8, ABC 9.4**

Nielsen	Net	AGB	Nielsen	Net	AGB				
1.	19.4/32	N Night Court	5	18.6/32	35	10.4/20	A 20/20	25.	11.1/21
2.	18.9/35	N Cosby Show	2	19.7/37	36.	10.2/18	C NBA Playoffs, Thursday	39.	9.4/17
3.	18.9/32	N Cheers	3	19.4/34	37	10.2/18	C Jake and the Fatman	34	9.8/17
4.	18.8/34	N Different World	1	19.8.36	38	10.2/18	C Designing Women	37.	9.5/18
5.	18.2/33	N NBC Sunday Movie	4	18.6/34	39	10.0/18	A Nabisco Family Showcase	52.	7.8/14
6.	16.0/28	N L.A. Law	8	14.7/27	40.	9.9/17	C CBS Tuesday Movie	30	10.6/19
7.	15.9/28	N NBC Monday Movie	6.	17.1/31	41.	9.6/20	C Beauty and the Beast	45.	8.8/18
8.	15.8/30	A Who's the Boss?	7	16.0/31	42.	9.5/19	A Spenser For Hire	46.	8.7/18
9.	15.2/26	N NBC Tuesday Movie	12	13.9/24	43.	9.5/17	C Tony Awards	29	10.9/20
10.	15.1/27	A Perfect Strangers, Tue.	16.	13.3/24	44	9.2/16	A Liza Minnelli: Triple Play	54	7.1/13
11.	15.0/33	C 60 Minutes	10.	14.2/32	45	9.0/17	C Kate and Allie	35.	9.7/20
12.	14.6/27	A Head of the Class	14.	13.4/24	46.	8.7/19	A Slap Maxwell Story	55	7.0/12
13.	14.4/29	N Golden Girls	9.	14.5/29	47	8.7/18	N Best of TV Bloopers	40.	9.3/19
14.	14.2/27	A Growing Pains	11.	14.0/26	48.	8.4/17	A Full House	50.	8.2/16
15.	14.2/27	C Murder, She Wrote	13	13.4/26	49.	8.3/15	N Bronx Zoo	43	9.1/17
16.	13.2/25	N ALF	15.	13.4/27	50.	8.2/14	N Sara	38.	9.5/17
17.	12.8/22	C Newhart	23.	11.8/21	51.	8.1/15	N Highway to Heaven	47.	8.6/16
18.	12.6/23	N Matlock	20	12.2/23	52.	8.0/15	A MacGyver	59	6.8/13
19.	12.5/24	C NBA Playoffs, Friday	22.	12.1/23	53	8.0/15	C CBS Reports Wall Within	57	6.9/13
20.	12.5/23	N Valerie's Family	17	12.5/23	54.	7.7/15	A Mcnday Night Baseball	67.	4.5/9
21.	12.4/22	C Equalizer	31	10.5-19	55.	7.6/15	C Tour of Duty	58	6.8/14
22.	12.1/26	N 227	21	12.2-26	56.	7.6/17	C High Mountain Rangers	48.	8.3/18
23.	11.9/23	N Miami Vice	18.	12.4/23	57.	7.5/16	A Perfect Strangers	56	7.0/15
24.	11.8/24	N Hunter	33	9.9/20	58.	7.5/15	C West 57th	51.	8.0/16
25.	11.7/20	A Hooperman	32.	10.0/18	59	6.7/14	N Lyndon Larouche Address	62.	5.3/11
26.	11.7/23	N Sonny Spoon Detective	19.	12.2/23	60	6.5/13	A Ohara	61.	6.6/13
27.	11.0/19	A ABC Thursday Movie	28	11.0/20	61.	6.4/11	N Days, Nights of M. Dodd	53	7.7/14
28.	10.8/18	A Moonlighting	44.	8.9/15	62	6.2/14	N Incredible Ida Early	49	8.2/18
29.	10.8/20	N My Two Dads	24.	11.8/22	63	6.0/12	A David Bowie Tour	60	6.7/13
30.	10.6/18	C Eisenhower and Lutz	41.	9.2/16	64.	5.5/12	A Probe	63.	5.0/11
31.	10.5/19	A China Beach	27.	11.0/20	65	5.1/11	A Disney Sunday Movie	65.	4.8/11
32.	10.5/19	C AFI Salute to Jack Lemmon	42	9.2/17	66	5.0/9	C Dark Crystal, Part 1	64.	4.9/9
33.	10.5/21	N Family Ties	26	11.1/22	67.	4.9/9	C Dark Crystal, Part 2	66.	4.8/9
34.	10.5/21	N Facts of Life	36.	9.6/22					

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tainment Co. (and previously president of MGM Laboratories) said that the decision to colorize "Casablanca" was made by a group of TBS executives "a few months ago" as part of the company's occasional reviews of its extensive film library.

Mayer said TBS went ahead with the colorization "since we are of the opinion that we are not destroying anything" and "simply creating an alternative version." Vendors of colorized films answer critics of

the process by saying that the original black and white version of the film is always available to viewers by simply turning off the color on their TV sets.

"We know this is a controversial decision," Mayer said, but he added that the large audiences that colorized movies attract make it worthwhile. "In general, people won't look at black and white."

Colorization of the 102-minute film by American Film Technologies is now one-

third complete and is expected to be finished by July. AFT and Color Systems Technology, the other colorization firm employed by TBS, are currently colorizing between six and eight films, including "Arsenic and Old Lace," "Dr. Jekyll and Mr. Hyde," "The Americanization of Emily," "High Sierra," "The Philadelphia Story," "David Copperfield," "The Hunchback of Notre Dame," "The Big Sleep" and "The Bachelor and the Bobby-Soxer." □

## California, here ITC comes

### Company to consolidate most of its New York and London operations in new Los Angeles headquarters

Production company ITC Entertainment plans to consolidate its New York and London operations this September and ask key executives from both cities to move to the company's Los Angeles headquarters. Some sales personnel will remain based in London and New York.

The company, whose past productions include mini-series *Windmills of the Gods* and *Poor Little Rich Girl*, initiated the reorganization last November in a corporate shuffling that elevated ex-Disney executive Chris Gorog from ITC's head of business affairs to chief operating officer. ITC Chief Executive Officer Jerry Leider remains in that role, which he has held since 1981.

ITC's consolidation coincides with, but has apparently been unaffected by, a battle for control of its Australian parent, Bell Group. Bell Group Chairman Robert Holmes a Court, who bought his ITC holdings in 1981 from British entertainment gi-

ant and ITC founder, Lord Lew Grade, sold most of his 43% controlling interest in the Bell Group earlier this spring to rival Australian media owner, Alan Bond, and a western Australian government insurance firm.

Bond, whose media holdings include Australian TV's Nine Network and a share in a British direct satellite broadcasting venture, has since made a tender offer for all of Bell Group's outstanding shares beyond the 19.9% he currently controls.

ITC's reorganization, according to Gorog, is meant to reestablish central control over the management of the company, which since the establishment of the Los Angeles office in 1978 had been operating out of three widely separated, independently run offices.

Gorog said all key executives have been asked to move to Los Angeles, and already accepting the offer is Jim Marrinan, executive vice president and general manager, international.

Among the sales staff remaining in New York is Armando Nunez, executive vice president of foreign sales. London staff

members remaining in place include Josh Elbaum, vice president of international sales, and Vickie Gubbay, director of sales, eastern hemisphere. Also in London, David Cunliffe will remain in his new post as head of the company's UK production operation.

Although ITC's upcoming production efforts include new network mini-series and the initial output of a \$55-million long-term agreement with Home Box Office to produce made-for-television movies, the company's major first-run syndication effort has run into problems.

ITC said last month it has postponed next fall's planned launch of its first-run half-hour adventure series, *Tiko: Pride of the Rockies*. The company cited production delays resulting from the ongoing Writers Guild strike for the postponement. According to Gorog, the show "got behind the eight ball" because it did not have any scripts when the writers strike began.

*Tiko* will now be offered as a midseason replacement in January 1989 if the writers strike has been settled by no later than mid-August. □

## Technology

### For now, improved-definition TV

#### HDTV may be a few years away, but consumers will have sharper pictures this year, as seen at CES

High-definition television has broken into the consciousness of the consumer electronics industry. Although HDTV sets will not be available for home use until at least 1991, two companies attracted crowds on the floor of the 1988 International Summer Consumer Electronics Show (CES) with high-definition displays. Those crowds of consumer electronics manufacturers and retailers were discussing the question that has been at issue for broadcast and cable industries—whether the United States should adopt an HDTV transmission standard or a lower-resolution but easier-to-implement EDTV (enhanced-definition television) system.

But the most common initials at the show (held at Chicago's McCormick Center, June 4-7, sponsored by the Electronic Industries Association [EIA]), was not HDTV or

EDTV, but IDTV—improved-definition television. Several companies introduced and began taking orders for IDTV receivers, which increase resolution by using progressive rather than interlace scanning and are compatible with the current NTSC transmis-



Panasonic's improved-definition TV set

sion standard.

Meanwhile, other enhancements to TV's were also in evidence. Stereo sound has become the rule in middle- to high-quality units, and some companies are beginning to provide surround sound systems. The rapid growth in screen size has continued. A new family amusement might grow out of the new digital TV sets, which offer, along with increased picture quality, several graphics, character generation and animation features.

On the audio side, digital audio recording (DAT), which many in the consumer electronics industry last year thought would be commonplace by the time of the 1988 CES, has yet to be introduced in the U.S. because of the threats of legal action from the recording industry. DAT manufacturers have tried to gain a foothold through the introduction of automobile play-only receivers, but the future of those machines will depend on the availability of prerecorded tapes.

Progress was announced by the develop-

ers of FMX, an enhancement to FM stereo signals. FMX home receivers did not yet have a large presence on the floor, but several car radio makers did have models to show.

□

Frank J. Myers, president, Arvin Electronics, and group industry vice president of EIA's Consumer Electronics Group, in an opening day speech praised the development of IDTV, which "using computer memory, achieves such picture improvements as high resolution line-doubling, elimination of ghosts and interference, and processing to remove defects in the picture." Companies introducing IDTV sets included Panasonic, Sony and Toshiba. Philips Consumer Electronics displayed 27-inch and 31-inch IDTV's that will be available in the fall.

Those who buy IDTV sets now are those "who are really interested in the best picture...there is no blur, no raster lines," said Brad Kibbel, Sony marketing manager, consumer display systems. The horizontal resolution on the Sony model, which will be in the stores within the next 12 months, is slightly decreased and vertical resolution is nearly double. "Until [HDTV] is out, this is going to turn their heads," Kibbel said.

Jerry Surprise, national product manager, television division, Panasonic, disagreed. Panasonic's new IDTV display greatly enhances resolution, but "I don't think the consumer is going to pay for those improvements," he said. A large percentage of consumers, Surprise claimed, will not pay more for a high-end television until there is a more noticeable change to offer, such as the change from the 4:3 aspect ratio of NTSC to 16:9, which is being proposed by proponents of HDTV and EDTV systems.

Panasonic's products were part of an overall display presented by its parent company, the Japanese electronics giant, Matsushita. At 15,300 square feet, it was the second largest booth at the CES. Part of the Matsushita area was set aside for a special theater to demonstrate Panasonic's prototype HDTV projection system. Scenes produced by the Japanese state network, NHK, with 1,125/60 production equipment were projected onto a 135-inch screen. The system was integrated with surround sound stereo with equipment from another Matsushita company, Technics. Panasonic also showed a 55-inch rear projection TV set. Toshiba also showed HDTV equipment, a 32-inch screen TV with a flat and square surface CRT and progressive and interlace scanning capability, and a 55-inch model. Toshiba also showed an HDTV reel-to-reel tape ma-

chine.

Both Panasonic's and Toshiba's HDTV products were just demonstrations and not products that will be available in the near future. The first HDTV sets based on the Japanese-developed Muse transmission system are not expected to arrive in the U.S. until the early 1990's. Some at the show questioned whether it was wise to display HDTV receivers at CES. Consumers may decide not to buy NTSC sets in the next few years if wide notice of HDTV's coming is given, they reasoned. But, said Surprise, "I don't think it hurts to show it...Americans are particularly used to looking to the future." U.S. consumers are sophisticated enough to know when to buy new technologies and when to continue buying the old, he said.

One of the many myths that surround the HDTV issue, according to William G. Connolly, president of Sony's new Advanced Systems Group, is that the consumer HDTV equipment will be sold in the U.S. in the near future. They will be on the market in 1991 at the earliest, he said. Another common misconception is that Japanese consumers already have high-definition TV's and that some of those sets are coming into the U.S. market. Actually, the Muse-based sets will also not be available in Japan until 1991, and even if some of them did reach the U.S., they would not work because they are not compatible with the current NTSC transmission standard.

Another myth, Connolly said, is that the prospect of the 1,125/60 HDTV production becoming a world standard is dead. It will be hard, with Europe resisting the standard, which has been adopted by the Advanced Television Systems Committee and Society of Motion Picture and Television Engineers in the U.S., because of its 60-hertz frame rate which is not friendly with the 50-hertz rate of current European transmission standards. But but it is too early to give up on the possibility, he said.

It is also too early to give up on a world transmission standard, according to Panasonic's Surprise. "Then the economies of scale really come into play and the end benefit is to the consumer," he said. The 50 hz versus 60 hz debate is the biggest obstacle, but "there's probably a way to solve that," Surprise said. "I don't think it's too much to hope for." The U.S. market is the biggest in the world—big enough to perhaps dictate what the world terrestrial will be, he said.

Most agreed that economies of scale will be more rapid if manufacturers do not have to make multistandard "open-architecture" receivers due to separate delivery standards being developed by broadcast, cable and other media. HDTV standards and open-architecture receivers were among the main topics of a panel session featuring Connolly, Steven Bonica of NBC, Walt Ciciora of American Television & Communications Inc. and Edward Horowitz of HBO.

Open-architecture sets "could be the most expensive possible display," Connolly said, perhaps raising the price of an HDTV set by 20%, because it will involve a great deal of extra circuitry and a clutter of converter boxes for cable, satellite, videocassette re-

orders or other possible media that will be interfaced with it.

Bonica, NBC vice president, engineering, said that the way to avoid the consumer expense of open-architecture sets is for cable and broadcasting to work together to come to a common standard. A single standard, he said, will promote the fastest growth of advanced television. But many in the cable industry are in favor of open-architecture sets, according to Ciciora, ATC vice president, technology. Cablecasters "are afraid of being embarrassed by VCR's" if tape machines are able to deliver a better picture than cable systems. Cable will be an important leader to the introduction of HDTV to the consumer, he predicted.

By the time HDTV becomes commercially viable, cable will have reached 75% household penetration, and about 95% of all HDTV consumers will be cable subscribers. "Our consumer will be the first one interested in high definition," said Horowitz, HBO senior vice president, technology and operations. But HBO will not foresake its NTSC customers when it completes its plan to begin HDTV transmissions to coincide with the introduction of Muse sets in 1911, he said. It will probably simulcast its programming over another cable channel in NTSC. But the idea of accepting an NTSC compatible system, which will carry on the flaws of NTSC, is a mistake, Horowitz said.

But Eddie Fritts, president and chief executive officer of the National Association of Broadcasters, told a luncheon audience that compatibility is "crucial" to broadcasters. Also important to broadcasters is that a standard be set by the FCC. "Spectrum issues cannot be decided in the marketplace," Fritts said. "The issue isn't competition. The issue is simply compatibility." If a standard is not set, he warned that there could be a battle among companies for a de facto standard, such as the battle that has raged around AM stereo implementation. Such a "Darwinian struggle for systems in the marketplace" would not serve the public interest, he said.

Fritts recalled that during the 1940's and 1950's, NAB and EIA were co-sponsors of the National Television Systems Committee, which developed the current American TV transmission standard. Both Fritts and Thomas Friel, group vice president of EIA's Consumer Electronics Group, said that the cooperation between the two groups will continue. EIA recently announced that it has formed an Advanced Television Committee to formulate the organization's position on the HDTV implementation. Sidney Topol, chairman, Scientific Atlanta Inc., will serve as the committee's chairman. The first meeting will be held June 21-22 in Atlanta.

□

The big story in television design, other than IDTV, according to officials at the Zenith exhibit, which was located at a hotel in downtown Chicago concurrent with the CES show, is the growth in the number of MTS sets. Three and four years ago there was almost no penetration of stereo sets in the market and few were offered at CES, according to Zenith marketing official Murray Meyer. "Now it's everywhere you turn."



NAB's Fritts

he said, and the audio systems are getting better.

The centerpiece of the new Zenith TV's was its 40-inch Digital System 3 set with the new "Premium Sound"—a seven speaker Dolby surround sound system. Over half of Zenith's TV sets are now equipped with stereo sound, Meyer said. All of their Digital and Advanced System 3 series sets have MTS and for the first time, stereo has been added to two of the 25-inch models in Zenith's low-end line.

Stereo has been included on all of the sets in the new Dimensia line of TV's introduced at CES by GE-Thomson-RCA. The Dimensia sets come in 20-, 26-, 27- and 46-inch sizes.

According to EIA estimates, consumer acceptance of stereo is increasing steadily. Total unit sales of MTS color TV's to retailers was \$4,349,000 in 1987 and is expected to increase by 22% in 1988. But some at the show believed that sales could be better. Sony's Kibbel said that the networks and local stations have not publicized their stereo offerings heavily enough. "Among consumers, the main thing is awareness," he said. About 75% of all Sony sets include MTS. Another problem has been broadcaster reluctance to invest in MTS conversions at their transmission facilities. Panasonic's Surprise agreed that stereo growth has been hurt by a lack of stations transmitting in stereo. Except for two of its 20-inch models, all of the large-screen Panasonic units include stereo.

The largest in the new Sony line of TV's with conventional cathode ray tubes this year reached 46 inches diagonally—an increase of nearly 20 inches over the largest screen that could be purchased three to four years ago. As the CES was winding down last week, the Institute of Electrical and Electronics Engineers (IEEE) began its International Conference on Consumer Electronics, also in Chicago. N. Ronnie Sarkar of the Cambridge, Mass., consulting firm of Arthur D. Little Inc., led a workshop on the latest advancements in CRT's and flat panel displays.

About 90%-95% of all video displays are based on CRT's Sarkar said. They have an advantage over the several different flat panel technologies in that they are a mature technology and cheap to produce. However, a great deal of reasearch and development money in Europe, the U.S. and especially Japan is being spent on development of flat panel screens because they are potentially lower in power consumption and more portable and are less prone to the glare that is present on a curved CRT.

Two forms of flat panel screens that could rival CRT's in the future, Sarkar said, are plasma displays and active-matrix liquid crystal displays (A-M LCD). Unlike all other forms of flat panel display, those two forms have solved the problems of producing color and grey scale contrast. A-M LCD's are presently used in some forms of portable, walkman-sized TV's with the largest being a five-inch Hitachi set that is only sold in Japan. If screens reach six to eight inches, Sarkar predicted, A-M LCD's will gain wide acceptance by consumers.

Recently, a 20-inch, full color plasma



NBC's Bonica, ATC's Ciciora, HBO's Horowitz and Sony's Connolly

display was demonstrated in Japan by NHK, which, according to Sarkar, "is quite an accomplishment." Unlike A-M LCD's, there are no inherent limits to the size of plasma screens. "From the home television point of view, if they go to very large sizes, they could have a big advantage," especially as TV systems are gaining more and more resolution, he said.

□


In recent months, the best news for those who support the introduction of digital audio tape (DAT) recorders in the U.S. was the death of the "copycode" chip. Last February, the National Bureau of Standards released a report on the anti-taping system developed by CBS. The recording industry favored legislation demanding that the chip be installed in all DAT recorders sold in the United States to avoid consumer duplication of pre-recorded digital material that would be equal in quality to originals. But the NBS trials found that the CBS chips were flawed on three grounds: 1) They were easy to defeat; 2) many listeners were able to hear a difference in sound quality when the chip was installed, and 3) in some cases it simply failed to block recording.

However, the death of the copycode did not eliminate all of the obstacles to DAT introduction. The Recording Industry Association of America (RIAA) has threatened to sue any manufacturer that tries to market


DAT recorders in this country. Consultant Len Feldman, who has represented EIA at congressional hearings on the DAT issue, said he believes that "it is an idle threat." The legal issues at stake are the same as those that faced Sony in the mid-1970's, when it successfully defended the introduction of Betamax VCR's, he said. "The Supreme Court ruled that it is perfectly legal for you and me to sit at home with our VCR's and record anything we please, so long as it is not resold for commercial gain. Ultimately, that same conclusion would have to be reached" in the DAT case, Feldman said.

Since DAT recorders first went on the market in Japan in April 1987, several companies have announced plans to sell them in America but have been forced to reverse their plans for a number of reasons, mostly connected to possible legal problems. Feldman acknowledged that most Japanese companies will not be willing to risk spending the same millions of dollars Sony spent to defend Betamax. Teac Inc. became the first company to challenge RIAA by announcing that it will ship high-priced DAT recorders (\$5,000-\$6,000) to the U.S. next month.

One company, the Japanese-owned Onkyo U.S.A. Corp., Ramsey, N.J., displayed a home DAT recorder, DT-7700. Although it is available in Japan, there is not yet any plan for release in America. Although he



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was still optimistic that DAT will be successful, Onkyo spokesman Bertrand Goemaere said that the effort to introduce in the U.S. "has become very frustrating."

In the meantime, a number of other copying-barrier alternatives to the CBS chip have been proposed, including a tape tax. Another possible barrier would be a new anti-taping system devised by Philips in Europe that would allow one copy to be duplicated from a CD onto DAT. Goemaere suggested that this system could be a compromise. "The only other solution is to drop it," which he predicted a number of manufacturers may do.

But there are bright sides to DAT's future. The second generation of DAT machines in Japan, according to consultant Marc Finer, who appeared on a DAT panel with Feldman, have already been miniaturized.

In this country there have been several announcements of car players to be put on the market. Also, several music studios are using DAT professional equipment. "Sooner or later this technology will prevail," Feldman said.

Success of the automobile play-only machines will depend on whether prerecorded tapes can be made available for them. There are now two ways to duplicate digital tapes—in real time and in high-speed printing. When the second method is perfected, Feldman and Finer predicted that the price of pre-recorded tape will go down dramatically and will perhaps cost less than digital

blank tape. □

Broadcast Technology Partners (BTP), Greenwich, Conn., marketers of FMX, the FM radio transmission improvement system co-invented by CBS and NAB, announced that more than 40 stations are now broadcasting or will soon be broadcasting in FMX. Just before last April's NAB convention in Las Vegas, eight stations were broadcasting FMX, and CBS had just announced that its 11 stations would have it installed and operating this summer (BROADCASTING, April 4). Since then, Gannett Broadcasting has signed a deal to equip its 10 FM's, and Buckley Broadcasting Corp. has agreed to install FMX in its nine stations. Buckley's WDRC-FM Hartford, Conn., has already begun operating with the new equipment and holds the distinction of being the first commercial station in FMX. Before NAB, BTP President Emil Torick predicted that 100 stations would be operating with FMX before the end of the year. "We're still projecting that," Torick said.

Motorola announced at the show that it will produce FMX IC's at their Arizona plant. Other FMX IC manufacturers are Sprague and Sanyo. Also now in production are FMX test equipment and 10 car receiver manufacturers, including Denon, Sanyo and Technics, showed radios at CES. One prototype of an FMX home receiver, the Sansui X701, was shown on the floor. □

## TCI casts tentative ballot for HDTV

### Company agrees to test Faroudja system compatible with present television gear

Tele-Communications Inc., the nation's largest cable operator, let the world know where it currently stands on high-definition television last week, declaring its tentative support for a system that forsakes a wide aspect ratio for full compatibility with today's conventional television sets and, it is hoped, cable systems.

TCI Senior Vice President John Sie said TCI has entered an agreement with Faroudja Laboratories to test its SuperNTSC system this summer on TCI systems in Sunnyvale and Pacifica, both California, and is in "full support" of the system's approach. (NTSC stands for National Television Systems Committee, the government-industry body that devised present television standards in the U.S.) "The SuperNTSC system could be a very cost-effective way of introducing HDTV to the American public without changing the standards of the existing television distribution system," he said.

In this week's "Monday Memo" (see page 22), Sie discourages cable operators and broadcasters from rushing to adopt true HDTV systems, such as NHK's 1,125-line Muse system, that are incompatible with conventional TV sets and broadcast and cable channels. "We should set our sights to develop high-definition television that pushes the practical limits of technology, but still stay within the NTSC standard, utilizing the 6 mhz transmission spectrum and

compatible with both broadcast and cable," he said. "HDTV should just evolve into our television mix—without dislocations."

Although he supports Faroudja's approach, Sie said last week, he is withholding TCI's endorsement of the system itself until it is proved in cable as well as broadcast tests. But, he added, "at least on paper and in lab models, it looks encouraging."

Sie's opinions are not part of an industry consensus. Most cable operators and programmers are taking a wait-and-see approach to advanced television systems and have taken no positions. American Television & Communications and Home Box Office, the second largest MSO and largest pay cable programmer, respectively, are moving in a different direction. The two Time Inc. units have indicated a preference for true HDTV with much improved resolution and wider aspect ratios. They plan to be involved in the testing of the NHK HDTV system on cable later this year and have joined NBC, RCA and ABC in the development of the David Sarnoff Research Center's Advanced Compatible Television System.

Reached in his Sunnyvale office, Faroudja President Yves Faroudja said preliminary work on the tests has already begun, and actual testing will get under way "very shortly." He said he hopes to wrap the project up some time in August.

Faroudja said the cable systems TCI is making available are ideal. Not only are they close to Faroudja's headquarters, but they provide two different test beds. The 54-channel Pacifica system is "very modern,

very nice," he said. The 32-channel Sunnyvale system "is not so modern, not so nice."

Faroudja said his company and TCI are sharing the costs of the testing, but declined to reveal terms of their agreement. "I don't like talking about money," he said.

The system, which was demonstrated at the National Association of Broadcasters convention in Las Vegas (BROADCASTING, April 18), improves conventional NTSC signals through the use of proprietary processing techniques that eliminate many of the artifacts inherent in NTSC.

It does not require additional bandwidth and, thus, is compatible with today's 6 mhz broadcast and cable channels. It is also compatible with NTSC sets, although decoders are required in sets to take full advantage of the signal processing.

The Faroudja system further enhances the pictures through the use of progressive-scanning or line-doubling television sets, which increase the apparent vertical resolution. Instead of displaying 60 262-line fields to create 30 interlaced 525-line frames per second, as conventional NTSC sets do, line-doubling sets generate 60 525-line images that are displayed either as 60 525-line frames or 30 1,050-line interlaced frames. Unlike true HDTV systems, the extra lines come not from additional transmitted picture information but from internal frame stores or line memories that duplicate lines.

Several set manufacturers showed progressive-scanning sets at last week's Consumer Electronics Show in Chicago. They include Philips, Sony, Toshiba and Panasonic (see story, page 47).

The Faroudja system's chief attribute—full compatibility—may also be its chief point of criticism. To be fully compatible, it sticks to NTSC's 4:3 aspect ratio, eschewing the 5:3 or 16:9 ratios espoused by other system proponents.

"The importance of a wide aspect ratio has been greatly exaggerated," Faroudja said. Pan and scan of wide-screen films for television has been a long-standing and well accepted practice, he said. "Nobody complains."

If consumers demand wider aspect ratio, Faroudja said, the system could offer it by masking the top and bottom of the screen. In such a way, he said, the system could accommodate any of the number of aspect ratios now used for motion pictures.

In the "Monday Memo," Sie echoes Faroudja. "In the United States and many other countries, households have enjoyed television with a 4:3 aspect ratio for more than 50 years," he said. "There has not been a hue and cry from the public that it wants TV screens to be wider."

Sie said Faroudja's tests will be conducted under the "auspices" of the National Cable Television Association's Technical Advisory Committee of High-Definition Television, an arm of the association's "blue ribbon" HDTV committee of cable executives.

Wendell Bailey, vice president, science and technology, NCTA, and chairman of the advisory committee, said the committee is developing procedures and criteria for testing and evaluating all types of advanced television systems. "We are looking at anything we can lay our hands on," he said. □



## Coen's advertising figures: 40 years of forecasts

**McCann executive's semiannual look ahead at broadcast ad business is widely anticipated, used and quoted; he takes the stage once again this week in New York**

Like many performers, Robert Coen is feeling a little pressure. This Wednesday (June 15) he takes to the stage in New York for his semiannual review of advertising supply and demand before a crowd of several score reporters, securities analysts and industry executives. Already some of those attending have telephoned the McCann-Erickson senior vice president trying to pry loose whether he will change his initial forecasts, made last December. It is the Fifth Estate's own version of the government's money supply or merchandise trade data, gathered by a man who this year marks the 40th year of his speciality.

The comparison of Coen's advertising prognostications to official indicators bears more than a little truth. Alan Gottesman, a securities analyst with L.F. Rothschild, notes that Coen is cited as the source of the Commerce Department's own data on advertising.

Although widely anticipated, used and quoted, the semiannual forecasts do not pretend infallibility, according to their author. Coen told BROADCASTING that in the past few years he has tended to be too optimistic in his projections of advertising demand; last year his midyear correction failed to anticipate the large number of make-goods the television networks were forced to provide, draining demand from the scatter market. Previously Coen said he tended toward over-conservatism.

In fact, a percentage point mistake will not change the overall dollar total by much, and Coen helps create his own mistakes by forecasting percentage changes to within a tenth of a percentage point. The numbers are in fact more often than not the mathematical mid-point of the percentage range in which he actually thinks the change will fall.

Why doesn't he use the less exact range? "If I said overall advertising will increase between such and such a number," he said, "because TV advertising would increase between such and such a number, while print advertising would increase in this range...people would get confused." As it is, Coen said, many people can't remember that his forecasts are not inflation-adjusted, but are rather stated in terms of nominal dollars.

As of last week, the midyear correction was still being calculated. This year Coen's problem—as he sees it—is to try to balance the unusual circumstances of the Olympics, elections, and the delayed impact of the stock market crash, with a seemingly weak



Coen

demand for network television's scatter advertising.

The process of forecasting for each following year begins in the fall. Coen first looks at the new season's network television sales to determine the strength of the prior up-front selling, which will also carry over into the next calendar year. From that data, he said, certain extrapolations can also be made about the next year's spot, barter and cable television advertising. On the print side, the McCann-Erickson senior vice president talks with magazine publishers who are beginning to indicate the size of any rate increases.

A third set of important data is an indicator for the economy. For national advertising Coen looks at personal disposable income, profit margins and total profits. For local advertising, the important indicators are retail sales, and again, personal disposable income. The profit numbers he uses are adjusted Commerce Department numbers, which are much larger than the net earnings reported by corporations, and serve as a proxy for corporate cash flow.

Although Coen, who has a masters in mathematics from Columbia University, still uses computer programs to help him make his estimates, he said, the process is neither as formal nor formulaic as it was in the 1960's, when he developed a forecasting model using economic data. That model, he said, worked for a few years, but "...there were too many unusual developments that just didn't fit...deregulation of certain advertiser industries; the growth of shorter-length television commercials; new product advertising for video games."

Now Coen said he takes the general economic trends only as a starting point. "It is like election forecasting...you have to know where the critical precincts are," he said.

Some of the results from those "precincts," such as April television sales,

which Coen will need for this week's mid-year review, will not be in hand until early this week, the day before his presentation. "Of course I also talk with people, but I can get misinformation if I talk with the wrong people," he said. International data is obtained by selectively talking with some international offices of McCann-Erickson and its co-owned companies.

Much of the information used in the projections comes from publicly available sources. Coen said his 40-year experience working with these sources helps him judge their reliability. "In the 1950's, many of the trade associations competed with each other to see who could report the bigger increase," he said, adding that for the most part the situation has now changed and the associations report more realistic figures. Still he said he is careful about accepting at face value claims of the "undocumented" media such as sales promotion, contests and premiums.

Coen's attention to the entire universe of advertising is one of the characteristics that make his forecasts unique. The continual change in that universe also challenges him to define which expenditures should properly be included in advertising, and which excluded. As an example, he said, some companies might include as advertising expenditures both the campaigns that advertise rebates and the rebates themselves. Blurred distinctions also occur in other forms of pricing, selling expenditures, sales promotion, and trade promotion.

What will happen to advertising for the rest of 1988? Robert Coen won't say until Wednesday, and McCann-Erickson's own clients will be allowed to find out only at the same time as everyone else, he added. □

## Potential buyers of Rogers MSO submit bids

**RCA Cablesystems, with 525,000 subscribers, will sell for more than billion dollars**

Would-be purchasers of RCA Cablesystems Holding Co., the 24th-largest multiple system operator, submitted bids last week. Among the parties rumored to be interested in the U.S. systems being spun off by Rogers Cablesystems International were United Artists Communications, Jack Kent Cooke and Pacific Bell Telephone. Pacific Bell perhaps would bid with a partner who would be

able to go ahead alone should regulators delay the telco's bid beyond yearend, by which time Rogers hopes Morgan-Stanley & Co. will have completed the sale.

What the billion-dollar-plus winning bid will buy at that time are systems clustered in five areas serving 525,000 basic subscribers. Almost half the subscribers are located in greater San Antonio, Tex., making that the fourth largest system in the country. Another 100,000 subscribers are in Minneapolis; 83,000 are in Portland, Ore.; 77,000 in Orange county, Calif., and 25,000 in Laredo, Tex. Since the sale is of RCA's stock, the winning bidder will also presumably purchase RCA's tax benefits: carryforward losses totaling roughly \$160 million and pre-existing investment tax credits of roughly \$25 million.

For those with a penchant for the per-subscriber benchmark, Rogers should provide a good measure of the assessed value of the cable industry. Informed sources indicate that RCA is to be sold virtually free of any long-term debt. Rogers has furthermore expressed confidence that purchase options held by local governments for the San Antonio city franchise and for certain Orange county and Minneapolis franchises will be worked out to avoid jeopardizing the claims of the buyer.

If, for instance, RCA is sold at \$2,300 per sub, that \$1.2 billion would equal a very healthy 19 times expected 1988 cash-flow-per-sub of \$128, according to those who have seen the RCA offering document. Viewed in terms of the following 12-months

projected cash-flow-per-subscriber, the multiple would be 16 times, indicating expectations of healthy growth. The final per-subscriber price may be determined less by the specifications of the seller than of the buyer, including the latter's ability to make use of the additional subscribers to obtain programming and equipment purchase discounts;

to merge corporate staffs, or to obtain "efficiencies" from any systems adjacent to those of RCA.

For the calendar year ending 1987, RCA had gross revenue of \$158.3 million; cash flow before capital expenditures of \$61.1 million, and capital expenditures of \$19.5 million. □

## Changing Hands

**KFYE-FM Fresno, Calif.** □ Sold by Professional Broadcasting Inc. to Henry Broadcasting Inc. for \$5.1 million. **Seller** is subsidiary of EZ Communications, Fairfax, Va.-based group of four AM's and 11 FM's, principally owned by Art Kellar, chairman. **Buyer** is San Francisco-based group of five AM's and six FM's owned by Charlton H. Buckley. It is selling co-located KNAX(FM) (see below). KFYE-FM is on 93.7 mhz with 68 kw and antenna 1,912 feet above average terrain.

**KNAX(FM) Fresno, Calif.** □ Sold by Henry Broadcasting Co Inc. to F/S Fresno Inc. for \$4 million. **Seller** is also buying KFYE-FM Fresno (see above). **Buyer** is subsidiary of First Sierra Communications Inc., which is owned by John McSorley, Kevin S. Fitzgerald and Craig J. Vallely. It also owns KQIZ(FM) Amarillo, Tex., and KIKX(FM) Colorado Springs. KNAX is on 97.9 mhz with 48 kw and antenna 290 feet above average terrain.

**WRVR-AM-FM Memphis and WLT(FM) Detroit** □ Swapped by, respectively, Viacom Broadcasting Inc. and Keymarket Communications. Estimated value for each property is \$18-\$22 million. **WRVR-AM-FM** is owned by Viacom Broadcasting, New York-based group of three AM's, six FM's and five TV's principally owned by Sumner Redstone. **WLT(FM)** is owned by Keymarket Communications, Augusta, Ga.-based group of one AM and eight FM's principally owned by Paul Rothfuss. It recently sold KMJQ(FM) Houston and KKMJ(FM) St. Louis to Noble Communications for \$81 million ("In Brief," May 2). **WRVR** is on 680 khz with 10 kw day and 5 kw night. **WRVR-FM** is on 104.5 mhz with 100 kw and antenna 750 feet above average terrain. **WLT** is on 93.1 mhz with 20 kw and antenna 396 feet above average terrain. **Broker: Richard A. Foreman Associates.**

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**WWRB-AM-FM Madison, Tenn.** □ Sold by REBS Nashville Inc. to GMX Communications of Tennessee Inc. for \$975,000. **Seller** is owned by Rick James and John Roberts, who have no other broadcast interests. **Buyer** is headed by Jack Norman, chairman. It also owns KLCL(AM)-KHLA(FM) Lake Charles, La.; WWRB-AM-FM Nashville; WHBB(AM)-WTUN(FM) Selma, Ala., and WKKC(AM)-WWKZ(FM) Tupelo, Miss. **WWRB** is on 1430 khz with 5 kw day and 1 kw night. **WWRB-FM** is on 100.1 mhz with 3 kw and antenna 1160 feet above average terrain.

**WMJI(AM) Cleveland** □ Sold by Jacor Communications Inc. to Gore-Overgaard Broadcasting Inc. for \$845,000. **Seller** is publicly owned, Cincinnati-based group of five AM's and seven FM's headed by Terry S. Jacobs, chairman, and Frank E. Wood, president. **Buyer** is owned by Harold W. Gore, Cordell Overgaard, William McMaster and Sharor Carrara. It also owns WTMR(AM) Camden, N.J. **WMJI** is on 1260 khz full time with 5 kw.

**WGAB(AM) Bloomfield, Conn.** □ Sold by WGAB Inc. to Living Communications of Connecticut Inc. for \$325,000. **Seller** is owned by Leonard Ackerman, Leonard Marcus and Dan Yorke, who also own WECQ(FM) Geneva N.Y. **Buyer** is owned by David R. Swanson and Joseph P. Battaglia, who also own WLIX(AM) Islip, N.Y. **WGAB** is on 1550 khz with 5 kw day and 2.5 kw night.

**KBRs(AM) Springdale, Ark.** □ Sold by Donrey Inc. to Debrine Communications Inc./Arkan

sas for \$250,000. Seller is Fort Smith, Ark.-based group of two AM's and one FM owned by Donald W. Reynolds. It publishes newspapers in 16 states and operates cable systems in four states. Buyer is owned by Fred R. Debrine and Cindy Y. Debrine, who also own KFIX-FM Ada, Okla. KBRS is on 1340 khz full time with 1 kw.

## Peplemeters, still flawed, here to stay

**That's word from D'Arcy which lands AGB for converting Nielsen but says only one will survive**

AGB, the research company, has "done a remarkable job of measuring the complex U.S. television audience" that "has effected a dramatic improvement in the quality of national, TV audience measurement," says the advertising agency D'Arcy Masius Benton & Bowles in a report evaluating ABG's first-year performance. "AGB and NTI: A Status Report" says that without AGB, peplemeters "still might not have replaced NTI's previous household-meter plus persons-diary method as our national audience-research standard."

The reports adds, however, "we don't yet know which company will provide the better service in the long run."

DMB&B's praise for AGB comes despite what the report calls a national television marketplace that is "hostile to AGB" because the market is too small and compact to support two audience research services, and NTI is "the service of record." With only the three television networks (among advertising outlets), a handful of program producers and a relatively small number of advertising agencies as possible buyers of such a national ratings service, DMB&B projects that "short-term...only one research service is likely to survive."

Assessing the pros and cons of the peplemeters of either service, the report says that network audience erosion this season was a combination of both peplemeter methodology and a real decline in audience levels. Problems with peplemeters cited include late night viewing—since viewers often fall asleep before logging out—and children's ratings, since young viewers "cannot be counted upon to use the meter properly."

DMB&B says that the annual cost of AGB's peplemeter service to a major advertising agency is several hundred thousand dollars, whereas the cost to a network is several million. The justification of such an expense for a network is "difficult" given the bottom-line pressures of the network business, according to the report. DMB&B says, however, that it expects CBS, the only network to subscribe to AGB, to continue its contract given the "slightly more favorable ratings" it gets from AGB over Nielsen.

In a speech before the New York chapter of the National Academy of Television Arts and Services, CBS vice president of market-

**Financial notes. Foote, Cone & Belding**, with 1987 billings of \$2.3 billion, agreed in principle to mutual investment joint venture with Paris, France-based agency, Publicis S.A., with \$1.2 billion in billings. Agreement calls for Publicis to set up new company housing only its advertising agency and media buying service, and in which FC&B will acquire 26%, Publicis will acquire 20% of FC&B. Two agencies will set up new company comprising all FC&B European operations, all Publicis international operations and 30% of Publicis' French agency. Publicis will own 51% of new company and FC&B will own 49%. ■ **Dun & Bradstreet** said it completed stock-swap acquisition of I.M.S. International, market research and database publishing company specializing in health care industry. Dun & Bradstreet subsidiary, Nielsen Marketing Research, purchased minority interest in privately-held Metaphor Computer Systems, whose information system is primary deliverer of Nielsen marketing information. Also, Shareholders of Dun & Bradstreet recently authorized doubling of authorized shares, to 400 million. ■ **Saatchi & Saatchi Holdings** has agreed to purchase Corporate Planners & Coordinators, Los Angeles-based real estate consulting firm. ■ **Gannett** board of directors authorized repurchase of up to 7,500,000 of company's 162.1 million shares outstanding. ■ Group owner, **Business Men's Assurance Co.**, was reorganized as subsidiary of new holding company, BMA Corp.

■ **Roundball reprise.** ABC Radio Network and the National Basketball Association have agreed upon a new two-year pact for exclusive live coverage of the NBA All-Star game and NBA finals for the 1988-89 and 1989-90 seasons. ABC Radio has aired the NBA finals since the 1984-85 season and has broadcast the All-Star game for the past two years.

ing. David Poltrack, said that for CBS to consider paying the \$3.5 million that AGB is asking for the second year of the service, it would have to get more use out of its numbers. "If everyone ignores them, they have no relevance," he said, adding that \$3.5 million is "pretty expensive" in such a case. AGB charged \$2 million in its first year. The fee increase is based on the increase in market sample.

Based on "conversations with research personnel" at ABC and NBC, DMB&B says that "evaluations are still being conducted"

but that "evidently" those networks are finding the cost of AGB "difficult to justify."

The fees AGB makes from studios, syndicators and the Advertiser Supported Television Association "will not provide AGB with the substantial cash flow that the networks could," the report says. In combination with the "problem AGB will face" in renewing its contracts with advertising agencies, which are facing bottom-line pressures, "full funding" of the service for the 1988-89 season appears unlikely, according to DMB&B. □

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## Syndicators' rights to cable royalties upheld

**Appeals court affirms CRT decision that Worldvision was due money for 'Little House on the Prairie'**

A syndicator may not be the creator or own the copyright of a program it distributes, but it has a solid claim to the royalties that cable television systems pay for the right to retransmit the material. The Copyright Royalty Tribunal issued that ruling in deciding a dispute over royalties paid into the copyright fund in 1984 for the retransmission of episodes of *Little House on the Prairie*, a series produced by NBC and syndicated by Worldvision Enterprises Inc. And last week, a three-judge panel of the U.S. Court of Appeals in Washington affirmed the CRT's judgment that Worldvision was entitled to the royalties.

The case was not clear cut. A section of the Copyright Act of 1976 directs the CRT to distribute royalty fees to the "copyright owners who claim that their works were the subject of secondary transmissions by cable systems." NBC claimed copyright ownership—and therefore its entitlement to roy-



'Little House on the Prairie'

alties—on the ground that it created the program. Worldvision argued that Congress, in the act, intended to favor the syndicator, who was responsible for exploitation, over the producer. And the CRT, in favoring Worldvision's claim, said syndicators "were the ones most directly harmed by the distant signal importation by cable systems...because they could not orderly control the marketing of their product."

The appeals court panel, in affirming the CRT's decision, said it was deferring to the CRT's judgment on an issue on which the Copyright Act does not speak explicitly: whether royalties should be paid to the "exclusive syndicator of off-network programing." The panel's opinion, written by Judge Laurence H. Silberman, said that "the tribunal's view—that Congress's general concern was for the owner whose interests are directly thwarted by cable retransmission, that is the owner who bears the direct risk of exercise of the compulsory license—seems to us consonant with Congress's intent in creating the compulsory licensing system."

Silberman acknowledged that Congress apparently never considered "the particular divisibility of copyright on...[the] compulsory licensing scheme." As a result, he said, the court must first look to the agency's expertise "to fill the gap." And the CRT, he noted, determined that the directly affected party will typically be the exclusive syndicator and that the CRT will therefore, as a general rule, always distribute royalties ini-

tially to the syndicator. "This presumption by the CRT, in the face of congressional silence, is a permissible interpretation of the statute, to which we defer," said Silberman.

The opinion held that Congress, in the Copyright Act, did not intend to affect contracts between parties "who could be owners where the special difficulties of cable retransmission were not involved." To effectuate the intent of Congress, Silberman wrote, "private orderings of ownership must be honored, so that those actually directly harmed by retransmission are those who receive royalties. In short, determining that a party owns a copyright may be insufficient, for, as here, there may be more than one party able to claim the benefits of a copyright for portions of the property in question."

The court's decision does not necessarily end the dispute. Silberman said the CRT's ruling should not be seen as adjudicating the contractual entitlement rights of NBC and Worldvision. "but rather as setting forth a general rule for the distribution of cable royalties in these cases." That disposition, Silberman added, leaves the parties free to litigate their contractual claims "in an appropriate forum."

Judge Ruth B. Ginsburg joined in the opinion, and Judge Abner Mikva supported the disposition of the case, but in a concurring statement in which he chided Silberman for an "unnecessary discussion of a gossamer constitutional problem that is not present in the case, is not decided by the opinion and would appear only if the CRT decided a different case under a different statute with a different result." Mikva was referring to a discussion of a "hypothetical constitutional problem" that would have arisen "if CRT had sought to determine ownership rather than distribution rights." Silberman, Mikva added, "acknowledges that the CRT did no such thing." Accordingly, he said, the opinion could have done without the constitutional discussion. □

**Fairness filings.** Three briefs calling for reversal of FCC's repeal of fairness doctrine were filed in U.S. Court of Appeals in Washington June 3. Democratic National Committee filed as intervenor and People for the American Way and, in separate brief, five parties led by Common Cause filed as friends of court. Briefs supported those filed by petitioners in case—Henry Geller and Donna Lampert, of Washington Center for Public Policy Research, and United Church of Christ (BROADCASTING, May 30).

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# Children's TV bill breezes through House

'Bipartisan' push sends bill to Senate; Iowa Republican Tauke argues bill raises constitutional questions; OMB registers its objections

As anticipated, the House last week adopted—328 to 78—a bill that would limit advertising in children's television programs and require broadcasters to serve the "special needs" of children. The measure now moves to the Senate where it is expected to be put on a fast track.

Debate in the House was limited to 40 minutes (20 for each side), and no amendments were permitted because the bill was taken up under suspension of the House rules. Leading the opposition was Representative Tom Tauke (R-Iowa), although Dan Coats (R-Ind.) voiced some reservations before voting for the legislation. There had been little opposition when the measure moved through the House Telecommunications Subcommittee and parent Energy and Commerce Committee (BROADCASTING, May 23 and May 30).

The Office of Management and Budget issued a statement (Tauke citing it during the debate) objecting to the bill for trying to "inject the federal government into programming and advertising decisions" that should be left to broadcasters. The effort OMB said, is "inappropriate, ill advised, and inimical of the spirit of the First Amendment."

Neither Tauke nor OMB deterred the momentum behind the measure, which has strong bipartisan backing. "We have worked closely together, and have produced a bill that attracted overwhelming bipartisan support in the Energy and Commerce Committee," said Matthew Rinaldo (R-N.J.), the ranking minority member on the Telecommunications Subcommittee.

Nor are broadcasters actively opposed to the measure, H.R. 3966, although they have not endorsed it. And the National Association of Broadcasters says it will exercise the option to fight the bill if any alterations are made in the Senate. NAB and Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), a principal sponsor, engaged in a series of negotiations which resulted in a compromise on the original children's TV bill. Initially, Markey was pushing for stronger limits as well as a requirement that broadcasters air one hour a day of educational and informational programming for children.

Under the bill, advertising would be restricted to 10½ minutes per hour on week-ends and 12 minutes per hour on weekdays. But the limits would not take effect until after Jan. 1, 1990, and by 1993 the FCC would be authorized to review the standards and modify them if necessary.

According to the bill, broadcasters, as a part of their obligation to serve the public

interest, "would provide programming that serves the special needs of children." Additionally, the FCC during license renewal time would have to determine whether a licensee has "served the educational and informational needs of children in its overall programming."

In arguing against the bill, Tauke said it would not pass constitutional muster. "Even if harm to children from too many commercials could be shown and even if commercial limits could be shown to directly advance that interest, applying commercial limits to all programs would infringe on the First Amendment rights of adults to receive product information that is lawful and that is neither fraudulent nor misleading," said

Tauke. He thinks the solution is to reactivate the NAB code, ruled an antitrust violation in 1982—and let broadcasters police the matter themselves. He plans to introduce a bill that would lift antitrust restrictions to enable broadcasters to revive the code.

But Tauke was rebuffed by Markey and others. Representative Al Swift (D-Wash.) said: "There are no constitutional questions here." The legislation, Swift said, is needed to remind broadcasters they have a responsibility to serve children. And Markey stated children's television has been driven "solely by commercial considerations... Television should be nutrition for the mind, not just a junk food diet to satisfy commercial appetites." □

## Little public reaction to syndex

Few filings received at FCC from cable subscribers; operators oppose new rules, say they'll lead to blackouts of some channels

When the FCC reimposed syndicated exclusivity four weeks ago, some at the FCC were apprehensive that cable subscribers who feared the rules would lead to the loss of favorite programs or channels would deluge the agency with phone calls, cards and letters of protest. The deluge never came.

On the contrary, said John Kamp, director of the FCC office of public affairs. "It's been very quiet." Complaints from cable subscribers have been few and far between, although, in some cases, heartfelt, he said.

Kamp attributes the low response to the fact that most cable operators have made "the fundamental decision" that they can live with the rules. Instead of stirring up subscriber protests, he said, the operators are "doing exactly what [FCC Chairman Dennis] Patrick asked them to do: Make it work."

Said Kamp: "The rules don't go into effect for a year. By that time, people are going to be geared up to handle it."

The rules, which parallel rules dropped by the FCC eight years ago, empower television stations to enforce the exclusivity of their syndicated programming against cable systems importing duplicative programming of superstations and other distant broadcast signals.

Cable operators argued against the rules, saying that they would be forced to "black out" the duplicative programs on distant signals or to drop the signals. Either way, they said, subscribers attached to the programs and signals eliminated because of the rules would protest vociferously.

The FCC has maintained that such disruption is not inevitable. At the Broadcasting/Cable Interface II seminar in Washington two weeks ago, Patrick said blackouts "would be a self-imposed, self-destructive, political red herring, benefitting no one." If superstations purchase national rights to all their programs, they will protect themselves against blackouts. If they do not, cable system will be able to substitute programs for those they have to black out.

The syndex docket, into which are poured all cards and letters received on syndex, supports Kamp's assertion that reaction to the syndex action has so far been light. There are about two dozen letters from cable subscribers, almost all of which were apparently prompted by United Cable TV of Northern Illinois. United Cable notified its subscribers early last week that the adoption of the rules would force it to "telecast snow" on six distant broadcast signals for more than half their broadcast days "or drop them altogether." It urged its subscribers to "voice your disapproval" to the FCC.

Among those responding to United Cable's appeal were Jane Miller of Algonquin,

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Ill. ("We have too few pleasures. Don't restrict the stations we have and enjoy now."), John Weisbruck of Crystal Lake, Ill. ("Enact S/E rules and I more than likely will CANCEL Cable and RENT VCR TAPES."), and Mr. and Mrs. Douglas J. Akers ("Please tell Mr. Dennis Patrick that the two of us say 'No' to this disruptive idea.").

Not all the complaints came from United Cable subscribers. John Robertson, who described himself as a "dish owner," wrote three letters of protest. Said one: "Hear and

heed the angry cries of millions of U.S. citizens! H.A.L.T., F.C.C.! Save our super-stations."

But Robert A. Lankford, of Carmichael, Calif., was among those who felt most strongly: "Actually, what you moneybags, pompous... people are trying to do is restrict our choices of news, information and entertainment by favoring local signals over superstations and other distant signals.... Please, dammit, leave our distant signals alone." □

## FCC review board renews WSNS(TV)'s license

### Reverses ALJ decision, saying judge erred in basing his decision primarily on station's performance

Reversing a 1985 administrative law judge decision, the FCC Review Board renewed the license of Harriscop of Chicago Inc. (Video 44) for WSNS(TV) Chicago and rejected the competing application of Monroe Communications Inc. for the UHF (ch. 44) station.

In a ruling released last week, the Review Board said ALJ Joseph Chachkin erred in basing his decision primarily on WSNS's performance during the last 26 weeks of the three-year (1979-82) renewal period under review "after a sea change from 'free' to subscription television programming."

The board also faulted Chachkin for "subjectively overemphasizing the desirability of certain types of programming and minimizing... Video 44's institutional and syndicated programming..."

The case is far from settled, however. Howard Gilbert, an attorney with the Chicago-based firm of Holleb & Coff and a principal of Monroe, said the license challenger would appeal to the full commission and, if need be, the "highest tribunal willing to hear the arguments." Gilbert said an important issue is at stake in the case: whether a licensee may convert a broadcast station to an STV station. "You can't take a channel that belongs to the public and make people pay for it."

Harriscop President Burt Harris acknowledged that the battle was not over, but said he was reassured by the "key" Review Board finding. "We've always felt that we didn't do anything wrong, and the FCC has never taken a license away from someone

who never did anything wrong."

WSNS was converted from an STV to a Spanish-language station affiliated with Univision in July 1985, Harris said. The station is owned by Harris and his first cousin and long-time business associate, Irving Harris; Oak Industries, and Essaness Theaters.

Not addressed in the decision was whether the station's STV programming was obscene. When the case was first brought to it, the Review Board remanded it to Chachkin to determine whether some of the STV programming aired by the station—films like "Fast Cars, Fast Women" and the "Erotic Adventures of Zorro"—was obscene. On Video 44's request, the full commission stepped in and, in April 1986, ruled that the agency would not make obscenity judgments "in the first instance," that it would refer obscenity cases to the Justice Department. Two years later, on Monroe's request for reconsideration, the commission changed its mind, deciding that it would in some cases consider obscenity complaints (BROADCASTING, Jan. 18). However, it said it would not do so in the WSNS case.

According to the Review Board, the FCC's 1985 United Broadcasting decision, which Chachkin cites, "does not support the ALJ's unprecedented decision to place exclusive or undue reliance on the last 26 weeks (or, perhaps, the last 13 weeks) of Video 44's entire license term performance. His approach, in effect, ignores more than five-sixths of the station's total licensed term."

The Review Board said Video 44 should not have been penalized for replacing locally produced programming with syndicated programming and programming produced by an institution. Video 44 "made these changes after satisfying itself that those programs

**Next step.** Center City Communications, the comparative renewal challenger of CBS O&O WBBM(TV) Chicago, has filed motions to enlarge issues relating to Laurence Tisch's ascent to the presidency of the network. Center City has asked for all notes and documents of board meetings, management committees and correspondence between Tisch and CBS dating from July 1985, as well as records of present and proposed media acquisitions CBS is considering.

The documents are requested to bolster Center City's contention that Tisch assumed control of CBS without proper FCC consent, despite the commission's ruling that such a transfer did not occur. If that contention is not supported, Center City wants WBBM's renewal expectancy to be considered only for the time Tisch has been at CBS, since "there has been a sufficient change in management of the licensee so that current management cannot claim credit for the record compiled under prior management."

Center City is also asking for WBBM documents relating to the boycott of the station by Jesse Jackson's Operation PUSH.

could satisfactorily substitute for the locally produced programs," the board said. In addition, it said, the FCC in the past four years has twice held that "institutional or syndicated programming can also be utilized by the licensee to respond to its community needs."

The board also said Video 44 should not have lost points for not airing local news. The failure to offer news in "not necessarily dispositive," it said. "Here, the licensee did not propose news programming in its 1979-1982 license application; nevertheless, Video 44 did experiment with *AM LaSalle Street*, a daily two-hour business news program."

The board said that its review of the record does not support the ALJ's contention that the Chicago viewers generally opposed the station's switch from a conventional independent to an STV station. The station received 21 complaints over the three-year license period. "However, the ALJ failed to balance this limited number of complaints against the fact that, at the close of the license term, 100,000 households had subscribed to pay for the station's programming."

Video 44 deserves a "renewal expectancy," which, under current FCC policy, carries a lot of weight in a comparative proceeding, the board said. Even though Video's 44 expectancy is "not as weighty" as others, it said, it still "defeats its competitor's very meager preferences on the structural diversification and ownership-participation factors." Monroe's claims to diversity are "relatively weak, because it currently owns four other radio stations, and numerous cable interests...." □

rector Charles Z. Wick to his feelings about the matter. Wick said it was a matter for Congress.

Wick has also told Gartner—as others interested in the product of USIA have been told—that they can review the materials in USIA and VOA offices in Washington. But that is not good enough for Gartner. "You don't have to go to Washington to find out what the Pentagon is saying, or what the surgeon general is saying," he said.

A USIA spokesman said the agency had not yet received all of the documents that

have been filed with the suit. "But I assume we'll defend it," he said. "It's the law."

The *Daily Tribune's* suit does not represent the first effort to overturn the ban on domestic distribution of USIA material. In 1978, the U.S. District Court in Seattle ruled against a private citizen who sought access to USIA material. The citizen, a shortwave radio buff, listened regularly to USIA broadcasts. He sought transcripts of the broadcast, but was turned down and filed suit. The court rejected his claims, saying he had no right of access. □

## Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Gannett	First	\$757,944	8	\$73,971	41	\$0.46
Lee Enterprises	Second	\$58,450	7	\$5,729	102	\$0.23
Malrite Communications	First	\$22,489	15	(\$3,591)	NM	(\$0.26)
News Corp.	Third	\$1,050,283	22	(\$17,998)	NM	(\$0.07)
Park Communications	First	\$33,604	12	\$3,021	49	\$0.22
Price Communications	First	\$24,345	3	(\$14,678)	NM	(\$1.93)

According to **Gannett**: "On pro forma basis for stations presently owned, local revenues were even with last year, while national revenue rose 11%." Radio revenue increased 4%.

■ **Lee Enterprises** said broadcasting revenue increased 2%, to \$15.6 million, in second quarter. ■ In prior-year's first quarter, **Malrite** had net loss of \$4.3 million. Company said that in just-completed quarter, cash flow from broadcasting stations was \$1.6 million, up 253%.

■ In prior-year's third quarter **News Corp.** had net income of \$30 million. For just completed quarter company said "results for [Fox] television stations...were below expectations."

■ Radio division of **Park Communications** increased 10%, while operating income increased 25%. For television division, respective numbers were 8% and 9%. ■ In prior-year's first quarter **Price Communications** had net loss of \$753,796, which included effect of \$2.4 million unrealized recovery (of value of marketable securities). Company said "lower level of investment activity" in just-completed quarter contributed to both increased net loss, and to decreased cash flow of \$4.2 million, compared to \$15 million in prior-year's first quarter.

## Newspaper suing USIA

For 40 years, the Voice of America and other agencies of the U.S. Information Agency have been barred from distributing in the U.S. the material they produce as part of their function of telling America's story abroad. That ban, written into the Smith-Mundt Act of 1948, reflected Congress's determination to prohibit the President from using the international service as a propaganda weapon domestically. But the ban has long been a source of frustration for those who would scrutinize the work product of the USIA.

Now the *Daily Tribune* of Ames, Iowa, is suing the USIA in U.S. district court in Iowa to have the ban declared a violation of the First Amendment. "I just want to be able to find out what they are saying, especially in the editorials broadcast by the VOA," said Michael Gartner, part owner and editor of the newspaper. "I want to show the people in Iowa what the USIA is telling the people abroad."

"I understand the rationale" for the ban, said Gartner. "But I don't accept it."

Gartner, a former president of the American Society of Newspaper Editors, has long been troubled by the ban on domestic distribution of USIA material. Last fall, in the offices of *USA Today*, which he also serves as co-editor of the editorial page, Gartner devoted most of a meeting with USIA Di-

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## Public access in Kansas City heads for showdown

**City council is studying resolution that would convert public access to community access, giving cable company editorial control; it's caused by Klan program similar to what is carried elsewhere**

Efforts by local Ku Klux Klan members to place controversial programming on a cable television public access channel in Kansas City, Mo., have reopened the debate on who should decide how far public access programming can go.

A city committee is reviewing its options in the wake of the city council's tie vote (6-6) on a resolution that would have altered the city's franchise agreement with American Cablevision to give AC greater control over what groups have access to the system's local channels. Councilman John Sharp, one of the resolution's backers, expects the council will take up the matter again within the next month.

The controversy began earlier this year when the cable system, owned by American Television & Communications and Telecommunications Inc., and managed by ATC, refused to carry a program by the White Aryan Resistance organization, because the programming was not locally produced. Tom Metzger, head of WAR, has gotten the *Race and Reason* interview program carried on a number of access channels elsewhere.

Dave Martinek, government relations manager for American Cablevision, said after the system turned down the request, several local Klan members inquired about the training program the system has for residents to produce their own local programming. But training for the local Klan group, along with six other groups, has been put on hold until the city resolves the access issue, Martinek said.

The measure the council was contemplat-



Metzger

ing would have changed the language in the cable contract from "public access" to "community access," which would give the system editorial control over the channels. Martinek said the system, under the redefinition, would continue to work with present producers, continue its training of residents and add more access programming hours.

WAR's Metzger said *Race and Reason* has appeared or is appearing on public access channels in cable systems in San Diego; Escondido, Calif.; Chatsworth, Calif.; Orange county, Calif.; San Francisco; Portland, Ore.; Pocatello, Idaho; Austin, Tex.; Raleigh, N.C.; Atlanta; Memphis; Chicago; Richmond, Va., and Pittsburgh.

And although there have been some skirmishes, Metzger said WAR programming has by and large managed to gain carriage.

There were some demonstrations in San Francisco and problems in Pocatello and Austin, Metzger said. In Pocatello, groups rotate on the public access channels, so the program is not always on, said Metzger. As long as the rules are applied equally to everybody, however, Metzger said, WAR has had no problems with the cable companies.

Sometimes, Metzger says, cable companies run disclaimers or do not list *Race and Reason* in their program guides, but that is a minor nuisance, he said. Cable operators invariably don't have enough local programming to fill access channels, said Metzger, and once they begin accepting nonlocal programs, "we'll be back."

Most operators have the local programming requirement as part of their access channel setup and provide training for local residents to learn how to produce programming. In some instances, a local hook is provided by local groups for a national *Race and Reason* program. That setup, said one official, provides a safety mechanism against unsolicited and controversial national programming.

And although individuals and groups with more extreme views express initial interest in the training, cable access officials say few follow through to do their own access programming. The training insures that any programming that is produced is local and demands considerable effort to accomplish.

Operators also report that in many instances, after an initial negative reaction, the controversy dies down. In Austin, when *Race and Reason* was first proposed, the city manager recommended the city consider guidelines on acceptable programming, but nothing was ever passed.

Today, two episodes of *Race* are carried each month, each episode repeated once on the public access channel, which is managed by Austin Community Television, under contract with the city. Lynda Lieberman, director of public relations for ACTV, said after the initial reaction to carriage of *Race* several years ago, "there hasn't been a flurry in the community about it." It is one of hundreds of local access programs that appear on ACTV, she said, and is sandwiched between pro-human-rights and inspirational programming on Thursday night.

"The community recognizes that it is a First Amendment forum," Lieberman said, and when the city was considering changes, letters to the editor in local newspapers ran in favor of keeping free speech on access channels intact. Added Austin Cablevision President Jim Gleason, after the initial reaction, the program hasn't become "any big deal at all."

In Atlanta, a local resident, Herbert Poinsett, has used portions of *Race and Reason* in a local access program. But People TV



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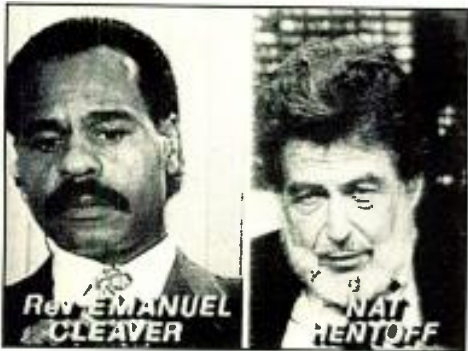


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Inc., the city-owned company that runs an access channel for Prime Cable there, said it gets few calls complaining about Poinsett's program. *Final Call*, a program associated with black activist Louis Farrakhan is also carried on the channel, said People TV, as are other programs that could be called controversial. The Anti-Defamation League has inquired about doing counterprogramming, People said.

In Cincinnati, a group of teen-agers placed a controversial racial message in the system's community board for one week last September, said Patricia Morrison, vice president of legal affairs for the Warner Cable system. The message ran for five seconds every four hours, she said, but only became widely known after a newspaper



account. The city council "made strong statements at the time," said Morrison, but the group never put forth its message again after its initial run and the issue died.

"These are difficult issues for communities to deal with," said Morrison. Several groups have come forth to counterprogram, she said, including the ADL in Cincinnati after the first tape aired. Other than obscenity (as defined in the *Miller* test), commercials or lotteries, cable companies do not have editorial control over access channels according to the Cable Act, she said. "There is a fair amount of controversial programming" on the Cincinnati access channels.

Although *Race and Reason* and programming of that ilk from both sides of the political spectrum have appeared on public access channels in other cities without incident, several Kansas City officials say their case is different.

Sharp points out that the local origination studio is in a black neighborhood, and Klan officials have informed the cable system they would have heavily armed security men with them to protect their passage. "That ongoing furor wouldn't happen in other cities," said Sharp. "And many human rights leaders made it clear they would protest these production sessions," he said. It would be, he said, "a weekly media circus" and draw even more attention to the Klan.

(The option of producing in another studio is a possibility, but Sharp said the Klan does not want to be treated differently from anybody else. Carol Rothwell, director of public affairs for American, said production from a mobile van was possible but said moving production would be an expensive and inconvenient option.)

Sharp also said the public affairs programming can't be buried in the middle of the night, because the service signs off at 11

p.m. or midnight. "There's no time the show could be aired when young kids wouldn't be likely to watch it," he said.

That there have not been significant problems in other cities doesn't alter Sharp's views. "It is our feeling that despite arguments that these shows haven't had much of an impact, this has been a tremendously successful tool for the Klan to get its message of hatred and bigotry to an entire new generation that it could never reach on its own," Sharp said. "While the reaction has been mixed in some cities, there have been cities where there have been increases in Klan organizational activities and incidences of racial violence after the shows started being aired. Now, it's tough to say for sure what you can attribute those incidents to, but clearly its airing of this show is at the very least a morale booster for racial bigots who no longer feel so isolated with their views," Sharp said.

Neither Sharp nor an ally on the council, the Rev. Raymond Cleaver, is impressed with the argument of counterprogramming. Cleaver, a city councilman, said on ABC's *Nightline* on June 3: "I'm not sure that the kind of counterprogramming that has taken place around the country is exactly that beneficial." Adds Sharp: "In a half an hour, they can do more damage to a child's thinking than counterprogramming can correct in two hours."

The resolution, backed by Sharp, Cleaver, Mayor Richard Berkley and American, would give the cable system authority to

keep off all "hate groups," said Sharp.

At the heart of this case is the applicability of the First Amendment to cities, to cable operators, and to citizen groups. Journalist and First Amendment advocate Nat Hentoff, who also appeared on *Nightline*, said: "The First Amendment protects the outskirts, the marginal, even the kooky." Of the access rules contemplated in Kansas City, Hentoff said: "You can't set up these standards and then have the kind of free marketplace of ideas that makes us different from all other countries."

But Cleaver sees the issue in Kansas City differently. "For many of us in Kansas City, it's not a First Amendment issue; it's an issue of moral integrity and decency, which this community ought to be able to establish," Cleaver said. Like ABC, cable operators should have the right to choose the guests who can appear, he said. But, he predicted that the matter will be decided by the judicial system.

To Sharp, "the real question is whether the unlimited public access requirement doesn't unconstitutionally restrict the cable company's First Amendment rights." Indeed, some cable companies have used that argument in court, seeking to be removed from franchise requirements on local access channels.

Sharp believes he can find an additional vote to pass the resolution. The 13th member of the council was missing when the last vote was taken, but that crucial swing vote, Sharp said, "is still swinging." □

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## Filling in the holes

The departure of Trygve Myhren from his position as chairman and chief executive officer of American Television & Communications will cause openings on the National Cable Television Association's board of directors and executive committee (BROADCASTING, June 6).

NCTA's bylaws call for the highest ranking executive at a cable MSO to be that company's representative on the board, which in this case would be Joseph Collins, now president of HBO, who will become chairman and chief executive officer of ATC.

As for the executive committee slot, an NCTA official said it was likely that NCTA Chairman John Goddard and association president James Mooney would designate Myhren's successor.

## Revisiting the Cable Act

Representative Elton Gallegly (R-Calif.) has introduced a bill that would call on the FCC to determine whether the 1984 Cable Act "is in fact working to the benefit or detriment of the consumer."

Gallegly is chiefly concerned with cable rates. His bill would determine the extent of a franchiser's authority to protect consumers "from significant rate increases." The bill would also seek to find what percentage of rate increases stemmed from increased costs and what percentage went for the profit of cable operators.

Gallegly, in introducing the bill, said the 1984 act "was a good idea in concept." But, he said, "The public is held hostage to increasing rates and is left with little recourse. It's time to take another look at what effects the 1984 legislation has had around the country."

## Adding ACE's

The National Academy of Cable Programming last week announced a deadline of Aug. 8 for its 10th network ACE Award competition. New to the competition this year will be four categories: game show special or series, short-form programming special or series, entertainment host and sports play-by-play announcer. Four other categories were combined into two: Theatrical special was combined into dramatic or theatrical special and music host was put in the entertainment host category. And, for the first time, regional cable networks will be eligible for awards in this year's competition.

The period covered for these awards runs from Sept. 1, 1987, to Aug. 31, 1988. In total, 48 awards will be presented to creative artists and 28 to programs. The winners will be honored in a prime time cablecast on Sunday, Jan. 15, 1989, to be seen on seven basic networks: Black Entertainment Television, CBN, Discovery, Lifetime, Nick at Nite, WTBS(TV) Atlanta and USA Network. Discovery Channel Chairman John Hendricks is chairman of this year's awards committee of the NACP.

## At the plate

Baseball commissioner Peter Ueberroth, who last week announced he would not seek another term as commissioner, will be a luncheon speaker (Aug. 1) at the Cable Television Administrative and Marketing Society conference in Boston.

Ueberroth is scheduled to discuss cable's role in the upcoming television rights negotiations with Major League Baseball. Ueberroth, whose term expires at

the end on the 1989 season, said he would stay on to oversee the television negotiations. The present network contract also ends after the 1989 season, although it is likely that an agreement will be reached later this year or early next. Several cable entities have expressed an interest in carrying MLB, and there is widespread speculation that cable will be included in the next rights agreement.

## Promo push

The Cabletelevision Advertising Bureau is distributing materials on the association's "America is Cable Ready" campaign to cable systems, interconnects and networks for use in their markets. The material includes a television commercial, promotion kit and several print advertisements funded by some of the basic cable networks. The commercial, created by Della Femina, Sherman, begins showing today on the basic networks. It is being distributed to cable systems and interconnects through CAB's weekly satellite feed, affiliate promotion feeds and cassette mailings.

The campaign "lets advertisers know that cable delivers the audience they're looking for, and that their advertising plans must be 'cable ready' in order to accommodate the dramatic shifts taking place in TV viewing."

## Shopping signing

Cable Value Network has signed Century Communications to offer the home shopping service in the MSO's 740,000 homes in the U.S. and Puerto Rico. The agreement brings CVN's subscriber count to 20 million.

## Damage control

Cablevision Systems has been granted more than \$750,000 in combined final damages stemming from a theft-of-service suit (BROADCASTING, May 2). In the case, a permanent injunction was issued against the owner of Island Cable Electronics, Hicksville, N.Y., barring him from any legal business activities involving the cable business for 10 years.

## Post time

Madison Square Garden Network is increasing the number of live harness racing cards from the Meadowlands to six this year. The regional sports service will carry harness racing on June 18 and 25 and four Fridays in July (8, 15, 22, 29). The cablecasts begin at 8:30 p.m. and represent an increase of two nights of racing over last year. Bruce Beck hosts the series for MSG.



**Funny payoff.** Comedians Billy Crystal (far left) and Robin Williams (far right) presented a check for \$99,168 to presidential candidate and Massachusetts Governor Michael Dukakis and Boston Mayor Raymond Flinn as part of HBO's Comic Relief efforts. The check is part of a \$217,000 installment for the Boston Health Care for the Homeless Project. HBO's second Comic Relief performance is scheduled for Nov. 20 in New York.

As compiled by BROADCASTING June 1 through June 8 and based on filings, authorizations and other FCC actions.

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

- **KXOF(FM)** Bloomfield, IA (BALH880509HQ; 106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from BLEWIS Inc. to Dwayne F. Meyer for \$50,000. Seller is owned by Keith Burnham, who has no other broadcast interests. Buyer has no other broadcast interests. Filed May 9.
- **WYRQ(FM)** Little Falls, MN (BALH880510HR; 92.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Dakota Broadcasting Co. to Donald C. Schiel, and his wife, Rita, for \$240,000. Seller is owned by Jack Montgomery, who has no other broadcast interests. Buyer has no other broadcast interests. Filed May 10.
- **KLWT-AM-FM** Lebanon, MO (AM: BTC880513EA; 1230 khz; 1 kw-U; FM: BTCH880513EB; 92.1 mhz; 3 kw; HAAT: 25 ft.)—Seeks assignment of license from Zoe A. Wright to Deborah L. Moore for \$189,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed May 13.
- **WQIZ(AM)** St. George and **WKQB(FM)** North Charleston, both South Carolina (AM: BTC880513GM; 810 khz; 5 kw-D; FM: BTCH880513GN; 107.5 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from Mary L. Forbes to Trident Communications Corp. for \$78,500. Seller has no other broadcast interests. Buyer is owned by Paul Neuhoff, Robert O'Leary and Edward Siegel. It also owns **KMCE(AM)** Rancho Cordova, CA. Filed May 13.
- **WWRB-AM-FM** Madison, TN (BAL880510HY; 1430 khz; 5 kw-D 1 kw-N; FM: BALH880510HY; 100.1 mhz; 3 kw; HAAT: 1160 ft.)—Seeks assignment of license from REBS Nashville Inc. to GMX Communications of Tennessee Inc. for \$975,000. Seller is owned by Rick James and John Roberts, who have no other broadcast interests. Buyer is headed by Jack Norman, chairman. It also owns **K1CL(AM)**-**KHLA(FM)** Lake Charles, LA.; **WWRB-AM-FM** Nashville, **WHBB(AM)**-**WTUN(FM)** Selma, AL, and **WXKC(AM)**-**WWKZ(FM)** Tipton, MS. Filed May 10.
- **KGAP(FM)** Gurdon, AR (BALH880510HV; 92.7 mhz)—Seeks assignment of license from Southwestern Broadcasting Co. to Two Rivers Broadcasting Inc. for \$157,000. Seller has no other broadcast interests. Buyer is owned by Aaron Cole, Cindy Simm and Horace J. Bobo, who have no other broadcast interests. Filed May 10.
- **WNFI-FM** Palatka, FL (BALH880519HT; 99.9 mhz; 100 kw; HAAT: 1,249 ft.)—Seeks assignment of license from Norman S. Drubner to Heritage Broadcast Group Inc. for \$10.5 million. Seller is owned by Norman S. Drubner, who owns **WNL(AM)**-**WTYD(FM)** New London, CT, **WPAP(FM)** Panama City and **WCOA(AM)**-**WJLQ(FM)** Pensacola, both Florida, and, with Carl Como Tutera, owns **KRIX(FM)** Brownsville, TX; **KSLM(AM)**-**KXYQ(FM)** Salem, OR, and **KIVA(AM)** Corrales and **KIVA(FM)** Santa Fe, both New Mexico. Drubner also has interest in **KRGE(AM)** Meslaco, TX, and **KIKO(AM)** Miami and **KEYX(FM)** Globe, both Arizona. Buyer is owned by James T. Cullen and Adam G. Polacek. It also owns **WAAX(AM)**-**WQEN(FM)** Gadsden, AL; **WELO(AM)**-**WZLQ(FM)** Tuxedo, MS; **KRKK(AM)**-**KQSW(FM)** Rock Springs, WY, and **WWNC(AM)**-**WKSF(FM)** Asheville, NC. Filed May 9.

- **KNAX(FM)** Fresno, CA (BALH880519HA; 97.9 mhz; 48 kw; HAAT: 290 ft.)—Seeks assignment of license from Henry Broadcasting Co Inc. to F/S Fresno Inc. for \$4 million. Seller is San Francisco-based group of five AM's and six FM's owned by Charlton H. Buckley. Buyer is subsidiary of First Sierra Communications Inc., which is owned by John McSorley, Kevin S. Fitzgerald and Craig J. Vallely. It also owns **KQIZ(FM)** Amarillo, TX, and **KIKX(FM)** Colorado Springs, CO. Filed May 19.
- **KFYE-FM** Fresno, CA (BALH880519GX; 93.7 mhz; 68 kw; HAAT: 1912 ft.)—Seeks assignment of license from Professional Broadcasting Inc. to Henry Broadcasting Inc. for \$5.1 million. Seller is subsidiary of EZ Communications, Fairfax, Va.-based group of four AM's and 11 FM's principally owned by Art Kellar, chairman. Buyer is San Francisco-based group of five AM's and six FM's owned by Charlton H. Buckley. It is selling colocated **KNAX(FM)** (see above). Filed May 19.
- **WGLR(AM)**-**WAXL(FM)** Lancaster, WI (AM: BAL880518EB; 1280 khz; 500W-D; FM: BALH880518GV; 97.7 mhz; 3 kw; HAAT: 235 ft.)—Seeks assignment of license from Beverly J. Petersen and her husband, Bert, to K to Z Ltd. for \$425,000. Seller has no other broadcast interests. Buyer is owned by James Zimmermann and Jack E. Kauffman, who have no other broadcast interests. Filed May 18.
- **KBR5(AM)** Springdale, AR (BAL880518EA; 1340 khz; 1 kw-U)—Seeks assignment of license from Dourcy Inc. to Debrine Communications Inc./Arkansas for \$250,000. Seller is Fort Smith, AK-based group of two AM's and one FM owned by Donald W. Reynolds. It publishes newspapers in 16 states and operates cable systems in four states. Buyer is owned by Fred R. Debrine and Cindy Y. Debrine, who also owns **KFIX-FM** Ada, OK. Filed May 18.
- **KOMA(AM)**-**KXRO(FM)** Oklahoma City, OK (AM:

- BAPL880523EC; 1520 khz; 50 kw-U; FM: BALH880523ED; 107.7 mhz; 100 kw; HAAT: 1027 ft.)—Seeks assignment of license from United Radio Corp. to Diamond Broadcasting Inc. for \$4,650,000. Seller is New York-based group of five AM's, four FM's and nine TV's headed by Robert Price, president. It recently sold **WVAY(TV)** Wilmington, NC ("Changing Hands," May 16). Buyer is owned by Seth Mason and Danny Lee, Mason owns **WXTR(FM)** Chicago, where Lee is general manager. Filed May 23.**
- **KRNT(AM)**-**KRNQ(FM)** Des Moines, IA (BAL880525ED; 1350 khz; 5 kw-U; FM: BALH880525EE; 102.5 mhz; 100 kw; HAAT: 1248 ft.)—Seeks assignment of license from Stauffer Communications Inc. to Saga Communications of Iowa Inc. for \$3.25 million. Seller is Topeka, KN-based publisher and station group owner of four AM's, three FM's and nine TV's owned by Stanley Stauffer. Buyer is Detroit-based group of three AM's and five FM's owned by Ed Christian. Filed May 25.
- **KIXI(AM)**-**KMGI(FM)** Mercer Island, WA (AM: BAL880524EG; 880 khz; 50 kw-D, 1 kw-N; FM: BALH880524EH; 107.7 mhz; 100 kw; HAAT: 1194 ft.)—Seeks assignment of license from StarGroup Communications to Noble Broadcast Group for \$15.9 million. Seller is owned by C.T. Robinson and William C. Moyes, who also own **KMGK(FM)** Minneapolis and **Transtar Radio Network**. Buyer is San Diego-based group of five AM's and six FM's headed by John Lynch. It recently purchased **WHME(FM)** Toledo, Ohio and **KMJQ(FM)** Houston and **KMJM(FM)** St. Louis ("Changing Hands," May 9). Filed May 24.
- **KKSN-AM-FM** Vancouver, WA (AM: BAL880520ED; 910 khz; 5 kw-U; FM: BALH880520EE; 97.1 mhz; 100 kw H&V; HAAT: )—Seeks assignment of license from Fort Vancouver Broadcasting Corp., debtor-in-possession to **KKSN** Inc. for \$5.8 million. Seller has no other broadcast interests. Buyer is Dallas-based group of four AM's, three

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Chapman Associates is pleased to have assisted in this transaction.



FM's and seven TV's headed by James M. Hoak, chairman. Filed May 20.

■ WNHC(AM) New Haven, CT (BTC880519EA): 1340 kHz; 1 kw-U.—Seeks assignment of license from Larry B. Wardlaw to Edith Acabbo Willis for \$83,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed May 19.

■ WGAB(AM) Bloomfield, CT (BAL880523EA): 1550 kHz; 5 kw-D, 2.5 kw-N; HAAT.—Seeks assignment of license from WGAB Inc. to Living Communications of Connecticut Inc. for \$325,000. Seller is owned by Leonard Ackerman, Leonard Marcus and Dan Yorke, who recently bought WECQ(FM) Geneva, N.Y. ("Changing Hands," May 16). Buyer is owned by David R. Swanson and Joseph P. Battaglia, who also owns WLIX(AM) Islip, NY. Filed May 23.

■ WWLW(AM) Coleman, FL (BAL880520EC): 1320 kHz; 500W-D; HAAT.—Seeks assignment of license from Michael A. Rutberg to Starett Media Corp. for \$225,000. Seller has no other broadcast interests. Buyer is owned by John W. Bussanick and his wife, Claire, who have no other broadcast interests. Filed May 20.

■ WQSA(AM) Sarasota, FL (BTC880523EB): 1220 kHz; 1 kw-D, DA; HAAT.—Seeks assignment of license from James Seemiller to Anita Anesi and E.F. Schwarzer for \$31,500. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed May 23.

■ WMJI(AM) Cleveland, OH (BAL880523EE): 1260 kHz; 5 kw-U.—Seeks assignment of license from Jacor Communications Inc. to Gore-Ovegaard Broadcasting Inc. for \$845,000. Seller is publicly owned. Cincinnati-based group of five AM's and seven FM's headed by Terry S. Jacobs, chairman, and Frank E. Wood, president. Buyer is owned by Harold W. Gore, Cordell Overgaard, William McMaster and Sharon Carrara. It also owns WTMR(AM) Camden, NJ. Filed May 23.

## New Stations

■ Trussville, AL (BPH880519NI)—King Broadcasting LP seeks 105.9 mhz; 3 kw H&V; 100 m. Address: Hwy 431 North, Albertville, AL 35950. Principal is owned by Bobby King, who also owns WXBK(AM) Albertville, AL. Filed May 19.

■ Trussville, AL (BPH880519MZ)—William E. Benis IV seeks 105.9 mhz; 2 kw H&V; 125 m. Address: 12373 Warwick Blvd., Newport News, VA 23606. Principal has no other broadcast interests. Filed May 19.

■ Trussville, AL (BPH880519NX)—Stanton Broadcasting Corp. seeks 105.9 mhz; 1 kw H&V; 171 m. Address: 413 Chickasaw Lane, Trussville, AL 35173. Principal is owned by Patricia K. Stanton and Frank L. Stanton. It has no other broadcast interests. Filed May 19.

■ Trussville, AL (BPH880519MH)—Trussville Broadcasting seeks 105.9 mhz; 0.69 kw H&V; 199 m. Address: 3623 43rd Ave. N., Birmingham, AL 35207. Principal is owned by Oliver Brewer, Margie Davis, Shirley Broadnax and Kimberly Moore, who have no other broadcast interests. Filed May 19.

■ Trussville, AL (BPH880519MK)—Lawson Communications Inc. seeks 105.9 mhz; 3 kw H&V; 100 m. Address: 735 Mohave Dr., Forestdale, AL 35214. Principal is owned by James W. Lawson, who has no other broadcast interests. Filed May 19.

■ Independence, CA (BPH880519MF)—Bennett Kessler seeks 106.3 mhz; 3 kw H&V; -493 m. Address: 532 N. Edwards St., Independence, CA 93526. Principal has no other broadcast interests. Filed May 19.

■ Lindsay, CA (BPH880505PH)—Correia Broadcasting, Inc. seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 255 Gannon St., Tulare, CA 93274. Principal is owned by Joaquin Correia and Wendell T. McLoyle, who have no other broadcast interests. Filed May 19.

■ Mariposa, CA (BPH880512MB)—Mariposa Grizzly Radio Inc. seeks 103.9 mhz; 3 kw H&V; -35 m. Address: 1470 Vancouver Ave., Burlingame, CA 94010. Principal is owned by William F. Hammett, who has no other broadcast interests. Filed May 12.

■ Oxnard, CA (880504MG)—Oxnard Broadcasting Inc. seeks 102.1 mhz; 3 kw; 100 m. Address: 6920 Hayvenhurst Ave., Van Nuys, CA 91406. Principal is owned by Kipp O. Pritzlaff, Michael Sullivan and Mary A. Pritzlaff, who have no other broadcast interests. Filed May 4.

■ Sebastopol, CA (BPH880517MA)—Wattz Broadcasting seeks 93.7 mhz; 0.63 kw H&V; 215 m. Address: 314 Gilbert St., Santa Rosa, CA 95405. Principal is owned by Stephen M.B. Wattz and Joseph Powell, who have no other broadcast interests. Filed May 17.

■ Sebastopol, CA (BPH880519NV)—Dennis S. Kahane seeks 93.7 mhz; 1.093 kw H&V; 161 m. Address: 2250 N. Point St., San Francisco 94123. Principal has interest in WRFM(AM) Hialeah, FL. Filed May 19.

■ Sebastopol, CA (BPH880519NS)—Edward E. Abramson seeks 93.7 mhz; 0.501 kw H&V; 234 m. Address: 1345 W. Sacramento Ave., Chico, CA 95926. Principal has no other broadcast interests. Filed May 19.

■ Sebastopol, CA (BPH880519MX)—John A. Carollo seeks 93.7 mhz; 0.53 kw H&V; 238 m. Address: 1517 Hurlbut Lane, Sebastopol, CA 95472. Principal has no other broadcast interests. Filed May 19.

■ Sebastopol, CA (BPH880519MY)—Bayside Broadcasting Inc. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 71 Michael Rd., Stamford, CT 06903. Principal is owned by Ivy Shih-Takahashi, who has no other broadcast interests. Filed May 19.

■ Sebastopol, CA (BPH880519NE)—Sebastopol Broadcasters Ltd. seeks 93.7 mhz; 0.6 kw H&V; 220 m. Address: 8685 Poplar Way, Sebastopol, CA 95472. Principal is owned by Garrett Z. Sutton, Maria K. Larson and Peter Valentine, who have no other broadcast interests. Filed May 19.

■ Sebastopol, CA (BPH880519NF)—Dragonfly Communications Inc. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 3316 Frei Rd., Sebastopol, CA 95472. Principal is owned by Peggy Berryhill and Philip Tynon, who have no other broadcast interests. Filed May 19.

■ Sebastopol, CA (BPH880519NH)—Russian River Vintage Broadcasting seeks 93.7 mhz; 0.314 kw H&V; 302 m. Address: 1065 Gabriel Dr., St. Louis 63137. Principal is owned by Bernard Feissle, Jacqueline D. Feissle, Sherry R. Holmes and Brian Costello, who have no other broadcast interests. Filed May 19.

■ Sebastopol, CA (BPH880519NL)—Vintage Broadcasting Corp. seeks 93.7 mhz; 1.4 kw H&V; 147 m. Address: 1901 Amy Ave., Santa Rosa, CA 95401. Principal is owned by Joseph M. Perez, Patricia E. Perez and Joe C. Perez, who have no other broadcast interests. Filed May 19.

■ Sebastopol, CA (BPH880519NO)—Gravenstein Broadcasting Ltd. seeks 93.7 mhz; 3 kw H&V; 19 m. Address: 7844 Apple Blossom Lane, Sebastopol, CA 95472. Principal is owned by Devona R. Porter, who has no other broadcast interests. Filed May 19.

■ Sebastopol, CA (BPH880519NR)—Manzanita Media Inc. seeks 93.7 mhz; 0.63 kw H&V; 207 m. Address: 2120 Bluebell Dr., Santa Rosa, CA 95401. Principal is owned by Carole A. Kushnir, Kenneth Kushnir and Rene Ocana. It has no other broadcast interests. Filed May 19.

■ Sebastopol, CA (BPH880519MD)—Bodega Communications Inc. seeks 93.7 mhz; 0.62 kw H&V; 222 m. Address: 3530 West Creek Dr., Stockton, CA 95209. Principal is owned by Manuel Coronado, who has no other broadcast interests. Filed May 19.

■ Sebastopol, CA (BPH880518MB)—Lucina Felicia Paulos seeks 93.7 mhz; 0.65 kw H&V; 208 m. Address: 2685 Bardy Rd., Santa Rosa, CA 95405. Principal has no other broadcast interests. Filed May 18.

■ Sebastopol, CA (BPH880518MC)—Purple Crayon Radio seeks 93.7 mhz; 3 kw H&V; 13 m. Address: 2222 Juliet Drive, Santa Rosa, CA 95406. Principal is owned by Anne M. Coffey and Dorothea E. Proctor, who have no other broadcast interests. Filed May 18.

■ Sebastopol, CA (BPH880518MD)—Good Fortune Broadcasting seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 14081 Yorba St., #226, Tustin, CA 92680. Principal is owned by Patricia K. Lusin, Alice M. Nozawa, Leona A.T. Corcoran and Charles R. Brown, who have no other broadcast interests. Filed May 18.

■ Sebastopol, CA (BPH880519MJ)—J.M. Broadcasting Ltd. seeks 93.7 mhz; 3 kw H&V; 65 m. Address: 9180 Bodega Rd., Sebastopol, CA 95472. Principal is owned by Jose O. Mireles and Andrew Reimer. It has no other broadcast interests. Filed May 19.

■ Sebastopol, CA (BPH880518ME)—Special Delivery Broadcasting seeks 93.7 mhz; 3 kw H&V; 51 m. Address: 545 Pleasant Hill Rd., Sebastopol, CA 95472. Principal is owned by John J. Spillane and Edward L. Doughty, who have no other broadcast interests. Filed May 18.

■ Sebastopol, CA (BPH880519ML)—Sonoma County FM Inc. seeks 93.7 mhz; 3 kw H&V; 90 m. Address: 3183 Cleveland Ave., Santa Rosa, CA 95401. Principal is owned by Lori A. Powell and Tracy E. Sellers, who have no other broadcast interests. Filed May 19.

■ Sebastopol, CA (BPH880516MA)—Beth Knight seeks 93.7 mhz; 0.54 kw H&V; 230 m. Address: 8255 Germone Rd., Sebastopol, CA 95472. Principal has no other broadcast interests. Filed May 16.

■ Holly Hill, FL (BPH880505OZ)—Wato Broadcasting

L.P. seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 340 Water Oak Lane, Ormond Beach, FL 32074. Principal is owned by Ondra Williams, Charles McGinnis, Hamlin Beattie and Jake Rasor who have no other broadcast interests. Filed May 5.

■ Holly Hill, FL (BPH880505PC)—Sun City Radio Group seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 1643 Western Rd., South Daytona, FL 32019. Principal is owned by Steven M. Ferreira, Charles J. Bradshaw and Dan K. Richardson. It has no other broadcast interests. Filed May 5.

■ Holly Hill, FL (BPH880505PE)—Seabreeze Broadcasting Group Inc. seeks 103.3 mhz; 3 kw H&V; 66 m. Address: 840 Center Ave., #6, Holly Hill, FL 32017. Principal is owned by Bettye D. Bates, Romanger J. Fredricks and Barbara D. Holmes, who have no other broadcast interests. Filed May 5.

■ Holly Hill, FL (BPH880505PG)—Holly Hill Broadcasting Co. seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 443 Ellsworth St., Daytona Beach, FL 32014. Principal is owned by Laurence H. Wesley, who has no other broadcast interests. Filed May 5.

■ Holly Hill, FL (BPH880505PJ)—Modern Media seeks 103.3 mhz; 3 kw H&V; 76 m. Address: 456 Champagne Circle, Port Orange, FL 32019. Principal is owned by Julie E. Lubke, who has no other broadcast interests. Filed May 5.

■ Holly Hill, FL (BPH880505PL)—Michelle N. Terzynski seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 760 E. Lindenwood Circle, Ormond Beach, FL 32074. Principal has no other broadcast interests. Filed May 5.

■ Tallahassee, FL (880324MN)—Ferguson Communications Inc. seeks 106.1 mhz; 3 kw; 100 m. Address: 3339 Nottingham Drive, Tallahassee, FL 32312. Principal is owned by Nikki Clark, who has no other broadcast interests. Filed March 24.

■ Tice, FL (BPH880519MW)—Palm Broadcasting L.P. seeks 93.7 mhz; 3 kw H&V; 89 m. Address: 2930 Thomas Ave., Apt 21, Ft. Myers, FL 33901. Principal is owned by Cynthia L. Thomas, Morris Thomas and Raymon Finch, who have no other broadcast interests. Filed May 19.

■ Tice, FL (BPH880519MC)—Griffin Communications seeks 93.7 mhz; 3 kw H&V; m. Address: 6895 Estero Blvd., Ste. 551, Ft. Myers Beach, FL 33931. Principal is owned by Leon H. Griffin, who has no other broadcast interests. Filed May 19.

■ Tice, FL (BPH880518MA)—Gerald Penovich seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 100 W. Monroe, Ste. 1701, Chicago 60603. Principal has no other broadcast interests. Filed May 18.

■ Tice, FL (BPH880519MN)—Charisma Radio Partners seeks 93.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 540327, Orlando, FL 32854. Principal is owned by Wanda D. Cooper and Charles B. Cooper, who have interest in new FM in Orlando, FL. Filed May 19.

■ Tice, FL (BPH880519MO)—Minority Broadcast Development Inc. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 5835 Trailwinds Dr., #101, Fort Myers, FL 33907. Principal is owned by Trina Robinson, who has no other broadcast interests. Filed May 19.

■ Tice, FL (BPH880519MP)—Birdsong Broadcasting Inc. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 475 Birdsong Place, Sanibel, FL 33957. Principal is owned by Robert L. Tuttle, Pauline Tuttle and Wendy L. Tuttle, who have no other broadcast interests. Filed May 19.

■ Tice, FL (BPH880519MM)—Prize Broadcasting Inc. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 5021 Barfield Rd., Memphis 38117. Principal is owned by Crystal M. Tanner, John P. Waddell, Ernest Jackson and Chris Butterick. It has no other broadcast interests. Filed May 19.

■ Vero Beach, FL (BPH880523MG)—Sun Coast Broadcasting seeks 99.7 mhz; 50 kw H&V; 140 m. Address: 412 Bramblewood, Knoxville, TN 37921. Principal is owned by Charles E. Thorp and Gloria Collins, who have no other broadcast interests. Filed May 23.

■ Vero Beach, FL (BPH880523MF)—American Indian Broadcast Group seeks 99.7 mhz; 50 kw H&V; 150 m. Address: #2, Country Village Shopping Ctr., Smyrna, TN 37167. Principal is owned by Jack Bursack, Lynwood Eaton and Fritz Niggeler. Bursack owns WSVT(AM) Smyrna, TN. Filed May 23.

■ South Bend, IN (BPH880519MB)—KAM FM Partnership seeks 106.3 mhz; 3 kw H&V; 100 m. Address: 1610 E. Wayne St., South Bend, IN 46615. Principal is owned by Karen A. McGrew, who has no other broadcast interests. Filed May 19.

■ Meridian, MS (BPH880505PP)—Radio Meridian L.P. seeks 102.1 mhz; 0.8 kw H&V; 186 m. Address: 1911 10th Ave., Meridian, MS 39301. Principal is owned by Lee Arthur Rhodes, who has no other broadcast interests. Filed May 5.

■ Meridian, MS (BPH880505PU)—Charisma Communications Co. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1414, Meridian, MS 39301. Principal is owned by Donald R. Depriest, Sandra F. Depriest and Terry Barber, who have no other broadcast interests. Filed May 5.

■ Los Lunas, NM (BPH880519NQ)—Los Lunas Project seeks 106.3 mhz; 3 kw H&V; 99 m. Address: 543 Coronado St., Los Lunas, NM 87031. Principal is owned by Irene Bustos, who has no other broadcast interests. Filed May 19.

■ Los Lunas, NM (BPH880519OA)—Patricia Bennis Komorowski seeks 106.3 mhz; 3 kw H&V; 100 m. Address: 1205 Nakomis NE, Albuquerque, NM 87112. Principal has interest in WFLI(AM) Lookout Mountain and WFLI-TV Cleveland, TN and WZAM(AM) Norfolk, VA. Filed May 19.

■ Wrightsville Beach, NC (BPH880519ME)—Praise Broadcasting Network Inc. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 3992, Wilmington, NC 28406. Principal is owned by Dennis W. Anderson and Michael P. Escalante, who have no other broadcast interests. Filed May 19.

■ Wrightsville Beach, NC (BPH880519MI)—Wrightsville Beach Radio L.P. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 426, Wrightsville Beach, NC 28480. Principal is owned by Martha L. Walden, who has no other broadcast interests. Filed May 19.

■ Wrightsville Beach, NC (BPH880519MA)—Atlantic Broadcasting Associates seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 9 Oak Landing, Wilmington, NC 28403. Principal is owned by Dorothy D. Smith, who has no other broadcast interests. Filed May 19.

■ Bishopville, SC (BPH880519MG)—Lee County Broadcasting Co. seeks 93.7 mhz; 3 kw H&V; 100 m. Address: 142 Wags Drive, Bishopville, SC 29010. Principal is owned by Emory H. Bedenbaugh, James F. Coggins, Edward L.B. Osborne and Emory H. Bedenbaugh, who have no other broadcast interests. Filed May 19.

■ Smyrna, TN (BPH880511MB)—Smyrna Broadcasting Corp. seeks 94.1 mhz; 3 kw H&V; 100 m. Address: Walmart Plaza, #2, Smyrna, TN 37167. Principal is owned by Jack W. Bursack, Paul Crowder, Sam Ridley and Knox Ridley. It also owns WSVT(AM) Smyrna, TN. Filed May 11.

■ Smyrna, TN (BPH880512MD)—O'Neal Communications Group seeks 94.1 mhz; 3 kw H&V; 100 m. Address: 713 Oakwood Circle, Murfreesboro, TN 37129. Principal is owned by Dennis J. O'Neal, who has no other broadcast interests. Filed May 12.

■ Smyrna, TN (BPH880512MA)—Alice Randall Williams seeks 94.1 mhz; 3 kw H&V; 34 m. Address: 1818 Morena St., Nashville 37208. Principal has no other broadcast interests. Filed May 12.

■ Smyrna, TN (BPH880512ME)—Laser Wave Broadcasting Co. seeks 94.1 mhz; 3 kw H&V; 100 m. Address: 1701 Dawn Redwood Trail, Knoxville, TN 37922. Principal is owned by Judith McCoy and William D. Storey, who have no other broadcast interests. Filed May 12.

■ Smyrna, TN (BPH880512MC)—George S. Flinn Jr. seeks 94.1 mhz; 3 kw H&V; 44 m. Address: 188 S. Bellevue, #222, Memphis 38104. Principal has no other broadcast interests. Filed May 12.

### Actions

■ Avalon, CA (BPED850826ME)—Granted app. of Family Stations Inc. for 88.7 mhz; 0.1 kw (H&V); -223 m. Address: 290 Heegenberger Road, Oakland, CA 94621. Principal is nonprofit station group headed by Harold Camping. Action May 26.

■ Big Bear City, CA (BPH880405ME)—Returned app. of Bear City Broadcasting for 93.3 mhz; 1.7 kw H&V; 123 m. Address: P.O. Box 2911, 618 Pine Knott St., Big Bear City, CA 92315. Principal is owned by Joseph J. Felice, Loralee A. Bollingmo, Kristofer Bollingmo, John A. Winn, Sandra D. W. Acosta, Joseph D. Felice, Randal S. Bookasta and Daniel S. Felice. It also owns KBBL(TV) Big Bear Lake, CA. Action May 2.

■ Durango, CO (BPED840221AC)—Dismissed app. of Colorado Broadcasting Foundation for 90.3 mhz; .705 kw H&V; 303 m. Address: 8031 Queen Street, Arvada, CO 80005. Principal is headed by Ralph W. Arnold, Merle L. Arnold, Tommy J. Holder, Bobby J. Corn and Bill L. Ferguson. Action May 27.

■ Gifford, FL (BPH880310NW)—Returned app. of Inter-mart Broadcasting Inc. for 94.7 mhz; 3 kw (H&V); 100 m. Address: P.O. Box 2696, Jacksonville, FL 32203. Principal is owned by James E. Martin and David L. Cobb, who have no other broadcast interests. Filed June 1.

■ Honolulu (BPH841114ML)—Granted app. of Completely Sound Inc. for 105.1 mhz; 100 kw; 541 m. Address: 2499 Kapiolani, #3308, Honolulu 96826. Principal is head-

ed by Ronayne Hope. Action May 26.

■ Water Valley, MS (BPH880404MA)—Returned app. of Sharing the Word of God Ministries Inc. for 101.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 716, Bruce, MS 38915. Principal is headed by Hudie C. Holifield, Andrea M. Coleman and Nadene Holifield. It also owns WVLY(AM) Water Valley, MS. Action May 10.

■ Raleigh, NC (BPH860707NB)—Dismissed app. of Christian FM Application Partnership of Raleigh for 102.9 mhz; 3 kw H&V; 328 m. Address: 2423 US Hwy 41 South, Perry, GA 31069. Principal is headed by Brenda R. Vance, Jack M. Taylor, Charles S. Maxwell, Marguerite B. Ortman, Doris E. Walker, Marion H. Collins, Arthur D. Maxwell, Alfred R. Patton, Davis L. Cosey, David T. Hawks, Gary A. Simpson, Karl Simpson and Patrick M. Tucker. It has no other broadcast interests. Action May 27.

■ Duncan, OK (BPCT870331LH)—Dismissed app. of Teesha Broadcasting Ltd. for ch. 40; ERP: 1000 kw-V, 100 kw-A; 200 m. Address: 1313 St. James Blvd., Evansville, IN 47714. Principal is owned by Margaret D'Aoust, who has no other broadcast interests. Action May 31.

■ Grove, OK (BPCT8703316K)—Dismissed app. of Mountlake Productions Ltd. for ch. 45; ERP: 5000 kw-V, 500 kw-A; 190 m. Address: Rd. 2, Box 276, Petersberg, NY 12138. Principal is owned by Fredrick Grimm, who has no other broadcast interests. Action May 31.

■ Nicholson, PA (BP850729AP)—Granted app. of Family Stations Inc. for 890 khz; 10 kw-D. Address: 290 Heegenberger Road, Oakland, CA 94621. Principal is nonprofit station group headed by Harold Camping. Filed April 7.

■ Hondo, TX (BPH861215MJ)—Dismissed app. of Hondo Radio Associates for 98.5 mhz; 3 kw H&V; 91 m. Address: P.O. Box 114, Hondo, TX 78861. Principal is owned by Jesus S. Dominguez and Sue S. Lee, who have no other broadcast interests. Action May 27.

■ Falmouth, VA (BP850729AC)—Granted app. of Light-house Broadcasting Co. for 890 khz; 10 kw-D; 2.5 kw-N. Address: 19 Candlewood Terrace, Medford, NJ 08055. Principal is owned by Paul E. Schumacher, and his wife, Nancy. It also owns WSJL(AM) Cape May, NJ. Filed April 7.

## Facilities Changes

### AM's

■ Minneapolis, WCCO, 830 khz—May 18-Application for CP to make changes in ant. sys.; change TL to: SE quadrant of Jct. State Hwy 101 and Hennepin Country Rd. 10 in City of Maple Grove, MN. 2.5 km E of Corcoran, Hennepin co., MN; 45 05 06N 93 31 06W.

■ Bishopville, SC, WAGS, 1380 khz—May 19-Application for CP to make changes in ant. sys. and correct coordinates: 34 12 36N 80 13 50W.

■ Camden, SC, WCAM, 1590 khz—May 10-Application for CP to make changes in ant. sys.; change TL: South side of intersection of Hwy 34 and US Hwy 1 and 601. 11 km from city limits of Camden West, Camden, SC: 34 13 31N 80 40 44W.

### FM's

■ Osceola, AR, KWLN, 98.1 mhz—May 18-Mod of CP to change TL: 0.35 mi. W of Frenchmans Bayou, just off Hwy 61, Mississippi co. AR and change center of radiation: 35 28 01N 90 11 27W.

■ Jupiter, FL, WKSJ-FM, 96.7 mhz—May 2-Application for CP to change FREQ: 99.5 mhz (per docket 87-233); install new antenna.

■ Crestview, FL, WAAZ-FM, 104.9 mhz—May 13-Application for CP to change FREQ: 104.7 mhz (per docket 86-455); change TL: corner of Lindberg Ave. and First St., Crestview, Okaloosa co., FL; change HAAT: 150 m. H&V; change ERP: 50 kw H&V; change to class C2: 30 46 01N 86 35 07W.

■ Vidalia, GA, WGPH, 91.5 mhz—May 5-Mod of CP to change TL: 3.5 km W of Vidalia and 170 meters W of SR 29, near Higgestown, GA; change HAAT: 118 m. H&V; 32 14 02N 82 28 52W.

■ Virden, IL, WRV1, 96.7 mhz—May 4-Application for CP to change TL: SE corner of Mooreshead and South First in city limits of Divernon, IL; change HAAT: 100 m. H&V; change ERP: 3 kw H&V; 39 33 26N 89 39 24W.

■ Winona, MN, KQAL, 89.5 mhz—May 9-Application for CP to change TL: Garvin Heights Rd. 1.3 mi. S of Winona post office, Winona, MN; change ERP: 1.8 kw H&V; change HAAT: 191.4 m. H&V; change to directional antenna.

■ Clinton, MS, WHJT, 93.5 mhz—May 5-Application for

CP to change HAAT: 100 m. H&V.

■ Keene, NH, WKNH, 91.3 mhz—April 26-Application for CP to change freq. to 91.7 mhz; ERP: .192 kw; HAAT: 110.6 m.; 42 55 29N 72 16 42W

■ Corning, NY, WCBA-FM, 98.7 mhz—May 16-Mod. of CP (BPH860408ME) to change TL: Denmark Hill, Corning, Steuben co., NY; 2.4 km N 35 degrees E intersection of Ries, 17 and 414; 42 09 38N 77 02 19W

■ Southport, NC, WFSM, 107.1 mhz—May 2-Mod. of CP (BPH870331JM) to change TL: Orton Plantation, Brunswick co., NC; change HAAT: 181 m. H&V; change ERP: 32 kw H&V; 34 03 02N 77 57 20W

■ Archbold, OH, WHFD, 95.9 mhz—April 29-Application for CP to change TL: 3.9 km WNW of Wauseon, Fulton co., OH; change HAAT: 122 m. H&V; change ERP: 2 kw H&V; 41 33 29N 84 11 08W

■ The Dalles, OR, KACI-FM, 97.7 mhz—May 5-Application for CP to change TL: Seven Mile Hill, 8.6 km on bearing of N 308 E degrees from 4th and Union Sts., The Dalles, Wasco co., OR; change HAAT: 271.5 m. H&V; change ERP: 0.4 kw H&V; 45 38 56N 121 16 20W

■ Tyler, TX, KGLY, 91.3 mhz—May 23-Mod. of CP (BPED860924MA) to change ERP: 12 kw H&V and change HAAT: 141 m. H&V.

■ Waco, TX, KNFO, 95.5 mhz—May 10-Application for CP to change HAAT: 327 m. H&V; change ERP: 85.07 kw (V) only and make changes in directional antenna.

### TV

■ Flint, MI, WSMH, ch. 66—May 25-Mod. of CP (BPCT821209KE) to change ERP vis.: 1170 kw; HAAT: to be determined; TL: NW corner of Willard Rd., Tuscola, OH/MI.

### Actions

#### AM's

■ Windsor, CA, KQPL, 1580 khz—May 31-Application (BMP861121AB) granted for Mod. of CP (BP870529AD) to increase power to 700 w and change TL: 0.3 mi. NW of intersection of Ludwig Ave. and Llano Rd., Santa Rosa, CA: 38 23 58N 122 47 22W

■ Manitou Springs, CO, KRYN, 1490 khz—May 24-Application (BP880128AG) granted for CP to increase power from 250 w to 1000 w nighttime (class IV station),

■ Mount Holly, NJ, WWJZ, 640 khz—May 20-Application (BMP870330AA) dismissed for MP (BR810806BG as mod) to make changes in ant. sys. (including increase in height of tower) and change TL to: Budtown Rd. and Brae Rd., South Hampton Township, NJ: 39 56 01N 74 43 06W,

#### FM's

■ Ontario, OR, KSRV-FM, 96.1 mhz—May 25-Application (BPH870302OL) granted for CP to change ERP: 51 kw H&V; HAAT: 253 feet H&V

■ Payson, AZ, KAFM, 103.9 mhz—May 6-Application (BPH851204IZ) granted for CP to change TL: 1.5 mi. N on Hwy 87, Strawberry, AZ; change freq: 104.3 mhz (per docket 84-300); ERP: 100 kw H&V; 34 25 48N 11 30 16W

■ Lincoln, NE, KLDZ, 95.3 mhz—May 24-Application (BMPH880314IA) granted for Mod. of CP (BPH870629IB) to change HAAT: 88 m. H&V; TL: 0.88 km S of Hwy 277 on North 14th St., 2.4 km W of Davey Village, Lancaster Co. NE; 40 58 49N 96 41 55W

■ Anchorage, KYGL, 98.9 mhz—May 27-Application (BMPH871104IJ) granted for Mod. of CP (BPH840420IE) to change TL: atop hill approx 4.1 km 347 degree T from western end of USAF Goose Bay landing strip; change ERP: 100 kw H&V; change HAAT: 152 m. H&V; 61 25 22N 149 52 20W.

■ Fairfield, CT, WSHU, 91.1 mhz—May 27-Application (BMPED871118IO) returned for Mod. of CP to change ERP: 11.22 kw H&V; change HAAT: 189 m. H&V.

■ Delhi, LA, KKR, 93.5 mhz—May 27-Application (BMPH871224IB) returned for Mod. of CP (BPH840625IG) to change ant. location: 32 28 00N 91 35 08W.

■ Calhoun City, MS, WGIN, 102.3 mhz—May 27-Application (BMPH870921IB) granted for Mod. of CP (BMPH850712UL) to change TL: S on Hwy 9, 4.5 mi from Calhoun City, E. on Crossroad Rd., 1000 feet on left of Crossroad Rd., next to Friendship Church; change HAAT: 100 m. H&V; relocate main studio outside community of license to: co-locate with WJRL-AM studio, Calhoun City, MS: 33 48 06N 89 21 07W

■ Panama City Beach, FL, WPCF-FM, 100.1 mhz—May 31-Application (BMPH870717IB) granted for MP (BPH840210AS) to change TL: 111 Laurie Ave., Panama City Beach, FL; change ERP: 2.2 kw H&V; change HAAT: 113 m. H&V; 30 10 44N 85 46 55W

■ Philadelphia, WIOQ, 102.1 mhz—May 31—Application (BPH860429ID) granted for CP to correct TL: near intersect of Umbria St. and Domino Lane, Philadelphia; change HAAT: 204 m. H&V and correct overall tower height: 40 02 37N 75 14 32W.

#### TV's

■ Steamboat Springs, CO, KSBS-TV, ch. 24—May 24—Application (BMPCT871110KJ) granted for Mod. of CP to change ERP vis.: 10 kw; HAAT: 196 m.; ANT: Jampro JCR-24/4; TL: Quarry Mt (Emerald Mt.), 2.3 mi. SW of Steamboat Springs, CO; 40 27 43N 106 51 02W. Amended Feb. 23 to change ERP vis.: 5.52 kw; HAAT: 152 m. and to show antenna is directional with beam tilt.

■ Panama City, FL, WPGX, ch. 28—May 31—Application (BMPCT880505KF) returned for MP (BPCT820122KE) to change HAAT: 228.22 meters; change ant. supporting-structure height; 30 23 42N 85 32 02W.

■ Magee, MS, WZZV, ch. 34—May 31—Application (BMPCT860212LL) dismissed for MP (BPCT830701KG) to change HAAT: 1585'; ANT: Andrew A1W32E3-HSC-34 (DA); TL: 0.86 mi. SE of Piney Woods and N of State Hwy 49, Piney Woods, MS; 32 03 13N 89 58 14W. Amended March 25 to change ERP vis.: 5000 kw; HAAT: 112 m.; ANT: Bogner BU(1)32 (DA); TL: 2.3 mi. E of Piney Wood,

MS and 2 mi. N of Hwy 49; 32 04 00N 89 57 26W.

## Allocations

■ Uniontown, AL—On request of William A. Gunter and Robert J. Long, proposed amending FM table by allotting channel 298A (107.5 mhz); comments July 25, replies Aug. 9. (MM Docket 88-219, by NPRM [DA 88-776] adopted April 19 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Corcoran, Kernville and Mendota, CA—At request of Radio Corcoran Inc., proposed substituting channel 272B1 (102.3 mhz) for channel 272A and modifying license of KLCZ(FM) to operate on new channel with additional changes required at Kernville and Mendota. Option I includes: substituting channel 273A (102.5 mhz) for channel 272A at Kernville and modifying license of KKR(FM) to operate on new channel, substituting channel 263A (100.5 mhz) for channel 272A at Mendota. Option II includes: substituting channel 273A for channel 272A at Kernville. Also order KKR(FM) to show cause why its license should not be modified to specify operation on channel 273A

instead of channel 272A. (MM Docket 88-235 by NPRM and Order to Show Cause [DA 88-780] adopted April 25 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Joshua Tree, CA—At request of Craig L. Fox, proposed allocating channel 221A (92.1 mhz) to Joshua Tree as its first local broadcast service. (MM Docket 88-237 [DA 88-778] adopted April 29.)

■ Mecca, CA—At request of Craig L. Fox, proposed allocating channel 249A to Mecca as its first local broadcast service. (MM Docket 88-231 [DA 88-802] adopted April 29.)

■ Mexico Beach, FL—At request of Robert G. Kerrigan, proposed substituting channel 257C2 (99.3 mhz) for channel 257A and modifying license of WMOA(FM) to specify operation on new channel. (MM Docket 88-222 [DA 88-772] adopted April 25.)

■ Fort Valley and Wrightsville, GA—On request of Fox Valley Broadcasting Corp., licensee of WQBZ(FM), Fort Valley, proposed substituting channel 292C (106.3 mhz) at Fort Valley for channel 292A; proposed modifying station's license accordingly; proposed substituting channel 260A (99.9 mhz) for channel 292A at Wrightsville; ordered WIML(FM), Wrightsville to show cause why it should not change its operation to new channel; comments due July 25, replies Aug. 9. (MM Docket 88-221, by NPRM and Order to Show Cause [DA 88-774] adopted April 25 by deputy chief, Policy and Rules Division.)

■ Waynesboro, GA—At request of Clifford Jones, proposed allocating channel 296A (107.1 mhz) to Waynesboro as its second FM service. (MM Docket 88-223 [DA 88-773] adopted April 25.)

■ Hilo, HI—At request of Irving A. Uram, proposed substituting channel 224C1 (92.7 mhz) for channel 224A and modifying his CP to specify channel 224C1. (MM Docket 88-220 [DA 88-775] adopted April 25.)

■ Earl Park, IN—Effective July 15, amended FM table by substituting channel 251B1 (98.1 mhz) for channel 252A (98.3 mhz) at Earl Park, and conditionally modifying license of WIBN(FM) to specify operation on B1 channel. (MM Docket 87-181 by R&O [DA 88-786] adopted May 13, by deputy chief, Policy and Rules Division.)

■ Carthage, IL—At request of Bryan Broadcasting Inc., proposed substituting channel 221B1 (92.1 mhz) for channel 221A at Carthage and modifying license of WCAZ-FM to specify class B1 channel. (MM Docket 88-236 [DA 88-777] adopted April 29.)

■ London, KY—Effective July 15, allocated channel 223A (92.5 mhz) to London as its second FM service. (MM Docket 87-349 by R&O [DA 88-771] adopted April 25 by deputy chief, Policy and Rules Division.)

■ Lexington, MI—At request of D. J. Fox, proposed allocating channel 245A to Lexington as its first FM broadcast service. (MM Docket 88-255 [DA 88-804] adopted May 4.)

■ Rochester, MN—Effective July 18, substituted channel 243C2 for channel 244A and modified license of KWWK to specify operation on new channel. (MM Docket 87-520 by R&O [DA 88-799] adopted April 29 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Aberdeen, MS—At request of Tenn-Tom Broadcasting Corp., proposed substituting channel 287A (105.3 mhz) for channel 288A (105.5 mhz) at Aberdeen and modifying license of WWZQ-FM to specify operation on channel 287A. Comments due July 22, replies Aug. 8. (MM Docket 88-234 by NPRM [DA 88-779] adopted April 28 by deputy chief, Policy and Rules Division.)

■ Olive Branch, MS—Effective July 15, amended FM table by allotting channel 239A (95.7 mhz) to Olive Branch as its first FM service. Filing window opens July 18, closes Aug. 17. (MM Docket 87-260 by R&O [DA 88-792] adopted April 29 by deputy chief, Policy and Rules Division.)

■ La Monte, MO—At request of Johnson County Broadcasters Inc., proposed allocating channel 246A to La Monte as its first FM broadcast service. (MM Docket 88-254 [DA 88-803] adopted May 2.)

■ Owensville, MO—Effective July 15, amended FM table by substituting channel 237C2 (95.3 mhz) for channel 237A at Owensville, and conditionally modifying construction permit of Owensville Communications Co., accordingly. (MM Docket 87-411 by R&O [DA 88-789] adopted April 25 by deputy chief, Policy and Rules Division.)

■ Saint Robert, MO—Dismissed petition of Kevin A. Barton proposing allocation of channel 243A to Saint Robert. (MM Docket 87-378 by R&O [DA 88-798] adopted April 29 by deputy chief, Policy and Rules Division.)

■ Star Lake, NY—Effective July 18, allotted channel 290B1 to Star Lake as its first local FM service. Filing

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window opens July 19, closes Aug. 18. (MM Docket 87-502 by R&O [DA 88-800] adopted April 29 by deputy chief. Policy and Rules Division.)

■ **Topsail Beach and Wilmington, NC**—Effective July 15, amended FM table to substitute channel 267C2 (101.3 mhz) for channel 265A (100.9 mhz) at Wilmington; modified license of WWQQ-FM. Wilmington to specify operation on new channel. (MM Docket 86-27, by MO&O [DA 88-791] adopted April 27 by chief. Policy and Rules Division.)

■ **London and Xenia, OH**—Effective July 15, amended TV table by allotting UHF channel 32 to Xenia as its first local television service. (MM Docket 87-190 by R&O [DA 88-602] adopted April 5 by deputy chief. Policy and Rules Division.)

■ **Middleport, OH**—Denied request by Radio Mid-Pom Inc. to amend FM table by substituting channel 221B1 (92.1 mhz) for channel 221A at Middleport, and modifying license of WMPO-FM to specify operation on B1 channel. (MM Docket 87-409 by R&O [DA 88-790] adopted April 28 by deputy chief. Policy and Rules Division.)

■ **Covington, PA**—At request of Robin B. Thomas, proposed allocating channel 234A to Covington as its first FM allotment. (MM Docket 88-258 [DA 88-807] adopted May 9.)

■ **Georgetown, Marlin and San Saba, all Texas**—At request of Capitol Broadcasting Corp., proposed substituting channel 244C1 for channel 243C2 at Georgetown and modifying license of KQFM(FM) to specify operation on higher class frequency; substituting channel 225A for channel 246A at Marlin and issuing show cause order to Midwestern Broadcasting Inc., licensee of KRXX(FM) seeking comments as to why its license should not be modified to specify operation on new channel; and substituting channel 246A for channel 244A at San Saba. Comments due July 25, replies Aug. 9. (MM Docket 88-232 by NPRM and Order to Show Cause [DA 88-801] adopted April 29 by deputy chief. Policy and Rules Division.)

■ **Kingsville, TX**—At request of Riviera Broadcasting Co., proposed substituting channel 224C2 for channel 224A and modifying license of KODK(FM) to specify operation on higher class co-channel. (MM Docket 88-257 [DA 88-806] adopted May 5.)

■ **Winfield, TX**—Effective July 15, amended FM table by substituting channel 249C2 (97.7 mhz) for channel 249A at Winfield, and conditionally modifying license of KLSB(FM) to specify operation on C2 channel. (MM Docket 87-243 by R&O [DA 88-788] adopted April 28 by deputy chief. Policy and Rules Division.)

■ **Chelan, WA**—Denied request by Northcentral Broadcast Co. to amend FM table by substituting channel 228C2 (93.5 mhz) for channel 228A at Chelan and modifying license of KOZI-FM to specify operation on C2 channel. (MM Docket 87-281 by R&O [DA 88-787] adopted April 28 by deputy chief. Policy and Rules Division.)

■ **Waupun, Mayville and New Holstein, WI**—At request of Coursolle Broadcasting of Wisconsin Inc., proposed amending FM table by substituting channel 258C2 (99.5 mhz) for channel 257A (99.3 mhz) at Waupun, and modifying license of WGGQ(FM) to specify operation on C2 channel; in order to accomplish channel substitution at Waupun, proposed substituting channel 226A (93.1 mhz) for channel 258A at New Holstein, currently occupied by KFKQ (FM); and, substituting channel 254A (98.7 mhz for channel 259A (99.7 mhz) at Mayville. Comments are due July 25, replies Aug. 9. (MM Docket 88-270 by NPRM [DA 88-810] adopted May 13 by deputy chief. Policy and Rules Division.)

### Existing FM's

- KZKS KWWS-FM Sun Media Corp. of Colorado, Rifle, CO  
 WZYO-FM WQOD H&D Communications Ltd. Partnership, Youngstown, OH  
**Existing TV**  
 KOSL-TV KOOG-TV Ogden Television Inc., Ogden, UT

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| WWCD            | Video Services Broadcasting Corp., Grove City, OH |
| KHXS            | Susan Lundborg, Abilene, TX                       |
| KCBI-FM         | Criswell Center for Biblical Studies, Dallas      |
| WIVI            | Bantam Broadcasting Co., Charlotte Amalie, VI     |

### New TV

- WSWB-TV Ehrhardt Broadcasting, Scranton, PA

### Existing AM's

- WKGT WZGT Gulf Communications of Alabama Inc., Century, FL  
 KYCR KUXL Universal Broadcasting Co. of Minn.-St. Paul Inc., Golden Valley, MN  
 KBEQ KKJC Noble Broadcasting of Kansas City Inc., Blue Springs, MO  
 WCXJ WJLY Unity Broadcasting Corp., Brad-dock, PA  
 WKXS WATP Russell Communications, Mar-ion, SD  
 KNRB KWJS Universal Broadcasting of Fort Worth-Dallas Inc., Fort Worth  
 KDOS KVOZ Corrie Corp., Laredo, TX  
 WENO WJRR Radio Corp. of Nashville, Nash-ville  
 WSPQ WXYQ Americus Number 1 Ltd. Partner-ship, Stevens Point, WI  
 WEUZ WJJK Americus Number 1 Ltd. Partner-ship, Eau Claire, WI

### Existing FM's

- KKCB KLTW San Luis Obispo Broadcasting Inc., San Luis Obispo, CA  
 WJHM WORZ Augusta Broadcasters Inc., Daytona Beach, FL  
 WTUF WTXR Boston Radio Co. Inc., Boston, MA  
 KBEQ-FM KBQ Noble Broadcasting of Kansas City Inc., Blue Springs, MO  
 KKBC-FM KBKR-FM Grande Radio Inc., Baker, OR  
 KLMN KCAV Caprock Educ. Broadcasting Foundation, Amarillo, TX

### Existing TV's

- WKCF WCLU Press Television Corp., Cler-mont, FL  
 WACH WCCT-TV FCVS Communications, Col-umbia, SD

\***KCBX(FM)**—July 25, 1975: 90.1 mhz; 4.9 kw. Ant 1,410 ft. Stereo. 4100 Vachell Lane (93401). (805) 544-5229. KCBX Inc. Net: NPR. Format: Class, jazz. ■ Frank R. Lanzone, pres & gen mgr.

For page B-45. Under Del Norte, station **KGZA(AM)** should read **KGCA(AM)**.

For page B-46. Under Denver, station **KLSC(AM)** should read **KYBG(AM)**.

For page B-63. Under Palm Beach, insert new Listing for **WPBR(AM)**:

**WPBR(AM)**—1941: 1340 khz; 1 kw-U. 3000 S. Ocean Blvd. (33480). (305) 582-7401. WPBR Inc. (acq 2-14-86). Net: CNN, MBS. Rep: Savalli Bcst Sis. Format: News, talk. ■ Arnold Lampert, pres; Len Stevens, exec VP; Tom Holliday, gen mgr; John Levitt, prog dir.

For page B-172. Under Aurora, station **KMYT(FM)** should read **KMTY(FM)**.

For page B-191. Under Fulton, replace **WOSC(AM)** listing with following:

**WZZZ(AM)**—Aug 19, 1949: 1300 khz; 1 kw-D. Lake Shore Rd., 1300 Radio Park (13069). (315) 593-1313. Peter E. Hunn (acq 3-88). Net: Satellite Music. Format: Adult contemp. Spec progs: Farm 1 hr, German 1 hr, Polish 2 hrs wkly. ■ Peter E. Hunn, pres, gen & gen s/s mgr, prog, mus & news dir; Carol Hunn, prom mgr; Bill Schlienitz, chief engr. ■ Rates: \$13; 8.50; 8.50; —.

For page B-203. Under Fairmont, **New AM** listed under Fairmont is licensed to Fairview. Call sign is **WMIY(AM)**.

For page B-207. Under Raleigh, insert new listing for **WQOK(FM)**:

**WQOK(FM)**—(South Boston, Va.) Oct 1, 1960: 97.5 mhz; 100 kw. Ant 1,020 ft. Box 19068 (27619). (919) 848-9736. Joyner Communications Inc. Format: Urban contemp.

For page B-257. Under Collierville, delete listing for **WWEE(AM)**.

For page B-262. Under Memphis, insert listing for **WPLX(AM)**:

**WPLX(AM)**—(Germantown), 1987: 1170 khz; 1 kw-D. 4554 Fleming Road, Collierville (38017). (901) 853-4735. Pylant Broadcasting Corp. (acq 11-18-87). For-mat: C&W. ■ Rudy Pylant, pres & gen mgr; Jeffrey Pylant, VP. ■ Rates: \$7.50; 10; —.

For page B-276. Under Kilgore, station **KTCX(AM)** should read **KTXC(AM)**.

For page B-308. Under Wheeling, station **WZZM(AM)** should read **WZMM(AM)**.

For page B-422. Under Nashville (market No. 48), please insert **WNQM(AM)** Nashville.

For page C-47. Under New York, insert new listing for **WNYW**:

**WNYW**—ch 5, 17.4 kw vis, 1.74 kw aur, ant 1,690/1,729g. May 2, 1944. 205 East 67th St. 10021. Licensee: Fox Television Stations Inc. (acq 3-86). Own-ership: See Fox Television Stations Inc. ■ Fox. Rep: Petry TV Sls. ■ Robert Kreek, pres; Carolyn Wall, gen mgr; Peter Temple, stn mgr; Rudy Taylor, gen s/s mgr; John Findley, prog dir; Paul Noble, exec prod; Phyllis Seifer, prom mgr; Ian Rae, news dir; Joe Berini, chief engr; Isabel Fernandez, pub dir.

For page C-51. Change phone number for **KBMY** to (701) 223-1700.

For page I-11. Insert new listing:

**Jennings-Reid-Tolby & Associates Inc.** 7741 N. Briarcreek Rd., Tallahassee, Fla. (32312). (904) 668-0263. Jim Jennings, P.O. Box 2669, LaGrange, Ga. (30240). (404) 882-1214. Paul E. Reid, 904 N. Peninsula, New Smyrna Beach, Fla. (32069). (904) 428-2441. Brian E. Tolby.  
 Brokerage, financing and consulting in radio, TV & cable.

For page I-12. Under Kozacko-Horton Co. listing, please change phone number to: (607) 733-7138.

For page I-19. Under Gary Stevens & Co. listing, please change phone number to: (212) 697-0240.

## Call Letters

### Applications

- | Call                 | Sought by  |
|----------------------|--|
| <b>New FM's</b>      |  |
| WZXR                 | Walter Gray Gilbert, Indianola, MS                                 |
| KSJE                 | San Juan College, Farmington, NM                                   |
| <b>New TV</b>        |  |
| KFSC                 | Waterloo Television, Waterloo, IA                                  |
| <b>Existing AM's</b> |  |
| WVOA                 | WQXI Vinrah Inc., Atlanta  |
| KALY                 | KLTN Sun Media Corp. of New Mexico, Los Ranchos de Albuquerque, NM |
| KPRV                 | KYYN Leroy Billy, Poteau, OK                                       |

## Addenda to the 1988 Yearbook

For page A-8. Change zip code of FCC to 20554.

For page B-40. Under San Luis Obispo, insert new listing for \***KCBX(FM)**:



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

## RADIO

### HELP WANTED MANAGEMENT

**Prefer being in charge** of your own destiny rather than working in a bureaucratic environment? Prefer a radio company where personnel growth and organizational development are real and not just neat sounding buzz words? Where high standards and commitment are achieved from the bottom up? We're a rapidly growing radio group that needs exceptionally talented and aggressive sales and general managers. Send your management philosophy and resume to Box H-96 EOE, M/F.

**General manager**, strong on sales, great staff in place. Need dynamic leader. Beautiful area. Send resume to Bob Connelly WQID/WVMI, P.O. Box 4606, Biloxi, MS 39535.

**Radio station manager** must be strong in sales with experience for 3 KW FM station in Cadillac Michigan, resort area 517-321-1763 - call evenings

**Sales manager** for expanding class C AC FM. Great potential for hard working selling sales manager. If you're a top sales rep and want to move into management, this could be your chance. Send resume with track record to: George Swift, KHLA-FM, P.O. Box 3067, Lake Charles, LA 70602 EOE/MF.

**This job is not for just anybody.** 5,000 watt AM with original hits of 40's, 50's, 60's, strong sports and news, good listener acceptance. We need someone who understands this format and can sell it. Live in sportsman's paradise in SW Louisiana. Send resume with track record to George Swift, KLCL-AM, P.O. Box 3067, Lake Charles, LA 70602 EOE/MF.

**Fire-breathing G.S.M.** for high rated class C CHR in top 100 market. Do good, make GM. Resume to K/E Stephens, KTUX, Shreveport, LA 71109.

**Sales manager** leading to manager and possibly ownership. Present owner-manager looking to early retirement. Ideal opening for man or woman who wants exceptional opportunity in beautiful central Minnesota lake country. No calls. Write or visit KVBR, Brainerd MN 56401.

**General manager**, eastern New Mexico small market AM/FM combo. Exceptionally attractive town with strong economic base. Successful applicant must lead street sales and enjoy heavy community involvement. Compensation plan includes equity. EOE. Send resume to Box J-44.

**Major public broadcasting company** in top fifteen of group radio broadcasters searching for general manager of top twenty-five west coast AM/FM property. Successful candidates will have stable employment history, good sales experience and solid budget and expense control. Submit a letter giving complete career, salary history and current references to Box J-41.

**Sales manager.** Exceptional opportunity for experienced sales professional. Established, regional powerhouse looking for dedicated, hardworking person to assist in major turnaround. Resume, earnings history and references to L. Homburger, VP/GM, WTAC, Box 600, Flint, MI 48501 EOE.

### HELP WANTED SALES

**NE regional FM** looking for experienced AEs and local sales manager. Resume WYRY, 130 Martell Ct., Keene, NH 33431.

**Eastern Long Island, New York.** Sell advertising time in the Hamptons. Unlimited earnings potential. Call Jeff Kimmel, GSM, WBAZ-FM, 516-765-1017. EOE, M/F.

**Selling sales manager.** Promotions-minded. Three person sales staff. AC, University town. Remotes. Upscale WTGC, P.O. Box 577, Lewisburg, PA 17837.

**Sales manager:** New FM station Yucca Valley/Palm Springs, CA. Looking for the right person who is ready to be sales manager at this exciting new station. Call John Davis at 818-355-6909 EOE.

**Set on the bandwagon.** New central California coast news/talk radio station is accepting applications for the position of account executive. We're a new company with a commitment to excellence looking for people on the way up. Send resume, salary requirements to Box J-32.

**Sales manager** for radio station in Chattanooga area with opportunity to own 100% of the business with no down payment after it's profitable. Daytime with block format featuring oldies in gospel country, blue grass, adult contemporary and hard rock. Religious services before 10:00 AM and all day Sunday. Living quarters for a couple available at radio station. Call 615-756-7635.

**A leading broadcast corporation** seeks honest, creative, and persistent applicants for sales position. Advancement to management awaits result oriented employees. Salary plus commission. Send resume to P.O. Box 3337, Ventura, CA 93006.

**Rapidly growing radio group** based in Lexington, Kentucky, has a top account list available for the right person, with potential to become sales manager. Recently acquired new FM in Charleston, SC and are currently accepting applications for sales there. Send cover letter and resume to Box 11788, Lexington, KY 40578. EOE.

**Radio network sales opportunity.** Potential \$70,000+ National sales experience a must. Join America's first and only full-time radio sports network. Work on beautiful Cape Cod, an hour from Boston. Call Judy at 1-800-822-4788, daytime only.

**Growing group owner** looking for experienced, professional sales executive with proven track record. Solid progressive radio operation in booming Midwest medium market. Phone General Manager 913-234-3444. EOE.

**Entry level sales.** The Wave, WVVE, 102.3 FM is searching for the right individual to join our team. It's the perfect place to start a career in broadcast sales. AC format. Growing company. Terrific shoreline market. Send letter and resume to Michael Horehjad, GSM, P.O. Box 97, Mystic, CT 06355 EOE.

**California.** Join our CRMC staff at top rated AC market 131. Creative compensation package for sales professionals. Rush resume to Tom Robinson, Sales manager, KOSO Radio, 2121 Lancey Dr., Modesto, CA 95355 EOE.

### HELP WANTED ANNOUNCERS

**Classical music announcer** for one of America's leading classical-music stations. Personable, informal, conversational style a must, preferably with a good sense of humor. Substantial previous experience in classical-music radio required. EOE. Submit resume & tape (in classical format) to Talent Search, KFAC, 6735 Yucca Street, L.A., CA 90028.

**Central California AC** looking for conversational, natural communicator, experienced but still fascinated by life. Production skills a must! Our team works together! Send tape and resume to P.O. Box 11926, Fresno, CA 93775.

**Announcer for medium market leader**, full service A.C. T & R Douglas Lane, WHBC, Box 9917, Canton, OH 44711. EOE.

**Premier Gulf Coast radio station WQID/FM** needs morning zoo person or team. 100,000 watt flamethrower. Good pay, benefits, magnificent area. Tape & resume to Bob Connelly, WQID, P.O. Box 4606, Biloxi, MS 39535.

### HELP WANTED TECHNICAL

**Chief engineer** for leading southern New England AM/FM broadcast facility -- WTIC & WTIC-FM. Must have experience with high power directional AM and FM as well as management & maintenance experience. Send resume to Lawrence Titus, Director of Engineering, Chase Broadcasting, One Financial Plaza, Hartford, CT 06103.

**Chief engineer** for group owner in Madison, WI, 5 KW AM/50,000 watt FM. Send resume to General Manager, WIBA, P.O. Box 99, Madison, WI 53701.

**Broadcast engineer.** Growing southern California FM public radio station is looking for a motivated broadcast engineer. Two years of broadcast experience is required with an applied electronics background. Applicant should be able to maintain and repair audio and RF broadcast systems. Send resume and salary requirements to Mitch Hiserote, 1288 North Bellflower Blvd., Long Beach, CA 90815-4198.

### HELP WANTED NEWS

**News director.** We have made a commitment of significant resources to be the top news radio station on the central California coast. We're looking for someone who wants to be part of that commitment. Send resume, salary requirements to Box J-33.

**NBC affiliate 90 miles from NYC** seeks strong anchor/reporter. Bill James, WSUL, Monticello, NY 914-794-0242.

**Entry level position** on our award-winning news team. Early morning radio shift. Tape and resume to John Morvant, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agaña, Guam 96910.

**News Director** to cover and report local news. Tape and resume to Scott Miller, Box 100, Yellville, AR 72687 501-449-4001.

**Reporter:** 3 to 4 years experience, with some anchoring. Send tape, resume, writing samples to Kevin Cassidy, WHBQ Newstalk Radio, 485 S. Highland, Memphis, TN 38111. EOE-M/F/V/H.

**NYC suburb.** Hardworking local news team seeking experienced morning anchor/reporter. Writings, T & R to Box 910ND, Pomona, NY 10970. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Program director.** Great opportunity with station that offers excellent benefits for enthusiastic, versatile programmer. Send resume to Box J-14. EOE.

**#1 Midwest CHR-FM** in 250,000+ market has immediate opening for top-notch morning talent/working PD. Strong leadership skills a must. No beginners! Tape, resume & salary history to: P.O. Box 5033, Hopkins, MN 55343. EOE.

**Operations/production manager** for public radio station KLON-FM. Responsible for the traffic flow of programs, setting standards for audio quality, scheduling production assistants and training broadcast personnel. Salary \$23,028. Excellent benefits. Application deadline June 10. Apply CSULB Personnel Office, 1250 Bellflower Blvd, Long Beach, CA 90840, Job #343, Title IX AA/EOE.

### SITUATIONS WANTED MANAGEMENT

**Experienced selling/programming GM** seeks buy-in or work-in opportunity in Sunbelt. Medium or small markets. Looking for opportunity. References available. Currently employed. Box H-126.

**I'm in one heck of a rut.** No chance to use all of my talent 24 yrs in country music, presently employed in major Southwest market. Pref. program director's job, will consider afternoon drive in major market. Far West or Pacific Northwest. Reply to Box J-10.

**Sales manager/consultant** to increase your billings now! Power closer a phone call away 415-381-8753.

**General manager:** 22 years in management. Strong tradition of success, committed to professionalism, goal achievement. Results oriented leader and motivator. Knowledgeable competitor that produces high sales & profits. Want a winner, Write Box J-21.

**18 year professional,** country programmer, seeking new challenge in management or programming with small or medium market country station. Box J-38.

### SITUATIONS WANTED ANNOUNCERS

**Deep-voiced male** seeks voice-over experience or at least advice. 408-427-3385 ask for Rick.

**Seeking entry level DJ position.** Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Contact Charles Urnie, P.O. Box 3055, Waterbury, CT 06705.

**Professional attitude and sound.** Four years small market experience, call anytime, Bill 308-534-1211.

**Experienced announcer** with strong production skills and great pipes is ready for a new challenge. Will give 110% Call daytime 406-265-5310.

### SITUATIONS WANTED NEWS

**Young enthusiastic sports director** looking for station wanting a No. 1 sports department. 5 years college radio experience. 3 years SD and commercial radio experience. Willing to move. Call Jack after 5, 515-283-1450.

**Young, enthusiastic sportscaster** looking for new opportunity. Basketball and lacrosse PBP experience. Equally capable basketball analyst. Also -- sports anchoring, interviewing, reporting, discussion, and production. Call Jack at 516-564-2909. Love all sports -- just want to settle where I can be happy.

**Sports director,** ready for medium market, ready to relocate. PBP minor league baseball, college basketball, play-off football. Enthusiastic, hard-working, five years experience. David 314-756-7097.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Start up and turn around specialist.** 20 years programming expertise in the majors at legendary stations with unsurpassed ratings! Tired of getting your butt kicked? Call Al Casey quickly 813-442-3826 before he's gone!

**Major market programmer** available for AC - CHR/urban/classic rock/country formats. Call now 415-381-8753.

# TELEVISION

## HELP WANTED MANAGEMENT

**Promotion manager.** Top 30 midwestern independent TV station seeks aggressive, innovative ratings-grabber. Must have 5 years experience with on-air, radio and print, with 2 years managerial experience preferred. Highly successful broadcast group. Salary \$40,000/annually. Send resume with references. Box H-112.

**General sales manager:** Top 40 Northeast market independent U. Excellent opportunity to manage a sales department of 11 people. Independent national and local sales experience a plus. Send resume to Box J-30. EOE.

**Multi-station concern wants GM** for independent station in SW small to medium market. Must have broadcast TV experience with knowledge of sales promotion, management. Minimum 3 years similar experience. Send resume to GM, P.O. Box 27206, Houston, TX 77227.

**Promotion manager:** Excellent opportunity for experienced, creative advertising expert. Ability to write, create and oversee production of TV, radio, outdoor and print advertising. Minimum of 2 years of promotion management experience with good writing skills and strong work ethic. Knowledge of production equipment and techniques required. Plenty of challenge. Excellent company benefits. Send resume to: Lem Lewis, VP/General Manager, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE, M/F.

**WANE-TV, CBS** in Fort Wayne, Indiana, seeks a business manager. Responsible for station accounting, building maintenance, switchboard operations, internal control, budgeting and corporate reporting. Broadcast and management experience desired. Prefer BS in accounting or affiliated field. Good benefit package. Resumes to: Robert A. Fishman, General Manager, WANE-TV, P.O. Box 1515, Fort Wayne, IN 46801.

**Production manager:** Organize, direct and control all aspects of NE affiliate production department. Responsible for production performance, maintenance of on-air standards and close coordination with other departments. College graduate with a communications degree is preferred with a minimum of five years production experience. EOE. Send resume to Dow Smith, President/GM, WTEN-TV, 341 Northern Blvd., Albany, NY 12204.

**Seattle sales manager.** Washington's most dominant independent seeks an aggressive and experienced manager for its Seattle sales office. If you have proven success as a manager, want to work in a solid and growing Seattle market, and desire to become part of an aggressive management team, please send a resume to: Personnel, KSTW-TV, P.O. Box 11411, Tacoma, WA 98411.

**Station manager.** Eastern Shore ABC affiliate is looking for an exceptional individual with a minimum of 2 years experience as general sales manager, station manager or operations manager to assist general manager with the day-to-day operational duties of managing a successful TV station. Knowledge of research, promotions, programing and sales a must. Written replies only with references to Frank Pilgrim, GM, WMDT TV, P.O. Box 4009, Salisbury, MD 21801. EOE, M/F.

**Southeastern top fifty market** television station seeks qualified applicants for the position of controller, a department head job which includes supervising accounting staff, coordination of company budget, preparation of accounting reports, and reports to corporate headquarters and management of human resources. High school education required, college degree preferred. Applicant must have six years of accounting experience. Personnel experience is desirable as are computer skills. Applications should be sent to Box J-35. EOE.

## HELP WANTED SALES

**General sales manager:** WJIG-TV Long Island, NY, seeks experienced sales leader to direct our expanding sales team. Successful local sales background required. Responsible for total sales effort at Long Island's only commercial TV station. Outstanding growth opportunity with salary, bonus, car and full benefits. Resume to Marvin Chauvin, GM, WJIG-TV, 300 Crossways Park Drive, Woodbury, NY 11797. 516-364-1500. EOE.

**Local sales manager:** Outstanding opportunity for innovative leader who would enjoy the challenge of developing new business. Great sports, quality programing, promotion oriented. Send resume and references ASAP to W. Saltz-giver, GM, WNYB-TV, 699 Hertel Avenue, Buffalo, NY 14207. EOE. Positions available now!

**National sales manager:** KENS-TV, San Antonio's top-rated news station is seeking a national sales manager. Prior experience either as a television rep or national sales manager of a TV station is preferred along with a background in local sales. Applicants are invited to submit their resumes by June 23, 1988 to: Dave Sankovich, General Sales Manager, KENS-TV, P.O. Box TV5, San Antonio, TX 78299-0500. EOE.

**Salespersons wanted.** Community Club Awards (CCA), broadcasting's oldest sales promotion firm (34 years), seeks experienced TV sales persons. Fulltime travel. Draw against substantial commission. Resume and picture. John C. Gilmore, CCA, Inc., P.O. Box 151, Westport, CT 06881, Tel. 203-226-3377.

**A rare opportunity.** Join Connecticut's #1 indy as a senior account executive with an established list in the 23rd market. Must have 3 years minimum experience, vendor and ratings know-how, demonstrated ability to develop strong relationships with clients, and a proven track record of new business development. This unique career opportunity begins in September. All inquiries strictly confidential. Send resume to: Catherine Gillotti, Local Sales Manager, WTXN, 414 Meadow St., Waterbury, CT 06702.

**TV account executive:** Busse Broadcasting Corporation seeks aggressive individuals with proven skills in market development. Candidates must be self starters, geared toward developing new business in a competitive marketplace. Excellent growth potential with respected broadcast group. Send resume to David Comisar, Busse Broadcasting Corporation, 590 West Maple St., Kalamazoo, MI 49008.

**Sales/client promotion director.** Top 30 Midwest affiliate hiring sales/client promotion director. Position involves working directly with retailers, vendors, and distributors to develop marketing and promotional programs for local/national accounts. Applicants should have at least two years experience with proven track record handling promotional campaigns. Send resume and cover letter to Box J-28.

**Career opportunity with a leading affiliate TV station** in top 50 market. Seeking an experienced broadcast account executive with a strong background in account development. Please send resume and salary history to: WWMT, 233 East Fulton St., Ste. #222, Grand Rapids, MI 49503. No phone calls, please.

**Account executive.** A successful ABC affiliate is looking for an experienced account executive to take over an active, profitable list due to a promotion within the company. Only experienced professionals need apply who know ratings and how to close. This is an exceptional opportunity for the right person. Resume and references to Susan Kelly, LSM, WMDT TV, P.O. Box 4009, Salisbury, MD 21801. EOE, M/F.

**Local sales manager** for group, NBC affiliate. Strong leadership and organizational skills are required. Previous management experience desired but will consider applicants with a proven track record of 3-5 years in local sales. Send resume or contact: Ron Johnson, VP/Asst. General Manager/GSM, KWLL-TV, 500 East Fourth St., Waterloo, IA 50703. EOE.

**National/regional sales manager wanted.** One of the nation's most desirable retirement areas, low cost of living, high life quality, excellent recreational, medical, support facilities. Wanted numbers expert (turn hard sell into \$). Limited hours per day. High commissions for productivity. Send resume to P.O. Box 2220, Florence, AL 35630.

## HELP WANTED ANNOUNCERS

**Air personality retire with us.** One of the nation's most desirable retirement areas, low cost of living, high quality, excellent recreational, medical, support facilities. On-air talent needed. You deliver it, that's all. Perks, easy work load. Send tape/resume to P.O. Box 2220, Florence, AL 35630.

## HELP WANTED TECHNICAL

**Assistant chief engineer.** Florida's most successful post-production facility wants "up and comer" for new position. Superb opportunity for young person to move into management as maintenance team leader. Must be sincere and very dedicated. Solid support from hands-on chief engineer. Great equipment and staff. Strong electronic skills required. College degree preferred. Contact Bruce Graham, Chief Engineer, at VTA. 305-920-0800.

**Technician.** Major Pittsburgh entertainment firm seeks a fulltime technician. Responsibilities include operation and maintenance of television equipment. Requirements include associate degree in electronic technology; minimum five years progressive experience in broadcasting; requires day, night and weekend shifts. Send resume and salary requirements to: WOED, Human Resources Department, 4802 Fifth Ave., Pittsburgh, PA 15213. EOE, M/F/W/H.

**Technical director.** Responsibilities include operation of Ampex ACE and Vista, Abekas A42 and A52, Chyron RGU II and other state-of-the-art equipment. Proven experience in editing and directing. Strong technical knowledge and skills in all aspects of studio production and post-production. Chicago residency required for this fulltime position. Send resume to: WYCC-TV, 7500 South Pulaski Rd., Chicago, IL 60652. Attn: Personnel Department. The City Colleges of Chicago is an equal opportunity employer.

**Maintenance technician:** California UHF network affiliate, FCC general class license or SBE certification. Resume to Chief Engineer, KBAK-TV, P.O. Box 2929, Bakersfield, CA 93303.

**Broadcast maintenance engineer.** KTOO FM & TV in Juneau, Alaska. Immediate opening! Applicant should be experienced with maintaining FM & TV, RF & studio equipment. Resume & references to KTOO, 224 Fourth St., Juneau, AK 99801, Attn: Cynthia Flood. Equal opportunity employer. Position open until filled.

**Transmitter supervisor** sought with minimum 10 years experience maintaining VHF and/or UHF transmitters and related microwave STL equipment. Responsible for maintenance and operations of VHF and UHF transmitters, transmitter site, as well as remote control equipment. Send resumes to: Ralph Lee, Chief Engineer, KSTP-TV, 3415 University Ave., Mpls, MN 55416. Equal opportunity employer.

**RF broadcast engineer** for Southwest PBS/NPR stations. General class, minimum 2 years maintenance high powered TV and FM transmitters, video microwave. Some travel through region. Resume and references: Larry Ahlstrom, Broadcast Center, Eastern New Mexico University, Portales, NM 88130, by July 1st. \$25-28K.

**Top fifty VHF affiliate** in the Southeast seeks chief engineer. Job entails supervision of all engineering and maintenance personnel. Individual will be responsible for all technical functions and must have SBE certification. College degree preferred. Must be forward-thinking and aware of new technologies as well as knowledgeable of state-of-the-art equipment. Requirements include at least five years broadcast experience and knowledge of budgeting procedures. Position open on or before August 1, 1988. An affirmative action/equal opportunity employer. Address inquiries to Box J-34.

**TV transmitter maintenance engineer.** Fox Television, KRIV in Houston is seeking a qualified transmitter maintenance engineer with strong background in RF. Previous experience with Harris TV-110U UHF transmitter preferred. Modern, well equipped facility. Send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: VP/Chief Engineer. No phone calls. EOE.

**If you're looking for a challenge,** a growing station, a growing market (ranked 34) and a great opportunity, the #1 independent station in the Carolinas could be the place for you. Due to an expansion of our engineering department, we are seeking an experienced P.M. oriented broadcast maintenance engineer. First class license or equivalent required; must be experienced in both digital and analog electronics. If a position with a progressive station in a dynamic market interests you, send resume to: Stephen C. Crook, Chief Engineer, WHNS-TV 21, 21 Interstate Ct., Greenville, SC 29615. EOE, M/F/H.

**TV chief engineer.** Texas UHF affiliate strong on quality maintenance. Good administrator and people manager. Send resume to A.C. Wimberly, Station Manager, KAMC, P.O. Box 2805, Lubbock, TX 79408. EOE.

## HELP WANTED NEWS

**Hate you?---Do the bad guys flinch** when you walk into the room? Small station expanding staff to include a second investigative reporter. Need a no-nonsense person ready to make waves, bruise egos and take the heat in one of the hottest spots on the Pacific Rim. No features, no beginners, no mercy. Tape and resume to John Morvant, News Director, Guam Cable TV, 530 West O'Brien Dr., Agana, Guam 96910.

**Assignment editor...**Ours is moving to a bigger market so we're looking for an energetic aggressive person to guide our talented staff. If you're the best and want to join the best, then call today: Billye Gavitt, KWTW, 405-843-6641. EOE/M-F.

**Anchor...**We're looking for a strong weekend anchor to complement male anchor and join our team. Successful candidate will also report three days a week. If you're a strong, comfortable communicator, then let's talk. #1 station and still growing. Rush resume, references, recent aircheck and salary requirements to A. R. Sandubrae Station Manager, KWTW, P.O. Box 14159, Oklahoma City OK 73113. We will fill position as soon as we find the right person. If it's you, apply today! EOE/M-F.

**Writer/producer** for news medical news service. Strong writing and field producing skills needed. Ability to visualize a story and make it move. Excellent opportunity for aspiring producer/reporter looking for that first big break. Send tape and resume to: Barbara Fister, Medstar Communications, Inc., 5920 Hamilton Blvd., Allentown, PA 18106. No phone calls please!

**Anchor** wanted for one of the country's most beautiful top 100 markets. Candidate will be experienced anchor strong writer, mature, team-player to join established co anchor. Respond in confidence with tape & resume to Newspeople, 20300 Civic Center Drive, Suite 320, Southfield, MI 48076.

**Executive producer/ 10 pm co-anchor:** Need innovative professional to join #1 team. Small market with big opportunities. At least 1 year experience. Tapes & resumes only to Marci Christensen, KOTA TV, Box 1760, Rapid City, SD 57709. EOE.

**Assignment editor.** Experienced person with good news judgement. Broadcast degree desired. Must be able to edit and field camera experience needed. Send non-returnable tape and resume to Roy Hardee, News Director, WNCT-TV, P.O. Box 898, Greenville, NC 27835-0898. EOE.

**Charles Kuralt in overalls.** Southeastern top 50 affiliate seeks experienced reporter for high-profile feature franchise. Must be gifted storyteller with unique style. Send tape and resume to Roger Bergson, WXII, 700 Coliseum Drive, Winston-Salem, NC 27106. No phone calls. EOE. M/F.

**Reporter:** Enterprising, people oriented, one who is either a good story breaker or a good story teller. 3 years experience. Tapes, resumes immediately to Bob Yuna, KSNW-TV, 833 N. Main, Wichita, KS 67203.

**Newscast producer:** People oriented, well organized, producer wanted with strong desire to grow 3 years experience. Tapes, resumes immediately to Bob Yuna, KSNW-TV, Wichita, 833 N. Main, Wichita, KS 67203.

**Medium market network affiliate** has immediate openings for a night assistant/reporter and photographer. Experience required. Send resume and tape to Jim LaBranche, News Director, WLSL-TV, P.O. Box 2161, Roanoke, VA 24009. EOE. M/F.

**Producer:** Need good people person with excellent writing skills who knows news. No rookies. 3 years minimum experience. Tape and resume to Jack Cahalan, WCPO-TV, 500 Central Ave., Cincinnati, OH 45202.

**Reporter:** Must be excellent story teller who can handle live, dig for facts and generate own ideas. 3 years minimum experience. Tape and resume to Jack Cahalan, WCPO-TV, 500 Central Ave., Cincinnati, OH 45202.

**Temporary newswriters.** Worldwide Television News seeks two full-time temporary newswriters with international agency, network desk, syndication or cable news experience. Sports background and/or Spanish language a plus. Both positions start June 1 for 12 weeks with possible extension. Also possible freelance work thereafter. WGA scale \$504.10 weekly. Send resumes to: WTN, Attn: JML, 1995 Broadway 10th Floor, New York, NY 10023.

**Weekend anchor/reporter** for award winning Pacific NW station. Creative writer. Aggressive reporter. Producer experience helpful. Not entry level. Resume and letter using your best broadcast writing. Box J-23.

**Producer for NW medium market station.** Brilliant writer with sound management skills. Risk taker who loves to throw the format away. No beginners. Box J-24.

**Co-anchor** to complement female co-anchor on daily news program in 45th market. Must have ability to conduct live news interviews and host weekly news-oriented public affairs program. Send resume to Box J-27. EOE.

**Director** sought for daily news program in 45th market. Must have at least two years experience directing news and other studio productions. News program makes heavy use of ADO, and ESS graphics. Send resume and tape to Personnel, WITF, Box 2954, Harrisonburg, PA 17105. EOE.

**Weathercaster** for aggressive medium mid-atlantic network affiliate. Looking for a strong personality to develop weather department. Send resume to Box J-20. EOE. M/F.

**Play-by-play sportscaster.** Major position, rare opportunity. Booming market, recreational mecca. Send non-returnable presentation. P.O. Box 22607, Tampa, FL 33622-2607.

**South Florida affiliate** needs creative news photographer/editor. 2 years experience, minimum. Top-notch operation with visual emphasis. Send tape and resume to: Keith Smith, 3719 Central Ave., Fort Myers, FL 33901.

**Midwest 90's market** station looking for an anchor who can do it all-report, produce and edit. Two years anchor experience a must. Resumes to Box J-40.

**Medium market CBS affiliate** looking for a weekend anchor/weekday reporter. Minimum 18 months experience. Resumes to Box J-39.

**Assignment editor - KOAM-TV** is seeking an experienced individual to guide a growing and talented news staff. Applicant must be prepared to deal with the assignment of personnel and equipment in two remote bureaus as well as home station. Please send resume to Shirley Beer, P.O. Box 659, Pittsburg, KS 66762. EOE.

**CBS affiliate in Sunbelt** has an immediate opening for an assignment editor. This person will be responsible for story ideas, assigning reporters and photographers to cover those events. Good writing skills and creativity are crucial. Please send resume to Sherry Lorenz, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

**News producer.** WRCB-TV is looking for a producer who can make a difference in our news department. We expect our producers to contribute as journalists, using all of our available resources to assemble interesting newscasts. No phone calls. Send videotapes and resumes to Lee Meredith, WRCB-TV, 900 Whitehall Rd., Chattanooga, TN 37405. An equal opportunity employer.

**One photo journalist.** Creativity a must. Live experience helpful. One year minimum experience. Resumes and non-returnable tapes to Kirk Frostdick, News Director, KOLO-TV, P.O. Box 10,000, Reno, NV 89510. No phone calls, please. KOLO-TV is an equal opportunity employer.

**Experienced news director,** small market network affiliate, strong take charge leadership style needed to develop our young staff. Resume to Box J-37.

**Anchor/news director:** We're a small market VHF affiliate gearing up to be #1 against tough competition. If you have outstanding anchor ability and can produce, manage and motivate our excellent 12 person staff, this is a fine opportunity at a station that cares about news. Starting salary \$30,000. Excellent rural community with outstanding recreation opportunities. EOE. Box J-48.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Editor/on-line.** Creative, hard-working, on-line editor needed to head progressive commercial post-production operations for local station. A take-charge person experienced with Ampex 4100 switcher, Ace editing/VPR 80's, Harris ESS, Dubnet CG and Ampex ADO. Knowledge of Ampex 3-D Picturemaker a plus. Resume & tape to John Cannon, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE. M/F.

**PM magazine staff:** Co-hosts, 2 videographers/editors, field producer. PM experience preferred. Starting mid-August for fall premiere at top 50 market, CBS affiliate. Send resume, tape and salary requirements to Leah Bisig, PM Magazine, WHAS-TV, P.O. Box 1100, Louisville, KY 40201. EOE.

**Director of production.** Rochester, New York, CBS affiliate is seeking a production manager. Position reports directly to general manager and supervises a staff of seven creative people. Heavy emphasis on news, special events and live sports coverage. Producing, directing and managerial skills a must. WHEC is an equal opportunity employer. Send letter and resume only to Arnold Klinsky, Vice President/General Manager, WHEC-TV, 191 East Ave., Rochester, NY 14604. No phone calls.

**Television production specialists:** Experienced, creative, quality minded person needed to operate broadcast audio, video, and other studio production equipment, and floor direct for a Midwest commercial television station/production house. Facilities include GVG 300-3A, Kaleidscope, Vidifont V, and Ikegami HK-322's. Send resume and salary history to Box J-30. EOE.

**Sports producer:** Top 50 market looking for sports producer. Applicants should have college degree and previous experience in television or radio. Must possess leadership qualities. Send resume and tape to: Tim Larson, News Director, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. EOE.

**Videotape editor/director:** Full service facility servicing top agencies, seek new blood! 2 years online editing and some shooting experience required. ADO and ACE proficiency a must, but CMX not overlooked. New toys on the way! Submit resume, reel and salary requirements to: Rip Lambert, Producers Video, 3700 Maiden Ave., Baltimore, MD 21211.

**Television lighting designer/operator:** An experienced, creative, quality minded LD needed to conceive, design, and execute light plots and operate broadcast audio and video equipment for various remote and studio television productions, at a Midwest commercial television station/production house. Send resume and salary requirements to Box J-29. EOE.

**Creative services director:** WAVY-TV, top 50 NBC affiliate, has an opening for an innovative self-starter to lead our promotion department. Strong commitment to news without slighting other station activities. Heavy emphasis on-air and responsible for total station promotion. Send resume, tape, and salary requirements to Bill Logan, Station Manager, WAVY-TV, 801 Wavy St., Portsmouth, VA 23704. EOE. No phone calls accepted.

**Television director.** WPBT, public television in south Florida, has an opening for a director to develop and produce live or recorded, studio and remote television programs. Must have minimum of two years experience in directing single and multi-camera, studio and remote productions, including news programs. Please send resume including salary requirements to: Administrator of Human Resources, WPBT/Channel 2, P.O. Box 2, Miami, FL 33261-0002. An equal opportunity employer. M/F/H.

**Traffic assistant—**Chicago independent seeking pre-log coordinator with BIAS experience. Send resume to Teresa Throop, WGBO-TV, 875 N Michigan Ave., Suite 3141, Chicago, IL 60611. EOE. M/F.

**Design director** wanted for ABC affiliate in top 20 market. Manage station graphic look and staff. Send resume to Box J-36. EOE. M/F.

**Graphic designer.** Creative full-time staff position for print, advertising, video graphics and animation at Washington, DC, television station. Minimum 5 years design experience. Television experience helpful, but not necessary. Please send resume plus copies or non-returnable samples of work to Personnel, P.O. Box 6236, Washington, DC 20015. EOE.

#### SITUATIONS WANTED MANAGEMENT

**AE, no ratings!** \$52,000 a month average. Looking to manage in top three market. Write Box H-66.

#### SITUATIONS WANTED TECHNICAL

**Director of engineering -** TV, AM, FM - station and group experience in all phases of new builds, rebuilds, and upgrades. Seeking opportunity with well-managed organization wanting a professional. Box J-26.

#### SITUATIONS WANTED NEWS

**Top 10 weekend sports anchor** looking for weekday position. 10 years anchoring/reporting/PBP experience. Box H-120.

**Meteorologist:** Recent grad seeks fulltime on-air. Experience in 20th and 16th markets. Computer graphics expert. Randy Mann, 1035 Clinton Rd., Sacramento, CA 95825.

**DC Correspondent** for major West Coast TV affiliate seeks to move into news management. 20 years broadcast experience, strong leader, excellent teacher and motivator. I'm anxious to be a player on your team. Box J-5.

**News director,** 3 years ND experience, 18 years in TV news. Done it all and can lead your department. Believe in station's community involvement and can help. Box J-3.

**Anchorman:** Major market experience. Polished, silver-haired. Excellent adlib/live shots. References. Available immediately. 804-229-5306.

**Meteorologist:** Mature, polished, credible, major market experienced, seeks challenge. Very personable, unique style. Present situation ratings doubled. Available immediately. 305-962-1108.

**Will go anywhere and stay!** Experienced editor, cameraman, and college producer/reporter looking for that big break. Seeking entry level position on your news staff. Have tape, will travel. Tom 201-984-5802.

**Excellent on-camera presence.** Attractive female radio news anchor with some television news broadcasting experience. Looking for that break into TV news fulltime. Tape available. 419-865-3575.

**Fourteen years radio.** Some TV. Will consider weekend anchor to start. Interested learning TV sales also. Self-starter. Personable. Male. N. Texas, Oklahoma. 214-270-1114.

**Versatile sports anchor** and reporter seeks new challenge. Proven audience-grabber currently in top 10 ready to inject flair, energy and perspective to your sportscasts. 713-661-6616.

**Up and coming black female reporter.** 3 years on-air. Also exp. in anchoring, mgt., assignments, weather, and producing. Reply Box J-19.

**Sports...** fifteen years radio and TV experience, including extensive major college PBP. Currently anchor in top 100 market, looking to move up. Box J-45.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Production technician** with film and television experience seeks production position. Have worked on various projects with Lucas Films, Columbia Pictures, and Lorimar. Reliable and willing to relocate. Michael 415-672-2178.

**Director/editor/camerman:** Experienced in EFP and studio production. A/B roll editing experience, ADO & Chyron scribe. Willing to relocate, contact: Joshua Walowitz at 301-345-8360.

**Pair-a-docs:** Father/daughter Ph.D.'s: hosts, feature, reporters, guests, psychology/intimacy issues. Top credentials/extensive TV/radio experience. 612-291-7547.

**Director-producer/production assistant/technical operator** experienced, professional, & degreed seeks responsible position in production or promotions. Studio & remote from concept to completion. Greg 313-673-9602.

#### MISCELLANEOUS

**Be on TV.** Many needed for commercials. Casting info (1) 805-687-6000, Ex. TV-7833.

**Primo People:** The news director's best friend. We can deliver the best in screened and available talent and we can do it immediately. Call Steve Porricelli or Fred Landau, 203-637-3653, Box 116, Old Greenwich, CT 06870-0116.

# ALLIED FIELDS

## HELP WANTED INSTRUCTION

**Anchor/editor/instructor** for unique broadcast journalism education program. TV faculty position in NBC affiliate newsroom as one of faculty supervisors for student staff, and to anchor week night news block. Both newsroom and classroom teaching responsibilities emphasizing writing and tape editing skills. Seek proven professional with minimum three years' successful on-air work in television news, and ability to instruct young people. Bachelor's degree required; master's preferred; previous college teaching desirable. Women and minorities encouraged to apply. Send resume and recent tape to John Quardener, News Director, KOMU-TV, U.S. 63 South, Columbia, MO 65201. AA/EOE

**Mass communication:** Assistant professor - full time tenure track position. The University of Montevallo seeks an assistant professor of mass communication to teach undergraduate and graduate classes in the area of film history/criticism; intermediate television production and electronic newsgathering. Applicants should have demonstrated skills in writing instruction as well as television/film production. Duties also include production of programming for state and regional distribution. Ph.D. preferred; master's considered. Internal candidates considered. Closing date is June 24th. Send resume material, official transcripts of advanced degree work, and names of three references to: Karl Perkins, Director, Division of Mass Communication, Station 6625, University of Montevallo, Montevallo, AL 35115. The University of Montevallo is an affirmative action/equal opportunity institution.

**Electronic media producer.** Electronic media producer with rank of assistant professor, master's degree and five years experience in broadcast or non-broadcast production development required. Duties include producing instructional and informational material for Oregon State University Extension Service; occasional assistance in broadcast productions and media relations. For position description and application call or write to: Agricultural Communications, Attn: Tammy Barr, Oregon State University, Corvallis, OR 97331 503-754-3311. Application deadline is 7/1/88. The OSU Extension Service is an affirmative action/equal opportunity employer and complies with Section 504 of the Rehabilitation Act of 1973. OSU has a policy of being responsive to the needs of dual career couples.

**Mass communication-visiting instructor** or assistant professor in telecommunications one year position non-renewable. Teaching assignment dependent on qualifications; may include courses in areas such as audience research, management, programming, or mass communication theory. Master's degree or ABD. Professional experience desirable. Academic year salary \$21,000 to \$26,000. Starts September 1, 1988. Application deadline June 30, 1988. Letter and resume to: Drew McDaniel, Director, School of Telecommunications, Ohio University, Athens, OH 45701. Affirmative action/equal opportunity employer.

## HELP WANTED SALES

**National television equipment sales organization** is seeking aggressive, highly motivated and experienced salespersons to fill positions available immediately. Interested individuals must have \$100,000 plus monthly track record. Unlimited earning potential and possible ownership opportunity. Sales Manager, 800-777-3000.

**Sales/marketing reps.** Full service musical image corporation with offices in Atlanta and New York seeks freelance representative with production sales experience and agency contacts. Add to current portfolio. Great commission and incentives. Relocating not necessary. Write: Kinder Bryant Kinder, Inc., 1200 Spring Street, N.W., Atlanta, GA 30309

## 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

**Airlines now hiring.** Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1-805-687-6000 ext. A-7833.

**Government jobs.** \$16,040 - \$59,230/yr. Now hiring. Your area. 805-687-6000 ext. R-7833 for current Federal list.

**Immediate openings!** Television, radio, corporate communications. All fields/levels/regions. No placement fees. Media Marketing, P.O. Box 1476 -- PD, Palm Harbor, FL 34682-1476. 813-786-3603.

## EDUCATIONAL SERVICES

**On-air training:** For working/aspiring TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News correspondent and New York local reporter. Demo tapes. Private coaching. Group workshops June 11 and July 23. 212-921-0774. Eckhert Special Productions, Inc.

**First issue of annual West Virginia Journalism Review** examines opening U.S. Senate to TV coverage. U-Haul journalism, curbing media drive for power. Subscribe by sending \$5.00 check payable to WVU Foundation/Journalism Review to P.I. Reed School of Journalism, West Virginia University, P.O. Box 6010, Morgantown, WV 25606-6010.

## CONSULTANTS

**Consulting services.** LPTV applications! Complete engineering and legal preparations for new and major change low-power television applications. FCC filing window closes June 24th! We provide help in channel and site selection, plus height, pattern, and ERP recommendations. We will take the time and attention to detail necessary to file a letter perfect application on your behalf with the FCC. Coverage maps provided. Reasonable rates, plus prompt and complete service. Maximum of five new applications per customer. No limit on major change applications. Respond today! Kidd Communications, 916-961-6411, 4096 Bridge Street, Suite 4, Fair Oaks, CA 95628.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash-best prices.** We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

**Bogner antennas.** We need 8, 16, and 24 bay Bogner slot arrays immediately! Other brands considered. Cash paid. Kidd Communications first before you buy new antennas for maximum trade-in value. 916-961-5433.

**TCR-100's:** Want to buy two machines. Must be in good condition. Call Mark at 712-277-2345.

## FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888. Telex 910-240-3856.

**FM transmitters** \*\*Harris FM25K (1983), AEL 25KG (1977) \*\*, Harris FM20H3 (1976), RCA BTF20E1 (1983) \*\*Harris FM10H3 (1974), RCA BTF10D (1968), CCA 30000DS (1968) \*\*Transcom Corp. 215-884-0888, Telex 910-240-3856.

**AM transmitters** \*\*CCA AM 10,000D (1970), Collins 820E (1978) \*\*Gales BC-5P (1962) \*\*Harris MW1A (1970), Harris BC-1H1, CSI T1A (1981), Bauer 707 (1970), Collins 20V3 (1968), \*\*McMartin BA 2.5K (1981), \*\*Transcom Corp. 215-884-0888, Telex 910-240-3856.

**50KW AM** \*\*CCA AM 50,000D (1976), excellent condition- \*\*Transcom Corp. 215-884-0888, Telex 910-240-3856.

**Silverline UHF TV transmitters.** New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw klystron transmitter. Bill Kitchen or Dirk Freeman, Television Technology, 303-665-8000.

**1000' Kline tower.** Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

**FM antennas.** CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

**TV antennas.** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

**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.

**BCS=the BroadCast Store:** Broadcast and industrial video and audio, facilities consultation through construction. Welcome to all our new friends from recent trade shows and hello to our old ones. Showroom, 4525 Valerio St., Burbank, CA 91505. 818-845-1999.

**Broadcast equipment (used).** Transmitters, STLs, remote, antennas, monitors, consoles, processing, tape equipment, automation, turntables. Continental Communications, Box 78219, St. Louis, MO 63118. 314-664-4497.

**FM and AM transmitters (used):** Most powers. Continental Communications, Box 78219, St. Louis, MO 63118. 314-664-4497.

**Equipment for sale:** 2-ACR's, plus 3,000 carts, plus Storage storage, 1-ADDA 750 Still Store (3 panels, plus 2 drives), 2-HL-79, 2-HL-83, CDL 480 MC switcher, EPIC editor, CDL 480 prod. switcher (2 M/E). Call Don Hain, WPLG-TV, 305-325-2342.

**Transmission line,** 820' used 6-1/8", 20' sections. 75 ohm excellent condition, hangers available. Package deal. Evenings 916-972-9969.

**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.

**We need your used equipment!** We have many clients in need of used broadcast equipment. If you need equipment for your full power LPTV or production operation call: Bob Pelletier, Golden East Communications, 919-977-2040.

**AM - trans.** 7 - 50kw's, 10 - 10kw's, 13 - 5kw's, 9 - 1kw's. FM trans. 3 - 40kw's, 1 - 27 1/2kw, 1 - 25kw, 1 - 22.5kw, 11 - 20kw's, 8 - 10kw's, 1 - 7 1/2kw, 9 - 5kw's, 2 - 3kw's, 1 - 2kw, and 16 - 1kw's. All manufacturers, all books, all spares, all removed from "on air service". Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967, 214-630-3600, Ask for Rob Malany.

**COMSAT "C" band uplink.** Grass Valley 100s, 1600s and one 400 routing switcher. RCA TK-29 film island for \$25,000. RCA TK-27 film island for \$5,000. Both islands have two 66s, a TP-55 and a TP-7. Sony Ampex, NEC, Hitachi and RCA 1" VTRs. Call for a complete list of equipment 919-977-3600.

**Sealed bids will be received until 9:00 am, Thursday, June 23, 1988,** for the sale of one (1) used RCA TK29B film island. For more information contact Mr. Jim Moore, KOMU-TV Station, Highway 63 South, University of Missouri-Columbia, Columbia, MO 65211. Telephone: 314-442-1122.

**Cart machines/carts.** Like new - factory reconditioned - (1) CTR112 Dynamax Stereo Playback \$1785.00. (1) 3200APS BE Stereo Playback - \$1200.00. (1) 3200AP BE Mono Playback - \$1100.00. New Fidelity carts - \$4.25 each - (110) 2-1/2 min-Gold-Hot Tape. (90) 3-1/2 min-Gold-Hot Tape. (250) 4-1/2 min-Hot Tape. 806-372-4518.

**For sale:** 2 Faroudja encoders like new. 202-333-3320 (Fritz).

**Harris MW-50 - 50KW AM** top condition on air now - available in August. This unit in major market - every factory update available completed. BESCO Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967, 214-630-3600.

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted; Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted to Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Blind Box Service:** (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Help Wanted Programing  
Production & Others

## RADIO

Help Wanted Management

### KING BROADCASTING COMPANY SEEKS PROGRAM DIRECTOR FOR NEWS/TALK KING 1090

If you are nuts about news/talk and have a head full of ideas to generate ratings, you might just be the person we are looking for.

Since these are big shoes to fill, you also need to be good at managing people, coaching on-air talent, and organizing details and financial resources. If your track record can demonstrate these skills, please send your résumé and references to:

Bob Gallucci  
Vice President, General Manager  
KING AM

333 Dexter Avenue North  
Seattle, Washington 98109

PLEASE, NO PHONE INQUIRIES

King Broadcasting is an Equal Opportunity Employer  
M/F/H

**KING 1090**  
NEWS/TALK RADIO

### RADIO GROUP SEEKS GENERAL MANAGER FOR NEW ACQUISITION

The Barnstable Broadcasting radio group is now accepting applications for the position of General Manager for its pending purchase of WMSP-FM, Harrisburg, Pennsylvania.

Applicants should be self-motivated, creative, imaginative, experienced and excel in human relations skills. Be prepared to recruit and hire a complete staff, implement new programming, and administer studio move - all in short order (closing scheduled for the end of July).

We are *OPERATORS* and look for managers that desire a long-term relationship. If you are ready to join the excitement of one of the industry's most successful broadcast groups, developing one of only four Class B FM's in Pennsylvania's State Capitol, send your letter and resume in confidence to:

David Gingold, President  
Barnstable Broadcasting, Inc.  
125 Technology Drive., Waltham, MA 02154



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Equal Opportunity Employer

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## A Practical Guide for Broadcasters and Cable Operators

The book that strips away the "legal services mystique." 101 WAYS will save you money and improve your relationship with your lawyer. Apply managerial techniques of supervision, goal-setting and budgeting when you contract for legal services. Erwin Krasnow, a leading communications attorney, offers practical, specific advice—101 times over!

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- get quality work
- keep costs down

Yes! Please send me a copy of 101 WAYS.  
Enclosed is my check for \$29.95.

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Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

**Broadcasting Book Division**  
Send to: 1705 DeSales Street, N.W.  
Washington, D.C. 20036

Or charge to VISA or MasterCard by  
calling 1-800-638-7827

**Help Wanted Management  
Continued**

**COME HOME TO  
SOUTH DAKOTA**  
Exceptional career opportunity

**WANTED  
General Sales Manager  
KELOLAND RADIO GROUP**

Rare opening at legendary four station group after previous GSM left to pursue ownership. Qualified candidates must have strong record of leadership skills. Training, coaching, and motivation expertise required.

Position requires active involvement in the community, and desire to have fun working and living in South Dakota.

Growing group owner committed to radio. We offer excellent benefits and a compensation package designed to keep you happy. Please submit your sales leadership philosophy in no more than two pages, along with resume and compensation history.

- all required -  
to:

**W. Tom Simmons  
General Manager  
KELOLAND RADIO GROUP  
500 South Phillips  
Sioux Falls, SD 57102**

**TELEVISION**

**Help Wanted Sales**

**Broadcast  
Sales Engineer**

SONY Communications Products Company has challenging positions open for qualified Broadcast Sales Professionals to manage territories in our WESTERN and MIDWESTERN REGIONS.

Your key responsibilities will be to maintain valuable existing client relationships through sales, product education, and attention to customer needs, and to seek out and develop new business opportunities.

We seek technically competent professionals with a minimum of four years related experience. You must be a self starter who can work independently.

In return we offer a competitive compensation and benefits package and the challenge of working for an industry leader. For confidential consideration, send your resume, salary history and work location preferences/restrictions to: SONY COMMUNICATIONS PRODUCTS COMPANY, DEPARTMENT SB/HUMAN RESOURCES, 1600 QUEEN ANNE ROAD, TEANECK, NEW JERSEY 07666. We are pleased to be an equal opportunity employer M/F/H/V.

**SONY®**

**Help Wanted Programing  
Production & Others**

**Talk/Magazine  
Show Staff**

KING Television wants creative feature people for development of a new Talk Magazine Show. Positions include Associate Producers who book and produce studio segments, On Camera Presenters with field producing experience, Photographers and Editor.

Two-to-five years television experience required. College degree or equivalent

Send Resume and tape to:  
Human Resources Director  
KING-TV

333 Dexter Avenue N.  
Seattle, WA 98109

NO PHONE CALLS PLEASE

Equal Opportunity Employer



**ON-AIR PROMOTION  
Director/Producer**

Exceptionally Creative Individual needed to Direct/Produce TV News, Sports, Entertainment and Station Image Promotions. Responsibilities will include graphic design and development of Station's on-air look.

Requirements:

- 3 years experience in Major Market
- Hands-on expertise with Grass Valley 300 Switcher and ADO
- Innovative, Highly Motivated, Team Player

Resumes and tapes to:

DONNA HARRIS  
WFLD-TV  
205 N. Michigan Ave.  
Chicago, IL 60601

An Equal Opportunity Employer



**Help Wanted Technical**

**CHIEF ENGINEER**

- Top 20 Market
- One of Country's Top Indys
- We own ALL major sports in town
- Top Independent News
- Common Carrier Uplink
- Commercial Production
- Stereo

We're looking for a take charge chief with experience in all phases of engineering including budgeting, construction and design, satellite technology and maintenance management.

If you want to be part of one of the strongest independents in the country that's been growing under one owner for almost 30 years,

send resume to:  
VP/GM  
KPLR-TV  
4935 Lindell Blvd.  
St. Louis, MO  
63108.



**SuperStation  
TBS**

**TELEVISION ENGINEERS**

Turner Broadcasting System, the leading News, Sports and Entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

**Jim Brown, Engineering  
Turner Broadcasting System, Inc.  
One CNN Center  
Box 105366  
Atlanta, Georgia 30348-5366.**

TBS is an equal opportunity employer.

**KING 5 TELEVISION  
SEEKS  
ENGINEERS**

If you are highly motivated, enthusiastic and have demonstrated experience in studio camera, videotape and master control, send your résumé immediately to:

**KING 5 TV  
333 Dexter Avenue North  
Seattle, Washington 98109  
Attn: Human Resources - code B  
PLEASE, NO PHONE INQUIRIES**

Both regular and part-time vacation relief positions available. Outstanding salary and benefits!

An Equal Opportunity Employer M/F/H/C



Satellite uplink operators, C-band, various locations. Good working knowledge of excitors, HPAs. Encryption experience, S.A. B-Mac preferred. Maintenance background. Resumes to: TELECOM BROADCASTING, INC., Attn: Operations, 1930 S. Hill St., Oceanside, CA 92054. 619-439-1980.

**Help Wanted News**

**Number 1 Station  
Top 20 Television Market**

**Entertainment/Feature Reporter:** We want the country's best entertainment/feature reporter. We are looking for someone with high energy, personality and break-through storytelling skills.

**Nightside General Assignment Reporter:** We are looking for a high-powered storyteller, who walks, talks and touches his/her stories.

Send a letter, tape and resume to:

BROADCAST IMAGE  
attn: Talent Coordinator  
40 Deer Path  
Short Hills, NJ 07078

Tapes will not be returned.  
EOE

**REPORTER**

Top 40 Station is looking for a creative, experienced street reporter anxious to work with first rate photographers. Rush tape, with live inserts, resume and salary requirements to: News Director, KTVY-TV, 500 East Britton Rd., Oklahoma City, OK 73114. EOE.

**TV PRODUCER/DIRECTOR**

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COMMUNICATIONS DEPARTMENT  
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Radio/Television Search Committee  
Communications Department  
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When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted: Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

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For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Blind Box Service:** (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

# Fates & Fortunes

## Media

**John Sullivan**, assistant director of taxes, ABC Inc., New York, named director of taxes, Capital Cities/ABC.

**Joan Ellen Maines**, Special Services manager, Affiliate Relations/Services, NBC, named manager, Affiliate Relations and Services.

**Linda Paulson**, director of research, WCCO(AM) Minneapolis, Minn., joins station's parent, Midwest Communications Inc., Minneapolis, as director of corporate research.



Varholy

**Joe Varholy**, general manager, WSPA-TV Spartanburg, S.C., joins KLFY-TV Lafayette, La., as VP, general manager.

**Jim Grimes**, sales manager, WIFR-TV Rockford, Ill., named general manager.

**Jim Matthews**, general manager, WKOW-TV Madison, Wis., joins

KITV-TV Honolulu in same capacity.

**Randy Pratt**, general sales manager, KYUL-TV Tulsa, Okla., named VP and general manager.

**Ron Gold**, station manager, WALK-AM-FM Patchogue, N.Y., named general manager.

**Dennis Mockler**, sales manager, WLWZ(FM) Easley, N.C., joins WJXQ(FM) Jackson, Mich., as general manager.

**Thomas R. Hunt**, general sales manager, WWMG(FM) Charlotte, N.C., named VP and general manager.

**Doug Tangeman**, network account executive, CBS Radio Networks, Los Angeles, joins KGRX-FM Mesa, Ariz., as general manager.

**James H. Feeney**, VP, Phoenix Cable, named senior VP.

**Bill Knowles**, news director, WCTI-TV New Bern, N.C., adds duties as station manager.

**Gene Steinberg**, program manager, WBFS-TV Miami, Fla., joins KITV-TV Minneapolis as station manager.

**Noelle C. Wall**, director of advertising and promotion, WNYT-TV Albany, N.Y., named director of operations.

**Mike Dorn**, program director, WHBC-AM-FM Canton, Ohio, joins WEUZ(AM)-WBIZ(FM) Eau Claire, Wis., as director of operations.

**Terry Schroeder**, VP, television, Great American Broadcasting, Cincinnati, joins Scripps Howard Broadcasting there as administrative manager.

**Darren Belick**, Tri-System audit manager, TKR Cable Co., Warren, N.J., named operations manager for southern district of Tri-

System, which serves over 111,000 subscribers in 27 central New Jersey communities.

Appointments, Microband Wireless Cable of Detroit: **Georgia Geha**, controller, to director of customer service, responsible for sales, billing and collections; **Linda Jackson**, from WKBD-TV Detroit, succeeds Geha; **Sheri Smith**, administrative assistant to senior VP, to human resources administrator.

**Oral Johnson**, corporate controller, Bonneville International Corp., Salt Lake City, named VP, chief financial officer, and treasurer.

**Michael Daniels**, director of human resources, training, Warner Cable Communications Inc., Dublin, Ohio, named senior director of human resource development.

**Jack Gravely**, Arlington, Va., office of county manager, joins National Public Radio, Washington, as special assistant to president for affirmative action.

**Karen Umscheid**, promotion assistant, KAKE-TV Wichita, Kan., joins KSNW-TV there as director of community events.

## Marketing



Losi

**Robert Losi**, VP, J. Walter Thompson, New York, named senior account supervisor. **Karen Maher**, account supervisor, J. Walter Thompson, New York, named VP.

**Brian O'Neill**, associate creative director, Chiat/Day, San Francisco, joins McCannoughy Barocci

Brown, Chicago, in same capacity.

Appointments at Saatchi & Saatchi DFS Compton, New York: **Richard Humphreys**, chief executive officer, international advertising. **Bill Muirhead**, deputy chairman, international advertising.

Appointments at Independent Television Sales Inc., New York: **Leslie Rogers**, sales manager, Houston, to VP and sales manager, Dallas; **Jo Chase**, sales manager, to VP and sales manager; **Jane Zonino**, sales trainee, to account executive.

Appointments at Lifetime Cabletelevision Network, New York: **Susan Harris**, manager, Eastern regional sales, to VP, Eastern regional sales manager. **Linda Fint** manager, Midwestern regional sales, to VP, Midwestern regional sales manager.

**Charmaine Cantrell**, sales manager, Cable Sales Inc., Syracuse, N.Y., joins Capital Cablevision, Albany, N.Y., as advertising general sales manager.

Appointments at CBN Cable Network, Virginia Beach, Va.: **Bill Beard**, senior account

executive and sales team leader, to Eastern sales manager. New York; **Maureen Duffy** and **Fabio Kuo** to account executives.

**Donald Robert**, research manager, blue team, Katz American Television, New York, named associate director of research, Katz American Television. **Melissa Weinberg**, from McGavren Guild, New York, joins Katz Radio there as account executive.

Appointments at WFLD-TV Chicago: **Marty Miller**, senior VP and central regional manager, Seltel, Chicago, to VP and general sales manager. **Thomas MacArthur**, national sales manager, KDFI-TV Dallas, to national sales manager.



McGowan

**Bill McGowan**, general sales manager, KTUV-TV Oakland, Calif., joins KTTV-TV Los Angeles as VP and director of sales.

**Lynne Gladstone**, account executive for WMAG-FM High Point, N.C., named sales manager.

**Suzi Leonard**, account executive, Petry Television, New York, named group manager, Dallas.

**Andy Madorsky**, writer, Tatham, Laird & Kudner, Chicago, named associate creative director.

Appointments at ESPN: **Tom Hagopian**, manager, administration and special markets, to national accounts manager. **Randy Brown**, account executive, Rocky Mountain region, to senior account executive, Midwest region. **Madeline Berger**, account executive, to manager, administration and special markets.

**Janice Ponder**, VP planning director, The Bloom Agency, Dallas, to media director, SMY Media Inc., Chicago.

**William Buller**, from WDRC-AM-FM Hartford, Conn., joins WAQY(FM) Springfield, Mass., as local sales manager.

Appointments at KCST-TV San Diego: **Bob Sexton**, sales manager, CBS national spot sales office, Los Angeles, to local sales manager. **Tad Sibley**, retail marketing manager, KRON-TV San Francisco, to same position.

**Linda Weaver**, account executive, CBS Radio Representatives, Dallas, named sales manager.

**Robert Wickenkamp**, from *Omaha World-Herald*, joins KPTM-TV Omaha as agency marketing specialist.

**Johnny Hart**, retail sales manager, WSKX(FM) Suffolk, Va., named local sales manager.

**Mack Moore**, salesperson, WPTF(AM) Raleigh, N.C., named local sales manager.

**John Hess**, research analysts, MMT Sales,

New York, joins MG/Perin there as sales executive.

**Andrew Karzas**, account executive, WFMT(FM) Chicago, named retail sales manager.

**Joseph Collins**, sales manager, national spot sales office, CBS Television Stations, Los Angeles, joins KCST-TV San Diego as local sales manager. **Tad Sibley**, from KRON-TV San Francisco, joins KCST-TV as retail marketing manager.

**Sherry Wilson**, regional marketing coordinator, Sammons Communications, Dallas, named director of marketing.

**Anne Richey**, traffic manager, WDSI-TV Chattanooga, joins KSBW-TV Salinas, Calif., in same capacity.

**Thomas Watson**, account executive, Capcities/ABC, Atlanta, joins KABB-TV San Antonio, Tex., as national sales manager.

## Programming



Beece

**Debby Beece**, VP programming, MTV Networks, New York, named senior VP, programming, Nickelodeon and Nick at Nite (cable network owned and operated by MTV Networks).

**Barbara Title**, independent producer, joins Showtime, Universal City, Calif., as

VP, drama development.

**Bernard Carrey**, partner, Webster & Sheffield, New York, joins Telemundo Group Inc., New York-based Spanish-language television network, as senior VP and general counsel.

**Susanne Barrett**, account executive, Arbitron, Chicago, joins affiliate relations department, USA Network, New York, as regional manager, Eastern region.

**Marilyn Russell**, programming, Comcast Cable, joins Movietime Channel Inc., Hollywood, as VP, affiliate sales, East.

**Lisa Mateas**, program director, KTLA-TV Los Angeles, joins Turner Network Television, Atlanta, as director of program acquisition and scheduling. **Sue Norris**, assistant agent, Creative Artists Agency, Los Angeles, joins Turner Network Television as director of program development.

**Paul Krimsier**, program manager, WTBS(TV) Atlanta, joins CBN Cable Network, Virginia Beach, Va., as VP of programming and promotion.

Appointments at Home Shopping Club Inc., subsidiary of Home Shopping Network, Clearwater, Fla.: **Raymond Dion**, director of operations, Sky Merchant Inc., to VP, network programming. **James Lawless**, director of business, WPLG(TV) Miami, to senior VP, network operations. **Alex Moore**, VP and director, human resources, Southeast Bank, Miami, to senior VP, human resources.

**Alan Duke**, senior VP, business affairs, television division, 20th Century Fox Film Corp.,

joins Grant/Tribune Productions, Hollywood, in same capacity.

**J. Kevin Faricy**, senior account executive, Smitherman Corp., a Texas-based advertising and public relations firm, joins Peter Jones Productions, Los Angeles, as VP, administration.

**Eric Stricoff**, senior financial analyst, McGraw-Hill Broadcasting, joins ESPN, Bristol, Conn., as director, financial planning.

**Bruce Bergethon**, program director KRWG(FM), Las Cruces, N.M., joins WGLT(FM), Normal, Ill., as assistant manager and program director.

**Fred Miller**, music director, WWMJ(FM) Ellsworth, Me., named program director. **Dave Glidden**, operations manager, co-owned WDEA(AM) Ellsworth, named program director there.

**Leslie Peters**, director of marketing and distribution, Murray Street Enterprise, New York-based independent program marketing company, joins National Public Radio, Washington, as director of program marketing.

**Ron Gates**, director of creative services, WIVB-TV Buffalo, N.Y., named director of programming and marketing.

**Randy Chepigan**, operations director, Shadow Traffic Network, Philadelphia, named program director. **John Butterworth**, announcer, named to newly created position of assistant program director.

**Chip McDermott**, news production coordinator, Movietime, Hollywood-based entertain-



**Sawyer switch**. Effective July 11, Forrest Sawyer will become co-anchor with Paula Zahn of ABC's *World News This Morning* and anchor of news segments on *Good Morning America*. Sawyer, who left CBS News in 1987, was co-anchor of *The CBS Morning News*.

ment news and preview network, named to newly created position of assignment editor.

## News and Public Affairs

Appointments at Noticiero Telemundo-CNN, Atlanta: **Marlene May**, senior producer, Noticiero Telemundo/HBO, Hialeah, Fla., to executive producer; **Maria Elvira Salazar**, Latin-American affairs correspondent, HBO, and **Jorge Gestoso**, anchor, HBO, to co-anchors.

Appointments at WKBD(TV) Detroit, Mich.: **Helen Pasakarnis**, producer, WXYZ-TV De-

# Broadcasting

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troit, Mich., to news director; **Harry Hairston**, anchor and host, *Inside Tampa Bay*, WTOG(TV) St. Petersburg, Fla., to reporter.

**Mark Warren**, news director, KOA(AM) Denver, joins Associated Press there as broadcast executive for Colorado, Montana and Wyoming.

Appointments at Conus Communications, Minneapolis: **Joe Benton**, executive producer, to deputy bureau chief and executive producer, Washington; **Steven Cope**, field producer, NBC News, Houston, to managing editor.

**Dick Descutner**, executive news producer, WSPA-TV Spartanburg, S.C., joins WLOS(TV) Asheville, N.C., as executive news producer. **Paul Smith**, general assignment reporter, WFRV-TV Green Bay, Wis., joins WLOS as general assignment reporter.

**Alicia Hilliard**, executive news producer, WISC-TV Madison, Wis., joins WNEV-TV Boston as producer. *Urban Update*.

**Scott Hanson**, reporter, WRAL-TV Raleigh, N.C., joins WESH-TV Daytona Beach, Fla., as weekend news anchor.

**John Hook**, weekend anchor, KVOA-TV Tucson, Ariz., named weekday anchor.

**Elizabeth Ikard**, anchor-reporter, KHGI-TV Kearney, Neb., joins KDAY-TV Oxnard, Calif., as anchor-correspondent.

**Darlene McCarthy**, from WFMV-TV Greensboro, N.C., joins WLVI-TV Boston as co-anchor, 10 p.m. news.

**Steve Ruppe**, weekend assignment editor, KHOU-TV Houston, named assignment manager. **Marlene McClinton**, weekend anchor-reporter, WMAQ-TV Chicago, joins KHOU-TV as weekend co-anchor.

**Sean Wheller**, from KSPR(TV) Springfield, Mo., joins WHOI-TV Peoria, Ill., as news producer.

**Kevin McGraw**, weekend news anchor, WXEX-TV Petersburg, Va., named weekday anchor.

**Don Pablo Pereira**, anchor-reporter, KERO-TV Bakersfield, Calif., joins KSEE(TV) Fresno, Calif., in same capacity.

Appointments, WITN-TV Washington, N.C.: **David Alan Koch**, anchor/reporter/producer, WJBF(TV) Augusta, Ga., to weekday 6 and 11 p.m. anchor; **Kenny Reddick**, news photographer, WITN-TV, to chief photographer; **William Petty**, associate producer, to weekend news producer; **Mickie Sasser**, East Carolina University intern, to associate producer.

**James Gordon**, from WABB-FM Mobile, Ala., joins WEAR-TV Pensacola, Fla., as morning news anchor and WYBZ-FM Fort Walton Beach, Fla., as afternoon drive news anchor.

**Tom Burke**, producer, WCMH-TV Columbus, Ohio, joins WNEV-TV Boston as 6 p.m. news producer. **Jaime Cohen**, noon news producer, WNEV-TV, named 11 p.m. *Nightbeat* producer.

## Technology

**Christopher Cookson**, director of ABC technical operations, engineering, West Coast, joins CBS/Broadcast Group, New York, as VP, New York broadcast operations.

**Nuptials.** Ed Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, is getting married June 26 in Washington. The 41-year-old bachelor is marrying Dr. Susan Blumenthal, 37, director of behavioral medicine for the National Institute of Mental Health. She is also an associate professor at Georgetown Medical School.

In move that allows senior vice president, **Richard R. Green**, to concentrate on public TV's and radio's satellite replacement and HDTV projects, Alexandria, Va.-based Public Broadcasting Service has appointed **Howard Miller**, executive vice president of Westinghouse Electric, Japan, to newly created post of vice president, broadcast operations and engineering. Miller will report to Green, who is also chairman of testing and evaluation specifications working party of FCC Advisory Committee on Advanced Television Service.

**Thomas Yingst**, president, Varian Associates Inc., joins Harris Corp., Melbourne, Fla., as VP and general manager, broadcast division.

**Richard Williams**, director, network broadcast operations division, Comsat Video, Memphis, Tenn., joins New Orleans Teleport, New Orleans, as VP and chief operating officer.

**David Bright**, senior VP, Mitsubishi Electric Sales America, Piscataway, N.J., named general manager of professional electronics division.

**John Byrne**, director of technical operations and engineering, CBS-owned WCAU-TV Philadelphia, joins co-owned WBBM-TV Chicago as director of technical operations. **David Harvey**, manager of news and ENG operations, WCAU-TV, succeeds Byrne.

## Promotion and PR

**Mary Churchill**, VP, director of corporate affairs, Grey Advertising, joins J. Walter Thompson USA Inc., New York, as senior VP, director of worldwide corporate communications.

Appointments at Lifetime network, New York: **Donna Alda**, director, promotion, MTV, to director, sales promotion. **Ilene Litvak**, manager, on-air promotion, to director, on-air promotion. **Norma Scheck**, associate producer, to writer-producer, on-air promotion.

In reorganization at Turner Broadcasting System public relations department's entertainment division, Atlanta: **Allison Berry**, coordinator, entertainment division, to public relations manager, Turner Network Television; **Frank Miller**, public relations manager/senior writer, to public relations manager, Turner's superstation WTBS(TV) Atlanta; **Amy Pempel**, coordinator, entertainment division, named public relations manager for sports and syndication. **Rich Zahradnik**, general manager *Peekskill* (N.Y.) *Herald*, to New York-based public relations manager. **Claudia Harris**, public relations assistant, to New

York-based publicity coordinator.

## Allied Fields

**Betty Hudson**, VP, corporate and media relations, NBC, New York, elected president of the International Radio and Television Society, New York. **Joyce Tudryn**, director of programs and services, International Radio and Television Society, New York, named associate executive director.

**Peter Ryan**, executive VP, Harrington, Righter & Parsons, elected chairman, national sales advisory committee of Television Bureau of Advertising.

Appointments to board of directors, Association of Independent Television Stations, Washington, D.C.: **Robert Kreek**, executive VP, Fox Inc., and **Norris Reichel**, VP and general manager, WOFL-TV Orlando, Fla. **Alan Petronio**, business manager, NATPE International, Los Angeles, joins Association of Independent Television Stations, Washington, in same position.

**Susan Stolov**, news director of Washington Independent News, elected to board of Regional Reporters Association, Washington.

New officers, New Mexico Broadcasters Association: **Art Schreiber**, Kkob-AM-FM Albuquerque, president; **Paul Thorne**, KGGM-TV Albuquerque, president-elect, and **Bettie Cleveland**, KOB(TV) Farmington, treasurer. **Joe Carriere**, general manager, KBIM-TV Roswell, named association's Broadcaster of the Year.

**John Woolley**, named president, VUXT Information Services Inc., Philadelphia.

Appointments at Swidler & Berlin, Washington: **Jean Kiddoo** and **Andrew Lipman**, Pepper, Hamilton & Scheetz, Washington, D.C., to partners; **Robert Jack Dominguez**, **Russell Blau** and **Catherine Wang**, all Pepper, Hamilton & Scheetz, join Swidler & Berlin, specializing in telecommunications.

## Deaths

**John F. Hogan**, 70, co-founder and first president of Radio-Television News Directors Association, died May 27 at Queens Medical Center in Honolulu. He had cancer. According to RTNDA's newsletter, *Intercom*, in 1946 he was news editor, WSH(AM) Portland, Me., and put message on wires urging formation of national association of radio news editors—to set standards of news gathering and reporting and to exchange ideas. His other broadcasting associations include Voice of America, United States Information Agency and KHPR(FM) Honolulu. He is survived by his wife, Nhan, and four daughters.

**Marjorie Carter Kettell**, 71, co-founder of New England representative firm Kettell-Carter, died May 3, of Cancer at her home in Nantucket, Mass. She was with NBC's New England sales office prior to helping establish Kettell-Carter in 1946. A founder of the New England Broadcasting Association (then known as The Broadcasting Executive's Club) and active in the Advertising Club of Boston in the 1940s and early 1950s. She is survived by one sister.

## The birth of a salesman, the making of a president

When Tim McAuliff moved to Blair Television's New York office in 1977, the then-account representative told his friends, half jokingly, that he would be president of the company in 10 years. He was right.

McAuliff has, since May 1987, been president and chief operating officer of Blair Television, the national sales representative that numbers some 135 client television stations, most in major markets.

Although the top spot is one he says he did not initially jump at, the nonjoking half of McAuliff had been working toward just such an opportunity. "Whatever I elect to do I elect to do very well," says McAuliff, "And I wanted to be a success in this industry and this company."

To do that he tries to "step outside the building and say: 'If I were at a station, what would I need in order to get the most out of my national sales?' I'm station sensitive, and sales sensitive because it wasn't that long ago that I was out on the streets making calls myself."

McAuliff, 40, picked broadcasting—if not sales—fairly young. "For my eighth grade yearbook, I wrote that I wanted to be a sportscaster, replacing Jack Brickhouse at WGN-TV Chicago," he recalls.

McAuliff attended the University of Illinois, Urbana, where he initially majored in history. He got a job as a disk jockey at the college radio station and before long concluded that broadcasting was "a lot more fun than studying history."

He graduated in 1969 with a degree in radio and TV. After several months of job hunting, he finally was hired at WEXI(FM) Arlington Heights, Ill. But after only three months on the job, McAuliff chose to take what he describes as a sabbatical. McAuliff's journey took him to the East Coast, where he "washed pots and pans" and wound up as a self-described "ski bum" at Sugarbush in Vermont. The "bum" part is something of a misnomer. In keeping with his philosophy of doing things well, McAuliff produced a closed-circuit TV show, *Ski Bum Race*, for the resort, did commercial voice-overs and ran a nightclub. He was, he recalls, "making more money than I knew what to do with." But after two years, he was ready to "get back to the thing that I enjoyed most, which was radio and television." He had also met and married Judith Campbell, which helped seal his decision to rejoin the broadcasting community, with his long-term goal now to own and manage his own station.

They moved to Chicago, where McAuliff signed on as a disk jockey with WRWC(FM) Rockton, Ill. It was there that he was first introduced to the "tawdry life of sales." A line he delivers with all the mock disdain of a successful salesman. "I was broadcasting a



TIMOTHY MICHAEL MCAULIFF—president and chief operating officer, Blair Television, New York; b. June 22, 1947; BS, radio and TV, University of Illinois, Urbana, 1969; air personality, WPGU(FM) Urbana, 1965-69; air personality, WEXI(FM) (now WSEX(FM)) Arlington Heights, Ill., 1970; various jobs, Sugarbush ski resort, Warren, Vt., 1970-72; air personality, WRWC(FM) Rockton, Ill., January-June 1973; account executive, WTVO(TV) Rockford, Ill., June 1973-1975; account representative, Blair Television, Chicago, 1975-1977, and New York, 1977-79; manager, NBC team, 1979; manager, ABC blue team, 1982; VP and ABC division manager, 1984; present position since May 4, 1987; m. Judith Campbell, April 8, 1972; children: Ryan, 8; Shane, 2.

basketball tournament and was the only person at the station one day who knew what the basketball package entailed, so they sent me out and I sold that." He decided to make the switch to the advertising side. "I looked around and all the people who were in management in the business came out of sales."

It was the start of "being in the wrong place at the wrong time," says McAuliff, by which he means that he began to sell FM when AM was still dominant. He was attracted most by the creative end of sales, but eventually the challenge of selling FM lost its appeal: "I sat in all those car dealers" he recalls, "and saw these TV guys come bouncing in—I had been waiting for two hours—and they would come bouncing out with an order five seconds later." So in June 1973, he joined WTVO-TV Rockford, Ill.

After a couple of years he had built a client base in Chicago: some of those clients suggested he try his hand at repping stations. The job, he knew, was much more "numeric-driven...ratings and HUTS [homes using television] and shares." But he wanted to run a station and decided the

experience—he went from "selling one station to selling 27"—would be a good one.

He joined Blair Television, spending two years in Chicago and another two in New York, on the NBC sales teams in both cities. In New York, he became manager of the NBC/green team. It was again, says McAuliff, a case of being in the wrong place at the wrong time—they were not NBC's salad days: "I got tired of people laughing at me when I went in to submit the *Montefuscos* or *Grampa Goes to Washington* or all of Fred Silverman's hits that lasted for about four weeks." He jumped at the chance to become manager of Blair's ABC/blue team and, as he says, "embraced this ghost that quickly evaporated and became the next number three." He was named to head the ABC division in 1984.

In April 1987, Blair was sold to former CBS executive James Rosenfield. McAuliff was on a two-week trip to the West Coast at the time and got a phone call suggesting he return to New York for a meeting. McAuliff, pointing out that he had scheduled meetings with clients in Los Angeles, declined. He was asleep in the Century Plaza hotel there when his phone rang. "A voice said: 'Hi Tim, this is Jim Rosenfield.' I didn't know Jim Rosenfield from Adam. At first I thought it was a friend playing a prank on me." Rosenfield said he understood that McAuliff was busy, but that when he got back, there were some things they needed to talk about. When he got back, they did, and Rosenfield offered him the top spot.

It has been, he says, "a terrific challenge and a growing experience at a time when the industry has been at its most turbulent."

When he took over in May 1987, "there was the highest turnover of reps and/or billing of stations in the industry's history," he says. Changes in the FCC's station ownership restrictions and in the tax laws stimulated a lot of sales. McAuliff says, putting "a lot of stations in different hands."

How is business today? Good, he says, but tougher than it has been. "The lack of inflation has changed the business cycle. Stations are in different hands, and sometimes their expectations are based more on a certain debt to retire or that they've promised someone they are going to make X amount of money."

Is a Blair cable rep in the picture? "Cable is something that we're looking at," says McAuliff. "I don't believe it's imminent, but I feel that sooner or later, if you're in the sales business, cable is going to be a factor. So I wouldn't rule out being in the cable business at all."

McAuliff seems at home in his current post. At what point did he give up his aspirations of station ownership and management? "I still haven't," he counters, but adds that "I'm having such a good time at doing this that, for the time being, we can rule those out."

**Management of Infinity Broadcasting has made offer to take company private.** Infinity Chairman Michael Weiner, President Gerald Carrus and Executive VP Mel Karmazin offered \$30 per share for 10 million outstanding shares of New York-based group of five AM's and 10 FM's. Infinity stock closed at \$21.50 last Wednesday, rose to \$30.50 Thursday, and closed at 30½ Friday.

**Olympic Broadcasting**, publicly held, Seattle-based radio group, **acquired Clayton Webster Corp.**, radio program producer and distributor headquartered in St. Louis, last week for **\$3.1 million** cash. Olympic also issued Clayton Webster warrants to purchase up to 187,500 shares of Olympic common stock. Clayton Webster, which will remain in St. Louis, currently airs nine short- and long-form programs including *Dick Cavett's Comedy Show*, *Bob Costas' Coast-to-Coast* and *John Madden's Sports Quiz*. Its shows air on some 1,700 stations. Broker in sale was Elliot Evers of Media Venture Partners.

**Viacom Cable, Tele-Communications Inc. and Heritage are exploring creation of Bay Area sports network in California.** Cable operators are meeting with professional and collegiate sports teams to discuss proposal. San Francisco Giants have pay-per-view service, arrangement that will stay in place for moment. Sports service would target, among others, Oakland Athletics and NBA Golden State Warriors. Three cable companies reach nearly one million cable subscribers in area.

**U.S. Appeals Court** in Washington has **denied petition by Fairness in Media** for review of FCC decision in case involving FIM claim that buying of CBS by Laurence Tisch constituted transfer of control. Court said "facts before commission justified the determination that no transfer triggering a need for immediate investigation had occurred."

**Pan American Satellite**, which hopes to launch satellite this Wednesday (June 15) and provide telecommunications services in North and South America, last week **charged that Intelsat staff has been trying to undercut Panamsat's agreement** to provide domestic satellite service to Television Nacional de Chile (TVN) and called for investigation by U.S. government. In June 7 letter to Ambassador Parker W. Borg, director of international communications and information policy, State Department, Panamsat President Frederick Landman alleged that staff's activities "constitute unlawful interference with PAS's contractual relationships and an intolerable abuse of the position conferred upon Intelsat by the Intelsat Agreement." He alleged staff has been trying to persuade Chilean government not to seek Intelsat permission for deal, and has offered TVN capacity on Intelsat satellite at lower price. It is "imperative" that U.S. launch investigation, he said. "Unless remedial action is taken quickly, [Panamsat] will have no effective opportunity to enter either the international satellite services market or the domestic transponder market in Latin America."

In testimony submitted to Senate Judiciary Committee last week on White House-backed legislation aimed at combatting sexual exploitation of children and distribution of obscene material (S. 2033), National Cable Television Association said it **shares public's concern about "manner in which adult material is presented on cable," but said further government intervention is "neither an appropriate nor a necessary means of dealing with this concern."** New laws and regulations "invariably sweep too broadly, chilling the legitimate exchange of information and expression of ideas," NCTA said. Cable Act of 1984 already contains ample prohibitions against obscenity, it said. Provisions "reflect a carefully drawn balance between the First Amendment rights of cable operators, programmers and subscribers, on the one hand, and the public's legitimate concern regarding the distribution of sexually explicit matter on the

## Storer under TCI, Comcast microscope

*Representatives of Tele-Communications Inc. and Comcast began making the rounds of Storer Cable properties last week, amid reports that some corporate cuts were likely once the two companies decide how to run Storer.*

*There were no official numbers on the degree of the expected cuts. When Comcast officials met with security analysts last month, they estimated that corporate overhead at Storer could be kept at approximately \$20 million. Storer's most recent annual report showed 1987 corporate overhead at \$27 million.*

*Because of tax laws, Storer must remain a corporate entity. But it appears TCI and Comcast will seek to create operating efficiencies with existing TCI and Comcast systems without violating tax laws. For instance, it's expected that the two purchasers will be able to count Storer subscribers as part of their own for volume discount purposes.*

*It is likely that TCI and Comcast would split up the Storer systems along geographical clustering lines. Under that setup, it is believed local Storer operations would report to, or that certain functions would be integrated with, TCI or Comcast operations nearby. One possibility, for instance, would be for Storer systems to enter management contracts with nearby TCI or Comcast systems.*

*Storer has 155 people working at its corporate headquarters in Miami. The headquarters building, which Storer owns, is reportedly up for sale, but some Storer presence in the area will remain.*

*Storer operates four regional divisions—Florida, Texas, the Northeast and Central—and is closing a fifth, in the mid-South. Roughly 80 people work in those four offices and it was not known last week what their role would be in the new Storer operation.*

*A Storer spokesman said it was not expected that any changes would affect local management. Storer had 2,925 employees at the end of 1987.*

other." According to committee staffer, there was no mention of cable provisions at hearing. However Brent Ward, U.S. attorney for Utah, disagreed with NCTA in his written testimony. Ward endorsed provision of bill that would impose stiff criminal penalties on cable or other subscription services for televising obscene programming. "This would merely give us the capability of prosecuting obscenity in this form in the same manner that we currently prosecute obscenity in the form of printed matter, movies and videocassettes," he said.

**Donald Wildmon**, executive director of Tupelo, Miss.-based American Family Association (formerly National Federation of Decency), **sent letter to CBS** last week **charging** that its *Mighty Mouse: The New Adventure* Saturday morning cartoon series had, on April 23, shown **Mighty Mouse "sniffing what appeared to be cocaine,"** and asking that the network fire people responsible. CBS, in letter to Wildmon, "categorically denie[d]" that any character had been shown sniffing cocaine. CBS said that what Mighty had been sniffing in scene in question was "a pink mash of crushed stems, tomatoes and flowers" given to him by Polly, flower girl who uses materials to fashion flowers when cartoon's villain destroys real ones. "Three seconds have been taken out of context and made the subject of a fanciful and irresponsible misrepresentation," said George Dessart, VP, program practices, in letter.

**Group of eight educators have sent letter** to Senators Tim Wirth (D-Colo.), Frank Lautenberg (D-N.J.), Howard Metzenbaum (D-Ohio), Ernest Hollings (D-S.C.), Daniel Inouye (D-Hawaii) and John Danforth (R-Mo.) **that says House bill on children's television** (see page 55) **doesn't go far enough.** Group, led by Dr. Dale Kunkel, University of Santa Barbara, said Senate should consider standards that had been part of FCC rules—on children's adver-

ising limits, program-length commercials and overall children's programming obligations—before they were repealed or altered. We feel strongly...that the bill...does not go far enough to accomplish the reforms necessary to generate truly meaningful improvements in television's service to the child audience," he said.

**MGM/UA Communications made filing** with Securities and Exchange Commission last week **that suggested possible break-up** of Beverly Hills, Calif.-based motion picture, television and home video company. Two months ago company said it received inquiries from parties interested in buying all of operations, but no agreement was announced. Latest filing indicates possibility that one of two movie studios may be sold separately. Late Friday afternoon, MGM stock was selling at 16½, in same range as has traded for past month.

**New Viewer's Choice delivery service became operational last week.** Automatic Number Identification (ANI) allows subscribers to order movies by dialing toll-free phone number. Cable operators can install ANI software and hardware package at a cost of \$10,000. ANI is now operational in Viacom Cable system in suburban Milwaukee. Later this month ANI will be installed in Choice Cable in southern California, as well as in Viacom Cable, Tacoma, Wash. Home Premiere Television systems that initially implemented ANI included those of Newhouse, Telecable, Cox, ATC and Paragon.

**ABC affiliates meeting** in Los Angeles last week (see page 27), **Lloyd Lane**, president and general manager, WFAA-TV Dallas, took office as chairman of affiliate group's board of governors. He succeeds John Behnke, president, Fisher Broadcasting, which operates ABC affiliates in Seattle and Portland, Ore. **Clyde Payne**, VP-general manager, WBKO-TV Bowling Green, Ky., was elected vice chairman. **G. William Ryan**, president, Post-Newsweek Stations, was elected secretary, and **Peter Desnoes**, managing general partner, Burnham Broadcasting (WVUE-TV New Orleans and KBAK-TV Bakersfield, Calif.) was elected treasurer. Three other new members were elected to board: **Greg Stone**, VP-general manager, WSOC-TV Charlotte, N.C.; **Robert Regalbutto**, resident-general manager, KSTP-TV Minneapolis, and **John Car-enter**, VP-general manager, KETV-TV Omaha.

**Bill Plante**, senior White House correspondent, CBS News, Washington, assumes additional duties as anchor of CBS *Sunday Night News*. Sunday night anchor chores have rotated among various correspondents since Charles Osgood moved to morning news co-anchor position in November 1987.

**Time Inc. challenge grant for C-SPAN education project has helped raise nearly \$200,000** for use of public affairs network in high schools and colleges. Time pledged \$50,000 if cable operators raised more than \$100,000. Total of \$139,500 was raised, which brought overall figure to \$189,500. Among major MSO's funding grant were Tele-Communications Inc., Cox, Storer, United Artists, United Cable, Viacom, Jones, Sammons, Prime, Daniels, Western, Centel, Maclean Hunter, Post Newsweek, Rogers, General Instrument and CATA. Time Inc. also announced last week that it joined other investors, including Black Entertainment Television, in investing in *Emerge*, new monthly magazine aimed at "upwardly mobile" blacks. Time's HBO owns 16% of ET.

**American Electronics Association**, Santa Clara, Calif.-based organization representing high-technology companies, **has formed advanced television (ATV) task force.** Group will examine impact that HDTV will have on American industry and what role American electronics manufacturers should take. Group will be chaired by Alexander C. Stark Jr., AT&T senior VP, communications, and Richard J. Elkus Jr., chairman, Promotrix Corp. Among other companies to be represented on task force are IBM, Hewlett-Packard, Coku Electronics and Apple Computer.

AEA projected that ATV systems will become \$40-billion worldwide market.

**National Association of Broadcasters has filed with FCC asking for clarification of procedures to comply with commission's new equal employment opportunity (EEO) rules.** New rules require broadcasters filing for license renewal to report referral data of job applicants by sex and race. NAB asks whether word "referral" includes those applicants sending resumes through help wanted ads. Collecting sex and race data from those applicants after resumes are received raises "possibility of that discrimination may be alleged," NAB filing says. Association asked FCC to suspend use of section of employee reporting form dealing with new recruit reporting for one year.

**Worldvision Enterprises and Orion Television Syndication announced that they have entered into three-year agreement,** by which Worldvision will handle barter sales of Orion's Orion IV, 22-title feature film package. Movie package, which Orion has begun selling for domestic syndication, includes "No Way Out," "The Three Amigos," "Radio Days," "RoboCop" and "Throw Momma From The Train." Deal also calls for Orion and Worldvision to work together to develop new projects that will either be fully or partially supported by advertising.

Advertising agencies **Della Femina, Travisano & Partners and HBM/Creamer announced merger** last week. New agency will be called Della Femina, McNamee WCRS, and will have billings of \$600 million and will also include Robert A. Becker & Co., which bills \$45 million. Jerry Della Femina will be chairman/CEO of merged agency.

### **Murdoch making European DBS move**

*Rupert Murdoch will launch three and possibly four advertiser-supported TV channels on the 16-channel Luxembourg satellite, Astra, in 1989, bringing Europe's direct broadcast satellite industry one step closer to reality.*

*The plan, a direct challenge to a rival British DBS system being readied for 1989-90 launch, includes a 24-hour news channel, a free movie channel and an expanded version of Murdoch's Sky Channel, currently Europe's most watched satellite-to-cable entertainment service. A fourth, all-sports channel under development by Murdoch with European Broadcasting Union members has been challenged in the European Community by a competing satellite TV sports service.*

*Although long known to be in the running in the European satellite TV race, Murdoch's move, detailed at a London press conference last week, leaves some key questions unresolved. The budget for the movie and entertainment channels, as well as program sources for the news channel, for instance, were not detailed, nor was the overall cost of the venture, which one source at a competing company estimated could be as much as \$100 million annually.*

*Murdoch also said his channels will use the current European television standard, PAL, rather than the new DMAC signal transmission standard planned for the British DBS venture. Further confusing the standards issue are plans by Murdoch rival Robert Maxwell to use the DMAC standard on Astra or a future Eutelsat satellite with a jointly marketed package of existing satellite channels.*

*Murdoch's decision not to scramble the channels may also raise complex copyright complications around the continent. Distribution of the movie channel, he acknowledged, would be limited to the UK, although observers were skeptical Murdoch could effectively limit pirating by European cable systems and home dish owners.*

# Editorials

## Time has come

Beginning with the FCC's June 23 meeting, Chairman Dennis Patrick plans to open the comparative renewal process to some serious rethinking, with an eye toward cleaning up possibilities for abuse and instituting some renewal safeguards for stations that have operated in the public interest and in full compliance with FCC regulations. As Patrick pointed out at The Broadcasting/Cable Interface in Washington two weeks ago, petitions to deny "filed in bad faith to extract money or concessions unrelated to legitimate public interest objectives" are extortion. To the extent that the current process permits such manipulation, and does not supply a measure of protection to exemplary broadcasters from "paper-tiger promises" of challengers, it cries out to be repaired. Chairman Patrick has heard that cry, and believes that it can be answered within the bounds of current statute, avoiding petitions to an unfriendly legislature. Go to it.

## A little history music, professor

While nobody was paying much attention, the Senate last week passed a bill that would exempt from the antitrust laws a cooperative effort among broadcasters, cable operators and program producers to reduce violence in television programming. It is the same bill, again introduced by Senator Paul Simon (D-Ill.), that the Senate passed in 1986 but was never considered by the House. With luck, the same fate will befall it this year.

Simon's bill sounds harmless enough. It would let the industry write standards for itself. All voluntary, mind you. No government control.

It puts this page in mind of the "family viewing time" engineered in 1975 by the then chairman of the FCC, Richard Wiley, at whose suggestion the National Association of Broadcasters television code, then in existence, was amended to reduce the incidence of violence and, oh, yes, sex on television between 7 and 9 p.m. When Hollywood studios filed suit against the family viewing structure, a federal judge in Los Angeles had no trouble at all in deciding that the code had become an instrument of government program control, and he declared the family viewing standard to be a violation of the First Amendment.

If a programing standard set by the industry at the nudging of the FCC can be a violation of the First Amendment, there would seem to be at least a slight resemblance to a programing standard set by the industry at the nudging of the Congress. But First Amendment niceties tend to be ignored in Washington these days.

Indeed there are signs of a revival of interest in the writing of codes, despite recent if forgotten history. The broadcasters finally settled their way out of the family viewing suit before it came to trial, but not until they had suspended all the programing restrictions contained in the NAB's television code and not until the other sections of the code restricting the content, placement and volume of commercials had been eliminated by a consent decree reached in an antitrust suit filed against the code by the Department of Justice.

Representative Tom Tauke (R-Iowa), a legislator of otherwise estimable philosophy, is talking about waiving antitrust law to let broadcasters restore a code governing children's television. Tauke sees that as a desirable alternative to the children's television act that the House passed last week and that he finds unconstitutional.

He is, of course, of a mind with this page on the children's

television act, but the alternative he offers would lead only to a revival, perhaps piece by piece, of another code that could be used as the old one was, as a device of governmental regulation once removed. Broadcasters willingly submitted to that process before they were saved from their own acts by, first, the Hollywood producers and, second, the government itself.

Surely broadcasters will not agree again to take refuge in some set of standards decreed in Washington. The responsibility for the programing emerging from their transmitters is not transferable. Nor, surely, will cable operators, beset by other First Amendment problems of their own, join in any movement toward centralized program control. What Simon says need not be what anybody does.

## It's a bird; it's a plane...

No, it's super parent. In oral arguments before a panel of the U.S. court of appeals June 1, 17 parties, including citizen groups and broadcasters, commercial and noncommercial, were united in their opposition to the FCC's vague and chilling indecency policy, which they argued was, well, vague and chilling. On the other side, FCC General Counsel Diane Killory countered that the FCC had no intention of becoming a "super parent." To be fair, it must be said that the FCC has not appeared to blast away during the open season it created, having most recently dismissed five complaints for lack of evidence. But a reluctant super parent is a super parent nonetheless.

If the FCC did not want to interpose its moral standards on a nation, it should not have decided, in the heat, perhaps, of fundamentalist group pressure, to broaden the definition of indecency and threaten to step up enforcement. (Some fundamentalists' interest in matters of the flesh has since been found to be grounded rather more heavily in practical experience than their capacity for moral indignation might suggest.) Then, to make matters worse, the commission last December threw out the local standards test and replaced it with the FCC's own interpretation of "an average adult broadcast viewer or listener," combined with the commission's "general expertise in broadcast matters." Trying to predict what will or will not pass that test is a task better suited to a White House astrologer than a responsible broadcaster.

The FCC, through Killory, has said it does not want the surrogate parent role. The appeals court should take it at its word and overturn the new indecency standard that makes that role unavoidable.



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