

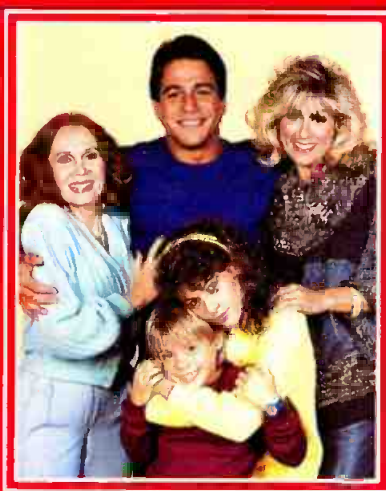
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Sep 5

For 1989,  
the smart  
money is on  
"Who's The Boss?"

The #1  
ABC Program



Columbia Pictures Television  
A unit of Columbia Pictures Entertainment, Inc.

© 1988 ELP Communications. All Rights Reserved.

36112 T2 364 IZK NOV/90

AUL-SAS  
ROOM 122  
BLOG 1405  
MAXWELL

AL 36112

LIBRARY COLLECTION FROM UNIVERSITY OF CALIFORNIA

57th Year 1988

**POLITICS '88**  
Picking up steam

**RADIO '88**  
Just around corner

# KLRT's Steve S he joined A



“When you buy an off-network property, you can’t depend solely on its network record. Too many times a dynamite hit on the network has fizzled in syndication. So at KLRT, when we buy off-network sitcoms, we look for shows with track records that set them apart from the rest of the pack. ALF is that kind of program.

Unlike most sitcoms, ALF pulls a large portion of the male audience in its time period. This summer, even against Major League Baseball, ALF drew the largest share of the available men.

You have cartoons that appeal to kids, you have talk shows that appeal to women, you have movies and sports that appeal to men, but ALF transcends all usual demographic breaks to appeal to a wide cross-section of Kids, Teens, Adult Men and Women.

There is no other strippable product out there with ALF’s flexibility. He’s a unique hit and we feel that, without a doubt, he’s the #1 off-network property of the early ’90’s.”

Steve Scollard  
Vice President and General Manager  
KLRT-TV, Little Rock, AR

collard tells why  
LF's family.



**ALF**<sup>®</sup>

alien productions

**LORIMAR**<sup>™</sup>  
**SYNDICATION**

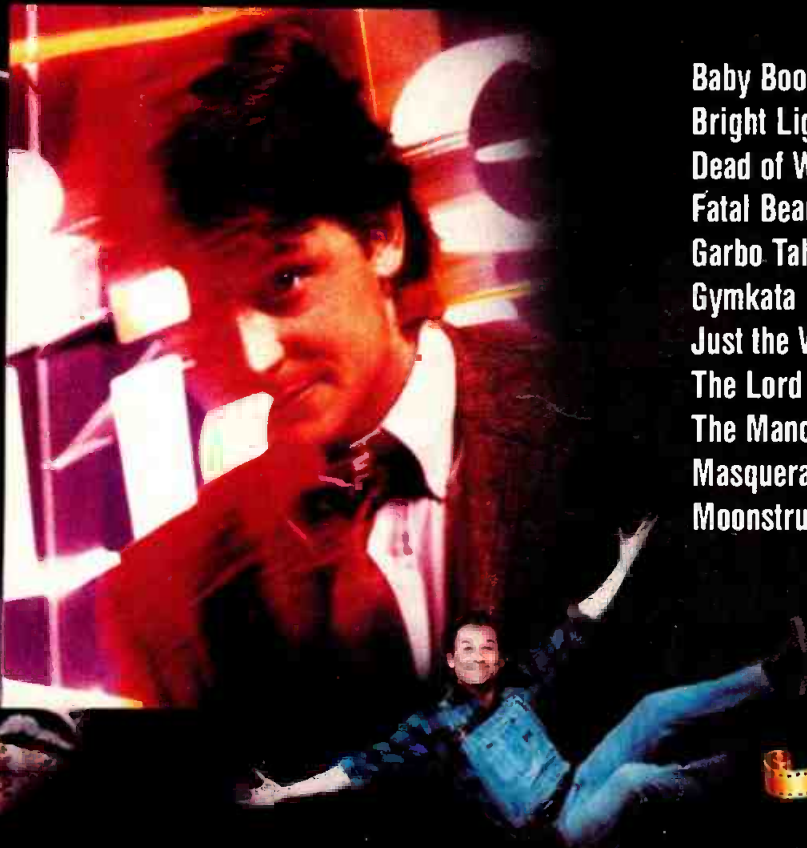
A LORIMAR TELEPICTURES COMPANY







**MGM/UA PREMIERE NETWORK III**  
**MGM/UA #4**



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

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



MGM/UA TELECOMMUNICATIONS, INC.



**“I met with Americom and really liked what I saw in their thoroughness and preparation.”**



“Noble challenged several brokerage firms to find radio stations to purchase, and Americom came back quickly with several stations that met our criteria.

In Toledo, with WMHE, they showed us a unique market and a station that dominated that market. Toledo wasn't on our list, but the station came in and made economic sense, so we paid them their \$19,000,000.

In Seattle, the trailing cash flow wasn't where we wanted it. They had just added an AM, and it looked like an excellent buy. I thank them for helping us see why. I would love to work with them again; they're real pros.”

**John T. Lynch, President/CEO**  
Noble Broadcast Group

### **What other radio station owners say about Americom:**

“I am continually impressed with the prices Americom secures for their clients. They clearly have a unique understanding of values in our business.”

**Bob Bingham, Chairman & CEO**  
Bingham Communications Group, Inc.

“Americom is a group of bright industry specialists who are extremely conscientious about the depth of their due diligence. I think that is why they get such high prices for the stations they sell.”

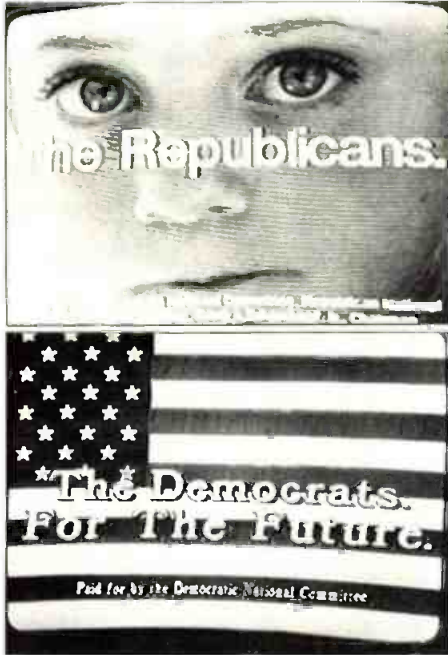
**L. Lowry Mays, President/CEO**  
Clear Channel Communications, Inc.

**Top Prices for Quality Stations**  
**Call Us**

***AMERICOM***

**Radio Station Brokerage & Financing**

**They're off...** Both Republican and Democratic presidential candidates are expected to start spending more than \$30 million that each is said to have set aside for advertising. Although most of



money is to be spent on television, radio stations hoping for more campaign dollars than they received in 1984. **PAGES 27, 29.**

**Post-must carry...** FCC survey studying impact of loss of must-carry rules on broadcasting says that 31% of TV stations said they were dropped or denied carriage on cable systems. **PAGE 30.**

**First draft...** FCC makes "rough cut" at establishing ground rules and allocating spectrum for high-definition television service. **PAGE 32.**

**38/LATE NIGHT VARIETY**

Company of *Saturday Night Live* producer Lorne Michaels will produce *Michelob Presents Sunday Night*, variety show with mostly music, some stand-up comedy.

**40/EASTERN SHOW**

Among highlights of Eastern Cable Show, beginning in Atlanta Sept. 7: telephone company entry into cable business and application of fiber optic technology.

**41/COUNTING CABLE**

For first time, cable networks get access to overnight demographic information from peoplometers. New data expected by some to boost cable advertising sales.

**42/RAISING THE ISSUE**

Warner Cable's proposal to carry Cleveland TV broadcast signal in Youngstown, substituting some spots with local avails and reimbursing Cleveland station with percentage of revenue, meets resistance.

**44/NEW NETWORK**

Group W Satellite Communications and Opryland USA Inc. plan launch of 24-hour country music network in early December called The Nashville Network Radio.

**45/MORE FOR MORE**

More people, exhibitors and hospitality suites are expected at National Association of Broadcasters' Radio '88 convention, which gets under way in Washington Sept. 14. Full agenda begins on page 46.

**50/JOA WATCH**

Detroit radio and television stations hope that would-be *Detroit News-Detroit Free Press* joint operating agreement will take effect and cause reallocation of advertising dollars.

**53/SUBJECT TO CHANGE**

Within past few months there have been changes testing network-affiliate relationship. Not all of them will necessarily weaken that bond.

**35/FORTYSOMETHING**

Fox Broadcasting Co. airs 40th



annual Emmy Awards. Although network took home no awards—ABC won most of them—it did score 29% rating increase over last year.

**64/REAGAN FANS?**

In his book, *On Bended Knee: the Press and the Reagan Presidency*, Mark Hertsgaard says Ronald Reagan has not so

much been covered as fawned over by American press.

**87/WINNING EDGE**

Post-Newsweek Stations' Bill Ryan has brought competitiveness of professional sports to his broadcasting career, making sure things are run well and he remains challenged.

**88/NUMBER CRUNCHING**

Television Bureau of Advertising says commercial broadcast TV advertising totaled \$11.8 billion in first half of 1988, increase of 7.9% over same period in 1987.

**DEPARTMENTS**

Advertisers Index .....	86
Business .....	50
Cablecastings .....	58
Changing Hands .....	61
Closed Circuit .....	9
Datebook .....	20
Editorials .....	90
Fates & Fortunes .....	83
Fifth Estater .....	87
For the Record .....	68
In Brief .....	88
In Sync .....	55
Journalism .....	64
Masthead .....	23
The Media .....	53
Monday Memo .....	24
On Radio .....	44
Open Mike .....	23
Programing .....	35
Special Report .....	40
Stock Index .....	49
Syndication Marketplace ...	36
Telecastings .....	62
Where Things Stand .....	10

*Broadcasting* (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$70, two years \$135, three years \$190. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$235 yearly for special delivery. \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$110. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm. full year \$55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

AIR UNIVERSITY LIBRARY

MAXWELL AIR FORCE BASE, ALA.  
PROPERTY U. S. AIR FORCE

# *“The Class Act of the Republican National Convention.”*

Don Fitzpatrick  
Rumorville, USA

*“It was a network-quality, first-class operation.”*

Larry Perret  
Convention Executive Producer  
Multimedia Broadcasting

*“We had the best convention coverage in our market and I attribute that in large part to the strength and support Potomac provided. We wouldn't think of doing the '92 conventions with anyone else. In fact you can sign us up right now!”*

Tom Luljack  
News Director  
WTMJ-TV, Milwaukee

*“Things couldn't have gone better. A thoroughly professional, extremely smooth operation. We couldn't be more pleased.”*

Linda Levy  
News Director  
KATC-TV, Lafayette (LA)

*“Not one technical problem all week long. [Potomac was] outstanding.”*

Lee Foley  
Executive Producer  
WEWS-TV, Cleveland

*“Potomac staff was consistently cooperative, friendly and responsive. Our complicated international feeds were handled as if they were domestic.”*

Julie Rubinstein  
Producer, TV Asahi (Japan)

Potomac Television/Communications is proud to have served 83 clients (including all of the Univision, Scripps-Howard, Multimedia, Pulitzer, Lee and LIN stations, plus Australian, Chinese and Japanese networks) at the Republican National Convention in New Orleans. The Potomac group, the largest at the convention, kept 10 satellite paths humming simultaneously. We handled 685 tape feeds and 541 live shots — including the first-ever live shot between Taiwan and the continental U.S. — without a single mishap.

We salute our outstanding staff for their efforts. And we thank each and every client for being part of the largest consortium of broadcasters ever assembled for a single news event.



**Potomac  
Television /  
Communications, Inc.**

444 North Capitol St., NW, Suite 411  
Washington, D.C. 20001 (202) 783-8000

*America's #1 Independent Television News Services Company*



## TV bound

Bell operating companies are making no secret of their desire to get into video business. Of seven BOC's, BellSouth is said to be most ambitious; if all goes as planned, company expects up to 65% of its total revenues to come from video delivery and enhanced services to home by end of century. Boston-based consultancy, The Yankee Group, has been hired by unidentified BOC to assess broadcaster and production community reaction to idea of telco entry. Group is making rounds among broadcast industry associations, networks and major group owners to gain input on proposal that would have BOC's provide gateway for broadcasters' signals (for fee) with broadcasters in turn charging viewers for premium service (high-definition television) they would offer. Telcos' aggressive campaign appears to be making broadcasters nervous and although industry has yet to take position on issue there seems to be growing skepticism in some quarters about partnership with BOC's.

## To be free or not to be

Gathering of broadcast industry leadership is scheduled this month (Sept. 29) in New York. Malrite Communications' Milton Maltz is hosting meeting of heavy hitters from networks, group owners and broadcast trade association officials as part of effort to create industry-wide campaign promoting "free-over-the-air television." Maltz introduced idea last April at National Association of Broadcasters convention in Las Vegas; he believes public should be informed about contributions broadcasting makes. Emphasis would be on differences between pay and free TV.

## Looking for trouble

Despite settlement of Charleston, W. Va., lawsuit (see page 34), state attorneys general are continuing probe into cable practices they consider anticompetitive. West Virginia Attorney General Charlie Brown had been chief organizer of five-state task force—West Virginia, Ohio, Texas, New York and Maryland—which will meet next month in Charleston, as part of National Association of Attorneys General meeting, to compare notes.

Task force is nearing completion of rate survey, which group hopes to have ready for meeting. It's also addressing such competitive issues as access to cable programing by non-cable operators, effect of cable mergers, whether franchise renewals will be competitive and further billing questions. Included in latter

category, said Brown, is look at practice of subscribers being required to pay for service even when system goes black.

## Pushing on

FCC may have given up on 9 mhz, one-channel systems for HDTV but broadcast industry's Advanced Television Test Center hasn't. Nor has it given up hope for utilizing spectrum above 1 ghz. In meeting just after FCC's issuance of spectrum and compatibility rulings last Thursday (see page 32), ATTC board voted to hold to original plans for propagation tests. Board found FCC's decision to eliminate consideration of such systems "premature" because tests have not yet been completed to prove that augmentation channel systems will work, said Peter Fannon, ATTC executive director. Propagation tests will last until spring of 1989, he estimated.

## Word to the wise

If this is your year to sell a station for less than \$10 million, FCC's Mass Media Bureau advises you move quickly to take advantage of last tax breaks before 1986 tax reform act goes into full effect. General Utilities Doctrine—under which taxes on profits from sales of corporations are paid only at individual level, not at corporate—is being phased out. This is final year in which companies selling for under \$5 million are still allowed to avoid such corporate taxes completely and for those being sold for up to \$10 million to pay only portion of taxes. Some sellers could avoid millions in taxes, but only if they close by end of year. Mass Media Bureau has promised that if transfer applications are filed by end of September, disposition of transfers will be decided by Nov. 30.

## In the wings

When ABC affiliate WPEC(TV) West Palm Beach, Fla., switches its affiliation to CBS on Jan. 1, 1989 (BROADCASTING, Aug. 15), station with inside track as next ABC affiliate there may be UHF WTVX(TV) Fort Pierce, Fla. (ch. 34), former CBS affiliate dropped to pick up VHF WPEC. Station's coverage pattern is good fit with that of ABC affiliate WPLG(TV) Miami, which makes it number-one choice in that camp. Stiffest competition, according to WTVX, is from Fox-affiliated UHF, WFLX-TV West Palm Beach, whose closer proximity to Miami could represent some coverage conflict with WPLG. Others interested in ABC affiliation are, reportedly, owners of CP for ch. 25 in market and local owners of Palm Beach LPTV.

WTVX makes its case to ABC executives

in New York on Wednesday (Sept. 7). If WFLX were to win, said WTVX source, "we would certainly apply for Fox affiliation."

## Fellow travelers

FCC Chairman Dennis Patrick and number of broadcasters are on U.S. delegation that will travel to Moscow later this month to meet with Soviet officials on ways to improve information flow between two countries. Meetings, to be held from Sept. 26 to Sept. 28, are follow-on to sessions that were held between representatives of two countries in Washington in April. Delegation includes: Norman Wain, Metroplex Communications; Norman Pattiz and Eric Weiss, both of Westwood One; William J. Reed, Public Broadcasting Service; Kenneth B. Schaffer, Orbita Technologies Co.; Paul Duke, senior correspondent, PBS's *Washington Week in Review*; Jack Valenti, president, Motion Picture Association of America, and Leonard Marks, communications attorney who has long been active in international communications affairs.

## On offensive

Viacom is, for first time, taking lead role in internationally co-produced mini-series, with plans for four-hour TV version of Dick Francis best-seller *The Danger*, set in United Kingdom and Italy. Deal is in place, but partners won't be announced until other pending co-production ventures fall into place, according to Viacom Enterprises President Arthur Kananack. Company is also looking into potential for co-produced series, with projects initiated in long-form pilots that could be sold independently if no market for series develops. Among possible series subjects: courtroom crime drama in tradition of Viacom's highly successful *Perry Mason* TV movies. Viacom's past co-production activity has been limited to fiscal participation in mini-series, including *Peter the Great*.

## Reluctant bridegrooms

Viacom and Cablevision are major holdouts on agreeing to participate and support Cable Television Laboratories Inc. But Cable Labs organizers believe it's just matter of time before two MSO's sign on as founding members; deadline for founding member status is Sept. 30. MSO's serving 26 million subscribers (60% of total) are now on board. Goal is to have MSO's serving 33 million subscribers (75% of total), which will contribute \$8 million yearly through dues assessment of two cents per subscriber per month.

# Where Things Stand

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

## AM-FM Allocations

NAB and other broadcast groups, in comments on FM translator inquiry, urged FCC to reject proposed expansion of service to allow for local origination by translators. Commission was asked to insure that rules establish translators as secondary services, to be used to fill in underserved areas of full-powered stations and not as "low-power FM" stations.

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

FCC asked for comment July 20 on two technical proposals to improve AM radio coverage through reduction of interference. Proposals were developed by National Radio Systems Committee (NRSC), joint National Association of Broadcasters-Electronic Industries Association effort. FCC is also seeking comment on proposals to allow class A stations to increase maximum power from 3 kw to 6 kw, proposed by New Jersey class A FM Broadcasters, and on counter proposal by NAB to allow 60% of class A's to double power. NAB opposes New Jersey plan because of possible interference to class B and C FM's. Commission has also proposed creating intermediate class C3 FM station class (25 kw maximum ERP, antenna height 100 meters) for most of U.S.

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.

Rationale is that C-Quam is already close to being de facto standard because 100% of receivers can receive it and majority of AM

<b>AM-FM Allocations</b>	<b>10</b>
<b>AM Stereo</b>	<b>10</b>
<b>Antitrafficking</b>	<b>10</b>
<b>By the Numbers</b>	<b>12</b>
<b>Cable Regulation</b>	<b>10</b>
<b>Compulsory License</b>	<b>10</b>
<b>Crossownership</b>	<b>12</b>
<b>Direct Broadcast Satellites</b>	<b>12</b>
<b>Equal Employment Opportunity</b>	<b>14</b>
<b>High Definition Television</b>	<b>14</b>
<b>Indecency</b>	<b>14</b>
<b>Land-Mobile</b>	<b>14</b>
<b>Low-Power TV</b>	<b>14</b>
<b>Mergers</b>	<b>14</b>
<b>Must Carry</b>	<b>16</b>
<b>Public Broadcasting</b>	<b>18</b>
<b>Scrambling</b>	<b>18</b>
<b>Wireless Cable</b>	<b>18</b>

stereo stations transmit it.

## Antitrafficking

Office of Communication of United Church of Christ and Action for Children's Television in August 1986 petitioned FCC to institute rulemaking aimed at restoring version of antitrafficking rule commission had repealed in 1982. Commission staff denied petition, and petitioners appealed to commission. With commission having failed to act on their appeal, petitioners two weeks ago asked U.S. Court of Appeals in Washington for writ of mandamus, which would compel commission action.

Broadcasters last year turned back congressional efforts to crack down on perceived trafficking. Industry gained enough support to sink proposal of Senator Ernest Hollings (D-S.C.) to impose 4% transfer fee on broadcast licenses transferred within three years of last sale. But Hollings has revived transfer fee idea, which was subject of Senate Commerce Committee hearing in April.

## Cable Regulation

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

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

Second House Telecommunications Subcommittee cable oversight hearing May 11

served as forum for discussing cable's growing market power. Cable industry has been under increased congressional scrutiny. At first hearing, in March, Subcommittee Chairman Ed Markey (D-Mass.) announced he was asking Government Accounting Office to study cable rate increases. Third oversight hearing is not expected to occur until next year.

Allegations that cable industry has been anticompetitive were subject of March hearing by Senator Howard Metzenbaum (D-Ohio), chairman of Senate Antitrust Subcommittee. Metzenbaum warned industry that unless situation changes he may offer legislation to curb what he sees as cable's growing anticompetitive behavior. But before making move, Metzenbaum queried cable competitors on issue of whether cable operators are impeding their access to cable programming. Results of inquiry will be issued in September.

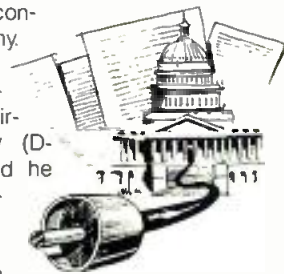
FCC has adopted new rules that more narrowly define television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that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

It has been mixed bag for cable in other regulatory areas. While courts have struck down must-carry rules requiring systems to carry local television signals (see below), FCC has resurrected syndicated exclusivity rules, which would force systems to delete programs carried by imported distant signals that duplicate programs on local stations (see below).

## Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in late summer or early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged that abolishing it for carriage of local stations would create some practical problems.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there, but time is running out and issue is not likely to be resolved until next session of Congress. 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





# Who cares? KHJ-TV cares.



Assisting families in crisis, sponsoring a child in daycare, finding transportation to a healthcare facility, and spending time with a handicapped person. What TV station does this? KHJ-TV does.

With the combined effort of the KHJ-TV News Department, Public Affairs Department, and the "Mid-Morning Los Angeles" show, we

broadcast the needs of charitable organizations and show viewers how they can contribute. And we do this several times a day, all week long, week after week.

So, why does KHJ-TV do all this? Simple. We want to get people excited about helping others.

**RKO TELEVISION**  
A Division of RKO General Inc.  
A GenCorp COMPANY

**KHJ-TV**  
LOS ANGELES

REPRESENTED BY  
BLAIR TELEVISION





# 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 <sup>1</sup>	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS <sup>2</sup>	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 <sup>3</sup> & intercity relay	2,836	166	3,002

C A B L E †	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

\* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. <sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link.

Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

## Crossownership

**Telco-cable**—FCC has tentatively concluded it should recommend Congress lift cross-ownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its July 20 meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Adminis-

tration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programming in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, though not programming of their own, in NTIA's view. At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T is seen as barrier to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

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

**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 action on rules unlikely at this time.

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

**Network-cable**—See Network Rules.

## Direct Broadcast Satellites

■ April 8 round of applications at FCC brings current total to eight U.S. firms holding or seeking DBS construction permits—four new applicants, three requests for construction permit modifications and one request for four-year extension. But Hughes Communications, as major established fixed-service satellite operator and DBS CP holder, is likely best qualified to launch and operate first U.S. high-power, direct-to-home delivery of entertainment programming. Combination of Hughes's solid relations with major cable programmers and high power of its proposed 200-watt bird give it major advantage over new entrepreneurs. DBS's high-power signals allow delivery to very small, affordable earth stations, promising consumer market much larger than current two million backyard dish market. Already dominant mode of program distribution in Japan and moving fast in Europe, DBS will definitely become reality in U.S. in 1990's, Hughes has said. DBS plan will go to parent, General Motors, for go-ahead by end of year.

Next most viable competitor in race to provide first DBS service here may be GE Americom, also with long record of serving cable programmers. With 60-watt Ku-band birds, Satcom K-1 and K-2, already in orbit in fixed satellite service arc, GE is trying to bring together "business system," including programmers and cable operators, to launch Satcom K-3 and K-4, to provide service to both cable industry and home dish owners, with cable likely retailers (BROADCASTING, July 18).

Hughes says such service would only be "interim" step toward its 200-watt service. However, programmers could begin GE's DBS business immediately, at first on K-1 or K-2 and eventually migrating to K-3, instead of waiting for Hughes to launch its DBS bird in 1992.

One applicant, Advanced Communications, and interested party, Washington-based Wireless Cable Association, filed petitions June 17 to deny construction permit to an-



# C-QUAM<sup>®</sup> AM Stereo . . . setting the whole standard and nothing but the standard.

You be the judge. Here's proof that C-QUAM AM Stereo is "Setting the Industry Standard" with more.

■ **MORE STATIONS.** . . Almost 700 C-QUAM stations worldwide! Nearly 10 times more than any other AM Stereo system -- and growing!

■ **MORE RECEIVERS.** . . Over 15 Million C-QUAM IC's shipped to date! And C-QUAM is already in more than 65 models marketed by over 30 manufacturers.

■ **MORE IC's and NEW FEATURES.** . . Automatic band width control, notch filtering, low or medium voltage operation. Plus, a whole C-QUAM family of IC's to offer enhanced AM Stereo performance!

■ **MORE COUNTRIES.** . . 4 Nations already have named C-QUAM their official AM Stereo standard; many more are currently testing.

■ **MOTOROLA COMMITMENT.** . . From studio to listener, we're totally committed to AM Stereo -- IC technology, broadcast equipment, receiver design, international seminars, technical/marketing support.

Your verdict? Right. . . even blindfolded. C-QUAM is Setting the AM Stereo Standard. So put the Standard to work at your station. Call Steve Kravitz (collect) on the Motorola C-QUAM Hotline 312/576-0554.



Model 1400 Exciter

Model 1410 Monitor

Visit Motorola Booths #212-216  
at Radio '88 in Washington D.C.



**MOTOROLA**  
C-QUAM<sup>®</sup> SETTING THE INDUSTRY STANDARD



other applicant, Tempo Satellite. Petitions argued that Tempo's parent company, Tele-Communications Inc., has "monopoly power" and that "horizontal concentration of ownership within cable" means firms like TCI "can use their leverage over cable program suppliers to impede development of competitive technologies." TCI backing of Tempo DBS venture may indicate that cable operator resistance to a distribution form that threatens to bypass cable may be passing. Dominion Video, granted 1986 construction permit for 16 DBS channels, announced finalizing deal to purchase one, possibly two, birds from GE Astro-Space, proposing to launch one by spring 1989.

### Equal Employment Opportunity

FCC's enforcement of broadcast equal employment opportunity rules and reporting requirements along with agency's implementation of EEO section of Cable Act were subjects of House Telecommunications Subcommittee hearing in May (BROADCASTING, May 23). FCC's decision not to launch formal investigation of Mass Media Bureau's EEO branch in wake of allegations leveled by branch employees of lax enforcement of cable EEO rules, mismanagement and unfair hiring and promotion practices was called "sham and mockery," in letter from National Treasury Employees Union on behalf of branch employees.

FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers. Stations with five or more employees are required to file detailed reports. Under broadcast license renewal legislation offered last year by Congressman Al Swift (D-Wash.), cable EEO rules based on Cable Communications Act of 1984 would also apply to broadcasting.

### High-Definition TV

■ Special FCC meeting to consider possible actions following release of first interim report by ATS committee, including second inquiry and rulemaking, was to be held last Thursday (See "Top of the Week"). Report concludes that full HDTV broadcasting standard should be commission goal, either at once or through evolutionary EDTV system as first step.

Second congressional hearing of summer on HDTV by Telecommunications Subcommittee will be held this Wednesday (Sept. 7). Subcommittee is also sponsoring HDTV equipment demonstration on Capitol Hill Sept. 8-9.

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

Peter Fannon, former president of National Association of Public Television Stations, has

been named executive director of Advanced Television Test Center (ATTC), project co-sponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations. He joins Charles Rhodes of Philips Labs who was named chief scientist of center last June. After suitable site for ATTC's headquarters is found, center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's ATS committee to test HDTV and ATV systems. Funding for center's first two years will come from \$700,000 donations each from NAB, NBC, CBS and ABC and from fund-raising drives by other partners.

Cable industry is still considering participation in ATTC, but operators may put any dollars available for study or testing of HDTV into Cable Television Laboratories Inc. (Cable Labs), newly created research and development consortium of major cable operators. Cable Labs is expected to start up later this year with annual operating budget of \$7.5 million. Richard Green, senior vice president, engineering, Public Broadcasting Service, will take over as executive director of Cable Labs next fall.

### Indecency

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

Court decision was seen as setback for Senator Jesse Helms (R-N.C.) and his effort to require FCC to enforce its indecency policy around clock. Senate passed amendment to appropriations bill to that effect, but it must be accepted by House, whose version of appropriations bill does not contain similar provision. House-Senate conferees will take up matter in September when Congress returns from recess.

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

Other than kzkc-tv case, only other indecency-related action FCC has taken since adoption of new policy is dismissal in April of indecency complaints against two television stations and three radio stations.

### Land-Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land-mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June by FCC's advisory committee on advanced television service advised commission that more time will be needed to perform ATV system tests before spectrum needs can be determined.

NAB sent comments opposing FCC proposal of minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. NAB also opposed proposal that station may try to negotiate settlement with mobile radio operator if new station cannot meet spacing requirements. LMCC agreed with mileage separations on condition that spacings be increased substantially from 10-25 miles proposed by FCC. It also agreed with private agreement provision.

### Low-Power TV

FCC's nine-day "window" for LPTV applications closed June 24, but not before nearly 1,000 were received. Initial processing is expected to be completed by end of September.

It was second such filing window for LPTV in as many years. Window in June 1987 attracted 1,600 applications. FCC granted permits to bulk of them and is now conducting series of lotteries to select tentative permittees for mutually exclusive ones. FCC will follow same process with latest batch.

### Mergers

■ Malrite Communications Group announced Aug. 15 that it had received a buyout offer from management group led by chairman and majority stockholder, Milton Maltz. Offer was \$10.25 per share in cash for approximately 13.7 million shares of common and class A stock. Malrite, operator of 11 radio and six television stations, announced Aug. 30 that shareholder group had filed lawsuit seeking to block buyout and asking for damages. Kidder, Peabody & Co. has been retained as financial adviser for special independent committee considering buyout plan. ¶ Rogers Communications Inc. announced Aug. 9 that it had agreed to sell its U.S. subsidiary, RCA Cable-systems Holding Co., to KBL Cable Inc., a newly formed subsidiary of Houston-based utility, Houston Industries Inc. Price was \$1.265 billion for the systems serving roughly 500,000 subscribers in San Antonio; Minneapolis; Portland, Ore., and Orange County, Calif. Houston Industries board unanimously approved purchase Aug. 16. Definitive agreement is subject to transfer approvals at municipal levels, plus FCC approval and Hart-Scott-Rodino requirements. Deal would close around December, at earliest. ¶ Definitive agreement has been signed to sell Metropolitan Broadcasting to Robert F.X. Sillerman. Announcement on June 29 indicated which





HILLIER, NEWMARK, WECHSLER & HOWARD

TO: Chuck Hillier  
FROM: HNWH

Dear Chuck:

Congratulations on your new position as Vice President and General Manager of WKQX-FM, Chicago, an Emmis Broadcasting station.

We salute you as a founding partner of HNWH, and for the seven years of commitment you gave to building us into one of the industry's most important rep firms.

As you face your next challenge, we wish you the same success you helped bring to us. You're leaving us in many good hands.

*Your friends at HNWH*

groups affiliated with Sillerman will end up with stations. Plans call for Metropolitan president and chief executive officer, Carl Brazell Jr., to form new company, Command Communications, to purchase KJOL(FM) Los Angeles; KHOW(AM)-KSY(AM) Denver; KRLD(AM) Dallas, and Texas State Networks for \$145 million. Financing for Command is being sought through Merrill Lynch, replacing previously designated investment banker, L.F. Rothschild. Financing will include non-voting equity interest to be held by Sillerman, who will also co-own WNEW(AM) New York, in conjunction with Westwood One. Remainder of Metropolitan stations, WNEW-FM New York; WMMR(FM) Philadelphia, and KTWV(FM) Los Angeles, will be co-owned by Sillerman and group owner, Legacy Broadcasting, in which he is shareholder. Application for transfer of licenses to Command was filed at FCC in early August. Deals expected to close in November. ¶ Cablevision Industries signed definitive agreement July 18 (agreement in principle was announced May 23) to acquire most of systems comprising Wometco Cable Co. for roughly \$725 million. Cablevision will assume more than \$700 million in Wometco's debt and preferred stock obligations, and issue stock for difference. Seller, Robert M. Bass Group, will 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. Seller's bondholders have to give consent, with closing of deal expected by December. ¶ Warner Communications Inc. has definitive agreement to acquire Lorimar

Teletickets 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 percent of newly issued Lorimar stock at \$15 per share. Merger is still subject to approval by Lorimar shareholders, two of whom filed suit charging that directors failed to consider other offers and obtain best price for shares. Chris-Craft Industries has also filed lawsuit claiming that Warner's acquisition of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft, group owner, became Warner's largest shareholder. Warner issued statement saying that it complied with shareholder agreement by seeking to place stations in irrevocable trust, instructing trustee to sell stations. Lorimar, which already completed sale of three of its six stations, announced agreement in principle to sell fourth on August 26. Since definitive merger agreement was signed May 17, Lorimar has disbanded its domestic distribution operation for theatrical films, which will henceforth be distributed by Warner to pay cable and theatrical outlets. Warner has also taken over distribution of Lorimar home video library. Lorimar shareholders meeting to approve merger is set for October 3. Proxy was scheduled to go out to shareholders on Friday, September 2. ¶ MSOs United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8 to merge into new com-

pany. United Artists Entertainment Co. (UAE). UACI stockholders would exchange shares one-for-one for shares of UAE. UCT stockholders have option to receive either \$35 cash or one share of UAE with right to put that stock to Tele-Communications Inc., "...at 90% of its then value determined on a going concern basis or liquidation basis, whichever would yield the greater value." Agreement ended TCI's standstill agreement with UCT and allowed TCI to expand UCT ownership beyond 23% stake in March to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own a majority of newly-formed UAE. Proxy is under review at the SEC, and is expected to go out to shareholders in mid-September. ¶ On April 23, joint venture of Tele-Communications (TCI) and Comcast agreed to purchase SCI Holdings, fourth largest MSO serving 1,480,000 subscribers. Plan was amended in July with Comcast purchasing 50%; TCI purchasing 35%, and TKR Cable, 50/50 MSO venture of TCI and Knight-Ridder, purchasing remaining 15%. Consideration includes assumption of debt, expected to be \$2 billion at time of closing. SCI stock and warrants will be purchased from KKR for \$1.55 billion, subject to adjustment, with buyers obtaining access to \$800 million in SCI cash and marketable securities, plus ability to draw on \$500 million bank revolving credit. Seller Kohlberg Kravis Roberts & Co. is keeping SCI's broadcast television interests. On July 26, SCI received comments of Securities Exchange Commission on consent solicitation of SCI debt holders. Hart-Scott-Rodino review period has expired and transaction is expected to close in early fall. Company has already received franchise approval on transfers involving "substantial" number of SCI subscribers.

## UNSTABLE MARKET? INVEST IN GOLD!

# Classic GOLD

From  
**Media  
General**   
**Broadcast Services, Inc.**

**Classic Gold is a solid format... the best hits from the 60's and 70's. Dayparting is easy with our special accent categories. Your audience knows the value of gold, so invest now.**

**Call John Geedy**  
**1-800-527-2514**  
(In TN & Outside USA: 901-320-4340)

**See us at Radio '88 Booth 818  
& J.W. Marriott Suite 746**

### Must Carry

■ Fate of must carry is now in hands of Congress. Congressional leaders say they are committed to reinstating some form of must-carry rules, but not until issue of fairness doctrine is resolved. Last month, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) reiterated his support for must carry (BROADCASTING, Aug. 29). Decision by Cablevision Systems to market its pay services on stand-alone basis, without basic cable, drew sharp response from Dingell, who warned that when "Congress reimposes must carry," Cablevision proposal "won't survive."

Supreme Court in May rejected petition that it review decision of U.S. Court of Appeals declaring commission's second version of rules unconstitutional. FCC, responding to congressional pressure, is collecting information Congress has requested in connection with must-carry issue. It has queried systems and broadcasters on effect elimination of must-carry rules has had on broadcasters. Results were due last week (see "Top of the Week"). Last February, National Association of Broadcasters television board directed NAB staff to seek all avenues to restore must carry. To support argument, it surveyed broadcasters and found, of 259 responding, around 50 that are not being carried on at least one cable system that would have had to carry them under must-carry rules. National Cable Television Association is also conducting sur-



# Orban Stereo Television.

## Experience and Support.

## Outstanding Performance.

## Reasonable Price. Fast Delivery.

**Orban's experience** — more stations are on the air in stereo with Orban TV Stereo Generators than all other makes combined!

**The Orban 8185A second-generation TV Stereo Generator** has *performance* specs and features that meet or exceed those of every other generator on the market in *all* significant parameters.

And *installation and setup* can't be easier — typical setup time is less than one hour! You'll need your RF Spectrum Analyzer, composite demod, audio oscillator, and oscilloscope. Nothing else.

**The Orban 8182A OPTIMOD-TV® Audio Processor** — the standard of the industry for both stereo and mono. It's used by more than 80% of the stereo TV stations because it sounds better than other choices — even where another make of stereo generator is installed.

OPTIMOD-TV provides complete audio processing to give your station a natural and pleasant sound that is easy to listen to. And users tell us that our Automatic Loudness Controller eliminates viewer complaints of excessively loud commercials.

**The Orban 275A Automatic Stereo Synthesizer** makes your station "all stereo" when desired. Its remote control interface permits you to easily and automatically put the 275A into "bypass mode" for stereo program feeds. For operational convenience, the 275A's automatic

recognition circuit will direct the unit to synthesize mono audio and to pass stereo through unchanged. And the Auto Polarity Corrector will ensure that you'll never transmit out-of-phase stereo audio to your mono receivers.

**Ready to deliver.** We're ready when you are. Tell us your date. We'll meet it. We have units ready to deliver almost anytime.

**A word about transmitter interfacing.** In the early days of TV stereo, there was much concern about transmitter plants needing complex modification to adequately pass stereo.

Experience has proven otherwise. Most exciters can be easily modified to accept a composite input. With no further modifications, the resulting transmission usually meets BTSC stereo specifications. (You may need a more careful evaluation if you need SAP and/or PRO.) Further improvements can be implemented as time and budget permit.

**Call us for brochures; ask questions** — about TV Stereo or the Orban Stereo Television System, or to find out which Orban TV Broadcast Representative serves you.

**Use our toll-free number: (800) 227-4498** (except Canada, CA, AK, HI).

**orban**

Orban Associates Inc.

645 Bryant Street, San Francisco, CA 94107 USA

Telex 17-1480 FAX (415) 957-1070

Telephone (415) 957-1067 or (800) 227-4498

© OPTIMOD-TV is a registered trademark of Orban Associates Inc.

**North American Representatives:** CT, MA, ME, NH, NJ, NY, RI, VT: **DLE (508) 947-6801**; DC, DE, MD, Eastern PA: **Bradley Broadcast Sales (301) 948-0650**; NC, SC, VA, WV: **EME/Broadcast Services (919) 869-3335**; Southern MI, OH, Western PA: **Hy James (313) 471-0027**; IL, IN, MO: **International Broadcast Co. (314) 334-9443**; KS: **Midwest Communications Corp. (913) 469-6810**; KY, MS, TN, AR, LA: **Orban (800) 227-4498**; AL, FL, GA: **Midwest Communications Corp. (305) 592-5355**; IA, Northern MI, MN, NE, ND, SD, WI: **Todd Communications (612) 941-0556**; AZ, CO, NM, OK, TX, UT: **Dyma Engineering (800) 222-3962**; Southern CA, Southern NV: **Com Logic (818) 991-7506**; Northern CA, Northern NV: **Orban (415) 957-1067**; AK, HI, ID, MT, OR, WA, WY: **NORCOM (503) 632-7488**; Canada: **M.S.C. Electronics Ltd., Ontario & Atlantic (416) 731-9500, Quebec (514) 387-7348, Western (204) 885-5471.**



way, but results are not expected until early fall.

## Public Broadcasting

■ Senate 1991-1993 CPB reauthorization bill, S. 2114, and companion House bill, H. 4118, both of which passed through committee in late July, had still not come to floor votes before August congressional recess. However, even without authorization, 1991 appropriation of \$242,060,000 to CPB, with additional \$56,810,000 earmarked for replacement of satellite interconnection system, has passed through Senate-House conference. Some sources involved in three Commerce Committee hearings held during this session of Congress expect 1991 appropriation to reach floor of both houses before next recess, scheduled for Oct. 5.

But because of differences between Senate and House versions of three-year reauthorization, same sources predict that bill may not go to vote this year. Senate version would codify division of federal money between CPB and public stations, including shifting 80% of CPB national Program Fund dollars to public TV stations. Bill would also cap CPB administrative expenses at 4% of previous year's budget; cap CPB system support budget at 6% of current budget; limit CPB funding of any program to four years maximum, and require that CPB-funded programs meet criteria related to underserved audiences and innovation. System support cap would begin in FY 1989; all other measures would go into effect in FY 1990. August Senate Commerce Committee report on S. 2114, explaining proposed shift of national programming power to stations, pointed to "principle of localism" and history of political influence at CPB.

House version of reauthorization, which does not address CPB-station allocation percentages, contains language creating new program fund specifically to support independent productions and to "expand diversity and innovativeness of programming." Other House amendment would direct CPB to appoint separate overall programming review board to report to Congress annually "in respect to serving the needs of minority and diverse audiences."

Each bill authorizes CPB \$304 million in 1991, \$345 million in 1992, \$404 million in 1993 and \$200 million over those three years for replacement of satellite interconnection system, due to expire in 1991. The bills also agree on funding figures for Public Telecommunications Facilities Program (PTFP), administered by NTIA, of \$36 million in 1991, \$39 million in 1992 and \$42 million in 1993. Administration has recommended freeze of CPB funding at 1988 level (\$214 million), declining to address either satellite replacement or PTFP.

CPB has called Senate amendments "at-tack" on its mandate and charged that, with all national programming in station hands, several established series may go on "endangered species list." In support of amendments, PBS and National Association of Public Television Stations have argued that stations already fund national schedule through Station Program Cooperative (SPC) and other mecha-

nisms. NAPTS, with station, producer, PBS and CPB participation, has formed task force to assess efficiency of those mechanisms. And during July Program Meeting (formerly Program Fair) in San Francisco, PBS presented ideas to expedite SPC, in part by gaining authority to negotiate with producers, and called for reinstatement of some prime time schedule common carriage to aid in promotion.

"Unbundled" performance and news packages of NPR programming will be offered for first time Oct. 1. Board also adopted 1989 capital budget of one million dollars and announced a distribution fee reduction of more than 20%. NPR last month launched *Latin File*, 14-minute, daily Hispanic news service in English. Spanish-language service is in works.

## Scrambling

Due to developments on Capitol Hill and in marketplace (BROADCASTING, July 4), prospects for passage (in House and Senate) of legislation regulating home satellite industry are considered dim. For starters, House bill (H.R.1885) passed Telecommunications Subcommittee by narrow vote, 13-11, indicating that action in parent Energy and Commerce Committee might not be forthcoming. Moreover, momentum behind measure is believed to have slowed because of announcement that National Rural Telecommunications Cooperative (noncable distributor serving dish owners) had closed deals with five leading cable programmers, move many observers feel will persuade lawmakers that congressional intervention is unnecessary. Moreover, NRTC, which is one of legislation's chief proponents, says it is no longer going to push for Hill action.

Despite NRTC deals, Senator Al Gore (D-Tenn.) believes there is still need for legislative action and is poised to move his satellite measure when Congress returns this month. (Gore was hoping to act before August recess but failed to find appropriate vehicle on which to attach his bill as rider.) Gore must offer measure as rider to another bill because of problems he encountered trying to gain time agreement to bring up legislation. Both House and Senate bills would mandate that cable programmers permit any qualified third party to distribute their services to backyard dish (TVRO) owners. Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) is legislation's chief opponent.

On other front, House Judiciary Committee approved legislation (H.R. 2848) to permit satellite distribution of broadcast signals—superstations—to backyard dish owners (BROADCASTING, August 8). House Energy and Commerce Committee Chairman John Dingell (D-Mich.) plans to request referral of bill, which will slow down legislative process at time when Congress hopes to adjourn Oct. 8.

## Syndex

FCC now has before it stack of petitions to reconsider, in whole or part, new syndicated

exclusivity rules it adopted at May 18 meeting. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals. Broadcasters led by National Association of Broadcasters and Association of Independent Television Station still strongly support rules, but they asked for refinements that would make it easier for broadcasters to enforce exclusivity.

Cable interests, on other hand, still strongly oppose rules. If FCC is determined to keep rules, they said, it should make them less burdensome on cable operators. For example, National Cable Television Association said rules said "transition period" before rules take effect should be at least two years instead of current one. Group of cable operators led by law firm of Cole, Raywid & Braverman said transition period should be three years.

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

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

The FCC acknowledged that cable systems would suffer increased costs from having to delete and, if they wish, substitute programming, but said benefits outweigh costs. Rules would not apply to systems with 1,000 or fewer subscribers. Also, exclusivity in existing contracts may not be immediately enforceable.

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

Cable, on other hand, was not pleased. United Video, common carrier for superstations WGN-TV Chicago, WPIX-TV New York and KTVT-TV Dallas, and Century Communications have already notified U.S. Court of Appeals of their intention to challenge rules in court.

## Wireless Cable

Having completed financing, Microband Companies Inc., New York, has begun marketing wireless cable service in Washington. In addition to off-air signals from Washington and Baltimore, service features 10 cable programming services, including Home Box Office. With some cooperation from FCC, Microband hopes to increase number of cable services to 21 by end of year.

Wireless cable, which uses mix of ITFS and MDS channels to broadcast multiple cable programming services to subscribers, is now available in several other large markets. Microband operates systems in New York and Detroit.

Wireless Cable Association, trade association representing wireless cable operators, has elected Robert Schmidt president. Schmidt is former president of National Cable Television Association.

# WE'RE MAKING NEWS.

*On September 1st, Spanish-language TV changed forever. Galavision presents ECO: the first news and information channel—all in Spanish, all the time.*

*Via satellite, the most renowned Spanish-language journalists report on ECO—on the hour, every hour. With seven U.S. bureaus and others around the world, ECO will be where the news happens.*

*But ECO is more than just news. It brings viewers the latest in the world of entertainment, sports, finance, science: the world itself.*

*Nationally distributed through the Galavision network, ECO airs on 300 cable systems reaching a million Hispanic homes—cable TV homes with a higher disposable income.*

*Direct your media dollar to the targeted cable buy: ECO, only on Galavision.*

***Galavisión***

9200 SUNSET BOULEVARD, SUITE 820,  
LOS ANGELES, CA 90069 (213) 859-1882

767 FIFTH AVENUE, SUITE 1200  
NEW YORK, NY 10153 (212) 826-5400



■ indicates new listing

## This week

**Sept. 5-7**—*Satellite Broadcasting and Communication Association* trade show. Opryland hotel, Nashville. Information: (703) 549-6990.

**Sept. 6**—*Women in Cable, New York chapter*, meeting, "An Evening with Dr. Ruth Westheimer." Viacom Conference Center, New York. Information: Beth Araton, (212) 661-6040.

**Sept. 6-9**—Fourth *Pacific International Media Market*, film and television market. Old Sydney Parkroyal hotel, Sydney, Australia. Information: (03) 500-9311.

**Sept. 6-10**—*National Association of Broadcasters* annual "Hundred Plus Exchange," for small market broadcasters. Dalias-Fort Worth Hyatt Regency Airport hotel. Information: Charles Sherman, NAB, (202) 429-5300.

**Sept. 7**—*New York Television Academy* luncheon. Speaker: Pat Fill, senior vice president, programming and production, Lifetime Television. Copacabana, New York.

**Sept. 7**—*Association of Maximum Service Telecasters* second conference on high-definition television. Four Seasons hotel, Washington. Information: (202) 457-0980.

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

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

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

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

**Sept. 8**—Presentation of news and documentary programming Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Waldorf-Astoria, New York. Information: (212) 586-8424.

■ **Sept. 8**—"Sex on the Air," panel sponsored by *International Radio and Television Society*. Moderator: Dr. Ruth Westheimer. Panelists: Mary Alice Dwyer-Dobbin, ABC-TV; Don Falk, Schmid Laboratories; Renee Presser, CBS-TV, and Colette Connor. Exxtasy, Tuxedo and Stardust Theater, cable services. NBC, New York. Information: (212) 867-6650.

**Sept. 8-10**—*National Association of Broadcasters* TV 100-plus exchange. Hyatt Regency Airport hotel, Dallas. Information: Carolyn Wilkins, (202) 429-5366.

**Sept. 9**—"HDTV and the business of television in the 1990's," seminar sponsored by law firm of *Davis, Graham & Stubbs*, Washington. Information: Mary Meiburger, (202) 822-8660.

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

**Sept. 9-11**—*Radio Advertising Bureau* radio sales university. Boston. Information: (212) 254-4800.

**Sept. 9-11**—*Massachusetts Broadcasters Association* annual convention. Ocean Edge conference center, Brewster, Mass. Information: Robert Mehrman, (617) 439-7636.

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

■ **Sept. 10-11**—"Media and Women in a North-South Perspective," international conference sponsored by *Friedrich-Ebert-Stiftung*, German political foundation. Westin hotel, Washington. Information: (202) 347-5570.

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

## Also in September

**Sept. 12-15**—Nebraska Videodisk Symposium, sponsored by *Videodisk Design/Production Group of KUON-TV/University of Nebraska-Lincoln*. UN-Lincoln. Information: (402) 472-3611.

**Sept. 12-16**—*International Institute of Communications* 19th annual conference. Washington. Information: (202) 775-3199.

**Sept. 13**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hyatt Regency O'Hare, Chicago.

**Sept. 13**—Advanced media seminar, sponsored by *American Association of Advertising Agencies*. Fairmont hotel, Chicago. Information: (212) 682-2500.

**Sept. 13-16**—*International Institute of Communications* 19th annual conference. Westin hotel, Washington. Information: Eduardo Berlin, (212) 559-3419.

**Sept. 14**—*New York Television Academy* luncheon. Speaker: Ruth Olte, president-chief operating officer,

## Major Meetings

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

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

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

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

**Oct. 4-6**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000. Future meeting: Oct. 3-5, 1989, Atlantic City.

**Oct. 11-16**—*National Black Media Coalition* 15th anniversary conference. Adam's Mark hotel, Houston. Information: (202) 387-8155.

**Oct. 14-18**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600. Future meeting: Oct. 12-16, 1989, Cannes.

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

**Oct. 17-19**—*Television Bureau of Advertising* annual meeting. Bally's, Las Vegas. Future meeting: Nov. 13-15, 1989, Century Plaza, Los Angeles.

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

**Nov. 30-Dec. 3**—*Radio-Television News Directors Association* annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510. Future meeting: Sept. 13-16, 1989, Kansas City, Mo.

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

**Jan. 4-8, 1989**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future meeting: Jan. 3-6, 1990 (tentative).

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

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

**Feb. 2-4, 1989**—*Radio Advertising Bureau's* Managing Sales Conference. Loews Anatole, Dallas.

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

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

**March 1-4, 1989**—20th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4488.

**April 9-12, 1989**—*Broadcast Financial Management Association* 29th annual meeting. Loews An-

atole, 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 25-May 2, 1989**—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

**May 11-15, 1989**—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York.

**May 17-20, 1989**—*American Association of Advertising Agencies* 71st annual convention. White Sulphur Springs, W. Va.

**May 17-21, 1989**—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

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

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

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

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

**Television South plc**

has acquired the stock of

**MTM Entertainment, Inc.**

The combined corporation will be known as

**TVS Entertainment plc**

We acted as financial advisor  
in the United States to Television South plc  
in this transaction.

**Merrill Lynch Capital Markets**

A Company formed by Marvin Josephson and members  
of senior management of Josephson International Inc.  
and its wholly-owned subsidiaries International  
Creative Management, Inc. and ICM Artists, Ltd.

has acquired

**Josephson International Inc.**

We acted as financial  
advisor to Marvin Josephson and the acquiring  
Company in this transaction.

**Merrill Lynch Capital Markets**

**Bozell Inc.**

A corporation formed by management  
has acquired

**Bozell, Jacobs, Kenyon & Eckhardt, Inc.**

and

**Poppe Tyson, Inc.**

from

**Lorimar Telepictures Corporation**

We acted as financial advisor to Bozell Inc.  
in this transaction, assisted in the negotiations  
and arranged the financing.

**Merrill Lynch Capital Markets**

**The Rank Organisation Plc**

has acquired

**BHCP Video**

from

**Bell & Howell Company**

**Columbia Pictures Entertainment Inc.**

and

**Gulf+Western Inc.**

We were pleased to assist  
The Rank Organisation Plc  
in this transaction.

**Merrill Lynch Capital Markets**

**McGraw-Hill, Inc.**

has sold its 49% interest in

**Nikkei-McGraw-Hill, Inc.**

to

**Nihon Keizai Shimbun, Inc.**

We acted as financial advisor  
to McGraw-Hill, Inc.  
in this transaction.

**Merrill Lynch Capital Markets**

**Adler & Shaykin**

through a newly formed corporation  
has acquired

**Wherehouse Entertainment, Inc.**

We acted as financial advisor to Adler & Shaykin  
in this transaction, served as Dealer Manager for the tender offer  
and assisted in the negotiations.

**Merrill Lynch Capital Markets**



**Merrill Lynch**



The Discovery Channel. Copacabana, New York.

■ **Sept. 14**—*American Women in Radio and Television, Florida Hurricane chapter*, fall television programming panel. Hyatt Regency Westshore, Tampa, Fla.

**Sept. 14-16**—*National Association of Black Owned Broadcasters* fall broadcast management conference. Ramada Renaissance hotel, Washington. Information: (202) 463-8970.

**Sept. 14-16**—Promotion strategy seminar, sponsored by *Association of National Advertisers*. Golden Tulip Barbizon hotel, New York. Information: (212) 697-5950.

**Sept. 14-17**—Radio '88, sponsored by *National Association of Broadcasters*. Convention Center, Washington.

**Sept. 15**—Sixth annual Everett C. Parker Ethics In Telecommunications lecture. Speaker: Mary Alice Williams, VP, CNN. Interchurch Center, New York.

**Sept. 15**—*Philadelphia Advertising Club* meeting. Speaker: Sally Jessy Raphael, ABC-TV talk show host. Franklin Plaza hotel, Philadelphia. Information: (609) 234-7930.

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

**Sept. 15**—*Women in Cable, Chicago area chapter*, meeting, "The Changing Broadcast World." Lawry's restaurant, Chicago. Information: Jeanne Brady, (312) 635-5574.

■ **Sept. 15**—*Washington Metropolitan Cable Club* luncheon. Speaker: Harold Vogel, Merrill Lynch Capital Markets. Washington Marriott, Washington. Information: (202) 775-3550.

**Sept. 16**—*Society of Broadcast Engineers, Central New York chapter*, 16th annual regional convention. Sheraton Convention Center, Liverpool, N.Y. Information: (315) 437-5805.

■ **Sept. 17**—"Improving communications between communicators—firing and being fired," speech by Fresno, Calif., county district attorney William Smith, and "How to put together a good audition tape," speech by Don Fitzpatrick, who works in broadcast placement. Seminar sponsored by *Associated Press Television-Radio Association of California-Nevada*. University Picadilly Inn, Fresno, Calif. Information: Rachel Ambrose, AP, (213) 746-1200.

**Sept. 18-20**—*Kentucky Cable Television Association* annual convention. Marriott Resort, Lexington, Ky.

**Sept. 20**—*Federal Communications Bar Association* monthly luncheon. Speaker: William McGowan, chairman, MCI Communications Corp. Marriott hotel, Washington.

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

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

**Sept. 20-22**—*Satellite Communications Users Conference*. Las Vegas Hilton, Las Vegas. Information: Kathy Kriner, (303) 220-0600.

**Sept. 21**—*Oklahoma Association of Broadcasters* sales seminar. Oklahoma City. Information: (405) 528-2475.

**Sept. 22**—*Oklahoma Association of Broadcasters* sales seminar. Tulsa, Okla. Information: (405) 528-2475.

**Sept. 22**—*Cabletelevision Advertising Bureau* local advertising sales workshop. LAX Hilton, Los Angeles.

**Sept. 22**—*International Radio and Television Society* newsmaker luncheon featuring FCC Chairman Dennis

Patrick. Waldorf-Astoria hotel, New York. Information: (212) 867-6650.

**Sept. 22**—*New England Broadcast Association* "Cable Day" luncheon. Speaker: Kay Koplovitz, president, CEO, USA Network. Lafayette hotel, Boston. Information: Mark Mastromatao, (617) 731-9653.

■ **Sept. 22**—Memorial program for Ted Koop, former CBS vice president who died July 7. National Press Building, Club Ballroom, Washington. Information: John P. Cosgrove, (202) 628-3400.

■ **Sept. 22**—*International Television Association* kick-off meeting. WNET(TV) New York. Information: Carl Levine, (212) 265-3600.

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

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

**Sept. 23**—*Southern California Cable Association* eighth annual dinner dance. Theme: "Cable Goes Hollywood." Streets of the World, Universal City, Calif. Information: (213) 463-2186.

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

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

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

**Sept. 23-27**—*International Broadcasting Convention*.

## Advertisement

THIS IS **MEDIA MONITOR** WITH REED IRVINE AND CLIFF KINCAID

### MEDIA VIEW OF QUAYLE

The news media had Senator Dan Quayle under a microscope for a week following his designation as Vice President Bush's running mate. But after a week of intensive scrutiny of his enlistment in the National Guard followed by questions about Paula Parkinson, the senator told reporters staking out his home that it was time they got off those subjects. He said the American people wanted to know who Dan Quayle is. ABC News agreed, and assigned John Martin to do a report on Quayle telling "where he's from, what he has done and how a man so young by national political standards got to where he is today."

The viewers learned from Martin that Dan Quayle was the grandson of a wealthy and powerful publisher, that he had enjoyed a life of "ease and pleasure" while growing up. They were told Quayle was not an outstanding student and that he "seems to have avoided jobs and situations he didn't like." Much of the piece was devoted to a rehash of the National Guard and Vietnam stories that had already been reported *ad nauseum*.

About two thirds of the way through the piece, Martin got around to how Quayle got his first job in government, an entry-level position in the state Attorney General's office.

Martin said he found the job through a family friend, Stan Evans, editor of the Indianapolis News. Evans says Martin used two sentences from a long interview to create an impression that was the opposite of what he had told him. Quayle had already lined up a job, but he wasn't sure it was right for him. He came to Evans for advice, not for influence. Evans advised him that it would be better to seek a job in the Attorney General's office, since he was studying law. He told him where to call for a job interview. Quayle took it from there.

Five-sixths of the way through his report, Martin hadn't even gotten to Quayle's political career. That began in 1976, when at age 29, Quayle won a stunning upset over an incumbent Democrat to win a House seat. All Martin said about this was that Quayle had help from George Bush in his campaign. He skipped Quayle's reelection in 1978. Quayle won that in the biggest landslide seen in the area in over a century.

In 1980, young Quayle had the temerity to challenge veteran Democratic Senator Birch Bayh. He scored another major upset. Martin didn't mention that, saying only that Quayle "rode into the Senate" with the Reagan landslide. He skipped Quayle's 1986 reelection. The Republicans lost eight Senate seats that year, but Quayle won in a landslide of his own. Quayle was obviously doing something the Indiana voters like, but one would never guess it from Martin's report. He covered Quayle's eight-year Senate career in a single dreary sentence.

The nonpartisan "Almanac of American Politics, 1988" describes Dan Quayle as "one of the brightest, most serious and most well-informed" senators. John Martin, however, ended his report by describing Quayle as "a young man who got a long way in life on the kindness and power of family and friends."

### AIMO

A three-minute radio commentary available five days a week as a public service. For a sample tape, please call Deborah Lambert at **ACCURACY IN MEDIA** 1275 K Street, N.W., Washington, D.C. (202) 371-6710

# The Fifth Estate Broadcasting<sup>®</sup> incorporating TELEVISION

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

□

Lawrence B. Taishoff, publisher  
Editorial

Donald V. West, managing editor  
Mark K. Miller, Harry Jessell  
assistant managing editors  
Leonard Zeidenberg, chief correspondent.  
Kira Greene, senior news editor  
Matt Stump, Kim McAvoy, John S. Egerton,  
associate editors  
Susan Dillon, assistant editor  
Scott Fitzpatrick, Randall M. Sukow (technology).  
Peter D. Lambert, Lucia Cobo, staff writers  
Kristina I. Hoyt, editorial assistant  
Anthony T. Sanders, systems manager  
Todd F. Bowie, Ed Kaitz, production

Broadcasting ■ Cablecasting  
Yearbook

David Seyler, manager.  
Joseph A. Esser, associate editor  
Deborah Segal, Tracy Turner, editorial assistants

Book Division  
David Dietz, manager

Advertising  
Washington  
Robert (Skip) Tash, Southern sales manager  
Doris Kelly, sales service manager  
Debra DeZarn, classified advertising manager

New York  
David Berlyn, senior sales manager  
Charles Mohr, Stacey Kibel,  
sales managers.

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

Circulation  
Kwentin K. Keenan, circulation manager  
Patricia Waldron, data entry manager  
Joseph Kolthoff, Shaun Gehan, Vardell McPhatter

Production  
Harry Stevens, production manager  
Rick Higgs, production assistant.

Administration  
David N. Whitcombe, vice president/operations  
Philippe E. Boucher, controller.  
Tracy Henry, assistant controller  
Albert Anderson, office manager  
Nancy Miller, personnel administrator  
Derrick Dawkins

Corporate Relations  
Patricia A. Vance, director.

Bureaus  
New York: 630 Third Avenue, 10017  
Phone: 212-599-2830  
Geoff Foisie, chief correspondent  
Adam Glenn, assistant editor  
Scott Barrett, staff writer  
June Butler, advertising assistant.  
Cecelia Tyson  
Hollywood: 1680 North Vine Street, 90028  
Phone: 213-463-3148  
Tim Thometz, Western sales manager  
Sandra Klausner, editorial-advertising assistant  
Stephen McClellan, chief correspondent.  
Steve Coe, staff writer.  
International Advertising Representatives  
Europe and United Kingdom: Lucassen International,  
John J. Lucassen, Kamerlingh Onneslaan 67, 1171 AC  
Badhoevedorp/Amsterdam, Netherlands. Phone.  
31(2968)6226 Telex 18406 harke nl ■ Japan  
Masayuki Hanhara, Yukari Media Inc., 9-4-302, Miyakojima-  
kitadori, 2 chome, Miyakojima, Osaka, 534 Japan Phone:  
(06) 925-4452 Telex 02423928

□

Broadcasting Publications Inc.  
A Times Mirror Business Publication

Lawrence B. Taishoff, president  
Donald V. West, vice president  
David N. Whitcombe, vice president  
Founded 1931 Broadcasting-Teletesting\* introduced  
in 1946. Television\* acquired in 1961 Cablecasting\*  
introduced in 1972 □ Reg. U.S. Patent Office. □  
Copyright 1988 by Broadcasting Publications Inc

sponsored by group of electronics engineers associ-  
ations, Metropole conference and exhibition center,  
Grand hotel and Brighton Center, Brighton, England.  
Information: (01) 240-1871 (London).

Sept. 23-30—Cinetex, international film and television  
conference, market, festival and industry expo, cre-  
ated by American Film Institute and presented joint-  
ly by Interface Group of Companies (conference pro-  
ducer). Las Vegas. Information: Bill Mahan, (617) 449-  
6600.

Sept. 24—Radio-Television News Directors Associ-  
ation region one conference. Marriott hotel, Portland,  
Ore.

Sept. 25-27—New Jersey Broadcasters Association  
42d annual convention. Bally's, Atlantic City, N.J. In-  
formation: Arnie Zucker, (201) 247-3337.

Sept. 25-28—National Association of Telecommuni-  
cations Officers and Advisors meeting, "NATOA '88":  
Hot Topics in Telecommunications." Doral Hotel On-  
the-Ocean, Miami Beach, Fla. Information: Catherine  
Rice, (202) 626-3160.

Sept. 26-27—Hispanic Media and Marketing Confer-  
ence, sponsored by Media Institute and Advertising  
Age. Marriott Marquis, New York. Information: (212)  
210-0209.

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

697-5950.

Sept. 27—Third annual fall forum luncheon co-spon-  
sored by National Academy of Cable Programming and  
Museum of Broadcasting. Panelists: Ted Turner, Turner  
Broadcasting System; Gerald Levin, Time Inc.; Charles  
Dolan, Cablevision Systems Corp., and Bernie Brill-  
stein, Brillstein Co. Moderator: Bernard Shaw, CNN  
anchor. Sheraton Center, New York. Information: Ste-  
ven Schupak, (202) 775-3611.

Sept. 27—Roast of Bill Daniels, Daniels & Associates,  
Denver, sponsored by Women in Cable, Washington  
chapter. Omni Shoreham, Washington. Information:  
Susan Hayes, (800) 752-9663.

Sept. 27—Cabletelevision Advertising Bureau local  
advertising sales workshop. Hilton Airport Plaza Inn,  
Kansas City, Mo.

Sept. 27—Ninth annual Midwest Radio Theater Work-  
shop, sponsored by noncommercial KOPN(FM) and  
funded by National Endowment for the Arts and  
Missouri Arts Council. Columbia, Mo. Information:  
(314) 874-1139.

Sept. 27-28—"Forging a New Telecommunications  
Strategy: Choices for the Next Administration," spon-  
sored by Public Service Satellite Consortium's Na-  
tional Center for Telecommunications and Informa-

continues on page 67.



## In favor of fairness

EDITOR: The "Monday Memo" in the Aug. 22 issue prepared by Robert L. Fox [KVEN(AM)-KHAY(FM) Ventura, Calif.] didn't have much to do with the fairness doctrine but hid behind the "freedom of the press" notion that commercial broadcasters have somehow come to think applies to the publicly owned airwaves.

I would suggest that Mr. Fox and other opponents of the fairness doctrine are using the First Amendment and "freedom of the press" as a means of denying the public the use of their own airwaves for "freedom of speech."

The fairness doctrine charged all broad-  
casters with the responsibility of presenting  
all sides of issues of public importance.  
Without it the general public is reduced to  
doing what I'm doing right now, writing  
documents to editors or station managers,  
two of which gets one labeled a kook.

I found it interesting that Mr. Fox quoted  
Thomas Jefferson my hero, and a great popu-  
list, who would turn over in his grave if he  
knew his words were used to make a case for  
deprivation of free speech and opinion—*Bill  
Ahres, president, noncommercial KLRU-TV  
Austin, Tex.*

## Dangerous precedent

EDITOR: Recently a House-Senate Confer-  
ence Committee approved a bill establishing  
a commission that would impose labeling  
requirements on colorized or altered (what-  
ever that means) films. Whether one is for  
or against coloring of black and white films  
or just doesn't care, this bill should be  
opposed.

To those of us who are concerned with the  
First Amendment—and BROADCASTING has  
been since its inception—this legislation re-

presents a dangerous precedent, regardless  
of the intention of its sponsors. But as we  
know, most censors are "sincere"; they  
merely want to protect the public against  
pornography, obscenity or politically dan-  
gerous propaganda.

Broadcasters recognize the dangers of in-  
terference with their First Amendment  
rights, which they properly seek to have  
extended to radio and television. What pu-  
zles me is not the support of a few broad-  
casters but the silence of the industry at large  
on this legislation. If they don't speak up  
on this flagrant violation of a basic constitu-  
tional right, can they expect support when  
they are the target of similar legislation?

Specifically, this bill establishes a federal  
agency to select up to 25 films a year that are  
considered classics and would require a dis-  
claimer if colored or altered.

What would be our reaction if some fed-  
eral agency were authorized to designate  
classic books, music, works of art, radio or  
TV shows? I suspect the intellectual com-  
munity would be up in arms.

Broadcasters, where are you?—*Edward  
M. Cramer, attorney, New York.*

## Fire addition

EDITOR: I wish to add something to an other-  
wise comprehensive report of the recent fire  
in New York's Empire State Building  
(BROADCASTING, Aug. 22).

The one TV station that transmits from  
the Empire State Building, WHSE (ch. 68),  
was knocked off the air for several days due  
to the fire.

The article also referred to two of the FM  
stations involved as WQXR-AM-FM and  
WNEW-AM-FM. Actually, no AM stations  
transmit from the Empire State Building—  
*Louis J. Sicilia, Guttenberg, N.J.*



A commentary on cable technology and research from John C. Malone, president/CEO, Tele-Communications Inc.

## Keeping cable technology a step ahead with Cable Labs

Recent technological advances have presented the cable television industry with startling new opportunities to attract more subscribers and elevate cable penetration levels to 70% and beyond. Cable already is a success story in the consumer marketplace, but technological development promises our industry an even more attractive product if we act quickly and take advantage of our resources.

Breakthroughs in telecommunications technology can bring us sharper, clearer pictures, more reliable delivery systems, more cost-efficient operations and a vast array of new products in a matter of years, while other industries may be decades away from bringing such competitive advancements on line. Clearly, we must continue our progress in cable programming, marketing, promotion and customer service. But we must also devote significant resources toward application of these new technologies in a cable environment. By supporting a central research and development facility, we can drastically shorten the cycle between developments in the laboratory and practical applications in cable television.

Realizing this, a consortium of cable operators formed Cable Television Laboratories Inc. (informally known as Cable Labs), a membership-supported corporation, in June of this year. Cable Labs has three goals:

- To provide a central source of timely, evaluated information about technological developments of strategic interest to the cable industry.

- To plan and fund critical R&D projects that can likely be supported only on a cooperative basis.

- To facilitate the transfer of relevant technology to member companies and suppliers.

Presently based in Cambridge, Mass., Cable Labs has a detailed agenda of current and upcoming projects. Immediate issues on the table include studying fiber optic technology, particularly as it relates to the delivery of cable television signals; determining ways in which high-definition television and other television reception enhancement methods can be utilized by the cable industry, and developing a universal interface between all home communications. The projects Cable Labs will select will not duplicate the efforts of already existing cable hardware manufacturers. Instead, Cable Labs will support the industry with new strategies vital to the continued growth of member cable companies.

Cable Labs can be traced back several years to cable pioneer Richard Leghorn, who long had advocated the need for an



John C. Malone is president and chief executive officer of Denver-based Tele-Communications Inc., the country's largest cable multiple system operator. Prior to joining TCI in that position in 1973, he was president of the Jerrold CATV subsidiary of General Instrument Corp. and also worked at McKinsey & Co. and AT&T's Bell Telephone Laboratories. Malone is also on the board of directors of the National Cable Television Association and is chairman of the NCTA's research and development committee.

industry-supported R&D effort. In November 1987, the National Cable Television Association board of directors established a Research and Development Committee, whose responsibility it was to plan and bring into being such an entity. The new organization would operate independently of, but cooperatively with, the NCTA. Today, an interim board of directors, including Mr. Leghorn and members of the NCTA R&D Committee, operates Cable Labs pending the election by founding members of a full board later this year. To date, Cable Labs has recruited founding member cable companies representing two-thirds of the country's cable subscribers. By Sept. 30, 1988, when the founding membership drive ends, the objective is to have at least a three-fourths representation of the U.S. cable subscriber universe. Such representation would provide for an annual budget of \$8 million—small in comparison to similar efforts by the telephone companies and other utilities, but a significant step forward for the cable television industry.

As the challenge of technological competition confronts every company in our industry, regardless of its size, Cable Labs was deliberately structured to permit all member cable operators—both large and small—to equitably participate in its operations and take advantage of both the short- and long-term benefits of its studies, findings and efforts. Even non-member cable companies will eventually benefit from the work at

Cable Labs, but there is no question that the front-line knowledge, information and opportunities available only to member companies will far outweigh the costs of participation. Membership in Cable Labs is a smart investment for any cable company.

Since its inception, cable television technology has evolved successfully to fill the needs of the industry and its subscribers. Although remarkable developments have been made over the years, clearly the magnitude and variety of today's technological advancements dictate that we go one step further. Our industry, as a collective, must explore long-term solutions on a large-scale, industry-wide basis. Given the competitive environment we now face, we can no longer depend on individual cable company efforts to address all our technological growth.

"Technology for technology's sake" is a trap the cable industry wishes to avoid, so one of Cable Labs' jobs will be to ask some difficult questions: Is the technology suitable for adaptation by the cable industry? Does it promote a tangible benefit to both the industry and the cable subscriber? Is it economically sound? Will our subscribers want to pay for it?

For example, high-definition television systems obviously will be a subject for early study by Cable Labs. The more elaborate HDTV plans now under study are not compatible with current NTSC broadcast standards or current cable transmission equipment. Our industry—and communications policy-makers as well—need more information before choosing between competing HDTV concepts, information that Cable Labs can provide.

Cable Labs must also take an early look at the use of fiber optics in our industry. There have been rapid developments in both fiber and laser technology in recent months. Numerous field tests will soon be underway using fiber for cable system "backbone" and signal transmission between headends. The next generation of questions has to do with more complicated questions of digitalization, system architecture and the enormous costs involved in switching from coaxial cable to fiber into the home.

The fact is that the costs of most of these new developments are enormous. We cannot forget that our consumers will be asked to pay the bills. Nevertheless, telecommunications technology is changing almost daily. With heightened consumer demand for expanded and improved communications services, our industry has no intention of resting on past laurels. We realize there is a definite need to unite and explore new technological territory. Cable Labs is our commitment to doing so. And in doing so, we acknowledge the gauntlet thrown down by our competitors and accept the challenge of remaining a very formidable contender for years to come.

# HISPANIC IS HOT!

**A hot market that's exploding.  
Exploding with over \$134 billion of buying power.  
Reaching this market has been difficult—until now...**

## **Announcing** **Hispanic Media and Markets from SRDS**

With Hispanic Media and Markets you can target your advertising buy to the exact Hispanic media serving your market. Everything you need to know about Spanish language media is at your fingertips—media rates, closing dates, market data, programming facts, circulation figures, contact names, contact numbers.

### **One Source For Multiple Media**

Hispanic Media and Markets includes detailed listings by media and ADI for over 400 media serving the Spanish language market—radio, television, daily and community newspapers, business publications, consumer magazines, direct mail lists and outdoor advertising.

### **More Than Media**

Hispanic Media and Markets includes comprehensive market data estimates for population, households, and other media/market indicators for the top 30 Hispanic ADI.

### **An Unbeatable Offer**

Subscribe to Hispanic Media and Markets on a 20-day trial basis at no cost or obligation. See for yourself how it will help make your job easier and your media decisions more effective. An annual subscription includes four issues plus monthly update Bulletins.

To reserve your copy of the premier issue of Hispanic Media and Markets, available in March, 1988, fill out and return the coupon. In a hurry? Call 1-800-323-4588 or 312-256-8333.

**srds**

**HISPANIC  
MEDIA  
AND  
MARKETS**

HISPANIC MEDIA AND MARKETS  
MARKET DATA  
RADIO STATIONS  
TELEVISION STATIONS  
DAILY NEWSPAPERS  
COMMUNITY NEWSPAPERS  
CONSUMER MAGAZINES  
OUTDOOR ADVERTISING  
DIRECT MAIL LISTS

**Yes**, enter my trial subscription to Hispanic Media and Markets. If I am not completely satisfied I will return the first issue within 20 days. 7F1BC

- Enclosed is my payment of \$145  
 Bill my company     Send me more information

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Type of Business \_\_\_\_\_

Telephone Number \_\_\_\_\_

**srds**

**SRDS Circulation Department**  
3004 Glenview Road, Wilmette, IL 60091





# Gentlemen, Start Your Engines.

AP Network News Affiliates have a front row seat for the most exciting race this year. With 'Election Watch' and our new second channel for special event programming, 'AP Hotline,' stations will enjoy start to finish coverage of the Bush/Dukakis presidential campaign. From the conventions

until the last vote is in, AP is the place to be as this contest revs up.

AP Network News affiliates receive this special programming free. And because AP is commercial-free stations have complete control over their advertising inventory and sales.

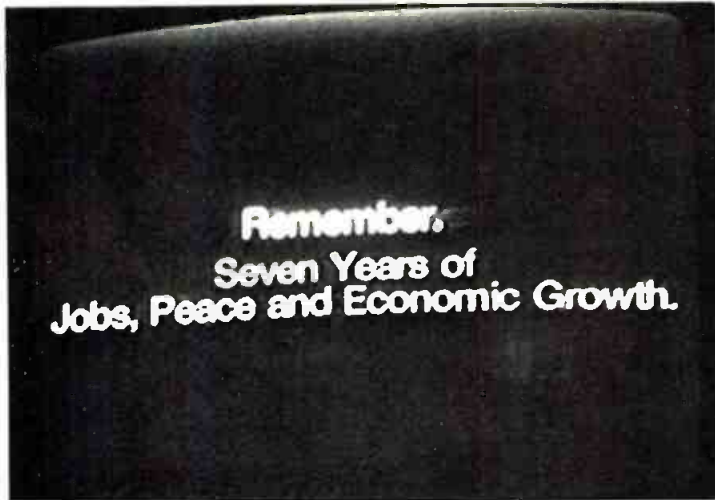
To keep up with all the excitement of the 1988 elections call Rosie Oakley at 800-821-4747. But hurry—the race for the White House has already started.

**AP** **Associated Press**  
**Broadcast Services**

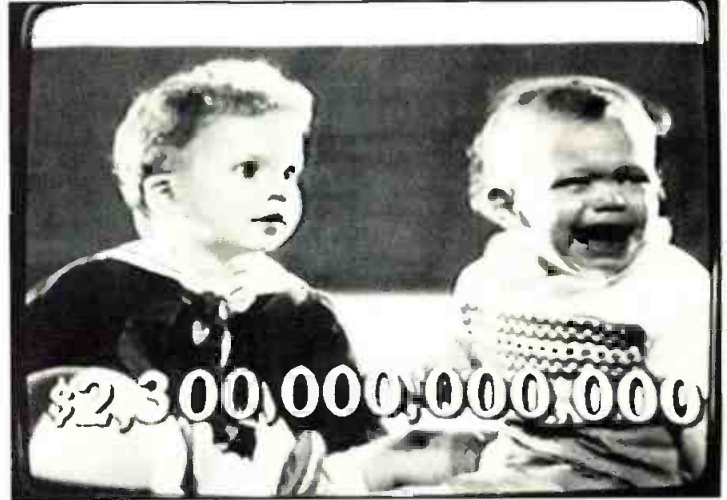
# Broadcasting Sep 5

Vol. 115 No. 10

TOP OF THE WEEK



Republican claim



Democratic response

## The selling of the President: 1988

**Labor Day marks the start of serious advertising by Republicans and Democrats as they turn to media, especially television, to sway voters to their side**

The Republican and Democratic presidential candidates have not waited for Labor Day, the traditional start of presidential campaigns, to begin campaigning. They have been crisscrossing the country, lashing out at one another, for weeks. But as the man that Vice President George Bush and Massachusetts Governor Michael Dukakis want to succeed might say, "You ain't seen nothin' yet." Both campaigns this week are expected to start spending in earnest the more than \$30 million each is said to have set aside for advertising, with most of the money to be spent on television time. Both campaigns are staffed with professionals from Madison Avenue capable of spending that kind of money, and are equipped with the latest techniques in media buying. What remains to be seen is whether the commercials illuminate the issues or besmirch the opposition. Some of both seem inevitable.

The Dukakis campaign, breaking with conventional wisdom on such matters, last week outlined for reporters some of the themes and issues it will exploit in its advertising over the next couple of weeks. Officials said the commercials are designed to appeal to the economic doubts of the middle class: Can parents afford to send children to college? Can young couples afford to buy a house? Ads will also argue that because of

the \$2 trillion-plus debt, the country cannot risk another four years of Republican rule. And all will be run under the slogan, "Bringing prosperity home." It is a middle class agenda, said Susan Estrich, the Dukakis campaign manager.

Nor is that all the reporters were told. While the commercials attacking the Republican record—so-called "generic ads that will not mention the Democratic candidate"—will be the product of the Democratic National Committee, the Dukakis campaign in the next couple of weeks will begin running commercials designed to burnish the record and reputation of Dukakis as governor. They will present him as tax-cutter, budget balancer and crime fighter, and as a chief executive who can reinvigorate an economy. Actually, the advertising effort to strengthen Dukakis's image began on the eve of the Republican convention, when the Dukakis campaign bought \$500,000-worth of time on stations in California and Texas to air a 60-second spot incorporating dramatic pictures of Dukakis's speech at the Democratic national convention with a voiceover telling the story of what the Democrats say was Dukakis's success in transforming Massachusetts from a state that was hurting economically to one that enjoys economic success. Both sets of commercials will be part of what the Democrats say will be an "aggressive" campaign.

What's more, the use of "generic" ads is instructive. Such ads, which presumably are used to promote the party at all levels, are not paid for out of the \$46.1 million in federal funds each side has been given to

conduct their presidential campaigns, so are not subject to federal spending limits. Thus, the Democrats evidently intend to spend more than \$30 million on advertising to promote their cause in the coming months.

But if the Democrats feel it is in their interest to disclose their advertising plans, the Republicans do not feel the same. Sig Rogich, who has taken a leave of absence from his own advertising firm, R&R Agency of Las Vegas, to serve as director of advertising for the Bush-Quayle campaign, said the Democratic disclosures would not cause him to reveal his plans. But he said he was "pleased" to learn of the Democrats'.

Still, one of the themes the Republicans are certain to stress was made evident in a \$4-million, 50-state buy in the interval between the Democratic and Republican conventions. The Republican National Committee bought the time for three 30-second ("generic") spots, all stressing the economic benefits the Republicans say the country has enjoyed over the last seven years. The tag line—one likely to be repeated often over the next couple of months—was, "Seven years of jobs, peace and economic growth—brought to you by the Republicans." And while Rogich declined to talk about a starting date for the Bush-Quayle and RNC spots, sources close to the campaign said it would be this week.

Thus far, at least, there is no sign of particularly negative advertising by either side. Rogich insists it will not be necessary for the Republicans to engage in such advertising. "We have a great record to run on. The Vice President is the best spokesman for



it. We don't have to do much but let the record speak for itself." For its part, too, the Dukakis campaign has been reported to be steering away from negative advertising. Indeed, George Lois, the chairman of Lois Pitts Gershon, who has been in touch with the campaign, expressed frustration with its strategy. "They don't understand the election is won or lost by Labor Day," he said. And he noted that Bush was leading in the polls as that holiday approached. He said he would have begun heavy advertising during the Republican convention. Negative advertising? "I would have torn the guy's eyeballs out."

Regardless of whether either side would be that aggressive, both have the talent to engage in tough "comparative" (the euphemism for negative) advertising. The senior media adviser for the Bush campaign is Roger Ailes, who has never shirked from tough ads. He held the same post during the primaries and oversaw the production of commercials that at least some of Bush's opponents—Senator Robert Dole (R-Kan.),

### Bush's backing

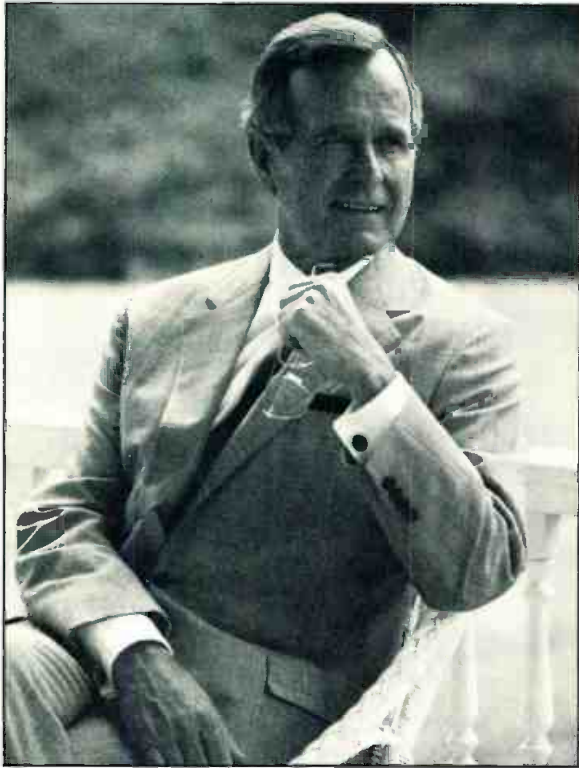
The Vice President's office last week sought to squelch rumors that FCC Chairman Dennis Patrick would not be kept in that post under a Bush administration. Answering press inquiries, David Bates, deputy to the chief of staff, said: "The Vice President thinks very highly of Dennis and of the work he's done at the FCC." Bates said that no personnel decisions of any kind, for any office, had been considered by Bush or his staff, but that the FCC chairman was held in the highest regard.

of San Antonio, and Young & Rubicam of New York. That's a fair amount of talent.

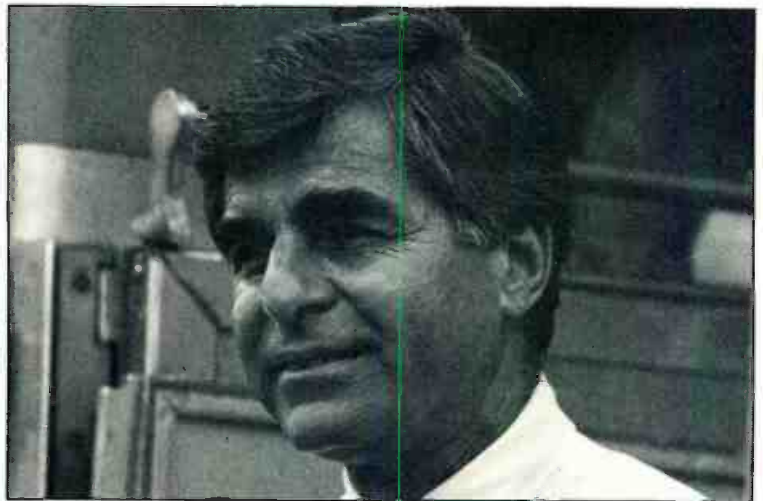
The Dukakis advertising team is led by Gary Susnjara, president of Saatchi & Saatchi DFS North America. And among those working with him is Edward McCabe, the hotshot copywriter who made himself as

tion, and Robert Sosa, for Dukakis-Bentsen. The Bush-Quayle campaign has also retained two other Hispanic advertising men—Tom Castro, of Los Angeles, and Castor Fernandez, who operates Castor Spanish International, a major agency in New York. In addition, the campaign has retained a black advertising man, Frank Mingo, of New York. All of which suggests Jesse Jackson's dream of a rainbow coalition.

Negative advertising, or positive for that matter, is not something over which the campaigns have complete control. Rogich denied a published report saying the Bush-Quayle campaign had prepared a spot dealing with the story of Willie Horton, the convicted murderer furloughed under a Massachusetts release program who terrorized a young couple in Maryland and then raped the woman. "We haven't had to produce a commercial on Willie Horton," Rogich said. "The media tell that story every day." What's more, a film, in 20- and 30-minute versions detailing the episode, has been produced under the auspices of right-



Bush



Dukakis

for instance—denounced as negative. And a new recruit for the campaign is Tom Messner, of Messner, Vetere, Berger, Carey, whose commercial for MCI Communications lampooning an AT&T commercial by showing a mother crying, not over a call from her absent son but over the size of her long-distance telephone bill, is seen as an attack on AT&T. "The presumption," said Messner, "is that we'll do the same in the political arena," though he insisted he can also do positive spots. Joining him on the Bush team are three of his associates—Barry Vetere, Ron Berger and Wally Carey—and creative teams from five other advertising agencies—Amirati & Purvis of New York; Frankenberry, Laughlin & Constable of Milwaukee; Carol H. Williams Advertising of Oakland; Sosa & Associates

well as Frank Perdue famous when he took over the account of the then-obscure chicken man. Others involved in the advertising work are Francis O'Brien, Tom Kiley, Dan Payne and Ken Swope, all Boston-based political consultants; Scott Miller, a New York-based political consultant, and Mal MacDougall, a New York advertising man. Susnjara is also supported by a Saatchi & Saatchi account executive, Bruce Putterman. All told, the Dukakis group is said to be able to draw on the services of more than 100 professionals.

Interestingly, both sides have hired advertising agencies to target specific minority groups. And, even more interestingly, a pair of Hispanic brothers from San Antonio represents each of the campaigns—Lionel Sosa works for the Bush-Quayle organiza-

tion, and Phyllis Schlafly in Alton, Ill. Schlafly said she had financed production of "Justice on Furlough" as a profit-making venture. The copies are being sold, to individuals and organizations, for \$19.95 each. The production company of record is Fairmont Productions, a project of Pere Marquette Press, of Alton, which publishes Schlafly's books. □

Although few commercials attacking or burlesquing a presidential candidate's record have yet been aired, that does mean the production houses of the campaigns have been quiet. Both sides have been stocking their shelves with 30- and 60-second spots. Some will be used to implement overall strategy—to strengthen efforts in states where the margin between the candidates is narrow, for instance—and some will be used to respond to attacks. For rapid response to attacks is regarded as critical to the success of a campaign. If it had not been previously, that became part of the conventional wisdom after Dole lost to Bush in New Hampshire, in large part, it is widely assumed, because he did not answer a Bush campaign ad charging that he had straddled the issue of raising taxes. And if a spot is not in the can, available for instant use, Bush and Dukakis



aides say that airing a response within 24 hours of an offending ad is well within the state of the political admakers' art.

Providing a rapid response, in fact, was one of the purposes of an ad the Democrats ran within a few days of the Republicans' "seven years of jobs, peace and economic growth" spots. It is described as the "kids-and-flag ad," and pictures a horde of small children against a backdrop of the American flag with a voiceover referring to the debt the country faces, and declaring that America must invest in its children, not borrow from them. Paul Bograd, DNC senior communications adviser, said the Republican spots, particularly one in black and white, were an attempt to evoke memories of the past and President Carter. "We saw that as an opportunity to jump in and stake out the future." And that meant the use of children.

But the ad, which cost the Democrats less than \$50,000 to place on stations in Texas (Houston, Austin and San Antonio) and in Los Angeles, served other purposes as well. Democratic media buyer Harriet Yellin said it announced, in Texas and California, two states extremely important to both candidates' strategies for victory, that "we are here." What's more, in the words of DNC aide Bograd, the ad served as a "message icon, a distillation of a communication we want to put out." And indeed, reporters wrote about the ad as expressing one of the major themes of the Dukakis campaign, and television networks included excerpts in their news programs, thus according the message nationwide circulation. Bograd hopes for more such "message icons." Very many more and paid media could be challenging free media—the news columns of newspapers and news holes of TV and radio news programs—as the preeminent vehicle for informing and influencing the public.

Whether advertising reaches that level of importance remains to be seen. It suffers, of course, from the fact it is paid media—the public knows, literally, where it is coming from. But it has the advantage of flexibility. Campaigns can target it in efforts to define the issues and the candidates. And both campaigns have timebuyers confident of their ability to help pinpoint the audiences the pols want to reach and the stations needed to carry the message. Kathy Farrell, of Farrell Media in New York, who serves the Bush-Quayle organization, boasts that her IBM System 38 permits her not only to ferret out "within minutes" the costs of every market by any mix of dayparts and by any number of rating points, it also enables her to target specific demographic groups by market. And in Boston, Yellin says the geographic and demographic data in her computers are tied in with the political information in the campaigns and that together they "spit out things I wouldn't otherwise know." But she also said the human element remains important. "Computers help, but intelligent people make the judgments on where and when to buy."

So with Labor Day, the traditional start of presidential campaigns, finally arrived, and under the influence of the Olympic games scheduled to start later this month, one is tempted to cry, "Let the ads begin." □

## ...and as for radio

**Radio, historically a small part of candidates' media budgets, hoping for more campaign dollars than in '84, due to more competitive race**

Radio stations nationally are hoping that campaign dollars leading up to the Nov. 8 election will prove more fruitful than what many described as "disappointing" primary sales. Campaign media buyers are beginning to knock on the doors of radio sales offices, and it appears they may be willing



Harris of Group W Radio



Mason of SCBA

to spend more than they did four years ago.

The media buying services for the George Bush (Farrell Media) and Michael Dukakis (Yellin Media) campaigns were both reluctant to reveal radio plans for the upcoming campaign. According to Bob McCurdy, vice president and general sales manager for Katz Radio, the Dukakis campaign is targeting 20 states with a four-week promotion budgeted between \$1.8 million and \$2 million. The Bush campaign is initially target-

ing about 12 states with a budget of between \$1.5 million and \$2 million, he said.

"There's a possibility Bush might be rolling out to the whole country," according to McCurdy, which he said in turn would probably push Dukakis to broaden his own campaign. He said that since the presidential race appears to be more competitive than it was in 1984, radio advertising revenue will probably top the last general election. "The pacing right now is ahead of 1984," he said.

Political advertising on radio is historically a very small part of the media budget, often spent after television spots have been budgeted, according to Herbert Alexander, director of the Citizens Research Foundation at the University of Southern California. He said spending in the past has often reflected the specialized interests that the campaigns seek to target. For example, he said, this year could find the Republicans appealing to evangelical stations and the Democrats focusing on black markets. Whatever the targets, most purchases are made at the last minute.

Dick Harris, Group W Radio president, said the apparent competitiveness of the presidential race could result in heavy spending. However, he said, the dollars are not expected to "save the year for anybody." Harris said general Republican advertising has already begun running on some stations and that the Dukakis campaign has been seeking mid-September airwaves. He echoed Alexander: "As television fills up its advertising availabilities, then radio comes more into play."

Total radio advertising officially reported by candidates from the beginning of this year to the end of June was \$658,876, according to the Washington-based market research firm Aristotle Industries. Of that figure, \$83,164 was presidential, \$139,088 senatorial and \$436,624 congressional. Those figures, taken from Federal Election Commission reports filed by all incumbents and any challengers who have raised or spent more than \$20,000 and who have won a party's primary do not include any radio advertising that falls below \$1,000. Aristotle's Jackie Duobinis, director of market research, said the figures are not definitive because campaigns may file money spent on radio under consultant or general media headings.

Radio Expenditure Reports (RER), which compiles figures from the top 15 rep agencies, said first-quarter 1988 general political advertising was \$960,968. The figure was down considerably from 1984, when RER reported first-quarter general political advertising at \$1,760,413. RER said general political advertising for election year 1984 was \$14.3 million.

According to Ken Costa, RAB vice president of marketing and information, the 1984 RER figures were "grossly understated." He admitted, however, that getting a handle on campaign dollars to be spent is not easy. What can be predicted, he said, is that advertising dollars spent in the category



## Lowest unit charge: Back to square one

The question of what constitutes the lowest unit charge, for purposes of the law requiring such a charge for political candidates, has never been a simple one. It has not gotten easier since the FCC last month issued guidelines for calculating the charge (BROADCASTING, Aug. 8). The staff issued an interpretation of the notice, in hopes of making it clearer. The result was complaints from broadcasters and candidates. So now the staff has returned to where the commission was on the subject the day the notice was issued, Aug. 4.

Essentially, the notice said broadcasting stations and cable systems cannot charge political candidates more than they charge commercial advertisers for preemptible spots in the same daypart. The staff interpretation that caused the concern held that candidates seeking the lowest unit charge could only buy the least expensive spot in a daypart, a spot that was also the most vulnerable to preemption, at the time the buy was made.

So candidates complained. They wanted to pay more to obtain a spot less subject to preemption, and the staff listened. Now the staff, quoting the notice, says the lowest unit charge for a preemptible spot is the lowest price any advertiser has paid for a spot "which has cleared a particular time period or

daypart." As a result, if the station or cable system lowers the price of a spot in a daypart after a candidate has contracted for a higher price—but before the price "has cleared"—that candidate will be entitled to a rebate.

There is another element in the interpretation being provided by the staff that some communications lawyers say is equally significant.

The notice says that makegoods for preempted political ads must be made available to candidates before an election if the station involved normally provides makegoods for time-sensitive ads of most-favored advertisers.

The staff is making it clear that the pre-election requirement applies regardless of whether stations give that kind of special consideration to commercial advertisers.

The issue had not been raised previously at the commission. And some lawyers say the requirement could cause problems for stations with little free time available for makegoods in the fall.

What's more, the guarantee of makegood time before an election, some observers say, might lead campaigns to buy the least expensive time for some ads, secure in the knowledge they will run before the election.

during October and the first week of November will probably be about five times the annual election year average. He said it is expected that advertising will top figures for the 1984 election year, which showed that 1.04% of the average station's total advertising time was devoted to political advertising. About 10% to 15% of that advertising, he added, is usually related to issues and not candidates.

One state counting on heavy issue-oriented spending this year is California, where radio broadcasters are hoping the category will make up for disappointing primary sales. There was "no suspense" by the time the primaries reached California this year, according to Gordon Mason, executive director, Southern California Broadcasters Association. He said radio stations in the state are counting on approximately the same amount of candidate advertising this fall as four years ago and are hoping for twice the amount of issue-oriented advertising.

"I look for the issues to be the big story because they are very controversial and because there's a lot of money on both sides," said Mason. Issues to be debated in the state include regulation of attorney's fees, car insurance regulation and a proposed cigarette tax.

One of the states expecting heavy political campaign advertising is Texas, according to Nancy Jones, general sales manager for KTRH(AM) Houston. The area hopes to cash in on Bentsen's vice presidential and senatorial campaign, as well as Bush's attempts to rekindle ties to the state. She said her station has already received spot requests from both presidential campaigns, although specifics have not yet been discussed.

For many mid-sized markets, however, avail requests do not appear to be as promising. Jeff Martin, vice president of the Pittsburgh Radio and TV Group, described political campaigning in his area as "very

quiet." Milwaukee Area Radio Stations executive director Andy Friedrich said that while the Bush and Dukakis campaigns have made some avail inquiries, the area will be counting on local campaign dollars to make the real profits.

Small markets appear to be even less successful in attracting campaign dollars: Boise Area Radio Broadcasters President

Bruce Wetten said campaign advertising prospects in his market appear "slim."

Since most political campaign advertising is regionalized, radio networks do not expect to see much advertising from the upcoming election. Traditionally, said Peter Moore, president of the Radio Network Association, campaigns tend to rely on spot advertising. □

## Real-world data on a post-must-carry world

**FCC reports 31% of TV stations said they were dropped or denied coverage on cable systems; 34% said they had been repositioned**

Offering no clue as to what it all means, the FCC released last Thursday (Sept. 1) the results of its May-June survey of every broadcast station and cable system in the country to determine what impact the loss of must-carry rules has had on broadcasting.

Among the findings:

- Of the 912 television stations that responded, 280 or 31% reported 1,533 incidences of being dropped or denied carriage on cable systems after the federal court struck down the must-carry rules on constitutional grounds in July 1985.

- Of the 4,303 cable systems that responded, 869 (20%) reported 1,820 incidences of dropping broadcast signals or denying them carriage after the court action.

- Of the television stations, 313 (34%) reported 1,274 incidences of having their signal repositioned from one channel to another on a cable system.

- Of the cable systems, 974 (23%) reported 2,495 incidences of repositioning broadcast signals.

The survey was sent to 8,504 cable sys-

tems and 1,356 television stations. The response rate was 51% and 67%, respectively.

The 40-page report of the results contained plenty of tables and text explaining and qualifying them, but no analysis. "That wasn't the exercise," said Bill Johnson, deputy chief of the FCC's Mass Media Bureau. "It was Joe Friday: 'Just the facts, ma'am.' We'll let everybody else put their own interpretation on it."

It made sense to stay away from analysis, Johnson said. If the FCC had drawn any conclusions, some could say the FCC had manipulated the facts. "We were trying to keep it virgin."

Another FCC official suggested the results were inadequate to support any conclusion. "The methodology was not sufficiently rigorous to make policy decisions," he said.

The survey was requested by Congress. The failure of the FCC to supply analysis was not well received on Capitol Hill. "It's going to take hours to figure out if it is usable—whether it gives us a record" that makes the case for or against must carry.

Broadcasters had no trouble interpreting the results. They provide "compelling evidence of the need for government regulation of cable signal carriage and channel repositioning," said Preston Padden, president of

the Association of Independent Television Stations.

The National Association of Broadcasters saw it the same way. "There is significant non-carriage," said Walt Wurfel, NAB public affairs senior vice president. "It proves there's a serious problem that needs correction."

That cable system reported more incidences of dropping or denying carriage to broadcast signals indicates that "many broadcasters are not aware they are being dropped by systems," he said.

Cable interests put a different spin on the results. Jim Ewalt, executive vice president, Community Antenna Television Association, had not seen a copy when contacted by a reporter last Friday, but, he said, "From what we have heard, as badly as the questionnaire was designed, it still came out that there has not been a major adverse impact on the public."

Shortly after the questionnaires were mailed in May, cable and broadcasting representatives sharply criticized them, saying they were confusing and likely to produce unclear results.

The report said there were problems with the survey. The report said some of the respondents appeared to have had difficulty understanding some of the terms in the questionnaires and "it was evident" that many misunderstood the must-carry rules. Also, the report said: "We did not conduct reliability and validity measures on the data or sample due to time limitations."

"While there is reason to question the validity of the commission's survey (as the commission itself acknowledges)," said James Mooney, president of the National Cable Television Association, "its report helps put this controversy in perspective and confirms what we've said all along: The vast majority of cable systems continue to carry all local broadcasters." □

## Stations dropped or denied carriage (as reported by TV stations)

Station type	No. of stations reporting	No. of stations drop/deny	Incidences of drop/deny carriage*	A	B	C
Network affiliate	452	87	269	49	211	9
Commercial indie	186	83	710	389	270	51
Noncommercial ETV	237	80	345	88	234	23
Other (relig., specialty)	37	30	209	122	61	26
Total	912	280	1,533	648	776	109

\* This column is the total of columns A, B and C and is the number of incidences of cable systems dropping or denying carriage of each type of station. Although this column adds to 1,533 individual instances of dropped or denied carriage, there is no way to determine the number of separate cable systems that dropped or denied carriage from the television station survey form.

A The number of incidences of cable systems denying carriage to a station that commenced operation on or after July 19, 1985.

B The number of incidences of systems dropping a station.

C The number of incidences where cable systems have denied carriage to stations that began operation prior to July 19, 1985. Although the form did not have a code to acknowledge such a possibility, a number of stations volunteered this information and it is tallied here.

## (as reported by cable systems)

Station type	No. of systems that drop/deny carriage*	No. of stations drop/deny	Total incidences of drop/deny	A	B
Network affiliate	380	276	595	336	259
Commercial indie	316	184	485	150	335
Noncommercial ETV	347	153	463	177	286
Other (relig., specialty)	195	91	277	117	160
Total	NA	704	1,820	780	1,080

Total systems that did not drop or deny carriage to any stations: 3,434.

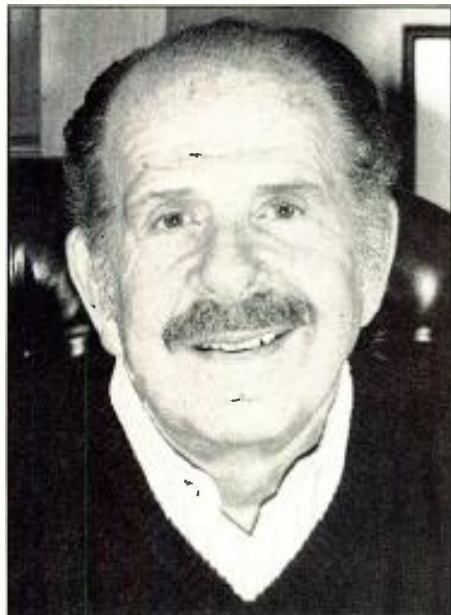
Total systems that dropped/denied carriage to one or more stations: 869.

\* This column, if totaled, will exceed the number of cable respondents indicating they dropped or denied carriage to broadcast stations. Some cable systems dropped or denied carriage to more than one type of signal; therefore, these systems are accounted for in more than one row of data.

A This column is the number of incidences of systems dropping a station.

B This column is the number of incidences of systems denying carriage to a station that began operation on or after July 19, 1985.

## Rich to produce for Warner



Rich

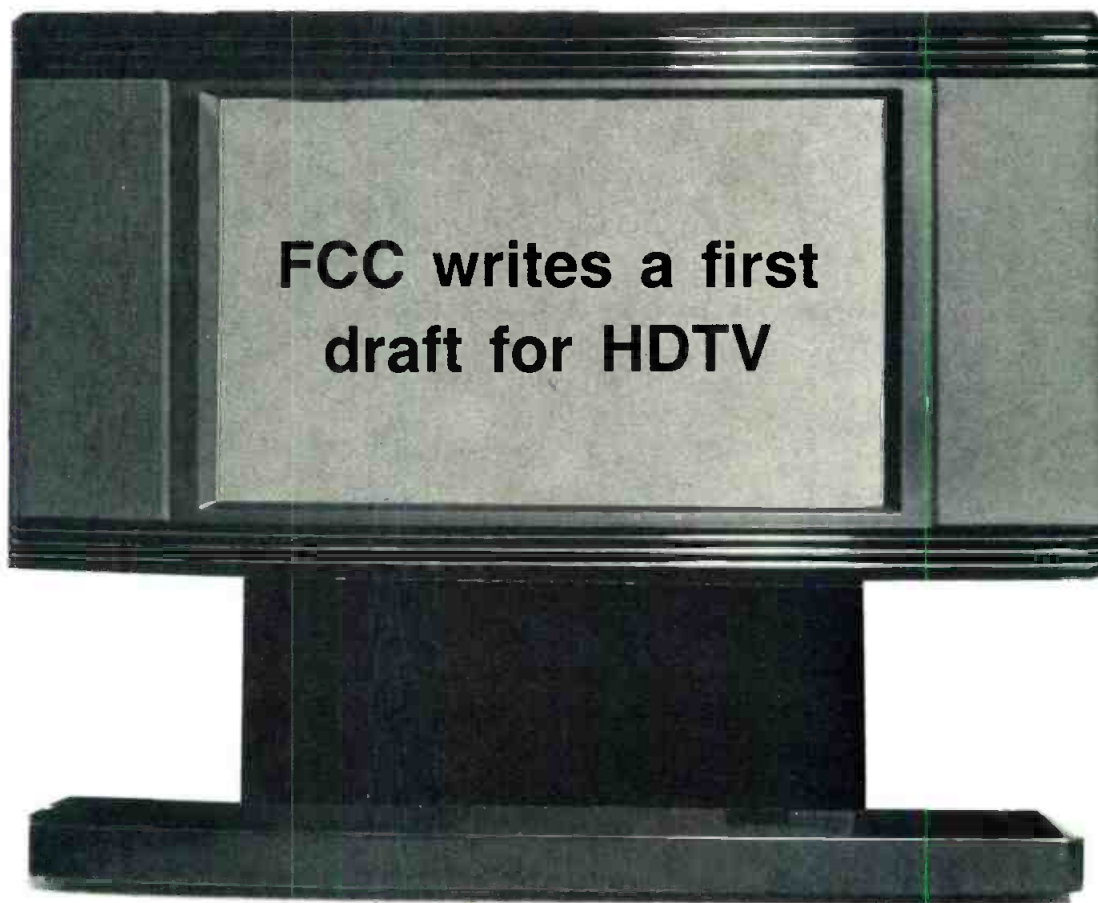
Lee Rich, most recently chairman and chief executive of MGM/UA Communications, and before that a co-founder of Lorimar, has formed an independent film and television production company and has signed an exclusive three-year pact to produce programming under the Warner Bros. banner; Warner will have all film and television program distribution rights to Lee Rich Productions product. The agreement is effective immediately.

Rich joined MGM/UA in the spring of 1986 after an 18-year association with Merv Adelson, with whom Rich co-founded Lorimar. (Warner is expected to complete its acquisition of Lorimar some time next month.) A Warner executive confirmed last week that Rich will bring Jonathan Sheinberg, the 30-year-old son of MCA President Sid Sheinberg, on board as the company's president. The younger Sheinberg is currently senior vice president, production, at Orion Pictures.



Sheinberg





## FCC writes a first draft for HDTV

**Commission says new service must be compatible with current NTSC receivers; won't allocate any spectrum outside V and U bands; launches rulemaking on three spectrum allocation approaches**

In hopes of pushing ahead the development of a system for broadcasting high-definition television, the FCC last week made a "rough cut" at establishing ground rules and allocating spectrum for a further HDTV broadcast service.

"The decisions we have made today are a major step in giving researchers and equipment manufacturers the ability to make key decisions on designing systems," said FCC Chairman Dennis Patrick.

"At this stage, advanced television is like a diamond in the rough," said Commissioner Patricia Diaz Dennis. "I hope that today's rough cut will bring some of the more brilliant facets into view."

The FCC tentatively decided to require HDTV broadcasts to be compatible with conventional and ubiquitous NTSC sets in the same way NTSC color broadcasts are compatible with black-and-white sets. And although it also tentatively decided that it would not make additional spectrum outside the VHF and UHF bands available for HDTV, it said there is enough spectrum within the broadcasting bands to accommodate the enhanced service.

The FCC also launched a further inquiry on HDTV aimed at coming up with a spec-

trum allocation plan. It asks broadcasters for comments on the relative advantages of three allocation schemes: 1) that no additional spectrum be made available; 2) that a 3 mhz channel, not necessarily contiguous, be made available to augment the main channel, and 3) that a 6 mhz channel, not necessarily contiguous, be made available to augment the main channel or to simulcast HDTV during a transition period.

The FCC adoption of its "tentative conclusions" and inquiry was unanimous, but Commissioner James Quello dissented in part, saying the FCC was moving too quickly. "Since all NTSC-compatible ATV systems are confined to the realm of computer simulation," the commissioner said in a prepared statement, "it is too early to know if the assumptions necessary to accommodate ATV within currently allocated broadcast spectrum can be accepted, e.g., channel and co-channel restrictions and UHF taboo restrictions."

Putting the spectrum allocation plan out for comment was premature, he said. The inquiry "is riddled with hypothetical situations and untested assumptions resulting in hypothetical questions. At best, the commission is likely to receive hypothetical answers."

Noting that Quello's views are shared by many broadcasters, Patrick said it is, nonetheless, important to act quickly on HDTV policymaking. Broadcasters, he said, must keep pace with HDTV developments in other countries and by alternative media in the

U.S. The final choices on spectrum allotment, Patrick said, "are ultimately decisions that we have to make in order to bring to fruition ATV technology.... We cannot rush to judgment in any of these matters, but we must begin to define the parameters that will allow these decision to be made."

Commissioner Dennis agreed. "We will undoubtedly have more information next year than we have now. But delay will increase the cost," she said. If the FCC moves too slowly, it runs the risk that alternative media will have HDTV before broadcasters, she said. "We have an obligation to give broadcasters the opportunity to offer the same service without undue delay."

"HDTV really stands for 'hard decision to vote,'" Dennis said. She anticipated that when the FCC ultimately decides what the new transmission standard should be, it will have to make some even harder spectrum decisions. "I wish that I had a magic wand and we could give the public a full-blown ATV system. In that dream world, every broadcaster would have an additional 6 mhz of spectrum, or even 12, and everyone would have an ATV service area.... But the hard truth is that simply is not going to happen," she said.

Not a part of the inquiry was a proposal to award HDTV spectrum through a competitive bidding process. Quello's concern about using a spectrum auction contributed to Patrick's pulling the entire HDTV package from the Aug. 4 open meeting agenda. "I'm glad that competitive bidding, which is the

euphemism for auctions, have been deleted. I think competitive bidding would disadvantage the have-nots, including public broadcasting," Quello said.

However, two of Patrick's other controversial spectrum management ideas—flexible use and negotiated interference—survived, although in watered down form. The inquiry asks whether broadcasters should be able to use fallow UHF and VHF spectrum for non-broadcast purposes such as radio paging, while awaiting the advent of HDTV and whether broadcasters, after being allotted extra spectrum for HDTV, should be allowed to negotiate interference and coverage areas of their HDTV signals.

Acknowledging that such concepts have "troubled" her in the past, Dennis said she was willing to consider them in the context of HDTV because of the "unique circum-

stances." She stressed that her interest in negotiated interference is restricted to HDTV. "I would not . . . support negotiations that would result in viewers losing any of their existing NTSC service." And she said she would consider flexible use only as an interim measure. "If we approve non-broadcast use . . . it will be strictly limited in time and secondary to broadcast service," she said.

By requiring that proposed terrestrial sys-

tems be NTSC-compatible, the commission ruled out systems requiring a continuous channel wider than 6 mhz. Of the currently proposed systems, only the 9 mhz MUSE-E system developed by Japan's NHK falls into the precluded category.

MUSE-E is the oldest and most highly developed of the proposed systems and the only system that has been tested in actual over-the-air transmission. NHK introduced six NTSC-compatible variations of MUSE-E during the National Association of Broadcasters convention in Las Vegas last April (BROADCASTING, April 18). But the compatible MUSE systems, like similar American-developed systems, have yet to be demonstrated beyond the computer simulation phase.

The placing of American and Japanese terrestrial transmission technologies at approximately equal levels of development

was not an FCC goal when making last week's decision, Felker said. "These results fell out of the technical analysis. Nobody is particularly interested in eliminating any of the systems under consideration.... But [MUSE-E] honestly was not designed with terrestrial broadcasting in mind," he said.

Not all systems incompatible with NTSC were eliminated by the commission's ruling. Systems such as NHK's Narrow-MUSE or Zenith's new Spectrum Compatible HDTV system (see box, below) that propose broadcasting with an incompatible signal in 6 mhz, could still be implemented with a second 6 mhz channel simulcasting in conventional NTSC.

MUSE-E's elimination from consideration as a terrestrial standard does not rule out its possible adoption by other media. The commission decided that it should "not

## Zenith enters the HDTV system race

Zenith Electronics Corp., which has played an important role in broadcasting's past, moved last week to secure its place in the medium's future, proposing an analog-digital system for broadcasting high-definition television over unused VHF and UHF channels without interfering with existing NTSC stations.

Zenith, the only remaining major U.S. manufacturer of television sets, submitted its proposal to the FCC's Advisory Committee, which is already evaluating 18 others.

On HDTV receivers, the Zenith Spectrum Compatible HDTV System (SCHDTV) generates 60 787.5-line, progressively scanned pictures per second along with digital stereo sound. Zenith said the quality is "comparable" to 1,000-plus-line systems with NTSC-like 2-1 interlaced scanning.

SCHDTV is more than a "paper" system, but less than a fully realized one. According to a company spokesperson, Zenith has yet to produce an SCHDTV receiver, but it will demonstrate an encoder this week (Sept. 8-9) at a showcase of HDTV hardware in Washington organized by the House Telecommunications Subcommittee.

Although the SCHDTV signal can be transmitted over conventional 6 mhz VHF and UHF channels, it is incompatible with existing NTSC sets. Stations broadcasting the Zenith signal would have to broadcast a second NTSC signal to serve the estimated 160 million NTSC sets.

Zenith is not the first to propose a system that can be squeezed into broadcast channels but that is incompatible with NTSC sets. NHK (Narrow-MUSE) and the Massachusetts

Institute of Technology had already put such systems on the table.

But, according to Zenith, SCHDTV is a channel-compatible system with a difference. SCHDTV signals can be broadcast over channels that have heretofore lain fallow as part of the FCC's long-standing interference-protection scheme. In most markets, broadcasting is restricted to every other VHF channel and every sixth UHF channel.

The SCHDTV signals can be broadcast over the unallocated channels because they require just a fraction of the transmission power of NTSC signals to achieve the same coverage. And less power means less interference.

The system's power efficiency (and, by extension, its interference-free quality) is a function of its unique analog-digital format. The SCHDTV system takes HDTV video of up to 30 mhz and divides it. The high-frequency portion (above 200 khz) remains in analog form, but the low-frequency portion (below 200 khz) and other signal components are digitized and compressed so that the entire analog-digital signal can fit into a 6 mhz channel.

Transmitting digital signals takes far less power than analog signals. So converting the low frequencies, which consumes the bulk of transmission power, to digital form permits broadcasting at much lower power without loss of coverage.

Zenith acknowledged that the SCHDTV sets will require sophisticated digital processing circuitry. But, it added, it is expected that only one megabyte of frame store will be needed.

At the suggestion of the Mass Media Bureau, the FCC also decided to defer indefinitely a decision on a proposal to permit land mobile radio use of some UHF channels and to continue a freeze on all UHF allocation. "It's too premature today to say when the commission will resolve this," Mass Media Bureau Chief Alex Felker said. "We just don't know what the spectrum demands are ultimately."

The inquiry also asks for comments on

take any steps to retard the introduction of new technology from alternative media," such as cable, satellite and videocassettes, Felker said.

The commission's decisions were made on the basis of findings in the first interim report from the FCC's advisory committee on advanced television service (ATS) released last June, and a report that was later completed by the commission's Office of Engineering and Technology (OET). The OET report concluded that only 80% of the currently allocated TV stations could be granted a continuous 9 mhz channel. But it also found that 100% of those stations could be granted a 3 mhz augmentation channel and that 96% of them could receive a second 6 mhz channel. However, the OET cautioned that those figures are valid only when assuming the elimination of UHF "taboos."

The taboos are frequency-spacing rules in



## ATC settles Charleston, W.Va., case

**Agreement with state attorney general ending false advertising case calls for MSO to offer discount to low-income families, provide access channels and equipment; operator's practice of tier collapsing not overruled**

American Television & Communications and West Virginia Attorney General Charlie Brown last week agreed to an out-of-court settlement of a lawsuit that Brown filed involving cable rates in Charleston, W. Va. The resolution of the case, cable lawyers say, serves to vindicate the practice by operators of collapsing tiers of service.

The settlement calls for ATC to offer a 10% discount on the basic cable rate for homes where the income level is less than \$12,500, and to provide other equipment and access channels, in exchange for the dropping of false and deceptive advertising charges against it.

The agreement stemmed from a lawsuit Brown filed in state court, charging Capitol Cablevision, an ATC subsidiary, with false and deceptive advertising when it folded two tiers of cable service into one.

In addition to the 10% discount, ATC will offer a 25% discount for those low-income subscribers who pay for service one year in advance. About 2,500 of the system's 32,000 subscribers live in federally subsidized housing and already receive what amounts to more than 50% off the 19-channel, \$11.95 rate, said system General Manager Bill Farmer. They will not be eligible for the further discounts, but an estimated 4,500 more subscribers will fall into that category. To receive the discount, subscribers need to fill out a form based on their previous year's tax return, have it notarized, then submit it to the cable company.

Capitol will also set aside 10% of its channel capacity for public, educational and

that will adjust the \$12,500 figure over time and requirements that the cable company has to notify subscribers of channel changes or service carriage decisions.

Brown estimates that the settlement is valued at \$362,000, including discounts and equipment. He said the cable company will bear the cost of the settlement and not pass it along to other subscribers. The agreement is effective Nov. 29 and the discount practices will remain in effect for three years, with the other provisions in the agreement in effect indefinitely.

Bernard Nash, Capitol's attorney, said the company "was completely vindicated as all false advertising and deception allegations were voluntarily dismissed. The antitrust, tie-in, tiering and packaging of service claims were settled without any change in Capitol Cablevision's tiering policy or program mix."

Lawyers in the cable industry agreed. "The point is they were able to get the tier meltdown," said Frank Lloyd, an attorney with the Washington law firm of Mintz, Levin, Cohn, Ferris, Glovsky and Popeo.

There was also doubt whether other jurisdictions could effectively use the decision to force down rates for low-income subscribers, since ATC was cleared of any wrongdoing in rate pricing or restructuring. Cable lawyers say even if other jurisdictions attempted to gain favorable rates for low-income subscribers, the Cable Act preempts any form of rate regulation. Brown had narrowed his suit to claim that ATC violated state consumer protection laws by advertising one rate then collapsing tiers and charging a higher one.

William Finneran, chairman of the New York State Cable Television Commission, said: "I applaud Brown in that his action has resulted in a settlement substantially beneficial to the subscribers...particularly in enhanced PEG channels." Finneran continued: "We really can't effectively fight" tiering or pricing questions, but he said he felt that in the main, cable TV rates have not been unreasonable. But he was hopeful that the agreement "might well serve as a precedent" for parties to urge other cable operators to afford special offers to marginal income families.

Capitol plans on raising its basic rates before the end of the year, said Farmer (they have been frozen since February 1987), with the resulting increase probably in the \$14.50 range.

The company is also in the middle of franchise renegotiations with Charleston and two neighboring towns, and the likelihood is the 23-channel system will be rebuilt to include 60 channels. Also on the table is a request for one channel for the county school system; a discount of basic service, which has been addressed in the settlement; the inclusion of a lower-priced basic tier, which has been mooted by the settlement, Farmer said, and the wiring of apartment units in downtown Charleston, which Farmer said will be costly. The franchises expire in 1990 and 1991. □

place to avoid receiver-related interference in the UHF band. It is generally believed that the latest consumer receiver technology eliminates that interference.

If the commission does eventually decide to allot additional channels to TV broadcasters, Felker said that it would be up to broadcasters to apply individually for facility upgrades. "We envision that these applications would be treated as major modifications, thereby being subjected to public notice, petitions to deny and formal objections, as well as the commission making public interest judgments," he said. "I think we envision a very formal process."

The decision was made to eliminate usage of augmentation channels from the 1 ghz-13 ghz band because "with a couple of exceptions, these bands are extremely congested," Felker said. "It is our judgment that clearing a segment of these bands to provide capacity for broadcast service would be extremely expensive."

Several frequencies in that band were suggested for possible terrestrial high-definition TV broadcasting in the ATS report. But the Mass Media Bureau staff later decided that allocations in that band, which is now allocated for military, direct broadcast and other satellite applications, would not be feasible.

Reaction to the commission's decisions was generally favorable. National Association of Broadcasters President Eddie Fritts was pleased "that the commission once again strongly supported the efforts of free, over-the-air broadcasters to deliver a state-of-the-art advanced TV service to the American public." He praised the commission for continuing the freeze on UHF-TV allocations and agreed "that it would be premature to set ATV standards at this time." At the same time, Fritts said that NAB is opposed to the flexible use concept.

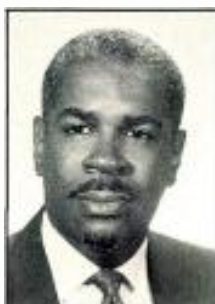
"I don't think the land mobile community will find [the commission's actions] particularly gratifying," said John Richards, Washington representative for the Land Mobile Communications Council. The group will continue to work for direct allocation to land mobile of the UHF spectrum in question, rather than having to deal with broadcasters for use of the space, as is suggested in the flexible use proposal.

"A year ago," Preston Padden, president of the Association of Independent Television Stations, said, "the question was: 'How much of the UHF spectrum are broadcasters going to lose to land mobile?' Today the question is: 'Are the VHF and UHF bands all the spectrum we'll be assigned?'" But Padden shared Quello's concern that the commission's decision to act on spectrum issues was premature.

Peter F. McCloskey, president of the Electronic Industries Association, praised the FCC's decision to restrict wideband, incompatible systems "as it assures it will make no existing TV set obsolete.... In addition, the FCC's decision not to retard the development of alternative media delivery systems such as cable, satellite, VCR and fiber optics reflects EIA's own broad-based industry view." □



Brown



Farmer

government (PEG) use. It "will make available programming opportunities for consumer/educational usage, including a biweekly program on consumer affairs." And Capitol will provide equipment to the state library commission for local production.

Capitol will also reimburse the attorney general \$37,500 in legal fees incurred and provide another \$25,000 that the office will use for the consumer advocacy campaign associated with the access channels.

Brown said other key elements of the settlement included cost-of-living increases



## ABC tops Emmy list

**ABC takes most statues, then CBS, NBC; Fox outrates another network with broadcast for first time on a Sunday night**

Top-rated NBC, nominated 114 times compared to 87 nominations for CBS and 75 for ABC, took a backseat in the Emmy awards, coming away with 19 of the statuettes, behind ABC with 21 and CBS with 20, on Sunday night, Aug. 28. Two surprise winners were ABC's *thirtysomething*, which won for outstanding drama series, and ABC's *The Wonder Years*, a midseason replacement last year, which won for best comedy series. Although Fox Broadcasting Co. came away empty-handed from the awards ceremony, it received its highest ratings to date from the Emmy Awards telecast.

Fox's airing of the 40th annual Emmy Awards scored a 10.7 rating and an 18 share nationally, a 29% increase over last year, the first year that Fox presented the show, when the Emmy telecast received its lowest ratings ever, an 8.8/14. Sunday's show, from Pasadena, Calif., gave Fox its first Sunday night victory over another network, outdelivering ABC from 8 p.m. to 11 p.m.

Cable, in its first year of eligibility, came away with two awards, both won by HBO. HBO's *Dear America: Letters Home From Vietnam* won for Outstanding Informational Special, and the writers for *Dear America* won for Outstanding Individual Achievement Informational Programming.

William Hanna and Joseph Barbera were awarded the Governors Award by the Board of Governors of the Academy of Television Arts & Sciences for their more than 50 years of creating outstanding animated programming. The Governors Award is the highest award of the Academy, and the recipients are individuals, companies or organizations that have reached an outstanding level of achievement "in the arts, sciences or management of television which is either of a cumulative nature or so extraordinary and universal in nature as to be beyond the scope of the Emmy Awards presented in the categories and areas of achievement."

Sunday's show was produced by *Saturday Night Live* producer Lorne Michaels, who imprinted his signature on much of the telecast, from the opening act of the Sweeney Sisters (*Saturday Night Live* regulars) to a comedy routine performed by magicians Penn and Teller to the appointment of Tony Danza as designated acceptor for winners not attending the ceremony. In addition to the injection of comedy into the normally cumbersome show, the telecast kept a rapid pace, coming under the wire at three hours and 20 minutes, shorter than last year's four-hour program.

To celebrate the Emmys' 40th anniversary, the show was interspersed with clips from television shows of the past. In one instance, Michaels used a clip from the *Dick Van Dyke Show* to introduce its former co-stars Mary Tyler Moore and Dick Van Dyke, who presented the lead actor awards.

A list of the winners follows:

**Outstanding Drama Series**—*thirtysomething* (ABC)

**Outstanding Comedy Series**—*The Wonder Years* (ABC)

**Outstanding Mini-series**—*The Murder of Mary Phagan* (NBC)

**Outstanding Variety, Music or Comedy Program**—Irving Berlin's 100th Birthday Celebration (CBS)

**Outstanding Drama/Comedy Special**—*Inherit the Wind* (NBC)

**Outstanding Lead Actor in a Drama Series**—Richard Kiley (*A Year in the Life*) (NBC)

**Outstanding Lead Actor in a Comedy Series**—Michael J. Fox (*Family Ties*) (NBC)

**Outstanding Lead Actor in a Mini-series or Special**—Jason Robards (*Inherit the Wind*) (NBC)

**Outstanding Lead Actress in a Drama Series**—Tyne Daly (*Cagney & Lacey*) (CBS)

**Outstanding Lead Actress in a Comedy Series**—Beatrice Arthur (*Golden Girls*) (NBC)

**Outstanding Lead Actress in a Mini-series or Special**—Jessica Tandy (*Foxfire*) (CBS)

**Outstanding Supporting Actor in a Drama Special**—John Shea (*Baby M*) (ABC)

**Outstanding Supporting Actress in a Drama Series**—Patricia Wettig (*thirtysomething*) (ABC)

**Outstanding Supporting Actress in a Comedy Series**—Estelle Getty (*Golden Girls*) (NBC)

**Outstanding Supporting Actress in a Mini-series or Special**—Jane Seymour (*Onassis: The Richest Man in the World*) (ABC)

**Outstanding Individual Performance in a Variety or Music Program**—Robin Williams (*ABC Presents a Royal Gala*) (ABC)

**Outstanding Writing in a Drama Series**—Paul Haggis, Marshall Herskovitz (*thirtysomething*) (ABC)

**Outstanding Writing in a Comedy Series**—Hugh Wilson (*Frank's Place*) (CBS)

**Outstanding Writing in a Mini-series or Special**—William Hanley (*The Attic: The Hiding of Anne Frank*) (CBS)

**Outstanding Writing in a Variety or Music Program**—Jackie Mason (*Jackie Mason on Broadway*) (HBO)

**Outstanding Directing in a Drama Series**—Mark Tinker (*St. Elsewhere*) (NBC)

**Outstanding Directing in a Comedy Series**—Gregory Hoblit (*Hooperman*) (ABC)

**Outstanding Directing in a Mini-series or Special**—Lamont Johnson (*Gore Vidal's Lincoln*) (NBC)

**Outstanding Directing in a Variety or Music Program**—Patricia Birch, Humphrey Burton (*Celebrating Gershwin Great Performances*) (PBS)

**Outstanding Achievement in Music Direction**—Ian Fraser, Chris Boardman, Alexander Courage, Angela Morley (*Julie Andrews...The Sound of Christmas*) (ABC)

**Outstanding Costume Design for a Variety or Music Program**—Pete Menefee, Ret Turner (*Las Vegas—An All Star 75th Anniversary Special*) (ABC)



**Outstanding Animated Program**—*A Claymation Christmas Celebration* (CBS)

**Outstanding Achievement in Music and Lyrics**—Larry Grossman, Buz Kohan (*Julie Andrews...The Sound of Christmas*) (ABC)

**Outstanding Achievement in Choreography**—Alan Johnson (*Irving Berlin's 100th Birthday Celebration*) (CBS)

**Outstanding Art Direction for a Variety or Music Program**—Charles Lisanby (*Barry Manilow: Big Fun on Swing Street*) (CBS)

**Outstanding Classical Program in the Performing Arts**—*Nixon in China* (*Great Performances*) (PBS)

**Outstanding Achievement in Music Composition for a Mini-series or Special**—Laurence Rosenthal (*The Bourne Identity*) (ABC)

**Outstanding Sound Mixing for a Dramatic Mini-series or a Special**—Don MacDougall, Grover Helsley, Joe Citarella, Russell Williams (*Terrorist on Trial: The United States vs. Salim Ajami*) (CBS)

**Outstanding Sound Editing for a Mini-series or Special**—Rich Harrison, Tom Cornwell, Peter Harrison, Tom McMullen, Stan Siegel, Tally Paulos, Allan Rosen (*The Murder of Mary Phagan*) (NBC)

**Outstanding Achievement in Makeup for a Mini-series or Special**—Ronnie Specter, Linda De Vetta, Pauline Heys (*Poor Little Rich Girl: The Barbara Hutton Story*) (NBC)

**Outstanding Achievement in Hairstyling for a Mini-series or Special**—Claudia Thompson, Aaron Quarles, Jan Archibald, Stephen Rose (*Poor Little Rich Girl: The Barbara Hutton Story*) (NBC)

**Outstanding Achievement in Costuming for a Mini-series or Special**—Eddie Marks, Deborah Hopper (*Shakedown on the Sunset Strip*) (CBS)

**Outstanding Art Direction for a Mini-series or Special**—Jan Scott, Erica Rogalla (*Foxfire*) (CBS)

**Outstanding Lighting Direction for a Variety/Music or Drama Series, Mini-series or Special**—John Rook (*Julie Andrews...The Sound of Christmas*) (ABC)

**Outstanding Sound Mixing for a Variety or Music**



(Moonlighting) (ABC)  
**Outstanding Guest Performer in a Comedy Series**—Beah Richards (Frank's Place) (CBS)  
**Outstanding Achievement in Music Composition for a Series**—Lee Holdridge (Beauty and the Beast) (CBS)  
**Outstanding Sound Mixing for a Comedy Series or Special**—Michael Ballin, M. Curtis Price, Martin

Church, Lenora Peterson (Frank's Place) (CBS)  
**Outstanding Sound Editing for a Series**—William Wistrom, Wilson Dyer, Mace Matiosian, James Wolvington, Keith Bilderbeck, Gerry Sackman (Star Trek: The Next Generation) (Syndication)  
**Outstanding Costume Design for a Series**—William Ware Theiss (Star Trek: The Next Generation) (Syndication)

**Outstanding Technical Direction/Electronic Camera/Work/Video Control for a Series**—O. Tamburri, Jack Chisholm, Stephen Jones, Ritch Kenney, Ken Tamburri, Robert Kaufmann (Golden Girls) (NBC)

**Outstanding Cinematography for a Series**—Roy A. Wagner (Beauty and the Beast) (CBS)

**Outstanding Lighting Direction for a Comedy Se-**

## Syndication Marketplace

**Lorimar Telepictures** has sold *ALF* in 32 stations covering 23% of the U.S. for a fall 1990 start. Among just announced clearances are independents *WXON*(TV) Detroit, *KITN*(TV) Minneapolis, *WPGH*-TV Pittsburgh and *WXIN*(TV) Indianapolis. Sales to NBC affiliates *WXIA*-TV Atlanta and *WLWT*(TV) Cincinnati were previously reported by BROADCASTING ("Closed Circuit," July 18). Other stations signed to carry reruns of the NBC sitcom include independents *WTXX*(TV) Waterbury, Conn.; *WNAC*-TV Providence, R.I.; NBC affiliates *WYFF*-TV Greenville, S.C., and CBS affiliate *WHP*-TV Harrisburg, Pa. In all, 15 network affiliates and 17 independents have bought the show, which was first offered to stations on a cash basis at last February's NATPE convention.

**Claster TV** has cleared Jim Henson's *Muppet Babies* for 1989 syndication in the top 25 U.S. markets, just two months after it gained the rights to syndicate the Emmy-winning CBS show. Renewed for a fifth and sixth season on the network, *Muppet Babies* combines animation and live action and, according to Claster, is the highest-rated animated series among children 2-to-11 years old and 6-to-11 years old. The show will air beginning September 1989 on *WNYW*(TV) New York, *WFLD*(TV) Chicago, *KTVT*(TV) Dallas-Fort Worth, *KHTV*(TV) Houston and *KVBC*-TV San Francisco, and in 40 of the top 50 markets. *Muppet Babies* is sold on a barter basis, with two-and-a-half minutes of national advertising time and three-and-a-half minutes of local ad time.

*Life's Most Embarrassing Moments* has cleared 115 markets covering 82% of the U.S. The weekly half-hour, produced by **Woody Fraser Productions** in association with **Reeves Entertainment** and distributed by **Group W Productions**, will premiere the weekend of Sept. 24 on NBC O&O's in New York, Los Angeles and Chicago and Group W stations in Philadelphia, San Francisco, Boston, Pittsburgh and Baltimore.

Exclusive syndication rights to *Beyond Tomorrow*, an hour-long information series debuting on the Fox network Sept. 10, have gone to All American TV. All American already holds the rights to the highly rated Australian series on which the new Fox show is based, *Beyond 2000*. The original series currently airs on cable's Discovery Channel, as do other programs from the same Australian producer, Beyond International Group.

Former Syndicast principals **Leonard Koch** and **Robert Silberberg** plan to open a new distribution company following the closing of their New York-based syndication firm Aug. 26. Syndicast was closed in the wake of a bank takeover of its Australian parent company last month. Silberberg said the pair have bid for certain Syndicast program assets, including a number of fourth-quarter specials. Producer of Syndicasts' half-hour satire *D.C. Follies*, Marty Krofft, declined to take phone calls on the prospects for his show, which is entering its second season with 80% national clearance.

The half-hour game show *Relatively Speaking* has begun taping at Sunset Gower Studios in Los Angeles. The show, launching Oct. 3, has cleared 95 stations covering 85% of the country, including the top 39 markets. Production has also begun in Montreal for a weekly first-run sitcom *Starting from Scratch*. The show, cleared in 99 markets covering 90% of the U.S., is distributed by Worldvision and

premieres Sept. 26.

**On Trial** distributor **Republic Pictures** reports the program has cleared television stations covering close to 80% of the country. The new strip, scheduled to debut Sept. 12, broadcasts coverage of actual court trials, providing background and following each case through the verdict. Nick Clooney hosts.

**Genesis Entertainment** said last week it reached agreement with the Travel Industry Association of America (TIA) to incorporate TIA's "Discover America" theme and logo into the distributor's new syndicated show, *The Great Escape*. The theme and logo will be used in those *Great Escape* segments on U.S. destinations, at least one of which is featured in each episode of the weekly travel show. Up to now, a TIA official said, the Discover America promotional theme had been used only in the print medium.

**Viacom** announced the host for *Finders Keepers*, the new children's game show it is syndicating this season: Larry Toffler. Toffler graduated from the University of Southern California in 1985 and has acting credits that include the made-for-TV movie, *Another Chapter*, and parts in three soap operas: *The Guiding Light*, *One Life to Live* and *Search for Tomorrow*. *Finders Keepers* is produced by Nickelodeon in association with Fox Television Stations Inc. Viacom Enterprises is the distributor.

**GGP**, the San Francisco-based program distributor, said last week that actor Martin Sheen has been signed to host the prime time special, *1968: A Time to Remember*. Close to 115 stations covering 73% of the country have cleared the show, produced by GGP in association with *Time* magazine. The program has cleared 18 of the top 20 markets. The one-hour show is being offered for six minutes of national barter time (with six minutes of local time) and premieres Sept. 9.



**Larry Harmon Productions**, Los Angeles, is taking the *Bozo Show* on the road. The 27-year-old syndicated program will do live local broadcasts in 32 markets this fall, starting Sept. 30 in Miami (*WFS*(TV)). Each stop on the tour will be promoted with sponsorship tie-ins, contests and give-aways, LHP said. The tour will pick up again next March, starting with Boston (*WLV*-TV) and followed by another 100 cities.

## NBC takes 19th week of summer, ABC wins news

NBC won week 49 (ended Aug. 28, the 19th week of the summer season) with a 12.2 rating and a 22.3 share. CBS took second place with a 9.7/17.8, while ABC closed with an 8.9/16.3. Last year's comparable week (Aug. 30, 1987) also went to NBC, when that network pulled in a 12.0/22. CBS's comparable numbers a year ago were an 11.1/20, as were ABC's.

The combined three-network numbers for the just-finished week stood at a 30.8/56.4, down from last year's 34.2/62. This works out to give the networks a 54.6 HUT level (homes using television), down from last year's 55.2. The HUT level for the week represents 48.4 million households, down from last year's 48.2 million.

In the evening news race, ABC's *World News Tonight* won the week with a 9.3/20, over CBS's 9.0/20 and NBC's 8.6/18.

ABC took Monday night with its broadcast of the NFL pre-season football game (Chicago vs. Dallas), garnering a 13.3/23.6 average, while CBS had a Monday average of 10.2/17.7 and NBC came up with an 11.6/19.9.

For the rest of the week, NBC won Tuesday, Thursday and Saturday, ABC took Wednesday and Friday, while CBS took Sunday.

Nielsen		Net		Nielsen		Net	
1.	19.2/37	N	Cosby Show	33.	10.4/20	A	Thirtysomething
2.	19.2/35	N	Different World	34.	10.4/19	C	CBS Wed. Movie Special
3.	18.3/33	N	Cheers	35.	9.9/20	A	Mr. Belvedere
4.	18.2/32	N	Night Court	36.	9.9/19	C	CBS Friday Movie
5.	17.7/34	C	60 Minutes	37.	9.7/17	C	CBS Tuesday Movie
6.	17.4/29	C	Murder, She Wrote	38.	9.6/18	N	NBC Summer Showcase
7.	16.5/27	N	NBC Sunday Movie	39.	9.3/21	A	Perfect Strangers
8.	16.5/32	N	Golden Girls	40.	9.1/16	A	Moonlighting
9.	14.8/28	N	Amen	41.	8.4/16	C	Newhart
10.	14.5/28	N	Hunter	42.	8.2/15	C	Cagney and Lacey
11.	14.4/27	N	L.A. Law	43.	8.1/16	A	oodles
12.	14.1/24	N	In the Heat of the Night	44.	8.0/14	C	Cavanaugh
13.	13.9/25	A	Who's the Boss?	45.	7.7/14	C	Wiseguy
14.	13.7/24	N	Matlock	46.	7.7/14	C	48 Hours
15.	13.5/24	A	Head of the Class	47.	7.7/14	N	Funny People
16.	13.5/22	C	CBS Sunday Movie	48.	7.4/14	A	Disney Sunday Movie
17.	13.5/25	N	ALF	49.	7.3/12	A	MacGyver
18.	13.4/23	A	Full House, Tues.	50.	7.2/15	N	NFL Pre-season Football
19.	13.3/24	A	NFL Pre-season Football	51.	7.1/15	C	Beauty and the Beast
20.	13.3/23	N	Hogan Family	52.	7.1/14	N	Rags to Riches
21.	12.6/24	A	Growing Pains	53.	7.0/11	A	ABC Sunday Movie
22.	12.2/26	N	Facts of Life	54.	6.4/12	A	Spenser: For Hire
23.	11.7/21	N	NBC Wednesday Movie	55.	6.3/12	C	Tour of Duty
24.	11.6/20	A	China Beach	56.	5.6/11	C	West 57th
25.	11.6/19	C	Designing Women	57.	5.6/11	C	CBS Summer Playhouse
26.	11.2/19	C	Kate and Allie	58.	5.3/12	N	Blacke's Magic
27.	11.0/19	C	Magnum, P.I.	59.	5.1/11	A	Supercarrier
28.	10.7/18	N	NBC Monday Movie	60.	5.0/11	C	First Impressions
29.	10.6/21	A	20/20	61.	4.3/8	A	Hothouse
30.	10.6/18	N	My Two Dads	62.	4.3/9	C	Frank's Place
31.	10.5/22	A	Full House	63.	4.2/8	A	Geo. Stevens: Filmmaker
32.	10.5/18	N	Family Man	64.	4.2/8	A	After Midnight

©1988 Nielsen Media Research

**Series or Special**—Doug Rider. Carroll Pratt, David Fluhr, Doug Nelson (Dolly, Down in New Orleans) (ABC)

**Outstanding Cinematography for a Mini-series or Special**—Woody Owens (I Saw What You Did) (CBS)

**Outstanding Editing for a Mini-series or Special (Single Camera Production)**—John Martinelli (The Murder of Mary Phagan) (NBC)

**Outstanding Editing for a Mini-series or Special (Multi-Camera Production)**—Andy Zall, Mark West, Bob Jenkis (Julie Andrews...The Sound of Christmas) (ABC)

**Outstanding Technical Direction/Electronic Camera/Video Control for a Mini-series or Special**—Mike Spencer, David Barber, Bob Keys, Ron Sheldon, Gunter Degn (Julie Andrews...The Sound of Christmas) (ABC)

**Outstanding Costume Design for a Mini-series or Special**—Jane Robinson (Poor Little Rich Girl: The Barbara Hutton Story) (NBC)

**Outstanding Individual Achievement Informational Programing**—Kevin Brownlee, David Gill (Buster Keaton: A Hard Act to Follow) (PBS) and Bill Couturie, Richard Dewhurst (Dear America: Letters Home from Vietnam) (HBO)

**Outstanding Informational Special**—Dear America: Letters Home From Vietnam (HBO)

**Outstanding Informational Series**—Buster Keaton: A Hard Act to Follow (PBS) and Nature (PBS)

**Outstanding Individual Achievement Classical Music Dance Programing**—Kirk Browning (The Metropolitan Opera Presents: Turandot) (PBS)

**Outstanding Individual Achievement Special Events Programing**—Marc Palus, Olin Younger (The 15th Annual American Music Awards) (ABC)

**Outstanding Variety Music Events Programing**—The 60th Annual Academy Awards (ABC)

**Outstanding Achievement in Graphic Design and Title Sequences**—Liz Friedman (Strong Poison: A Dorothy L. Sayers Mystery) (PBS)

**Outstanding Achievement in Special Visual Effects**—Will Vinton, Mark Gustafson, David Allschul

Congratulations  
Robert MacNeil, Jim Lehrer  
and the staff of the

# The MacNeil/Lehrer NEWSHOUR

on your Fifth Anniversary

Thank you for the 1300 Hours  
of outstanding journalism

*The Staff of  
Norac Productions*



(Moonlighting) (ABC)

**Outstanding Guest Performer in a Comedy Series**—Beah Richards (Frank's Place) (CBS)

**Outstanding Achievement in Music Composition for a Series**—Lee Holdridge (Beauty and the Beast) (CBS)

**Outstanding Sound Mixing for a Comedy Series or Special**—Michael Ballin, M. Curtis Price, Martin Church, Lenora Peterson (Frank's Place) (CBS)

**Outstanding Sound Editing for a Series**—William Wistrom, Wilson Dyer, Mace Matiosian, James Wolv- ington, Keith Bilderbeck, Gerry Sackman (Star Trek: The Next Generation) (Syndication)

**Outstanding Costume Design for a Series**—William Ware Theiss (Star Trek: The Next Generation) (Syndication)

**Outstanding Technical Direction/Electronic Camera/Video Control for a Series**—O. Tamburri, Jack Chisholm, Stephen Jones, Ritch Kenney, Ken Tamburri, Robert Kaufmann (Golden Girls) (NBC)

**Outstanding Cinematography for a Series**—Roy A. Wagner (Beauty and the Beast) (CBS)

**Outstanding Lighting Direction for a Comedy Series**—Mark Buxbaum (The Charmings) (ABC)

**Outstanding Achievement in Hairstyling for a Series**—Judy Crown, Monique De Sart (Designing Women) (CBS)

**Outstanding Editing for a Series (Multi-Camera Production)**—Andy Ackerman (Cheers) (NBC)

**Outstanding Achievement in Makeup for a Series**—Werner Keppler, Michael Westmore, Gerald Quist (Star Trek: The Next Generation) (Syndication)

**Outstanding Sound Mixing for a Drama Series**—Susan Chong, Thomas Huth, Tim Philben, Sam Black (Tour of Duty) (CBS)

**Outstanding Art Direction for a Series**—John Mansbridge, Chuck Korian (Beauty and the Beast) (CBS)

**Outstanding Guest Performer in a Drama Se-**

**ries**—Shirley Knight (thirtysomething) (ABC)

**Outstanding Children's Program**—The Secret Garden (Hallmark Hall of Fame) (CBS)

**New home.** CBS-owned KCBS-TV Los Angeles will begin airing top-ranking syndicated *Wheel of Fortune* and *Jeopardy!* in fall 1989 in a three-year deal with distributor King World. *Wheel* has aired on independent KCOP-TV Los Angeles since March 1984 and *Jeopardy!* since January 1985. The independent was to have carried the game shows through mid-1990, but according to KCOP Program Director Carol Martz, agreed to give them up a year early following the decision not to renew for the 1990-91 and 1991-92 seasons. In their place, she said, the station will begin building an access sitcom block.

Thoben-VanHuss & Associates, Inc.  
Cordially Invite You  
to be Our Guest at

**RADIO '88**  
**Suite 140**  
**Grand Hyatt Washington**

Stop by at our Open House  
Wednesday through Friday  
4 to 7 P.M.

or

We encourage you to arrange a private meeting  
with our principals. Just call our Indianapolis  
office, (317) 636-1016 for an appointment.



Thoben-Van Huss & Associates, Inc.  
One Virginia Avenue, Suite 400, Indianapolis, IN 46204 • (317) 636-1016  
FAX: (317) 637-2209

## NBC to premiere Sunday night variety show

Lorne Michaels's company to  
produce late-night program,  
heavy on music, some comedy

From the man who brought late-night viewers *Saturday Night Live* 14 years ago comes *Michelob Presents Sunday Night*, a variation on the theme, sort of, to premiere on the NBC-owned stations and others on Oct. 2 at midnight. Described as a weekly late-night musical variety program, the new show will have some comedy elements and, like *SNL*, a house band. But there will be no comedy troupe or sketches.

A much larger emphasis will be placed on the musical elements of the show, as evidenced by the two co-hosts—saxophonist David Sanborn and keyboard player Jools Holland. In addition to a weekly contingent of guest musicians and other artists, comedian Kevin Meany will do regular stand-up comedy routines and cartoonist Lynda Barry will produce weekly vignettes that combine live-action and animation.

The new program is being produced by Broadway Video, New York, headed by six-time Emmy winner Lorne Michaels. Michaels, executive producer of NBC's *Saturday Night Live*, will also serve as executive



Michaels

producer of *Sunday Night*. However, it is understood that his day-to-day role in the production of the latter will be minimal. John Head, a long-time Michaels associate and an executive at Broadway Video, will serve as producer and have day-to-day responsibility for the new program.

Sanborn, who will continue to host a national radio program, will host, and in many cases participate, in the musical components of the program, which will include a mix of popular domestic forms, such as rock, jazz, rhythm and blues and country, with so-called "world music" elements such as Ladysmith Black Mambazo Band and the

Bulgarian Voices a capella trio.

Featured each week will also be film archives of past jazz players and interviews with musicians and other guests. Jools Holland, who hosted the live British television series, *The Tube*, will serve as *Sunday Night's* "master of ceremonies," according to Head.

The series was developed by Broadway Video in association with Anheuser-Busch and has an initial 13-week commitment. If the program shows potential in that time, the plan is to syndicate the show nationally beyond the 20 stations slated to carry it next month.

In addition to the 7 NBC-owned stations, others that have cleared it include KPIX(TV) San Francisco; KXAS-TV Dallas; KCRA-TV Sacramento and KVBC-TV Las Vegas. The NBC stations are scheduled to air the program after the network feed of *George Michael's Sports Machine*.

The show is being distributed by Fox/Lorber Associates, New York, and is being offered on a barter basis. Anheuser-Busch has picked up four of the five national minutes in the program, and Broadway Video has retained a fifth national minute that it will sell. Stations will have eight local minutes to sell. □



**White House welcome.** President Reagan has given an Oval Office blessing to the U.S. Telecommunications Training Institute, a joint venture of leaders of the U.S. telecommunications industry and ranking officials of the U.S. government whose goal is to provide free training in broadcasting and telecommunications for men and women from developing countries. The President noted that USTTI has graduated more than 1,000 students in its five-plus years of existence. The institute says 1,234 graduates are operating telephone systems and broadcast outlets in 101 developing countries. Up to 300 more students will graduate this year.

The USTTI was founded by Michael R. Gardner, the communications attorney who headed the U.S. delegation to the International Telecommunication Union plenipotentiary conference in Nairobi, Kenya, in 1982. It was his experience at the stormy and highly politicized conference—where the U.S. was barely able to prevent the Third World countries from ejecting Israel—that convinced Gardner and the industry and government leaders on the delegation that Third World countries needed technical and management training in telecommunications. He is now chairman of USTTI.

The USTTI hopes to strengthen its broadcast orientation. It has voted to expand substantially its 37-course curriculum to include additional broadcast training. And it expects to add several broadcasting companies to its board of directors; it now has none. Gardner says the increasing emphasis on broadcasting is a result of recommendations of students responding to USTTI's requests for information as to the kind of expertise their countries need.

Shown at the Oval Office meeting with President Reagan (l-r) are USTTI members Ronald F. Stowe, Pacific Telesis; Joseph Crouch, Cable & Wireless North America; Charles Z. Wick, U.S. Information Agency; FCC Chairman Dennis R. Patrick; Seth Blumenfeld, MCI International; David J. Markey, BellSouth Corp.; John A. Hinds, AT&T International; Daniel Latham, Digital Equipment Corp.; Reagan; Gary Donahee, Northern Telecom Inc.; Gardner; Travis Marshall, Motorola Inc.; Bruce Crockett, Comsat Corp.; Alfred Sikes, National Telecommunications and Information Administration; Laird Walker, US West, and Judith Sparrow and Anne Wilson, USTTI staff members.



## Stay Tuned

Beginning Monday, Sept. 19, **NBC** will present a weekday, one-hour (6 a.m. to 7 a.m. NYT) version of *NBC News at Sunrise*. Leaving the schedule will be NBC News's *Before Hours*. ■ *Senior Prom* (Konigsberg/Sanitsky production), an NBC comedy about prom night, has finished production. Paul Schneider directed.

*The Amish Story* (working title of Landsburg Co. production) has completed production in Statesville, N.C. The story is of a prosecutor who tries to bring to trial teenagers who accidentally killed an infant child. Larry Elikann directed. ■ Filming has begun on *Pursuit* (Columbia Pictures Television production), a four-hour mini-series about an SS officer. Veronica Hamel (*Hill Street Blues*) and Ben Cross "Chariots of Fire" are among stars. Ian Sharp directed. Columbia Pictures Television production.

On Saturday, Sept. 17, **CBS** will air *Jackie Gleason: The Great One* (8 p.m.-10 p.m. NYT), hosted by comedians John Candy, Art Carney, Jane Curtin, Teri Garr and John Larroquette. Daniel Helfgott directed the Viacom production. ■ *Bodywatching*, an entertainment special on the human body will be broadcast Saturday, September 24, at 9-10 p.m. NYT. ■ Production is under way on *Bridge To Silence*, a CBS drama about a deaf woman's recovery to a full life after an auto accident. Marlee Matlin ("Children of a Lesser God") stars. Karen

Arthur directs for Fries Entertainment. ■ In production is *Liberace*, made-for-television movie about the life of the flamboyant performer. David Greene is the director. The producer is Kushner/Locke in association with Canadian International Studios.

*The Comedy Club Special* is being produced by George Schlatter for broadcast on **ABC** Thursday, September 29, at 9-11 p.m. NYT. The show will include a riotous lineup of talent from eight clubs around the world. ■ *The Kennedys of Massachusetts*, a six-hour mini-series has begun production. *The Kennedys* is an Edgar J. Scherick Associates Inc. production in association with Commonwealth Productions Inc. distributed through Orion Television. ■ Airing on **WTBS(TV)** is a drama about the life of the Michelangelo, *A Season of Giants*. The show is a four-hour mini-series which has yet to be given an air date. It is produced by Turner Broadcasting System Inc., RadioTelevisione Italiana and Consolidated Entertainment in association with Tiber Produzione of Rome. The director is Jerry London.

The complex issue of privacy and fairness in political reporting is debated in **PBS's** election '88 special, *The Politics of Privacy*, an hour-long program that lays the foundation for the upcoming 10-part series, *Ethics in America*. *Privacy* airs Sept. 26 at 9 p.m. NYT.

## Special Report

### Telcos, fiber top Eastern Show agenda

#### Attendance and exhibitors for Atlanta convention running ahead of last year

Telephone company entry into the cable business and the application of fiber optic technology, two topics inextricably tied and much on the minds of cable operators, will highlight the agenda at the Eastern Cable Show, which begins this Wednesday (Sept. 7) and ends Friday in Atlanta.

Interest in the show is strong with 160 exhibitors signed up, a 15% increase from the 140 that exhibited last year. Southern Cable Television Association officials, who put together the show, say attendance is tracking about 5% ahead of last year's figure of 3,400. No sessions are scheduled for the afternoons on Thursday and Friday to maximize attendance on the sold-out exhibit floor.

The Community Antenna Television Association's open forum on Wednesday, Sept. 7, will feature Tom Robak, president of T.L. Robak Inc., which is constructing the cable system in Cerritos, Calif., for telephone company GTE; Greg Kriser, chief operating officer of Helicon Group, the cable company in Perryopolis, Pa., where Bell Atlantic is putting in fiber that will be used for cable and telephone service, and John Wilbur Hicks, chairman of Applied Fiber Optics, Southbridge, Mass. Steve Effros, CATA president, will interview the three panelists.

What will likely prove a popular session on Thursday morning, "Who's the Electable Candidate—Head-to-Head Competition," will feature Richard Snelling, executive

vice president of Southern Bell; James Robbins, president of Cox Cable; Phil Hogue, president of Daniels & Associates, and Frank Lloyd, an attorney with the Washington law firm of Mintz, Levin, Cohn, Ferris, Glovsky and Popeo.

A session on overbuilds on Thursday will feature Washington attorneys Paul Glist, of Cole, Raywid & Braverman; Nick Miller,



Miller, Young & Holbrooke, and Mark Palchick of Kenkel, Barnard & Edmondson. Glist will join Jim Ewalt, executive vice president of CATA, and Seth Davidson, NCTA associate general counsel, for a Friday panel on a variety of regulatory issues.

High-definition television and fiber optic discussions will spill over from the technical

sessions to the management session agenda. On Thursday, HDTV will be explored by John Abel, executive vice president, operations, National Association of Broadcasters; Wendell Bailey, NCTA vice president, office of science and technology, and Bob Zitter, vice president, network operations, HBO. Southern Bell and Cox Cable are putting together a fiber-delivered high-definition television demonstration on the exhibit floor.

Catel President Dr. James Hood will lead a Friday session entitled "Watson Come Here. I See You...Fiber Optics."

Wireless cable and DBS will be the topics a Friday morning session featuring Robert Schmidt, president of the Wireless Cable Association, and Wes Hanemayer, vice president of direct broadcast sales, Turner Broadcasting System.

Two Wall Streeters—Mike Anderson, vice president, Kidder Peabody, and Jai Bowers, first vice president, Paine Webber—will give their views of the cable business at a Thursday morning session. Another business session looking at how cable fares during recessionary times features Andrew Angelette, regional manager, Wometco; David Woodrow, vice president and general manager, Cox Cable, and Bill Arnold, president of the Texas Cable Television Association.

Other panel sessions will examine discounted pay service offerings, advertising sales, programing lineups and customer service. The Cable Television Administration & Marketing Society will conduct a retention workshop on Thursday, which will in-

**clude** CTAM President Margaret Durborow.

Turner Broadcasting System plans a live videoconference on Thursday, Sept. 8, at 5 p.m., to update cable operators on Turner Network Television, which is due to launch Oct. 3. On hand to answer questions will be TBS Chairman Ted Turner, Turner Entertainment Networks President Gerald Hogan, Turner Cable Network Sales President Terence McGuirk and TNT Executive Vice President Scott Sassa. The videoconference will be distributed on Satcom III-R, transponder 18. □

## Video via fiber

**Testing will begin on headend links in Florida; General Instrument to develop fiber to the home**

Plans are in place in the cable industry to begin testing possible cost-effective ways to deliver video signals with fiber optics. Ten multiple cable system operators will begin testing a system this week in the Orlando, Fla., area. Those tests, which will link several headends, are to be the first step in a long-term plan that could eventually lead to tests of fiber-optic cable installed into viewers' homes.

Meanwhile, General Instrument Corp., a New York-based manufacturer and distributor of cable TV decoders and transmission equipment, is embarking upon a research and development program of its own to design the most economic approach to delivering video from the headend to the home entirely with fiber optics.

The Orlando tests are scheduled to begin tomorrow (Sept. 6). The goal is to "get more information about the performance of amplitude modulated (AM) transmission," said Jim Chiddix, senior vice president, engineering and technology for American Television & Communications (ATC), Englewood, Colo., one of the participating MSO's. An AT&T-developed AM laser distribution system, distributed by Anixter Communications Inc., Skokie, Ill., is to be used during the tests. AM transmission is considered advantageous because "you don't need a whole room full of equipment to modulate and demodulate the signals," as is needed for the more complicated alternative FM and digital transmission systems, Chiddix said.

Several Orlando-area headends will be linked by fiber in a system that will parallel a current microwave-link system. Thirty-six channels will be sent over the links, which may eventually replace the microwave system. By the end of the year, Chiddix said, it is hoped that the fiber distribution tests can be expanded into neighborhoods, with connections to coaxial cable leading into homes. In the future, there may be fiber installed into the homes. "In a few years, it may make sense, but we're not there yet," he said.

But the obstacle that must be overcome is expense. The biggest breakthrough, Chiddix said, will be when equipment manufacturers have been convinced to begin production of the needed sophisticated laser



Chiddix

devices in enough volume to bring their price down. "In the past these lasers have been used for specialized, very high-speed digital applications," he said.

Chiddix explained the economics of fiber transmission in comparison to microwave. In fiber installation, the bulk of the cost is in construction. Assuming a 10-mile, AM fiber link, the construction costs would be \$40,000, the transmitter \$10,000 and the fiber-optic cable costs about \$4,000 a mile. A similar AM microwave link costs about \$15,000 to install. However, the microwave

systems cannot deliver as many channels.

ATC also has near-term plans to perform fiber tests in the Honolulu market and tentatively in Kansas City, Mo., markets. Equipment companies are being sought to work with ATC on the those projects.

General Instrument has entered into a joint agreement with Corning Glass Works, Corning, N.Y., to start a fiber optic research and develop program. Corning is a leading manufacturer of optical fiber and is developing electronic devices that will be used in the R&D program.

The goal of the program will be to devise a cost-effective plan to build a fiber optic cable TV system. Most of the research will be done at General Instrument's Jerrold Applied Media Laboratory in Hatboro, Pa. According to General Instrument spokesman Edward Kearney, the program will take years to complete, with the goal of eventual tests of fiber in homes on an operating cable system by the early- to mid-1990's. He could not predict exactly how much the test program will cost, but estimated "it will be multimillion dollars on an annual basis for a number of years."

The main objective of the General Instrument-Corning effort will be to develop reliable but inexpensive routers, switchers and other electronic units for fiber optics. "Today, fiber optics are fairly cost-competitive in trunk applications, but in local loop applications they are not cost-competitive," Kearney said. "The reason for that is primarily the cost of connectivity."

All three transmission modes, AM, FM and digital, will be explored, he said. □

## Cable to get peplemeter demographics

**Most expect data, already available to broadcast networks, will show higher viewership and boost ad revenue**

Cable networks will move an important step forward this fall when they gain access to overnight demographic information from peplemeters for the first time since that technology took hold of television ratings last year.

Unlike the three broadcast networks, which this year received demographic data along with household ratings the day after a program aired, cable networks received only household numbers from the peplemeters. That's because Nielsen's first-year peplemeter in-tab sample was too small to be regarded as reliable by the industry. In February, for example, there were 2,500 homes in the Nielsen peplemeter sample, of which 1,000 were cable homes. When it reached 4,000 homes on Aug. 22, 1,700 cable homes were in-tab. Cable networks will begin receiving peplemeter demographic information around Sept. 29.

Cabletelevision Advertising Bureau President Bob Alter foresees access to overnight demographic cable information as a "tremendous advantage" for cable networks in selling advertising time. Demographic information has been available to cable networks in the past through the Nielsen Sta-

tion Index (NSI) diary sample.

Most of the research chiefs at various cable networks agreed with Alter's assessment. David Bender, vice president of research at USA Network, said that he is looking forward to the chance to compare USA's numbers to the broadcast networks' day to day. Bender added that there is "enough reliability" to the peplemeter data to make the numbers better than in the past.

An often heard complaint about the NSI cable demographic information is that viewers do not know which cable channels and what cable shows they are watching. That problem is compounded by viewers' track records of filling out diaries days after they have watched television.

Richard Kostyra, executive vice president at the advertising agency J. Walter Thompson, also anticipates that the new source of timely cable demographics will be "very valuable," mainly because of the "greater reliability" of peplemeters compared to diaries.

Last season, Nielsen supplied the cable networks with preliminary peplemeter demographic data gathered during the November 1987, February 1988 and May 1988 sweeps. Researchers say that peplemeter demographics are flat or better than diary data for cable networks.

According to a comparison by the advertising agency Bozell, Jacobs, Kenyon &



Eckhardt, the weighted average of 10 24-hour cable networks during those sweeps was no more than 9% greater for peplemeters than diaries in any one of six male and six female demographic categories. Among those individual demographics, however, peplemeter ratings typically were higher than diaries, in one case by as much as 184%.

Supplying the cable networks with peplemeter demographics will not be without some difficulties for Nielsen, just as supplying the broadcast networks was not. For instance, complaints that accurate measurement of children and teen audiences is a problem (because those viewers do not always push peplemeter buttons) could well increase when cable goes on line. Additionally, there are questions about how well peplemeters keep track of older upscale audiences.

John Dimling, Nielsen's senior vice president in charge of peplemeters, questioned whether adding another group of peplemeter customers would add to what has sometimes been a hue and cry over the accuracy of peplemeters. "I think it will be less pressworthy this season," he said of the shortcomings of peplemeters, adding that

that is not to say the issue may not come up. Marshall Cohen, senior vice president of corporate affairs and communications at MTV Networks and the executive with oversight of research, said that while he is "fairly satisfied" with peplemeters as compared with diaries or telephone coincidentals, peplemeters are "failing horribly" in ratings of viewers aged 2-15 and 12-17. Those audiences figure prominently in the make-up of MTVN's Nickelodeon, *Nick at Nite* and MTV. Diaries, he said, also are ineffective at measuring those demographics. Cohen based his claims on telephone coincidentals that show a larger percentage of children viewing the MTVN channels than do peplemeters.

Cohen said he has seen "no real improvement" in peplemeter measurement of children with Nielsen's incentive plan for younger viewers. Additionally, Nielsen has engaged in special coaching of younger viewers to get them to push peplemeter buttons. Nielsen lets young viewers who consistently push the peplemeter buttons order from a merchandise catalogue.

Bob Sieber, corporate vice president for research at Turner Broadcasting System, says that another shortfall of the people-

meter reading of cable demographics is its inability to keep track of older upscale audiences. Through special research in the spring, TBS discovered that higher income homes (with VCR's and more than one television set) fall outside the in-tab sample more frequently than other homes. For TBS that is of particular concern since those are the homes it claims to target with CNN and *Headline News*.

"If the upscale viewer is dropping out of the sample at higher frequency," there are a number of cable channels that should be concerned, Sieber said. TBS realized the problem by looking more closely at average minute ratings than cume ratings.

Sieber added that Nielsen has yet to provide the cable networks with sufficient computer software with which to analyze the deluge of ratings information that peplemeters bring in. That software will not be available until the first quarter of 1989, he said.

Sieber added that Nielsen has yet to provide the cable networks with sufficient computer software with which to analyze the ratings information that peplemeters bring in. That software will not be available until the first quarter of 1989 he said.

## Ohio cable system raises ad substitution question

### Warner Cable investigates carrying Cleveland station in Youngstown, replacing some spots with local ones and reimbursing station with percentage of revenue

Will there come a day when a cable operator will carry an out-of-market broadcast signal, substitute the station's home market local avails with local avails sold in the system's market, and remit some of the revenue to that station? Warner Cable believes the answer is yes, and thinks that the proposal would be a novel way for broadcasters and cable operators to work together.

The question the broadcaster in this equation—WOIO-TV Cleveland—is asking is how much power can a cable operator wield where a carriage request is answered with a proposal that is tantamount to paying for carriage? It may be no surprise that the theory's first test in reality has hit a brick wall.

Malrite Communications, owner of WOIO-TV (ch. 19) in Shaker Heights, Ohio, a suburb of Cleveland, has been aggressive in giving the station an identity since going on the air three years ago. It is a Fox affiliate, and has an aggressive fall sports lineup—20 games of the NBA Cleveland Cavaliers, 17 Ohio State basketball games and four Notre Dame football games.

In June, the FCC certified that the station was significantly viewed in Youngstown, Ohio, 55 miles to the southeast, based on Arbitron ratings books from July and November 1987 and February 1988. The station received a three share of total viewing in that market and a net weekly circulation of 13%, according to Dennis Thatcher, the station's general manager. The three-year-old station has been trying to gain carriage

on cable systems in a post-must-carry world and felt the viewing level data, and its program lineup, would help its case in gaining carriage in the Youngstown area, which is a separate ADI from Cleveland. Indeed, it has been successful with Armstrong Utilities, a cable operator with systems serving 35,000 homes in the suburbs of Youngstown, which added WOIO-TV on Aug. 28, coinciding with the Fox Emmy telecast. Indeed, the significantly viewed numbers would allow cable systems to pick up WOIO-TV without incurring further copyright expenses.

Meanwhile, at Warner Cable, Lowell Hussey, senior vice president, marketing and programming, was developing a proposal where the cable system's local advertising sales reps would sell local avails in Youngstown to be substituted for the Cleveland local avails on WOIO-TV. The cable system reasoned that the station can't sell the benefit of its extra coverage in Youngstown to Cleveland advertisers, but could sell that benefit to Youngstown advertisers interested in being in WOIO-TV's programming block. As proposed, Warner would have retained 80% of the gross revenue, remitting the other 20% to WOIO-TV.

As the proposal made its way through the ranks at WOIO-TV and Malrite, the reaction came back negative. Malrite Communications Chairman Milton Maltz sent a letter to Warner Cable President James Gray saying the proposal "represents a dangerous position by your company." (Maltz testified at the cable antitrust hearing held by Ohio Senator Howard Metzenbaum [D] in March, and the company is contemplating sending a letter to the senator about the situation. Metzenbaum has been a harsh critic of cable this year and is preparing a report, to be

released this month, concerning so-called anticompetitive practices. The results of the report could lead to legislative action by Metzenbaum.)

Warner was formulating its response to the Maltz letter last week, but the proposal, both sides concede, is dead in the water.

Among the points of disagreement are whether WOIO-TV includes the Youngstown numbers as part of its ad sales. Paul Jones, senior vice president and general counsel for Warner Cable, said that in meetings with advertising salesmen from both sides, station salesmen indicated that the station sells only with the Cleveland numbers, which led Warner to continue discussing the proposal. Thatcher said WOIO-TV sells on the total survey numbers, which includes Youngstown viewing data, although those numbers are relatively small because Cleveland is where the greatest viewing takes place. An advertiser such as Pizza Hut, for instance, has franchises in Cleveland and Youngstown, so a buy for Cleveland also has residual benefits in Youngstown, he said. The station's programming contracts are largely based on the 35-mile status, and don't account for any homes in Youngstown, he said.

There is also the question of carriage. Since there are no must-carry rules, Warner is under no obligation to carry the station. Even under the industry compromise, where significantly viewed levels do not apply, stations would have to be within 50 miles of the market to have been eligible for carriage.

Warner's Youngstown system, which has 19,600 subscribers among 36,200 homes passed, carries the three network affiliates in the market. PBS stations from Pittsburgh and Alliance, Ohio, and WUAB(TV) Lorain,

Ohio, which serves Cleveland. There is no Fox affiliate on the system.

Warner said the advertising proposal and its carriage decision are unrelated. "This is not a carriage question," said Jones. "This is a proposal that yields increment revenue that the station would not otherwise have at no cost to the station," he said.

But the station believes the two are inextricably tied, and its trade association believes Warner's proposal is a sign that cable operators are looking for payment for carriage. "It's extortion for carriage," said Jim Hedlund, vice president, government relations, Association of Independent Television Stations. "And it is our belief that it is illegal" under present copyright law, he said. On the advertising question, Hedlund said even if the numbers from Youngstown aren't included in a buy, advertisers know they can pick up extra coverage and become more inclined to buy a schedule.

Jones said, "as a business proposal, carriage has been under consideration," and other Warner officials do not discount that the station may be added to the lineup. And the heat may be turned up later this month, when WOIO-TV plans to bring in one of the stars of Fox's *Married with Children*, Ed O'Neill, for a spate of promotions. O'Neill is a Youngstown native and will take part in the promotional festivities on Sept. 23-24.

There is also disagreement over interpretation of copyright laws. As Hedlund alluded to, Youngstown broadcasters would have rights to file suit under copyright law if advertising is substituted on a distant station. But Jones, a former counsel with CBS, reads copyright law as giving the imported station the right to agree to the ad displacement, which would supersede the rights of other local broadcasters in the market. "The copyright proprietors have always had the

right to sublicense the exploitation of their protected property," said Jones, depending on the station's programming agreements. "That consent," he said, "would constitute a bar to [a] copyright infringement action even though the act itself accords standing to the local broadcaster in the affected service area," because the copyright proprietor would have already agreed to the sublicense arrangement.

Although it's unlikely the proposal will ever come to pass in Youngstown, Warner believes the idea is worth fleshing out. "The linchpin is the consent," said Jones, between the parties. It goes nowhere without it, he admits. But, he said, "this is the kind of proposal that could potentially be good for the broadcaster and the cable operator if properly positioned."

Warner intends to explain the proposal to members of Capitol Hill, the FCC, the Copyright Office and trade associations, said Jones, "and to the extent that there are issues that have not been factored into the proposal they should be considered, and if there are adjustments required to make it work." Warner would try to make them. The company may seek a declaratory ruling from the Copyright Office, for instance, on the proposal, Jones said.

Said Jones: "This initial proposal has such an uphill battle because of the historical regulatory structure [and]...the historical adversarial tone between broadcasters and cable and that is not the kind of proposal that one can lightly put on the table without recognizing the need to explore the implications of it." One of those being the likelihood, or lack thereof, that one broadcaster would compete for local advertising dollars with a broadcaster in another market. The issue will no doubt get a fuller hearing in the months ahead. □

Gunter would not reveal how much BellSouth is spending on the project, saying only that the amount was "not material." BellSouth reported revenue of \$13 billion last year.

Many of the ISP's that BellSouth has signed and hopes to sign already offer services to PC owners through direct-dial numbers. Gunter said BellSouth hopes that consumers will be willing to access services through TUG because of it provides access in an "easy-to-use and user-friendly manner."

There is no practical limit on the number of information services that can be provided over TUG. And, Gunter said, the more services, the better. Gunter compared TUG to cable television where a person may subscribe to receive two or three services and another may sign up to receive two or three different ones. "If [the services] hadn't all been there, neither one of use would have signed up."

TUG's market is now restricted to the relatively small group of people with PC's and modems. Other videotex providers, notably France Telecom, have given away or leased low-cost terminals to prime the market. Gunter said it is allowed under its regulatory and legal strictures to provide terminals, and has "not ruled it out yet. We're at a stage where we have to crawl before we can walk and walk before we can run."

Some electronic information services, particularly "chat lines" that allow users to "talk" to each other, have attracted attention because of their strong sexual content. Gunter said BellSouth would not tolerate indecency over TUG. Contracts with ISP's give BellSouth the right to bump a service if BellSouth finds its service objectionable, he said.

In rolling out the service, BellSouth is taking advantage of the relaxation last March of the restrictions on the business activities of the seven BOC's, which were imposed in 1982 when the BOC's were spun off from AT&T as part of the settlement of the government's antitrust suit against the telecommunications giant.

The original restriction barred the BOC's from any involvement in information. But as part of his first triennial review of the consent decree, U.S. District Court Judge Harold Greene, who oversees implementation of the decree, freed the BOC's to offer videotext gateways, electronic "white pages," electronic mail and voice messaging.

To comply with FCC restrictions, BellSouth is providing TUG through a separate subsidiary, but would prefer to offer it through an unregulated subsidiary so that it could take advantage of BellSouth's marketing muscle.

According to an National Telecommunications and Information Administration report released last month urging complete elimination of the restrictions on the BOC's, Bell Atlantic, Ameritech and Nynex are conducting or planning to conduct videotex gateway trials. And U.S. West has stuck an consultancy agreement with France Telecom, operator of the Minitel videotex system in France. □

## Telco testing videotex

### BellSouth's TUG will offer data services to PC owners

A subsidiary of BellSouth Corp. announced last week a "controlled introduction" of a videotex gateway service in Atlanta—the home of the regional Bell operating company's corporate headquarters.

The gateway that BellSouth has developed (and that other BOC's are planning) is basically a computer system designed to facilitate the provision of videotex services, bringing together over telephone lines electronic information service providers (ISP) and consumers.

BellSouth's Transtext Universal Gateway or, more simply, TUG, will link consumers with a growing list of ISP's providing a variety of information from the latest news to stock quotes to airline schedules. According to BellSouth, 18 providers have already signed up and eight others have "agreed in principle." Many already offer services directly to consumers.

To tap into the information, a consumer will have to have a personal computer with a modem and must be willing to pay—BellSouth and most of the ISP's charge a fee.

The ISP's charge between up to \$50 per hour. On top of that, BellSouth charges a fee that varies according to the amount of information coming over the wire and whether it's requested during the day (7 a.m.-7 p.m.) or the night (7 p.m.-7 a.m.). During the day, the typical TUG charge will be \$3.60; at night, \$1.90.

BellSouth's "controlled introduction" sounded more like a trial, even though bottles of champagne were passed out to reporters to celebrate the "christening" of the service. At a Washington press briefing, John Gunter, vice president for information services, said BellSouth hopes to attract at least 300 personal computer owners to use the service through direct mailing and advertising. That is the minimum number BellSouth needs to assess the needs of ISP's and consumers and to conform TUG to meet those needs, he said. TUG is now configured to handle 1,000 users, but is expandable, he said.

Whether controlled introduction or trial, Gunter said it is open ended. BellSouth hopes the service will improve and grow steadily so that it can be offered in other cities in the BellSouth region, he said.



## Group W and Opryland USA to launch 24-hour country music network

### Advertising avails for The Nashville Network Radio will be packaged with ads on cable TV's The Nashville Network

Group W Satellite Communications (GWSC) and Opryland USA Inc. said last week that they will launch an ambitious 24-hour country music network in early December. The Nashville Network Radio (TNNR), as the new radio network will be called, is being described by the companies as an expansion and variation of the Music Country Radio Network, a six-and-a-half-year-old joint venture between Opryland and the Associated Press Broadcast Services.

Stamford, Conn.-based GWSC and Nashville-based Opryland USA (a division of Gaylord Broadcasting Co. of Oklahoma City) have already had a six-year relationship with The Nashville Network (TNN) cable television service. GWSC markets and distributes TNN. According to Bob Meyer, group radio manager of Opryland USA and general manager of TNNR, the sales and marketing success of GWSC in that relationship prompted Opryland to enter the new TNNR radio agreement.

Advertising avails for TNNR will be packaged along with advertising on TNN television, according to Lloyd Werner, GWSC's senior vice president, sales and marketing. Advertisers already on The Nashville Network, said Werner, include Campbell's, General Motors and Sears. In addition to advertising sales, GWSC, a division of Group W (Westinghouse Broadcasting Co. Inc.), will handle affiliate relations and marketing of the new venture. Opryland USA will oversee TNNR programming.

Start-up costs that would normally run up

to \$6 million annually will be much lower, said Werner, because the operations are largely in place from the television relationship between the two companies. He said another good sign in the new venture is that GWSC has successfully delivered radio programming with Opryland USA in the past: 175 stations, for example, picked up the Country Music Awards that were simulcast from TNN last April; as many as 200 stations picked up the Farm Aid concert in Sept. 1985. "We see [the new venture] as a



natural outgrowth of our business," said Werner.

Another factor prompting Opryland USA to enter the agreement was increased demand for expanded programming from country radio stations they were already serving. Music Country Radio Network, which launched April 1, 1982, has provided programming only from 10 p.m. to 6 a.m. (NYT). The existing network has about 80 affiliates throughout the country, said Meyer, concentrated primarily in the South and Midwest. He said Music Country Radio Network has broadcast mostly traditional country music and live interviews with artists, and that the broadcasts have appealed largely to late-night workers and truck drivers.

According to participants in the new deal, the Music Country Radio Network will cease operation within the next 90 to 120 days. Werner said the 80 affiliates are not obligated to sign up with TNNR, but added: "We certainly hope to convert some of them." He said that negotiations to maintain AP as a news supplier for the new network are underway. TNNR will officially debut in December, according to the joint venture, but will be available to radio stations earlier in the fourth quarter.

TNNR, said Meyer, will be a "personal-intense hit music country format." The service, which will be primarily music, will include hourly news; nationally known disk jockeys and The Nashville Network television personalities; record countdowns; record reviews; entertainment news; live interviews with country artists, and concerts. Already lined up are several concerts, including a Willie Nelson performance taped last month.

TNNR will offer its first major production, an exclusive 90-minute concert featuring Nelson, even before the network's official December launch, according to GWSC and Opryland. The concert, titled *Some Enchanted Evening With Willie Nelson*, will be available nationally to affiliates over Satcom 1R Nov. 5-11, and will then be telecast by The Nashville Network cable television service on Nov. 12. The show is being produced by TNN.

According to Meyer, the concert is the first of several such specials planned by the new radio network. "We already have a couple in the can," he said.

The special, taped last month at a black-tie event hosted by CBS Records at Nashville's Opryland hotel, will feature songs from Nelson's new CBS/Columbia album, "What a Wonderful World." The Opryland hotel, owned by Opryland USA, is a further indication of the strength that the company holds in the Nashville country music market.

Meyer was reluctant to give full details on specific programming for TNNR. "For competitive reasons," he said, "until we're on the air we don't want to give away specifics."

Opryland USA, a major force in country music, will produce all of the network's programming in Nashville. "We own most of the properties in Nashville," said Meyer, "so no one should be able to do it better than we do." Meyer said the service would not include the weekly Grand Old Opry broadcasts from Nashville, but would feature direct access to country performers when they are cutting new records in local studios or

## TAKE IT TO THE REDLINE!



Test drive a distribution system that takes the toughest terrestrial abuse and still delivers broadcast quality audio into 2 meter antennas.



**FREE CHANNEL GIVEAWAY AT RADIO 88 & SCUC**

**Call 1-800-331-4806**

appearing on one of the TNN television programs.

"This will not be a simulcast of The Nashville Network, but we will be utilizing some of the nationally known personalities," Meyer said of the new radio network. Werner added that TNN television will provide promotional support to radio stations associated with TNNR. He also said that TNNR will offer a "flexible format with multiple options."

Meyer said he is hopeful that TNNR will have about 200 stations after its first year of broadcast. Stations signed on so far, he said, include Gaylord Broadcasting's WSM(AM) Nashville and WKY(AM) Oklahoma City. The joint venture will be heavily promoted at the

National Association of Broadcasters' upcoming Radio '88 convention in Washington, where satellite dish purchasing and leasing plans will be offered and subscriber fees will be announced. Radio stations will be offered to the 24-hour network service on a monthly fee plus barter basis.

TNNR will be transmitted via the audio subcarrier of Galaxy 1, transponder 2, the cable network's transponder. TNN is currently available in 42 million cable households, according to Werner, with a projected audience of 46 million by the end of next year. □

**Ono answer.** Westwood One will broadcast a special Sept. 14 featuring Yoko Ono's response to "The Lives of John Lennon," a controversial biography. The one-hour program (8 p.m. NYT), will be hosted by Elliot Mintz, who presented the network's *Lost Lennon Tapes* series. The special will feature Ono, Lennon's sons, Sean and Julian, and tape recordings of the late singer. Westwood One's Mutual Broadcasting and NBC Radio Network, will air follow-up reports that will include half-hour broadcasts of Ono's response.

In other news, Westwood One said that Mutual and NBC Radio Network have acquired exclusive pre- and post-fight network radio rights for the Nov. 7 World Boxing Council championship fight between Donny Lalonde and Sugar Ray Leonard in Las Vegas.

## Radio '88: Volume up

### NAB's hometown serves as host for convention that will cover the interests of the manager, engineer and programmer

The word is "up." According to David Parnigoni, National Association of Broadcasters radio vice president, the expected total of 6,500 participants in the NAB's Radio '88 convention in Washington Sept. 14-17 will be up from 1987 convention attendance by nearly 800 people, and, as of last week, 37,000 square feet of exhibition space (up from 27,000 square feet last year) had been sold to more than 180 exhibitors, up from 143 exhibitors in 1987. The total of 100 planned hospitality suites at JW Marriott and Grand Hyatt hotel is also up over Radio '87. (Parnigoni said there was not enough hotel space to meet the interest of those wanting a suite.) Additionally, attendance should increase since people are still registering, Parnigoni said.

Although the convention officially runs Sept. 14-17, on-site registration begins at the JW Marriott hotel at 11 a.m. Tuesday, Sept. 13, and at the Washington Convention Center Wednesday morning, Sept. 14, through noon Saturday, Sept. 17. Engineers may wish to show up early for Tuesday's marathon, 11 a.m. to 6 p.m., directional antenna seminar, part I. Engineering forums continue Wednesday with directional antennas, part II; on Thursday, when the focus will be digital radio, and on Friday, when radio frequency radiation regulation is the topic.

Wednesday afternoon fare for those without, as well as with, engineering degrees includes "EEO Hiring and Firing: Getting Things Right the First Time," "Marketing for the 1990's," "Radio-Only Legislation—Laying the Foundation" and an NAB headquarters tour. The day's schedule will wind down, or perhaps wind up, between 6 and 8 p.m. when Westwood One sponsors its "Opening Celebration."

Thursday morning picks up where it left off the night before with a 9:15-11:15 a.m. convention opening celebration sponsored by American Security Bank. And from 11 a.m. to 1 p.m., Arbitron will host a lunch, opening the "Celebration of Radio" Exhibit Hall. As in the past, exhibitors will constitute a generous mixture of financial and

other consultancy services, network and syndication programmers, graphics services, data services, publishers, satellite and other transmission services and manufacturers of everything from business computer software to production and broadcast equipment to helicopters.

After lunch, workshops begins in earnest. With a new round of half a dozen workshops beginning every hour and a half between 12:30 p.m. and 6 p.m., attendees will be able to hear and question panels on the training of on-air staff, libel issues surrounding DJ phone calls, license renewal, radio sales in the 1990's, interference, programming strategies in the "new America" and strategies for buying and selling stations, among other topics. A two-part "Daytimers' Forum" and "CEO-COO Roundtables" are included in Thursday's schedule.

Thursday will also see the opening of NAB booths dedicated to information on insurance and other financial services, membership, communications law (with some NAB and other attorneys available to answer questions) and public service programming. NAB will also conduct demonstrations of a "prototype high-tech radio receiver," NRSC standards for AM broadcasting and AM "splatter monitor," as well as operate a minority employment clearinghouse, an association library and a store selling various publications and promotional materials.

A few of Washington's big wheels roll out

Friday morning, beginning with a 7:30-8:45 a.m. breakfast featuring Assistant Secretary of Commerce Alfred Sikes, followed by a 9-10 a.m. panel titled "Talking with the Top" and featuring FCC Chairman Dennis Patrick and NAB President and Chief Executive Officer Eddie Fritts. Friday morning will also afford attendees the chance to explore the 8 a.m. to 12:45 p.m. "RF Radiation Regulation Compliance Forum" and/or seven rooms dedicated to music formats: new-talk, country, urban, soft AC, EZ listening, nostalgia and classic rock music. McGavren Guild Radio will sponsor the Radio Award Luncheon at 12:30-2:15 p.m. Friday workshops include "Making the Most of a Group Operation," "Listener Expectations About AM Sound," "Do's and Don't's for Broadcaster Lobbyists" and "FM Technical Improvement." The Associated Press-Programming Showcase will host an exhibit hall party from 4 p.m. to 6 p.m.

Format rooms open early Saturday morning include AOR, full service, AC, oldies, CHR, Spanish, new age and classical-fine arts. A full day of workshops includes "What America Thinks about AM Radio: A National Survey," "Making the Mornings," a two-part "AM Technical Improvement," "Strategic Principles of TV Advertising," "Waging Business Warfare," "Successful Radio Promotions" and an "FCC Engineers Forum." Broadcast Music Inc. will host that evening's dinner and entertainment featuring recording artist Natalie Cole. □

## Competitive Intelligence in Radio

It's the advantage our readers have over their competition.

Subscribe to **RADIOTRENDS**

An insider's monthly newsletter of radio marketing and financial strategies that can help you make money! Can you afford not to subscribe? Call now or write for a free complimentary issue. \$95 per year.

Published by  
**BOLTON**  
RESEARCH CORPORATION

**1-800-888-8507**  
2401 Pennsylvania Avenue, Philadelphia, PA 19130



# On the agenda at Radio '88

## Tuesday, Sept. 13

**11 a.m.-6:30 p.m.** Engineering Forum I—Directional Antenna Seminar, Part I. *Grand Hyatt hotel.*

*Introduction:* Michael Rau, NAB. *Panelists:* Steve Kramer, Steve Kramer, P.E. Consulting Engineers; Alan E. Gearing, Jules Cohen & Associates; Ronald Rackley, du Treil, Lundin & Rackley; Carl Smith, Smith Electronics; John Sadler, FCC; Karl Lahm, consultant, Fairfax, Va.

## Wednesday, Sept. 14

**\*Note: All rooms are in the Washington Convention Center unless otherwise noted.**

**8 a.m.-6 p.m.:** Engineering Forum I—Directional Antenna Seminar, Part II. *Grand Hyatt.*

*Panelists:* (See list, part I.)

**12:15-1:30 p.m.:**

■ EEO/Hiring-Firing: Getting Things Right the First Time. *Room 20.*  
*Moderator:* Valerie Schulte, NAB. *Panelists:* Glenn Wolfe, FCC; Stanley Brown, Arent, Fox, Kintner, Plotkin & Kahn; Bruce Reese, Bonneville International Corp.; Henry Rivera, Dow, Lohnes & Albertson.

■ Marketing for the 1990's. *Room 15.*

*Moderator:* Ilene Adams, The Marketing Works. *Panelists:* Gary Firth, Starstream Communications Group; Norm Goldsmith, Radio Marketing Concepts; Courtney Thompson, Harte-Hanks Direct Marketing; Susan Wagner, Katz Radio Group Marketing.

**2-5 p.m.:**

Radio Station/NAB headquarters tour. *Center lobby.*

■ Radio-only Legislation—Laying the Foundation. *Room 20.*

*Invited guests:* Senator Nancy Kassebaum (R-Kan.); Senator Pete Wilson (R-Calif.); Representative Jim Cooper (D-Tenn.); Representative Terry Bruce (D-Ill.).

**6-8 p.m.:** Welcome Reception (sponsored by Westwood One). *JW Marriott.*

**8 p.m.:** Hospitality suites open.

## Thursday, Sept. 15

**8:30 a.m.-4:15 p.m.:** Engineering Forum II—Digital Radio Station Seminar. *Grand Hyatt.*

*Panelists:* Stan Salek, NAB; Richard Cabot, Audio Precision; Jim Tucker, Broadcast Electronics; Dick Wagner, Concept Productions; Skip Pizzi, National Public Radio; Nick Richards, Harris Corp.; Frank Sullivan, New England Digital; Robert Zavrel, Digital R.F. Solutions.

*Luncheon speaker (noon):* Judith Gross, editor, *Radio World*. "Radio Rediscovered: Back to the Future."

**9:15-11:15 a.m.:** Opening Celebration (sponsored by American Security Bank). *Hall C.*

*Participants:* NAB Joint Board Chairman Wally Jorgenson; Radio Board Chairman L. Lowry Mays; NAB President and CEO Eddie Fritts (keynote remarks); immediate past Joint Board Chairman Ted Snider; Radio Executive Committee member Bill Clark; Radio '88 Steering Committee Chairman Dick Ferguson; NAB Radio Senior Vice President David Parnigoni.

**11 a.m.-6 p.m.:** "Celebration of Radio" exhibit hall open.

**11:30 a.m.-1 p.m.:** Exhibit hall lunch (sponsored by Arbitron). *Exhibit hall.*

**12:30-1:45 p.m.:**

■ Training Airstaff. *Room 15.*

*Moderator:* Dan Fabian, WGN(AM) Chicago. *Panelists:* Don Anthony, Talent Masters; Bobby Bennett, WHUR-FM Washington; Dave Dillon, WAIV-FM Jacksonville, Fla.; Bill White, WSTC(AM) Stamford, Conn.

■ Rap Music: Money and Messages—The Debate Continues. *Room 35.*

*Moderator:* Dwight Ellis, NAB. *Participants:* Bill Stephey, Def Jam Productions; Brute Bailey, WDJY(FM) Washington; Nelson George, *Billboard* magazine.

■ AM Rally. *Room 30.*

*Participants:* FCC Commissioner Patricia Diaz Dennis; Lex Felker, FCC; Art Suberbielle, KANE(AM) New Iberia, La.; Ron Frizzell, WLAM(AM) Lewiston, WKZS(FM) Auburn, both Maine; Al Martine, Martine Broadcasting Inc.

■ Jokes, Trick Phone Calls and Libel. *Room 31.*

*Moderator:* Steve Bookshester, NAB. *Participants:* Harry Cole, Bechtel, Borsari, Cole & Paxson; James Grossberg, Ross, Dixon & Masback; Chad Milton, Media/Professional Insurance; Daniel Waggoner, Davis, Wright & Jones.

■ Grassroots Lobbying in Major Markets. *Room 24.*

**2-3:15 p.m.:**

■ No Cost, Low Cost Promotions. *Room 30.*

*Moderator:* Lance Webster, BPME. *Panelists:* Matt Farber, Burkhart/Douglas & Associates.

■ Playing Music Outside Your Format. *Room 34.*

*Moderator:* Mike Philips, The Research Group.

■ Radio Renewals Resume: A Survival Guide. *Room 15.*

*Moderator:* Robert Branson, NAB. *Panelists:* Mathew Leibowitz, Leibowitz & Spencer; Lawrence Secret III, Wiley, Rein & Fielding; Howard Weiss, Mullin, Rhyne, Emmons & Topel; Susan Wing, Hogan & Hartson.

■ Brainstorming: Nuts and Bolts for Managers. *Room 10.*

*Speakers:* Rich Reis, WFTQ(AM)-WAAF(FM) Worcester, Mass.; Gerardo Tabio, KRMG(AM)-KWEN(FM) Tulsa, Okla.

■ Power of Sound. *Room 33.*

*Speaker:* Andrew Goodman, The American Comedy Network.

# MANAGING RADIO'S IMPORTANT TRANSACTIONS.



We look forward to visiting with you at the  
Radio '88 convention — J. W. Marriott Hotel, Suite 556



**RADIO'S BLUE CHIP BROKER  
WITH FULL TAX, FINANCIAL  
AND APPRAISAL SERVICES**

One Stone Place • Bronxville, NY • 10708 (914) 779-7003

74-854 Velie Way • Suite 10 • Palm Desert, CA • 92260 (619) 341-0855

**3:30-4:45 p.m.:**

- The Authentic Broadcasting Personality. *Room 33.*  
*Participants:* Bill McMahon, Mediavision Ltd.; Diana Morelli, Mediavision Ltd.
- Selling Spanish Radio. *Room 24.*  
*Moderator:* George Hyde Jr., WOBA-AM-FM Miami. *Panelists:* Carlos Aguirre, Radio Cadena Centro; Luis Alvarez, Radio WADO Inc.; Gene Bryan, Katz Hispanic Radio; Manuel Escalante, Tichenor Media Systems.
- Using Programing Consultants. *Room 15.*  
*Moderator:* Jay Meyers, WRMM-WEZO Rochester, N.Y. *Panelists:* Don Kelly, Don Kelly & Associates; Joe McCoy, WCBF-FM New York; Mike McVay, McVay Media; Jim Wood, Malrite Communications Group.

- Daytimers' Forum (Part I). *Room 10.*  
*Moderator:* Bayard (Bud) Walters, The Cromwell Group. *Panelists:* Larry Eads, FCC; Louis Maierhofer, WKMC(AM) Roaring Spring, WHPA(FM) Hollidaysburg, both Pennsylvania; Alan Okun, WGF(AM) Webster, Mass.; Barry Umansky, NAB.
- Radio Sales in the 1990's. *Room 20.*  
*Panelists:* Steve Berger, Nationwide Communications; Paul Fiddick, Heritage Broadcasting; Carl Hirsch, Legacy Broadcasting.
- The Mature Market. *Room 34.*  
*Participants:* Jeff Ostrow, Ostrow Associates; Ted Dorf, WWRC(AM)-WGAY-FM Washington; Maurie Webster, The Webster Group.

**3:30-6:15 p.m.:**

- CEO/COO Roundtables. *Room 22.* *Discussion leader:* Dick Ferguson, NewCity Communications.

**5-6:15 p.m.:**

- Interference: Causes, Complaints and Cures. *Room 20.*  
*Moderator:* Glynn Walden, KYW(AM) Philadelphia; *Panelists:* Richard Englemann, FCC, Investigations and Inspections Branch; Terry G. Mahn, Bell, Boyd & Lloyd; Fred Lawless, PEPKO; Bob Deitsch, WHND(AM)-WCSX(FM) Detroit.
- Hot and Cold Contesting. *Room 31.*  
*Moderator:* Walter Sabo, W.R. Sabo Inc.; *Panelists:* E. Alvin Davis, E. Alvin Davis & Associates; Jeff Green, Film House; John Jenkins, WMAG-FM High Point, N.C.; Jay Meyers, WRMM(AM)-WEZO(FM) Rochester, N.Y.
- Recruiting and Retaining Sales People. *Room 34.*  
*Speaker:* Jo An Mann, Prep Inc.
- Daytimers' Forum (Part II); Idea Exchange. *Room 10.*
- The New America: Radio Programing Strategies. *Room 33.*  
*Presenters:* John Parikhhal, Joint Communications Corp.; David Oakes, FOR/CAST Communications.
- The Formula for Buying and Selling Stations. *Room 15.*  
*Moderator:* Gary Stevens, Gary Stevens & Co.; *Panelists:* Michael Berg, Miller, Young & Holbrooke; Tom Buono, Broadcast Investment Analysts; Bishop Cheen, Kagan Media Appraisals; Susan Ness; American Security Bank; John Oxendine, Broadcast Capital Fund Inc.

**6 p.m.:** Hospitality suites open.

**Friday, Sept. 16**

**7:30-8:45 a.m.:** Breakfast with Alfred Sikes, assistant secretary, Department of Commerce. *Room 31.*

**8 a.m.-12:00 p.m.:** Engineering Forum III—RF Radiation Regulation Compliance. *Grand Hyatt.*

*Participants:* Ralph Justus, NAB; Robert Cleveland, FCC; Jules Cohen, P.E., Jules Cohen & Associates; Richard Tell, Rick Tell & Associates; Barry Umansky, NAB.

**9-10 a.m.:** Talking with the Top: One-on-One with NAB President and Chief Executive Officer Eddie Fritts and FCC Chairman Dennis Patrick. *Room 33.*

**9 a.m.-6 p.m.:** Exhibit hall open.

**9:45 a.m.-12 p.m.:** Bus tour—Spanish-language broadcasters. *Convention Center lobby.*

**10:15-11:30 a.m.:** Format rooms.

Urban: *Room 21.* *Participants:* Ray Boyd, WVEE(FM) Atlanta; James Alexander, WJLB(FM) Detroit; Tony Grey, WRKS-FM New York; Lee Michaels, WBMX(AM) Oak Park, Ill.; Pam Wills, KACE(FM) Los Angeles.

Country: *Room 15.* *Participants:* Martin Lessard, WOKO(FM) Dover, N.H.; Les Acree, WTOR(FM) Winston-Salem, N.C.; Rick Candea, KILT-AM-FM Houston; Eric Marshall, WSIX-AM-FM Nashville; Bob McNeill, WMZO-AM-FM Washington.

Soft Adult Contemporary: *Room 34.* *Participants:* Bill Conway, WEZC(FM) Charlotte, N.C.; Rob Edwards, KBIG(FM) Los Angeles; Phil Redo, WMJX(AM) Boston; Jack Taddeo, WLAK(FM) Chicago; Jim Teeson, Transtar.

Easy listening: *Room 35.* *Participants:* Chris Ackerman, WJYE(FM) Buffalo, N.Y.; Gil Boucher, KCTC(FM) Sacramento, Calif.; Craig Hanson, KSFI(FM) Salt Lake City; Lee Martin, WLIF(FM) Baltimore; Rich Washer, WEZW(FM) Wauwatosa, Wis.

Nostalgia: *Room 24.* *Participants:* Jon Holiday, Holiday Broadcasting/Kalamusic; Dave Allison, Stardust; Dan Banda, WOKY(AM) Milwaukee; Al Brody, WFGI(AM); George Johns, "Music of Your Life"; Dean Tyler, WPEN(AM) Philadelphia.

Classic rock: *Room 30.* *Participants:* Phil Hall, KPTH-AM-FM Los Angeles; Andy Bloom, WYSP(AM) Philadelphia; Steve Goldstein, Saga Communications; Fred Jacobs, Media Strategies; Bill O'Brien, WCPT(AM) Alexandria, WCYR-FM Woodbridge, both Virginia.

News/talk: *Room 20.* *Participants:* Kenneth Mellgren, WRc Talk Radio; Michael Douglass, WTOP(AM) Washington; Bruce Marr, Bruce Marr & Associates; Michael Packer, Packer Communications; Jack Swanson, Kgo Radio.

■ SRA Sales Session. *Room 33.*

*Moderator:* Don MacIarlane, CBS Radio Representatives. *Panelists:* Jerry Regan, Republic Radio; Jerry Feniger, Station Representatives Association; George Pine, McGavren Guild Radio; Bonnie Press, Katz Radio Group Network; Bill Stakelin, Radio Advertising Bureau. *Video Reports:* Carl Butrum, Eastman Radio; Les Goldberg, Interep; Tony Miraglia, CBS Radio Representatives; Ken Swetz, Katz Radio Group.

■ Making the Most of a Group Operation. *Room 22.*

*Moderator:* Nicholas Trigony, Cox Broadcasting. *Panelists:* Norm Feuer, Noble Broadcast Group; Mary Greenberg, Genesis Broadcasting; Mel Karmazin, Infinity Broadcasting; Jeff Smulyan, Emmis Broadcasting.

**11 a.m.-12 p.m.:** Coffee hour. *Exhibit hall.*

**12:30-2:15 p.m.:** Radio Award luncheon (sponsored by McGavren Guild Radio). *Hall C. Toastmaster:* Radio Board Chairman L. Lowry Mays, Clear Channel Communications. *National Radio Award:* Ben Hoberman, former ABC Radio president. *Keynote speaker:* Paul Harvey, ABC Radio newscaster.

**2:45-4 p.m.:**

■ Listener Expectations about AM Sound: AM Might Become FM. *Room 30.*  
*Moderator:* Ed Cohen, NAB. *Panelists:* Joe Adler, B. Angell & Associates; Rob Balon, The Benchmark Co.; Stan Salek, NAB; Art Suberbielle, KANE(AM) New Iberia, La.

■ Specially Formats. *Room 34.* *Moderator:* Rick Sklar, Sklar Communications. *Panelists:* Dwight Case, NetworksAmerica; Vera Gold, KMNY(AM) Pomona, Calif.; Scott Meier, WFAN(AM) New York; Joseph Nuckois, WNNN(AM) Pompano Beach, Fla.

■ Hard Facts on a Soft Format Diary. *Room 34.*

*Moderator:* Rick Ducey, NAB. *Panelists:* Charlie Cook, McVay Media; Chuck DuCoty, WYYY(FM) Baltimore; David Kennedy, Susquehanna Broadcasting; Jim Peacock, Arbitron Ratings.

■ Idea Depository: Small and Medium Markets. *Room 15:* Tom Young, Young Radio.

■ Do's and Don'ts for Broadcaster Lobbyists. *Room 24.*

*Invited guests:* Senator William Armstrong (R-Colo.); Senator Malcolm Wallop (R-Wyo.); Representative Nick Rahall (D-W.Va.); Larry Harlow, special assistant to the President, office of legislative affairs, the White House.

■ *Room 10.* "FM Technical Improvement," Don Lockett, National Public Radio; "FM Boosters," Ed Anthony, Broadcast Electronics; "Reducing Multipath," Tom Rucktenwald, Broadcast Technology Partners; "FM Receiver Design," Richard Sequerra, R. Sequerra Associates Ltd.

## Powerful Sales Tool For Local Radio

**Be the first station in your market to offer original commercials performed by "high profile celebrity voices."**

**Jingles are old hat. "Fortune 500" accounts know the value of a celebrity spokesman. Now, for the first time, your local accounts can enjoy the same advantage.**

- exclusivity
- instant recognition
- entertaining
- high impact
- automatic credibility
- affordable

**"no market too small"  
call right now: 1-201-941-6883**

**Multimedia Productions, Inc.  
250 Gorge Road • Cliffside Park, N.J. 07010**



**4-6 p.m.:** Exhibit hall party (sponsored by Associated Press). *Exhibit hall.* Programming Showcase: *Emcee:* Dave Brannan, The Perfect Impression.

**4 p.m.:** Hospitality suites open.

## Saturday, Sept. 17

**8:15-9:30 a.m.:** Format rooms.

■ **Album-Oriented Rock.** *Room 15. Participants:* Dennis Constantine, KBCO-AM-FM Boulder, Colo.; Bob Buckman, WBAB-FM West Babylon, N.Y.; Chris Gable, Harris Communications; Jeff Sattler, Sandusky Group; Ted Utz, WMMR Philadelphia.

■ **Full Service.** *Room 34. Participants:* Gary Berkowitz, WJR(AM) Detroit; Vic Bremer, WCCO(AM) Minneapolis; Mike Elliot, WTMJ(AM) Milwaukee; Jim Gallant, WMAL(AM) Washington; Van Harden, WHO(AM) Des Moines, Iowa.

■ **Adult Contemporary.** *Room 30. Participants:* Lorna Ozmon, WROR(FM) Boston; Dave Ervin, WCLR(FM) Skokie, Ill.; Paul Zachary, WRDU(FM) Wilson, N.C.; David Isreal, WRMM(AM)-WEZO(FM) Rochester, N.Y.; Randy Michaels, Jacor Communications.

■ **Oldies.** *Room 21. Participants:* B.J. Hunter, KOOL-FM Phoenix; John Gehron, WODS-FM Boston; Gary Guthrie, Edinborough Rand; Mike Harvey, Transtar Radio Network; Diane Sutter, WWSW-AM-FM Pittsburgh.

■ **Contemporary Hit Radio.** *Room 31. Participants:* Paul Christy, KRBE-AM-FM Houston; Larry Berger, WWRP(FM) New York; Rick Stacy, WAPW(FM) Atlanta; Jim White, Jim White Creative Services; Guy Zapoleon, KZZP-AM-FM Mesa, Ariz.

■ **Spanish.** *Room 24. Participants:* Jimmy Gimenez, WKDM(AM) New York; Alejandro Carrasco, WILC(AM) Laurel, Md.; Alfonso Gimenez Porrata, WPAB(AM)-WOIQ(FM) Ponce, P.R.; Guillermo Prince, WOJO(FM) Evanston, Ill.; Marcos "Mark" Rodriguez Jr., KESS(AM) Dallas.

■ **New Age.** *Room 20. Participants:* Tom Pelissero, "The Breeze," Minneapolis; Bob Brooks, WBMW(FM) Manassas, Va.; Frank Cody, Cody/Leach Broadcast Architects; Frank Forest, Musical Starstreams; Robert Hall, The Wave Network.

■ **Classical/Fine Arts.** *Room 35. Participants:* Mario Mazza, WNCN(FM) New York; Joseph A. Ryan, WFCC-FM West Chatham, Mass.; Ceci Sommers, WOED-FM Pittsburgh.

**9 a.m.-1 p.m.:** Exhibit hall open.

**10-11:15 a.m.:**

■ **AIDS and Your Community: What's Radio's Role?** *Room 35. Participants:* Peter Levin, WMMR(FM) Philadelphia; Anne Grassi, WNBC(AM) New York; Mathilde Krim PhD, American Foundation for AIDS Research; Adele Mieto, KALI(AM) San Gabriel, Calif.; Herbert W. Nickens MD, Department of Health and Human Services.

■ **What America Thinks about AM Radio: A National Survey.** *Room 33. Speaker:* Bill Moyes, The Research Group.

■ **Guerilla Warfare: Tricks of the Trade.** *Room 15.*

■ **Startups and Turnarounds.** *Room 31. Participants:* Peter Ferrara, WPRD(AM)-WJYO(FM) Orlando, Fla.; Jon Coleman, Coleman Research; John Dew, KZFX(FM) Houston; Dave Pearleman, WMAQ(AM) Chicago; Dan Vallie, Vallie Consulting.

■ **How to Plan and Run a Good Sales Meeting.** *Room 34. Participants:* Ray Holbrook, Radio Advertising Bureau; Beth Murphy, The Freeman Co.; Sarah Taylor, WTOP(AM) Washington.

■ **FM Directional Antennas.** *Room 10. Participants:* Bert Goldman, KUDL(FM) Merriam, Kan.; Marvin Crouch, Tennaplex Systems Ltd.; Robert du Triel, du Triel, Ludin & Rackerly; Charles T. Morgan, Susquehanna Radio Corp.; Tom Silliman, Electronics Research.

**9:30-11 a.m.:** Coffee hour (sponsored by ASCAP). *Exhibit hall.*

**10 a.m.-12 p.m.:** Computer fair. *Exhibit hall.*

**11:30 a.m.-12:45 p.m.:**

■ **Waging Business Warfare.** *Room 30. Speaker:* David J. Rogers, Service Innovations Corp.

■ **Making the Mornings.** *Room 31. Participants:* Ross Brittain, WHTZ(FM) Newark, N.J.; Dave Maynard, WBZ(AM) Boston; Dale Mitchell, WTOR(FM) Winston-Salem, N.C.; Don O'Brien, WBSB(FM) Baltimore; Bill Quinn, ProMedia; Toby Young, Winston-Salem, N.C.

■ **RadiOutlook: Forces Shaping the Radio Industry.** *Room 33. Participants:* John D. Abel and Rich Ducey, NAB.

■ **Generating Revenue through Promotions.** *Room 34. Participants:* Nancy Vaeth, WFMS(FM) Indianapolis; John F. Casey, WIOG(FM) Saginaw, Mich.; Katie Eyerly, KMEL(FM) San Francisco; Sharon H. Hass, WROW-AM-FM Albany, N.Y.; Rick Sellers, WMT-AM-FM Cedar Rapids, Iowa.

■ **Improving and Creating Stations: FM Translators.** *Room 24. Participants:* Barry D. Umansky, NAB; David Donovan, FCC; Craig J. Blakeley, Schnader, Harrison, Segal & Lewis; John P. Crigler, Haley, Bader & Potts; D. Mitchell Self, WLAY-AM-FM Sheffield, Ala.; Richard R. Zaragoza, Fisher, Wayland, Cooper & Leader.

■ **AM Technical Improvement (Part I).** *Room 10. Participants:* Art Suberbielle, KANE(AM) New Iberia, La.; William Hassinger, FCC; Charles T. Morgan, Susquehanna Radio Corp.; Michael C. Rau, NAB; Joseph Adler, B. Angell & Associates.

**1-2:15 p.m.:**

■ **AM Technical Improvement (Part II).** *Room 10. Participants:* Art Suberbielle, KANE(AM) New Iberia, La.; Brad Holmes, FCC Mass Media Bureau; Ogden Prestholdt, A.D. Ring & Associates; Wally Johnson, Moffet, Larson & Johnson; Richard Sequerra, R. Sequerra & Associates Ltd.

■ **Strategic Principles of TV Advertising.** *Room 33. Participants:* Bob Grossman, CMI, Venice, Calif.; Aubrey Potter, Broadcast Marketing Group; Tony Quinn, Film House; Doyle Rose, Emmis Broadcasting; Steve Stockman, Custom Productions.

■ **Attracting, Motivating, Rewarding People.** *Room 34. Participants:* Phil Zachary, WRDU(FM) Wilson, N.C.; William T. Brower Jr., Brower & Associates; Linda Hyman, Integrated Human Systems; Dick Harlow, WMFR(AM)-WMAG(FM) High Point, N.C.

■ **Anatomy of a Winning Sales Presentation.** *Room 20. Speaker:* Irwin Pollack, Irwin On Radio.

■ **Entrepreneurship: The Good, the Bad, the Ugly.** *Room 30. Participants:* Erwin Krasnow, Verner, Lipfert, Bernhard, McPherson & Hand; Darrel Clark, C.M. Communications; Al Kaneb, Barnstable Broadcasting; Clara Oxley, KNIC(FM) Lamar, Colo.; Jeff Smulyan, Emmis Broadcasting.

**2:30-3:45 p.m.:**

■ **Waging Business Warfare (repeat).** *Room 30.*

■ **PC's for Engineering Applications.** *Room 10. Participants:* Stan Salek, NAB; John Reiser, FCC; Tom Osenkowsky, WLAD(AM) Danbury, Conn.; Karl D. Lahm, Karl D. Lahm & Associates.

■ **Selling Against the Competition.** *Room 34.*

■ **EBS: What's Old, What's New, What's Changing.** *Room 35. Participants:* Ed Minkel, FCC; Ed Williams, NAB; Ray Seddon, FCC; Rod Becker, National Weather Service; Ted Delozier, Federal Emergency Management Agency.

**4-5:15 p.m.:**

■ **Background Radio vs. Foreground Radio.** *Room 20. Participants:* Steve Goldstein, Saga Communications; Buzz Bennett, Evergreen Media; Barry Gaston, Great Empire Research Co., Wichita, Kan.

■ **Successful Radio Promotions.** *Room 34. Speaker:* Roxanne Miller, The Research Group.

■ **FCC's Engineers Forum.** *Room 10. Participants:* Ralph Justus, NAB; Alan Schneider, Auxiliary Branch, FCC; Richard Englemann, Investigations & Investigations Branch, FCC; Robert Greenberg, FM Branch, FCC; Wilson Lafollette, Policy & Rules Division, FCC; James McNally, Engineering Policy Branch, FCC; Henry Straube, AM Branch, FCC.

■ **New World of Telemarketing.** *Room 21. Participants:* Sidney Murth, The Marketing Works; Tom Durney, Trans America Telemarketing Broadcast Services; Jay William Jr., Broadcasting Unlimited; Peter Coughlin, WCMF(FM) Rochester, N.Y.; John Duffy Campbell, ICT.

**7 p.m.:** Dinner/entertainment with Natalie Cole (sponsored by BMI). *Dinner: Grand Hyatt; entertainment: Hall C.*

NATIONAL NEWS ● STOCKS ● WEATHER  
SPORTS ● INVESTMENTS ● PERSONAL EXCELLENCE  
TRAVEL TIPS ● CORPORATE MANAGEMENT



**BUSINESS AND MORE!**

**BRN programming means sales for your station**

For information call: (800) 873-3344 (719) 528-7040

Visit us at the J.W. Marriott, Suite 1156 during NAB's Radio '88





## Broadcasters hoping for windfall in Detroit

**Stations anxiously awaiting JOA between 'News' and 'Free Press' that they think may cause reallocation of ad dollars**

Detroit radio and TV stations have been holding their breath in hopes that the would-be *Detroit News-Detroit Free Press* joint operating agreement (JOA) will take effect and inflate what many describe as an artificially low-priced advertising market. Even if a JOA does go into effect, however, past experience with agreements in other cities shows that any changes will be gradual.

The proposed joint operating agreement, originally approved by former Attorney General Edwin Meese, was designed to allow morning newspaper *Detroit Free Press* (owned by Knight-Ridder Inc.) to merge advertising and other business operations with the afternoon newspaper *Detroit News* (owned by Gannett Co.). The JOA, temporarily suspended by U.S. District Judge Joyce Hens Green one day before the agreement was to go into effect on Aug. 18, is now subject to a Sept. 8 hearing. Central among charges by the Detroit JOA opponents are complaints that the agreement would indeed raise advertising rates in the area.

Knight-Ridder has said that it would fold the morning paper if a merger were not approved. Ailing newspapers wishing to operate jointly have been exempted from anti-trust legislation since passage of the 1970 Newspaper Preservation Act. Since that time, JOA's have been established in such cities as Chattanooga, Cincinnati and Seattle.

Detroit Radio Advertising Group (DRAG) President Don Hamlin said that Detroit radio and television stations are hopeful that a possible JOA in the city will mean increased newspaper rates and consequent rethinking of advertising budgets. He said the Detroit radio market, which he has observed for 25 years, is best described as "very depressed." Although area radio broadcasters are anticipating 5% to 6% growth this year with \$108 million in gross revenue, he said, "our position is really, really soft in comparison to markets around the country."

Detroit newspapers have a "very significant" influence on the price level of all advertising in the city, according to Chris Rohrs, vice president of marketing and station manager, WDIV-TV Detroit. He said he is confident that a JOA would raise newspaper advertising rates, adding: "If the print option is pegged at a significantly higher price, then they will look at their alternatives a little more seriously."

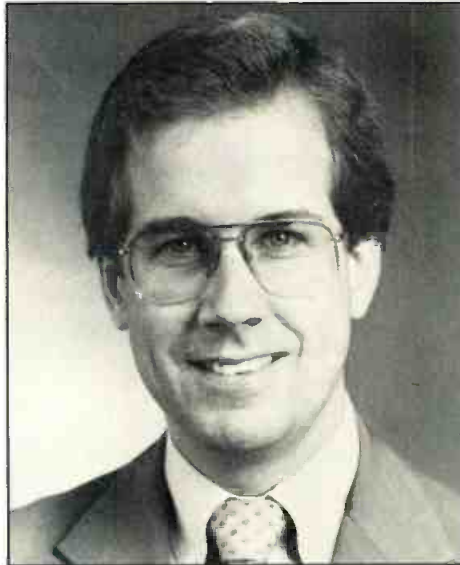
Some Detroit television stations, however, fear that a JOA in the city may force advertisers to withdraw television campaign dollars in order to pay for higher newspaper ad rates. At WJBK-TV Detroit, for example, General Sales Manager Jim Clayton said the station has begun airing a spot that is critical of the JOA. In the spot, two newspaper boys are running on a track; one falls, and the other smugly crosses the finish line.

Despite the worst case scenario of a JOA hurting the broadcasting business, Clayton said he is nevertheless hopeful that an agreement could drive many advertisers to broadcasting. Some local Detroit businesses have already said that the impending JOA has

under a JOA, however, "the heavy duty advertisers are going to have to go and negotiate with a legalized monopoly."

Slavick said advertisers in Detroit are expected to react one of three ways to a JOA: Some will pay the newspaper rate at any price; "smart marketers" will consider such alternatives as radio and television, and some will drop advertising altogether. "If I was in broadcasting, what I'd be doing right now is making my sales call and finding out where they are in that spectrum," Slavick said.

Many of the Detroit stations agreed that any changes resulting from a JOA would be gradual. According to Mike Feezey, general



Rohrs

them considering broadcasting as an advertising venue, according to Shel Leshner, general sales manager, WJLB(FM) Detroit. "They've been using newspaper [advertising] only because it's so cheap," he said.

Artificially low newspaper advertising rates are a major reason Detroit radio stations have suffered, according to Dave Slavick, vice president and media director of Cleveland-based advertising firm Lowe-Marschalk Inc. Slavick, who just left Detroit after working there in advertising for six years, said the slump may also be attributed to fierce pricing competition among the stations and the market's position nationally.

According to Slavick, the JOA may be the "window of opportunity" that the Detroit radio industry is looking for. Such major newspaper advertisers as Highland Appliance and Kroger's, he said, are likely to explore radio as newspaper rates rise. Without a JOA, he said, advertisers in Detroit have grown accustomed to newspaper packages that have offered them as much as a 66% discount on some ads. He added that



Glover

sales manager for WJR(AM), changes in the city's advertising structure under a JOA would probably be at least a one- or two-year process. "I don't think anybody knows exactly what to expect," he said.

In Seattle, where the *Seattle Post-Intelligencer/Seattle Times* JOA has been in effect since 1983, radio stations there said that changes have been slow. Ron Carter, vice president of sales for KIRO(AM) Seattle, said sales packages developed by the newspapers have gradually increased each Jan. 1 since the JOA went into effect, slowly steering some advertisers in the direction of radio. Car dealers in particular, he said, have become major radio advertisers.

At Seattle-based KVI(AM) and KPLZ(FM), General Sales Manager Bill Sigmar also said that car dealer accounts, traditionally heavy newspaper advertisers, have been heard increasingly on the radio. Seattle broadcasters have also seen increases in the areas of general merchandise stores, appliance dealers, and such small specialty retailers as shoe stores, according to Robert Glover,

**general** sales manager, KING-TV Seattle. Glover said that since the JOA went into effect, some advertisers have complained about a lack of guaranteed placement in the newspapers.

In Cincinnati, WLWT(TV) sales director Ned Paddock said he has also had indications from car dealers that they are looking toward broadcasting as an alternative to rising newspaper advertising rates. He emphasized that *The Cincinnati Enquirer* and *The Cincinnati Post*, which formed a JOA in 1979, are nevertheless "devastatingly strong" in the market.

Rob Hasson, vice president and director of sales for Seattle-based Olympia Broadcasting, warned that newspapers prove to be tough competitors even when operating under a JOA. "Regardless of [whether] there's a JOA in any town," said Hasson, "those newspapers are always a killer." □

## King World's fortune: investing in the future

**Company wants to reinvest profits by acquiring new programing and buying broadcast properties**

As it embarks on a new fiscal year, King World Productions faces the challenges of its own success. Armed with years of projected revenues from its top-rated syndication shows, the company is working to reinvest its profits and acquire new programing to follow the successes of *Wheel of Fortune*, *Jeopardy!* and *The Oprah Winfrey Show*. Meanwhile, investor skepticism raises the question of whether the company will be able to build on its undeniable successes.

King World will generate nearly \$390 million in earnings over the next four fiscal years only by continuing its current barter and syndication activities, according to Jessica Reif, an analyst at CL Global Partners Securities Corp. Other analysts' projections support this estimate.

The challenge facing King World, headed by Chairman Roger King and his brother Michael King, president and chief executive officer, is to put its income into "something that enhances the value of that money rather than uses it up," according to Dennis McAlpine of Oppenheimer & Co.

The first tangible step in this process is the acquisition of CBS affiliate WIVB-TV, Buffalo, N.Y., which the company has indicated is only the beginning of its broadcast division.

"We are evaluating other broadcasting properties as we go along," said Jeff Epstein, King World's chief financial officer. Among television stations, the company is limiting its search to network affiliates in the top 50 markets, Epstein said. Rather than looking at independents, the company is looking for affiliates because of the more controllable quality, price and availability of affiliate programing. Another reason is traditional affiliate dominance. "We want sta-

tions that either are or can become the leading station in the market," Epstein said.

King World is concentrating its search in the top 50 markets because it can afford it. "If you're a good manager," Epstein said, "you want to apply your skills to larger, not smaller, assets." To manage the broadcast division, King World hired Paul Hughes, formerly of Viacom, in February 1988. Epstein said King World was also looking at FM stations and FM/AM combinations in up to the top 50 markets.

"They know stations as well as anyone in the business," said one observer. "They know where good people are, where good markets are. They're very well qualified to make decisions."

The company announced "well over a year ago" that it would make broadcast acquisitions, said Raymond Katz, analyst at Mabon, Nugent & Co. The delay before the June purchase announcement, Katz said, is an indication that King World's management is "very prudent." Katz added, "A lot of stations were shopped around to Larry Tisch and King World," including WJW-TV Cleveland, Katz said. Like Tisch, Katz said, "If they make a mistake, they're going to err on the side of caution."

On its program development side, Epstein said the company's strategy is "to sow program seeds to acquire the next hit without being extravagant on shows that are not going to make it." The company is developing products to distribute on several fronts. In February, it formed a research and development group to test new programing before launching it nationwide. King World had no comment on network projects, but Katz said, "They hope they will have something to test in winter or spring 1989." The company has no pilots yet, he said. In addition to the research and development group, the company has a joint venture with MCA Inc. to develop and produce new programing; the rights to produce a game show based on the "Monopoly" board game, and an advertising network division chartered to develop advertiser-sponsored programing. "We've got a lot of irons in the fire," Epstein said.

In the meantime, the company's operations are bringing in plenty of cash for new ventures. King World will have pretax profits of \$100.7 million for 1988 off of earnings of \$280 million for 1988, estimates Reif. For 1989, her estimate is \$131.6 million from revenues of \$330 million.

Net operating cash flow for the company in 1989, assuming one year's ownership of recently purchased WIVB, will be 82 million after tax and interest, with depreciation and amortization added back, Katz said.

The company will have \$400 million in

pre-tax income, before depreciation, amortization, and interest, in fiscal 1989 through 1992, according to McAlpine.

King World's stock price does not reflect these projections. The company closed its fiscal year at \$21.50, about the level it has stayed at for the past six months—below its one-year high of \$31.875 and the price per share of King World's 1987 stock tender offer, \$28.00. Estimating the company's fiscal 1989 earnings at \$2.80 per share, McAlpine said King World's stock price of about eight times earnings was a reason to "mortgage the kids to buy stock." McAlpine asked, "How many companies do you know of that you can predict with any reasonable degree of certainty will have any earnings in 1992?"

McAlpine indicated several reasons for lack of investor enthusiasm for King World. "The investment community in general is reluctant to be in media stocks, especially small ones, after the crash," McAlpine said. "It's viewed as a limited-product company even though it's got three big products," he said. "The nature of the two brothers has turned some people off," he added.

"This is a business where you need someone with a gregarious outlook on life," McAlpine said. "Roger is just a bull in a china shop. He just barrels ahead." Yet, says McAlpine, "Despite their perceived character, they are extremely conservative. They're not going to make a foolish acquisition."

"They have good judgment, and they've shown it in the past," said Katz. "There's no reason to doubt it going forward." □

## Rangers sale opens up question for Gaylord

**Broadcaster has right of first refusal to purchase majority of baseball team, which it broadcasts on its KTVT Dallas**

The majority owner of the Texas Rangers has reached a tentative agreement to sell his portion of the team to two business groups, leaving the next move in the sale up to Gaylord Broadcasting, minority owner of the team and owner of KTVT(TV) Dallas, on which the Rangers appear locally and on regional cable systems. Gaylord has the right of first refusal to block the sale, submit

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



a higher bid or continue as minority owner.

The broadcast company has until Sept. 23 to decide whether to better the offer. Several years ago, Gaylord, which owns 33% of the team (Chiles owns 58% and a number of limited partners own the other 9%), sought to buy out Chiles' share but was rebuffed by owners of the other Major League Baseball teams, who feared Gaylord would make KTVT into a superstation similar to WTBS(TV) Atlanta, owned by Braves owner Ted Turner, or WGN-TV Chicago, owned by Cubs owner Tribune Broadcasting.

Owner Eddie Chiles reached a tentative agreement to sell his portion of the team to two groups of businessmen two weeks ago. One group is a family of four brothers, William, Earl, David and Fred Mack, and their father, H. Bert. The Macks are New Jersey real estate developers. The other group is headed by Tampa, Fla., businessman Frank Amorsani, who is president and chairman of Precision Enterprises, a chain of eight automobile dealerships. Amorsani is also chairman of a construction firm, and is involved with a leasing and car rental company.

The reported price for Chiles's portion of the team is \$35 million, plus his share of the \$38 million in debt the Rangers owe. More than half, or \$20 million of the debt, is associated with the team's purchase, last fall, of Texas Stadium in Arlington, Tex., where the Rangers play, and the surrounding 120 acres of land.

The relative high copyright costs are one reason KTVT has not grown as large as the other two superstations. United Video, which distributes KTVU, said it is carried on 417 cable systems serving 3.6 million subscribers, principally in Texas and surrounding states. WTBS and WGN-TV reach 46 million and 25 million cable subscribers.

There are a number of other story lines in the sale, in addition to the superstation connection. There has been speculation that Amorsani wanted to move the team to Tampa, which had been lobbying the Chicago White Sox to move south earlier this year. But Amorsani was quoted in news accounts last week as saying he had no intention of moving the team to Tampa, pointing out it was in the eighth largest television market already—Dallas-Forth Worth.

There is also a matter of a new stadium. A team official said it is a foregone conclusion that a new stadium is needed but the site is a matter of contention. He said the team bought the stadium last year mainly for the valuable real estate surrounding the park, built when the team moved there in 1971. It has the third-smallest seating capacity in the American League and a team spokesman said many of the ticket prices are lower than those at many of the other MLB ballparks.

Charles Edwards, general manager of KTVT, had no comment last week on the Rangers sale. A team spokesman said Edward Gaylord, chairman of Gaylord Broadcasting, has indicated that the company was awaiting the sales agreement and would not have any comment on its plans until mid-September.

The MLB television rights contract expires next year, and the new contract is

likely to be formulated before next season begins. It is generally assumed that the league will try to curb the widespread availability of games on superstations under the new contract. It was unclear last week whether the owners would again block a sale

to Gaylord. Since the company would have only one more year under the television agreement, it would be difficult, given current copyright costs and other factors, for KTVT to become a large-scale superstation in one year. □

## Bottom Line

**Malrite buyout response.** Malrite Communications Group Inc. announced Aug. 30 that stockholder group had filed lawsuit in response to management buyout offer announced two weeks earlier. Suit alleges that proposed transaction involves breaches of fiduciary and other duties by Malrite officials and is unfair to stockholders and holders of company's convertible subordinated bonds, company said. Class action group is seeking stop to deal, as well as damages, according to Cleveland-based Malrite. Management group, led by chairman and majority shareholder Milton Maltz, has offered \$10.25 per share for Malrite, which operates 11 radio and six television stations. Malrite said that it and management group would fight lawsuits "vigorously." Also on Aug. 31, Malrite announced that special independent committee of its board studying buyout offer had retained Kidder, Peabody & Co. as its financial advisor. □

**Investment increased.** Two affiliated investment partnerships, Sandler Associates and Capital Management, said Aug. 30 that they had increased their combined holdings in Cablevision Systems Corp. to 10.4%, up from 7.3%. In Securities and Exchange Commission filing, companies said they hold 899,062 Cablevision class A common shares for investment purposes. In its recent purchases, groups said they bought 267,562 shares between March 15 and Aug. 24, for prices ranging from \$30.125 to \$36.50 per share. Stock closed at \$32.75 on day of announcement, up 25 cents. Spokeswoman for Woodbury, N.Y.-based MSO declined to comment on filing. □

**Money raiser.** Telemundo Group, Inc. completed \$25.5-million rights offering last Wednesday, Aug. 31. Of one million units of shares and warrants that were offered to shareholders at \$25.50 apiece, 86% were bought by Reliance Insurance Co., which along with Reliance Capital Group, LP, owned 64% of Telemundo at the time of the offering. Reliance Insurance had guaranteed to buy all units not purchased by other shareholders. Each unit comprises three shares of Telemundo and warrant to buy fourth at exercise price of \$7.50. Telemundo's stock was trading at \$7.75 day of announcement. □

**Donation.** MCA Foundation Ltd. has pledged \$500,000 toward Museum of Broadcasting's capital campaign to raise \$45 million for new building. Fund for New York City building has reached approximately \$30 million, according to museum spokeswoman. □

**More information sought.** National Association of Broadcasters urged FCC to act "expediously" on proposal to require applicants for stations to make fuller ownership and financial disclosures at time they apply. "Such action we believe is needed now before a flood of 'sham' applications is filed against radio renewal applicants," it said. "In addition, modifications to the FCC Form 301 [the basic station application] might actually reduce the number of applications by eliminating many persons who file solely to be 'bought off' in a settlement agreement." NAB suggested different sets of financial disclosures depending on type of application. "NAB proposes that applications for new facilities continue under the standard of 'reasonable assurance' when the commission evaluates their financial capability and availability of funds for operation of the station. However, NAB believes that applications that are mutually exclusive with a renewal applicant should be required to meet the more stringent 'firm financial commitment' standard." □

**NRB boycott.** National Religious Broadcasters is encouraging boycott not only of Universal-MCA theatrical release, "The Last Temptation of Christ," but also of "other Universal and MCA products," said NRB President Jerry Rose. "We regret that Universal Films has made the decision to produce a film about Christ that is not only fictional but is anti-Biblical." Film, said Rose, has "the potential to cause confusion in the minds of those who will see [it] and take it as a serious portrayal of Christ." NRB concedes "a place for fiction," but, "to show Christ as a confused, weak-willed Messiah who is unsure of his mission and who describes himself as a hypocrite and a liar is a serious and deep affront to a large segment of the Christian community." □

**Cable buy.** Warner Cable Communications Inc. (WCC) has purchased 9% of outstanding common stock of First AmeriCable Corp., which operates 12 cable systems serving approximately 10,000 customers in five states. WCC Chairman James L. Gray will take seat on First AmeriCable's board of directors.

## Stresses and strains in TV's network-affiliate relationship

**Long-stable arrangements are now subject to new forces, changing way stations and networks see themselves**

The standard agreement between the three television networks and their affiliated TV stations has changed little over the past few decades, but signs of possible alteration have accelerated within the past few months. Many in the industry acknowledge such signs, but what is most on their minds is whether any changes will work to strengthen or weaken the network/affiliate bond.

The battle for dollars by both affiliates and networks is perhaps the greatest agent for change, as revenue growth has slowed while advertising inventory has increased. Profit margin pressures have led some of the parties to circumvent the traditional network affiliate process, such as CBS's and NBC's recent purchase of TV stations in Miami.

There are now more alternative suppliers of programing competing with the networks. Fox Broadcasting, for instance, has been wooing affiliates of ABC, CBS and NBC to preempt their Saturday lineups in favor of Fox programing.

And within recent months the FCC has begun considering whether to change several rules affecting the relationship, perhaps allowing the networks to buy cable systems and enter the station representation business, or to end the two-year restriction on station affiliation contracts.

Not all the changes that are testing the network/affiliate relationship will necessarily weaken the bond. In particular, both networks and stations face some of the same competition, especially from cable, and may change their ties with the hope of making each stronger. Said consultant Paul Bortz, who recently completed a study of network/affiliate relations for CapCities/ABC: "This is not necessarily a zero sum game. There are changes which can be made that are positive for both parties."

CBS's affiliate group president, Tony Malara, said an effort was being made to improve communications: "We both have to step back for a minute and look at the system as a whole.... It would be great if we both had an out-of-body experience. I would say there are half a dozen issues which any straight thinking affiliate would agree would have to be part of long-range planning."

William Fouch, NBC's vice president of affiliate relations, operations West and affiliate marketing, said: "We are not oblivious to the need to make change. We are including the affiliates in our planning and we hope to change in a positive way."

In recent years it is ABC that has most

visibly sought to alter its affiliate ties. Two years ago the network made a hotly debated proposal to cut affiliate compensation on some shows and to readjust the formula for certain "overcompensated" stations. The first part of the proposal was, with modifications, implemented.

The other two networks are examining the relationship as well. CBS recently held a first-ever meeting of its affiliate general sales managers and raised the possibility of an as yet undefined joint marketing effort. At the annual NBC affiliate meeting two months ago in Hawaii, NBC President Robert Wright proposed that the network might consider altering its programing arrangement: "It really doesn't make a lot of sense in this competitive environment for us to be programing only in certain dayparts and not in others."

Few of the speeches and proposed changes, however, have taken effect, and what is perhaps most surprising is that the terms of network affiliation are still remarkably similar to those of several decades ago. The fundamental terms of compensation are largely the same. On the minus side, ABC cut its compensation on only a few specials and at roughly a dozen stations. On the plus side, NBC paid only minor increases in its compensation as its fortunes improved.

As a result, total three-network compensation is roughly the same as it was several years ago (as is three-network revenue). Gary Chapman, senior vice president of broadcasting, Freedom Newspapers, was one of several affiliate group executives who emphasized the constancy of network-affiliate dealings: "I can only speak from the perspective of our relations, but I don't think there has been any great change. Our main emphasis and concentration is on local news, public affairs and community service, and those things don't have an adverse effect on our relation with the network."

In recent weeks the affiliates have sought to present a joint front on issues debated in Washington and have sought more representation on the board of the National Association of Broadcasters. But heads of the affiliate boards, who are behind the effort, have said that possible FCC rule changes giving the networks more freedom were not what motivated them to increase the affiliate clout. Ben Tucker, executive vice president of Retlaw Broadcasting and chairman of the CBS affiliates advisory board, said that "those network-related items weren't really being talked about when we decided to do this." Agreeing was David Lane, president of WFAA-TV Dallas and chairman of the ABC affiliate board of governors: "The reason we decided to get together had nothing to do with the network relationship, but rather had

to do with issues over the past three years. We [the three affiliate groups] just weren't communicating."

Of the possible FCC rule changes, at least one promises to be controversial: ABC, CBS and NBC would be allowed to become multiple-system operators of cable systems. The item was mentioned at an Aug. 4 FCC meeting and has already drawn reactions from a number of affiliate executives. Freedom's Chapman said: "There could be a potential conflict of interest, especially with any must carry" legislation requiring the cable system to carry the affiliate station.

The networks' continued involvement with cable programing has already caused some affiliate complaints. NBC, for instance, had to give up the idea of selling some Olympic coverage to cable because of affiliates' complaints that they had already sold the games to their advertisers as an exclusive event. ABC affiliates not too long ago complained about ESPN's plan to auction off broadcast rights to its NFL football package. ABC is a principal in ESPN.

The affiliates apparently have less concern about the FCC's proposed rulemaking, begun last March, to allow network entry in the station representation business. Several affiliate groups, including the ABC affiliates, Jefferson-Pilot Communications Co., Multimedia Broadcasting Co. and Pulitzer Broadcasting have gone on record as opposing any change. Several other affiliate executives discounted that the networks were very anxious to get into the rep business, which, they noted, is going through difficult times.

Of more economic impact are talks between the networks and Hollywood on financial interest and syndication. There has even been speculation that settlement between the parties might also involve a change in the prime time access rule, which prevents the networks from programing the weekday 7-8 p.m. time period. Retlaw's Tucker said he did not think a change in the rule was likely, nor did he think affiliates would be in favor of such a move. "That is not an item that we really want to discuss again. I haven't heard anything about turning back 7 p.m. to 8 p.m. to the networks; on a scale of one to 10, I would rate it less than one."

The economic forces outside Washington are currently posing the most immediate challenge to the network-affiliate relationship. Affiliates are tempted to preempt certain weak pieces of the network schedule to carry syndicated programing or hometown sports. Thus the networks are having to consider either giving up on programing those dayparts altogether or increasing the compensation paid to affiliates for those



# Satellite Footprints

**Really big show.** Global satellite television will take another step out of the realm of concept and toward reality next Sunday, Sept. 11, when Brightstar Communications coordinates *Sport-Aid*—six hours of coverage of a worldwide run-a-thon involving 20 million runners, 23 uplink sites in the U.S., Canada, South America, Europe and the Far East, 28 transponders on 14 satellites over the Atlantic, Pacific and Indian Ocean and viewers in more than 100 countries.

Coordinating the live Global Productions telecast has prompted Brightstar not only to lease time on a second trans-Atlantic Intelsat transponder, but also to try out a new split-screen technology developed by Washington-based STS/CVI—a technology that will make maximum use of Brightstar's Intelsat capacity. Backhauled from the uplink sites around the globe to Brightstar's U.S. operations center at Washington International Teleport, the signals will hop again to Limehouse Studios, London, via two preview channels, each split into four video images. Producers at Limehouse will be able to pick from the resulting eight images to incorporate into the program as it is fed out to broadcasters worldwide. U.S. transmissions, running from 10 a.m. to 4 p.m. NYT, will travel back through WIT on their way to broadcasters here.

**Let's make a deal.** Satellite operators are getting a lot of practice this summer selling the next generation of satellite capacity. On the television side, PBS and CBS requests for proposals have been issued, and ABC has been conducting a less formal process. Now, on the radio side, National Public Radio has issued a request for proposals to operators, asking them for service and price quotations on, separately, one C-band transponder, replacing its current one on Westar IV, and two C-band transponders to allow for expansion over a requested 10-year period beginning May 1, 1991, shortly before Westar IV is expected to begin drifting out of geostationary orbit. NPR is leaving options open to lease or buy. Proposals are due Nov. 1, and negotiations based on them should begin early next year, said NPR.

Commercial radio networks, many of them now using GE Americom's Satcom F1R (due to reach the end of its life in 1993), stand to profit by NPR's experience and by the fact that information that often remains proprietary in the commercial realm is made public in public radio. Reports on Corporation for Public Broadcasting authorization bills in both houses of Congress say that the estimated cost of replacing NPR's single transponder and ground segment is "approximately \$31.3 million"; adding another transponder, say the reports, "would increase the cost by an additional \$23.4 million for a total of \$54.7 million."

**Out of the clear.** Cable programmer Arts & Entertainment will conduct fixed key scrambling tests next February and will begin fully scrambling its signal on May 1, 1989, using General Instrument's Videocipher IIC technology. The Weather Channel's Videocipher IIC scrambled signal was scheduled to be fully addressable last Friday (Sept. 2), paving the way to sell to the home dish market via its new agreements with five packagers: HBO, Netlink, NRTC, Showtime/The Movie Channel and United Video.

**Flock of birds.** The heavy presence of transportable uplinks at last month's Republican National Convention in New Orleans added up to four days of heavy satellite transmission traffic for GTE Spacenet and its nearest competitor in Ku-band capacity, GE Americom. GTE reported that 950 accesses accounted for more than 1,690 hours of transponder capacity used to cover the event. More than 1,000 of those hours were furnished to ABC, CNN, Gannett News Service/Television and the Florida News Network, said GTE, and resellers accounted for "several hundred hours of occasional use service." During the Republican convention and the Democratic National Convention in July, combined, GE sold more than 700 hours, most of them to NBC (the only broadcast television network to use GE's Ku birds to distribute regular programming) and ABC, although CNN, the European Broad-

casting Union, Independent Network News, Florida Satellite News, w6z-TV Boston, Videostar and World Communications were also served. According to GE, ABC used the 45-watt power of Satcoms K-1 and K-2 to split transponders into half-modes, thereby doubling the 100 hours of capacity it had purchased.

**Systems go.** GTE Spacenet's confidence in the future of Ku-band capacity will be demonstrated once again on Sept. 8 when Ariane-space launches GStar III, GTE's third all Ku-band bird. With six Ku transponders on each of three hybrid (C-band and Ku-band) Spacenet satellites and 16 Ku transponders aboard each of three GStar birds, GTE will have 66 of the high-power transponders in orbit—more than twice as many as its nearest competitor, GE Americom. Because Ku delivery means higher power and smaller, more portable earth stations, Ku transportable uplinking vehicles have proliferated over the past two to three years, making Ku the dominant way to transmit news and sports backhaul, and GTE has concentrated much effort on streamlining the booking of occasional newsgathering transponder time.

Although the GStar launch strengthens GTE's position among news and sports users—as well as among private businesses that, more and more, are finding they can cheaply operate private voice, data and even video networks via satellite—Satellite Transponder Leasing Corp.'s fifth all-Ku bird will be launched aboard the same Ariane 3 rocket as GStar III. SBS V will carry 14 Ku transponders, but ownership of the four other SBS birds has become spread out among STLC parent IBM, Comsat and MCI, leaving GTE with the most concentrated Ku capacity available. The launch of Spacenet III a little over two months ago also makes GTE owner of two of the select few satellites now in orbit that should remain operable into the next century.

**Pirate dragnet.** Issuing a warning to home dish owners late last month, General Instrument announced that the signal theft dragnet has already widened to include consumers, as well as dealers, of modified Videocipher II descramblers. "On behalf of all [21] manufacturers of satellite TV equipment equipped with [GI's] Videocipher II descrambler," GI said that, while dealers of modified descramblers are subject to fines of up to \$50,000 and up to two years in prison, consumers caught with a pirate VC-II's can face \$1,000 fines and six months in jail.

"Although consumers may have believed that stealing subscription programming would not be prosecuted to the fullest extent of the law," said Videocipher Division Security Director Terrence Luddy, "they may now be interested in knowing that sooner or later their dealer's customer lists may be confiscated and end up in the hands of the Justice Department." The "consumer alert" points to "recent law enforcement events involving consumers who possess illegally modified descramblers," including FBI letters to "consumers in the Northwest" asking that they voluntarily turn over their pirate boxes, use of consumer's descramblers as evidence for indictment of an Indiana dealer accused of selling them and the serving of a search warrant on an Indiana consumer by the FBI.

GI also claimed that, due to its own electronic countermeasures, exercised since February 1987, "thousands of modified descramblers have been deactivated at the DBS Authorization Center, the national center for authorization of satellite TV subscription programming"—reminding consumers that the life of a pirated decoder can be limited.

One day after announcing it had issued the warning to consumers, General Instrument announced that its overall campaign to keep VC-II in its position as the industry standard in scrambling also includes expanded service. Adding locations in Corona, Calif., Albuquerque and Arlington, Tex., the manufacturer said that the number of authorized Videocipher repair centers in the U.S. now stands at 23, with three in Canada and one in Puerto Rico.

**dayparts.** George Newi, ABC's senior vice president for affiliate relations, said: "Nothing is imminent...but in daytime the first couple of shows on the air—*Growing Pains*, *Home* and *Ryan's Hope*—are continuing to lose clearances. In some cases we are getting down to poor clearances, even by syndication standards."

In theory, many affiliates recognize the problems preemptions create for any network. Said WFAA-TV's Lane: "To regularly preempt the network on an ongoing basis, regardless of ratings, gives them smaller and smaller numbers to sell, which means they have less and less money to invest in good programming. It is a vicious cycle and I think that most affiliates understand that."

Bortz is recommending certain changes, involving both compensation and programming, that could possibly benefit both affiliates and the networks: "Looked at on a cost-per-thousand basis, network time is often sold for lower than local. If the networks aren't able to sell as effectively, they could, depending on the market size, shift inventory to the station where demand may be greater. In return, those stations could be willing to take a reduction in compensation."

Bortz thinks the whole compensation system could be overhauled: "I think it is a structure which has developed over the years as a collection of individual decisions, not as an incentive to encourage carriage of programming in development." He suggested that rather than paying compensation rates based on daypart, the rates could vary according to a show's ratings. □

## Round one in Miami affiliation fight goes to Sunbeam

**Judge refuses request by CBS and NBC to move case to federal court**

Sunbeam Television Corp.'s WSVN(TV) Miami, smarting from the imminent loss of its NBC affiliation, has won the first skirmish in its battle to prove that CBS and NBC illegally colluded to use the power of affiliation agreements to drive down prices of Miami stations so they could buy into the market at cut rates.

In an Aug. 25 ruling, U.S. District Court Judge Eugene Spellman rejected the networks' effort to remove Sunbeam's "bill of discovery" from state court to federal court. In Florida, a bill of discovery allows parties to allege wrongdoing against others and seek information about them without asking for damages or other relief.

"It is encouraging," said Richard Arnold, of Kenny Nachwalter & Seymour, who represents Sunbeam. The "tenor" of Spellman's ruling suggests that Sunbeam has grounds for relief if it can prove its charges, he said.

The plaintiff [Sunbeam] has alleged sufficient facts to show that it seeks information and documents that are necessary to enable it to institute a legally cognizable action in the proper forum against the proper parties."

Spellman said. "Moreover, the court finds that the particular matters as to which discovery is sought have been set out clearly and definitely."

The networks' claim that the proceeding would turn into a "fishing expedition" is also without merit, Spellman said. Discovery under the bill is "far more narrow than that which the plaintiff [Sunbeam] will ultimately require in a subsequent action for relief...should the plaintiff ultimately choose to assert it."

In the bill brought last April, Sunbeam alleged that the networks, in efforts to buy stations in the Miami market, violated federal and state antitrust law and unlawfully interfered with the business relationships and contracts of others.

In September 1987, NBC purchased WTVJ(TV), CBS's Miami affiliate, from KKR for \$270 million, and notified Sunbeam that it was switching its affiliation from Sunbeam's WSVN to WTVJ on Jan. 1, 1989. Industry analysts estimate that losing the affiliation and becoming an independent will devalue WSVN by more than \$100 million.



### Harris buys Allied

Harris Corp., Melbourne, Fla., announced last week that it has acquired Allied Broadcast Equipment Corp., Richmond, Ind., a distributor of broadcast and satellite radio transmission equipment. Said Guy Numann, senior vice president and head of Harris's Communications Sector, with the combination of the Allied equipment line with the products from Harris's broadcast division, Quincy, Ill., "there is no doubt in our mind that Harris is the strongest radio supplier in the world."

Negotiations had been going on for three months before the sale's announcement last week. Both parties declined to give details on the terms of the sale.

Allied is privately owned by its founder and chief executive officer, Roy M. Ridge. He will continue to head Allied, which will become a separate subsidiary under Harris's Communications Sector. Ridge will coordinate Allied's activities with the activities of the broadcast division, headed by vice president and general manager, Tom Yingst. Ridge and Yingst will both report to Numann.

Not included in the sales was the Allied Telecommunications unit of Allied Broadcast. Ridge will continue to be the majority owner of that business, but will not serve as its chief executive.

Harris will also take over Allied's sales offices in Richmond, Ind.; Los Angeles; Chicago; Atlanta; Toronto; Dallas; College Station, Tex., and Newport Beach, Calif. Harris equipment has been sold domestically by Allied for over a year under

Two weeks ago, CBS announced that it had purchased, subject to FCC approval, WCIX(TV) Miami, an independent station, for \$59 million, and that it would replace WTVJ as its Miami affiliate.

According to the Sunbeam complaint, an earlier deal to sell WTVJ to Lorimar Telepictures for \$405 million was quashed when CBS threatened to yank its affiliation if the station was sold to anybody but CBS. Not wishing to sell to CBS for around \$200 million, KKR did the only other thing it could do. It sold the station to another network, NBC. But it did so without soliciting a bid from ABC. After the closing of the NBC-WTVJ deal, CBS put the squeeze on Sunbeam. It denied WSVN affiliation unless Sunbeam agreed to sell the station to CBS. When Sunbeam refused, CBS bought WCIX.

As Judge Spellman put it: Sunbeam "alleges that in the course of purchasing WTVJ, NBC agreed or conspired with CBS that each would allow the other to become its affiliate in local television markets in order to facilitate the purchase of local stations at prices lower than those that would prevail in an open and competitive market." □

a joint sales-marketing agreement (BROADCASTING, March 9, 1987). That relationship will continue, Numann said. An international marketing arrangement is now being devised, which the company hopes will strengthen Harris's sales abroad.

Allied and Harris will work together in booths and hospitality suites at two September broadcast equipment exhibitions, the National Association of Broadcasters' Radio '88 convention in Washington and the Society of Broadcast Engineers convention in Denver, Ridge said.

### New fiber entry

A company specializing in manufacturing of both fiber optic and coaxial cable for video signal distribution has been formed as a coventure of General Instrument Corp., New York, and Alcatel N.V. of the Netherlands, a leading manufacturer of fiber optic transmission systems. Frank M. Drendel, executive vice president and a member of General Instrument's board of directors, will head the new company, Comm/Scope Inc., as chairman and chief executive officer.

The agreement calls for General Instrument to recapitalize its Comm/Scope division, a manufacturer and marketer of coaxial cable. Comm/Scope will pay General Instrument \$70 million in cash and issue it a \$10-million, seven-year convertible note. General Instrument will retain a majority interest in Comm/Scope with Alcatel contributing mainly through



technology provided by its American subsidiary, Alcatel NA. Some members of Comm/Scope's management will buy minority interests in the new company.

## Ampex activity

Ronald J. Ritchie has been named vice president and manager of the recording systems division of Ampex Corp., Redwood City, Calif. He succeeds Mark Sanders, a long-time Ampex executive who left the company earlier this year citing differences with the management style of Ampex's parent, the Sherborne Group (BROADCASTING, May 30).

Ritchie comes to Ampex from Canaan Computer Corp., Trumbull, Conn., manufacturer of mini-computers for business applications, where he was



Ritchie

president and chief executive officer. He has no prior experience with broadcast equipment, but was involved in consumer product production and marketing while serving as an executive for Texas Instruments, according to Ampex spokesman Dave Detmers. Ampex officials decided that "having industry experience was not necessarily a prerequisite" when replacements for Sanders were considered, Detmers said. Ritchie's management and business skills were considered his best assets. The recording systems division oversees manufacturing and marketing of Ampex audio and video tape equipment.

Ampex also announced last week that it is entering the character generator business with the introduction of the ALEX system at the Society of Motion Picture and Television Engineers conference in New York in October. A component analog version of Ampex's Vista switcher, to be used for ENG applications with the Betacam SP and MII half-inch tape formats, will also be introduced at SMPTE.

## Olympic captions

The National Captioning Institute (NCI), Washington, has committed to providing captioning for the hearing impaired for all 180 hours of NBC's coverage of the Olympic games in Seoul, South Korea. Among the companies sponsoring the Olympic captioning are United Airlines,

Coca-Cola, IBM, Miller Brewing, K-Mart and Metropolitan Life.

Aiding in the process during the games will be the new MaximCaption system, which was recently installed at NCI's captioning studio. The system, which was developed by Xscribe Corp., San Diego, improves the captioning of live events. According to NCI engineer Tammy Schett, lag times of up to seven seconds on the old system have been reduced to about three-and-a-half seconds. Increases in the system's computer memory also allow for a more advanced electronic dictionary. She estimated that errors due to use of the wrong word from the electronic dictionary will be reduced by about 35%.

NCI is a nonprofit organization that has been providing program captions since 1980. It currently provides captions for all three of the commercial broadcast networks' evening newscasts as well as nearly 400 hours of broadcast and cable network programming weekly.

## HDTV productions

Two high-definition video programs produced by American noncommercial television stations will be part of the exhibition of HDTV equipment and software at the coming International Broadcasting Convention in Brighton, England, Sept. 23-27.

WTTW(TV) Chicago produced a 10-minute narrative show that features many picturesque Chicago sites, including Wrigley Field, Lincoln Park and the shores of Lake Michigan and featuring two local actors. A music soundtrack was provided by Chicago musicians. The music will be used in place of dialogue so that the production may be shown to international audiences. Station spokesman William Natale said that WTTW, after being a pioneer in the production of stereo TV programming, set up a committee of station management staff to explore HDTV production. "Many companies had not gotten involved in [HDTV], and certainly not local broadcast television stations.... Just like stereo, we thought we should look into this and see whether or not there is a niche for us to get involved," he said.

Milwaukee's annual Great Circus Parade, which was held July 17, was captured on high-definition video by WTVS-WMVT. The parade has been edited into a 10-minute show that will be demonstrated at a high-definition laser disk display in Brighton. The stations are licensed to the Milwaukee Area Technical College, which offers courses in broadcast production and therefore "always tries to look at new technology, learn something about it and be ready to train people," according to general manager Tom Axpell. In addition, NTSC video was never considered to be adequate quality for the college's telecourses, which it produces and distributes to other schools. NTSC-produced medical telecourses are especially inadequate, Axpell said.

The Milwaukee project was completed with equipment provided by Northern Light



WTTW cameraman Cal Langenberg sets up a shot at Wrigley Field

and Picture, a Toronto production company that produced *Chasing Rainbows*, an HDTV mini-series that was presented last spring by the Canadian Communications Corp. Both the Milwaukee and Chicago productions were done in cooperation with Sony Communications Products Inc. After IBC, Sony will use the stations' footage at other gatherings to demonstrate its high-definition equipment.

## Georgia klystrode

Work will begin tomorrow (Sept. 6) on construction of the second klystrode UHF-TV transmitter at Georgia Public Television's WABW-TV Pelham, Ga. Klystrode technology is now being marketed by Comark Communications Inc., Comar, Pa., as an alternative to the conventional klystron tube for UHF transmitters. The klystrode tube is designed to transmit a stronger video signal with significantly less electrical power consumption. WABW-TV will suspend broadcasting until Oct. 1. Georgia Public TV installed the first klystrode transmitter at its WCES-TV Wrens, Ga., last June (BROADCASTING, July 4).

## Keeping up to snuff

The FCC has proposed changing its rules for approval of stations that do not require a construction permit, such as land-mobile base stations, to insure that they meet provisions of the National Environmental Act of 1969. Section 319(d) of the rules allows an applicant to begin construction "at its own risk" before a license is granted. The commission proposes oversight of environmental factors before construction. Comments on the proposal are due Oct. 3; reply comments are due Oct. 18.

## Stocking MOB

The Museum of Broadcasting said it received a donation of equipment worth \$3.5 million from the Sony Corp. of America Foundation Inc. The equipment, including tape machines and projectors, will be housed in the museum's \$45-million new building, which is expected to be completed in two years (BROADCASTING, July 11).

# MIPCOM

INTERNATIONAL FILM AND PROGRAM MARKET FOR TV, VIDEO, CABLE AND SATELLITE  
MARGHE INTERNATIONALE DES FILMS ET DES PROGRAMMES POUR LA TV, LA VIDEO, LE CABLE ET LE SATELLITE

**MIPCOM.** It's the premiere fall market for Television, Video, Cable and Satellite. The market where the creme de la creme of the industry meet to do serious business.

To buy and sell programs and to negotiate television, video and film rights across the entire spectrum.

To discuss co-productions and international ventures, to develop existing business relationships and naturally, to seek new ones!

And the most effective way to participate is to take a stand, which comes with phone, power, office and furniture if required.

If you're interested in statistics feel confident at MIPCOM. Last year over 70 countries, 1250 companies, 253 television stations, more than 4000 participants and 848 buyers established us as the biggest market place of the fall. With Cannes as the ideal venue.

Although MIPCOM is virtually sold out before we start to market it, this year we do have a limited amount of exhibit space available on a strictly first come, first serve basis. So, should you want to exhibit or participate at this truly unique event please call **Barney Bernhard** on (212) 750-8899 or complete and return the reply card as soon as possible.



## Le must!

OCTOBER 14 - 18 1988

PALAIS DES FESTIVALS

CANNES - FRANCE

Yes I'm interested in  participating  exhibiting  
 advertising at MIPCOM '88. Please rush me information to

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_

INTERNATIONAL EXHIBITION ORGANIZATION, INC.  
 845 Third Ave., 19th Floor, New York, N.Y. 10022  
 Tel: 212-750-8899, Fax: 212-688-8085, Telex: 497-9122 IE0USA

INTERNATIONAL EXHIBITION ORGANIZATION, INC., 845 THIRD AVE., 19TH FLOOR, NEW YORK, N.Y. 10022 TEL: 212-750-8899, FAX: 212-688-8085, TELEX: 497-9122 IE0USA.

we can't always tailor it perfectly. Accompanying the Aug. 12 grand opening of the Blockbuster outlet, the company engaged in a flurry of crosspromotion that included its San Leandro Cable Television subsidiary and the local Hayward Cineplex 5, according to Schneider. The theater is owned by United Artists Entertainment, with whom UCT has a definitive agreement to merge. The cable system ran a spot promoting the grand opening and the in-store drawing for free tickets to the UA theater. The video store offered half off the price of installation of pay upgrades or basic service. And flyers were distributed at the theater promoting the grand opening and the special cable offers.

Through this experiment, the company is trying to identify people in the franchise area who are "entertainment-minded," said Chuck Correll of United Cable Video Entertainment, the wholly-owned subsidiary of UCT that is the Blockbuster franchisee. Going on the assumption that it is one segment of the population that goes

to pay for entertainment program given, write, produce and present the editorials. She said about 75% of the editorials will address national issues, with the balance addressing cable or television-related topics.

John Draper, TCI's general counsel, said "by adding TCI's voice, we not only exercise rights and fulfill duties that we have as electronic publishers, but we also add to the diversity of editorial opinion and diversity has always been cable's trademark." TCI said the national editorials will supplement the local editorials its systems are encouraged to carry. The national package will consist of four editorials delivered twice each month.

### Political examination

C-SPAN kicked off a new series last week, *A Look at the Next President*, which will focus on the backgrounds of the two presidential candidates. The network will produce the Dukakis segments in Boston, with the help of Continental Cablevision of

RADIO and TELEVISION BROKERAGE  
FINANCING · APPRAISALS



**MEDIA VENTURE  
PARTNERS**

WASHINGTON, DC  
ORLANDO · DALLAS  
SAN FRANCISCO

NAB Suite 631, J.W. Marriott



## Selling out

Western Cable Show officials say exhibit space is almost sold out for the Dec. 7-9 convention in Anaheim, Calif. To date, 192 exhibitors have signed for 102,000 square feet of the 105,600 square foot exhibition hall. At last year's show, 217 companies purchased 102,900 square feet of space.

Thomas Rackerby, president of the American Television & Communications national division, is chairman of the convention committee. Topics for the panel sessions at the show include cable-telco issues, cable opportunities internationally, managing channel space, rebuilds, channel repositioning, rate increases and syndicated exclusivity.

## Musical chairs

Cambridge.

"Our approach with this series is to go back into the nominees' pasts and find people who knew at different stages up the ladder," said C-SPAN Chief Executive Officer Brian Lamb. The hour-long weekly interview program premiered Sept. 4 at 7 p.m.

## Election education

CNN is adding an election year element to its News Access service, which provides information to schools throughout the country. CNN will make available selected coverage from its election and political programming for 10 weeks, from Sept. 11 through Nov. 14.

Helping out with distribution of the material will be the National School Boards Association and cable operators. Teachers will receive a curriculum guide each Monday morning, based on the content of CNN programs. The guides are grade-level specific and are meant to facilitate discussion on political topics.

## Regional news

Philadelphia and Florida are two of the areas cable channel Long Island News 12 is examining for launch of possible regional news services, said News 12 President Al Ittleson. The service also has looked at starting regional operations in New Jersey and southern Connecticut.

Ittleson said its examination of the

and Daniels's cable system division into its operation, is moving into Daniels's old headquarters at 2930 East Third Avenue, Denver 80206. That building is still owned by Daniels and will be renamed 1 Bill Daniels Center. UA will lease space there. Its new phone number is 303-321-4242.

## Debt due

The Copyright Office said last week that it had received \$41.2 million from cable operators as part of copyright fees due on Aug. 29. The office said it will take another week or two to process all the filings. The office expects operators to pay approximately what was paid for the last six months of 1987, about \$83 million. The office normally collects 98% to 99% of the fees owed on the filing date. There is no penalty for late filings.

Philadelphia market is in the "real early stages." What attracts the company is the market's ADI and demographics of such counties as Bucks and Montgomery, which mirror Long Island's. As in New York, there is a sizable population in New Jersey which is largely unfiltered by the television stations in Philadelphia, said Ittleson. He said those counties "don't have their own ADI. Their backyard isn't getting coverage."

News 12 said a solid base of cable homes is needed, upward of one million, before launching a regional news operation. There also have to be large areas unserved by other news outlets. "You're never going to find an exact duplicate of Long Island," said Ittleson.

There is some coverage of New Jersey news, through PBS's New Jersey Network and WOR-TV Secaucus, N.J. For that reason, Ittleson indicated that southern Connecticut, more so than northern New Jersey has more appeal for launching a regional news operation. Cablevision has the cable franchise for Fairfield county, Conn., and already has a daily half-hour news program on the system.

## K-SAT calling

If the K-SAT Army has its way, Senate phones will be ringing off the hook on Sept. 7 and 8. The coalition of backyard dish owners and dealers has asked its members to call their senators on those

marketplace."

The firms are Frank Magid Associates, which will conduct market research and address strategic questions for the network; Ruhr/Paragon Advertising, which will carry out a multimedia advertising campaign; Robert H. Meyer & Associates, which will conduct a fall lineup promotion; National Demographics & Lifestyles, which will provide consumer research information, and Tarkenton & Addams, headed by former NFL quarterback Fran Tarkenton, which will provide corporate communications support.

## Stocking TNT

Turner Network Television has signed actress Faye Dunaway to appear in *Cold Sassy Tree*, based on the novel of the same name, on the new network next year.

days as part of a major effort to gain support for S. 889, home satellite legislation that has met with staunch opposition from cable. The bill's chief sponsor, Senator Al Gore (D-Tenn.) has vowed to move it when the Senate reconvenes this month, but with Congress slated to adjourn by Oct. 8, time is running out. Gore was hoping to act prior to the August recess but failed to find an appropriate legislative vehicle on which to attach his measure as a rider.

"If we all pull together on the 7th and the 8th they will know we have not abandoned our fight and there is a good chance S. 889 will pass," a K-SAT press release stated. K-SAT also plans to call the lawmakers's state offices. And a K-SAT letter to cable subscribers asks them to call Capitol Hill or sign a petition supporting S. 889.

## School support

John Rigas, chairman, chief executive officer and president of Adelphia Communications, has given \$50,000 to the National Cable Television Center and Museum at Pennsylvania State University. The center is raising \$2 million to cover construction of a new facility and its operating costs, and to endow a communications chair at the school.

## More names for CNBC

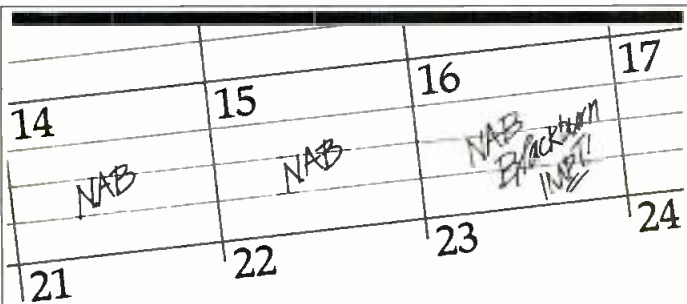
CNBC President Mike Eskridge named department heads in three key areas last week—sales, affiliate relations and finance and administration—leaving as his top priority the appointment of a news and on-air staff.

Arthur Q. Miller, formerly senior vice president of sales at the Financial News Network, was named CNBC senior vice president, sales. Miller was with FNN for the past six months. Eskridge said he chose Miller not because Miller works for an indirect competitor of CNBC (FNN focuses on hard business news and CNBC will focus more on consumer business news), but because he has known Miller for 17 years, and because of Miller's cable experience. Prior to FNN, Miller worked at NBC in the sports, network, finance and accounting departments.

Allan J. Gaherty will be vice president of finance and administration. Eskridge has worked with Gaherty since 1986 when Gaherty was director, budget and financial analysis for the Olympics.

Eskridge named Caroline Vanderlip to vice president of affiliate relations. Vanderlip will be responsible for sales of the service to affiliates and providing those affiliates with marketing support. Vanderlip was formerly a business development consultant at the network, with responsibility for development in such areas as acquisitions, joint ventures, asset restructurings and investments. Before joining NBC, Vanderlip was senior vice president of sales at Shop Television network.

Two weeks ago, Eskridge named Nelson Rosaball vice president, employee relations. Rosaball was previously NBC's vice president, employment practices and systems.



## RESULTS START HERE.

Suite 745  
J.W. Marriott Hotel  
September 14-17

**BLACKBURN & COMPANY**  
INCORPORATED

Media Brokers & Appraisers Since 1947

WASHINGTON, DC. 20036  
1100 Connecticut Ave., NW  
(202) 331-9270

ATLANTA, GA 30361  
400 Colony Square  
(404) 892-4655

CHICAGO, IL 60601  
333 N. Michigan Ave.  
(312) 346-6460

BEVERLY HILLS, CA 90212  
9465 Wilshire Blvd.  
(213) 274-8151

**WBW(AM)-WQRK(FM) Bedford, WBAT(AM) Marion, WKBV(AM)-WFMG(FM) Richmond and new FM Van Buren, all Indiana; WABJ(AM)-WOTE(FM) Adrian, Mich.; WBEX(AM)-WKJ(FM) Chillicothe, Ohio** □ Sold by Central Broadcasting Group to David C. Keister for \$5.6 million. **Seller** is Richmond, Ind.-based group with no other broadcast interests. It is headed by William M. Quigg. **Buyer** also owns WCB(FM) Lebanon, Ind., and WMLA-AM-FM Bloomington, Ill., and recently sold WMCB(AM)-WCBK(FM) Martinsville and WIFE(AM)-WCNB(FM) Connersville, both Indiana, and WOFR(AM)-WCHO(FM) Washington Court House, Ohio ("Changing Hands," June 20). WBW is on 1340 khz full time with 1 kw. WQRK is on 105.5 mhz with 2 kw and antenna 400 feet above average terrain. WBAT is on 1400 khz full time with 1 kw. WKBV is on 1490 khz full time with 1 kw. WFMG is on 101.3 mhz with 50 kw and antenna 280 feet above average terrain. FM CP is on 99.3 mhz with 3 kw and antenna 328 feet above average terrain. WABJ is on 1490 khz with 1 kw day and 250 w night. WOTE is on 95.3 mhz with 3 kw and antenna 300 feet above average terrain. WBEX is on 1490 khz with 1 kw day and 250 w night. WKJ is on 93.3 mhz with 22 kw and antenna 335 feet above average terrain. **Broker: R.C. Crisler & Co.**

**KKIS(AM) Pittsburg and KKIS-FM Walnut Creek, both California** □ Sold by Chabin Communications Corp. to Diamond Broadcasting of Calif. Inc. for \$4,477,000. **Seller** is owned by James Chabin, who has no other broadcast interests. **Buyer** is owned by Ronald H. Strother and Thomas P. Gammon. It also owns KTRR(AM) Loveland, Colo., and KZXY-AM-FM Apple Valley, Calif. KKIS(AM) is on 990 khz full time with 5 kw. KKIS-FM is on 92.1 mhz with 3 kw and antenna 89 feet above average terrain.

**KAYJ(AM)-KIXY(FM) San Angelo, and KHOS-AM-FM Sonora and KYXX(FM) Ozona, all Texas** □ Sold by Fosters Communications Co. and Fosters Broadcasters Inc., respectively, to Kixy Inc. for \$2,950,000. **Seller** of KAYJ(AM)-KIXY(FM) is owned by Walton Foster and Don Griffis. **Seller** of KHOS-AM-FM and KYXX(FM) is owned by Foster and Fred Key. It has no other broadcast interests. **Buyer** is owned by John Schneider, who also owns WKBX(AM) Kiingsland, Ga. KAYJ is daytimer on 1260 khz with 1 kw. KIXY is on 94.7 mhz with 100 kw and antenna 446 feet above average terrain. KHOS is daytimer on 980 khz with 1 kw. KHOS-FM is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. KYXX is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Thoben-Van Huss & Associates.**

**KIEZ(FM) Santa Paula, Calif.** □ Sold by Starbright Broadcasting Inc. to Radio Santa Barbara Inc. for \$1.5 million. **Seller** is owned by William S. Sanders and his wife, Patricia. It also owns KRZY(AM)-KRST(FM) Albuquerque, and KPER(FM) Hobbs, both New Mexico. **Buyer** is owned by Burke Kaplan, Alex Shertell and Jim Olerich. It also owns KIST(AM)-KMGQ(FM) Santa Barbara and KMAK(AM)-KBOS(FM) Fresno, both California. KIEZ is on 96.7 mhz with 87 w and antenna 1,500 feet above average terrain.

## Tracking the year's sales activity

In a year-to-date tally, total dollar values for broadcast station sales reported in "Changing Hands," show that 1988 is improving slightly on last year's record-breaking totals. While almost \$2 billion in stations had changed hands through August both this year and last year, 1988 showed a slightly higher total with slightly fewer sales. The average price for a sale this year was \$7,991,112, up 8.6% from last year's total by the same date of \$7,356,929.

AM station sales are almost totally flat this year, with less than a 1% increase in the average price of a station. Last year at this point, AM station sales averaged \$2,278,834, while this year stations are selling for an average of \$2,374,887. While this would appear to be good news for AM station owners who have seen a long decline in the value of their properties, the \$50-million sale of KRLD(AM) Dallas in July, which smashed the record for AM stand-alone sales, skewed the results significantly. If that sale is excluded, AM station values continue to decline, with an average price this year of \$1,683,375, down 35% from 1987.

FM sales are healthy this year with the average price of a station up 23%, from \$4,164,943 to \$5,143,678. So far this year there have been about \$360 million in FM stand-alone sales, compared to \$287,381,073 at this point last year. The largest stand-alone FM sale this year was that of WKYS-FM Washington for \$46.75 million; that price was topped, however, by one element of the group sale of KMJQ(FM) Houston and KMJM(FM) St. Louis—KMJQ contributed \$65 million to the total \$81-million price.

The prices for AM-FM combinations are significantly off from last year's \$606 million, with only \$287,762,383 in sales this year. Part of the explanation comes from the concomitant increase in group sales, which grew to nearly \$700 million over 1987's nearly \$500 million total.

## RADIO '88

Convention Headquarters

Grand Hyatt Washington

Suite 893

Cecil L. Richards / Bruce A. Houston / Lee M. Hague

**CECIL L.  
RICHARDS INC.**

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS  
TV CATV RADIO NEWSPAPERS

7700 LEESBURG PIKE  
FALLS CHURCH, VA 22043  
(703) 821-2552

540 FRONTAGE ROAD  
NORTHFIELD, IL 60093  
(312) 441-7200



**WMIM(AM) Mount Carmel and WSP(FM) Shamokin, both Pennsylvania** □ Sold by Mount Carmel Broadcasting Co. to North Penn Broadcasting Inc. for \$982,000. **Seller** is headed by David A. Donlin. **Buyer** is owned by Harold G. Fulmer III and Boyd G. Hixson. It also owns WOBG(AM)-WOXA(FM) York, WXKW(AM) Allentown and WMGH(FM) Tamaqua, all Pennsylvania. WMIM is daytimer on 1590 khz with 1 kw. Wspi is on 95.3 mhz with 900 w and antenna 505 feet above average terrain.

**WSYD(AM) Mount Airy, N.C.** □ Sold by Billy Bruce Hull to Erastus Poore for \$540,000. **Seller** has no other broadcast interests. **Buyer** is station's general manager. Wsyd is on 1300 khz with 5 kw day and 1 kw night.

**WTIM(AM)-WTJY(FM) Taylorville, Ill.** □ Sold by Sky Communications Ltd. to USA Radio Corp. for \$435,000. **Seller** is owned by Marsha Linton and Pat Delaney, who have no other broadcast interests. **Buyer** is owned by James E. Green, pharmacist from Riverton, Ill., and Robert D. Baxter, program director and chief engineer at WMAY(AM)-WNNS(FM) Springfield, Ill. WTIM is on 1410 khz with 1 kw. WTJY is on 92.7 mhz with 3 kw and antenna 310 feet above average terrain.

**WMZY(AM) Wildwood, Fla.** □ Sold by James Patrick to Christian Radio Communications Inc. for \$367,600. **Seller** has no other broadcast interests. **Buyer** is owned by Regina Damiano, Ronald A. Pollow and Theodore D. Tucker. It also owns WMOB(AM) Mobile, Ala., and recently bought WCKS(AM) Cocoa, Fla. WMZY is on 640 khz with 826 w day and 979 w night.

## 'Changing Hands' year to date round-up

Stations	1988		1987	
	Price totals	number	Price totals	number
<b>AM</b>	\$137,743,500	58	\$120,778,233	53
<b>FM</b>	360,057,500	70	287,381,073	69
<b>AM-FM</b>	287,762,383	95	605,815,105	108
<b>TV</b>	505,391,350	24	429,355,000	24
<b>Groups</b>	682,850,000	11	498,900,000	10
<b>Total</b>	1,973,804,733	247	1,942,229,411	264

\*Note: AM-FM combinations are treated as a single sale. Group sales are any combination of three or more stations with at least two stations in different services.



### More Leno

Comedian Jay Leno has been signed to continue his role as the sole guest host for Johnny Carson on the *Tonight* show, said NBC. Leno will host about 35 Monday programs throughout the season, a spokesman said, and may also fill in for full weeks when Carson goes on vacation. Last year Leno shared the guest host duties with Garry Shandling, who has opted not to

continue in the role due to his busy schedule.

### Casting call

The Copyright Office has a tentative witness list for its Sept. 8 hearing on film alteration, which will examine colorization, time compression, panning and scanning. Among the witnesses are filmmaker George Stevens Jr.; Roger Mayer, president of Turner Entertainment; Joshua Sapan, president of American Movie Classics; Arnold Lutzker, attorney with Directors Guild of America, and Peter Nolan, vice president-general counsel, Walt Disney Co., who will also be speaking on behalf of the Motion Picture Association of America. Also testifying will be home video interests and officials from West Germany and France, who will discuss those countries' "moral rights" laws.

### Self promotion

TV personality Shadoe Stevens, who debuted Aug. 13 as host of ABC Radio's *American Top 40*, has written, directed and produced three 30-second and four 10-second TV spots promoting his show. The spots, which air on the ABC TV network, are part of a \$2-million television campaign to promote the radio show.

*American Top 40*, now in its 18th year, is heard on 475 radio stations, according to producer ABC Watermark. Stevens has replaced Casey Kasem, who joins the Westwood One Radio Networks in January.

### Northern neighbor

Noncommercial WTVS(TV) Detroit has teamed with the National Film Board of Canada to produced the four-part documentary series, *Canada: True North*, scheduled to air in the PBS national schedule on four successive Mondays, Sept. 12 through Oct. 3, at 10-11 p.m. NYT. Series editions, all hosted by *MacNeil/Lehrer NewsHour* anchor, Robert MacNeil, explore the historical relationship between

**Frank D. Osborn**  
of Osborn Communications Corporation  
has agreed to transfer the assets  
of  
**WMHE(FM)**  
Toledo, OH  
for  
**\$19,000,000**  
to  
**John Lynch**  
of Noble Broadcast Group



Radio Station Brokerage & Financing

Suite 500 / 1130 Connecticut Ave., N.W. / Washington, DC 20036 / (202) 737-9000



Canada and the U.S., Canada's geography and multicultural makeup and Quebec's separatist movement. Next January, the series will become part of public TV's instructional programming.

### More 'Home'

ABC's weekday entertainment/information series, *Home*, will be expanded to an hour for a two-week trial. *Home* will air from 11 a.m. to noon Sept. 19-23 and Sept. 26-30.

### Food fight

Roy Rogers Restaurants is taking off the air a TV commercial that promotes its products by poking fun at school cafeteria food and cafeteria workers. A number of school cafeteria workers had objected to the spot. Originally scheduled to run through Sept. 9, the commercials stopped running Aug. 26, according to a spokesman for the chain's parent company, Marriott Corp.

### TV's teenage girls

Television portrays teenage girls as pre-occupied with shopping, grooming and dating while school and work preparation are of little concern, according to a report released by the National Commission on Working Women of Wider Opportunities for Women, a nonprofit group seeking to improve women's status in the labor market. During the spring of 1988, four dramas and 15 situation comedies, with adolescent female characters in recurring roles, were randomly monitored (over 200 episodes were monitored). The report, "Growing Up in Prime Time," found: girls' looks count more than their brains and that some episodes portray intelligent teenage girls as social misfits; adolescent girls outnumber boys on television, but their characters are more passive and less individualized than their male counterparts, and plots lack serious conversations with parents about school, career goals or future plans. "These images create the impression that one can magically jump from an adolescence of dating and shopping to a well-paid

professional career," said Sally Steenland, author of the report. "Television writers and producers must broaden their scope to include the universal issues of work and education that are involved in preparing for adulthood."

### Challenge dropped

Richmond (Va.) Community Television has dropped its challenge to Roy H. Park Broadcasting's renewal of WTVR-TV Richmond, Va. Park has agreed to pay Richmond Community \$12,000 to reimburse expenses spent in the challenge and has agreed to establish a Community Advisory Board to discuss community issues. Richmond Community claimed that

local ownership of the station would better serve the needs of the Richmond area. Park is based in Ithaca, N.Y.

### Lots of interest

Entries for the 29th International Broadcasting Awards, given by the Hollywood Radio and Television Society for the best radio and television commercials, are coming in at a record rate, with 40 countries already entered, the earliest that number has been recorded, according to Kim LeMasters, CBS Entertainment president and chairman of IBA XXIX. Dec. 9 is the deadline for entries. LeMasters predicted IBA will better the 60-country total achieved last year.



Left to right: Glenn Serafin, Dennis Eckhout, Jay Goodwin, Tim Menowsky, Don Russell, Kent Phillips.  
Not pictured: Jeanette Tully.

## Your best deal of the year could start at Radio '88.

If you want to sell, we know who's buying. If you want to buy, we know where the values are.

Need money for expansion, acquisitions, leveraged buyouts? We can help you get it at competitive terms.

And that's not all. With in-house research, we provide fair market valuations to add real strength to your bargaining.

And all these capabilities are backed by 15 years of experience, billions of dollars in successful deals, and a network of offices from Main Street to Wall Street.

That's more than the average broker can give you.

But then, we're not your average broker.

Make your best deal at Radio '88! Visit us in Suite #1031 at the JW Marriott, or call ahead for a reserved appointment time. We look forward to seeing you there.

1133 20th St. N.W., Suite 260  
Washington, DC 20036  
202/778-1400



COMMUNICATIONS  
EQUITY  
ASSOCIATES

Investment banking, brokerage and financial services for the radio industry.

CEA is a member of the National Association of Securities Dealers, Inc. and its professional associates are registered with the NASD. Member SIPC.



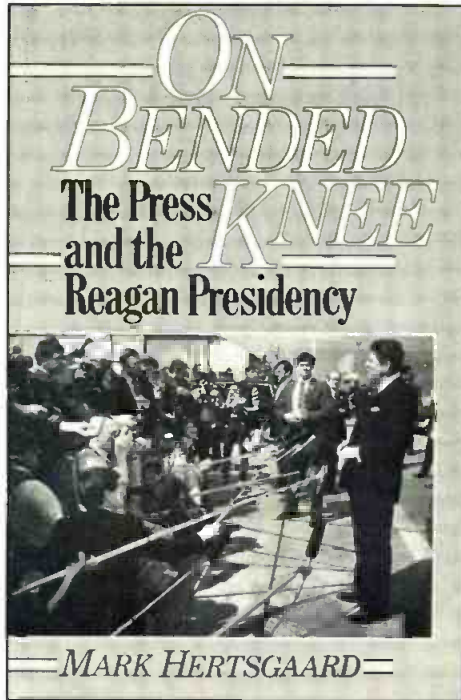
## BOOK REVIEW

### Hertsgaard criticizes Reagan coverage

**Author's new book says that press 'abdicated its responsibility' to fully report on President**

The American press, print and broadcast, has failed badly in the aim of presenting an accurate and balanced picture of the Reagan administration. But, contrary to the views of some critics, it is not a negative bias that is at work. Rather, in his almost eight years in office, President Ronald Reagan has not so much been covered as fawned over by a press that was expertly manipulated by White House aides skilled in public relations. And where manipulation was not at play, voluntary self-censorship was. Or simple incompetence.

That indictment is contained in *On Bended Knee: The Press and the Reagan Presidency*, by Mark Hertsgaard, being published this month by Farrar Straus Giroux, New York. Based on what the author says was more than 175 interviews with figures from the White House and the media and on reviews of stories published and broadcast during the Reagan presidency, the book por-



trays a press that was more than willing to be gulled, that "abdicated its responsibility to report fully and accurately to the American people what their government was really doing." There were "honorable exceptions," but not many, apparently.

Some of those who have made their careers in journalism reject the Hertsgaard charges. Edward Fouhy, who has held news executive posts with ABC, CBS and NBC in Washington and is now executive producer of the presidential debates to be sponsored by the Commission on Presidential Debates, says the coverage of the President has been "very good." And he sees ideology at work in the book. He said Reagan is admired by the American people, who twice elected him President. The Hertsgaard criticisms, Fouhy said, "are things said by people unhappy with Reagan's election and reelection."

Hertsgaard, a free-lance investigative journalist, writes of White House aides like Michael Deaver, the former Los Angeles public relations man, and David Gergen, director of communications and currently editor at large of *U.S. News and World Report*, who manipulated the media with apparent ease. Hertsgaard quotes a former White House deputy press secretary, Leslie Janka, as saying: "This was a PR outfit that became President and took over the country." And in a chapter entitled "Manipulation by Inundation" he says, in effect, that the strategy followed was one of cooperation, not confrontation: The networks would get the visuals of the President they craved. "But they would be visuals carefully designed to promote the Reagan agenda."

It was not only manipulation. Hertsgaard contends that the media held back, engaging in self-censorship that permitted Reagan to escape the kind of criticism and tough examination to which some of his predecessors had been subjected.

There was, for instance, the diffidence exhibited by papers like the *Washington Post*, supposedly hard-nosed but determined, as executive editor Benjamin C. Bradlee told the author, to be "mannerly" and "fair." Why? Because Reagan appeared to be "a really true conservative" and the *Post* was known as liberal. "So [we thought] we've got to really behave ourselves here," said Bradlee. David Burke, the former executive vice president of ABC News who is now president of CBS News, ascribed the determination to be gentle that he said was shared by many in the media, to what Hertsgaard said were Reagan's "personal gifts—an amiable personality, sincere manner, perfect vocal delivery and photographic persona." "You just can't get the stomach to go after the guy," Burke told the author. "It's not a personality thing, it's not that we're afraid of getting the public mad at us. I think

Let's make a date  
to talk **RADIO**  
'88



Richard Kozacko



Bruce Kanner



John Clancy



Keith Horton



Mel Stone



Don Roberts

At the **NAB** Meeting

September 14-17, 1988  
Washington, DC  
J. W. Marriott Suite 331

Come say "hello!"  
to all our associates  
without cost or obligation

Brokers & Consultants to the Communications Industry

**KOZACKO • HORTON COMPANY**

P.O. Box 948 • 350 W. Church St. • Elmira, NY 14902 • (607) 733-7138

it is a perception that the press has in general of Reagan, that he is a decent man."

In making the point of self-censorship, Hertsgaard asserts in a chapter entitled "Censorship at CBS," that that network's news executives in Reagan's first term pressured journalists on the *Evening News* staff, "and especially White House correspondent Lesley Stahl, to tone down criticism of President Reagan and stop being what management considered overly negative in their coverage of public affairs and especially the economy." The pressure was said to have been exerted in a variety of forms, from the creation of a newsroom atmosphere that discouraged what one producer is said to have called "predictably liberal stories" to—in Stahl's case—the rewriting of scripts.

Asked for comment by Hertsgaard, Stahl would say only: "All that happened, I can't deny it." However, Hertsgaard notes that, since the original scripts were not available for scrutiny, there was no way of determining the effect of the alleged pressure on CBS's coverage. And he quotes one producer in Washington at the time as suggesting that the editing of Stahl's scripts may have less to do with ideology than with grammar and punctuation. "Lesley's a terrible writer," said Brian Healy.

Tom Bettag, now the executive producer of *The CBS Evening News with Dan Rather*, but one of the senior producers on the show at the time Stahl's copy was being heavily edited, said the change in tone of the White House coverage was intended to avoid "knee jerk" coverage. But he also conceded that another argument had been made—by "corporate people"—that "upbeat, positive, 'patriotic' reporting about the President would make people feel good and thus produce higher ratings." And those were the days, in the early part of the decade, when the *Evening News* ratings had declined and Van Gordon Sauter had been brought in as president of the news division to fix things.

Hertsgaard discusses the competence of the media in a chapter entitled "A Palace Court Press"—a term which encapsulates his view of the White House press corps—and opens with a quotation from Meg Greenfield, editor of the editorial page of the *Washington Post*: "If there is anything deficient about press coverage of the Reagan administration, and there of course is, it has to do simply with our own deficiencies and laziness, and no special cleverness, or blandishments, or seductions, or threats on their part."

But Hertsgaard, in possibly revealing a bias of his own, also says the press's adversarial behavior is curtailed in part by the fact that journalists are employed by large corporations whose self-interest militated against strong criticism of "a government as pro-corporate as Ronald Reagan's." Then there was the "truism" that reporters are only as good as their sources. And White House correspondents rely for information on only a handful of White House officials. Hertsgaard quotes William Greider, a former *Washington Post* editor now with *Rolling Stone* as saying that the White House press corp is more "conduit than critic of government." This, Greider added, was due to an "ingrown quality of deference which makes

the press unwilling to challenge presidential announcements."

Hertsgaard appears dismayed at journalists' failure to express a point of view. He cites an interview with Jeff Gralnick, vice president, executive producer, special broadcasts, but in 1979-1983 executive producer of *ABC World News Tonight*. Asked how he, as *World News* executive producer, responded to administration efforts to restrict access to the President. Gralnick reportedly said: "It's not my job to respond to it...It's my job to take the news as they choose to give it to us and then, in the amount of time that's available, put it in the context of the day or that particular story."

Hertsgaard does not contend there have not been bumps in the road during the free

ride he says the media have given Reagan. He cites the bad press the President received during the recession of 1981-82 and later on his visit to a West German cemetery containing the graves of Nazi SS members, on the stock market crash last year and on the Iran/contra affair. But Hertsgaard was critical of the press in connection with Iran/contra for coming as late to the story as it did; he noted that some stories on aspects of the scandal had appeared as much as 18 months before it became truly headline news late in 1986.

Still, Reagan, as he approaches the end of his second term, remains a very popular figure. Although some in the media, including the *Wall Street Journal* were unimpressed by the President's speech to the

# HOW TO FULFILL YOUR DESIRE TO ACQUIRE.

At Firstmark Financial, we understand the particular problems facing most young broadcast companies. We grew up in the communications industry ourselves. We specialize in helping such companies through their first and most critical acquisitions, expansions, refinancing and capital improvements. Call us today for the kind of insightful and responsive financial service you need.

**Firstmark Financial**

Firstmark Financial Corp. Communications Finance Div.  
110 E. Washington Street, Indianapolis, IN 46204  
(317) 262-5858

Financier to the telecommunications industry.



Republican national convention, many in the mainstream press, including the three commercial broadcast network anchors, praised it lavishly. Which calls to mind a

remark of Gergen's quoted by Hertsgaard: "A lot of the teflon came from the press. They didn't want to go after him that toughly." □

live segments (topics of current interest or interviews), followed by a discussion among eight children. *Main Street* debuted in 1985, with host Bryant Gumbel, co-host of NBC's *Today* show, and has won the Humanitas Prize and an achievement award from Action for Children's Television.

Pieces of past *Main Street* programs will be incorporated into an NBC News special, *It's Not Easy Bein' Teen*, that will air Sept. 6, 10-11 p.m. Because of NBC's coverage of the Olympics, *Main Street* was not scheduled to launch its new season until October; however, no episode order for the program has been given.

Don Bowers, executive producer of *Main Street*, said he would not blame NBC News if the show he helped create were canceled. Instead, he pointed his finger at advertisers.

Among the chief reasons advertisers failed to support the show were its low clearance among affiliates and the variety of time periods in which it aired. Affiliates are fed the program for a 4 p.m. telecast, which cuts into the local broadcast time affiliates commonly use to air lucrative early fringe talk or court shows.

## End of road for NBC's 'Main Street'

**Low ad revenue blamed for expected cancellation of award-winning show**

In another example of belt-tightening, NBC News is expected to cancel *Main Street* within the next few weeks. Despite its relatively small \$2 million annual budget, the award-winning monthly half-hour afternoon children's program is facing the axe because it has not received sufficient support from advertisers.

cost-saving effort has led to the cancellation of the early morning news program, *Before Hours*, the downgrading of NBC News's Houston bureau, consideration of downgrading the Cairo bureau (BROADCASTING, Aug 29) and other staff cutbacks.

The cost of the eight half-hours that make up a year of *Main Street* have actually been trimmed, because of staff cuts, from a \$3 million budget two years ago.

The cancellation of *Main Street* would be the second example of austerity by new



Maria Shriver on 'Main Street' set

*Main Street* was also caught in the financial squeeze initiated at NBC News in January of 1987 under the division's former president Larry Grossman. This year that

NBC News President Michael Gartner.

Hosted by NBC's *Sunday Today* co-anchor Maria Shriver, *Main Street* explores the concerns of young people, with taped and

## Taking AIM at CBS News's Rather

**Group feels that documentary on Vietnam war veterans portrayed many veterans as 'deranged men' who had done 'horrible things'**

Accuracy in Media, the conservatively oriented media watchdog group, one of whose aims is to get CBS News anchor Dan Rather fired, thought it had a scheme for causing him some grief last week. It placed a small ad on the front page of the *New York Times* on Tuesday under the heading, "Are You Mad at Dan Rather?" AIM is, this time because of a documentary called, *The Wall Within*, on the emotional and mental problems of Vietnam war veterans that aired on CBS on June 2. It listed a toll-free 800 number for Rather critics to call. The recorded message attacked the documentary for allegedly portraying many Vietnam veterans as "deranged men" who had done "horrible things in Vietnam." And callers angered by "the slander" were given Rather's office telephone number to call. But that's where the AIM plan went awry. Instead of Rather, the callers were greeted by a recording of "The Star Spangled Banner."

Rather, who had served for a year as a CBS News correspondent during the Vietnam war, was not commenting, but a spokesman suggested the use of the National Anthem was a good-humored device for demonstrating the anchor's patriotism. CBS News also said AIM appears to be the only source of complaint about the documentary. The program, a spokesman said, "has received overwhelming support from Vietnam veterans and veterans associations, as well as from members of Congress."

AIM Executive Director Reed Irvine's only comment was that Rather could have found a recording of the anthem that was "not so scratchy." □



**R.A. Marshall & Co.**

Brokerage & Media Investment Analysis

Our Radio '88 Convention headquarters will be at  
The Grand Hyatt, Suite 141

Please call now for a private, confidential appointment

Bob Marshall

Linda Ferguson

Gordon Rice



800 Main Street Suite 210  
Hilton Head Island, South Carolina 29928, 803-681-5252

Continues from page 23

tion Policy and co-sponsored by Comsat, Pacific Telesis. National Press Club, Washington. Information: (202) 863-0890.

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

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

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

**Sept. 28**—New York Television Academy luncheon. Speaker: Gerry Hogan, president, Turner Entertainment Networks. Copacabana, New York.

**Sept. 28-29**—"Urban Markets: Directions for the 90's," seminar sponsored by National Cable Television Association and National Association of Minorities in Cable. Keynote: Amos Hostetter, chairman-CEO, Continental Cablevision, Waldorf-Astoria, New York. Information: Ann Dorman: (202) 775-3690.

**Sept. 28**—"Beyond the Basics," course sponsored by Women in Cable, Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

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

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

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

## October

**Oct. 2-4**—New York State Broadcasters Association and Pennsylvania Association of Broadcasters joint annual convention. Speaker: FCC Commissioner Patricia Diaz Dennis. Hershey Lodge, Hershey, Pa. Information: (518) 434-6100 or (717) 233-3511.

**Oct. 2-4**—Joint annual meeting of Oregon Association of Broadcasters and Washington State Association of Broadcasters. Jantzen Beach Red Lion, Portland, Ore. Information: (206) 625-0714.

**Oct. 2-6**—Southern Educational Communications Association conference. Hyatt Regency Louisville, Louisville, Ky. Information: Jeanette Cauthen, (803) 799-5517.

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

■ **Oct. 4**—Deadline for station entries in New York Area Emmy Awards, sponsored by New York Chapter of National Academy of Television Arts and Sciences. Information: (212) 765-2450.

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

**Oct. 5**—New York Television Academy luncheon. Speaker: Tim Robertson, CBN Family Channel. Copacabana, New York.

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

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

**Oct. 6**—Cabletelevision Advertising Bureau local ad-

vertising sales workshop. Radisson Inn Maingate, Orlando, Fla.

**Oct. 7**—Radio Broadcasters of Chicago 10th annual Windy Awards honoring excellence in creative use of radio as advertising medium. Hotel Nikko, Chicago. Information: Susan Kraus, (312) 329-9002.

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

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

**Oct. 9-11**—Women in Cable national management conference. Theme: "Facing the Competitive Challenge." Swiss Grand hotel, Chicago. Information: Reenee Gill, (312) 661-1700.

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

**Oct. 9-12**—United States Telephone Association 91st annual convention. Marriott Marquis, New York. Information: (312) 332-1991.

**Oct. 11**—Presentation of Engineering Emmy Awards for Outstanding Achievement in the Science of Television Engineering, sponsored by National Academy of Television Arts and Sciences. Sheraton Center, New York. Information: (212) 586-8424.

**Oct. 11**—Cabletelevision Advertising Bureau local advertising sales workshop. Howard Johnson hotel, Boston.

**Oct. 11-13**—Basic media seminar, sponsored by American Association of Advertising Agencies. Clift hotel, San Francisco. Information: (212) 682-2500.

**Oct. 11-16**—National Black Media Coalition 15th anniversary conference. Adam's Mark hotel, Houston. Information: (202) 387-8155.

**Oct. 12**—"Beyond the Basics," course sponsored by Women in Cable, Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

**Oct. 12**—Cabletelevision Advertising Bureau local advertising sales workshop. Sheraton Valley Forge, Philadelphia.

■ **Oct. 12**—New York Television Academy luncheon. Speaker: Kay Koplovitz, president-chief executive officer, USA Network. Copacabana, New York.

■ **Oct. 12**—International Television Association, Washington chapter, Communications Day. Twin Bridges Marriott, Alexandria, Va. Information: (703) 354-6996.

**Oct. 12-14**—World Teleport Association general assembly conference and exhibition. Theme: "New Impacts for City Development and Initiatives for New Telecommunications Services." Congress Center East, Cologne, Germany. Information: Holly Kobran, (202) 333-7400.

**Oct. 12-14**—Promotion strategy seminar, sponsored by Association of National Advertisers. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

**Oct. 12-15**—American Association of Advertising Agencies Western region convention. Hyatt Regency, Scottsdale, Ariz. Information: (212) 682-2500.

**Oct. 13-14**—Alaska Broadcasters Association 24th annual convention and engineering conference. Hotel Captain Cook, Anchorage, Ala. Information: (907) 258-2424.

**Oct. 13-16**—National Broadcast Association for Community Affairs convention. Copley Plaza hotel, Boston. Information: Valerie Navy, (617) 449-0400.

**Oct. 14-15**—Broadcast Education Association Western regional meeting. Grossmont College, Calif. Information: Frank Holston, (301) 396-7918.

■ **Oct. 14-16**—"The Economics of Urban Poverty and Welfare," advanced economics conference for journal-

ists, co-sponsored by Foundation for American Communications, Ford Foundation and New York Daily News, in association with New York Newspaper Publishers Association and New York State Broadcasters Association. Stouffer Westchester hotel, White Plains, N.Y. Information: (213) 851-7372.

**Oct. 14-18**—MIPCOM, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

**Oct. 15**—Radio-Television News Directors Association region 12 "super regional" conference. Sheraton Center hotel, New York.

**Oct. 15**—Deadline for program entries in Input '89, international public television screening conference (to be held May 21-27, 1989, in Stockholm). Information: (803) 737-3434.

**Oct. 15**—Deadline for entries for film or videotapes produced or directed by women, sponsored by Women in the Director's Chair. Information: (312) 281-4988.

**Oct. 15-19**—Society of Motion Picture and Television Engineers convention 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York.

**Oct. 16-18**—Wireless Cable Association's Wireless Cable '88 annual conference and equipment exhibit. Hyatt Regency Crystal City, Arlington, Va. Information: (202) 347-4253.

**Oct. 16-18**—Nevada Broadcasters Association annual convention. Hyatt Lake Tahoe Resort, Lake Tahoe, Nev.

**Oct. 17**—Fox Broadcasting Co. affiliate sales seminar, "Maximizing Your Potential Sales Revenue with Fox." Bally's, Las Vegas. Information: Michael Peikoff, (213) 203-1425.

**Oct. 17-19**—Television Bureau of Advertising 34th annual meeting, "Television '89 and Beyond." Bally's, Las Vegas. Information: (312) 827-9330.

■ **Oct. 18**—International Television Association event, "Campaign '88: The Candidate, the Media and the Corporation." Burson-Marsteller, New York. Information: Carl Levine, (212) 265-3600.

**Oct. 18-20**—Mid-America Cable TV Association 31st annual meeting and show. Hilton Plaza Inn on Country Club Plaza, Kansas City, Mo. Information: (913) 841-9241.

**Oct. 19**—International Radio and Television Society newsmaker luncheon featuring Laurence Tisch, CBS president/CEO. Waldorf-Astoria hotel, New York. Information: (212) 867-6650.

**Oct. 19**—Seventh annual Telecommunications Career Day, sponsored by James Madison University, department of communications. University campus, Harrisonburg, Va. Information: (703) 568-6221.

**Oct. 19**—Federal Communications Bar Association monthly luncheon. Speaker: Thomas Fitzpatrick, FCC chief administrative law judge, FCC. Marriott hotel, Washington.

**Oct. 19-21**—Indiana Broadcasters Association fall conference. Viscount hotel, Indianapolis.

**Oct. 19-22**—Intelevent '88, seventh world conference on future of "international telecommunications policy and regulatory issues through the views of the world's leaders in industry and government." Theme: "Global Telecommunications: Strategic Pathways to the 21st Century." Cannes, France. Information: (703) 556-7778.

■ **Oct. 20**—Presentation of "Jumbo Prawn" awards honoring "people in the northern California advertising community who apply their creative genius to the art form of radio," sponsored by Northern California Broadcasters Association. Steihardt Aquarium, Golden Gate Park, San Francisco. Information: (415) 362-2606.



As compiled by BROADCASTING from Aug. 24 through Aug. 31 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; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w.—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

## Ownership Changes

- **WCRT(AM)** Birmingham, AL (BAL880728EA; 1260 khz; 5 kw-D)—Seeks assignment of license from The Jireh Corporation to Broadcast Properties Inc. for \$300,000. Seller is owned by Paul M. Pankey Jr. It has no other broadcast interests. Buyer is owned by Alan B. Woodall, who owns local computer installation service. It has no other broadcast interests. Filed July 28.
- **WURL(AM)** Moody, AL (BAL880802EA; 760 khz; 1 kw-D)—Seeks assignment of license from Cooke Broad-

casting to Pearson Broadcasting Group Inc. for \$225,000. Seller is owned by H. Raymond Cooke, who has no other broadcast interests. Buyer is owned by Robert A. Pearson and Myra D. Pearson. It has no other broadcast interests. Filed Aug. 2.

- **KIWI(FM)** Bakersfield, CA (BALH880720GU; 92.1 mhz; 100 kw; HAAT: 899 ft.)—Seeks assignment of license from J. and R. Communications to KMAP Inc. for \$340,000. Seller is owned by Joyce and Robert Duffy, who have no other broadcast interests. Buyer is owned by Edwards R. Hopple and Gordon B. Sherwood, who also own collocated KWAC(AM). Filed July 20.
- **KJOI(FM)** Los Angeles and **KHOW(AM)**-**KSYY(FM)** Denver (KJOI: BTCH880802GH; 98.7 mhz; 75 kw; HAAT: 1180 ft.; KHOW: BTC880802EF; 630 khz; 5 kw-U; KSYY: BTCH880802EE; 95.7 mhz; 100 kw; HAAT: 725 ft.)—Seeks assignment of license from Legacy Broadcasting to Command Communications for \$95 million (BROADCASTING, July 4). Seller is Los Angeles-based group of four AM's and six FM's owned by Robert F.X. Sillerman and Carl Hirsch. Buyer is owned by Carl Brazell, president of Metropolitan Broadcasting, New York-based group recently acquired by Sillerman (BROADCASTING, April 11). It is also buying KRLD(AM) Dallas (see below). Filed Aug. 2.
- **KRLD(AM)** Dallas, TX (BTC880802ED; 1080 khz; 50 kw-U)—Seeks assignment of license from Metropolitan Broadcasting Holding Co. to Command Communications Inc. for \$50 million. Seller and buyer are also exchanging **KJOI(FM)** Los Angeles and **KHOW(AM)**-**KSYY(FM)** Denver (see above). Filed Aug. 2.
- **KKIS(AM)** Pittsburg, **KKIS-FM** Walnut Creek, both California (AM: BAL880804EC; 990 khz; 5 kw-U; FM: BALH880804ED; 92.1 mhz; 3 kw; HAAT: 89 ft.)—Seeks assignment of license from Chabin Communications Corporation to Diamond Broadcasting of Calif. Inc. for

\$4,477,000. Seller is owned by James Chabin, who has no other broadcast interests. Buyer is owned by Ronald H. Strother and Thomas P. Gammon. It also owns **KTRR(AM)** Loveland, CO and **KZXY-AM-FM** Apple Valley, CA. Filed Aug. 4.

- **KJRC(AM)** South Lake Tahoe, CA (BAP880802EB; 1090 khz; 50 kw-U)—Seeks assignment of license from Jerry J. Collins to Kidd Communications for \$17,500. Seller has no other broadcast interests. Buyer is owned by Charles W. Kidd, who has no other broadcast interests. Filed Aug. 2.
- **KVOR(AM)**-**KSPZ(FM)** Colorado Springs, CO (AM: BAL880729EA; 1300 khz; 5 kw-D; 1 kw-N; FM: BALH880729EB; 92.9 mhz; 25 kw; HAAT: 2,130 ft.)—Seeks assignment of license from Penn Communications Corp. to Shockley Communications Corp. for \$7.2 million. Seller is owned by Richard K. Penn, who also owns **KQEO(AM)**-**KMGA(FM)** Albuquerque, NM. Buyer is owned by Terry K. Shockley and his wife, Sandra, who also own **WILV(FM)** Madison, Wis.; **KDAL-AM-FM** Duluth, MN, and Provideo, video production company based in Madison. Filed July 29.
- **WGTO(AM)** Cypress Gardens, FL (BAL880728EC; 540 khz; 50 kw-D 1 kw-N DA-1; HAAT)—Seeks assignment of license from Cypress Broadcasting Ltd. to Florida Media Inc. for \$1,882,000. Seller is principally owned by Cordell J. Overgaard, Chicago-based attorney who also has interest in Gore-Overgaard Broadcasting Inc., which owns **WTMR(AM)** Camden, NJ, and recently bought **WMJJ(AM)** Cleveland ("Changing Hands," June 13). Buyer is owned by Howard Hoffman, former part owner and general manager of **WBH-TV** Fort Meyers, FL. Filed July 28.
- **WMZY(AM)** Wildwood, FL (BAL880726EE; 640 khz; 826W-D 979W-N; HAAT)—Seeks assignment of license from James Patrick to Christian Radio Communications Inc. for \$367,600. Seller has no other broadcast interests. Buyer is owned by Regina Damiano, Ronald A. Pollow and Theodore D. Tucker. It also owns **WMOB(AM)** Mobile, AL and recently bought **WCKS(AM)** Cocoa, FL. Filed July 26.
- **KSPD(AM)** Boise, ID (BTC880726ED; 790 khz; 1 kw-D)—Seeks transfer of control of **KSPD** Inc. from Harold E. Thomas, to Lemoine G. Schafer for \$35,255. Seller owns 51% of stock. Buyer, who presently owns 49% of stock, has no other broadcast interests. Filed July 26.
- **WTIM(AM)**-**WTJY(FM)** Taylorville, IL (AM: BAL880725GY; 1410 khz; 1 kw-D; FM: BALH880725GZ; 92.7 mhz; 3 kw; HAAT: 310 ft.)—Seeks assignment of license from Sky Communications Ltd. to USA Radio Corp. for \$435,000. Seller is owned by Marsha Linton and Pat Delaney, who have no other broadcast interests. Buyer is owned by James E. Green, pharmacist from Riverton, IL, and Robert D. Baxter, program director and chief engineer at **WMAY(AM)**-**WNNS(FM)** Springfield, IL. Filed July 25.
- **WOKJ(AM)** Jackson, MS (BAL880802EG; 1550 khz; 50 kw-D; 10 kw-N)—Seeks assignment of license from Holt Communications Corp. to David R. Price for \$100,000. Seller is Bethlehem, PA-based group of five AM's and six FM's owned by Arthur H. Holt and family. It is buying co-located **WOAD(AM)** (see below). Buyer has no other broadcast interests. Filed Aug. 2.
- **WOAD(AM)** Jackson, MS (BAL880804EA; 1400 khz; 1 kw-D; 250W-N; HAAT)—Seeks assignment of license from John Henry Pembroke to Holt Communications Corp. for \$500,000. Seller has no other broadcast interests. Buyer is buying co-located **WOKJ(AM)** (see above). Filed Aug. 4.
- **WWKB(AM)** Buffalo, NY and **WKSE(FM)** Niagara Falls, NY (AM: BAL880729HQ; 1520 khz; 50 kw-U; FM: BALH880729HR; 98.5 mhz; 46 kw; HAAT: 420 ft.)—Seeks assignment of license from Empire State Broadcasting Corp. to Gemini Broadcasting Corp. for \$7,500,000. Seller is subsidiary of Price Communications, publicly owned, New York-based publisher and station group of five AM's, four FM's and nine TV's headed by Robert Price. Buyer is owned by James M. Difiglia, James J. Dimino, George J. Hawras and Ralph C. Lorigo. Filed July 29.
- **WFLR-AM-FM** Dundee, NY (AM: BTC880803GI; 1570 khz; 5 kw-D; FM: 95.9 mhz; 1 kw; HAAT: 600 ft.)—Seeks assignment of license from J. Brian Clark to Johnson Newspaper Corp. for \$237,500. Seller has no other broadcast interests. Buyer is owned by John B. Johnson and Catherine C. Johnson. Filed Aug. 3.

**Top Ten combo w/ Class B FM**  
**\$15,000,000**  
**JIM BREWER 904/730-2522**

**Power combo: 100kw FM**  
**10kw AM - \$3,000,000**  
**DAVID LaFRANCE 818/893-3199**

**Florida coastal FM in great**  
**market; terms - \$1,900,000**  
**GEORGE REED 904/730-2522**

**California Class A with mkt.**  
**pop. of 350K - \$1,300,000**  
**JIM MERGEN 818/893-3199**

**NE Combo w/ Class B FM**  
**Rated market - \$2,200,000**  
**KEVIN COX 201/464-3731**

**SE Growth mkt. combo, terms**  
**\$1,200,000**  
**ED SHAFFER 404/698-9100**

**TV, independent: Large sunbelt**  
**growth market - \$18,000,000**  
**KENT REPLOGLE 202/822-1700**

**Carolina Class C combo**  
**\$5,500,000**  
**MITT YOUNTS 202/822-1700**

**SW upgrade to Class C, 90K pop.**  
**\$1,150,000 on terms**  
**GREG MERRILL 801/753-8090**

**Excellent owner/op. FM with**  
**cash flow; terms - \$775,000**  
**ERNIE PEARCE 404/698-9100**

**Sunbelt AM/FM combo**  
**7 X cash flow - \$2,100,000**  
**BILL WHITLEY 214/788-2525**

**Coastal Florida C-1 combo**  
**with cash flow - \$6,000,000**  
**GEORGE REED 904/730-2522**

**Visit our Hospitality Suite during NAB Radio '88**  
**Washington Grand Hyatt, Suite 109**

**Nationwide Media Brokers**  
**Chapman**  
**Associates**

**Corporate Offices • Washington, DC • 202/822-1700**



■ **WAQX(FM)** Manlius, NY (BALH880727HE; 95.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from AGK Communications Inc. to Atlantic Ventures of New York, L.P. for \$4.5 million. Seller is headed by George Kimble, chairman, and Craig Fox. Fox also has interest in three AM's and five TV's. Buyer is owned by Steven B. Dodge, Eric B. Schultz, Joseph L. Winn and Michael B. Milson, who are all former officers of American Cable Systems, which merged with Continental Cablevision last year, and James T. Herron, former radio consultant based in Chicago. It also owns WNYR(AM)-WEZO(FM) Rochester, NY, and has reached settlement agreement to purchase WRKO(AM)-WROR(FM) Boston. Filed July 27.

■ **WSYD(AM)** Mt. Airy, NC (BTC880803EA; 1300 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Billy Bruce Hull to Erastus Poore for \$540,000. Seller has no other broadcast interests. Buyer is station's general manager. Filed Aug. 3.

### Actions

■ **KPIN(AM)-KBBT(FM)** Casa Grande, AZ (AM: BALH880629EA; 1260 khz; 1 kw-D; FM: BALH880629EB; 105.5 mhz; 1.9 kw; HAAT: 362 ft.)—Granted assignment of license from KVOS Inc. to KPIN Inc. for \$550,000. Seller is principally owned by Ray Lockhart, who also owns KOGA-AM-FM Ogallala, NE. It has no other broadcast interests. Buyer is owned by Robert A. Finckelstein and Ben Doud. It also owns KGWY(FM) Gillette, WY, and KYBG(AM) Boone, LA. Action Aug. 17.

■ **KFYE-FM** Fresno, Calif. (BALH880519GX; 93.7 mhz; 68 kw; HAAT: 1,912 ft.)—Granted 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. Action Aug. 15.

■ **KNAX(FM)** Fresno, CA (BALH880519HA; 97.9 mhz; 48 kw; HAAT: 290 ft.)—Granted assignment of license from Henry Broadcasting Co Inc. to F/S Fresno Inc. for \$4 million. Seller has also bought 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, TX, and KIKX(FM) Colorado Springs. Action Aug. 15.

■ **WBI.Z(FM)** Cincinnati (BALH880629HJ; 103.5 mhz; 19.33 kw; HAAT: 790 ft.)—Granted assignment of license from Panache Broadcasting L.P. to Dalton Broadcasting for \$7.8 million. Seller is principally owned by Charles D. Schwartz. It also owns WWDB(FM) Philadelphia and WTUX(AM)-WTLC(FM) Indianapolis. Buyer is owned by William Dalton and his wife, Susan, former owners of WXTR(FM) Washington. Action Aug. 15.

### New Stations

### Actions

■ **Grass Valley, CA** (BPH851030MG)—Granted app. of Wade Axell for 99.3 mhz; 3.0 kw (H&V); 325 m. Address: 18719 Meadowlark Court, Penn Valley, CA 95946. Principal has no other broadcast interests. Action Aug. 11.

■ **Santa Maria, CA** (BP870603AG)—Denied app. of Marlene V. Borman for 1120 khz; 1.5 kw-D. Address: 6720 Lakeview Dr., Carmichael, CA 95608. Principal has no other broadcast interests. Action Aug. 15.

■ **Richmond, IN** (BPED870217MD)—Granted app. of Xavier University for 89.3 mhz; 4.2 kw H&V; 57 m. Address: 3800 Victory Parkway, Cincinnati, OH 45207. Principal is nonprofit corporation headed Rev. Leo Klein, Rev. Lawrence H. Blondl, Clement L. Buenger, James C. Carter, Michael J. Conaton, Rev. Albert Diulio and Donald M. Henderson. Action Aug. 11.

■ **Hoosick Falls, NY** (BPH880602NJ)—Returned app. of Battlefield Broadcasting for 97.5 mhz; 3 kw H&V; 100 m. Address: Lape Rd., R.D. #1, Rensselaer, NY 12144. Principal is owned by Robert L. Hill and A. Paul Willey. Hill owns WHRL(FM) Albany, NY. Action Aug. 15.

■ **Columbus, OH** (BPH870515MQ)—James Philip Gray for 107.5 mhz; 3 kw H&V; 97 m. Address: 10 Trinity Place, Fort Thomas, KY 41075. Principal has no other broadcast interests. Action Aug. 15.

■ **Reynoldsville, PA** (BPH880114NL)—Granted app. of Paula Heindl for 99.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 146, Ridgeway, PA 15853. Principal has no other broadcast interests. Action Aug. 11.

■ **Maryville, TN** (BPH860730MJ)—Granted app. of Gateway Broadcasting Corporation for 95.7 mhz; 3 kw-

H&V; 328 ft. Address: 220 Woodlawn St., Maryville, TN 37801. Principal is owned by Harry N. Plumlee and Leona M. Plumlee. It has no other broadcast interests. Action Aug. 11.

■ **South Padre Island, TX** (BPH850712R1)—Granted app. of The Spanish Aural Services Co. for 92.7 mhz; 3 kw H&V. Address: 839 Timber Cove Dr., Seabrook, TX 77586. Principal is owned by Roy E. Henderson. It also owns KYND(AM) Seabrook, TX. Action Aug. 11.

### Facilities Changes

### AM's

■ **Dardanelle, AR** KZAO, 1490 khz—Aug. 10-Application for CP to increase nighttime pwr to 1 kw.

■ **Carthage, MO**, KDMO, 1490 khz—Aug. 3-Application for CP to make changes in antenna system; TL: 200 m N of

the intersection of Hwys 96 and 71, W of Carthage, MO; 37 10 58N 94 21 43W.

### FM's

■ **Mobile, AL**, WABB-FM, 97.5 mhz—Aug. 10-Application for CP to change HAAT: 473 m H&V.

■ **Chandler, AZ**, KMLE, 107.9 mhz—Aug. 12-MP (BPH870601IC) to make changes; TL: on the KTSP-TV tower located atop South Mtn. in South Mtn. Park, 16.5 km due S of Phoenix, AZ; HAAT: 529 m H&V.

■ **Phoenix, KJZZ**, 91.5 mhz—Aug. 8-Mod of CP (BPE-D860624IA) to change HAAT: 490.4 m H&V.

■ **Wickenburg, AZ**, KCIW-FM, 105.5 mhz—Aug. 8-Application for CP to change HAAT: 4 m H&V.

■ **Ferndale, CA**, KWHZ, 99.3 mhz—Aug. 10-MP (BPH850711M2) to make changes; TL: Humboldt Hill, near Eureka, Humboldt Co, CA; HAAT: 124 m H&V; ERP: 2 kw H&V.

■ **Madera, CA**, KHOT-FM, 92.1 mhz—Aug. 5-Application for CP to make changes; ERP: 25 kw H&V; HAAT: 95



## And you thought the Greyhound was just on buses.

When you say Greyhound, most people just think buses. But did you know that for 25 years Greyhound has been a major business finance company?

Today, Greyhound Financial helps broadcasters and cable operators acquire and refinance their properties. Our Communication Finance team, lead by industry veteran Matt Breyné, offers:

- quick decision making
- loan structuring expertise
- access to a wide range of financing options

So now, when you want to buy a new property or restructure an existing one, think Greyhound—the communications finance people.

Call Matt Breyné at 602-248-2808 or Chris Webster at 602-248-6955, Communication Finance Group.

# Greyhound Financial Corporation

A Greyhound Company





m H&V; TL: 28180 Avenue 15, Madera, CA; change to class B1 (Per Doc #87-334).

■ Marysville, CA, KRFD-FM, 99.9 mhz—Aug. 12-Application for CP to change HAAT: 641 m H&V.

■ Merced, CA, KBCY, 106.3 mhz—Aug. 9-MP (BPH840924ID) to make changes; TL: 7.02 mi. (11.3 km) N 60 degrees E of Merced, CA; HAAT: 145 m H&V; ERP: 1.4 kw H&V.

■ Jacksonville, FL, WNCM, 88.1 mhz—Aug. 9-Application for CP to make changes; TL: on side of authorized WFVY-FM tower.

■ Labelle, FL, WVHG, 92.1 mhz—Aug. 1-Application for CP to make changes; HAAT: 100 m H&V; TL: SR, 6.5 mi. S of La Belle, Hendry Co, FL.

■ Augusta, GA, WACG-FM, 90.7 mhz—Aug. 16-Application for CP to change ERP: 25 kw H&V.

■ Brunswick, GA, WPIQ, 101.5 mhz—Aug. 4-MP (BPH850712IR, as mod) to make changes; HAAT: 446 m H&V; TL: near intersection of Colerain/St. Mary's Rd/McKendree Rd, Kingsland, Camden Co, GA; 30 49 17N 81 44 13W.

■ Oelwein, IA, KOEL-FM, 92.3 mhz—Aug. 15-MP (BPH850712JG) to change ERP: 95.3 kw H&V.

■ Earl Park, IN, WIBN, 98.3 mhz—Aug. 11-Application for CP to make changes; TL: NW corner of 600S 100W in Chase, IN; HAAT: 100 m H&V; ERP: 25 kw H&V; change to class B1 (Per Doc #87-181).

■ Biddeford, ME, WYJY, 94.3 mhz—Aug. 15-Application for CP to make changes; ERP: 13 kw H&V; HAAT: 137 m H&V; TL: 0.3 km NE of intersection of Milliken Mills Rd & Rte 98, 3.7 km N of Old Orchard Beach, York Co, ME; change to class B1 (Per Doc #87-263).

■ Frostburg, MD, WFWM, 91.5 mhz—Aug. 9-Application for CP to make changes; Freq: 91.7 mhz; HAAT: 434.1 m. H&V; TL: summit of Dans Rock.

■ Tisbury, MA, WMVY, 92.7 mhz—Aug. 9-Application for CP to make changes; HAAT: 100 m. H&V and to correct site coordinates: 41 26 17N 70 36 47W.

■ Newberry, MI, WNBV-FM, 93.5 mhz—Aug. 4-Application for CP to make changes; ERP: 3.5 kw H&V; HAAT: 80 m H&V; TL: South-M123, Newberry, Luce Co, MI; Freq: 93.7 mhz; Class: C2 (Per Doc #88-383); 46 18 48N 85 30 38W.

## NOTICE

Fred T. Boice, Trustee for 22 Spokane Limited Partnership, has filed with the Bankruptcy Court an application to sell the FCC license for the operation of broadcast station KSKN-TV, Spokane, Washington. A hearing to consider this sale and to consider higher bids will be held in the United States Bankruptcy Court, 300 W. Congress, Tucson, Arizona at 9:30 a.m. on September 13, 1988. Interested parties may make inquiry at (602) 886-8137.

■ Rochester, MN, KWWK, 96.7 mhz—Aug. 11-Application for CP to make changes; Freq: 96.5 mhz (Per Doc #87-520); TL: on County Rd 119, 8 km E of Rochester, Olmstead Co, MN; HAAT: 190 m H&V; ERP: 30.9 kw H&V; change to class C2.

■ Faribault, MN, KOFN, 95.9 mhz—Aug. 11-Application for CP to make changes; TL: 2 mi. S of the S city limits of Faribault, MN, 0.37 km E of Rice Co Hwy 3, SE 1/4 Sec 18 T109 N, R 20 W; HAAT: 173 m H&V; ERP: 0.81 kw H&V.

■ St. Louis, KBDY, 89.9 mhz—Aug. 3-Application for CP to make changes; ERP: 0.01 kw H&V.

■ Billings, MT, KOHZ, 103.7 mhz—Aug. 4-Mod of CP to change HAAT: 146.2 m H&V.

■ Berlin, NH, WMOU, 103.7 mhz—Aug. 8-MP (BPH861230IG) to make changes; ERP: 21.64 kw H&V; HAAT: 1.181 m H&V.

■ Poughkeepsie, NY, WVKR-FM, 91.3 mhz—Aug. 12-Application for CP to make changes; ERP: 3.7 kw (H); HAAT: 250 m (H); TL: 2.2 km S of Milton Turnpike and 1.3 km E of S Street, near Marlboro, NY.

■ Buies Creek, NC, WCCE, 90.1 mhz—Aug. 10-Application for CP to make changes; ERP: 22.39 kw (H), 22 kw (V); HAAT: 140 m H&V; TL: SR 55, 0.3 km NE of Erwin Limits, NC.

■ Moyock, NC, WOFM-FM, 92.1 mhz—Aug. 15-Application for CP to make changes; ERP: 18.5 kw H&V; HAAT: 118 m H&V; TL: Gum Bridge Rd, Pleasant Ridge, Virginia Beach City, VA; change to class B1 (Per Doc #87-207).

■ Defiance, OH, WZOM, 105.9 mhz—Aug. 9-Mod of CP to make changes; HAAT: 100 m H&V; TL: 91 m S of Bowman Rd, 0.32 km E of Williams Rd, Defiance Twp, Defiance Co, OH.

■ Bellefonte, PA, WZWW, 95.3 mhz—Aug. 8-Application for CP to make changes; ERP: 0.794 kw H&V; HAAT: 194 m H&V.

■ Mifflinburg, PA, WWBE, 98.3 mhz—Aug. 12-Application for CP to make changes; TL: 1.4 mi. NE of New Berlin, PA; HAAT: 145 m H&V; ERP: 1.3 kw H&V.

■ University Park, PA, WQWK-FM, 96.7 mhz—Aug. 8-Application for CP to make changes; Freq: 97.1 mhz (Per Doc #87-588); TL: 6.9 km NE of State College, 1.3 km S of US 322; HAAT: 123 m H&V; ERP: 3 kw H&V.

■ Slaton, TX, KJAK, 92.7 mhz—Aug. 3-Application for CP to make changes; ERP: 97 kw H&V; HAAT: 229 m H&V; change class to C1 (Per Doc #87-381).

■ Etowah, TN, WVKS-FM, 103.1 mhz—Aug. 10-Mod of CP to make changes; TL: 7.58 km from Athens, TN, bearing 101.3 degrees; change to class C2 (Per Doc #87-206).

■ Colonial Beach, VA, WGRQ, 95.9 mhz—Aug. 8-Application for CP to change TL: 250 ft. S of Rt 3 at Weedons Fork, King George Co, VA.

### TV's

■ Honolulu, KWHE, ch. 14—Aug. 9-MP (BPC810803KE) to change ERP vis.: 75.85 kw; HAAT: 8 m; ANT: Bogner B16UHM/B16UH-V; TL: Century Square Bldg., 1188 Bishop St., Honolulu, HI; 21 18 49N 157 51 43W.

■ Minneapolis, KVBM-TV, ch. 45—Aug. 5-Mod of CP to change ERP vis.: 94.8 kw; HAAT: 263 m; TL: IDS Bldg., Minneapolis, Hennepin Co, MN.

### Actions

■ Etowah, TN, WVKS-FM, 103.1 mhz—Aug. 10-Mod of CP to make changes; TL: 7.58 km from Athens, TN, bearing 101.3 degrees; change to class C2 (Per Doc #87-206).

### AM's

■ Flomaton, AL, WRBK, 1090 khz—Aug. 9-Application (BMP870810AH) granted for Mod of CP to change city of license to Cantonment, FL; TL: 0.6 km E of intersection of SR 749 and Alternate Rte 95, Gonzales, FL, and to construct a new antenna; 30 34 47N 87 17 18W.

■ Boise, ID, KIZN, 730 khz—Aug. 16-Application (BP871016AA) granted for CP to increase power to 0.5 kw/10 kw, install DA-2; make changes in antenna system and change TL: 10 km 235 degrees True, from Boise, ID; 43 34 13N 116 20 45W.

■ Grayling, MI, WGRY, 1590 khz—Aug. 11-Application (BP880624AE) returned for CP to change hrs of oper to 1230 khz.

■ Springfield-Eugene, OR, KORE, 1050 khz—Aug. 11-Application (BP871120AF) dismissed for CP to make changes in antenna system and change TL: 570 m E of intersection of West Prairie Rd and Beacon Drive, Spring-

field-Eugene, OR; 44 07 48N 123 09 40W.

■ Portland, OR, KXL, 750 khz—Aug. 16-Application (BP870331BJ) granted for CP to increase night power to 20 kw and modify antenna rad pattern.

■ Seattle, KRPM, 770 khz—Aug. 16-Application (BMP870714AF) granted for MP (BP841030AE) to make changes in antenna system (including increase in height of tower) and change TL to: 150 m S of Novelty Hill Rd, approx. 500 m W of SR 203, near Duvall, WA; 47 42 29N 121 59 19W.

■ Clintonville, WI, WFCL, 1380 khz—Aug. 15-Application (BMP880125AF) granted for MP (BP880105AB) to make changes in antenna system: decrease power to 1.8 kw night and 3.9 kw day.

### FM's

■ Mammoth Springs, AR, KAMS, 95.1 mhz—Aug. 11-Application (BMPH880426IB) granted for MP (BPH8702061J) to change TL: 224 m SW of existing radio tower, 2.76 km bearing 265 degrees from Pleasant Hill Church, AR; 36 32 49N 91 25 47W.

■ Sedona, AZ, KQST, 100.1 mhz—Aug. 11-Application (BPH880419IC) granted for CP to make changes; Freq: 102.9 mhz (Per Doc #87-76); TL: atop Mormon Mtn, in the Mountain Electronics Site; 7.35 km NW of Mormon Lake, AZ; ERP: 100 kw H&V; HAAT: 435 m H&V; change class to C.

■ Los Osos-Baywood Par, CA, KLZZ, 101.3 mhz—Aug. 11-Application (BMPH880330IA) granted for MP (BPH820524AX as mod) to make changes; HAAT: 439 m H&V and change ERP: 5.1 kw H&V. Amended July 8 to correct HAAT: 442 m.

■ Muscatine, IA, KFMH, 99.7 mhz—Aug. 11-Application (BPH870302MK) granted for CP to make changes; TL: 3.1 km N of intersection of SR 38 and US 61, near Muscatine, IA; HAAT: 366 m H&V and make changes in antenna system; 41 28 51N 91 01 34W. Amended Feb. 29 to move antenna location, increase ERP and decrease HAAT.

■ Breezy Point, MN, KLKS, 95.3 mhz—Aug. 9-Application (BPH870330IN) granted for CP to make changes; Freq: 104.3 mhz (Per Doc #83-465); ERP: 19.15 kw H&V; HAAT: 119.7 m H&V.

■ North Syracuse, NY, WEZG-FM, 100.9 mhz—Aug. 12-Application (BPH870331QA) dismissed for CP to make changes; TL: 989 James St., Syracuse, NY; HAAT: 38 m H&V.

■ Jackson, TN, WTNV, 104.1 mhz—Aug. 15-Application (BPH870227M) dismissed for CP to make changes; TL: 122 Radio Rd, Jackson, TN; ERP: 100 kw H&V; HAAT: 984 ft. H&V and make changes in antenna system; 35 38 50N 88 50 01W.

■ Borger, TX, KDXR, 104.3 mhz—Aug. 11-Application (BMPH880606IB) returned for MP (BPH860312IF) to make changes; HAAT: 162.9 m H&V; change class to C1; TL: 13.8 mi. NNE of Pullman, TX, 0.1 mi. W of Hwy 136 and 2 mi. N of Hwy 293; 35 23 17N 101 38 10W.

■ Tacoma, WA, KRPM-FM, 106.1 mhz—Aug. 11-Application (BPH870227N) granted for CP to change TL: 1924 E Madison St., Seattle, WA; HAAT: 332 m H&V and make changes in antenna system; 47 37 03N 122 18 19W. Amended Feb. 24 to change antenna location, add beam tilt, decrease ERP and increase HAAT.

### TV's

■ Anchorage, AK, KYES, ch. 5—Aug. 10-Application (BMPCT880128KO) granted for MP to make changes; HAAT: 267.8 m; ANT: Scala Composite (DA); TL: 2.5 km WNW of Eagle River off Skyline Drive; 61 20 10N 149 30 50W.

## Actions

### FCC Actions

■ Texas AM proceeding remanded to ALJ for further evidentiary hearing—MM Dockets 83-212, 83-215-16, 83-218 (Report DC-1232, Action in Docket Case). FCC has remanded to presiding Administrative Law Judge case involving mutually exclusive applications of Faye & Richard Tuck Inc., Bluebonnet Radio Broadcasting Inc., Century Broadcasting Corporation and Dontron Broadcasting Corp. for new AM station on 770 khz near Dallas.

■ Bristol, TN—Denied RAM Communications Inc.'s request for review of Mass Media Bureau decision granting application of Appalachian Educational Communications Corporation for license to cover construction permit of

WHCBI(FM) at Bristol, TN. (By Order [FCC 88-264] adopted July 26 by commission.)

**Staff Actions**

■ Peoria, IL—Designated for hearing applications of Peoria Broadcasting Company and Peoria Broadcasting Services Inc. for new TV station on channel 59 at Peoria. (MM Docket 88-381 by Order [DA 88-1126] adopted July 7 by chief, Video Services Division, Mass Media Bureau.)

■ Georgetown, TX—Designated for hearing applications of Josey Communications Inc.; Elinor Lewis Stephens; Georgetown Community Radio Ltd.; Georgetown Broadcasters; East Texas Limited Partnership; Williamson County Communications Inc., and William C. Grove for new FM station on channel 299A (107.7 mhz) at Georgetown. (MM Docket 88-392 by Order [DA 88-1180] adopted July 22 by chief, Audio Services Division.)

■ Mt. Vernon, MI—Designated for hearing applications of Linda Adams and Tim Cantrell for new FM station on channel 294A (106.7 mhz) at Mt. Vernon. (MM Docket 88-391 by Order [DA 88-1183] adopted July 26 by chief, Audio Services Division, Mass Media Bureau.)

■ Minot, SD—Denied request by WDAY Inc. to remove condition imposed on its construction permit for KMCY(TV), channel 14, requiring construction of main studio in Minot, and modified condition to allow WDAY Inc. to construct main studio within station's principal-contour as defined by commission rules and to be capable of originating programing no later than one year after KMCY(TV) commences operation. (By MO&O [DA 88-1286] adopted Aug. 18 by chief, Video Services Division, Mass Media Bureau.)

■ Star Lake, NY—On its own motion, rescinded Report and Order that allotted channel 290B1 (105.9 mhz) to Star Lake, at request of Tia A. Soliday, as community's first local FM service; and terminated proceeding. (MM Docket 87-502 by MO&O [DA 88-1308] adopted Aug. 10 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

**Review Board Actions**

■ Walkersville, MD, and Reston, VA—Affirmed initial decision of ALJ Joseph Stirmer granting application of Reston Community Broadcasting Inc. for new AM station on 700 khz at Reston and denying application of Elijah Broadcasting Corp. for same frequency at Walkersville. (MM Docket 86-162 by Decision [FCC 88R-43] adopted July 28 by Review Board.)

■ Northampton, MA—Affirmed initial decision of ALJ Joseph Stirmer granting application of Cutter Broadcasting Inc. for new FM station on channel 292A (106.3 mhz) at Northampton and denying competing application of Northampton Media Associates. (MM Docket 86-120 by Decision [FCC 88R-51] adopted Aug. 11 by Review Board.)

**ALJ Actions**

■ Tigard, OR—Granted Dale A. Owens's request for summary decision and resolved site availability and financial qualifications issues in his favor; granted Owens's application for new AM station at Tigard. (MM Docket 87-583 by summary decision [FCC 88D-26] adopted Aug. 12 by ALJ Joseph Stirmer.)

■ Charlottesville, VA—Granted application of Lindsay Television Inc. for new TV station on channel 64 at Charlottesville and denied applications of Evangel Communications Inc. and Achemar Broadcasting Co. (MM Docket 86-440 by ID [FCC 88D-27] issued Aug. 18 by ALJ Joseph Chachkin.)

**Allocations**

■ Chickasaw, AL, and Quitman, MS—Effective Oct. 13, amended FM table by substituting channel 252C2 (98.3 mhz) for channel 252A at Chickasaw, modifying license of WDLT(FM) to specify operation on channel 252C2 and modifying license of WYKK-FM to specify operation on channel 255A (98.9 mhz) in lieu of channel 252A at Quitman. (MM Docket 87-432 by R&O [DA 88-1312] adopted Aug. 1 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Cocoa, FL—Effective Oct. 13, amended FM table by substituting channel 257C2 (99.3 mhz) for channel 257A at Cocoa and modifying license of WEZY-FM to specify operation on higher-powered channel. (MM Docket 87-527 by R&O [DA 88-1258] adopted Aug. 5 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Panama City Beach, FL—Effective Oct. 13, amended TV table by allotting channel 46 to Panama City Beach, as its first TV allotment. (MM Docket 86-273 by R&O [DA 88-1259] adopted Aug. 5 by deputy chief, Policy and Rules

Division.)

■ Estherville, IA—Effective Oct. 13, amended FM table by substituting channel 240C2 (95.9 mhz) for channel 240A at Estherville and modifying license of KLIR-FM to specify operation on new channel. (MM Docket 88-45 by R&O [DA 88-1313] adopted Aug. 1 by deputy chief, Policy and Rules Division.)

■ Pearl and Magee, MS—At requests of Colon Johnston and Airwaves Company, proposed two alternatives: Alternative I allots channel 230A (93.9 mhz) to Pearl as its first broadcast service; Alternative II allots channel 230A to Magee as its second service. Comments due Oct. 17, replies Nov. 1. (MM Docket 88-312 by NPRM [DA 88-986] adopted May 25 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Reidsville, NC, and Marion, VA—Effective Oct. 13, amended FM table by allotting channel 271C (102.1 mhz) to Reidsville and allotting channel 273A (102.5 mhz) to Marion. (MM Docket 87-284 by R&O [DA 88-1260] adopted Aug. 5 by deputy chief, Policy and Rules Division.)

**Call Letters**

**Applications**

Call	Sought by
<b>New FM</b>	
KMJY-FM	James and Helen Stargel, Newport, WA
<b>Existing AM</b>	
WIVK	WTNZ Dick Broadcasting Co. Inc. of Tennessee, Knoxville, TN
<b>Existing TV's</b>	
KBSH-TV	KAYS-TV Smith Broadcasting of Kansas Inc., Hays, KS
BE-TV	KTVC Smith Broadcasting of Kansas



**Communication Skills.**

For more than 50 years, Society bankers have combined their knowledge of the communications industry with the time, attention and resources necessary to meet your senior debt requirements. Now that effort has been expanded to include mezzanine and equity funding to meet your total financing needs.

Discover how our communication skills and complete financing packages can work for your radio venture. Call now to arrange a meeting with one of our staff in our Hospitality Suite at the Grand Hyatt during the NAB Radio '88 Convention, or call us in Washington during the convention at (202) 582-1234 for an appointment.

**Chuck Coon**

Vice President and Manager  
(216) 344-5786

**SOCIETY BANK**

Communications Lending  
Cleveland, Ohio



# Services

FCC ON-LINE DATABASE  
**dataworld**<sup>®</sup>  
 Allocation Terrain Studies  
 AM • FM • TV • LPTV • ITFS  
 4827 Rugby Ave Suite 200  
 Bethesda MD 20814  
 (301) 652-8822 1-800-368-5754

**RAMTRONIX, INC.**  
 Connector Supplier  
 to the Broadcast Industry  
**Kings/ITT Cannon**  
 67 Jefryn Blvd. E.  
 Deer Park, N.Y. 11729  
 (516) 242-4700

**Stephen Raleigh**  
**Broadcast Services**  
 Full Service Technical Consulting  
 Specialists in Audio & RF Systems  
 Facility Design & Installation  
 P.O. Box 3403, Princeton, N.J. 08540  
 (609) 799-4357

**Teletech, Inc.**  
 BROADCAST CONSULTANTS AND ENGINEERS  
 • FCC Applications and Field Engineering  
 • Frequency Searches and Coordination  
 • Tower Erection and Maintenance  
 • Facility Design and Construction  
 Contact:  
 KENNETH W. HOEHN 23400 Mich. Ave.  
 (313) 562-6873 Dearborn MI 48124

**DSI**  
 COMMUNICATIONS INC.  
 • Radio and Television System Design  
 • Transmitter and Studio Installation  
 • Microwave and Satellite  
 Engineering and Installation  
 12 North Willow St.  
 201-746-9307 Montclair, NJ 07042

**FULL TIME**  
**UPLINK SERVICES**  
**\$9988/month**  
 from Dallas  
 Call 1-800-328-2546

**Broadcast**  
**Intelligence, Inc.**  
 Broadcast Investigations & Research  
 ...prior to hearing or settlement.  
 (602) 293-6818

**DON'T BE A STRANGER**  
 To Broadcastings 116,427\* Readers.  
 Display your Professional or Service Card  
 here. It will be seen by station and cable TV  
 system owners and decision makers.  
 \* 1986 Readership Survey showing 3.5  
 readers per copy

**BROADCAST DATA SERVICES**  
 Computerized Broadcast Service  
 Including  
 Data Base Allocation Studies  
 Terrain Profiles  
 A Div. of Muffet, Larson & Johnson, Inc.  
 703 824-5666


**UNUSED**  
**CALL LETTERS**  
 CALL  
**dataworld**<sup>®</sup>  
 1-800-368-5754

 **BROADCAST FINANCIAL**  
**SERVICES DIVISION**  
 Specializing in Financial  
 Consulting Services including  
 • Equity/Debt Financing  
 • Debt Restructuring  
 • Customized Presentations  
 Vince Bellino  
 Vice President  
 (212) 916-0541

**MAILING LABELS**  
**AM, FM & TV**  
 CALL  
**dataworld**<sup>®</sup>  
 1-800-368-5754

**PROFESSIONAL VIDEO SERVICES**  
 • Complete Video Tape Production  
 • 40' x 40' Acoustic Studio-Light Grid  
 • Satellite & Local Teleconferencing  
 • Downtown Pt. to Pt. Transmission  
  
 3030 Roosevelt Ave • Indianapolis, IN 46218 • (317) 632-2288  
 An American Television & Communications Corp. Company

**Franklyn R. Beemish & Co.**  
 Engineering for Television & Radio  
**FACILITIES AND SYSTEMS DESIGN & IMPLEMENTATION**  
 ANALOG & DIGITAL VIDEO, AUDIO, HDTV  
 ARCHITECTURAL ENGINEERING  
 ELECTRICAL, HVAC, ACOUSTICAL  
 574 Sunrise Highway, Baldwin, NY 11510 516-867-8510

 **Ann Vogt**  
 1200 18th St., N.W.  
 Suite 500  
 Washington, D.C. 20036  
 (202) 457-0994  
 Communications Research

**contact**  
**BROADCASTING MAGAZINE**  
 1705 DeSales St., N.W.  
 Washington, D.C. 20036  
 for availabilities  
 Phone: (202) 659-2340

KSBL-TV Inc., Ensign, KS  
 KLOE-TV Smith Broadcasting of Kan-  
 sas Inc., Goodland, KS

## Grants

Call	Sought by
<b>New AM's</b>	
KJCD	Jerry J. Collins, Montecito, CA
KMCW	Minority Christian Radio of Montana- Great Falls, MT
WKTD	York David Anthony, Wilmington, NC
WBAJ	Michael B. Ginter, Blythwood, SC
KCLP	Marlena V Borman, Claude, TX
KRDA	Robert S. Davis, Springville, UT
<b>New FM's</b>	
KBTB	Bethel Communications Inc., Bethel, AK
KGPD	Richard P. Bott II, Central Valley, CA
KJDE	Joseph Don Powers, Sandpoint, ID
WCRI	Woodford County Radio Inc., Eureka, IL
WRMA	Mason Broadcasting Co., Mount Mor- ris, IL
WVXR	Xavier University, Richmond, IN
KNPA	Newwood Productions, Eureka, KS
KAHJ	Alden A. Hebert Jr., Lake Arthur, LA
WTBU	Tanist Broadcasting Corp., Bar Harbor, ME
WEFS	Ernest F. Santmyre, Westernport, MD
WTHV	Thomas M. McNamura, Hancock, MI
KFBU	Franklin Broadcasting, McCook, NE
KGPD	Great Plains Broadcasting of Oklaho- ma, Lahoma, OK
KDOA	Dominion Communications Inc., Tulia, TX
WDCM	David Condon, Cruz Bay, VI
<b>New TV</b>	
WSPH	WML LPTV Co., Murray, KY
WCTP	Caro Broadcasting Ltd., Charleston, SC
KWIY	Kimbell Television Co., Brady, TX
KTAQ	Bill Richard Wright, Greenville, TX
KTHP	Channel 54 Broadcasting Co., Long- view, TX
<b>Existing AM's</b>	
KKAM	KMAK Radio Fresno Inc., Palm Springs, CA
KBPI	KNUS Rocky Mountain Two Inc., Den- ver, CO
WWKO	WCKS Christian Radio Communica- tions Inc., Cocoa, FL
WLQM	WYSR Franklin Broadcasting Corp., Franklin, VA
KKRT	KEYK Big Apple Broadcasting Inc., Wenatchee, WA
<b>Existing FM's</b>	
KBPI-FM	KBPI Rocky Mountain Radio, Inc., Den- ver, CO
WYOC	WKAE Country Broadcasting Co. Inc., High Springs, FL
WMXQ	WNJY Lappin Communications-Florida Inc., Riviera Beach, FL
WHMS-FM	WDWS-FM DWS Inc., Champaign, IL
KYPG	KFRB Lowell Communications, L.P., Gi- rard, KS
WGR-FM	WRLT Rich Communications Corp., Buffalo, NY
WLQM-FM	WLQM Franklin Broadcasting Corp., Franklin, VA
KSSY	KYJR-FM Big Apple Broadcasting Inc., Wenatchee, WA
<b>Existing TV's</b>	
WFEC	WSJD Fundacion de Educacion Cris- tiana, San Juan, PR
KMHB	KYBJ Mundovision Broadcasting Inc., McAllen, TX

# Professional Cards

## du Trell, Lundin & Rackley, Inc.

A Subsidiary of A D Ring, P C  
1019 19th Street, N. W.  
Third Floor  
Washington, D. C. 20036  
Telephone: 202/223-8700  
Facsimile: 202/466-2042  
Member AFCEE

**SAIC** Carl T. Jones Corporation  
A Subsidiary of Science Applications International Corporation  
CONSULTING ENGINEERS  
7901 YARNWOOD COURT  
SPRINGFIELD, VA. 22153  
(703) 589-7704  
MEMBER AFCEE

**LOHNES & CULVER**  
Consulting Radio-TV Engineers  
1156 15th. St., N.W., Suite 608  
Washington, D.C. 20005  
(202) 298-2722



Member AFCEE

**COHEN and DIPPELL, P.C.**  
CONSULTING ENGINEERS  
1015 15th St., N.W., Suite 703  
(202) 783-0111  
Washington, DC 20005  
Member AFCEE

**SILLIMAN AND SILLIMAN**  
8121 Georgia Ave. #700  
Silver Spring, MD. 20910  
ROBERT M. SILLIMAN, P.E.  
(301) 589-8288  
THOMAS B. SILLIMAN, P.E.  
(812) 853-9754  
Member AFCEE

**Moffet, Larson & Johnson, Inc.**  
Consulting Telecommunications Engineers  
Two Skyline Place, Suite 800  
5203 Leesburg Pike  
Falls Church, VA 22041  
703 824-5660  
Member AFCEE

**ANDRUS AND ASSOCIATES, INC.**  
ALVIN H. ANDRUS, P.E.  
351 SCOTT DRIVE  
SILVER SPRING, MD 20904  
301 384-5374  
Member AFCEE



**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS  
Box 280068  
San Francisco, California 94128  
**HE** (415) 342-5200  
(202) 396-5200  
Member AFCEE

**JOHN B. HEFFELFINGER**  
9233 Ward Parkway, Suite 285  
816-444-7010  
Kansas City, Missouri 64114  
Member AFCEE

**JULES COHEN  
& ASSOCIATES, P.C.**  
Suite 400  
1730 M St. N.W.  
Washington DC 20036  
(202) 659-3707  
Member AFCEE

**CARL E. SMITH  
CONSULTING ENGINEERS**  
AM-FM-TV Engineering Consultants  
Complete Tower and Rigging Services  
"Serving the Broadcast Industry  
for over 50 Years"  
Box 2727 Bath, Ohio 44210  
(216) 659-4440

**VIR JAMES  
CONSULTING ENGINEERS**  
Applications and Field Engineering  
Computerized Frequency Surveys  
3137 W. Kentucky Ave. - 80219  
(303) 937-1900  
**DENVER, COLORADO**  
Member AFCEE & NAB

**E. Harold Munn, Jr.,  
& Associates, Inc.**  
Broadcast Engineering Consultants  
Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339

**ROSNER TELEVISION  
SYSTEMS  
CONSULTING & ENGINEERING**  
250 West 57 Street  
New York, N.Y. 10107  
(212) 246-2850

**Mullaney Engineering, Inc.**  
Consulting Telecommunications Engineers  
9049 Shady Grove Court  
Gaithersburg, MD 20877  
301-921-0115  
Member AFCEE

**HATFIELD & DAWSON**  
Consulting Engineers  
Broadcast and Communications  
4226 6th Ave., N.W.,  
Seattle, Washington, 98107  
(206) 783-9151  
Member AFCEE

**ENTERPRISE ENGINEERING P.C.**  
Consulting Engineers  
FW HANNEL, PE  
PO Box 9001 Peoria, IL 61614  
(309) 691-4155  
Member AFCEE

**STRUCTURAL SYSTEMS  
TECHNOLOGY, INC.**  
MATTHEW J. VLISSIDES, P.E.  
PRESIDENT  
TOWERS, ANTENNAS, STRUCTURES  
New Tall Towers, Existing Towers  
Studies, Analysis, Design Modifications,  
Inspections, Erection, Etc.  
6867 Elm St., McLean, VA 22101 (703) 356-9765  
Member AFCEE

**C. P. CROSSNO & ASSOCIATES**  
Consulting Engineers  
P.O. Box 18312  
Dallas, Texas 75218  
(214) 669-0294  
Member AFCEE

**JOHN F.X. BROWNE  
& ASSOCIATES, P.C.**  
525 Woodward Ave.  
Bloomfield Hills, MI 48013  
(313) 642-6226  
Washington Office  
(202) 293-2020  
Member AFCEE

**D.C. WILLIAMS  
& ASSOCIATES, INC.**  
Consulting Engineers  
AM-FM-TV-LPTV-CATV  
POST OFFICE BOX 700  
FOLSOM, CALIFORNIA 95630  
(916) 933-5000

**R.L. HOOVER**  
Consulting Telecommunications Engineer  
11704 Seven Locks Road  
Potomac, Maryland 20854  
301 983 0054  
Member AFCEE

CLARENCE M BEVERAGE  
**COMMUNICATIONS TECHNOLOGIES, INC.**  
BROADCAST ENGINEERING CONSULTANTS  
P O BOX 1130  
MARLTON, N.J. 08053  
(609) 985-0077

**LAWRENCE L. MORTON  
ASSOCIATES**  
21671 SUPERIOR LANE  
LAKE FOREST CALIFORNIA 92630  
**LAWRENCE L. MORTON, P.E.**  
AM • FM • TV  
APPLICATIONS • FIELD ENGINEERING  
(714) 859-6015  
MEMBER AFCEE

**SELLMEYER ENGINEERING**  
Consulting Engineers  
P.O. Box 205  
McKinney, Texas 75069  
(214) 542-2056  
Member AFCEE

**PAUL DEAN FORD, P.E.**  
BROADCAST ENGINEERING CONSULTANT  
R.R. 12, Box 351  
WEST TERRE HAUTE, INDIANA 47885  
812-535-3831  
Member AFCEE

**EVANS ASSOCIATES**  
Consulting Communications Engineers  
AM-FM-TV-CATV-ITTS-Satellite  
Broadcast Engineering Software  
216 N. Green Bay Rd.  
THIENSVILLE, WISCONSIN 53092  
Phone (414) 242-6000  
Member AFCEE

**RICHARD L. BIBY, P.E.**  
COMMUNICATIONS ENGINEERING  
SERVICES, P.C.  
CONSULTING ENGINEERS  
1600 Wilson Blvd., Suite 1003  
Arlington, Virginia 22209  
(703) 522-5722  
Member AFCEE

**JOHN J. DAVIS  
& ASSOCIATES**  
CONSULTING ENGINEERS  
P.O. BOX 128  
SIERRA MADRE, CA 91024-0128  
(818) 355-6909  
Member AFCEE

**WILLOUGHBY & VOSS**  
BROADCAST TECHNICAL CONSULTANTS  
SUITE 100-A  
15102 JONES - MALTSBERGER  
SAN ANTONIO, TEXAS 78232  
(512) 525-1111 OR 490-2778  
APPLICATIONS • FIELD SERVICES  
Member NAB

**S.S.E. Inc.**  
Radio Systems Division  
Satellite, Cellular, SMR, & FM  
Engineering Services  
7315 Wisconsin Ave.  
Fifth Floor, East  
Bethesda, MD 20814  
Contact: R. Hopp  
R. Irwin  
(301) 652-4650

**Vega Cellular Consultants**  
Telecommunications Engineers/Consultants  
RSA APPLICATIONS  
3372 Edgewater Drive  
Orlando Florida 32804  
DAVID H. LARSEN  
(800) 332-8342

**OWL ENGINEERING, INC.**  
Consulting Communications Engineers  
GARRETT G. LYSIAK, P.E.  
1306 W. County Road F, St. Paul, MN 55112  
(612) 631-1338  
"Member AFCEE"

**LUNAYACH COMMUNICATIONS CONSULTANTS, INC.**  
FM • TV • Cellular Applications,  
System Design, Field Engineering  
1835 K St., N.W. contact: S. Meeks  
Suite 900, Penthouse D. Rose  
Wash., D.C. 20006 (202) 828-5550

**STUDIO DESIGN**  
Consulting Radio Engineers  
Building Studios & Transmitters  
for C.P. Holders or Modifications  
Proof • Inspections • Field Studies  
Maintenance and Repairs  
Offices Technico Comm.  
N.E. US (718) 983-7616

**DON'T BE A STRANGER**  
To Broadcasting's 116,427\* Readers.  
Display your Professional or Service Card  
here. It will be seen by station and cable TV  
system owners and decision makers.  
\* 1986 Readership Survey showing 3.5  
readers per copy



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

## RADIO

### HELP WANTED MANAGEMENT

**Major broadcast group seeks general manager for top 75 major combo in eastern United States.** Must be profit-minded, very strong sales background, and know how to control expenses. Stable employment history a must. Submit letter with career and salary history, along with current references to: Box L-51.

**Major broadcasting company seeking general manager for West Coast AM/FM in top 15 market by major public broadcasting company.** Must have previous GM experience, have strong sales background, ability to control expenses, strong budgeting skills, and stable employment history. Submit letter with career and salary history, along with current references to: Box L-79.

**Station manager, KUNR-FM, University of Nevada Reno.** Fulltime faculty non-tenure track. Primary responsibilities include overall management of programming, personnel, budgetary and development activities. Bachelor's degree in communications or related field and five years management experience. Master's degree preferred. Previous management experience in public radio and development activities is highly desirable. KUNR-FM is a CPB qualified full service public radio station serving northern Nevada. Current format is classical, jazz and public affairs. Starting salary is commensurate with experience and there is a liberal benefits and retirement package. Applicants should submit a resume and three letters of reference by September 16, 1988 to: Wayne Taylor, Instructional Media Services, University of Nevada-Reno, Reno, NV 89557. UNR is an affirmative action/equal opportunity employer. UNR hires only U.S. citizens and aliens lawfully authorized for employment in the United States.

**Experienced hands-on operations person for music oriented regional FM & information AM combo.** People skills, news-information background necessary. Midwest. Stable experienced ownership. Send letter, tape & resume: Box L-95.

**Sales oriented managers for a radio group located in the South Central area.** Applicants should have strong broadcast sales background with a desire to succeed. Send resume with references to Box L-87. An equal opportunity employer.

**Local sales manager: WOOD AM & FM in Grand Rapids, Michigan** is seeking an aggressive take-charge local sales manager. Candidates should be strong leaders possessing superior coaching, training, and motivating skills. Your experience must include a demonstrated history of managing people to reach their full potential through the achievement of goals. If you're ready to join a quality broadcast operation dedicated to growth and success...send letter, resume, and compensation history to: James P. White, VP/GM, WOOD AM & FM, 180 North Division Avenue, Grand Rapids, MI 49503. EOE - M/F.

**General manager/GSM: Top 50 market.** Absentee owner looking for a motivated, inventive, capable GM/GSM who can generate sales. Good salary. Profit sharing. Potential for percentage ownership. Resumes/salary requirements - Box M-1. EOE.

**GSM: for high rated CHR class C in top 100 13m Mkt.** See Ken Stephens @ Radio 88, Comfort Inn - 289-5959. EOE.

**Immediate opening for sales manager to sell and supervise small sales staff.** Must have experience in very small market...prefer someone who has worked in South. Good opportunity for energetic professional with drive and desire to succeed. \$25,000 plus commission to right person. EOE. Resume to Manager, P.O. Box 1044, Sylva, NC 28779.

**Sales manager leading to managership and possible ownership.** 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. EOE.

**Growing group seeks hands-on general manager for Utah combo.** Sales management background, record of turnaround success, stable employment, and quality references desired. Resume to Box M-9.

**Sales manager - AM/FM combo seeks experienced professional with ideas and ability to train, motivate, and sell.** Attractive compensation package. Great recreation area to work and play. Send resume to: Gary Todd, President, KLAND, 1020 Pine Street, Klamath Falls, OR. 97601. EOE.

### HELP WANTED SALES

**Need a push** to climb your AM's financial hill? Do it with a sales pro. Call Deborah Bowles. 719-528-7040.

**Gainesville, Florida FM is seeking greedy, ambitious, experienced account executive to work best account list.** Commission negotiable, benefits. Ruth 904-964-5001.

**Sales executives,** Tremendous opportunity to make great money in rapidly expanding north eastern New York market. Phone Bob DeFelice, G.S.M. immediately, 914-454-7400 to schedule an interview.

**Radio sales account executive...at number one station.** Substantial account list offered to experienced, aggressive sales professional. Three years radio sales experience required. Send resumes ASAP to Carolyn Pike, WWNC Radio, Box 6447, Asheville, NC 28816.

**Sales manager** to assume active account list and direct sales staff AM/FM in small market in Arkansas delta. Challenging opportunity for self motivated person. Resume and salary history to: J. Howe, Delta Broadcasting Inc., Box 430, Helena, AR 72342.

**Southern California FM A/C.** Opportunity for champion salesperson. 39th market, great economy, 50,000 watts. Send me your best client proposal, resume, and last six months figures. GSM, KQLH, Box 100, Corona, CA 91720. EOE M/F.

**Sales pro wanted.** WVVE 102.3 FM is searching for an AE with at least one year of radio sales experience who can immediately assume a good account list. AC format. Growing company. Terrific shoreline market. Send letter and resume to Karen Quinn, GSM, P.O. Box 97, Mystic, CT 06355. EOE.

**WKBO am Harrisburg, Pennsylvania is searching for experienced radio sales people.** Excellent compensation and training programs. Send resume to Sales Manager, WKBO, 2814 Green Street, Harrisburg, PA 17110. EOE.

**Sales manager wanted for DEL MAR/MA Eastern Shore AM-FM powerhouse.** Send resume to: Rosemary Seiss, 18 Mayfair Circle, Willingboro, NJ 08046. EOE.

**FNN, the nation's leading business news broadcaster,** is growing. "FNN Business Radio" debuts in October from New York City. Anchors and reporter/producers are needed to develop and broadcast Financial News Network reports for top radio affiliates nationwide. Send tapes and resumes immediately to: Jon Wilkes, FNN Business Radio, 320 Park Avenue, 3rd Floor, New York, NY 10022. EOE.

**Excellent opportunity** to join growing, regional FM. If you're a career-oriented sales pro headed for management, call or write FM 104.9 WYRY, 130 Martell Court, Keene, NH 03431, 603-357-4797. EOE/MF.

**Generous base salary and commission for top notch account executive.** Team players only need apply. Live 15 minutes from the ocean on the New England Seacoast. Send resume to Curtis Raymond, P.O. Box 631, Sanford, ME 04073, or call 207-324-7271. EOE.

**If you are an aggressive salesperson with AG background,** tired of the hustle and bustle of big city and want to work for the Doane rated number one station, member NAFB, send resume to General Sales Manager, Jim Honaker, KMZU, 102 North Mason, Carrollton, MO 64633. EOE.

### HELP WANTED ANNOUNCERS

**Afternoon air personality for major market, 50,000 watt Christian MOR music station.** EOE M/F. Tape and resume to: Norman Scott, Box 77, Oakdale, CA 95361. EOE.

### HELP WANTED TECHNICAL

**Chief engineer wanted for new, coastal California 50,000 watt FM.** Successful candidate will be responsible for plant design, installation and maintenance. Enthusiasm, creativity, high technical standards and FCC 1st required. EOE. Send resume to: South Coast Broadcasting, 609 Island View Drive, Santa Barbara, CA 93109.

**Chief engineer: Class C FM and 5KW AM combo in the Sunbelt** looking for a motivated individual. If you have been a chief engineer for at least 2 years and are tired of the cold, send resume and salary requirements to Box L-112.

**Full-time hands-on chief engineer to maintain leading 50 KW FM radio station equipment.** Should have FCC license or SBE certification. EOE. Curt Hansen, 50 Washington Street, Norwalk, CT 06854.

**Chief engineer** needed at KBIM Radio. Experience necessary in RF, digital, audio. Call John King 505-623-9100. EEO.

### HELP WANTED NEWS

**Wanted...farm director,** on air and sales. Also, opening for two sales people. Call 309-944-4633.

**News director/operations manager for top 50 market news/talk station in Southeast.** Box L-101.

**News director** for top small market news operation. Community oriented AM/FM. Tape and resume: Cliff Somers, KARS, Box 860, Belen, NM 87002. EOE M/F.

**Reporter and/or news/play-by-play combo for growing SE small market AM-FM.** Experience required. Tape, resume and salary requirements to: WKEU, Box 997, Griffin, GA 30224. EOE.

**Assistant news director** for public radio station serving Rockford market. UPI national winner with strong news commitment. Anchors drive-time local segments of NPR newsmagazines, produces in-depth reports/features, beat reporting. Requires B.A. or equivalent, demonstrated journalism, announcing, production skills. \$16-20K, excellent benefits. Non-smoking workplace. Letter, resume, references, audition tape received by September 17th. Applications without all the above not considered. Michael Lazar, G.M., WNIU, Northern Illinois University, DeKalb, IL 60115. EOE.

**Anchors/reporters.** Strong on-air skills and desire to dig essential. T & R to Georgeann Herbert, ND, WTAZ/WLTY, 720 Boush Street, Norfolk, VA 23510. EOE M/F.

**Programmer familiar with KARV and KWIX-KRES?** We're doing it in Oklahoma! We would like to hear from broadcasters who are at home doing news, production, board shifts and remotes. If you are afraid of work, don't waste my time. The right professionals have at least two years experience. Send news and commercial tapes and resumes to Larry Weller, KKWK, P.O. Box 9700, Muskogee, OK 74402. No phone calls! EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Program director:** Also to serve as air personality for FM station in New York City suburban market. Good benefits. Send resume to Box L-102.

**ABC Radio Network Director of Network Programming.** This position is responsible for the programming and marketing of the ABC Radio Networks and Paul Harvey News. In this regard this position is responsible for program planning, product development, production, research, marketing, advertising, affiliate relations, entertainment, news and sports. The right candidate should have radio station experience in news and music and have a complete understanding of today's radio marketplace. Interested parties should send their resumes to: Philip J. Giordano, Senior Vice President, ABC Radio Networks, 125 West End Avenue, 7th Floor, New York, NY 10023.

### SITUATIONS WANTED MANAGEMENT

**A top biller in top 10 radio market seeking 1st sales management opportunity.** Minority, 12 yrs experience. A leader. Very strong background. Major or medium market preferred. Box L-29.

**I can make your sales department do things you never thought it would do.** I can make your announcers perform beyond their previous capabilities. I am a creative, experienced, enthusiastic motivator with a winning track record as a medium-market general manager, looking to move up. Box L-52.

**Down and out in the East?** - Make \$ with great programming and good street wise sales programs. Call Don Karnes. 717-321-9035.

**Bottom line GM/SM** will increase your cash flow and the value of your small/medium property. Successful background, impressive references. Sharp programming, promotion, and sales skills. CRMC. Stable history, currently employed. Available end of year. Attending Radio '88. Meet then or later. 301-426-5344.

**Major market pro, solid sales/sales management experience,** seeks medium/metro GM slot with stable organization. 12588A North Kendall Drive, #521, Miami, FL 33186.

**General manager:** Experienced in station turnarounds, looking for new opportunity in top 100 market...preferably Southeast. Strong on sales...programming...station visibility. Dynamic people person...catalyst for enthusiasm. Call Jack at 502-585-4545.

**Small/medium market GM.** Track record in turnarounds, profits, community service. References. Now in Texas, all locations considered. Confidentiality assured. Box M-2.

**General manager with 25 years experience** in broadcasting and print media. Very tight bottom line manager with profits to owner a must. Motivator, trainer, leader and producer. Open to any offer. Box M-14.

## SITUATIONS WANTED SALES

**AM in the red?** Get into the black! Tried and true methods. Knock on doors - make sales. Call Clark Jones. 615-373-2108

**Help!** Experienced salesman/announcer needs new deal. Country or MOR format! Affordable, versatile, available! Box L-65

**Attention: small stations.** My station sold. Want sales, sales - announcing, news. Wife needs job, too - office, bookkeeping. We would be excellent for small market - we can do a lot! Iowa, surrounding states area. Looking for home! Credit: A-1. Hard working, honest. Box M-18.

## SITUATIONS WANTED ANNOUNCERS

**Kid at heart** (personality). Black male with a distinctive voice and two years part-time college radio experience, seeks entry level in announcing. Norman 617-298-3437.

**Dependable announcer** looking for work. Make your next move count! Call Bill, 308-534-1211.

**Major market talent** seeks growth opportunity in south Florida. Gifted programmer. Great pipes, smooth delivery. Creative copywriting and production. T & R upon request. 30 sec. video also available. Chris Dowd, 305-296-6565.

**Underemployed, undervalued, unappreciated.** HELP! 2 yrs. progressive, AOR, Country, automated formats 6 as freelancer related fields. Degreed, 3rd phone. Janet Lynch, 502-895-5888, 509 Highwood, Louisville, KY 40206.

**1988 Ivy League grad** seeks entry-level announcing position. Unique, dynamic personality. Deep voice. Totally willing to relocate. Neil 301-424-4984.

**Team player needs drafted!** 12 year vet. Love oldies/traditional country. Ohio/bordering states. Bruce Wayne. 513-372-1657.

## SITUATIONS WANTED TECHNICAL

**Innovative engineering manager** seeks position as technical-director for progressive radio group. 20+ years in broadcast industry includes previous T.D. experience, and tenure with broadcast equipment manufacturers. Keen on written skills, computer and production operations. Please respond to Box L-62.

**Engineer.** Sterling credentials, FCC/SBE/NARTE certified. Former group chief. Considerable experience audio/video/RF/microwave - all size markets. Desire company that sees high quality engineering as essential to success. Call Jim 703-434-5926.

**Midwest chief will relocate:** 28 years all phases radio. Earning mid 20s with vehicle, serious inquiries only. Voice-mail, 608-757-8067.

## SITUATIONS WANTED NEWS

**Texas sports director.** Recently resigned, and looking to relocate. Experienced in PBP, talk shows, anchoring, producing, reporting, the works. Can do it all with a young and dynamic sound, and a flair for sales and promotions. Call Todd today at 305-983-7846.

**Sportscaster.** Hockey PBP. Three years major college experience, plus all-sports expertise. Electrifying style - never miss a beat. Call now. Rob 312-348-4386

**Breaking news!** News people will talk about! Twenty years experienced ND delivers. All markets, formats considered. West, Southwest, Plains. 501-228-0267.

**Knowledgeable sportscaster** seeking entry level position. Recent grad with radio/TV PBP, videotape editing and scriptwriting experience. Will relocate and accept related positions. Jeff Frank, 2958 Judith Drive, Bellmore, NY 11710. 516-826-4240.

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**For bright, practical sound ideas** in programing - not exotic alternatives call Denny at 912-265-2819.

## CONSULTANTS

**Consultants.** Hire a part-time sales manager with full time experience help for the small to medium absentee or owner operators. Let's talk! East Coast. Al Wunder 201-538-1250

## MISCELLANEOUS

**Troubled AM?** Need programing to generate sales? Need sales to make bucks? Call Thomas Hall, 213-969-8559.

# TELEVISION

## HELP WANTED MANAGEMENT

**General sales manager.** Small market affiliate in SE seeks aggressive, experienced leader to motivate and train local staff. Strong people skills a must. Box L-78.

**Southern top 60 market** leading independent needs an assertive LSM to lead a developing sales team. Prefer applicants with TV sales management experience and good training techniques. Understanding social skills a plus. Send resume to Box L-110. EOE.

**Manager - media production services.** Qualifications: Bachelor's degree in related field. Experience in all phases of television production; experience in estimating personnel time and budget expenditures for proposed projects. Training and experience in other media, e.g. videodisc, motion picture, or audio production. Demonstrated experience in management and supervision. Responsibilities: Serve as executive producer for all television, audio, and film production activities of Purdue University's Center for Instructional Services. Responsible for producing and directing television programs. Manages a staff of 3 professionals, 1 administrative/technical and 1 service employee. Status & benefits: Exempt management position. 22 days vacation. Retirement program, flexible benefit programs. Group life, medical, and disability insurance plans are in effect. Salary: Commensurate with qualifications. Apply to: Thomas L. Haworth, Personnel Officer, Stewart Center, Room 265, Purdue University, West Lafayette, IN 47907. Send resume and list of references. An equal opportunity/affirmative action employer.

**Promotion manager.** WGME Portland's CBS affiliate seeks an experienced promotion manager with strong production, media and public relations skills. Send resume to David King, Vice President and General Manager, WGME-TV, P.O. Box 1731, Portland, ME 04101. EOE.

**Promotion manager:** Dominant station in 20th market seeks a creative pro to become part of our management team. Winning candidate will have expertise in all aspects of advertising and promotion with an emphasis in news promotion, as well as experience in campaign planning and departmental budgeting. Applicants should have five years television experience with at least two years managing a promotion department. Experience with promotion in a metered market a plus. Qualified applicants should send resume along with sample reel and copies of print ads to: Linda Bayley, Program Manager, KCRV-TV, 3 Television Circle, Sacramento, CA 95814-0794. EOE, M/F.

**Business manager:** KITN-TV, #1 UHF independent in 12th market has immediate opening for experienced, hands-on financial manager. Knowledge of JDS, IBM-35 and PC literacy preferred. Send resume and references to General Manager, KITN-TV, Nationwide Communications Inc., 7325 Aspen Ln. North, Minneapolis, MN 55428. 612-424-2929. EOE.

**General manager.** 150+ market affiliate seeks dynamic, creative leader who is a great salesperson, can make decisions and get things done. Excellent communication skills, strong promotion/marketing savvy and sensitivity to financial control are a must for this hands-on job. Excellent compensation for right candidate. Send resume with cover letter to: Box M-8. EOE.

## HELP WANTED SALES

**Growth company** seeks highly motivated, experienced TV sales representative to sell proven marketing systems to TV stations. Draw against commission. Earning potential 60K+. Resumes to: Michele Roberts, Broadcast Resource Group, 210 25th Ave. N., Suite 818, Nashville, TN 37203.

**CBS affiliate,** top 50 market in the Southeast, will be expanding its current staff. We'll be adding two people and are looking for assertive salespeople who know how to close. An outstanding opportunity with a major broadcast group. Please submit resume to: Box L-104.

**Portland, Oregon.** Equity position available at new station for individual to manage sales department. Must have local and national TV sales experience. Send resume to: C.J. Memic, Cogent Engineering, 11739 S.W. Beaverton-Hillsdale Hwy., Suite 157, Beaverton, OR 97005.

**TV sales.** Local sales, Account executive. Searching for a local sales AE to rep. KADY-TV, one of southern California's hottest new indies! Must be strong in enthusiasm and retail selling. High income potential. Great coastal lifestyle. Send resume to Ed Branca, Station Manager/General Sales, KADY-TV 663 Maulhardt Ave. Oxnard, CA 93030. An EEO employer.

**WAPT-TV, Jackson, Mississippi** is seeking an aggressive individual with proven skills in market development. Candidates must have 2-3 years experience, ratings, vendors, and co-op know how with proven ability to develop new business. Excellent growth potential with major broadcast group. All inquiries strictly confidential. Send resume to: Bill Ferrell, GSM, P.O. Box 10297, Jackson, MS 39289-0297. EOE.

**Live and work in Palm Springs!** Looking for account executive with proven sales record who can hit the street running. Good draw and excellent benefits. Immediate opening. Resume to Adam Gilbert, Palmer CableVision, 41-725 Cook St., Palm Desert, CA 92206. EOE.

**High motivated, experienced** UHF independent TV sales. Great potential in a community oriented station, #80 market. Send resume and picture to Mrs. Bennis, Box 4285, Cleveland, TN 37320. EOE.

**Account executive.** St. Louis network affiliate seeking seasoned account executive. EOE. Send resume, Box M-7.

## HELP WANTED TECHNICAL

**Maintenance engineer** for television mobile unit based in Texas and Florida. Send resume and salary requirement to: Tel-Fax Texas, 3305 Pleasant Valley Ln., Arlington, TX 76015.

**Experienced maintenance engineers** needed for major, state-of-the-art Sunbelt facility. Production, ENG, SNG. Competitive compensation and excellent benefits. We are looking for highly skilled people to maintain the most sophisticated facilities in the area. EOE. Box L-90.

**TV transmitter supervisor.** Minimum 3 years hands-on transmitter experience necessary. Familiarity with Harris BT50H1 transmitter desirable. Send resume to Myron Oliner, CE, KUSA-TV, 1089 Bannock St., Denver, CO 80204. We are an equal opportunity employer.

**Cable specialist.** WPEC TV-12, an ABC affiliate in West Palm Beach, Florida, has an opportunity for an individual with a strong technical/sales background to act as liaison with our local cable companies. Must be a self-starter with excellent communication skills and have a strong working knowledge of cable laws/regulations. We offer a competitive salary and an excellent benefits package. Send resume with salary history to Personnel Manager, WPEC TV-12, P.O. Box 24612, West Palm Beach, FL 33416-4612. Equal opportunity employer. M/F.

**Broadcast maintenance engineer** wanted for fast growing ABC affiliate in south Florida. Must be capable of maintaining studio equipment. Two years maintenance experience required. Send resume and salary requirements to Personnel Manager, WPEC TV-12, P.O. Box 24612, West Palm Beach, FL 33416-4612. Equal opportunity employer. M/F.

**Maintenance technician, Annapolis, MD.** Ability to repair and maintain 3/4" decks, cameras, RF cable system and various ENG equipment. Applicant will work under chief engineer. Good opportunity for self-motivated, energetic person. Good benefits, \$26K. Resume to Mobile Video Services, Ltd., 2139 Wisconsin Ave. N.W., Washington, DC 20007.

**Television broadcast maintenance engineer:** Top 20 VHF network affiliate seeks a studio/ENG maintenance engineer. Applicant must have at least five years experience in TV studio equipment maintenance. Qualified applicants should send complete resume to: Jimmy Gamble, Asst. Engineering Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

**Electronic maintenance engineer.** Experience with all areas of television maintenance, such as VTRs, (1", 3/4", 1/2") monitors, switchers, cameras, and distribution system. System installation and design a plus. 2-4 years degree desirable. If qualified, please send resume to Personnel, Fox Television/WTTG, 5151 Wisconsin Ave., NW, Washington, DC 20016. EOE.

**Television engineers.** Southern Calif.'s hottest new indie seeks two highly skilled and self-motivated tech engineers. A production engineer to maintain an all new state-of-the-art tech facility and an RF engineer to maintain a high power and transmitter operation. Compensation negotiable. Excellent benefits. Superb coastal lifestyle and America's greatest climate. Send resume to Gene Doren, Chief Engineer, KADY-TV, 663 Maulhardt Ave., Oxnard, CA 93030. An EEO employer.

**RF engineer satellite uplink systems:** Experienced RF engineer for design and construction of satellite news vehicle RF systems. Ku-Band exper. preferred. Live & work in New Hampshire. Good benefits and leadership role with expanding company. Resume & references to Charles Angelakis, President, BAF Communications Corp., 17 Everberg Rd., Woburn, MA 01801.

**Broadcast editor.** Experience with MACH 1 or similar computer edit controller. At least 5 years editing experience required along with knowledge of promotional and programing editing. If qualified, please send resume to Personnel, Fox Television/WTTG, 5151 Wisconsin Ave., NW, Washington, DC 20016. EOE.

**Experienced maintenance engineers** needed for major, state-of-the-art Sunbelt facility. Production, ENG, SNG. Competitive compensation and excellent benefits. We are looking for highly skilled people to maintain the most sophisticated facilities in the area. EOE. Box M-3.

**Satellite master control operators** - Los Angeles: Requires 3-5 years experience in broadcast MC or satellite uplink operations. Resumes only (no phone calls) to: Video Operations Manager, IDB, 10525 W. Washington Blvd., Culver City, CA 90232-1922. EOE, M/F.



**Transmitter chief:** Central Virginia, ABC affiliate, looking for dependable, self-motivated, person to operate and maintain dual Harris VHF transmitters, 1200 foot tower, terminal gear and grounds. Applicant should have a minimum of 5 years RF experience and be familiar with Harris transmitters. Please send resume and salary requirement to: Doug Daniel, Director of Engineering, WSET-TV, Box 11588, Lynchburg, VA 24506. EOE.

**Assistant chief engineer.** PBS television and NPR radio station with new facilities. We are seeking an individual with at least five years maintenance experience and excellent interpersonal skills. FCC license and/or senior broadcast engineer certification and two or four years related degree required. Desirable location, competitive salary commensurate with experience, excellent benefits. Send letter of application and resume to: WGVU/WGVK-TV, Grand Valley State University, 301 W. Fulton St., Grand Rapids, MI 49504. AA/EOE.

**Television director/technical director. Immediate opening** for an experienced broadcast television director, with substantial experience switching news programs. Specific knowledge of the model 1600-7K Grass Valley switcher and the Grass Valley Kalidoscope digital video processor is essential. Operational knowledge of the Chyron 4 character generator and Harris Still Store is also important. Send resume and tape to: Jon Miller, Director of Programming and Operations, WTVD-11, P.O. Box 2009, Durham, NC 27702. EOE.

**East Coast production house** has opening for hands-on maintenance engineer to assume role as chief. Resume and salary requirements to Box M-6.

**Austin, Texas** — A high-tech town with a high quality of life. The University of Texas at Austin is seeking an assistant director for technical services at the Center for Telecommunication Services. To provide direction as chief engineer and technical maintenance supervisor. Required qualifications: Bachelor's degree in electrical, telecommunication, or electronics engineering; five years experience in electronic broadcasting equipment design, installation, maintenance, and operation; knowledgeable in respect to FCC technical rules and regulations. On call nights and weekends (beeper will be provided). Annual salary is \$31,188 with excellent benefits. Department is willing to pay more depending on qualifications. Responsible for 100kw FM transmission facilities, including SCA; audio production facilities (master control, air control, three additional control rooms and associated studios); satellite audio uplink/downlink and video downlink; video cable system; master/slave highspeed, open-reel audiotape duplication system; STL and leased full-duplex microwave systems. Send resume with cover letter and three professional references to Mr. William Giorda, Communication Building B, University of Texas at Austin, Austin, TX 78712. Applications will be accepted through December 1, 1988. Equal opportunity/affirmative action employer.

**Quality broadcast production company** is seeking an individual experienced as a cameraperson, editor and audio tech. Must be aggressive and a hustler. Here's your chance to learn and grow with professionals. Box M-16.

#### HELP WANTED NEWS

**Broadcast talent.** Entertainment law firm seeking established on-air TV/radio broadcast clientele for representation with full service management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327.

**A pretty face doesn't cut it...If you were born to be a journalist and understand the responsibilities that go with the job, then we would like to see your tape and resume. We are committed to news. 2 1/2 hours every day, and have the tools, from an SNG truck to the latest editing gear. Please, no tapes from potential game show hosts. We are looking for reporters. Please send a tape and resume to Robert Stoldal, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE.**

**TV news reporter: WTNH.** Experienced, creative, hard working GA reporter with excellent writing skills. Ability to write, create, interesting stories a must! Send non-returnable tapes and resume to Bob Feldman, 8 Elm St., New Haven, CT 06510. EOE. No calls, please.

**Investigative reporter: WTNH.** Action News is looking for an experienced investigative reporter. Ability to dig up stories of broad interest and impact a must! Previous experience required. Send non-returnable tapes and resume to Bob Feldman, 8 Elm St., New Haven, CT 06510. EOE. No calls, please.

**TV news writer:** Responsible for content in news broadcasts. Min. one yr. experience in TV news writing. Must possess talent for creative writing. We're looking for the best writers in the business! Send resume to Bob Feldman, News Director, 8 Elm St., New Haven, CT 06510. EOE. No calls, please.

**Reporter/anchor**—Alaska's Capital-ABC affiliate solid writing and delivery skills; pleasant on-air presence. Non-returnable tape to: KJUD News, 1107 West 8th, Juneau, AK 99801.

**Assignments manager:** WTNH is looking for a responsible person overseeing four person assign desk staff; production of special projects; oversee and coordinate 3 live microwave vehicles, 1 live helicopter, 1 SNG vehicle, story generation and enterprise abilities essential. 3 yrs. news experience min., required in a supervisory or desk capacity. Send resume to Bob Feldman, News Director, 8 Elm St., New Haven, CT 06510. EOE. No calls, please.

**Weathercaster/meteorologist** needed for one of the Northeast's most successful affiliate stations. Our client is seeking a weeknight weather person who has a credible, warm, memorable presentation. This is the top job in a highly competitive market with a wage to match, so only experienced persons with proven successes need apply. Send non-returnable resume and tape to NEWSPEOPLE, 20300 Civic Center Dr., Suite 320, Southfield, MI 48076. EOE.

**Top 20 Midwest station** seeks "top gun" newscast director! We expect live & remote experience, a demonstrated flair for pre-production and a cool approach to solving newscast production problems. College degree preferred. Equal opportunity employer. You are not applying for your present job! If you can meet the challenges of a fast-paced, flexible newscast...reply immediately to: Box M-4.

**News anchor** for two half-hour newscasts: 6:30 AM and Noon, weekdays. Duties include writing, interviewing and some producing. Applicants must have strong on-camera communication skills and solid experience in reporting, editing and producing. Contact: Grant Price, VP/News, KWWL-TV, 500 East Fourth St., Waterloo, IA 50703. 319-291-1200. EOE.

**Farm director/anchor:** Anchor farm segments in morning and noon newscasts; produce farm related stories for newscasts. Send resume, tape of anchor work and farm reporting to: John Denney, KOLN/KGIN-TV, P.O. Box 30350, Lincoln, NE 68503. KOLN/KGIN is an equal opportunity employer.

**Talent/copywriter:** New York advertising and production company seeks energetic copywriter to complement female hostess for television opportunities. Stamina and strong writing skills a must. Send tape, writing samples and resume to P.O. Box 476, Utica, NY 13403. EOE.

**Newscast producer.** Cap Cities/ABC station looking for producer with at least two years experience at a commercial television station. Send resume and tape to Stew Kasloff, Assignment News Director, WTVD-TV, 411 Liberty St., Durham, NC 27702. EOE.

**Senior reporter** - Aggressive, enterprising reporter to lead #1 newsroom. Must be a self-starter and a good writer with at least 2 years television experience and a college degree. Please send tape and resume to David Cassidy, KOTV, P.O. Box 6, Tulsa, OK 74101. Application finalists will be required to furnish evidence of employment authorization and identification. EOE. M/F. A Belo Broadcasting Corporation.

**WRCB-TV in looking** for a newscast producer who can make a difference in our news department. In addition to putting our news programs together, we expect our producers to contribute as journalists to our news-gathering operation. The producer's principal task is to use all of our available resources to assemble informative programs which will be interesting to the people who live in our viewing area. No phone calls. Send videotapes and resumes to Lee Meredith, WRCB-TV, 900 Whitehall Rd., Chattanooga, TN 37405. EOE.

**Producer:** Need experienced producer for number one rated six o'clock broadcast. Three years producing experience a must. Send resume, references and tape of recent broadcast to Jim Loy, KOTV, P.O. Box 6, Tulsa, OK 74101. Application finalists will be required to furnish evidence of employment authorization and identification. EOE. M/F. A Belo Broadcasting Corporation.

**WTVC has the following position open:** Assignment editor. Coordinate daily news activities. Familiar with SNG, ENG and newstar and organize newscast. One year television news experience preferred. College degree helpful. Qualified applicants should contact Jim Church at WTVC, Inc., P.O. Box 1150, Chattanooga, TN 37401. Equal opportunity employer.

**Weekend weather** - Minimum 2 years experience with a television news operation. AMS certificate and/or degree in meteorology preferred. Knowledge of colorgraphics Live-line 5 and in-house radar helpful. Gannett ownership and NBC affiliate assure commitment and excellent lead-ins. Resumes & tapes to News Director, Paul Baldwin, WTLV-TV-12, 1070 E. Adams St., Jacksonville, FL 32202. EOE.

**If you look good, sound good,** and can do good reporting, I don't want you. But if you're great at all these things, let's talk. I need a strong co-anchor to compliment a male anchor. Contact Bill Carter, WCBV-TV, P.O. Box 271, Columbus, MS 39703. 601-327-4444. EOE.

**WTOC-TV is looking** for creative, dedicated journalists. We're the dominant station in the market, the CBS affiliate, airing five half-hour newscasts daily. We need people ready to share our commitment. Resume and references to: ND, Box 8086, Savannah, GA 31412. EOE.

**Assignment editor:** Applications are being taken for position of assignment editor at Midwest affiliate. Must be able to write, edit and assign stories to reporters. Interpersonal skills a must. Prior experience in television preferred. Contact Bob Totten, P.O. Box 2229, Topeka, KS 66601. EOE.

**Reporters.** Two reporters needed for Midwest network affiliate. Send tape/resume to Bob Totten, P.O. Box 2229, Topeka, KS 66601. EOE.

**Several positions:** Morning and noon meteorologist, morning and noon anchor, evening anchor. Experienced only. Resumes to Box M-17.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Marketing producer:** We're looking for a strong and creative producer to join our staff. If you're the best news and programming producer then let's talk. Top 40's market. Send resume to Box L-92. EOE, M/F.

**Promotion writer/producer.** Expanding promotion department looking for creative individual who can write, edit and implement news and entertainment promotion plans. Box L-94.

**Producer/director** position requiring precision news directing and creative innovation for promotions and special projects. If you are ready for a challenging position and have at least 2 years experience as director and TD send tape and resume to KSTAT-TV, 1408 N. St. Mary's, San Antonio, TX 78215. Attn: Steven Wegner. EEO employer. M/F.

**Director:** For top 100 Midwest market, primarily to direct fast paced newscasts. 2 years experience. Send resume to Box L-84.

**Producer:** Put your creativity and experience to work on a new one hour morning show at a Midwest affiliate. Box L-86.

**Immediate opening** - Writer/producer for medical news segments. Strong organizational skills required. Extensive client contact, long hours, and travel necessary. Submit reel, resume, and salary requirements to: Orbis Medical News, 3322 N. Lakewood, Chicago, IL 60657. EOE.

**Production manager - Hawaii calls!** New, growing, state-of-the-art Channel 5, indy seeks energetic, industrious, creative, ingenious production manager with 3 to 5 years managerial experience in commercials, promotions and local productions. Cost control ability necessary. Send resume, salary history to: VP/Programming, KFVE, 315 Sand Island Rd., Honolulu, HI 96819-2295.

**Work in Palm Springs!** Hands-on director/editor with creative juices flowing wanted. October start. Comparable salary for market plus excellent benefits. Current 3/4" format. Resume and demo reel to Adam Gilbert, Palmer CableVision, 41-725 Cook St., Palm Desert, CA 92260. Non-union. EOE.

**Editors:** Expanding Christian organization seeks persons with 3-5 years 1" computer editing skills. Grass Valley editors and switchers, Chyron IV and super scribe with eclipse, experience preferred. Send tape and resume to Morris Cerullo World Evangelism, c/o Ossie Mills, P.O. Box 700, San Diego, CA 92138, 619-277-2200. EOE.

**Commercial production director.** WAGM-TV is seeking a highly creative, experienced director to head up it's commercial production unit. 2 years of solid production experience is a must. If you're looking for a quiet, rural setting and a fast paced, demanding position send tape and resume to Production Manager, WAGM-TV, P.O. Box 1149, Presque Isle, ME 04769. EOE.

**KOLO-TV has an opening** for a commercial director in the production department. Heavy client/sales contact and hands-on equipment operation. 3 year minimum experience required. Send resume and 3/4" or 1" commercial demo reel to Rex Colby, Production Manager, KOLQ-TV, P.O. Box 10,000, Reno, NV 89510. KOLQ-TV is an EOE.

**Mid-Atlantic production facility** needs editor strong on creativity, client relations, technical skills. CMX and ADO experience necessary. Resume and salary requirements to Box M-6.

**Senior writer/producer.** ABC affiliate in 34th market looking for high-energy, innovative, quality-oriented expert to join creative promotion team. One year experience in TV promotion required. Must be able to demonstrate strong writing, producing, and editing skills. Expertise in print, radio, and outdoor desired. Send resume, tape, and writing samples to: Jim Strader, Director of Creative Services, WSYX, P.O. Box 718, Columbus, OH 43216. EOE.

**TV producer/writer**--Write screenplays, scripts and print materials. Produce single-camera taped programs and multi-camera live broadcasts. Minimum three years writing experience. Send resume/salary history only to: Calvin Gilbert, Div of Employee Resources, AMERICAN HOSPITAL ASSOCIATION, 840 North Lake Shore Dr., Chicago, IL 60611. An equal opportunity/affirmative action employer.

## SITUATIONS WANTED MANAGER

Last five years my stations have been number one. Sales/programming/promotion oriented. General manager available immediately. Multiple formats. I'll make you a winner! Bill James 804-794-7777-days. 804-674-5379 nights.

## SITUATIONS WANTED ANNOUNCERS

Vacancy? See Janet Lynch's ad. Situations Wanted Radio Announcers.

## SITUATIONS WANTED TECHNICAL

Engineer, Sterling credentials. FCC/SBE/NARTA certified industrial video, radio and cable background. Experienced audio/video/RF/microwave, construction and maintenance. 1/2", 3/4", 1", GVG switchers. Sony editors. RCA/JVC cameras. Seeking maintenance or asst. chief engineer any market. Small market chief. Call Jim 703-434-5926.

## SITUATIONS WANTED NEWS

Meteorologist loves weather! AMS seal. 10 years TV. Accurate, personable, award winner. Seeks final destination Northeast. Size unimportant. 415-381-4320.

New York University journalism graduate with #1 market experience seeks reporter/producer position in small to medium market. Strong writing and reporting skills. Tape available, willing to relocate. Patricia. 215-692-8479.

News lite! Professional-yet-fun approach to features by award-winning video columnist. David 407-322-6290.

Energetic, conscientious, white salesman-announcer. 15 yrs radio and TV. Prefer within 100 mi. DFW. Available now weekends. Now employed. Prefer contract. Call 214-270-1114 mornings.

How many versatile, hard-working Ivy League meteorologist/sportscaster combos are available for your news team? Don't pass up this opportunity to sign a real find! Art Saxton 215-687-4224

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Pair-a-docs: Father/daughter Ph.D.s. hosts. feature. reporters. guests. psychology/intimacy issues. Top credentials/extensive TV/radio experience. 612-291-7547.

Director, editor, camera operator with 4 years experience in small market seeks move to larger market TV or production facility. Box L-113.

Television engineer who has become so obsessed with our CG he has tunnelvision, would love to do CG work somewhere. Stan Amster 802-863-3676 or 802-658-8022

2 years at top 6 market affiliate. Experience on daily live talk show, public service and documentaries. Associate producer & assistant to producer: Producing in studio and field, researching and some editing. Unmarried and willing to relocate for permanent position and more experience. Box M-5

Bright, young, talented production oriented man looking for a position with TV station or production company in the Mid-Atlantic states. Six years experience with state-of-the-art equipment. Tape and resume upon request. Jeff 301-934-2619.

Emmy Award winning New York City producer/writer seeks relocation to warmer climate, nicer city. Long term variety of network, cable and corporate video experience. Strong creative, production and management skills. Preference for magazine, talk show, feature or informational programming. Beverly Schanzer 212-737-8492

## MISCELLANEOUS

Primo People needs specialists...investigative, consumer, medical and feature reporters. Send tapes and resumes to Steve Porricelli or Fred Landau. Box 116, Old Greenwich, CT 06870-0116 203-637-3653.

Be on TV. Many needed for commercials. Casting info 1-805-687-6000 Ext. TV-7833

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

Faculty opening. University of Missouri School of Journalism seeks executive radio news producer/faculty member. Professional radio news experience and bachelor's degree required, master's preferred. Co-teach introductory broadcast news course, help supervise student staff in newsroom of University's NPR affiliate. Heavy emphasis on writing, reporting, editing and anchoring skills and ability to teach those skills to others. Opportunity to be innovative in competitive market. Women and minorities encouraged to apply. Tape and resume to Margaret Howard, KBIA News Director, School of Journalism, P.O. Box 838, Columbia, MO 65205 314-882-3867.

Instructor/assistant professor Mass Communication beginning 9/1/89. Teach variety of undergraduate courses in radio/TV production, communication law, news/editorial. MA plus experience required; Ph.D. preferred. Send application letter, resume, transcripts to Dr. Patricia Jefferson, University of Indianapolis, 1400 E. Hanna Avenue, Indianapolis, IN 46227. EO/AA Employer.

## 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.

## 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. 212-921-0774 Eckhart Special Productions (ESP).

## MISCELLANEOUS

Troubled? Counselor makes housecalls to broadcasters via audio cassette. Helps with career advancement, job problems, personal and family difficulties, and more. Doctor is a broadcaster who talks your language. Convenient, confidential, affordable. Clients nationwide. Free information. Clinic, Box 71223, Marietta, GA 30007.

Attorney - Seeking an associate with 1-3 years experience in communications law for busy D.C. law firm. Competitive salary and benefits. Send resume in confidence to Box L-67.

Underwriting coordinator: Responsibilities: To obtain underwriting support from business, industry, foundations and other private sector entities for TV and radio program acquisition or production and to defray the local broadcast expenses of the licensee. Qualifications: Bachelors Degree or equivalent; knowledge of public TV/radio underwriting or commercial broadcast sales; excellent interpersonal communication skills. Two years experience in the preparation, writing and design of underwriting/sales material; attention to detail, supervision of student assistants and work with volunteers required. Salary: \$18,000 plus benefits. Available immediately after search. Deadline: September 30, 1988. Letter and resume to: Paul Witkowski, Associate Director, Ohio University, 9 S. College St., Athens, OH 45701. 614-593-4949. EOE.

Demo tapes: Update your television news demo tape or shoot new one. Work with team of experienced professionals, led by former network correspondent. Eckhart Special Productions. 212-921-0774

## WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040 Manuel Flores 512-723-3331.

Instant cash-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.

20KW FM transmitter with late model exciter. Hi power broadband 4 bay C.P. FM antenna 102-106 MHz; 3D Pback + R/P carts. (ITC) + R-R recorders. Doug. 402-488-4275.

## FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available Transcom 215-884-0888. Telex 910-240-3856.

FM transmitters\*\*Harris FM25K (1983), AEL 25KG (1977), \*\*Harris FM20H3 (1976), RCA BTF20E1 (1983) \*\*Harris FM10H3 (1974), RCA BTF10D (1968), CCA 30000DS (1968) \*\*Transcom Corp. 215-884-0888. Telex 910-240-3856.

AM transmitters\*\*CCA AM 10.000D (1970), Collins 820E (1978) \*\*Gates BC-5P (1962) \*\*Harris MW1A (1970), Harris BC-1H1, CSI T1A (1981), Bauer 707 (1970), Collins 20V3 (1968), \*\*McMartin BA 2.5K (1981), \*\*Transcom Corp. 215-884-0888. Telex 910-240-3856.

50KW AM\*\*CCA AM 50.000D (1976), excellent condition- \*\*Transcom Corp. 215-884-0888. Telex 910-240-3856.

FM antennas. CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

For sale: Remote unit, 28 ft. box on 1985 Ford truck. Completely self-contained 3 JVC Procams, 2-BVU 820's 16 input/3-ME swx, digital video, stereo audio, etc. Complete location package w/grip van available. \$225,000 O.B.O. Call 701-241-9073.

RCA UHF TV transmitter: Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen or Dirk Freeman. 303-665-8000.

3/4" and 1" blank videotape. Evaluate 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.

RCA TCR-100 video cart machine - two TCR-100's are available with 3000 carts. For more info call WBRC-TV 205-322-6666.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding 214-422-5487.

Kline tower - overall height is 645 feet with two platforms. Tower will be dismantled by July 31st. Excellent condition. Ready for sale. WBRC-TV, 205-322-6666.

Vidifont Mark IV-A CG w/all options, cost \$35K, \$3,500 Sony 5850 \$3,900. TEK & Conrac monitors 650's, 6122's, 6142's from \$1,500. Auto-cue prompter new \$1,250. Instaplay Video 212-355-7540.

C-Band Electronics for SNV, EFP or fixed; Ikegami 730 w/15x Canon, PS, Battery & chgr. & more \$4,300. Instaplay Video 212-355-7540.

Broadcast quality videotape - 1", 3/4" professionally evaluated guaranteed, introductory prices: 1" 60 min. - \$28.00 KCA60 - \$8.50 KCA/KCS20 - \$4.50. Quantity discounts. Call today -VSI 1-800-346-4669.

Microwave van. Wolf Coach w/2 masts, gen. all systems in good working order \$27K Mobile Video Services, Ltd., 2139 Wisconsin Ave N.W., Washington, DC 20007.

For sale. JVC camera BY 110U 10X. Lens, battery, cable, case. Like new \$1950. Call Rick. 907-283-7800

AM trans. 6 - 50KWs, 8 - 10KWs, 11 - 5KWs & 10 - 1KWs. FM trans. 2 - 40KWs, 1 - 27 1/2 KW, 9 - 20KWs, 6 - 10KWs, 7 - 5KWs, 1 - 3KW, 16 - 1KWs, & 1 - 250watt. All units in stock - All inst. books - All removed from on air service. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967, 214-630-3600. Ask for Rob Malany, Director of Sales.

3 Ampex AVR-1 Quadraplex recorders, 2 in excellent condition, 1 for parts \$20,000.00 or OBO. Also, 1 Sony BVE-5000 editing system. Contact Engineering at 213-216-5400.

For sale, 250 watt transmitter Gates BC-250 GY plus 150 foot tower, for sales or rent. Call 703-221-1124 between 4:30 and 5:30 p.m. EDST

Call or FAX Media Concepts to either buy or sell used equipment. We are presently in need of one RCA PM-85 dubber. We always need Tektronix 528s, 1420s. Sony type 5 editing systems. BVU-800s and 820s. We now have several good RCA film stands available with TK-28s and TK-29s. Call 919-977-3600 or FAX 919-977-7298.

Maze Broadcast, Inc. will be closed for vacation Sept. 18th thru Oct 2nd. The Sony BVU-800's you've been asking for will be available October 10th. Call to reserve yours. 205-956-2227.

Scientific Atlanta C-band uplink transmitter Redundant 300W HPAs with accessories Price \$125,000.00 For more information call: 713-473-5585 and ask for Ron Brown.

## RADIO

### Help Wanted Programing Production & Others

# WMAL

## amb63

### PROGRAM DIRECTOR

WMAL/Washington, DC. seeks experienced Program Director for full service, personality-oriented format. Must have superior leadership, communication, organizational and motivational skills. He/She must also have thorough knowledge of all programming elements of an adult-appeal format. Management experience in radio programming is required. Send inquiries (no calls please) to Jim Gallant, WMAL, 4400 Jenifer St., NW, Washington, DC 20015 EOE.



## Production Coordinator

Major AM/FM radio station seeking **Production Coordinator** with a minimum of 10 years major market radio production experience. Experience in the writing and production of radio station promotional announcements and multi-track recording experience required. Experience in equalization, compression, noise reduction and other state-of-the-art production techniques and equipment required. Qualified candidate must also have experience in the direction of talent in interpretation of promotional copy.

Successful candidate will operate multi-track recording equipment in the production of station promotional announcements. Will be responsible for the recording, production, and maintenance of the AM & FM on-air music libraries, as well as for the quality control of commercial announcements and monitoring of AM/FM to ascertain consistency of on-air product, promotions, commercials and music. Salary negotiable.

We offer a competitive benefits package. Send resume to:

Department PC, Box 428  
4111 Lincoln Blvd.  
Marina del Rey, CA 90292

Equal Opportunity Employer M/F/H/V

## ADVERTISING AND PROMOTION MANAGER

Radio station in a major market is looking for a talented and creative marketing professional. This individual must possess a minimum of 5 years experience in on-air promotions and/or public relations, superior writing & communication skills and a strong work ethic. Knowledge in all areas of media marketing is a must. Bachelors degree is required. Send resume w/salary requirements to:  
Box M-19.

Equal Opportunity Employer

## Help Wanted Management

## DREAMING OF OWNERSHIP?

Six people in our group had that dream too. Today they each own a piece of their own radio station(s). In addition, we have a few more working for us now, preparing to enter ownership in the future. It could happen to you, too! If you can give us a few good years in sales, and a few more in management, you could become our partner in a future station acquisition.

We have stations in Lewiston Maine, Camden Maine, Portland Maine, Boston Mass, Worcester Mass, Lowell Mass, and Rochester New York. To find out more, send a letter of introduction to us. We need you if you have sales ability, and management potential. Write to Arnold Lerner, "GROUP L", 155 Pine Hill Rd., Hollis, New Hampshire, 03049. We will reply to every inquiry in strict confidence.

OUR TOP BILLING SALES STAFF WANTS TO ATTAIN NEW HEIGHTS. LEAD THEM! RESUME, ACCOMPLISHMENTS, MANAGEMENT AND SALES IDEAS. ALONG WITH SALARY HISTORY TO MILES KNUTESON, GSM, WMEE/WQHK, 2915 MAPLES ROAD, FORT WAYNE, INDIANA 46816.

## Help Wanted Sales

RADIO SALES MANAGER NEEDED FOR TOP, SOUTH FLORIDA AM/FM COMBO. BROADCAST MANAGEMENT EXPERIENCE REQUIRED. SEND RESUMES TO BOX 9898, FT. LAUDERDALE, FLORIDA, 33310. EOE.

## CALL IN TALK SHOW HOST TOP MARKET STATION

Personality show host offering counseling on a wide range of topics. Financial, real estate, personal advice, consumerism, career, law, etc.

Cassette & resume to Rick Sklar, Sklar Communications, Inc., Program & Marketing Consultants, 100 Park Ave., 5th floor, New York, New York 10017.

## Situations Wanted Announcers

### CAN HE TALK? YES!

Veteran communicator, 16 years in various music formats, looking to move into personality full-service or talk radio. Bright, versatile, opinionated, creative, funny, well-informed - a proven ratings builder with great interpersonal style. 914-949-8596.

## Situations Wanted Management

### HOWDY PARTNER!

20 yr. radio vet seeks to share experience with radio investor. I can invest or will consider equity deal. Inquire Box M-15.

## EXPERIENCE & KNOW-HOW

Financial executive who is results oriented and computer literate is seeking new opportunity. Background includes: experience in major, medium and small markets; large company training with small company experience; station acquisitions and sales; equity and debt financings; computer conversions; and experience with all phases of accounting. Perhaps we can meet in DC at RADIO '88.

Call DAVE KENNEDY -  
(512) 442-9530

## RADIO MANAGER NORTHEAST

Looking for the next opportunity for both of us.

Strong sales background.

Reply to Box M-12

## AM 710 KMPC

KMPC AM 710 Los Angeles is accepting audition tapes and resumes for the new Midnight to 6 A.M. Show.

Female and Male broadcasters with at least five years experience in Music and Talk Radio are invited to send a tape and resume to:

John Felz, Operations Director  
KMPC

5858 Sunset Boulevard  
Los Angeles, California 90028

KMPC is an Equal Opportunity Employer



# ON-AIR HOSTS

Cable Value Network, a rapidly expanding shop-at-home service, is conducting auditions for non-union hosts/hostesses to demonstrate and sell attractive consumer products on the air. We are located in the 12th largest metro area in the U.S. — Minneapolis/St. Paul, MN.

We're looking for natural sales pros who love selling and presenting... who can identify a product's features and benefits, and communicate them in a creative, personable manner. In return, we can offer a unique, exciting selling opportunity characterized by a variety of products, a broad customer base, a fast pace, and high visibility... with no prospecting and no out-of-town travel.

Additional qualifications include experience selling a wide range of consumer products (prefer radio/TV and/or broadcast background or on-air broadcast sales experience). Must have the ability to "think on your feet"; a friendly, professional image; and availability to work flexible hours.

We offer a highly competitive salary and benefits package, including relocation assistance. Qualified candidates send resume and demo tape in confidence to: CVN Companies, Inc., 1405 Xenium Lane North, Plymouth, MN 55441. Equal Opportunity Employer.

*The Growth Is Just Beginning*



## Help Wanted Programing Production & Others

### PROGRAM DIRECTOR

#### KING 5 Television

Our award winning station is looking for an outstanding candidate to head up its dynamic production team.

Responsibilities include supervision of Programming, Production and Public Affairs departments; creation and production of all local non-news programming and special projects; station on-air operations; purchase of syndicated product and maintenance of NBC affiliate relations.

College degree required.

Send resume to:

Sturges Dorrance  
General Manager  
KING 5 Television  
Code -B-

333 Dexter Avenue North  
Seattle, WA 98109

NO PHONE CALLS PLEASE!

King Broadcasting Company  
is an Equal Opportunity Employer  
M-F-H



#### EDITOR

WKBD TV-50, DETROIT, ONE OF AMERICA'S PREMIER INDEPENDENT STATIONS IS SEEKING AN EXPERIENCED POST-PRODUCTION EDITOR FOR OUR NEW STATE-OF-THE-ART FACILITY. CANDIDATES SHOULD BE EXPERIENCED IN COMMERCIAL, PROMOTION AND PROGRAM EDITING. GRASS VALLEY EDITOR EXPERIENCE A PLUS. SEND RESUME TO: WKBD, INC., P.O. BOX 2350, SOUTHFIELD, MI 48037. ATTN: PERSONNEL. PPE. EOE M/F.



## Help Wanted News

### \*Chief Photographer \*Photographer

National award-winning local news operation seeks Chief Photographer to oversee operations and Photography staff. Applicants should have experience in News Photography and management. Also opportunity for PHOTOGRAPHER to join our expanding news staff. Contact Jim Sweeney.

**CABLEVISION NEWS 12**  
28 Cross St., Norwalk, CT 06851  
(No Calls, please)  
Equal Opportunity Employer

### CORPORATE TELEVISION WRITER/PRODUCER

For leading agricultural organization headquartered in Chicago area. Minimum of five years television experience, broadcast Journalism degree preferred. Must be able to understand and communicate agricultural issues. Send resume and videotape to Stewart Truelsen, Director of Broadcast Services, American Farm Bureau Federation, 225 Touhy Avenue, Park Ridge, Illinois 60068. EOE.

## Help Wanted Technical

### Maintenance Engineer

**KHJ-Channel 9** currently seeks the skills of a **Maintenance Engineer** to join our fast-paced, major market television station.

The qualified individual will have 5 years broadcast equipment maintenance experience. Skills must include stand-alone maintenance and repair abilities covering high end studio cameras, video switches, digital video effects, and one inch VTR machines. General knowledge of studio equipment maintenance preferred. Candidate must be willing to work nights and weekends.

If you meet our requirements, please send resume to:

**KHJ**

**5515 Melrose Avenue  
Hollywood, CA 90038  
Attn: Personnel**

Equal Opportunity Employer

#### TV ENGINEER

Responsible for maintenance and operation of broadcast quality equipment in new Telecommunications Center. Minimum qualifications: 2 year degree in electronics and 2 years experience in maintenance and operation of broadcast quality TV equipment. Equivalent combinations of education and experience may substitute for the stated qualifications. For full consideration, resume must be received by September 9, 1988. Send resume to: Marshall E. Allen, Director Educational Television Services, Telecommunications Center, Stillwater, OK 74078-0585. OSU is an Affirmative Action/Equal Opportunity Employer. Successful applicant must comply with IRCA.

## Help Wanted Management

### General Manager WSYM TV 47, Lansing, Michigan

If you are an aggressive sales oriented professional with solid leadership skills and television management experience, let's talk about a tremendous opportunity.

Contact: Steve Smith, WTMJ, Inc.  
Box 693  
Milwaukee, WI 53201

EOE



## ALLIED FIELDS Help Wanted Technical

### CUSTOMER SERVICE REPRESENTATIVE

Detail oriented self-starter needed for a career with software vendor for the broadcasting industry. Will be responsible for software installation, planning and client training. Involves extensive travel in the US and Canada. Broadcast experience required. Enterprise Traffic System knowledge preferred.

Competitive compensation package. Send resume and salary history to Personnel Dept., Enterprise Systems Group, Inc., 2790 N. Academy Blvd., Suite 210, Colorado Springs, CO 80917.

### Miscellaneous

James Martin/Capital Markets requests principals seeking \$2-25 million for radio/TV acquisition or re-capitalization.



James Martin & Associates  
Suite 1000, 65 E. State St.  
Columbus, Ohio 43215  
PH: 614-889-9747 FAX: 614-889-2659

### Employment Services

## JOB HUNTING?

If you need a job, you need MediaLine. MediaLine gives you instant access to jobs in television and radio. Access a daily report by phone for less than 90¢ a day. To get the first word on the best jobs call:

**800-237-8073**

in CA: 408-296-7353

*MediaLine*  
**THE BEST JOBS ARE ON THE LINE**  
2156 The Alameda, San Jose, CA 95126

## 10,000 RADIO-TV JOBS

### American Radio TV

Up to 300 openings weekly over 10,000 yearly-The most complete and current job listings published ever by anyone. Disk Jockeys, Newspeople, Programming Engineers, Sales. **Money Back**

**Guarantee-** One week \$7.00 **Special:**

Six weeks \$1595. You save over \$20.

**AMERICAN RADIO TV JOB MARKET**

1533 N. EASTERN Dept F

LAS VEGAS, NEVADA 89101



## WE PLACE ENGINEERS

CHIEFS, ASST. CHIEFS, MAINTENANCE TECHNICIANS, EDITORS, GRAPHICS

*America's Leading Source for a Decade*

(TV STATIONS, PRODUCTION FACILITIES, CORP. TV., MFG.)

For information phone or write Mark Karnish



### key systems

479 Northampton Street  
Kingston, PA 18704

Employer  
Paid Fees

(717) 283-1041

## Business Opportunities

**URGENTLY NEED \$30,000.  
SECURED. 20% INTEREST.  
POSSIBLE EQUITY INTEREST.  
NEW CHRISTMAS ALBUM AND VIDEO PRODUCTION.**

**LIPS ENTERTAINMENT OF HAWAII.**

1750 Kalakaua Ave., Suite 3-673

HONOLULU, HI 96826

808-949-1826..ASK FOR LEE.

## Public Notices

WKNO-FM invites bids for transmitter, related equipment and/or services. For complete bid package, call Chief Engineer 901-458-2521. Bid opening Noon (CST), September 23, 1988.

## Wanted to Buy Stations

### MEDIA MARKET BROKERS

1-404-323-8081

**PROFITABLE FMs and CPs WANTED NOW. ABSOLUTELY CONFIDENTIAL! CLIENTS SEEKING SMALL/MEDIUM PROFITABLE FMs ATLANTIC SEABOARD & SOUTHEAST. REALISTIC MULTIPLES. CPs ANYWHERE. BUY OUTRIGHT OR 49/51% WITH OPTION.**

## THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road.

Dept. P.R., Ann Arbor, MI 48106

## For Sale Stations

### MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV  
A Confidential & Personal Service

BURT

**SHERWOOD** INC

3125 Maple Leaf Dr. • Glenview, IL 60025

**312-272-4970**



**PAUL E. REID COMPANY  
35 YEARS BDC. EXP.  
BROKER-CONSULTANT**

N.C. FM. ADJ. TO COASTAL CITY. 750K. CASH  
S.C. AM. COASTAL CITY. AN AM MARKET. 350K  
GA. AM/FM IN GROWING CITY 650K  
S.E. COASTAL FM WITH CP TO UPGRADE TO C..2M  
KY. AM/FM IN GREAT MARKET. 900K

**BUYING OR SELLING**

**PAUL E. REID**

404-882-1214

P.O. BOX 2669

LAGRANGE, GA 30240

## For Sale Stations

- AM/FM in west Tennessee. Bargain at \$800,000.
- AM/FM close to Terre Haute. \$380,000.
- 100,000 watt FM in southern Nebraska. \$390,000.



Broadcast Communications Division

**BUSINESS BROKER ASSOCIATES**

615-756-7635 — 24 Hours

# Hickman Associates

- +FM/AM N.Y. combo for \$1 million with \$150 down & ex. terms
- +Big Sky Class "C" FM for \$1.3M
- +Mid-Atlantic small market AM with FM CP - \$325,000 with terms

**RON HICKMAN**

201-579-5232

### TOP 50 MARKET AM CLEAR CHANNEL

CP FOR EAST COAST FULLTIME AM, 10 KW DAY, 3.5 KW NIGHT, DA-2, high dial position with good potential for skywave service to BERMUDA.

Terms to qualified buyers  
Send inquiries to Box M-13

### HADDEN & ASSOC.

FM MISSOURI S/M \$50K DN. \$85,000  
AM/FM IDAHO TERMS \$275,000  
FM NORTH FLA. CL A \$50K DN. \$750,000  
AM CENTRAL FLA. \$50K DN \$450,000  
AM FLA. MAJOR MKT. 10 KW C/F \$2,000,000  
AM/FM FLA. WEST COAST \$2,300,000  
(ORLANDO) 407-365-7832

## 1ST \$150,000 CASH BUYS

WAXY-AM, WAYCROSS. ONE OF GA'S OLDEST RADIO STATIONS. 1230 KHZ. 1KW FULLTIME. INCLUDES NEW TRANS. AND LAND VALUED AT \$100,000. CALL MARSHALL ROWLAND, 904-824-0833.

## See Us —

NAB-RADIO '88

Grand Hyatt Hotel / Sept. 14-17

Call for Appointment

**SNOWDEN**

**Associates**

Media Brokers 919-355-0327

**Public Auction  
Wednesday—September 14—2:00 PM**

**ELKTON, Kentucky**

**“WOAM”**

AM - 500 WATT - clear channel non-directional -  
1070 KHX - Daytime Broadcasting  
Only station in Todd County. Great potential  
for expanding marketing area.  
Call or write for detailed brochure

O.G. "Bud" Steinman

Ron Steinman

AAA Auction Service, Inc.  
11210 State Rd. 14E  
New Haven, IN 46774  
219—493-6585 CALL ANYTIME

**MEDIA, INC.**

**Television-Radio Brokers**

**Tn. 10-KW Powerhouse!**

\$500K, great terms.  
2 Fulltime Fla. AM's  
Near Tampa & Orlando.  
\$250K & \$500K, terms.

**Rick Mitchell  
(813) 439-6489**

**MAJOR MARKET DAYTIME  
SUBURBAN AM. HIGHLY AF-  
FLUENT GROWTH MARKET. 2  
MILLION POPULATION. BOX  
M-11.**

**AM/FM & WEEKLY SHOPPER**

AM/FM and weekly Shopper dominate  
this small, upscale town. Good cash  
flow and upside with Shopper. Princi-  
pals only.

**Box M-10.**

**STAN RAYMOND  
& ASSOCIATES, INC.**

Media Brokers

- \* SOUTHERN CLASS C's
- \* FLORIDA CLASS C & A
- \* GREAT VALUES IN AM 's

See us at NAB - Washington, D.C.  
J.W. Marriott - Suite 931

Call now for appointment and information

Stan Raymond  
(813) 383-9404

1795 Peachtree Rd.  
Atlanta, Ga. 30309

Nick Imbornone  
(404) 897-1418

**H  
O  
L  
T**

**BROKERAGE GROUP**

**PRICED FOR IMMEDIATE SALE**

FM C-2 with Best Signal in Top 40 Metro  
Excellent Terms to Qualified Buyers

**35% down**

**Seller Note Below Prime**

Call John Caso  
904-438-8508

**Washington Pensacola Dallas**

**SEALED BIDS  
KVKM-AM 5000 WATTS  
MONAHANS, TEXAS**

This radio station will be sold via sealed  
bids to be opened on September 23,  
1988. For complete package/bid instruc-  
tions/details, call:

**GARY SMART  
505—884-3600  
TERMS AVAILABLE**

**RADIO**

SOUTHWEST  
GREAT OPPORTUNITY  
FM

LAND, HOUSES, SHOP, MORE!  
\$385K

Contact Craig Chambers

**CLIFTON GARDINER  
& ASSOCIATES INC**

Communications Brokers

433 Park Point Drive Golden, Colorado 80401 (303) 526-1458

**MAJOR MARKET DAYTIME  
SUBURBAN AM. AFFILIATE  
GROWTH MARKET. 2 MIL-  
LION POPULATION.  
BOX M-11.**

**WISCONSIN AM-FM  
FOR SALE**

Recently granted facilities upgrade can more than  
double current sales. Stations on track for record year.  
Great history. Cash flow \$200,000+ on approximately  
\$600,000 gross. Strong local economy.

**\$1.4 Million Cash  
Box M-20**

**H  
O  
L  
T**

**BROKERAGE GROUP**

**VHF NETWORK AFFILIATES**

Positive Cash Flow and Limited Competition  
VHF TV Facilities in Top 100 ADI

**Projecting \$2.0 cf**

**Priced at 7.5x pcf**

Call John Caso  
904-438-8508

**Washington Pensacola Dallas**



# 101 WAYS to Cut Legal Fees & Manage Your Lawyer

## 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!

- find the right lawyer
- get quality work
- keep costs down

Yes! Please send me a copy of 101 WAYS. Enclosed is my check for \$29.95.

Name \_\_\_\_\_  
 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

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted: Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Blind Box Service:** (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

# Fates & Fortunes

## Media

**Joaquin F. Blaya**, general manager, WTLV(TV) Miami, and Eastern region manager, Univision Station Group, named president, Univision, New York.

**Patrick W. Guy**, general attorney, broadcast section, CBS News, New York, named director, business affairs.

**Rick DeMarco**, corporate controller, Palmer Cablevision, Des Moines, Iowa, adds duties of controller, radio division, Palmer Communications Inc. Company owns WNOG(AM)-WCVU(FM) Naples and WTNE-AM-FM Tallahassee, all Florida, and KWQC-TV Davenport and WHO-AM-TV-KLYB(FM) Des Moines, all Iowa; it also owns cable systems in Banning, Calif., and Naples, Fla.

**Arthur R. Hook**, management and programing consultant, SouthWest MultiMedia Corp., media acquisition firm, Houston, named VP, operations.

**John Howell**, director, marketing, Summit Cable Services of Forsythe County, Winston-Salem, N.C., named VP, general manager, Summit Cable Services of Georgia Inc., Marietta, Ga.

**Mark Renier**, general sales manager, WENSE(FM) Shelbyville, Ind., named VP, general manager, WJIB(FM) Boston.

**James F. Smith**, general manager, KWSS(FM) Gilroy, Calif., named VP, general manager, KYUU(FM) San Francisco.

**Chuck Hillier**, executive VP, midwest division manager, Hillier, Newmark, Wechsler & Howard, Chicago, named VP, general manager, WKQX(FM) Chicago.

**Steve Sandman**, VP, Drake-Chenault Enterprises, Albuquerque, N.M., joins KZAM(AM) Eugene, Ore.-KZAM-FM Creswell, Ore., as VP, general manager.

**Curtis E. Downey**, general manager, WIKS(FM) New Bern, N.C., named VP, general manager, WQOK(FM) South Boston, Va.

**Mike Binkley**, general manager, partner, WTAB (AM)-WYNA(FM) Tabor City, N.C., named general manager, WIKS(FM) New Bern, N.C.

**Laurence D. Landaker**, station manager and general sales manager, WEVU(TV) Naples, Fla., named VP, station manager and general sales manager.

**Ken Koepka**, director, broadcast operations, KATV(TV) Little Rock, Ark., named VP, broadcast operations.

**Ed Phillips**, assistant manager, noncommercial KFTZ(AM) Tucson, Ariz., named station manager.

**Craig Dubow**, general sales manager, KVUE-TV Austin, Tex., named VP, station manager.

**Michael Roszman**, operations manager, WGR(AM)-WRLT(FM) Buffalo, N.Y., named VP, operations.

**Howard M. Schwartz**, general manager, WTMG(FM) Murfreesboro, Tenn., named general manager, WJQI(AM) Chesapeake, Va.-WJQI-FM Virginia Beach, Va.

**Bruce J. Stoller**, local sales manager, WHND(AM) Monroe, Mich.-WCSX(AM) Birmingham, Mich., named acting general manager.

**Chuck Jewell**, general sales manager, WHO(AM)-KLYB(FM) Des Moines, Iowa, named station manager.

**Jacqueline Kain**, curator, Museum of Art, Long Beach, Calif., named director, broadcasting, noncommercial KCET(TV) Los Angeles.

## Marketing

Appointments at Backer Spielvogel Bates Inc., New York: **Barbara Goldman**, senior radio producer, New York, to VP; **Jim Colasurdo**, copywriter, New York, to VP; **Walter Bishop**, senior copywriter, New York, to VP; **Marianne Gambelli**, network supervisor, New York, to VP; **John Woodruff**, principal and VP, director, client services, Snyder-Reeds & Woodruff Inc., regional advertising firm, Denver, to VP, director.

**Donald B. Weber**, senior VP, director, client services, Rumrill-Hoyt Advertising, Rochester, N.Y., named senior VP, director, marketing and development, D'Arcy, Masius, Benton & Bowles Inc., Chicago.

**Mark Zakarin**, VP, creative advertising, ABC Entertainment, Los Angeles, named VP, marketing.



Pearson

**Ed Pearson**, sales manager, National Television Sales, Capital Cities/ABC Inc., Detroit, named general sales manager, National Television Sales, Capital Cities/ABC Inc., New York.

**Leonard Goldman**, local sales manager, WNEV-TV Boston, named manager, newly formed regional sales development unit.

**Haig Sarian**, account executive, WNEV-TV, named local sales manager.

**David P. Bagliebter**, senior VP, general counsel, ProServ Inc., New York, sports marketing and management firm, named manager, New York headquarters.

**Joe DelGrosso**, director, sales and marketing, KATV(TV) Little Rock, Ark., named VP, director, sales and marketing.

**Mark Altschuler**, national sales manager,

WGN-TV Chicago, named VP, director of sales, World Events Productions Ltd., New York.

**Stuart I. Bodow**, VP, client services, Time Buying Services Inc., New York, named VP, marketing, Vitt Media International, media planning and buying company, New York.



Morris

**Sheila Morris**, director, publicity, Harmony Gold, Los Angeles, named VP, marketing services.

**Barbara Harden**, regional director, marketing, American Cable Systems of Massachusetts, Boston, named director, marketing and sales, Greater Media Cable

of Philadelphia.

**George A. McPherson**, regional sales marketing representative, Idaho Beverages, Lewiston, Idaho, joins KODY (AM) North Platte, Neb., as general sales manager.

**John Dowd**, president, Broadcast Media Consultants, Omaha, Neb., named general sales manager, WSPA-TV Spartanburg, S.C.

**Michelle Massaro**, national sales manager, WRKS-FM New York, adds duties of local sales manager.



**Robert Iger**, VP, programming, ABC Sports, New York, has been named executive VP, ABC Television Network Group. Iger will be responsible for East and West Coast business affairs departments. Iger joined ABC Television in 1974 as studio supervisor, production planning services. He joined ABC Sports in 1976 as operations supervisor and became manager of ABC's *Wide World of Sports* in 1978. He was named director, program planning, in 1984 and VP, program planning and acquisition, in 1986.





Rabin

**Jay A. Rabin**, general sales manager, KZKC(TV) Kansas City, Mo., named general sales manager, KTVD(TV) Denver.

**Craig Jacobus**, general manager, WJTW(FM) Joliet, Ill., named general sales manager, KKLT(FM) Phoenix, Ariz.

**Dick Aune**, general sales manager, KGAN(TV) Cedar Rapids, Iowa, named general sales manager, KIMT(TV) Mason City, Iowa.

**Richard E. Schwartz**, national sales manager, KHTV(TV) Houston, named local sales manager, KABB(TV) San Antonio, Tex.

**Suzanne L. Westcott**, account executive, WHND(AM) Monroe, Mich.-WCSX(AM) Birmingham, Mich., named local sales manager.

**Barbara Wagoner**, account executive, KOAT-TV Albuquerque, N.M., named national sales manager.

**Mary-Rose McHugh**, regional sales manager, WVIT(TV) New Britain, Conn., named national sales manager.

**Sharon Carter**, promotion manager, KODA (FM) Houston, named director, advertising and promotion, KTRH(AM) Houston.

**Neil Baudhuin**, VP, sales and marketing, VideoWorks Inc., New York, named VP, marketing and sales, Place Production Center, South Norwalk, Conn.

**Eric Sheppard**, account executive, WBMW(FM) Manassas, Va., named local sales manager, WIKS(FM) New Bern, N.C.

**Steven J. Fapka**, account executive, WWJ(AM)-WJOL(FM) Detroit, named account executive, CBS Radio Representatives, Chicago.

**Roy Wade**, account executive, WXYZ-TV Detroit, named account executive, KNXV-TV Phoenix.

**Natalie Murray**, sales trainee, TeleRep Inc., New York, named account executive, leopard sales team, New York. **Eric Kert**, sales trainee, named account executive, cougar sales team, New York.

Appointments at WMAQ(AM) Chicago: **Robin Pierce**, account executive, WKBQ(FM) Granite City, Ill.; **Mary Healy**, finance director, The Cook County Republican Party, Chicago, and **Maria Gerace**, graduate, University of Notre Dame, South Bend, Ind., named account executives.

**Joan Fleischer**, account executive, WABC(AM) New York, named account executive, WINS (AM) New York. **Art Zeidman**, sales manager, Roslyn Radio Sales, New York, named account executive, WINS(AM).

**Randy Becker**, account executive, Major Market Radio, Los Angeles, joins Banner Radio, Los Angeles, as account executive.

Appointments at Blair Television: **Carol Smith**, account executive, Banner Radio, Seattle, to account executive, Seattle; **Sally Weston**, account executive, Seltel Inc., New York, to account executive, ABC red team, New York; **Sabrina Leonard**, manager, Seltel

Inc., Houston, to account executive, Dallas.

Appointments at Harrington, Righter & Parsons Inc.: **Bonnie Deitchman**, sales trainee, named account executive, New York silver team; **Tracy Trull**, account executive, Gillett Television Sales, Atlanta, named account executive, New York gold team; **Gerry McGavick**, sales trainee, named account executive, New York blue team; **Denise McDermott**, account executive, WCIA(TV) Champaign, Ill., named account executive, Chicago blue team.

Appointments at Katz American Television, New York: **Keith Green**, divisional VP, manager, adds duties as National Sales Manager, white sales team; **Bob Scutari**, account executive, to New York manager, red sales team; **Frank Quagliareliello**, account executive, to New York manager, white sales team.

**Teresa Tidwell**, account executive, Katz American, Dallas, named account executive, MMT Sales Inc., Dallas.

Appointments at Seltel Inc.: **Diane McAtee**, local salesperson, KDFI-TV Dallas, to account executive, rockets sales team, New York; **Bonnie Cash**, salesperson, KXTX-TV Dallas, to account executive, sales team, Dallas; **John H. Ludemann**, graduate, Baruch College, New York, joins accounting department, New York.

**Steve Martinson**, manager, Waterbed Room Co., Rochester, Minn., named account executive, KIMT(TV) Mason City, Iowa, based in Austin, Minn.

Appointments at WTXS(TV) Waterbury, Conn. **Paul Salisbury**, account executive, WKCI(FM) Hamden, Conn.; **Patrick Rush**, director, marketing and research, Blair Entertainment, New York, and **John Hesslein**, sales manager, Connecticut Radio Network, Hamden, Conn., named account executives.

**Ron Crowe**, promotion manager, WFAA-TV Dallas, named director, advertising and promotion, KHOU-TV Houston.

**Donna Bye**, accountant, Citibank, Baltimore, joins Eisner, Petrou & Associates, Baltimore, as accounting assistant.

**Colleen Carlin**, account executive, Golin/Harris Communications Inc., Chicago, named account executive, consumer division, Warren Anderson Advertising & Public Relations, Davenport, Iowa.

**Bruce Dowdy**, regional sales manager, WMYK-FM Elizabeth City, N.C., named marketing specialist, WHNS(TV) Asheville, N.C. **Cheryl Bradfute**, freelance writer and photographer, joins WHNS(TV) as marketing specialist.

**Pamela Wade**, account executive, Independent Television Sales, Chicago, named account executive, TeleRep Inc., cougars sales team, Chicago.

**Gregg Albricht**, account executive, KOMO-TV Seattle, named account executive, KCPQ(TV) Tacoma, Wash.

**Patti Carpenter**, assistant director, public affairs, Intermountain Power Agency, Delta, Utah, named marketing assistant, Broadcast Television Systems, broadcasting equipment manufacturer, Salt Lake City.

**Patricia LeMon**, regional director, affiliate relations, NBC Radio, New York, joins sales team, Interep Radio Network, New York.

## Programing

**Neal S. Baseman**, senior VP, business affairs, Lorimar Home Video, Los Angeles, named VP, business affairs, Turner Network Television, Los Angeles.



Mechanic

**Carol Mechanic**, director, national accounts, Showtime/The Movie Channel, Los Angeles, named regional VP, Western region.

**Cynthia Barrett Diulio**, writer-producer, creative services, WTXS(TV) Waterbury, Conn., named director, creative services.

**Lee Abrams**, director, corporate programing, Shamrock Communications Inc., Scranton, Pa. ("Fates & Fortunes," Aug. 29), joins Satellite Music Network, Dallas, as managing director, Z-Rock format. Abrams will keep post at Shamrock.

**Elise Keen**, manager, domestic contract administration, Lorimar Television Syndication, Culver City, Calif., named manager, syndication contracts, Columbia Pictures Television, Burbank, Calif.

**Dolores N. Morris**, executive director, production, *The Disney Sunday Movie*, Burbank, Calif., named VP, *Magical World of Disney*, Burbank.

**Rob Senn**, director, sales and marketing, Crawford Post Production Inc., Atlanta, named VP, sales and marketing.

**Karin L. Byrne**, manager, business affairs, MCA Home Entertainment Inc., Los Angeles, named VP, creative affairs, Simcom International Inc., Beverly Hills, Calif.

**Robert Mendez**, associate director, business affairs/legal, domestic television division, Paramount Pictures Corp., Hollywood, named director, business affairs.

**Sol Weisel**, post-production supervisor, Play-boy Video Entertainment, Los Angeles, named director, production services.

**Jim Forbes**, reporter, KCBS-TV Los Angeles, forms Forbes Broadcasting Inc., Tarzana, Calif., news reporting and production company. **Larry Chun**, news editor, KCBS-TV, joins Forbes Broadcasting Inc. as production manager.

**Bill Kates**, assistant production director, WBCN(FM) Boston, named production director, WXRK(FM) New York.

**Jessica Ettinger**, weekend on-air talent, programing staff, WYNY(FM) New York, named music director, WWPR(FM) New York.

**Andy Dean**, music director, WWPR(FM) New York, named program director, WDHA-FM Do-

ver. J.

**Andrew Hanges**, supervisor, special effects. Home Box Office, New York, named special effects editor. Varitel Video, Los Angeles.

**Nick Wilson**, director, programs. Music Box, production company, London, named editor, children's programs. Granada Television, London.

**Dixie Whatley**, arts, entertainment and film critic, WCVB-TV Boston, named co-host. *At the Movies*, weekly movie review program, Tribune Entertainment Co., Chicago.

## News and Public Affairs

**Jim Pitcock**, news director, KATV(TV) Little Rock, Ark., named VP, news director.

**Susan O'Malley**, public relations director, WTTG(TV) Washington, named news and information publicist, National Public Radio, Washington.

**Terry Cole**, news director, KWCH-TV Wichita, Kan., named news director, WTSP-TV St. Petersburg, Fla.

**John Palminteri**, news and program director, KTMS(AM)-KHTY(FM) Santa Barbara, Calif., named managing editor, KEYE-TV Santa Barbara.

**Bill DeLaney**, producer, correspondent. *The Christian Science Monitor Reports*, weekly television news program, Boston, named senior coordinating producer. *World Monitor*, Boston.

**Mike Chamberlin**, weeknight sports anchor, KCOP(TV) Los Angeles, named sports director, KTVK(TV) Phoenix.

**Jeff Simons**, anchor, executive producer, KBMT(TV) Beaumont, Tex., named co-anchor. *Eyewitness News at 6 and Nightwatch at 11*, WSPA-TV Spartanburg, S.C.



Simpson

**Barbara Simpson**, anchor and host, *2 at Noon*, KTVU(TV) San Francisco, joins KOFY-TV San Francisco as anchor.

**Deborah Collura**, producer, 6 p.m. news, KSDK(TV) St. Louis, joins WTEN(TV) Albany, N.Y., as executive producer. *Eyewitness News*.

Appointments at KNTV(TV) San Jose, Calif.: **Rob Fladaboe**, reporter, to weekend anchor; **Carol Lin**, reporter, CONUS-TV, radio-TV news service, Washington, to reporter; **Terry McSweeney**, reporter-anchor, KTXL(TV) Sacramento, Calif., to reporter.

**Russ Salzberg**, sports anchor, CITY-TV Toronto, named sports anchor. *News at Ten*, WWOR-TV Secaucus, N.J.

Appointments at WNEV-TV Boston: **R.D. Sahl**, co-anchor, 6 and 11 p.m. newscasts, adds duties as co-anchor. *News 7: New England*, 5 p.m. newscast. **Lester Stong**, co-anchor, 12 p.m. newscast, named co-anchor, 6 a.m. newscast. **Amalia Barreda**, free-lance reporter, WCVB-TV Boston, named co-anchor, 6 a.m. newscast.

**Joe Donlon**, anchor-reporter, KZTV(TV) Corpus Christi, Tex., joins KVOA-TV Tucson, Ariz., as co-anchor, weekend editions. *Eyewitness News*.

**Clay Johnson**, reporter, weekend producer, WCIV(TV) Charleston, S.C., joins WPTF-TV Raleigh-Durham, N.C., as reporter, weekend producer.

**Kristy Deer**, news-sports reporter, sports anchor and program host, Owensboro on the Air Inc., local origination cable channel, Owensboro, Ky., named weekend sports anchor, KAKE-TV Wichita, Kan.

**Lori New**, writer-producer, WIVB-TV Buffalo, N.Y., named writer-producer, KDFW-TV Dallas.

**Marianne Milano**, consumer reporter and producer, WPTV(TV) West Palm Beach, Fla., named co-host. *PM Magazine*, WJAR(TV) Providence, R.I.

**Terese Roberts**, general assignment reporter, WNWO-TV and WTVG(TV) Toledo, Ohio, joins WSPD(AM)-WLQR(FM) Toledo as part-time reporter and anchor.

## Promotion and PR

Appointments to Warner Cable Communications Inc.'s newly established corporate affairs program: **Andy Holdgate**, VP, public relations, Storer Cable Communications, Mi-

ami, to senior director, public affairs, Dublin, Ohio; **Kathryn A. Bryant**, deputy director, Detroit Cable Communications Commission, to director, government and community affairs, Western region, California; **Gary R. Matz**, attorney, Herbst, Thue & Matz Ltd., Bloomington, Minn., to directors, government and community relations, Midwest region, Dublin, Ohio.

**Lori Gutknecht**, publicity manager, The Samuel Goldwyn Co., Los Angeles, joins Prime Ticket Network, Inglewood, Calif., as director, communications.

**Tawny Reckamp**, promotion director, KPLX(FM) Fort Worth, named promotion director, KUPL-AM-FM Portland, Ore.

**Toby Cunningham**, executive producer, WKBD(TV) Detroit, named director, creative services.

**Joel Weinberg**, sports anchor-reporter, WVIT(TV) New Britain, Conn., named director of sales, Visual Concepts, public relations and marketing tapes production firm, Windsor, Conn.

**Anita Kelso**, public relations associate, The Jones Co., home builder, St. Louis, joins World Events Productions Ltd., St. Louis, as director, public relations and promotions.

**Maggie Day**, promotion manager, WFAN(AM)

# Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

- Broadcasting Magazine**  
 3 years \$190     2 years \$135     1 year \$70     6 mos. \$35

(International subscribers add \$20 per year)

- Broadcasting Cablecasting Yearbook 1988**

The complete guide to radio, TV, cable and satellite facts and figures—\$110 (if payment with order \$95.) **Billable orders** must be accompanied by company purchase order. Off press March 1988. Please give street address for UPS delivery.

To order by MASTERCARD or VISA credit cards, phone toll free 1-800-638-SUBS

Name \_\_\_\_\_  Payment enclosed

Company \_\_\_\_\_  Bill me

Address \_\_\_\_\_ Home? Yes  No

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_

Signature \_\_\_\_\_ Are you in cable TV operations  Yes  No

For renewal or address change  
place most recent label here



New York, named promotion director, WNCN(FM) New York.

## Technology



Hersly

**Isaac Hersly**, VP, marketing and product planning, Chyron Corp., Melville, N.Y., named president, teletext and video products division, and group VP, marketing and product planning, Chyron Group. **Joseph L. Scheuer**, president, chief operating officer and director, Chyron Corp., retires. **Alfred O.P. Leubert**, chairman and chief executive officer, assumes duties as president.

**James S. Mays**, senior VP, NBI Inc., office automation firm, Boulder, Colo., named president and chief executive officer, WaveFrame Corp., Boulder. **Steven Krampf**, senior product manager, Ampex Corp., Redwood City, Calif., named senior VP, sales marketing, WaveFrame Corp., Boulder.

Appointments at Anixter Bros. Inc., communications equipment manufacturer and supplier, Skokie, Ill.: **Raymond J. Geraci**, VP, advertising, named senior VP, advertising and PR; **Vincent P. Buchman**, director, marketing and communications, named VP, advertising.

**William Liento**, owner, Film Equipment Rental Co. Inc., New York, joins Lee Colortran Inc., Totowa, N.J., as senior VP, sales and marketing.

Appointments at Sony Corp. of America: **Michael Costanza**, Eastern regional sales manager, consumer tape division, Paramus, N.J., to national accounts manager, Sony Magnetic Products Co., Park Ridge, N.J.; **Steve Johnson**, national sales manager, consumer tape division, Park Ridge, to promotions manager, Sony Magnetic Products Co.; **Robert Eiman**, Midwestern regional sales manager, Sony Magnetic Products Co., Chicago, to Midwestern zone manager; **Joseph Fusco**, national sales manager, professional tape division, Park Ridge, to Eastern zone manager, Paramus; **John Ward**, Western regional sales manager, Cypress, Calif., to Western zone manager.

**Gene Simmons**, director, engineering, WPFB(AM) Middletown, Ohio, named chief engineer, WIZE(AM) Springfield, Ohio.

**Johann Safar**, engineering group leader, Thomson CSF Broadcast Inc., Stamford,

Conn., named chief engineer, Panasonic Broadcast Systems Co., Secaucus, N.J.



Rowan

Tulsa, Okla., named sales group.

**Douglas M. Rowan**, VP, worldwide sales and service, Mass-comp, computer manufacturer, Boston, named VP, worldwide marketing and sales service organization, Ampex Corp., Redwood City, Calif.

**Melanie Lowry**, network services administrator, United Video, sales executive, video

## Allied Fields

**Baryn S. Futa**, VP, general counsel, National Association of Public Television Stations, Washington, joins Cable Television Laboratories Inc., Cambridge, Mass., as consultant and acting chief operating officer.



Albert

**Jack Albert**, executive VP, Visnews International, New York, joins Pan American Satellite, Greenwich, Conn., as VP, broadcast services.

**Peter Marshall**, deputy director, broadcast services, Intelsat, Washington, joins K. Schaefer & Associates, telecommunica-

tions consulting firm, Washington.

**Maxine Brewster**, operations manager, Broadcast Music Inc., New York, named director, operations, licensing administration.

Appointments to Sacramento Area Radio Broadcasters Association: **Jerry McKenna**, VP, general manager, KSMJ(AM)-KSFM(FM) Sacramento, Calif., elected president; **Doug Stewart**, general manager, KCTC(FM) Sacramento, elected VP; **Fred Gaines**, general manager, KHTN(FM) Placerville, Calif., elected secretary; **John Geary**, general manager, KXOA-FM Sacramento, elected treasurer.

**Elizabeth McDonald**, strategic planning consultant, Canadian Association of Broadcasters (CAB), and chair, production working group, strategy subcommittee, Committee of the Canadian Advanced Broadcasting Sys-

tems Committee, Ottawa, appointed director, policy and planning, CAB.

**Joseph T. Dembo**, VP, CBS Radio, New York, joins Fordham University, New York as professor, media studies.

**Ben Cromer**, broadcast technician, Radio Marti, Washington, joins Voice of America, Washington, as special events officer.

**Richard Pollet**, attorney, Hall, Dickler, Lawler, Kent & Howley, New York, joins J. Walter Thompson Co., New York, as general counsel.

**Richard King**, director, news promotion, WFTV(TV) Orlando, Fla., named director, resource development, Eternal Word Television Network, Birmingham, Ala.

**Nancy J. Logan**, marketing representative, TV Guide, Los Angeles, named broadcast marketing supervisor.

**Judith Foy**, producer, WCVB-TV Boston, will attend Horace H. Rackham School of Journalism, University of Michigan, Ann Arbor, with sponsorship of W.K. Kellogg Foundation.

**Mary Jo Czarnecki**, media typist, W.B. Doner & Co., Detroit, named media planner.

## Deaths

**Irving Mansfield**, 80, producer, publicity agent and writer, died of heart attack Aug. 25 at his home in New York City. Mansfield joined CBS as producer in 1946. He collaborated on *Talent Scouts* with Arthur Godfrey and produced *This is Show Business* and *The Jane Froman Show*. He also produced mini-series and movie versions of books his late wife, Jacqueline Susann, wrote. He is survived by his second wife, Beverly, and one son.



Schmid

**Robert A. Schmid**, 76, advertising and broadcasting executive, died Aug. 26 at his home in New York City. Schmid began his career in radio department of Young & Rubicam advertising agency, New York. He joined CBS's promotion department in 1934 and later Mutual Radio Network as VP, promotion and research. Schmid purchased WESC-AM-FM Greenville, S.C., in 1958. He was chairman of board at stations at time of his death. He is survived by one daughter.

**Frank Smith**, 88, advertising executive, died Aug. 11 of heart attack at his home in Scarsdale, N.Y. Smith joined Benton & Bowles Advertising (now D'Arcy, Masius, Benton & Bowles) in 1941. He retired as senior VP, partner, in 1968. He is survived by his wife, Freida, one son and two daughters.

**Johnnie S. Campbell**, 81, broadcasting engineer, died Aug. 25 in Baptist Hospital, Nashville. Campbell was chief engineer of WSM(AM) Nashville until 1970. He helped prepare Clear Channel case before FCC in Washington. He is survived by his wife, Julia.

**INDEX TO ADVERTISERS:** Accuracy in Media 22 □ Americom 6, 62 □ Associated Press Broadcast Services 26 □ Blackburn & Co., Inc. 60 □ Bolton Research Corp. 45 □ Business Radio Network 48 □ Chapman Associates 68 □ Classified Ads 74-82 □ Columbia Pictures Television Front Cover □ Communications Equity Associates 63 □ Firstmark Financial 65 □ Galavision 19 □ Greyhound Financial Corp. 69 □ HNWN 15 □ Hughes Communications Cover 4 □ KHJ-TV 11 □ Kozacko-Horton Co. 64 □ KSKN-TV 70 □ Lorimar Syndication Second Cover/3 □ Mahlman Co., The 46 □ R. A. Marshall & Co. 66 □ Media General Broadcast Services, Inc. 16, Cover 3 □ Media Venture Partners 59 □ Merrill Lynch Capital Markets 21 □ MGM/UA Telecommunications, Inc. 4-5 □ MIPCOM 57 □ Motorola 13 □ Multimedia Productions, Inc. 47 □ Norac Productions 37 □ Orban Associates, Inc. 17 □ Potomac Television/Communications, Inc. 8 □ Professional Cards 73 □ Cecil L. Richards, Inc. 61 □ SCS Radio Network Services 44 □ Services Directory 72 □ Society Bank 71 □ SRDS 25

## Post-Newsweek's Bill Ryan: A broadcasting natural

It was 1962 and the Milwaukee Braves were in Bradenton, Fla., playing spring ball against the New York Yankees. Milwaukee's pitcher had just struck out Roger Maris for the third time (this was the year after Maris hit 61 home runs to best Babe Ruth's single-season mark). Feeling perhaps slightly cocky, the pitcher, by his own admission, "fell asleep" against the next batter, Mickey Mantle. A single sleepy slider later, Bill Ryan was watching his pitch brush the palms some 420-plus feet away. "I've never seen a ball go so far," says Ryan. He's come a long way from the diamond himself.

G. William Ryan is president and chief operating officer of Post-Newsweek Stations (having succeeded Joel Chaseman in that post when the latter was bumped to chairman in March of this year). It is what Ryan wanted, what he expected and what he has worked hard to achieve. Not surprisingly, he speaks of his past, present and future with the confidence (cockiness?) of an athlete diagraming a winning play.

Ryan grew up in Vermont playing football, basketball and baseball well enough to earn a scholarship to Notre Dame, entering the school in 1959. Academically, he chose a pre-law curriculum. Athletically, a football injury forced him to concentrate on baseball, where he pitched himself into an offer from the Milwaukee Braves to play professionally. He left the university in 1961, joining the club's Boise, Idaho, minor league team. He was called up to the majors at the end of the season as a relief pitcher, but a shoulder injury the next year—"I got tendonitis and bursitis and eventually couldn't comb my hair"—sent him back to the minors, this time with the Yakima, Wash., Bears, as pitching coach, and later to Milwaukee's Austin, Tex., club.

After 3½ years in pro baseball, Ryan realized his career was ending. He began looking for a new career, but "everybody wanted to talk pro sports and nobody wanted to hire me," he says. He spent a short stint as a "special representative" for Arnold Bakery, where, he recalls: "They would send me around to store openings and to sign autographs until they realized nobody knew who I was and I had to get another job."

Somebody who did want to hire Ryan was David Henderson, then sales manager at KYW-TV Philadelphia (now head of Outlet Broadcasting), who put him in Westinghouse Broadcasting's training program.

Ryan had been steered toward broadcasting by a former Notre Dame classmate and long-time friend, Don Criqui, now a commentator for NBC Sports. Ryan had the chance to choose either talent or administration. At first, Ryan thought he would be a sportscaster, "until I found out I didn't have any talent." Instead he chose administra-



GEORGE WILLIAM RYAN—President and chief operating officer, Post-Newsweek Stations, Miami; b. Feb 25, 1941, Rutland, Vt.; attended Notre Dame University, South Bend, Ind., 1959-1961; played professional baseball with Milwaukee Braves major and minor league teams, 1960-1963; special representative, Arnold Bakery, Pompton Lakes, N.J., 1964; account executive, KYW-TV Philadelphia, 1965; account executive, TVAR (Westinghouse rep firm), Chicago, 1966, New York, 1967; local, national and general sales manager and general manager, WKBS-TV Philadelphia, 1967-74; general manager, WPLG-TV Miami, 1974-78; general manager, WFSB-TV Hartford, Conn., 1978-1984; president and general manager, WPLG-TV, 1984; present position since March 1, 1988; m. Susan Jean Murray, March 2, 1963; children: Kelly, 21; Billy, 20.

tion. While in the training program, Ryan was called to pitch in relief once again: "Someone got sick in the sales department [at KGY-TV Philadelphia] and they needed someone to cover for them," he recalls. Ryan worked as an account executive at the station, taking business courses at Temple University, then moved to Westinghouse's TVAR rep firm, first in Chicago and then in New York, as account executive.

When Ryan got an offer to join a fledgling UHF independent, Kaiser Broadcasting's WKBS-TV Philadelphia, as local sales manager, he took it. He left the Westinghouse organization with some regret, but it was balanced by the thrill of potential victory in what he thought could be "the real future" of television. He was also trying to "round out [his] portfolio."

He learned more about the television business from that UHF experience, he says, than he ever would have had he "stayed in a safe environment." That experience paid off, as Ryan took the classical route to broadcast upper management. He became national sales manager, general sales manager and general manager. "We took it from losing money to making money. To have a UHF independent in the black was something of a coup."

Kaiser wanted Ryan to head its in-house rep firm, which he had helped start, but Post-Newsweek's ABC affiliate, WPLG(TV) Miami, "which was then number four in most dayparts," was looking for someone to help out. Relief pitcher Ryan couldn't pass up the challenge. He joined the station as general manager in 1974 and helped take them to number two. "I'm really a glorified fireman," he says.

The next fire was at WTIC-TV Hartford, Conn., which Post-Newsweek had just bought. It wasn't in first place when he got there in 1978, but it was when he left in 1984. By that time, he was needed back at WPLG where the general manager had left to head up the competition. The station was second in the important 6 p.m. news period. "We were doing a half hour at 5:30 and an hour at 6," says Ryan. "We started doing three half hours. In the first ratings book following the switch, the station "won every newscast," says Ryan. Since then, all the Post-Newsweek stations have adopted the three half-hours format.

In addition to strong local news, Ryan feels one of the keys to his stations' success has been community involvement and a "long-term, rather than scatter shot, approach to public service."

Ryan's hiring policies at WPLG and KYW-TV have earned him recognition for encouraging female and minority participation in the media. "If any station is going to be reflective of its community, it's got to reflect all aspects of its community," says Ryan.

Ryan was named president of Post-Newsweek Stations March 1. Says Chaseman of the choice: "He is a great broadcaster. He inspires confidence from the people who work with him." He also has inspiration on which to draw. His son, Billy, himself a fine athlete, was paralyzed in a swimming accident in January 1987. Despite months in a hospital and ongoing rehabilitation, the younger Ryan took a double load of courses in summer school and has caught up with his class.

The Post-Newsweek presidency has brought with it a host of entangling alliances. Overseeing four stations that among them are affiliated with all three networks "involves an awful lot of travel and industry commitments," says Ryan. In fact, he says: "This is the first week [it is Aug. 23] I've been here all week since I took the job." Of the travel, he says succinctly: "I hate it."

Still, he is where he wants to be: "I want to make sure things are run well. It's been a terrific place to work. I'd like to spend another 10 or 12 years here, but challenged." One challenge would be expanding the company's broadcast holdings: "Hopefully, we will be buying other stations," he says at least three times in the course of the interview. One gets the feeling Ryan secretly hopes one of them is in fourth place, and in need of a good pitching coach.



**Expectations that Vice President George Bush and Governor Michael Dukakis would hold first presidential debate before middle of next month proved unfounded last week.** Bush campaign announced that Bush does not plan to debate Dukakis before Sept. 20. That had effect of canceling two scheduled debates—one planned by League of Women Voters for Sept. 8 in Birmingham, Ala., and one by bipartisan Commission on Presidential Debates for Sept. 14 in Annapolis, Md. Each group had scheduled three presidential debates and one between vice presidential candidates, all to be televised. Dukakis had committed himself to commission's debates, and had not ruled out participating in league debates. Republican National Committee Chairman Frank Fahrenkopf Jr. had indicated Bush would participate in commission's debates, but Bush organization had not committed Vice President to either set. Matter may be straightened out in meeting scheduled for Tuesday (Sept. 6) in Washington between Dukakis campaign chairman Paul Broutas and Bush campaign chairman James Baker.

**Nielsen Media Research** said last week that **pay cable penetration reached 28.8%** in July, increase over May and February figures of 28.3%.

**Paramount reports** new late-night program, **The Arsenio Hall Show, has been cleared in 75 markets** (25 network affiliates, 50 independents) covering 60% of country. Show was pre-sold to about 20 stations and went to market about month ago.

**ABC confirmed** earlier reports that both **Moonlighting** and **thirty-something** will make new season debuts on Tuesday, Dec. 6.

## TVB tallies TV totals

*Commercial television advertising totaled \$11.8 billion in the first half of 1988, an increase of 7.9% over the same period in 1987, according to figures released last week by the Television Bureau of Advertising. Network advertising for the half-year grew 9.2% from 1987, ahead of the pace for local television ads and national and regional spot TV advertising, but behind the rate of growth in the much smaller syndication advertising market.*

*Based on data collected by Broadcast Advertisers Reports, the figures also indicate a shift by major advertiser Procter & Gamble away from network TV.*

*Network television's advertising growth to \$4.7 billion for the first half of the year, up 9.2% from first-half 1987, was primarily at ABC, whose ad revenues grew 31.5% from the first half of 1987 to \$1.6 billion. CBS's advertising declined 2.2% to \$1.4 billion, while NBC's advertising grew 2% to \$1.6 billion. The biggest network advertising spender, P&G, cut its purchases 10% to \$172.8 million.*

*Local TV advertising, the second largest segment, rose to \$3.4 billion for the first half of 1988, up 6.9% from the year-before period. Restaurants and drive-ins, the leader by product classification in local TV ad dollars, spent \$383.2 million in local markets for January through June 1988, up 2% from the year before.*

*National and regional spot advertising grew 5.6% from the first half of 1987, to \$3.3 billion. The leading spot advertiser, General Motors (along with its dealer associations), spent \$153.7 million, up 29% from 1987's first-half level. The second biggest advertiser, Procter & Gamble, increased its spot advertising 42% to \$102.9 million.*

*National syndication television advertising, a fraction of the advertising in other TV segments, grew to \$424.9 million in the first half of 1988, up 22.9% from the corresponding period in 1987. The heaviest advertiser, again P&G, increased ad spending 42% to \$29.4 million. Fox Broadcasting Co. advertising is included in this category.*

## Touchtone aims for DBS PPV market

*TVN President Stuart Levin last week announced formation of a 17-channel direct broadcast satellite program service, Touchtone, to be launched in the second quarter of 1989. The 10 channels serving the home dish market would run top-10 video rentals, "like a 10-plex movie theater" on a \$4 pay-per-view basis using AT&T 800 telephone service for authorization and billing. The firm seeks an early video rentals release window but said no agreements have been reached with studios providing PPV product. Nor could Levin report any deals with program packagers to fill six other channels with basic services. A home-dish-only movie channel, Starion Entertainment, launched in July by TVN and Amway Corp., will be among the non-PPV services. Stereo transmission of FM radio superstations is also a possibility. Referring to "true DBS" service in Japan, Levin said, "we intend to be first here in the U.S."*

**CBS affiliate WNEV(TV) Boston** has developed locally produced morning news and information program for children, entitled *Ready To Go*, which had test run this spring and summer at 6-7 a.m. Response was so positive that station is moving program up one hour to 7-8 a.m. slot, and will delay broadcast *CBS Morning News* one hour (8-10 a.m.).

**Krvz-TV Bend, Ore., will become NBC affiliate on Sept. 1.** Stainless Broadcasting station has carried both CBS and NBC programming since 1980.

**Scheduled heavyweight bout in London between Mike Tyson and Frank Bruno on HBO will be delayed from Oct. 8 to Oct. 22,** based on doctor's examination of Tyson's right hand last week. Tyson recently broke hand in street fight in New York. Bob Greenway, HBO VP of sports programming, said that examination showed hand to be in good enough shape for Tyson to fight on Oct. 8, but that fight would probably be delayed until Oct. 22 to be on safe side.

**President's Council at NBC has had preliminary discussions about supporting campaigns of political candidates sympathetic to network's interests.** Contributions would come from personal money of members of council, which is made up of 12 senior NBC executives. NBC spokeswoman stressed that "coordinated giving fund" discussed bears no resemblance to plans for NBC PAC proposed two years ago by NBC President Bob Wright.

**TM Communications Inc.,** Fort Worth-based producer and distributor of radio jingles, station ID's and music libraries, **has entered into financing agreement with company's founder.** Thomas Merriman, whose last association with TMCI was as consultant in 1986, will lend company up to \$500,000 in exchange for certain stock conversion rights. TMCI has agreed to nominate Merriman and two others to its board of directors and Merriman will also be appointed company's vice chairman. TMCI also announced it has become distributor for computer-based voice technology system for radio station concert and information telephone lines. Company said it planned to close \$7.1-million sale of its four radio stations to Marathon Communications in early October.

Reaction from Capitol Hill to FCC actions on advanced television transmission (see page 32) is expected this Wednesday (**Sept. 7**) when **House Telecommunications Subcommittee,** chaired by Edward Markey (D-Mass.), **will hold another in series of hearings on HDTV technology.** Witnesses scheduled to appear include: Richard Wiley, partner in Washington law firm of Wiley, Rein & Fielding and chairman of ATS committee; Charles Schott III, deputy secretary for communications and information policy for

National Telecommunications and Information Administration; Sidney Topol, chairman of Scientific-Atlanta and head of EIA's advanced TV committee; Jerry R. Pearlman, chairman, president and chief executive of Zenith Electronics Corp., Glenview, Ill., and Richard Elkus, chairman, Prometrix Corp., Santa Clara, Calif.

□  
**Turner Network Television said 23 of nation's top 30 cable systems will be launching new TBS service** "on or shortly after" Oct. 3 debut, and said negotiations are continuing with several uncommitted systems. Meanwhile, **Vision Interfaith Satellite Network** said it **has signed American Television & Communications** to pre-launch commitment, giving ecumenical service 18 million homes. VISION will launch with five hours of daily programming on Sept. 19.

□  
PTL trustee M.C. (Red) Benton and PTL founder **Jim Bakker** were close to signing \$165-million proposal that would put Bakker back in charge of bankrupt TV ministry and other PTL operations. At press time, Bakker had not produced \$3-million nonrefundable retainer. But PTL source said if retainer is deposited Sept. 6, Bakker might be back on air on following Monday, Sept. 12. Bakker would lease PTL for 20 days, co-managing with trustees, until \$74-million balance of \$77-million down-payment were rendered. Money, reports have said, comes from unnamed "Greek tycoon" who would purchase \$156 million in CD's as insurance behind Bakker's success or failure. "Nobody knows how stations and cable will react," said source, who said perhaps third of current employees do not want to work for Bakker. PTL programming is now carried by 76 stations, representing 59% of U.S. households, and reaches 10,290,000 cable subscribers, source said. PTL pays no fee for nearly three-quarters of cable carriage, he said.

□  
**National Cable Television Co-op and "handful of major pay and basic services" have had high-level talks over past two weeks designed to reach agreement on access by co-op to services at volume discount rates.** Co-op, which represents two million subscribers, wants to pay rates comparable to what major MSO's pay, while programmers are concerned with billing and marketing performance of hundreds of small operators. Although co-op has reached agreement with several programmers (Turner, FNN), other major ones have eluded group. NCTC had pushed volume discount amendment of Senator Larry Pressler (R-S.D.) to home satellite bill last year, and may turn heat up in Washington again if talks with programmers falter. NCTC Executive Director Michael Pandzik said co-op board met last week and agreed to assemble state coordinators to organize grass roots support if talks fail. In addition to South Dakota, co-op would also target Kansas and Missouri senators (Republicans Nancy Kassebaum, Robert Dole, John Danforth and Christopher [Kit] Bond, respectively), among others. But Pandzik was hopeful agreement could be reached within next two weeks, saying two sides were as close as ever to agreement.

□  
Squabbling continues weeks after end of writers' strike, with **National Labor Relations Board filing unfair labor practices action against Writers Guild of America** on behalf of Writers Coalition, dissident faction within union. Coalition, comprising 21 members critical of guild leadership during strike, is asking NLRB to invalidate rules of guild that restrict members' ability to quit union during strike.

□  
**Second session of Space WARC got off to what head of U.S. delegation called "brisk and businesslike start"** last week. Ambassador Theodore F. Brophy, chairman of delegation, in report from Geneva released by State Department, said that in conference's first four days, approximately 900 delegates from about 100 countries had completed most of session's internal organization. Among other agreements on conference and committee leadership matters, session elected Ilija Stoyanovic of Yugoslavia as chairman. He had been chairman of first session, in 1985.

Brophy also said committees had reached agreement on two routine matters as it began getting down to job of planning fixed satellite services' use of geostationary orbit. Committee on allotment planning accepted report of first session recommending that subregional satellite systems be provided for in procedures rather than by including them in plan to be adopted. Committee also accepted recommendation, endorsed by U.S., to use 6725-7025 mhz as uplink band for allotment plan. However, knottier problem involves definition of "existing system" and "allotment." Until agreement is reached on those matters, work on computer programs to produce plan will be stalled. Debate was underway last week.

## GI to revamp Videocipher II

*By next summer, the Videocipher II satellite signal encryption system will be replaced on the General Instrument assembly lines by Videocipher II-Plus, a more secure, VC-II-compatible system, GI spokeswoman Cheri Hart said last week. Current VC-II-encrypted signals "won't be turned off," she said. Instead, the two systems "will run in tandem." Videocipher division head, Larry Dunham, and others from GI were expected to formally announce the Plus system to manufacturers, satellite operators and program distributors attending the Satellite Broadcasting and Communications trade show in Nashville early this week.*

*General Instrument believes VC-II-Plus will end rampant signal theft, without disenfranchising consumer and cable industry VC-II users. The higher security is attributed to a "security enhancement module card" that will slide into the back of the integrated receiver-decoders and be required to authorize reception. Purchasers of the Plus hardware—which will cost no more, and possibly less, than VC-II, said Hart—will be required to order the cards directly through GI or another distributor, not off a dealer's shelf—an element of the system, said Hart, that will result in accurate ownership records. Hiding the existence of unauthorized decoders, she said, will be more difficult. GI recently entered into an agreement with British Satellite Broadcasting to introduce the card system (although not the Plus hardware) into the U.K.'s new DBS service (BROADCASTING, May 16).*

*Although described as "backward compatible," the Plus system will expand beyond the 56 "tier bits" (each representing program packages) currently offered on VC-II. Once the new system is implemented, VC-II owners will continue to have access to the 56 tier bits, and VC-II-Plus owners will have access to the same 56, plus 200 more bits, the latter inaccessible to VC-II's. "There would be no reason [for programmers] to move" to the bits that are inaccessible to VC-II, said Hart, since that would mean leaving behind segments of the 511,000 currently paying subscribers.*

*GI estimates that 319,000 of 1,012,000 VC-II's shipped have been altered to allow unauthorized and unbilled reception of satellite-delivered TV programming. Increasing attention to theft problem has involved Justice and Customs department seizures of altered VC-II's, and FCC investigations led to Aug. 30 and 31 equipment seizures in Las Vegas, Tampa, Fla., and Palestine, Tex. Programmers, program packagers, satellite operators and Hollywood producers have demanded an encryption system more certain to insure that everyone pays for programming received.*

*The announcement comes nearly a year before implementation, in part to allow manufacturers of receivers, as well as programmers and consumers, to prepare for the change. New licensing agreements for integration of the Plus system into receivers will have to be negotiated, said Hart. Plus is also designed to reach 50 million subscribers, ten times the number that can be reached by VC-II.*



# Editorials

## Advancing the ball for HDTV

There was more good news than bad for broadcasters in last week's FCC action defining new parameters for high-definition television. They were foreclosed from only one option: the 9 mhz MUSE-E system, which at the moment is the Cadillac of the fleet but whose bandwidth is out of the reach of any present or prospective terrestrial broadcaster. The FCC kept MUSE-E in the running for other media—conspicuously cable, fiber optics, direct broadcast satellite or video cassette recording—and said that it would not govern other users by broadcasting's limitations.

On the positive side was the FCC's continuing to hold in reserve all those unused broadcast frequencies that land mobile wants for its own. That reservoir could yield up enough extra channels—assuming they were of narrow enough width—to provide each station in the country with an augmentation channel to implement HDTV.

But there was also a hard message in the FCC's action. Such additional space is not unlimited, and it must be husbanded frugally. If an HDTV system can be developed to operate with a 3 mhz augmentation channel, there might be enough to go around. If it takes 6 mhz, there's likely to be a battle royal over who gets what.

Perhaps the best news of all is that the FCC has acted both diligently and aggressively in moving HDTV from nowhere to somewhere for terrestrial broadcasters. Where there's hope, there could be life.

## Numbers game

It's hard to find a loser or winner among the results of the FCC's nationwide study of damage done in the wake of must-carry repeal. There does appear to be universal agreement that the survey was flawed in the first place and couldn't have been expected to show much more. Nevertheless, broadcasters can point to the fact that as many as 30.7% of stations were dropped by at least one cable system. Cable, on the other hand, can say 69.3% to 79.8% of cable systems didn't drop stations at all.

The question is, where do we go from here? Surely, in the best of all worlds for broadcasters, all local stations would be carried by all local cable systems. In the second best, the joint industry compromise that for a time united the broadcast and cable industries would pass congressional and constitutional muster. In the world we've got it's good to know that things aren't any worse. The leadership in both industries would do well to keep it that way.

## Way to go

This issue's "Monday Memo"—by John Malone, the formidable chief of Tele-Communications Inc.—is remarkable in at least one sense: it invites being remarked upon. He writes about the cable industry's effort to mount a major research and development effort to deal with the technological issues that confront all television delivery media. In the front rank: fiber optics and high-definition television. What Malone doesn't say directly, but what emerges between his lines, is the cable industry's determination to stay up with or ahead of a technological wave that will spare none in the Fifth Estate.

Cable has committed \$7.5 million to the first-year operating budget of its Cable Labs, and has hired one of telecommunication's leading engineers, Richard Green (formerly of CBS and

the Public Broadcasting Service), to head it. The broadcasting industry, by contrast, has so far committed only \$3.5 million to its Advanced Television Test Center (to cover two years).

Cable's problem is awesome: on the one hand, it's still trying to emerge from the shadow of conventional television, and on the other it faces the telco goliath. Money alone won't save it if the physics (and the marketing) don't work, but the commitment and determination of cable's John Malones are today's best defense against tomorrow.

## Driving home a point

The Fifth Estate is marshaling its time, talents and money to help in the fight against substance abuse. It is a credit to the industry that such an announcement has the ring of old news (The Media-Advertising Partnership for a Drug Free America has been conducting a public service project over the past two years to the tune of some \$1 billion-plus in donated time and energy). The new partnership is a powerful one: 13 major production studios, the Writers Guild of America, ABC, CBS, NBC and Harvard University.

The particular villain in this instance is the potentially lethal mixture of alcohol and automobiles. The hero is the concept of the designated driver, in which a group planning to drink socially chooses one member to refrain from drinking and be responsible for the safe transport home of the rest of the group. The concept is a good one, and seems a realistic approach to a society that is definitively mobile and unlikely to reinstate prohibition.

The twist—which has precedent in AIDS education programming efforts—is that more traditional anti-drunk-driving public service spots by the networks will be supplemented by affirmative messages incorporated into regular programming. The studios will ask their writers and producers to actively promote the designated driver when potential drinking and driving situations arise in the plots of their programs.

According to Grant Tinker, whose GTG Entertainment is participating in the project, there has been some criticism by those who see the affirmative action approach as cramping artistic freedom. But it is strictly a voluntary campaign, and one which the Writers Guild of America has endorsed as neither "threatening nor onerous."

The entertainment community has gained a reputation for living life in the fast lane. We applaud its efforts to try to keep that lane alcohol-free.



Drawn for BROADCASTING by Jack Schmidt

*"It's costing us a fortune to make him look poor."*

7 SEP 1988

# YOU CAN SEE THE FUTURE IN OUR EXPANDING GALAXY.

## HUGHES COMMUNICATIONS.

Hughes Communications is committed to the future of the broadcast industry.

Our Galaxy satellites helped pave the way for cable's explosive growth. Now we're working to ensure C-band capacity well into the 21st Century with our expanding Galaxy fleet and projected successors.

Our customers have access to a full range of satellite services, including Cable Television Distribution, Narrowcast Video, International Television Service, Video Time-sharing, Audio Service and soon, Direct Broadcast Satellite Service. We also have new satellite systems planned for the United States, Japan and Europe.

See the future in our expanding Galaxy. Let us help your company compete more effectively today and plan more efficiently for tomorrow. That's a commitment you can count on. Because it comes from the proven leader in video satellite services—Hughes Communications.

For further information, contact the Galaxy Program Office at 1-800-824-8133 (in California, 213-607-4300).

© 1988 Hughes Communications

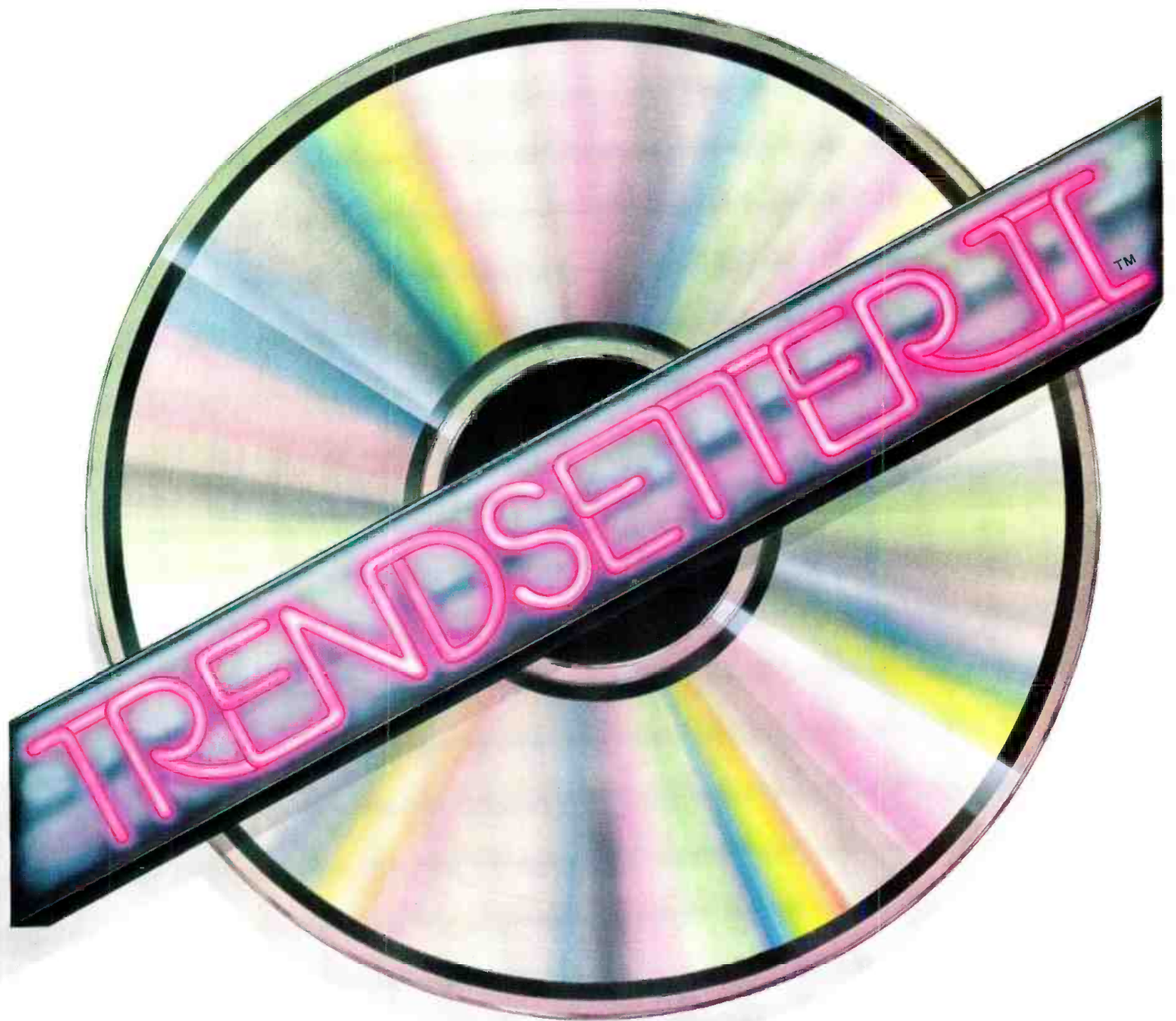
WE MAKE IDEAS HAPPEN.®

**HUGHES**  
COMMUNICATIONS

**HUGHES**

Subsidiary of GM Hughes Electronics





# BY POPULAR DEMAND TRENDSETTER II, THE CD!



Trendsetter II Production Library includes over 500 original music tracks!

Hear Trendsetter II at Radio '88 Booth 818 or J.W. Marriott Suite 746!



See the Trendsetter Two for your free Pin & Win button and number card!

Match your Pin & Win number at the Media General Suite! Win a CD player instantly!

Produced & Directed by

**Media  
General**



**Broadcast Services, Inc.**

*Be a Trendsetter II!  
For Info or Demo  
Call 1-800-527-2514*

*(Outside U.S. or in Tennessee, 901-320-4340)*