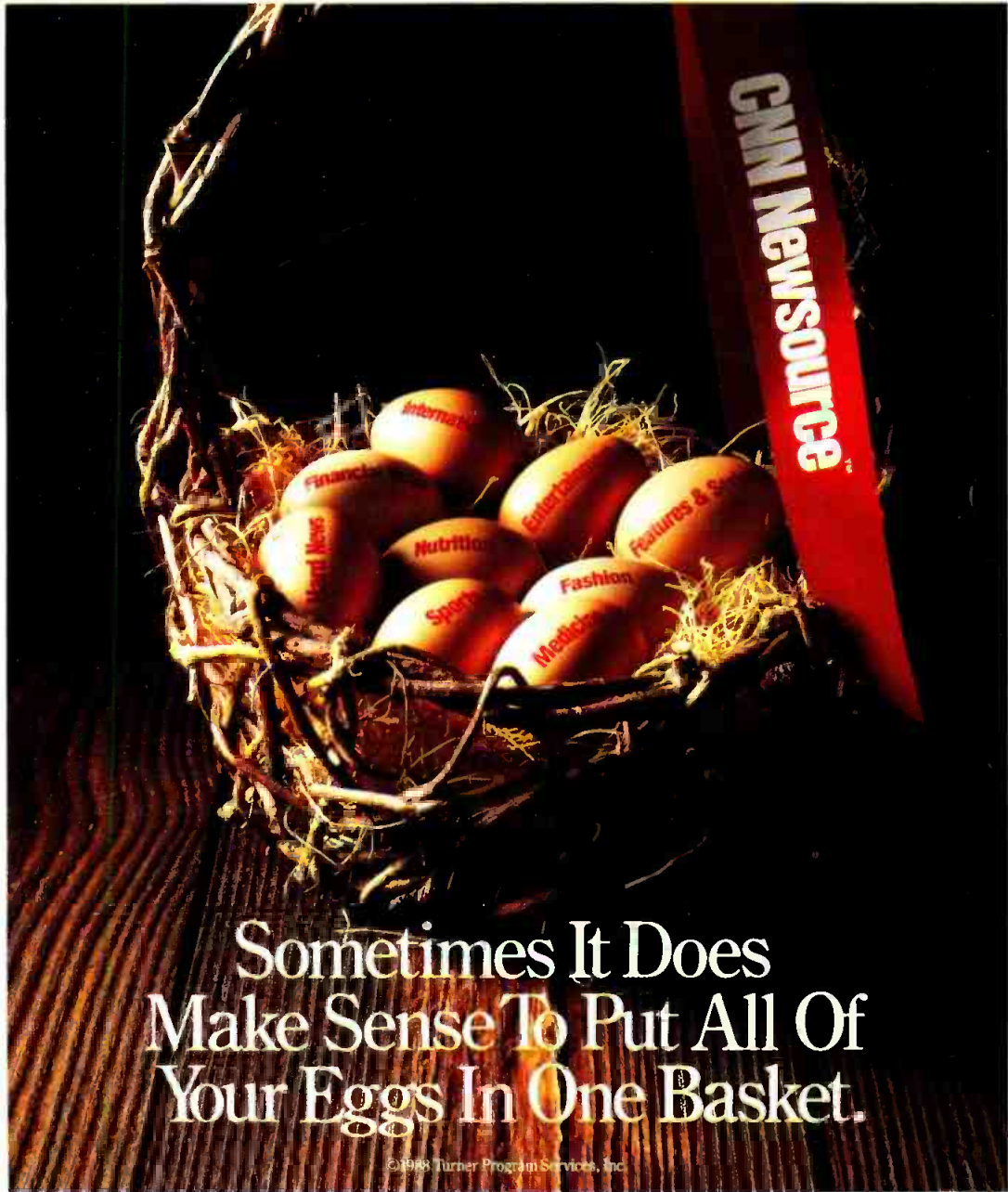


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 14



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

©1988 Turner Program Services, Inc.

AL 36112

MAXWELL
BLDG 1405
ROOM 122
AUL-SAS

12364 IZK NOV/90

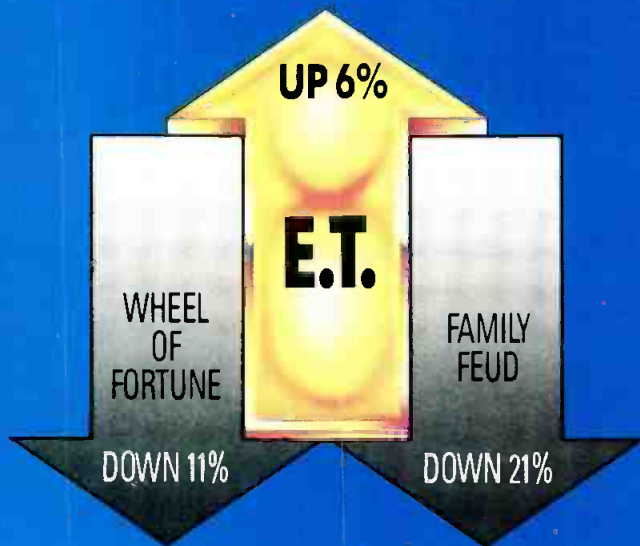
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58th Year 1988

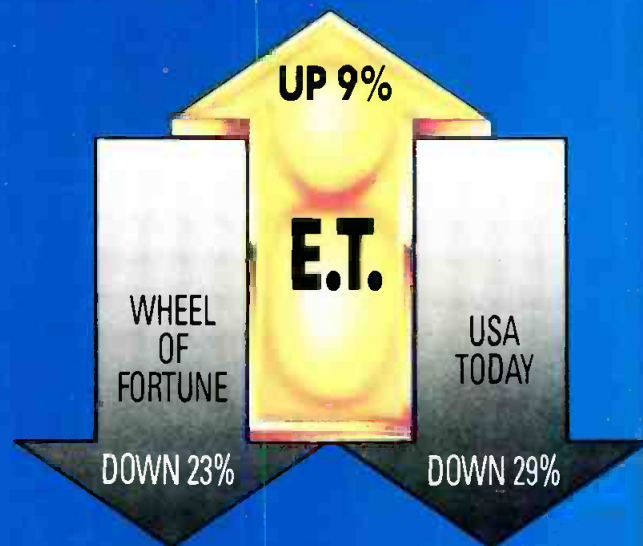
**The Bush Presidency:
Beginning the transition**
At Large: Hollywood's
Stephen Cannell

THE BIGGEST ACCESS HIT OF THE '88 SEASON

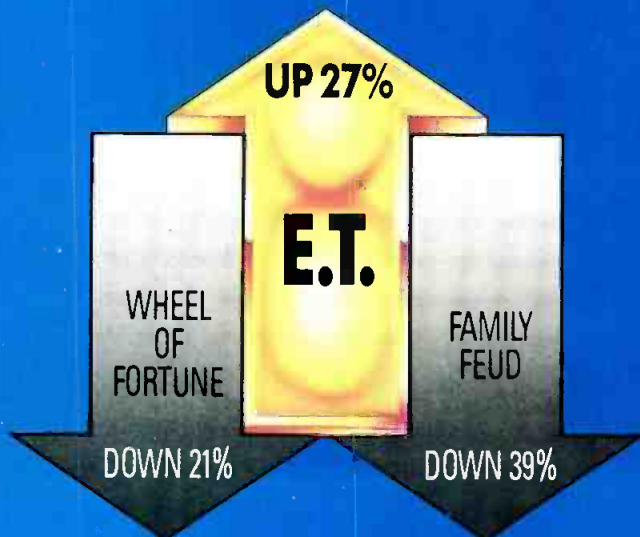
NEW YORK / WABC/A 7:30 PM



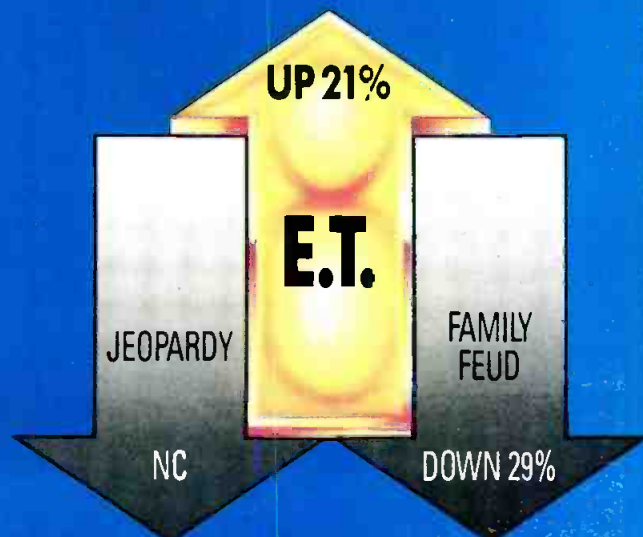
LOS ANGELES / KNBC/N 7:00 PM



CHICAGO / WBBM/C 6:30 PM



PHILADELPHIA / KYW/N 7:00 PM



DETROIT/WXYZ/A 7:30 PM

ATLANTA/WSB/A 7:30 PM

UP 19%

E.T.

WHEEL OF FORTUNE

WIN, LOSE OR DRAW

DOWN 16%

DOWN 38%

UP 21%

E.T.

WHEEL OF FORTUNE

WIN, LOSE OR DRAW

DOWN 20%

DOWN 19%

SACRAMENTO/KCRA/N 7:30 PM

SEATTLE/KING/N 7:00 PM

UP 44%

E.T.

WIN, LOSE OR DRAW

HOLLYWOOD SQUARES

DOWN 21%

DOWN 48%

UP 13%

E.T.

WHEEL OF FORTUNE

7 O'CLOCK NEWS

DOWN 36%

DOWN 13%

The most innovative show of the 80's, will be the biggest access hit of the 90's.



NSI, October 1987, October 1988 % Change in Household Share
 BK - E.T. replaced HOLLYWOOD SQUARES
 CA - E.T. replaced TRUTH OR CONSEQUENCES
 PHIA - E.T. replaced PEOPLE'S COURT
 ENTO - E.T. replaced WIL SHRINER

It's no secret...
"Celebrity Secrets" will be
the smash strip for 1989.

Celebrity SECRETS



WHICH CELEBRITY:

Has close encounters with the ghost of a long-lost relative?

Relieves stress through sex?

Made sure Elvis wasn't "lonesome" one night?

Celebrity **SECRETS**

IT'S NO SECRET...ANYMORE!

You'll hear the juiciest, most hilarious tidbits of truth about everyone's favorite personalities as contestants try to match the secret with the stars.

"Celebrity Secrets," the outrageously funny series that has Hollywood's biggest stars telling all . . . and then some.

Hosted by Bob Eubanks.

Executive Producers Budd Granoff, Michael Hill and Jeremy Fox.

"Celebrity Secrets" is a proven formula that can't miss. Provides maximum scheduling—ideal for access or fringe time periods. Especially compatible with any news, talk or game show.

A fun-fest of celebrity driven gossip plus a compelling game . . . total entertainment. Catch a blushing star with "Celebrity Secrets."

Produced by The Budd Granoff Company and Mac III Productions

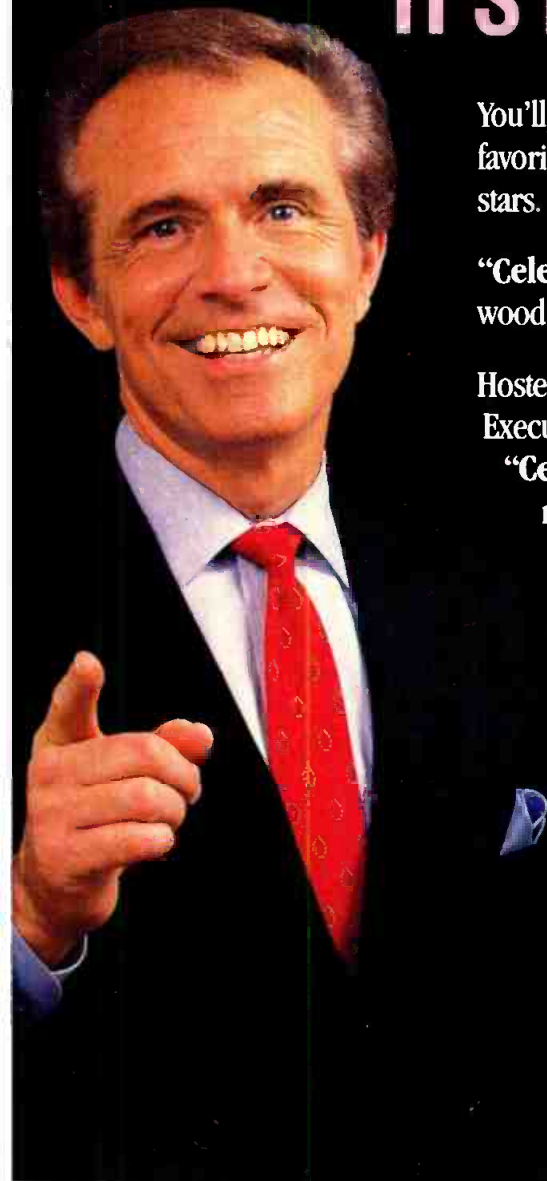
Distributed by Casablanca IV

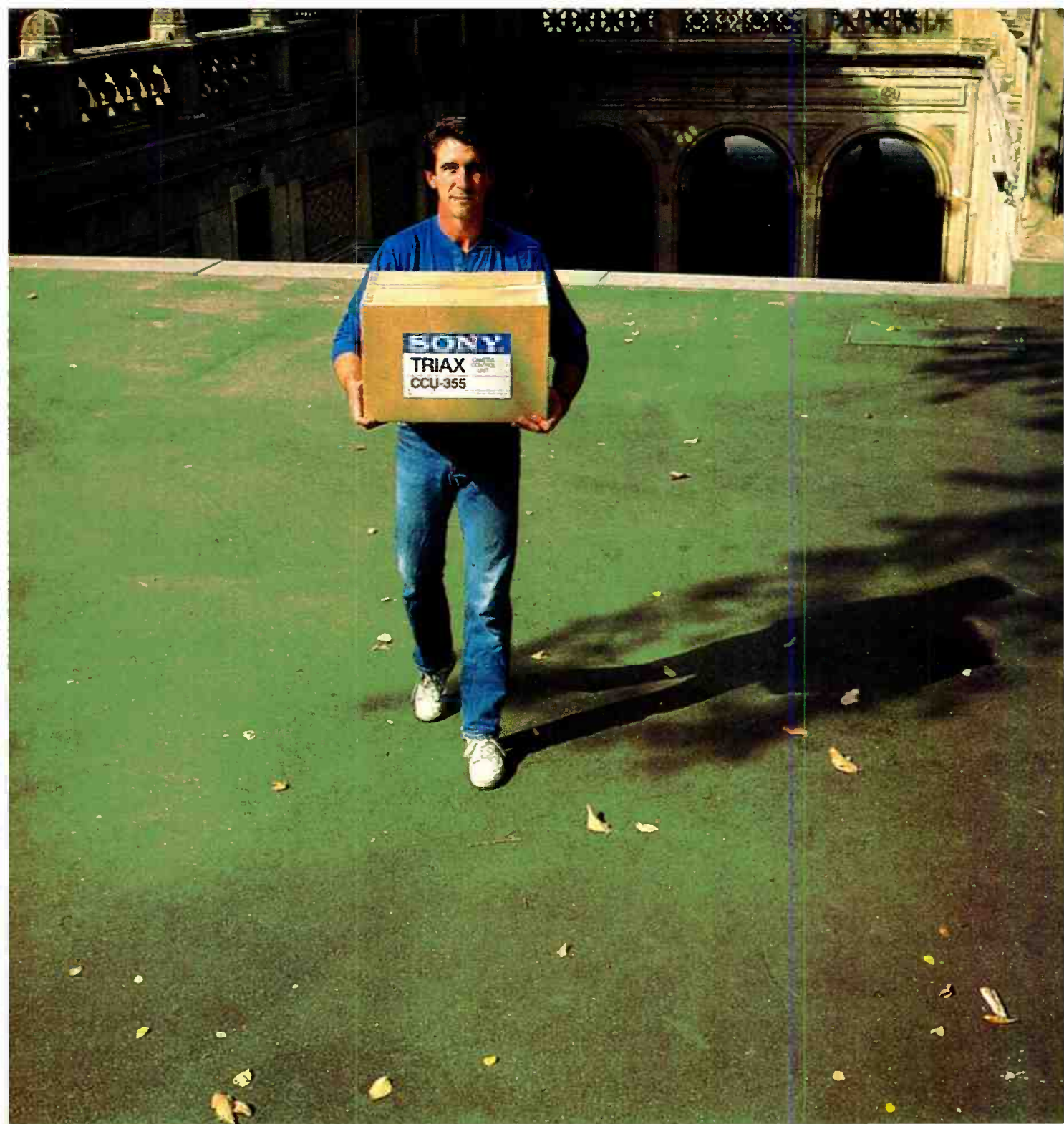
West Coast—213-275-0404

East Coast—203-454-4118

CASABLANCA
IV

TV Horizons—National Advertising Sales Representatives





ONE SMALL STEP FOR SONY.

For Sony, it's a small addition to the world's finest line of broadcast cameras. But it means a long jump for EFP.

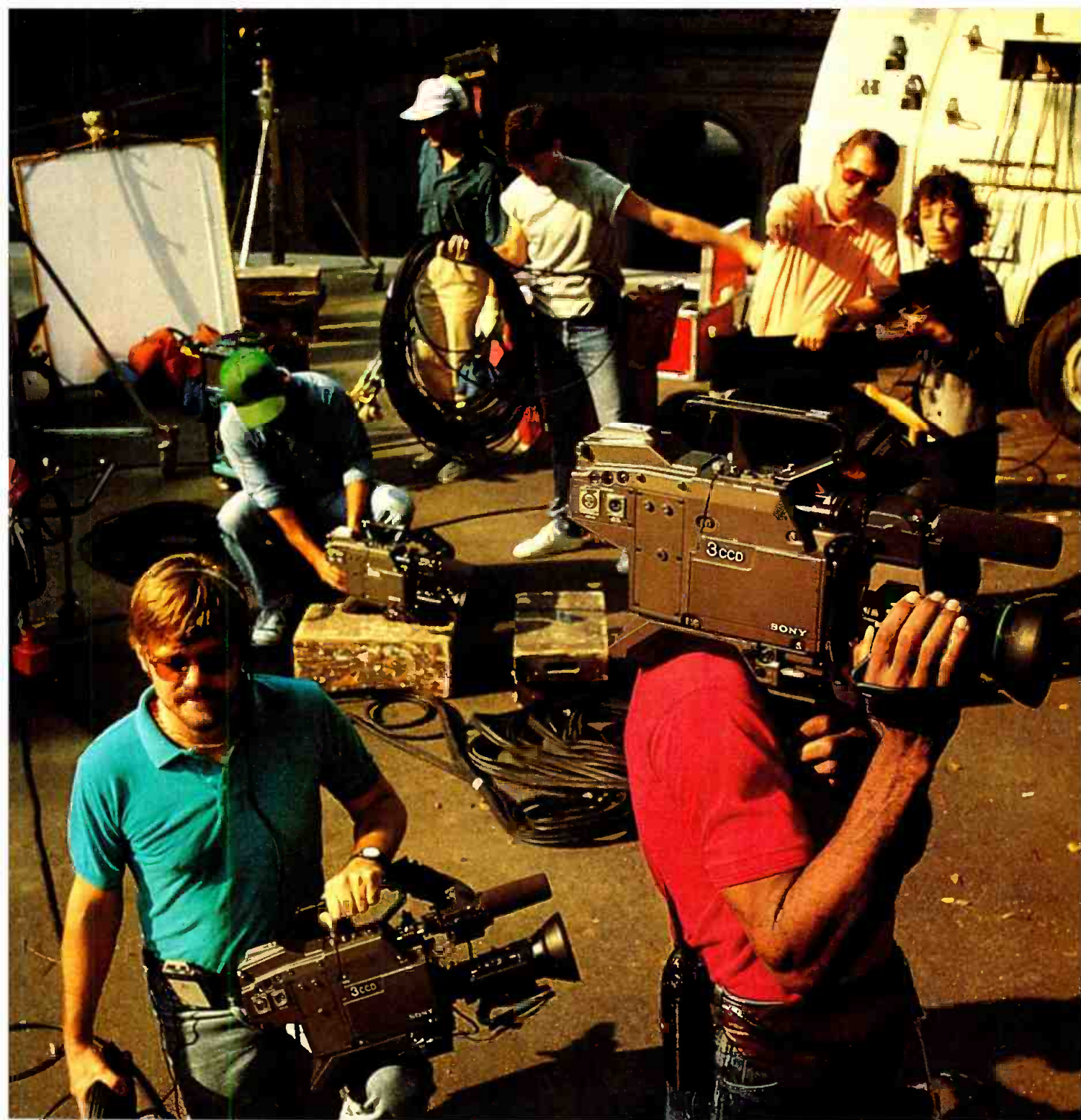
With the new CCU-355 Control Unit, you can have the freedom of triax while using

the best broadcast portable CCD cameras in the world—the Sony BVP-7 and BVP-50.

Sony has offered leading-edge CCD broadcast camera technology for over two years, bringing you the reliability

and consistent picture quality you expect from Sony—plus the portability and freedom of triax.

No one else sells as many broadcast cameras as Sony. And it's hardly surprising—



ONE GIANT LEAP FOR EFP.

considering the broad range of leading edge products Sony offers.

So take the plunge into the inherent reliability and stability of solid state technology. Check into the Sony broadcast

portable CCD camera family: the BVP-5, BVP-7 and BVP-50. And the BVW-200 single-unit

camera-recorder. The first step is a demonstration. Just contact your Sony Broadcast Sales Engineer. Or call us at (800) 635-SONY.

SONY®

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BROADCAST PRODUCTS

Bidding war in Miami

Recent flurry of affiliation changes among television stations in Miami and adjacent markets has initiated program bidding war as stations maneuver to reposition themselves. Last week, WCIX(TV) Miami, independent recently purchased by CBS, acquired rights to *Geraldo*, talk strip fronted by Geraldo Rivera. Station is said to have paid \$30,000 per week for show, three times that paid by incumbent WPLG(TV) this season. WCIX also picked up Tribune's new *Joan Rivers* talk show, with plans to run both as block in early fringe next fall. Station recently picked up King World's *Inside Edition* for January.

Also last week, WTVJ(TV), recently purchased by NBC, acquired rights to *Entertainment Tonight* from WSVN(TV) for next season, paying \$40,000 license fee, nearly double that paid by incumbent. WTVJ will air *ET* in access, and also picked up Paramount's new *Tabloid* for early fringe next fall. Two weeks ago, station acquired *A Current Affair*, which it will carry in access starting in January (BROADCASTING, Nov. 7). WTVJ now has *USA Today* and *Win, Lose or Draw* in access. "Prices are soaring in Miami," said one station rep. "It's the hottest [program syndication] market in the country."

Too much too soon

Tension is said to be mounting between General Electric's NBC and Chicago-based Century Broadcasting Corp. due to premature report of sale of KNBR(AM) San Francisco, NBC's last remaining radio property. *San Francisco Chronicle* reported two weeks ago that NBC sold station to Century for \$27 million, based partly on celebration held at Century's KMEL-FM San Francisco. NBC promptly denied deal and Century has been keeping quiet.

Bush's turn

With presidential election now history and with George Bush planning his administration, future of FCC is coming into focus. As things looked last week, FCC Chairman Dennis Patrick will stay at helm for several months after Bush's inauguration to complete his agenda. Now seen as possible successor is Susan Wing, communications lawyer who was nominated for FCC by Reagan in late 1987 but never confirmed because of bad blood between FCC and Congress. Instead of long-rumored recess appointment while Congress is adjourned, it is now thought Bush will nominate her to post when he moves into Oval Office and, when Patrick resigns, might then appoint her as first woman to chair agency.

Who will fill other current vacancy is less

certain. FCC staffer Bradley Holmes, other Reagan FCC nominee hung out to dry by hostile Congress, was still hoping last week for recess appointment, but prospect of that happening become dimmer by day. Key legislators are adamantly opposed to Holmes because of his close ties to Patrick and his parallel deregulatory philosophy. One source said Bush has already sent word to White House not to appoint Holmes. That would avoid unnecessary friction with Congress and give Bush opening to name own candidate.

Working toward consensus

FCC's attempt to revise one-to-market rule (which rules out radio-TV combinations) continues, with Chairman Dennis Patrick trying to develop so-called "generic" rule that could be enforced across board. Commissioner James Quello has favored more narrow case-by-case approach that would make it possible for Capital Cities/ABC and Great American to hold onto stations that had been grandfathered under prior ownership. Commissioner Patricia Diaz Dennis is opposed to relaxation of policy.

Patrick wants rule that might be broad enough to embrace Capcities et al., but not tailored to them. Democrats on Capitol Hill, although generally opposed to amendment of one-to-market policy as deregulatory, have nevertheless let it be known they're sympathetic to waivers for grandfathered situations. Issue could come to vote at Dec. 2 meeting.

How much is too much?

Two weeks from now, broadcast networks and Barcelona Olympic Organizing Committee may be arguing positions opposite from those one might expect. Organizing committee, which presumably would like to improve on what some think were excessive amount of commercials plaguing Seoul (Korea) Olympics telecasts, will instead come armed with research, provided by Howard Marlboro & Associates, indicating that viewers of Seoul games were not concerned about number of commercials but rather their placement and "flow" of editing. Such research will help committee argue networks could carry enough advertising to pay for significantly higher rights fee. While NBC has not revealed its strategy, it might in fact be ready to admit it erred, and will have available to it Grey Advertising study, which agency has so far declined to publicly release, critical of commercial load in games.

Risky business

There was greater political drama in President's veto of children's TV bill than

immediately apparent. Decision came on Saturday before following Tuesday's election, and some political advisers feared veto might give resurging Democrats weapon to use against Bush campaign in final hours. Reagan decided to proceed nonetheless.

Lining up at USIA

Names of candidates to succeed Charles Z. Wick as director of U.S. Information Agency are beginning to surface. One, possibly leading, candidate is said to be Edward N. Ney, former chairman, president and chief executive officer of Young & Rubicam Inc., world's largest independent advertising/communications company. He is now chairman of PaineWebber/Young & Rubicam Ventures and vice chairman of PaineWebber Inc. And since 1984, Ney has been member of Board for International Broadcasting, which oversees Radio Free Europe/Radio Liberty, radio stations that broadcast to Eastern Europe and Soviet Union.

Another name being heard is that of Diana Lady Dougan, former assistant secretary of state for communications and information and now senior adviser at Center for Strategic and International Studies. Former child movie star Shirley Temple Black, who has held several diplomatic posts under Presidents Nixon and Ford, has publicly declared her interest (BROADCASTING, Nov. 7).

Lengthening line

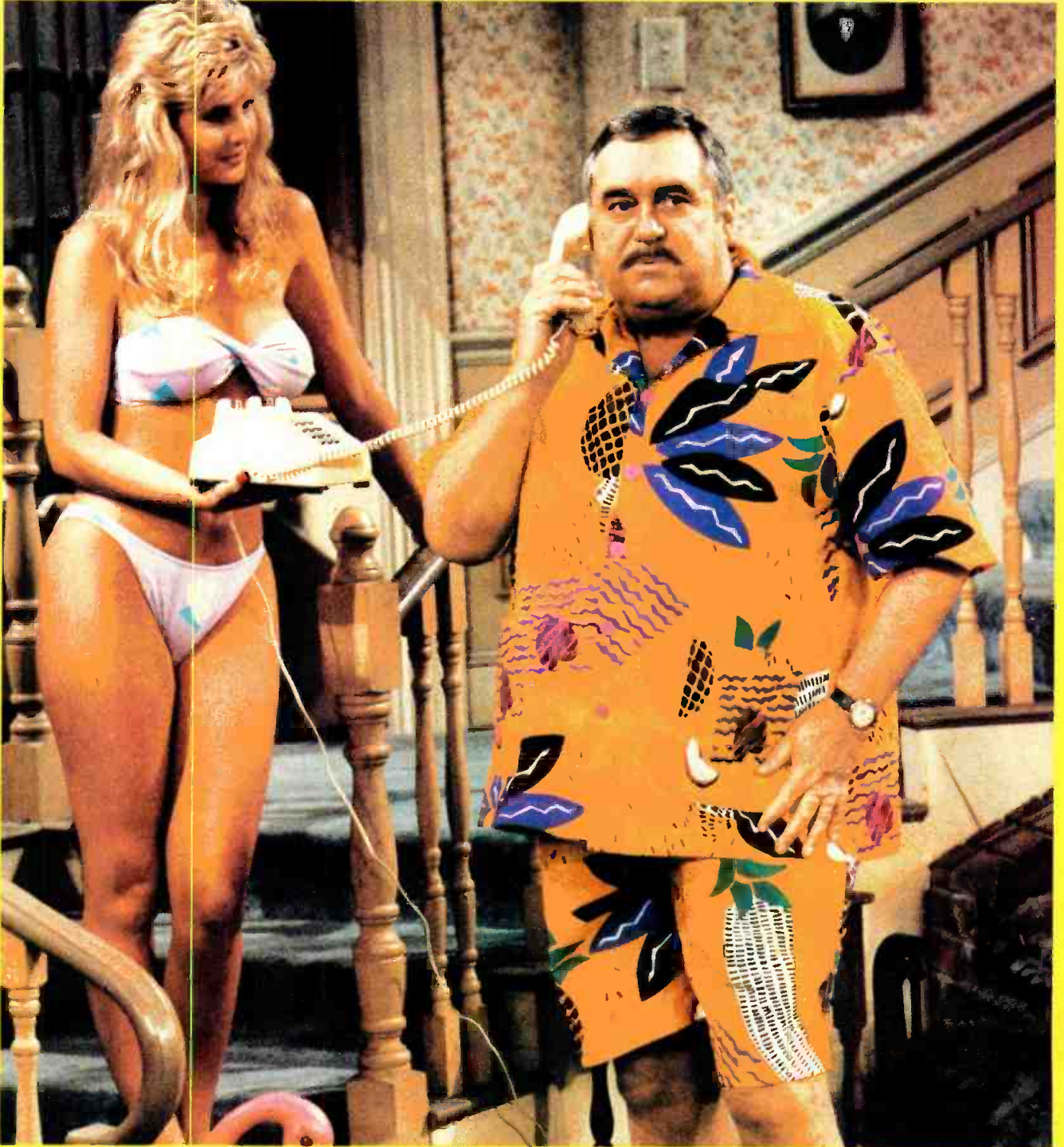
Two more names have surfaced as possible successors to outgoing Radio Advertising Bureau President Bill Stakelin (BROADCASTING, Nov. 7). (At least seven are said to be in running so far, including one woman.) Among latest possibilities are Norman Goldsmith, president of Radio Marketing Concepts Inc., and Robert Mouty, president, Mouty Communications. RAB search team is headed by Richard Chapin of R.C. Crisler & Co. Deadline is Feb. 2.

Heading home

Among those in Reagan administration who will be in market for private sector job after Jan. 20—or until her successor is confirmed—is Mimi Dawson, former FCC commissioner and now deputy secretary of transportation. After 20 years in variety of government jobs, most on Capitol Hill, she says: "I'm ready to go." And although some who know her said she could be tempted to return to FCC as chairman, Dawson indicated her only interest in connection with that job is to see that Washington lawyer Susan Wing gets it, once Dennis Patrick moves on.

QUESTION:

What show is this?



1. Dr. Ruth

2. Gilligan's Island

3. Nightline

4. I don't know. I never saw it.

Mr. Belvedere. It's

NOW SOLD IN
83
MARKETS!



Source: NTL First-run Season 9/14/87-4/17/88
NTL Repeat Season 4/24/88-8/14/88

not what you think.

Even if you don't watch Mr. Belvedere, maybe you should take a look at its success.

Belvedere delivers women and kids with shocking efficiency.

Racks up summer rerun shares that leave leading network sitcoms eating dust.

And gets renewed by ABC year after year.

Belvedere is in the classic long-run hit tradition.

With a family that's got someone for everyone in your households.

And a housekeeper who's nobody's servant.

But play it right, and he'll be the workhorse of your whole schedule.

Now, that's something to think about.



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TELEVISION

Where Things Stand

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

AM-FM Allocations

NAB and other broadcast groups oppose FCC's proposed expansion of service to allow for local origination by translators, asking that rules establish translators as secondary services to fill in underserved areas of full-power stations and not as "low-power FM" stations.

NAB opposed proposal to authorize FM's using directional antennas and permitting allocation of stations in short-spaced positions, saying that an increase in FM directional antennas would lead to AM-ization of FM band. Some broadcast groups, however, favored more flexibility for FM broadcasters seeking suitable sites to locate transmission facilities.

Western hemisphere countries on June 2 concluded second and final session of conference to plan use of 100 khz of spectrum added to 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 some channels will be reserved for national licensees.

Antitrafficking

Issue essentially boils down to reimposition of three-year rule, which required owners to hold broadcast properties for that long before selling. Quiescent at moment.

Cable Regulation

Cable television industry remains under fire on allegations it is "unregulated monopoly." Cities may push for overhaul of Cable Communications Policy Act next year to strengthen their regulatory grip on cable and to provide entry for telephone companies to offer competitive services. Motion picture industry and independent broadcasters have also 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 to be on best behavior or Congress may reevaluate regulatory environment. Oversight hearings have been held by House Telecommunications Subcommittee and Senate Antitrust Subcommittee.

Children's Television

■ Proponents of children's television legislation suffered blow at hands of President Reagan, who issued pocket veto of bill on Nov. 5. Measure passed Senate only days before adjournment (BROADCASTING, Oct. 24). Chief executive's rejection of bill will make it priority in 101st Congress. Television networks and Na-

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Mergers	22
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tional Association of Broadcasters let White House know they backed legislation, but President found measure "counterproductive" and at odds with broadcasters' First Amendment rights. Measure would have put commercial limits on children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. It also required broadcasters to serve "special needs" of children, which FCC would have to take into account at renewal.

Compulsory License

FCC voted last month (BROADCASTING, Oct. 31) to recommend that Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying it would benefit consumers, broadcasters and cable programming services. Recommendation will be expanded to cover local signals if FCC Commissioner Patricia Diaz Dennis comes through with vote, which she is withholding until "editorial changes" are made.

What Congress will do is anybody's guess. At very least, if it decides to pass law requiring carriage of local signals, it will probably also preserve copyright license for those signals.

During last Congress, House Telecommunications Subcommittee member John Bryant (D-Tex.) offered bill (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June.

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 July 20 meeting, will seek comments on subject, as well as on separate considerations to

loosen its own regulatory restrictions on cross-ownership. Comments are due Dec. 1.

FCC move follows National Telecommunications and Information Administration report on cable television regulation recommending telephone companies be allowed to serve as transporters of others' programming, although not programmers themselves, in telcos' own service areas (BROADCASTING, June 20).

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 are seen as barriers 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.

Resolution now pending in House calls on Congress to wrest jurisdiction from Greene and eliminate barriers. Measure has backing of House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and, at last count, 112 co-sponsors.

Duopoly/one-to-a-market—FCC has voted to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Chairman Dennis Patrick had also hoped to modify one-to-a-market rules to allow radio-TV crossownership, but was unable to reach consensus with other commissioners in time for Oct. 27 meeting. However, he still thinks consensus can be had.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper cross-ownership rules.

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 cross-ownership ban.

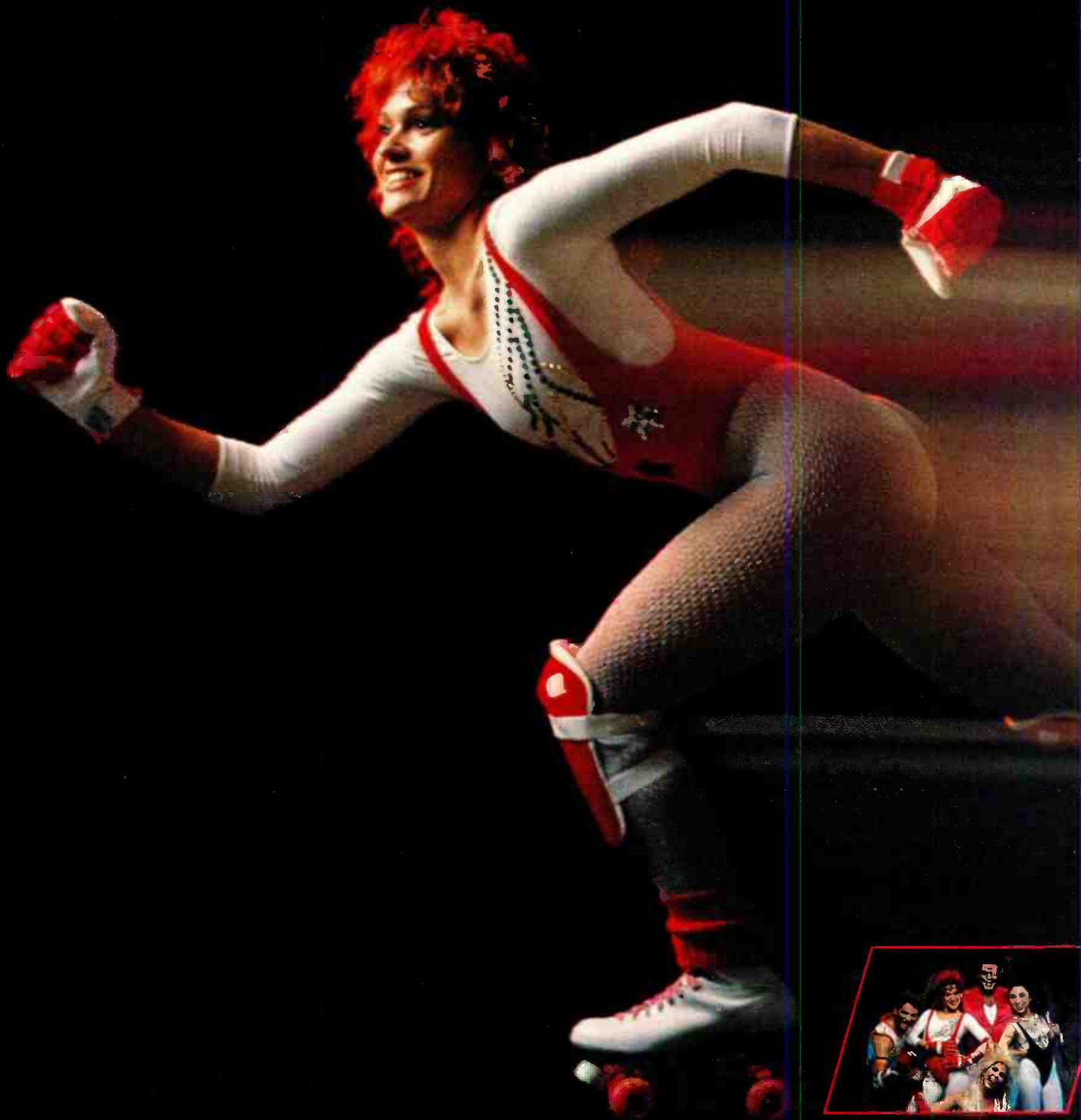
Direct Broadcast Satellites

■ GE Americom-HBO goal of beginning medium-power direct-to-home TV service may have been derailed by Nov. 8 FCC decision to deny request to modify K-3 power from 45 to 60 watts.

High-power Ku-band direct broadcast satellite delivery of television programming directly to homes will become reality in U.S., says Hughes Communications, which proposes launch of 200-watt direct broadcast satellite in "1992 time frame." Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of

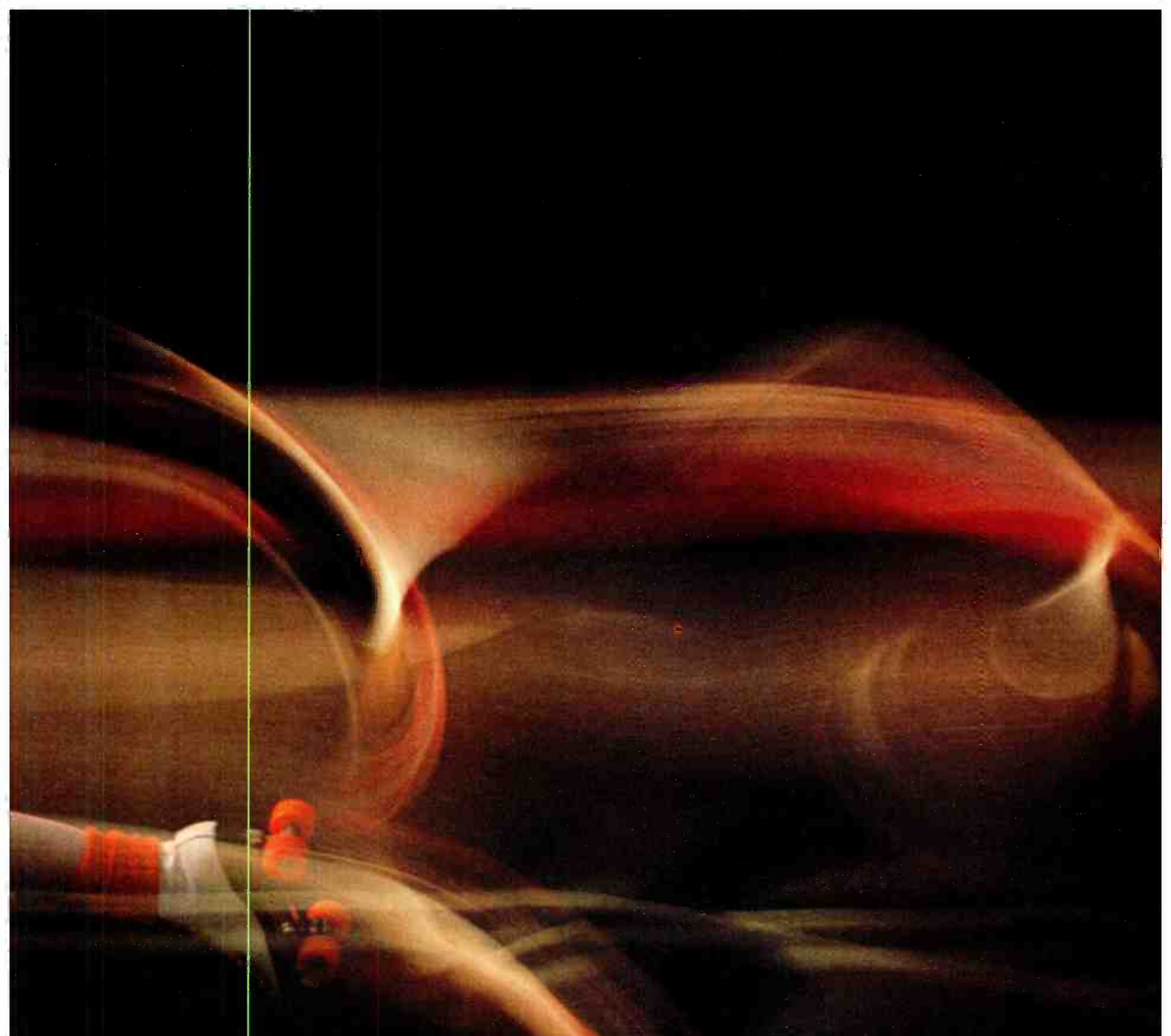
**I WANT MY
ROCK &...**





ROLLER

© 1988 Qintex Entertainment, Inc.
RollerGames is an official trademark.



WE'RE ROLLING! ALREADY SOLD TO THE TRIBUNE BROADCASTING GROUP FOR FALL '89.



GAMES

**COMING SOON FROM
QINTEX ENTERTAINMENT.**

Los Angeles 213 281-2600
New York 212 977-9001
Midwest 319 277-5406



video programming by only one-foot downlinks, thereby expanding current consumer home satellite market well beyond current two million.

Hughes's plan will go to parent, General Motors, for approval by end of year.

GE Americom might have beaten Hughes to punch, launching 60-watt Ku-band DBS birds, K-3 (as early as January 1990) and K-4 (both already under construction), marketing with HBO joint venture, Crimson Satellite Associates, to provide service to both cable industry and home dish owners (owning three-foot dishes), with cable likely retailers.

Hughes says GE service would only be "interim" step toward its 200-watt service. Hughes and GE agree on need to bring together "business system," including pro-



gramers and cable operators.

Before end of year, FCC hopes to rule on April 8 round of five new applications, offering up to 32 channels in each of eight orbital slots in DBS arc.

High-Definition TV

■ Advanced Television Test Center, project co-sponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations, moved into temporary offices in same Alexandria, Va., building that houses PBS headquarters on Oct. 31. Permanent site for ATTC's headquarters is to be found by mid-1989, when center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's advisory committee on advanced television services to test HDTV and EDTV systems.

Consortium formed by several cable system operators, Cable Television Laboratories Inc. (Cable Labs), has been organized to per-

form HDTV transmission tests and other cable TV research and development. Temporary offices for group have been established in Boston with permanent test facilities also still in formative stage. Some have suggested that ATTC, Cable Labs and test representatives from satellite transmission companies form joint lab to provide central location for HDTV testing.

Analysis subgroup of ATSC committee's systems subcommittee has received submissions for 14 proposed HDTV or EDTV transmission systems and seven other audio- or video-only subsystems. Each of 14 full systems will be studied in depth by analysis group during scheduled meeting for Nov. 14-18 in Washington.

FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

At same time, FCC released inquiry asking which of four high-definition transmission methods will be most suitable: one 6 mhz channel; 6 mhz channel with 3 mhz augmentation channel; 6 mhz channel with 6 mhz augmentation channel, or 6 mhz NTSC channel and simulcast noncompatible high-definition 6 mhz channel. Comments on issues raised in inquiry are due Nov. 31.

Telecommunications Subcommittee held hearing in September focusing on economic and trade implications of new technology. Subcommittee Chairman Ed Markey (D-Mass.) expressed desire to see U.S. industry take part in development and manufacture of HDTV equipment. Markey has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit report (no later than Jan. 4, 1989) recommending policy that would encourage U.S. activity in area. FCC's HDTV advisory task force and NTIA also were asked to prepare report on subject.

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 ¹	TOTAL
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS ²	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 ³ & intercity relay	2,836	166	3,002

C A B L E †

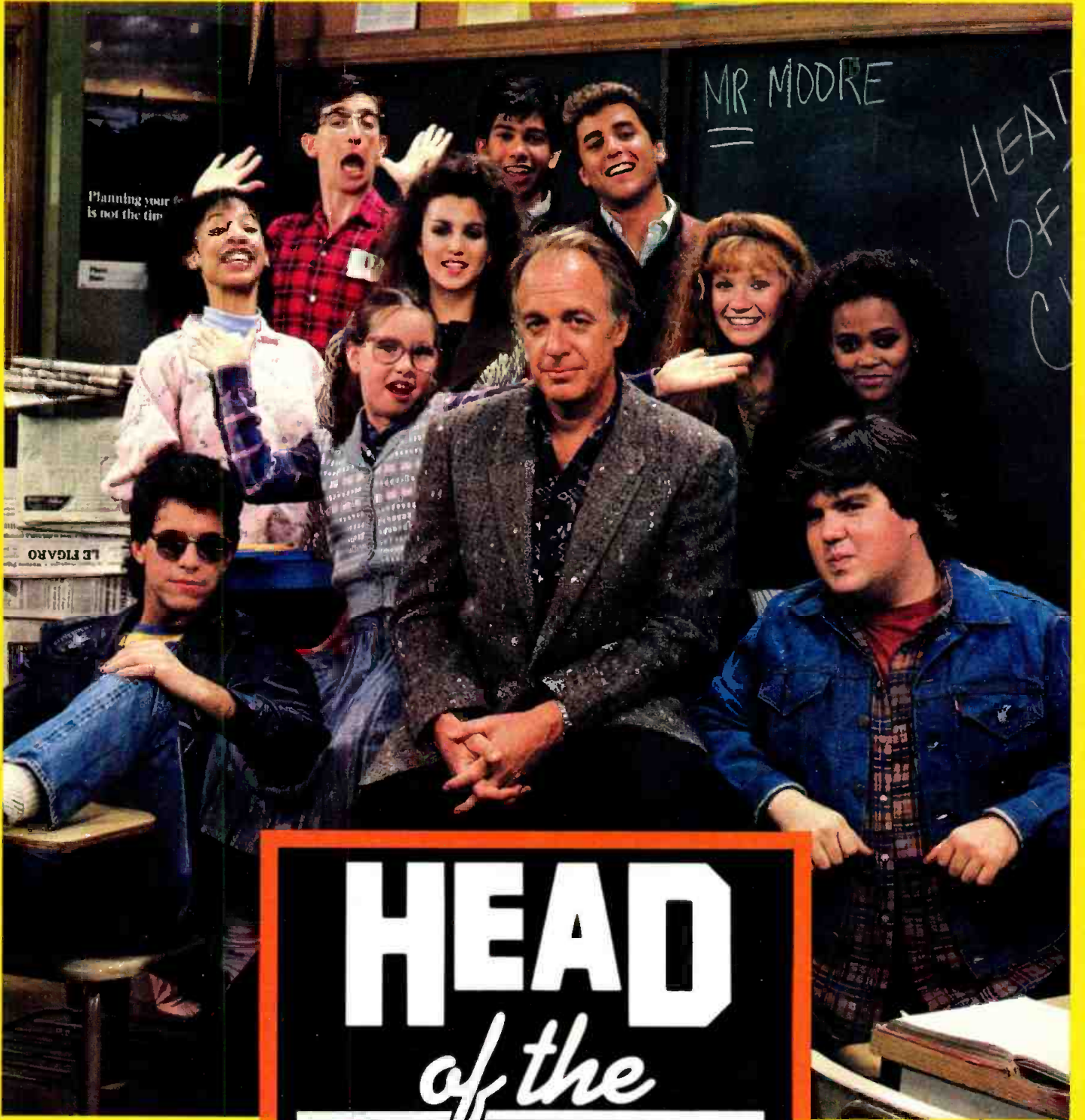
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

Home Satellite

■ Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (As of last week President Reagan had until Nov. 18 to sign bill in order for it to become law.) Under its terms, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programming off air and not choosing to receive it via cable.

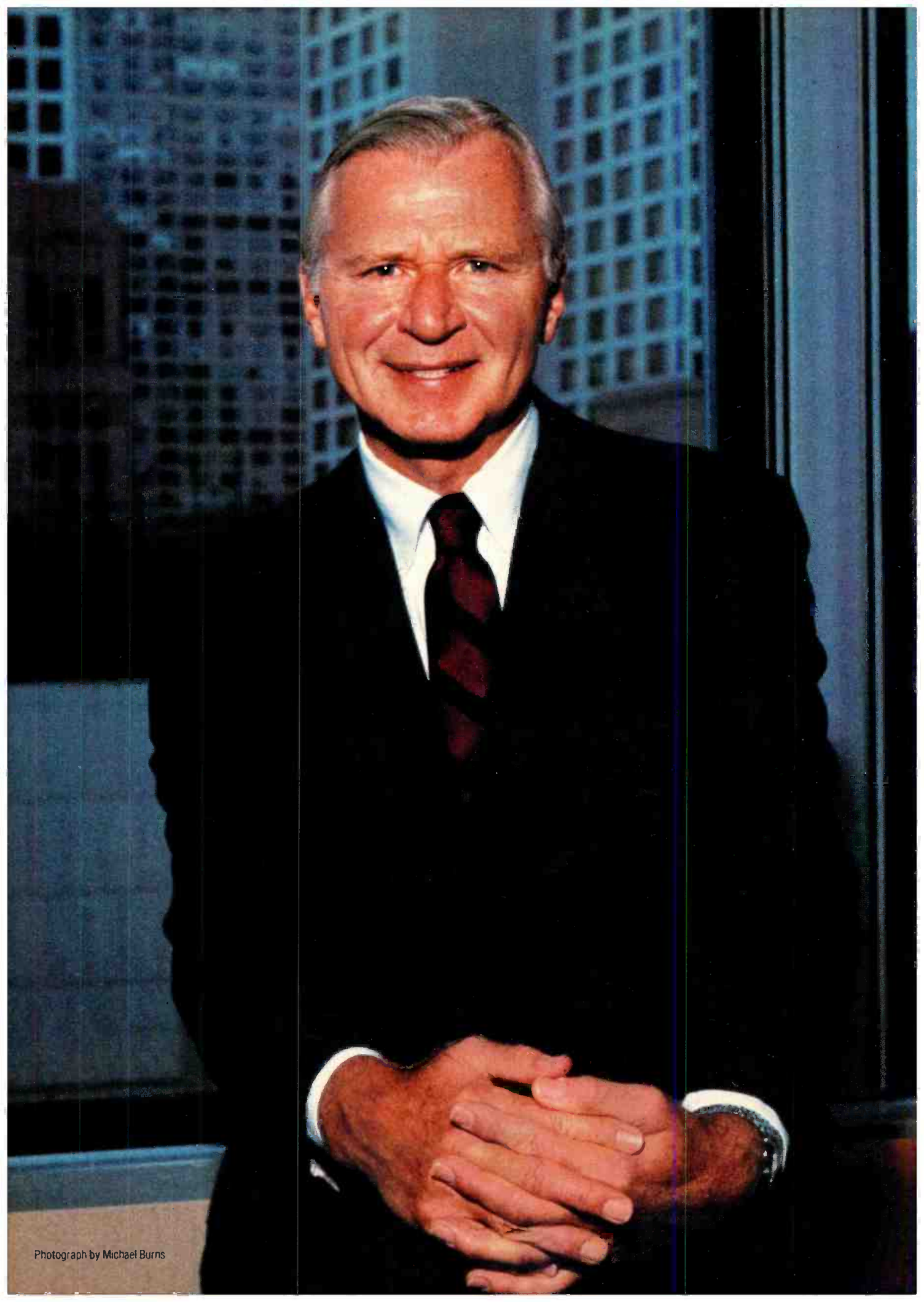
Other legislation designed to help home satellite industry did not fare as well. S.889 died in Senate after lawmakers voted 43 to 36 to table measure. In unexpected move, bill's chief proponent, Senator Al Gore (D-Tenn.), offered it as amendment to tax legislation on Friday evening, Oct. 7. It would have required cable programmers to permit any qualified third



HEAD *of the* CLASS



WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company



Photograph by Michael Burns

THE SMART SELL.

Forty years ago, Harry Smart introduced a sales concept so effective, it's become a trademark of the man, and the company he has helped to build. Today, we at Blair Television salute our Vice Chairman for his lifetime commitment and inspiration. We congratulate him for 40 years of service to Blair and the television industry.

Harry's "Smart Salesmanship" is based on the following principles: honesty and integrity, hard work and service, knowledge and communication. More importantly, it includes active caring about clients and customers. Though these principles seem ordinary, there's nothing ordinary about his incredible achievements.

Harry's proven himself to be a great and effective leader. He's made enormous contributions to both Blair Television and to the TV industry as a whole. Harry has served as President of the Broadcast Pioneers Library, the Station Representatives Association, and the Broadcast Advertising Club, to name a few. Through his expertise, vision, and leadership, he continues to shape the future of television.

Harry's said that "being a smart salesperson doesn't require a special personality and it doesn't require brilliance. Anyone can do it if you try."

However, it certainly didn't hurt being Smart.



BLAIR TELEVISION

Blair Television is a subsidiary of John Blair Communications, Inc.

party to distribute their services to backyard dish (TVRO) owners.

Momentum behind S.889 was believed to have weakened because of announcement that National Rural Telecommunications Cooperative (noncable distributor serving dish owners) had closed deals with five leading cable programers, move many observers feel persuaded lawmakers that congressional intervention is unnecessary.

Indecency

President Reagan signed into law on Oct. 1 congressional spending bill that requires FCC to enforce its indecency policy around clock (BROADCASTING, Oct. 3). FCC has until Jan. 31, 1989, to issue new set of indecency rules. NAB and other media groups plan court challenge of law's constitutionality.

Many broadcasters joined FCC in its belief that new law is "constitutionally suspect" in light of recent case law. U.S. Court of Appeals in Washington had affirmed FCC's tougher indecency enforcement policy based on premise that FCC could not ban indecency, but could channel it to times of day when few children were in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC may not go ahead with its remand rulemaking.

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 not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5).

Low-Power TV

FCC's nine-day "window" for LPTV applica-

tions closed June 24, but not before 1,004 were received. Initial processing has been completed: 500 were directly grantable and have been put on public notice as of Friday, Sept. 30. If no petitions to deny are filed within 30 days, those grants become CP's.

Of remainder, approximately 335 were returned because of filing errors and 165 are going to lottery. Possibility of another window for filing is imminent, perhaps as soon as December. Community Broadcasters Association convention was to be held in Las Vegas Oct. 25-28. Fifteen low-power stations are signing on each month, according to CBA.

Mergers and Acquisitions

■ MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8 to merge into new company, United Artists Entertainment Co. (UAE). Under terms of agreement amendment announced Sept. 19, UACI stockholders would exchange each share for one share each of class A and class B common stocks—class B stock convertible into class A and carrying 10 votes per share compared to class A stock's single vote. UCT stockholders have option to receive either \$35 cash or one share apiece of A and B stock in UAE, with right to put that stock to Tele-Communications Inc. TCI has expanded UCT ownership to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own majority of newly formed UAE. Setup of class A and class B stocks is designed to preserve TCI's majority vote in UAE while permitting convertible bond financing. UCT and UACI await SEC approval of new securities. Merger is also subject to shareholder approvals.

■ Tele-Communications Inc. (TCI) and Comcast have closed purchase of SCI Holdings (fourth largest MSO serving 1,480,000 subscribers) from Kohlberg Kravis Roberts & Co. (KKR) and other owners. Price, including assumed debt, is \$2.8 billion. Companies said that SCI's Connecticut systems, transfer of which was blocked by state's Department of Public Utility Control (DPUC), have been placed in trust pending resolution of transfer issues. DPUC objected to concentration of TCI's ownership in state. Tentative plan is for

Continues on page 84.

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Broadcasting & Cablecasting

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An HDTV commentary by William Connolly, HDTV 1,125/60 Group spokesman and president, Sony Advanced Systems

The ATSC/SMPTE 1,125/60 standard for HDTV studio origination and program exchange is the result of years of hard work by the North American television community, with significant contributions coming from U.S. broadcasters, video production and post-production facilities and the film community.

With the recent FCC decision and the varied interests in transmission and distribution systems, there's much confusion over what is 1,125/60. To best understand what 1,125/60 is all about, let's identify what it is not. It is not merely the original NHK proposal. It is a well-defined standard that incorporates many enhancements developed by ATSC and SMPTE committees.

It is not MUSE, nor does it have anything to do with MUSE. (MUSE is just one of many encoding systems, versions of which are still under study, for HDTV transmission in the U.S. and around the world.) Most important, 1,125/60 does not signal the end of America's capability to manufacture television-related equipment.

Overall, the benefits of 1,125/60 create pictures and sound that make possible an exciting new television viewing experience. It also signals an important new production dynamic linking 35mm film and television techniques.

Like every new standard, however, 1,125/60 implies one very important reality—change. Always accompanying change is anxiety.

From the very beginning, the single most important requirement for an HDTV production standard unanimously agreed to by U.S. broadcasters and international broadcast communities was convertibility to all current worldwide television broadcast formats—NTSC, PAL/SECAM and their 14 derivations, and even into 24-frame and 30-frame film.

There are three well-known frame rates in the world today: 25 (50 fields) in Europe; 29.97 (59.94 fields) in North America and Europe, and 24 for 35mm film. Within the environment of international debate, 59.94 is a peculiar numerical value, the result of a unique VHF/UHF broadcast requirement involving location of the sound carrier. It had no meaning and little attraction to those considering a move from 50-field. European countries would at least consider 60-field, but would hardly try to understand 59.94-field.

As the 30-frame (60-field) rate emerged in standards committees because of its excellent portrayal of motion and low flicker, the toughest technical questions came from the 25-frame communities. Electronic conversion from 30 to 25 frames had never been adequately solved.

From 1983 to 1986, a massive development effort resulted in a highly refined standards converter that successfully downcon-



“The real possibility of achieving a unified single world standard for HDTV production is still very much alive.”

verted 1,125/60 to 625/50. A subsequent effort is now coming to a successful conclusion in the area of transferring 30-frame HDTV to 24-frame film. While this was happening, North American broadcasters began tackling the challenges that are unique to this part of the world where it was vital to insure a secure future for terrestrial broadcasters in the HDTV future.

By 1987, several encoding systems began to emerge from a number of U.S. labs. Most utilized HDTV input signals with a 59.94 field rate to insure compatibility with existing 525/59.94 NTSC. This would require a 60-field HDTV signal to be converted to 59.94-field HDTV, which would be the case with 1,125/60 studio origination.

As a practical matter, two types of standards converters are needed. The first is a simple, low-cost downconverter that performs only line rate conversion for non-real-time methods, addressing most program production activities. The second is a more sophisticated standards converter, providing full 1,125/60 to 525/59.94 conversion for real-time applications such as simulcasting a major sporting event. Technically, both are relatively simple when compared to the solutions that have been developed for conversion to 25- and 24-frame systems.

Against this backdrop of ongoing research, development and progress supportive of 1,125/60 for studio origination, it is being suggested by some that alternative standards might better serve the 525/59.94 NTSC community. While providing some obvious short-term advantages for U.S. broadcasters, these alternatives are not consistent with the call for an HDTV production

system that can be easily converted around the world.

The HDTV 1,125/60 Group is a voluntary organization of U.S. television producers, system users and equipment manufacturers who support the ATSC/SMPTE 1,125/60 standard for HDTV studio origination and program exchange. As a group, we seek to enhance the opportunities for new equipment manufacturing and U.S. program production and export that today accounts for an almost \$1 billion U.S. trade surplus. Certainly the economies of standardization will increase both the amount of programming we export as a nation and the ability of U.S. companies to competitively manufacture equipment.

We want to encourage all manufacturers, large and small, to realize the opportunities to develop new equipment using the 1,125/60 production standard. These opportunities are not limited to U.S. subsidiaries of foreign-owned companies. More than half of our members are U.S.-owned-and-operated manufacturers, and they are producing HDTV production equipment today.

While specifically focused on production, the group supports the efforts of all those currently seeking technical solutions to transmission and distribution issues relating to Advanced Television Systems. We maintain, however, that a clear separation and understanding of the technical issues of production from those of transmission are in the best interests of all. HDTV 1,125/60 is convertible to all of the transmission proposals currently under study by the FCC.

An HDTV studio will be capital intensive no matter how it is implemented. Broadcasters will want to avoid exorbitant start-up costs, and no one can relieve those anxieties. Certainly the ability to buy equipment adhering to a widely used standard from vigorously competing manufacturers can help.

Despite many statements to the contrary, the real possibility of achieving a unified single world standard for HDTV production is still very much alive. We support the initiative recently expressed in BROADCASTING (Sept. 12) by Henrikas Yushkiavitchus, vice chairman of USSR television and radio, to conduct further engineering evaluations in an effort to achieve a worldwide production standard. According to Yushkiavitchus: “One good production standard is better than two perfect ones.” We couldn't agree more.

The ATSC/SMPTE 1,125/60 standard is a highly refined, real and working HDTV production system. U.S. broadcasters should be proud of the role played by ATSC and SMPTE in the development of this standard and embrace it as they move closer to achieving the transmission and distribution systems that will bring HDTV into American homes.

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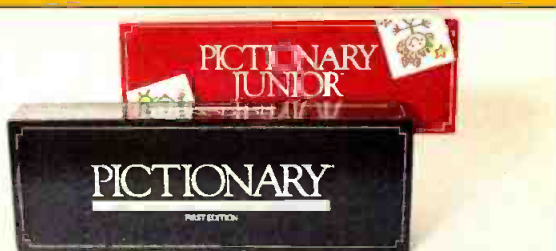
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Datebook

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This week

Nov. 13—*Academy of Television Arts and Sciences* installation ceremonies for *Television Academy Hall of Fame*. 20th Century Fox Studios, Los Angeles. Information: (818) 763-2975.

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

Nov. 14—Two seminars on "President Kennedy and Television," sponsored by *Museum of Broadcasting*. Part one, 12:30-2 p.m.: "Television and the Assassination of President Kennedy." Panelists: Morley Safer, CBS's *60 Minutes*; Julian Goodman, retired chairman, NBC; Ike Pappas, TV and radio correspondent; Richard Salant, former president, CBS News, and Harrison Salisbury, historian, journalist and TV commentator. Part two, 5:30-7 p.m.: "The Kennedy Presidency and Television." Panelists: Morley Safer; Don Hewitt, executive producer, *60 Minutes*; Edward P. Morgan, writer, commentator, journalist, and Tom Wicker, columnist, *New York Times*. MB, New York. Information: (212) 752-7684.

Nov. 14-15—*North American National Broadcasters Association* executive council meeting. Willard hotel, Washington. Information: (613) 738-6553.

Nov. 15—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Galvin, chairman, Motorola. Marriott, Washington.

Nov. 15—"Bridging the Gap—Broadcasting," second in four-part series of seminars sponsored by *Young Lawyers Committee of Federal Communications Bar Association* with *Continuing Legal Education Committee*. FCC, Washington. Information: Michelle Plotkin. (202) 371-5761.

Nov. 15—Third annual Advertising Law and Business Conference, sponsored by *American Advertising*

Federation. Drake hotel, Chicago. Information: (202) 898-0089.

■ **Nov. 15**—Promotion/cooperative advertising workshop, sponsored by *Association of National Advertisers*. Plaza hotel, New York. Information: (212) 697-5950.

Nov. 15—*Southern California Cable Association* Diamond Awards presentation, honoring Southern California's local programming executives. Stock Exchange, Los Angeles. Information: (213) 684-7024.

Nov. 15-16—*San Diego Communications Council* second annual fall conference, "Advanced Communications Technologies and the Public Interest." Keynoters: Julius Barnathan, ABC; Phillip Quigley, Pacific Bell, and Andrew Lippman, Massachusetts Institute of Technology. Panelists include: Representative Ed Markey (D-Mass.); Mel Harris, Paramount Television Group; Ed Horowitz, HBO; Thomas Stanley, FCC; Charles Shott Jr., National Telecommunications and Information Administration, and Dennis Leibowitz of Donaldson, Lufkin & Jenrette. La Jolla Marriott, San Diego. Information: (619) 594-6933.

Nov. 16—*New York Television Academy* drop-in luncheon. Speaker: Jeffrey Reiss, chairman and chief executive officer, Reiss Media Enterprises/Request Television. Copacabana, New York.

Nov. 16—*American Jewish Committee's* Human Relations Award dinner honoring John Malone, president-chief executive officer, Tele-Communications Inc., Denver. Beverly Wilshire, Los Angeles. Information: (213) 655-7071.

Nov. 16-18—*Private Cable Show*, sponsored by *National Satellite Programming Network*. Keynote speaker: Al Swift (D-Wash.). Denver Tech Center, Denver. Information: (713) 342-9655.

Nov. 17—*USA Network* local ad sales seminar. Holiday Inn Crowne Plaza, Boston. Information: (212) 408-9170.

Nov. 17—"Policy for Children and Television," *Colum-*

bia Communication and Society seminar sponsored by *Gannett Center for Media Studies*. Columbia University, New York. Information: (212) 280-8392.

Nov. 17—*American Women in Radio and Television Southern California chapter*, event for AWRT's "Soaring Spirits" charity. Carlos n' Charlies. Los Angeles. Information: (213) 736-0706.

Nov. 17-20—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Convention Center Cincinnati.

Nov. 18—*Broadcast Pioneers, Washington area chapter*, ninth annual awards banquet. Kenwood Country Club, Bethesda, Md. Information: Joe Ryan, (202) 783 5100.

Nov. 18-19—Symposium to "explore the practice of foreign affairs media coverage in U.S and Germany;" co-sponsored by *Goethe-Institut German Cultural Center, Cincinnati*, and *Broadcasting Division, University of Cincinnati College-Conservatory of Music*. University of Cincinnati College of Law, Cincinnati. Information: (513) 475-4394.

Nov. 18-20—"The Next Four Years," advanced economics conference for journalists, co-sponsored by *Foundation for American Communications, Cox Enterprises, Atlanta Journal and Constitution and For Foundation*. Hyatt Regency Ravinia, Atlanta. Information: (213) 851-7372.

Nov. 18-20—First Conference of College Broadcasters, sponsored by *National Association of College Broadcasters*, with grant from CBS Foundation. Brown University, Providence, R.I. Information: (401) 863 2221.

Nov. 19—*Alpha Epsilon Rho, National Broadcasting Society*. New England regional convention. Mount Wachusett Community College, Gardner, Mass. Information: (617) 632-6600.

Nov. 19-Dec. 3—"JFK on Television," exhibition at *Museum of Broadcast Communications*. MBC's Kra-

Major Meetings

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. 13-19, 1989—*National Association of Broadcasters* winter board meeting. Scottsdale Princess, Scottsdale, Ariz.

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 Broadcast-*

ers. Opryland, Nashville. Information: (615) 327-4488.

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

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

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

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

May 11-15, 1989—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

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 20-23, 1989—*National Association of Broadcasters* summer board meeting. Washington.

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

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

Sept. 13-16, 1989—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans. Future meetings: Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

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

Oct. 5-8, 1989—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: John Baltison, (614) 888-3364. Future convention: Oct. 11-14, 1990, St. Louis.

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

Oct. 22-27, 1989—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center.

Nov. 13-15, 1989—*Television Bureau of Advertising* annual meeting. Century Plaza, Los Angeles.

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Also in November

Nov. 21—International Emmy Awards gala, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton Center, New York. Information: (212) 308-7540.

Nov. 22—*International Radio and Television Society* newsmaker luncheon, followed by goods and services auction. Waldorf-Astoria, New York. Information: (212) 867-6650.

Nov. 28—*Academy of Television Arts and Sciences* "Television Academy Hall of Fame" telecast (on Fox), honoring 1988 inductees Jack Benny, George Burns, Gracie Allen, Chet Huntley, David Brinkley, Red Skelton, David Susskind and David Wolper. Information: (818) 763-2975.

■ **Nov. 28-30**—"Radio News in the 1990's," conference of *North American National Broadcasters Association/European Broadcasting Community* joint steering committee. Dublin.

Nov. 29—*New York Women in Cable* meeting. Speaker: Marshall Cohen of MTV on "Consumers' Viewing Habits." Information: Beth Araton. (212) 661-6040

■ **Nov. 29**—"The Future of the TV News Magazine" and "On Location at the Network News Magazine Programs," two-part seminar sponsored by *Center for Communication*. CC, New York. Information: (212) 836-3050.

■ **Nov. 29-30**—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Kansas City Airport Hilton, Kansas City, Mo. Information: (202) 775-3637.

Nov. 30—"The Greenhouse Effect and Our Changing Climate," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Nov. 30—"Bridging the Gap—Broadcasting," third in four-part series of seminars sponsored by *Young Lawyers Committee of Federal Communications Bar Association with Continuing Legal Education Committee*. FCC, Washington. Information: Michelle Plotkin, (202) 371-5761.

■ **Nov. 30**—"Policy for Sale: Do Foreign Governments Buy Influence in Washington?" forum sponsored by *American University*. Kay Spiritual Center, AU campus, Washington. Information: (202) 885-2058.

Nov. 30-Dec. 1—"Telecommunications: Meeting Tomorrow's Challenges," meeting sponsored by *Telecommunications Conference Center*. Keynote speaker: Senator Ernest Hollings. New York Hilton, New York. Information: (212) 633-8011.

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

December

Dec. 1—"Weather Forecasting: Is It Improving?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Dec. 1—Deadline for entries in 21st annual Addy Awards, sponsored by *Advertising Club of Metropolitan Washington*. Information: (301) 656-2582.

Dec. 2—"Agriculture 1989: Weather, Climate and Economic Prospects," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Dec. 4-Jan. 7—"The American Children's Television Festival: A Holiday Celebration," sponsored by *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

■ **Dec. 6**—"Second Thoughts on the First Amendment," sponsored by *Institute for Policy Studies*. IPS, Washington. Information: (202) 234-9382.

■ **Dec. 6-9**—EuroComm 88, telecommunications event sponsored by *European Economic Community*, including exhibition of telecommunications products and services from both European and non-European suppliers. RAI exhibition center, Amsterdam. Information: Amsterdam—020-549-12-12.

Dec. 7—*Washington Journalism Center* conference

on "The Media and the 1988 Presidential Campaign: Was the Coverage Fair?" Watergate hotel, Washington. Information: (202) 337-3603.

Dec. 7-9—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Dec. 8—"Bridging the Gap—Broadcasting," last in four-part series of seminars sponsored by *Young Lawyers Committee of Federal Communications Bar Association with Continuing Legal Education Committee*. FCC, Washington. Information: Michelle Plotkin, (202) 371-5761.

Dec. 12-13—Technology studies seminar for media professionals, sponsored by *Gannett Center for Media Studies*. Columbia University, New York. Information: (212) 280-8392.

Dec. 12-14—Promotion strategy seminar, sponsored by *Association of National Advertisers*. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

Dec. 13—Presentation of Women at Work broadcast awards, sponsored by *National Commission on Working Women*. Capital Hilton, Washington. Information: Sandra Porter (202) 737-5764.

Dec. 13-14—World telecommunications conference, sponsored by *Financial Times*. London. Information: (01) 925-2323.

Dec. 15—*International Radio and Television Society* Christmas benefit, featuring Frankie Valli and the Four Seasons. Waldorf-Astoria, New York. Information: (212) 867-6650.

Dec. 16—Deadline for entries in 10th annual Frank O'Connor Memorial College Television Awards, sponsored by grant from *Mobil Corp.* Information: (818) 953-7568.

Dec. 30—Deadline for radio members of *National Association of Broadcasters* to nominate radio industry individuals for NAB's "Broadcasting Hall of Fame," which has replaced NAB's "Radio Hall of Fame." Information: (202) 429-5420.

January 1989

Jan. 4—Deadline for entries in contest "to recognize best news reporting and best news features in 1988 by Christian radio stations in the U.S.," sponsored by *Scribe*, newsletter for news personnel in Christian broadcasting. Information: (608) 271-1025.

■ **Jan. 4-7**—*Association of Independent Television Stations* annual convention. Theme: "The Future of Free TV." Keynote address: Representative Tony Coelho (D-Calif.). Century Plaza, Los Angeles. Information: (202) 887-1970.

■ **Jan. 7-8**—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Seattle Airport Hilton, Seattle. Information: (202) 775-3637

Jan. 8-13—*Annenberg Washington Program* second annual winter faculty workshop, on "communications issues, policy issues expected to confront the new administration." Washington Program. Washington. Information: (202) 393-7100.

■ **Jan. 10**—*Ohio Association of Broadcasters* Columbus managers' luncheon. Holiday Inn, Ohio Center, Columbus, Ohio.

■ **Jan. 11**—*Ohio Association of Broadcasters* copywriters' workshop. Parke University hotel, Columbus, Ohio.

■ **Jan. 12**—*Ohio Association of Broadcasters* Cincinnati managers' meeting. Hyatt Regency, Cincinnati.

Jan. 12—*Caucus for Producers, Writers and Directors* meeting. Speaker: James Quello, FCC commissioner. Los Angeles. Information: (213) 652-0222.

Jan. 13—Deadline for entries in Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Information: Sue Edelman, (617) 876-6620.

Jan. 13-19—*National Association of Broadcasters* winter board meeting. Scottsdale Princess. Scottsdale, Ariz.

Jan. 15—10th annual televised ACE Awards (Awards for Cable Excellence), sponsored by *National Academy of Cable Programming*. Wilton Theater, Los Angeles.

■ **Jan. 15-16**—*Minnesota Broadcasters Association*

winter conference. Sheraton Midway hotel, St. Paul, Minn. Information: Laura Niemi, (612) 926-8123.

■ **Jan. 23**—"Syndication 101," *NATPE Educational Foundation* seminar. George Brown Convention Center, Houston. Information: (215) 664-4400.

■ **Jan. 24-25**—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Albuquerque Airport Hilton, Albuquerque, N.M. Information: (202) 775-3637.

Jan. 24-27—*NATPE International* 26th annual convention. Keynote address: Michael Eisner, chairman CEO, The Disney Co. George Brown Convention Center, Houston.

Jan. 27-28—*North American National Broadcasters Association* annual meeting. Sheraton hotel, Mexico City. Information: (613) 738-6553.

Jan. 28-Feb. 1—*National Religious Broadcasters* 46th annual convention and exposition. Sheraton Washington and Omni Shoreham, Washington. Information: (201) 428-5400

Jan. 31—Deadline for entries in 14th annual Commendation Awards, sponsored by *American Women in Radio and Television*, recognizing "genuine and positive depictions of today's women in broadcast programming and advertising." Information: (202) 429-5102

Jan. 31—Deadline for entries in *National Association of Broadcasters* "Best of the Best" campaign, honoring radio promotions. Information: (202) 429-5420.

■ **Jan. 31**—Deadline for applications for *Harvard University's* Nieman Fellowships for Journalists. Information: Program officer, Nieman Foundation, Walter Lippman House, One Francis Ave., Cambridge, Mass. 02138.

Jan. 31-Feb. 2—*South Carolina Broadcasters Association* annual winter convention. Columbia, S.C.

February 1989

Feb. 1—Deadline for entries in National Media Awards, sponsored by *Retirement Research Foundation*, for "outstanding films, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and the promise of an aging society." Information: Joyce Bolinger, Center for New Television, Chicago 60605. (312) 427-5446.

Feb. 2-4—*Radio Advertising Bureau's* ninth annual Managing Sales Conference. Loews Anatole, Dallas. Information: (212) 254-4800.

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

■ **Feb. 5-7**—*Michigan Association of Broadcasters* midwinter conference and exhibits with engineering seminars. Lansing, Mich. Information: (517) 484-7444

Feb. 6-7—*National Association of Broadcasters* managers roundtable, meeting "designed to give small and medium market general managers the chance to exchange ideas." Ramada Renaissance, Atlanta. Information: (202) 429-5420.

Feb. 7-8—*Arizona Cable Television Association* annual meeting. Sheraton Phoenix. Information: (602) 257-9338.

Feb. 8-9—*National Association of Broadcasters* managers roundtable, meeting "designed to give small and medium market general managers the chance to exchange ideas." Sheraton Plaza La Reina hotel, Los Angeles. Information: (202) 429-5420.

Feb. 10-12—*Oklahoma Association of Broadcasters* winter meeting. Tulsa Marriott hotel, Tulsa, Okla. Information: (405) 528-2475.

Feb. 11—Presentation of 21st annual Addy Awards sponsored by *Advertising Club of Metropolitan Washington*. Sheraton Washington hotel, Washington. Information: (301) 656-2582.

Feb. 14-15—*Broadcast Credit Association* credit seminar. Orlando Airport Marriott, Orlando, Fla.

■ **Feb. 14-15**—Seminar on signal leakage and cumulative leakage index compliance, sponsored by *National Cable Television Association*. Atlanta Airport Hilton, Atlanta. Information: (202) 775-3637.

Feb. 16—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Allen, chairman



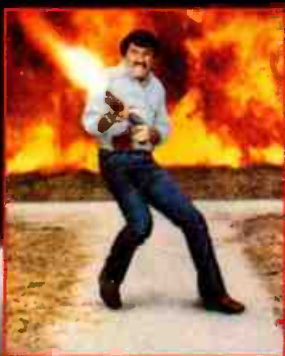
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AT&T. Marriott hotel, Washington.

Feb. 22-24—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex. Information: (512) 474-2082.

March 1989

March 1—Deadline for receipt of applications for *Harvard Journalism Fellowship for Advanced Studies in Public Health*. Information: Margaret Gerteis, deputy director, Center for Health Communication, Harvard School of Public Health, 677 Huntington Avenue, Boston 02115.

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

March 7-10—*Audio Engineering Society* convention. Congress Centrum, Hamburg, West Germany. Information: (030) 831-28-10.

March 8-9—*Ohio Association of Broadcasters* congressional salute. Sheraton Grande, Washington.

March 12-16—Sixth world conference of broadcasting unions, organized and hosted by *North American National Broadcasters Association*. Willard hotel, Washington. Information: (613) 738-6553.

March 13-14—*National Association of Broadcasters* group head fly-in, "where heads of radio station groups will meet to discuss common issues and concerns of the broadcast industry." DFW Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

March 22—Radio station acquisition seminar, sponsored by *National Association of Broadcasters*. New York Hilton and Towers at Rockefeller Center, New York. Information: (202) 429-5420.

March 23—*National Association of Black Owned Broadcasters* fifth annual Communications Awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders. (202) 463-8970.

March 30—*Federal Communications Bar Association* monthly luncheon, featuring international telecommunications panel, including Seth Blumenfeld, president, MCI International. Marriott, Washington.

April 1989

April 4—*Caucus for Producers, Writers and Directors* general membership meeting, featuring members of New York Business Roundtable. Los Angeles. Information: (213) 652-0222.

April 9-12—*Broadcast Financial Management/Broadcast Credit Association* 29th annual conference. Loews Anatole, Dallas. Information: (312) 296-0200.

April 10-12—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York. Information: (212) 751-7770.

April 19-23—*National Broadcasting Society, Alpha Epsilon Rho*, 47th national convention. Riviera hotel, Las Vegas. Information: David Guerra. (501) 569-3254.

April 19—*Federal Communications Bar Association* monthly luncheon. Robert Johnson, president-publisher, *Newsday*. Marriott hotel, Washington.

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

April 27-29—*Broadcast Education Association's* 34th annual convention. Las Vegas Convention Center. Las Vegas. Information: (202) 429-5355.

May 1989

May 11—Presentation of National Media Awards by *Retirement Research Foundation* for "outstanding film, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and promise of an aging society." Chicago. Information: Joyce Bolinger, Center for New Television, 912 S. Wabash, Chicago 60605; (312) 427-5446.

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

Errata

In Nov. 7 story, "NAB backs TV promotion," law firm of **Miller Young & Holbrooke** was incorrectly identified as Miller & Young.

Nov. 7 "For the Record" item incorrectly identified **Hector G. Salvatierra** as board member of National Association of Broadcasters. Salvatierra is on **board of Broadcast Capital Fund Inc.**

Nov. 7 "For the Record" item incorrectly reported **consideration for WERA(AM) Plainfield, N.J.**, as \$695,000. Actual consideration was **\$1,110,000.**

Oct. 31 story on **NBC's Geraldo Rivera** special on satanic cult violence incorrectly reported number of **viewer responses** received by NBC. Correct figures: **495 unfavorable, 290 favorable and 250 miscellaneous inquiries.**

York. Information: (202) 429-5102.

May 17-18—*Ohio Association of Broadcasters* spring convention. New Market Hilton, Canton, Ohio.

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

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

June 1989

June 15-18—"The Use of Microcomputers in Station Management." *NATPE* management seminar. Princess Resort on Mission Bay, San Diego. Information: (215) 664-4400.

June 17-22—16th International Television Symposium. Montreux, Switzerland. Information: (021) 963-32-20.

June 20-23—*National Association of Broadcasters* summer board meeting. Washington.

June 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Ralph Oman, Register of Copyrights, Library of Congress. Marriott, Washington.

July 1989

July 12—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Michael King, president-chief operating officer, King World. Los Angeles. Information: (213) 652-0222.

September 1989

Sept. 13-16—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans.

Sept. 13-16—*Radio-Television News Directors Association* annual convention. Kansas City Convention Center, Kansas City, Mo.

October 1989

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

Oct. 3-8—World Summit for Electronic Media, organized by *International Telecommunication Union*. Theme: "Towards Global Information: The Electronic Media Explosion." Geneva Exhibition and Congress Center, Geneva. Information: 31 (2968) 6226.

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

Oct. 25-26—*Ohio Association of Broadcasters* fall convention. Hyatt on Capitol Square, Columbus, Ohio.

Oct. 25-28—Broadcast '89, trade fair for film, radio and television. Frankfurt Fair Ground, Frankfurt, West Germany. Information: (069) 7575-6452.

Oct. 29-Nov. 2—"Radio in the 1990s" third radio news and current affairs conference hosted by *North American National Broadcasters Association*. Washington Sheraton, Washington.

November 1989

Nov. 13-15—*Television Bureau of Advertising* annual convention. Century Plaza. Los Angeles.

Open Mike

Open door for AM

EDITOR: Many AM broadcasters have been hurting for quite a while and have been looking for ways to improve their lot in life. The FCC has now opened the door in a recent Notice of Proposed Rulemaking (MM Docket 88-376), for which comments are due Nov. 22.

Part of this notice pertains to the possible future ability of an AM station—increasing power—to accept interference, daytime, up to its one-millivolt-per-meter (1mV/m) contour. Presently, this acceptance of interference is only available to applicants for new AM stations that would be a first facility in a community outside an urbanized area or the first AM station in a community within an

urbanized area with a population of 25,000 or more. The commission now proposes to modify these restrictions so that any existing AM station may propose to increase power daytime and, where necessary, accept interference from another station up to its 1 mV/m contour.

What this means is that many AM stations may be able to increase power and serve a greater area without causing interference to others and receive interference in areas where they do not now provide service anyway.

Another benefit for some AM stations with daytime directional antennas is that many such antennas were designed not only to prevent interference being caused to others, but also to avoid receiving interference

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from other stations. Some of these directional patterns may be changed to provide better service if the rule change is adopted.

This rulemaking provides the opportunity for AM licensees to tell the commission how it can help. It need not be formal, and even a letter will be considered. But without input, the commission is left to decide the future of AM without the benefit of the people who run the business. *Vincent J. Curtis Jr., attorney, Fletcher, Heald & Hildreth, Washington.*

International acclaim

EDITOR: Bravo! I saw your editorial on the importance of international coverage in the Nov. 7 issue of BROADCASTING. Although the business of "global television" is far from reality, there is a strong case for regional programming, with those countries where English is a common language showing the greatest potential for continued expansion. Australia, for instance, is one of the major players in the loud revolution taking place in the buying and selling of media.—*Victoria Horstmann, vice president, corporate communications, NW Ayer Inc., New York.*

Call for cooperation

EDITOR: While public broadcasting officials

imply that the congressional authorization of an independent production service is a thorn on the rose of new funding legislation (BROADCASTING, Nov. 7), a more apt metaphor might be a rose amidst the Astro turf of an increasingly commercialized public television system.

What some call "balkanization" of funding may be viewed by others as a long overdue restoration of diversity—putting the difference back into public television. Congress clearly felt that the system is not providing the programming innovation and diversity that the public deserves and therefore created an independent production service with an exclusive and unambiguous mandate to do just that.

BROADCASTING misquoted me as saying that the independent production service would not listen to station managers. This new service is not an endowment for independent production. It is an endowment for viewers. The National Coalition looks forward to working with station managers, but not to attract the largest audience by offering the most conventional and unchallenging fare; rather, to discover ways to create new audiences for truly diverse, innovative programming. We hope that all the partners in public television will join us in this unique opportunity in American television history to establish a laboratory for broadcast innovation.—*Lawrence Daressa,*

co-chairman, National Coalition of Independent Public Broadcasting Producers New York.

Another AM answer

EDITOR: If you're willing to print still another comment about the state of AM today here's mine:

I agree wholeheartedly with Joe Taback Oct. 31 "Open Mike" in which he cites the abandonment of the AM side by comb operators.

I would like to add that this whole AM debacle is the result of a "self-fulfilling prophecy" perpetrated by owners and program directors who never had the privilege of working in radio during the late 1950's to mid-60's—a period when a wide variety of formats were active and viable and a period when programmers had a sense of obligation to the audience, fully as much (if not more) than they did to the "bottom line."

I'm not being nostalgic or unrealistic when I insist that if some of us veterans of the real radio days were to get back into the business, with owners who had the guts to let us do our thing, there would be a remarkable "re-awakening" of AM on the MOR full service side of the spectrum. The only secret to success in this format is: you have to know how to do it.—*Hal Wheeler, media consultant, Bangor, Me.*

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WHOSE FAULT WAS IT?

In the last week of the election campaign the president of NBC News, Michael Gartner, decided that the most important issue that would be decided by the voters had been sadly neglected by the candidates. And so he did something about it. He wrote an op-ed column for The Wall Street Journal which appeared five days before the election. The Journal identified its distinguished contributor as "editor and co-owner of the Daily Tribune in Ames, Iowa, and president of NBC News in New York."

Gartner said the biggest issue in the election was who would make the next appointments to the Supreme Court. He said, "The real question on the ballot is, Should the Reagan Years continue beyond the Reagan years? Beyond the Bush years? Beyond even the Quayle years? The Supreme Court will determine that, and the next president will determine the court's makeup for at least another generation."

Gartner said that is a prospect that is "discomfiting if you're a liberal who thinks there's still much to be changed." He is

such a liberal. The Ames Tribune, which he edits, endorsed Dukakis. What troubled the NBC News president was the prospect that conservative justices might be making decisions for the next quarter century on such issues as abortion, the death penalty, drug testing, the rights of criminal suspects and the rights and privileges of the media. Gartner said it was sad that this issue had not been discussed more during the campaign.

He blamed the candidates for that, saying that perhaps they were afraid to discuss it. Gartner, who was vacationing abroad during the first half of October, may not have known that the candidates had addressed this issue in their Oct. 13 debate, thanks to a question posed by ABC's Ann Compton. Bush responded that he would not appoint liberal judges "who would legislate from the bench." He praised Reagan's Supreme Court appointments, including the conservative Robert Bork, who was rejected by the Senate. Dukakis said he would appoint people of ability and integrity regardless of whether they were conservative or liberal. But he also criticized the Bork appointment and praised as "outstanding" that personification of liberal judicial activism, Chief Justice Earl Warren.

The difference was clear for all to see. Why didn't it get the attention Gartner thinks it deserved? That was discussed briefly on NBC's Today show on Oct. 4. Law professor Herman Schwartz said it was because Dukakis "was not rushing to embrace the liberal label." NBC's stars, Tom Brokaw and Bryant Gumbel, both interviewed Dukakis and Bush in the last week of the campaign. Neither one asked the candidates what kind of justices they would appoint. Gumbel interviewed Bush the day Gartner's column appeared and Dukakis the day after, but he didn't ask Gartner's big question. The column wasn't totally ignored by NBC. The Today show took up the issue, replaying parts of the answers the candidates gave in the debate. They showed Dukakis criticizing Bork, but they omitted his praise of Earl Warren.

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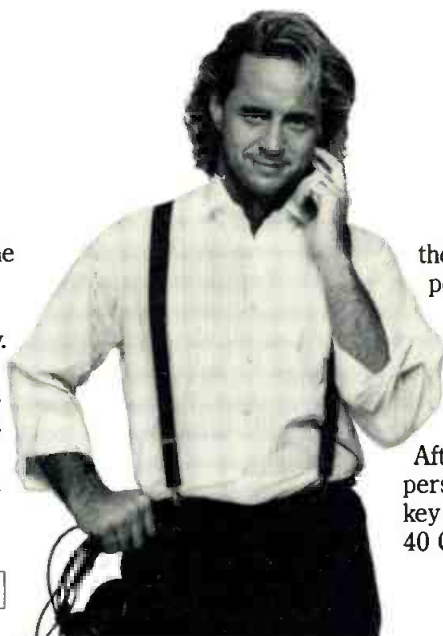
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Vol. 115 No. 20

TOP OF THE WEEK



Bush on CNN



Dukakis on ABC

Election '88: The Media Aftermath

Complaints emerge from Congress about networks calling races before polls close in West, putting fresh emphasis on push for universal poll closing

The 1988 presidential campaign—one that has been described as “made for television”—ended Tuesday with a touch more of the suspense associated with such events than the quadrennial shows that preceded it in the 1980’s. And while politicians hardly paused for breath before talking of the 1992 campaign, there were the customary complaints about networks projecting the presidential victor long before the polls closed on the West Coast. But those complaints were tempered, this time, by the recognition that Congress must bear some of the blame. It was a recognition giving heart to those in Congress and the networks who see uniform poll-closing legislation as the solution to the conflict between the networks’ determination to report the news as it happens, and the frustration of those on the West Coast who fear that a winner has been “called” while they are still in line at the polling places.

As for the campaign, it had been one of sound bites and visuals and events staged for impact on the evening news—Vice President George Bush in a flag factory and Governor Michael Dukakis careening around a proving ground in a tank were among the more notable. There were the ads—each side spending an estimated \$30 million on television—in a campaign generally regarded as the most negative in years. There was the sudden flowering on television of Dukakis and his running mate, Senator Lloyd Bentsen (D-Tex.), as they accept-

ed invitations for interviews by network anchors. Bush, too, made some appearances, if not as many (and his running mate, Senator Dan Quayle [R-Ind.], none at all). And there was Dukakis, in the final weeks of the campaign, crisscrossing the country in a desperate effort to gain the votes needed to avoid defeat. Indeed, Dukakis did not even quit on election eve, the traditional quitting time. He did satellite interviews from Boston with television stations around the country on Tuesday, all to no avail.

And if a George Bush victory was never in serious doubt, the network anchors were able to maintain a somewhat plausible air of suspense for more time than was the case in 1984. Four years ago, CBS, basing projections on findings of its exit pollers, called President Reagan’s reelection victory at 8 p.m. ET, long before the polls had closed in more than half of the 50 states. Last week, CBS was again first, but anchor Dan Rather could not project a Bush victory on the basis of states with a total of the magic number of 270 electoral votes until 9:17 p.m. ET. “It’s over,” Rather said. “George Bush wins.” Earlier, he had said, “We may not always be first. We do so want to be accurate.” On the Bush call, CBS was both. ABC, which had erred in initially calling Maryland for Dukakis—one of the few miscalls made by the networks—straightened that out and projected a Bush victory at 9:20 p.m. (CBS had also projected one too many states for Dukakis—Illinois, in an announcement shortly after 9 p.m. The correction was made the next morning.)

Those watching NBC, however, heard Tom Brokaw at 9:30 say: “This race is not yet over.” It was not until 10:30 p.m. that

Brokaw was ready to say it was and that Bush had won. An NBC News spokeswoman, Mary Lou O’Callahan, said later that NBC’s election desk was waiting for what it felt was sufficiently hard information on Michigan, whose 20 electoral votes put Bush over the top on NBC’s chart. “We waited until we had information on key precincts, and the raw polling data, as well as material from the exit polls,” she said. “We were not trying to project first,” she added. “We were taking a different kind of approach to election night coverage.” As a result, it was left to NBC News correspondent Lisa Myers who was at Bush headquarters in Houston to report, if obliquely, at 9:45 p.m., what most of the rest of the world already knew. With Bush partisans cheering wildly in the background, Myers said that Bush “is being told he won.”

Cable News Network trailed the other networks, projecting a Bush victory at 10:42 p.m. Still, that was 18 minutes earlier than it had expected to call a winner. It had said it would not declare the presidential race over until the polls had closed on the West Coast. CNN relied on the exit polling done by *The Los Angeles Times* for demographic information. But it projected state-by-state winners on the basis of actual returns from key precincts and other material. “Once Bush got to 270 electoral votes,” said a CNN spokeswoman, Kitsie Bassett, “we couldn’t wink at the audience and say there was no winner yet.” Actually, Bush was leading Dukakis by 285 to 34 in the electoral vote at that point. But as at NBC, CNN was unable to keep the trend, if not the actual result, from the viewers. Shortly before 9 p.m., CNN commentator Rowland Evans said: “It looks

pretty good for George Bush." His partner, Robert Novak, added that the election was "another pathetic Democratic showing."

Election night is one of the nights networks attempt to showcase their news operations. Little expense, if any, as they say, is spared. The graphics are dazzling. And the sets—ABC's particularly—are rich. Efforts are made to hold viewer interest with an array of interviews—NBC's Brokaw late in the evening chatted with Nicaraguan President Daniel Ortega, in Managua, for instance. The network also called in reports from correspondents in London, Moscow and Tokyo. CBS made use of some of its *60 Minutes* stars—Mike Wallace, Ed Bradley and Diane Sawyer. And, as is their custom, the networks flooded the field with exit pollsters: NBC's talked to some 60,000 voters as they left polling places around the country, gathering information on voters' ethnic group, age, religious background, race, and feelings on issues, among a host of other areas of interest to the demographers. The data generated provided grist for the analyses provided by the network's commentators throughout the long night.

During the early hours of election night, at least, the anchors did what they could to encourage those who had not yet voted to do so—"There are a lot of ballot issues, a lot of reasons for going to the polls in the West to vote," Rather said, shortly after proclaiming the presidential race decided. Such pleas seemed an indication of the networks' sensitivity to charges their coverage depresses voter turnout. Another of the anchors' functions, it seemed, was to maintain a high level of interest in an election night broadcast whose principal news would not be kept from analysts, anchors and, then, the public for long (except for those viewers glued to NBC or CNN). Indeed, even before calling the presidential race for Bush—but after he had already dropped broad hints ("Michael Dukakis needs a political miracle")—Rather was using developing state contests as a lure to hold viewers: "There are some Senate races that can cause cardiac arrest. So don't go away."

Connecticut was the scene of one of those races, with Democratic state Attorney General Joseph I. Lieberman defeating three-term liberal Republican Senator Lowell P. Weicker Jr. in one of the major upsets of the evening. The Florida Senate race may have caused the networks' elections units heart trouble. ABC called it for Democratic Representative Buddy MacKay at 10 p.m., and CBS called it for him at 11:37 p.m. But NBC delayed a call until 12:45 a.m., when they projected the Republican candidate, Representative Connie Mack, the winner. And by Thursday, unofficial returns had indeed given Mack a narrow lead. But MacKay's campaign manager was complaining about what he said were possible voting irregularities involving up to 100,000 votes. The race remained to be decided.

One aspect of the election discouraging to those concerned about low voter turnout was the word that only some 89 million Americans voted, several million less than in

ABC



Kissinger, Jennings, Brinkley

CBS



Rather, greeted by CBS Chairman William Paley

NBC



Brokaw

▼CNN's Bernard Shaw, Mary Alice Williams

CNN



1984. That was said to be the first time since 1944 that the number of voters declined from one presidential election to the next. And the rate of participation—49%—was the lowest since World War II. One aspect of the election discouraging to the networks is that the audience for their coverage also continues to decline in the face of increased competition.

The A.C. Nielsen combined three-network rating for the four hours between 7 and 11 p.m. was 29.7 and the share, 47. Four years ago, with President Reagan scoring an authentic landslide victory over Walter Mondale, the combined three-network rating was 35.9 and the combined share, 54. As for the contest among the networks last week, NBC achieved a 10.4 rating and 17 share, ABC, a 10.3/16, and CBS, a 9.0/14. (The ratings for the entire election night coverage—ABC and CBS signed off at about 1 a.m. and NBC at 2 a.m.—will be available later this week.)

Where did the network viewers go? Not, probably, to CNN, as some seemed to have done in 1984. For CNN's audience was also lower than it had been four years earlier. Within its universe of 47 million homes, it achieved a 1.7/2.6 between 7 and 11 p.m. In 1984, with a smaller universe of 31 million homes, its rating was 2.1 and its share, 3. Some viewers apparently turned to programming on independent television stations. The combined Nielsen rating for independents for Tuesday night was 19.7; their combined share, 31. That was an improvement over the independents' performance during the preceding Tuesday night, when they competed against regular network programming and had a 12.7/20.

□

Throughout the night, the network anchors generally adhered to the commitment they had made to Congress regarding coverage. They did not—as the anchors repeatedly reminded viewers—project the results of an election in a state until at least the majority of the state's polling places had closed. Nor did they "characterize" results (although at one point, before 8 p.m., ABC News's Peter Jennings said that "if present trends continue, Bush will win the solid South." He was promptly, if gently, reminded by his co-anchor, David Brinkley, that "we don't project until the polls close"). The self-censorship was in response to congressional concern about the impact of early vote projections on voter turnout. But they did call the presidential election when the states with 270 or more electoral votes were safely in Bush's column. That, too, was part of the bargain.

But it caused grumbling among some key members of Congress, as well as among voters and state officials on the West Coast. Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Commerce Committee, was one of four members of Congress—Senator John C. Danforth (R-Mo.), ranking minority member of the Senate Commerce Committee, and Representatives John Dingell (D-Mich.) and Norman F. Lent (R-N.Y.), chairman and ranking minority member of the House Commerce Committee,

respectively, were the others—to write to the network companies shortly before the election to ask them "to refrain from behavior that would affect the outcome" of local, state and national elections. (Ironically, as matters developed on election night, the letter urged the networks to follow the example CNN said it would set of not reporting results of the presidential contest until the polls closed in the West.) On Thursday, Hollings, in response to a question about the networks' performance, said: "Where was the restraint?"

The Associated Press quoted Californians standing in line to vote complaining about the CBS and ABC projections more than 90 minutes before the polls closed in the state. "I think it's a case of TV journalists being

C-SPAN LIVE
PROJECTED WINNER:
V.P. GEORGE BUSH

CBS	9:18 PM ET
ABC	9:20 PM ET
NBC	10:30 PM ET
CNN	10:40 PM ET

irresponsible because of ratings," said one who was waiting to vote in Los Angeles. And the California Secretary of State, March Fong Eu, a Democrat, was quoted as expressing disappointment that the networks made projections, which, she said, affected voter turnout. However, she also said Californians had turned out in record numbers—75.2% of those registered had voted. And Warren Mitofsky, director of elections and surveys at CBS News, said he has "not seen a single study that shows [projections of results have] a negative impact on voter turnout." Others involved in the process see something distasteful in keeping from the public information available to reporters and politicians, often as early as late afternoon on election day.

But it was commentator Linda Ellerbee on CNN Tuesday night who may have struck a responsive chord in many viewers with an anti-exit polling commentary. She called on voters leaving polling places to use lies to defeat the purpose of the exit polling. "Lie your heads off from one end of the ballot to the other," she said. "Imagine if television called the wrong winner." That or similar tactics have been urged by others frustrated by the growing use—and accuracy—of exit polling. As supporters of exit polling note, it has become an invaluable tool for learning about the electorate, regardless of the use made of them to project results. Indeed, Frederick Allen appeared throughout the evening on CNN to discuss the trends showing up in the *The Los Angeles Times*-CNN exit polling.

What now? Representative Al Swift (D-Wash.), principal backer of legislation that has been advanced as the means for elimi-

nating the early projections of election results—it provides for uniform poll closing—took some satisfaction in the complaints being heard last week. They could provide the impetus needed to clear the way for passage of the legislation in the new Congress.

The networks support the proposal as a way out of the dilemma they face on election night. And Swift said they had kept their agreement with Congress by refraining from early projections or characterizations of the vote. But while the House twice, in the past two Congresses, passed his bill, it died in the Senate each time. And the bill, which provides for the closing of all polls in the 48 contiguous states at the same time, Swift said, "would have taken care" of the issue. "Now," Swift said last week, "it's the Senate's turn to go first." Swift said he plans to talk to West Coast senators in search of a sponsor of the legislation. He thinks a senior Senator is needed. Senator Brock Adams (D-Wash.), a relatively junior member, managed to move a uniform poll-closing bill through the Senate Rules Committee. But, Swift said, "You need senior people to grind it through the Senate." He was confident the House would pass a bill once the Senate had acted.

But Swift said it would be necessary to strike early, while concerns about the early projections of results are fresh in legislators' memories. Another reason for prompt congressional action, he said, would be to leave time for the states to coordinate their local election laws with the new federal election law. "The states would not want polls closing at different times," Swift said. "If we do something," he added, "it should be done before the August recess."

One indication of the feeling that may be building in Congress was provided by Hollings's assertion that he would support a uniform poll-closing bill. "That's the only way to correct the situation," he said. Another indication was provided by an aide to House Speaker Jim Wright (D-Tex.). Wright and Senate Majority Leader Robert C. Byrd (D-W.Va.) had also written to the networks to ask for restraint in their coverage of the election. "In particular," they wrote, "we ask that you not project the winner of the presidential race until polls in the western time zone have closed." They, too, feared the impact of such projections on voter turnout. Neither Wright nor Byrd was available for comment last week, following the election. But Wright's aide, when asked what the Speaker's next step would be, said: "I hope the first thing we do is sit down with the Senate and get something done." Adopt the Swift bill? "Something," he said. "This is an intolerable situation."

So perhaps the 1988 presidential election will have been the last one for voters to get the results in the East, then wait for the results in the Midwest, then the Rocky Mountains and then finally the West. Next time, perhaps, the results will all be in at once. And won't that give the computers and those who massage them a bit of work to do. □

Overleaf: Election reaction from the Fifth Estate

Election '88: Fifth Estate reaction

Wall Street expects consolidation and deregulation of broadcasting industry to continue under Bush; sees relaxation of station ownership, other rules

Current trends toward consolidation and deregulation in the Fifth Estate will continue in the Bush presidency, according to Wall Street observers. Loosening of FCC rules covering station ownership and financial interest and syndication will be part of the effect of the Bush administration, analysts said.

Christopher Dixon, an analyst at Kidder, Peabody, said he thought the effect of the Bush presidency on the entertainment business would primarily come through the FCC. "We would expect additional joint venture activities between networks and producers, where networks can participate in revenues from syndication," Dixon said. "Clearly, such a move would tend to increase the trend towards consolidation which is already occurring in the industry."

"We're moving towards a more highly deregulated environment," Dixon said. "The possibility of a classic oligopoly in the entertainment industry becomes much more likely." He said he expected that the tendency of the current FCC to let regulation yield to market pressures would continue—"which, in light of the high capital requirements for entertainment producers and the efficiencies that can be realized through vertical integration, would suggest that consolidation would continue."

Raymond Katz, an analyst at Mabon, Nugent, pointed out that Ronald Reagan's departure from the White House will be of a particular disadvantage to Hollywood in the context of the reevaluation of the financial interest and syndication rules now governing the networks. When the rules promulgated by the FCC were examined in 1983, President Reagan was a firm and effective supporter of the continuation of the rules. Because of Reagan's entertainment background, Hollywood has an ally in a high place with "more than an intellectual interest" in Hollywood's position on the issue, Katz said. "With Bush, they'll have a more dispassionate person when it comes to this issue."

In a Bush presidency "we are not likely to see reregulation," said Drew Marcus, an analyst who follows the radio industry at Kidder, Peabody. "I do not expect deregulation to continue at the same rate as it has in the Reagan administration because of unfriendliness with Congress," he said.

Marcus said relaxation of both television/radio crossownership rules and radio station ownership limitations will have a good chance of taking place in the Bush presidency. He said he hoped specifically that crossownership of television stations and AM stations in the same market would be permitted. He added that it was also possible for TV/AM/FM crossownership to be allowed. Marcus said the limitation on ownership of 12 AM stations and 12 FM's would be altered to permit ownership of 24 FM

stations. "With Bush in there," he said, "we would have a reasonable possibility these things would pass. With Dukakis, it would be extremely unlikely these things would be considered or passed."

But deregulation of the radio market is not a sure thing, Marcus added. "The risk is that Bush uses the FCC as a place to give concessions to Congress to help mend his relationships with them," he said.

John Tinker of Morgan Stanley said he did not think the Bush presidency would have a noticeable effect on the media. "The trends of vertical and horizontal integration have been in place for a while," Tinker said, and he did not think that Bush would do much to change it. If U.S. companies want to compete on a worldwide basis, he said, they will need to continue to consolidate to achieve a critical mass on the level of that of European media giants Hachette and Bertse-

mann. Likely candidates for increasing growth, he said, were Warner Communications, Tele-Communications, Time and the broadcast networks and Hollywood.

"The FCC will continue on its thrust to deregulate," said Mario Gabelli, chief investment officer of Gabelli & Co. He said he expects that broadcasting networks and local telephone companies would be allowed into the cable business; he said he also expected AT&T would be let into cable television carriage and programming. Among other items, Gabelli said there would be "no problem" with ownership of an AM radio station and a television station in a top-25 market and that financial interest and syndication rules would be modified to benefit the networks. "The trends that are in place will not change, whereas under a Democratic administration, they might not have been as visible." □

TV operators generally pleased with Bush victory; don't see any major regulatory changes ahead

Television broadcasters greeted the Bush victory with enthusiasm and believe it will provide continuity for the industry whose survival many think is being threatened. And there are those who are counting on a new chief executive to take a "more pragmatic and less ideological" approach to regulation.

"I feel good about him," says John Behnke, president and chief executive officer of Fisher Broadcasting (KOMO-TV Seattle). "I believe he has sound principles," says Behnke, who also thinks a Bush FCC will not operate with an ideological mandate. The Seattle broadcaster is eager to see some progress at the FCC on issues he says will help to create a "more level playing field. There needs to be a balance between the various components of the industry, between cable and over-the-air TV," says Behnke.

Furthermore, he is anxious to see "some sort of resolution" on the fairness doctrine, clearing the way for action on other matters.

He believes Bush will take a more "pragmatic approach toward working these things out with Congress."

Just what a Bush FCC will look like and how it will deal with Congress remains to be seen. Nevertheless, there were signs from Capitol Hill that there will be some rapport between the two. Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) told reporters last week he thinks his committee will "work more closely" with a Bush FCC. He is confident the President-elect will appoint "better" people, who will "stabilize" the broadcasting industry.

Like Behnke, National Association of Broadcasters President Eddie Fritts offers an optimistic assessment of the new administration: "We expect the Bush administration will be basically deregulatory in nature, but more pragmatic in its approach than its predecessor." And James T. Lynch of Multimedia Broadcasting is betting on Bush moving more to the center than Reagan.

"Clearly we are not going to have a re-



Behnke



Chaseman



Gabbard

bound toward total regulation," says Lynagh. But at the same time, Lynagh hopes the President-elect will establish FCC policy that will help foster the "free and universal" television system that exists today. "There are lots of us who would like to have some license renewal legislation," says the Multimedia executive.

Like Behnke, Lynagh wants to "get fairness behind us." He says the most constructive thing Bush could do is to let the doctrine become law without signing it and have the courts settle the issue.

But given that Bush is on record as opposing the doctrine, Post-Newsweek's Joel Chaseman thinks there may be a "continuation of the tension between the commission and Congress." Moreover, he does not anticipate any great change of direction at the FCC. "What you see at the commission is a fair sample of what you are going to see," says Chaseman.

As for the industry and its future, Chaseman thinks it is critical to devise a "rational"

policy on high-definition television. He says broadcasters must determine where their best interest lies when it comes to the telcable debate. And he would like to see a clarification of the network-affiliate relationship and a stop to the warfare between affiliates and independents.

Jerry Heilman, general manager of KTVO(TV) Kirksville, Mo., is not anticipating any "sweeping changes" over the next four years. "We are still facing the same type of situation with a Republican in the White House and a Democratic Congress," says Heilman. Heilman, whose station felt an economic crunch during the farm crisis of the 80's, is optimistic about a Bush White House. He thinks it will be good for the economy and for broadcasters.

Business could not have been better during the Reagan years for Ralph Gabbard of WKYT(TV) Lexington, Ky. He finds the prospect of a Bush administration exciting. "Dukakis scared me to death. I believe we are on the right track."

Radio industry welcomes a Bush White House; hopes prosperity of Reagan years will continue

Radio broadcasters sang resounding notes of optimism for the Bush administration, which many said should represent a continuation of the Reagan administration's deregulatory and pro-business approach toward the industry.

The high level of enthusiasm among radio group owners was exemplified by Carl J. Wagner, president, radio group, Great American Broadcasting: "I am delighted that he won and now we'll get back to having five commissioners and getting back to business."

Wagner also said the Bush administration represents a likely continuation of what he described as a healthy economy: "I think the country's in pretty good shape," he said, "and that bodes well for radio."

Equally bullish was Mike McDaniel, president and general manager, WBTO(AM) and WQTY(FM) Linton, Ind., who said the past eight years have been a major improvement over 1979, the year that he bought the two stations. "I couldn't be more tickled,"

he said, noting a rise in station revenue and a drop in interest rates. He cited FCC deregulation of the seven-year license renewal as one of the positive steps made within recent years, adding, "They've made my life a lot better as a broadcaster and have made my headaches a lot less."

McDaniel said Dukakis, on the other hand, had given radio broadcasters the impression that he would take a step backward by leaning toward tighter regulation of the industry.

Although he is a self-described supporter of fellow Texan Lloyd Bentsen, Clear Channel Communications Inc. President L. Lowry Mays said he was optimistic about the new presidential administration. "I think it's good for business and I think it's good for broadcasting," he said. "A continuation of the existing prosperity is good."

Mays said he was hopeful that any personnel changes at the FCC would result in cautious deregulation. "I am in hopes that the new commission will be very deliberate

in their free market attitude toward licensing. 'More is better' is not always better."

The election results should not change the radio business from its current status, said D. Mitchell Self, president and general manager, WLAY-AM-FM Muscle Shoals, Ala., especially since key players in Congress did not change. "The way I look at the election is that it doesn't make a helluva difference as long as there are the same guys in Congress."

Self said he feels good about the Bush victory because it will probably mean a continuation of the deregulatory attitude of the past eight years. A Dukakis victory, he said, could have resulted in tighter regulations. "It seems like over the years, when the FCC was run by the Democrats, we had all the regulations," said Self.

Jim Babb, president of Jefferson-Pilot Communications Co., said the Bush administration may result in a boon for radio, but could just turn out to be business as usual. "My guess is over all it should have anywhere from a neutral to a positive impact, based on the last few years of deregulation."

From a financial viewpoint, Babb said he suspected the Bush administration would be able to maintain what on the surface appears to be a healthy economy. "Certainly the economy is not booming," he said, adding "I guess everybody is hopeful that the perceived prosperity continues."

At this point, radio broadcasters appear content to maintain the status quo. The Bush administration is expected to bring continued stability in the economy and the FCC, said EZ Communications President Alan Box, or at least more so than a Dukakis victory would have. As Box pointed out, change can be a dirty word. "When things change," he said, "business can slow down for a while."

Added Terry S. Jacobs, chairman of the board, CEO, Jacor Communications Inc.: "A number of things have happened over the past eight years that have made broadcasting a good business to be in." He said he is optimistic that the economy and FCC will either maintain status quo or continue to move in a more positive direction. "I don't think we'll see any back-tracking," he said.

"The past eight years have been excellent for this country and, in terms of broadcasting, excellent for our industry," said Raul Alarcon Jr., president and CEO, Spanish Broadcasting System Inc., who agreed with his fellow broadcasters that the Bush administration should bring more of the same. "I'm overjoyed." □

'Business as usual' say some cable operators of Bush reign; to others, it's 'too early to tell'

Jerry Lindauer, senior vice president, corporate development at Prime Cable, Austin, Tex., said: "I didn't think the cable industry would be hurt" with Bush in the White House. "Down here in Texas we're very comfortable with George Bush," he said. With the Democrats there "is more of a regulatory environment."

But, said Lindauer, "I don't think Bush is necessarily going to pick up the [FCC Chair-



Wagner



Mays



Babb

man Dennis] Patrick agenda"; at least he will "not buy it 100%." Lindauer is "interested to see the real George Bush.... He is a more moderate type guy," he said, than many in the Reagan administration, and "may move to the center."

From a business perspective, Lindauer said "it's business as usual." Bush's election is "good for the industry," he said, particularly in the financing area for MSO's looking for money for system acquisition, as Prime Cable is. With Bush "there is much less uncertainty [in financing]. In the short term it wouldn't miss a blip."

Viacom Cable President and NCTA

Chairman John Goddard said the industry was looking forward "to working with the new administration and Congress." It is "too early to tell," he said, what may come out of a Bush FCC. And from Congress he does not see "a ground swell on reregulation."

"My concern is not so much about cable" as other key issues, said Goddard, principally the twin budget deficits, which negatively affect the economy. Adds Lindauer: "It will be interesting to see how George Bush handles his 'no new taxes.'"

Ed Allen, former chairman of the National Cable Television Association and now an entrepreneurial cable operator, said what

impact a Bush Administration will have on the cable industry will not be known until Bush fills the two or three (if Chairman Dennis Patrick steps down) seats on the FCC. (On the whole, the Patrick commission has been bad news for the industry, bringing back syndicated exclusivity rules and recommending to Congress repeal of the compulsory license and telco-cable cross-ownership ban.)

In general, Allen said, Bush shares Reagan's belief in marketplaces rather than in government regulation, but he is more "moderate." He is more "people-oriented than philosophy-oriented," he said. □

Election brings few changes to communications roster on Hill

Main differences in 101st Congress to come from retirements; Hollings takes new assignment, Brooks becomes Judiciary chairman

Last week's election did little to alter the lineup of communications policymakers on Capitol Hill. The House, where all 435 seats were at stake, remains squarely in the hands of incumbent Democrats such as Commerce's John Dingell of Michigan and Ed Markey of Massachusetts, chairman of the Telecommunications Subcommittee. As for the Senate, Democrats also reinforced their control by gaining one seat, while Republicans lost one, thus creating a new ratio of 55-45. Those Senate Commerce Committee members who faced reelection—Ranking Republican John Danforth of Missouri, Pete Wilson (R-Calif.), Donald Riegle (D-Mich.) and Lloyd Bentsen (D-Tex.)—are returning. Commerce Committee Chairman Ernest Hollings (D-S.C.) was not in this year's race.

If the 101st Congress varies at all from the last one it is because certain lawmakers are retiring. The departure of House Judiciary Committee Chairman Peter Rodino (D-N.J.) brings Jack Brooks, a Democrat from Texas, to the forefront, and Hollings plans to trade one appropriations subcommittee

chairmanship for another. A clearer picture of the composition of each committee won't emerge until January.

Hollings told reporters following a speech at a financial symposium last week that he will succeed outgoing Florida Democrat Lawton Chiles as head of the Labor, Health & Human Services and Education Subcommittee, which among other things establishes funding for public broadcasting. Hollings has been chairman of the appropriations subcommittee overseeing the FCC.

His move should not be read, however, as an indication that his grip on the agency will lessen. "I'll still be on the subcommittee," the senator told reporters, and he will certainly exercise authority over the commission through his Commerce Committee post. In the past, Hollings has inserted language into appropriation's legislation to keep the FCC from tampering with various policies.

As for a successor, Democrat Dale Bumpers of Arkansas will take his spot, according to Hollings. But Bumpers's office said the lawmaker had not announced any plans. A Senate source, however, thinks Bumpers will take it. Bumpers is one of the key authors of the ill-fated home satellite bill (S. 889) that the cable industry opposed during the last Congress. A spokeswoman said the Senator considers passage of the measure a "priority" for next year.

The surprise upset of Republican Senator Lowell Weicker of Connecticut creates another opening on Appropriations. Weicker is viewed as a staunch public broadcasting ally. And two others, Chairman John Stennis (D-Miss.) and William Proxmire (D-Wis.), are leaving the Senate; that should also contribute to reshuffling on Appropriations.

By week's end it looked as if Democrats captured an additional five seats in the House, including that of Judiciary Committee member Patrick Swindall of Georgia, who lost to former television actor Ben Jones of the *Dukes of Hazzard*. Jones will not be the only television veteran in the House. Iowa Republican Fred Grandy, who starred as Gopher Smith in the series, *Love Boat*, was reelected.

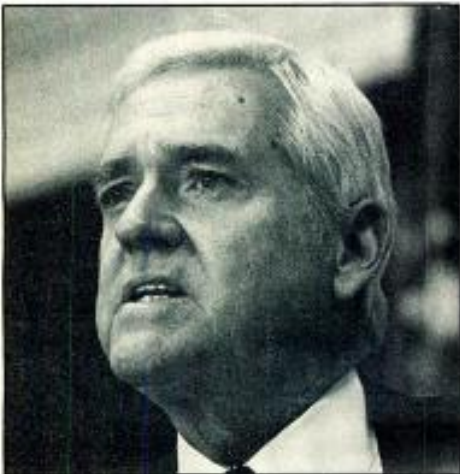
As anticipated, the election had little im-

act on the House Energy and Commerce Committee or its Telecommunications Subcommittee (BROADCASTING, Aug. 29), although there is one vacancy on the Democratic side. Wayne Dowdy (D-Miss.) departed to run against GOP Representative Trent Lott for the Mississippi Senate seat left open by the departure of Stennis. Lott won with 53%. Dowdy is part owner of Dowdy Broadcasting (six AM's and 10 FM's in Mississippi, Georgia and Arkansas).

Several are said to be eyeing Dowdy's seat on Telecommunications, including Commerce members Ron Wyden of Oregon, Jim Bates of California and Terry Bruce of Illinois. (Subcommittee assignments are usually made in January.) Bates was believed to be facing a tough challenge but pulled ahead with 62% of the vote. All other Commerce members were reelected including ranking Republicans Norman Lent of New York and Matthew Rinaldo on the subcommittee.

The House committee reorganization process begins Dec. 5 when leadership elections are held. There is a contest for chairmanship of the Democratic Caucus among Mary Rose Oaker of Ohio, Oklahoma's Mike Synar and William Gray of Pennsylvania.

Even if Synar takes the post, he is stick-



Hollings



Brooks

ng with Telecommunications and the Judiciary Committee's Copyright Subcommittee. In general, Commerce is a popular committee and few of its members are likely to pursue other assignments. The composition of committees can also change depending on the new ratio of Republicans to Democrats in the House.

Eight of the 25 congressmen on Telecommunications ran unopposed: Chairman Markey, Al Swift (D-Wash.), Cardiss Collins (D-Ill.), Billy Tauzin (D-La.), Jim Cooper (D-Tenn.), Jack Fields (R-Tex.), Michael Oxley (R-Ohio) and Thomas Bliley (R-Va.). Other subcommittee members reelected and expected to stay on: Mickey Leland (D-Tex.), Jim Slattery (D-Kan.), John Bryant (D-Tex.), Ralph Hall (D-Tex.), Dennis Eckart (D-Ohio), Bill Richardson (D-N.M.), Rick Boucher (D-Va.), Carlos Moorhead (R-Calif.), Tom Tauke (R-Iowa), Don Ritter (R-Pa.), Dan Coats (R-Ind.) and Howard Nielson (R-Utah).

For the first time in years, Commerce Chairman Dingell did not face a Republican challenger.

On the copyright subcommittee, Chairman Robert Kastenmeier (D-Wis.), despite predictions of a serious contest, beat Republican Ann Haney, 58%-42%. Representative Howard Coble (R-N.C.), who sits on Kastenmeier's subcommittee, was believed to be in a stiff race, but won with 62%.

All of the Copyright incumbents are returning: Pat Schroeder (D-Colo.), George Crockett (D-Mich.), Bruce Morrison (D-Conn.), Howard Berman (D-Calif.), Benjamin Cardin (D-Md.), Henry Hyde (R-Ill.), Michael DeWine (R-Ohio) and D. French Slaughter (R-Va.). Boucher, Bryant and Moorhead also sit on Copyright. There is, however, one exception: Republican Dan Lungren of California did not seek another term. With Brooks taking the helm of the Judiciary Committee there could be some trading of subcommittee assignments.

In the Senate, 33 seats were up (18 held by Democrats and 15 by the GOP). Besides Hollings, Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) was not a candidate. Inouye hopes to be the next Senate majority leader and is pitted against J. Bennett Johnston of Louisiana and George Mitchell of Maine. The lawmakers return Nov. 29 to make their choice.

Inouye has said he is sticking with Communications even if he becomes leader, although some observers say he could change his mind. Those decisions will not be nailed down until after the vote. Democrat Wendell Ford of Kentucky, however, has the seniority to succeed Inouye on Communications, followed by Riegle, J. James Exon of Nebraska and Al Gore (D-Tenn.), all of whom also chair subcommittees. Ford is running for majority whip against Alan Cranston of California.

There is one open slot on Hollings's Commerce Committee due to the retirement of Paul Trible (R-Va.).

As for the Judiciary Committee and its Copyright Subcommittee, the election did not alter the status quo. Copyright Chairman Dennis DeConcini (D-Ariz.) and subcommittee members Ted Kennedy (D-Mass.)

and Orrin Hatch (R-Utah) were reelected.

Democratic Senator Howard Metzenbaum of Ohio was pitched in a fierce campaign against Cleveland Mayor George Voinovich. But Metzenbaum, who chairs Judiciary's antitrust subcommittee, won with 57%.

Among the newly elected Republican senators in addition to Lott is Republican Conrad Burns, a former farm news broadcaster, who beat incumbent John Melcher of Montana. Republican Congressman Connie Mack III of Florida took the unofficial lead in the Senate race in that state against Democrat Buddy MacKay. Vermont Congressman James Jeffords succeeds retiring Senator Robert Stafford (R). Slade Gorton, a former Republican senator from Washington, has returned. He defeated Democratic Representative Mike Lowry.

New Democratic lawmakers include former Virginia Governor Chuck Robb; he takes Trible's seat. Connecticut Attorney General Joseph Lieberman ousted Republican Weicker. Nevada Governor Richard Bryan defeated incumbent Chic Hecht (R-Nev.), and Nebraska Governor Robert Kerrey trounced incumbent Republican David Karnes. Herbert Kohl, a wealthy Wisconsin businessman, won the Senate seat for that state against GOP candidate Susan Engleleiter.

In Wyoming, incumbent Malcolm Wallop edged his Democratic opponent, state Senator John Vinich. Wallop has interest in KWYO(AM) Sheridan, Wyo.

A number of congressional candidates with ties to the Fifth Estate failed in their bid for public office. They included: Republican Keith DeGreen, the host of a nationally syndicated TV show, *Building Personal Wealth*, who lost in Arizona to DeConcini; Robert Cordaro, president and general manager of WWAX(AM) Olyphant, Pa., who failed to unseat the GOP's Joseph McDade (Pa.); Republican Horace McQueen, a radio and television farm broadcaster, who lost to incumbent Jim Chapman (D-Tex.), and broadcast consultant Paul McCarthy, who failed to stop incumbent Democrat Nicholas Mavroules (Mass.).

Among returning incumbents with broadcasting backgrounds: Rod Chandler (R-Wash.), a former reporter at KOMO-TV Seattle; Helen Bentley (R-Md.), a one-time talk show host; Bob Dornan (R-Calif.), news commentator with KTLA(TV) Los Angeles; Bill Hefner (D-N.C.), previous owner of WRKB(AM) Kanapolis, N.C.; Jim Lightfoot (R-Iowa), one-time farm broadcaster with KMA(AM) Shenandoah; Marilyn Lloyd (D-Tenn.), who was in the radio business in Georgia; Kweisi Mfume (D-Md.), a talk show host with noncommercial WEAA(FM) Baltimore; Jan Meyers (R-Kan.), who is married to Louis (Dutch) Meyers, local sales manager, KCTV(TV) Kansas City, Mo.; John Miller (R-Wash.), former commentator at KIRO-AM-TV Seattle; Nick Joe Rahall (D-W.Va.), owner of WTNJ(FM) Mount Hope, W. Va.; Claudine Schneider (R-R.I.), one-time public affairs host at WJAR-TV Providence, and Swift, who was news and public affairs director at KVOS-TV, Bellingham, Wash. □

Viewer's Choice, Home Premiere come together

Pay-per-view services combine in hopes to conquer start-up costs of services and head for the black

After more than nine months of negotiations, Viewer's Choice and Home Premiere Television, the first- and third-largest pay-per-view cable services, respectively, have agreed to merge their operations. HPT's PPV channel will be folded into the existing Viewer's Choice 1 and Viewer's Choice 2 channels, and the new services reintroduced in January. Viewer's Choice had talked last year to Request Television, cable's second-largest PPV operation, about a possible merger.

Ownership of the combined pay-per-view operation will be shared equally by Viewer's Choice parent, Viacom Cable, and the five cable MSOs that have equal ownership in HPT: American Television & Communications, Continental, Cox, Newhouse, and Telecable. Last week, the principals were saying the merger was a way to spread the start-up costs of the one-year-old HPT and the two-year-old Viewer's Choice among the six partners. The corporate entity with oversight for the combined PPV operations will be known as Pay-Per-View Network Inc., the current corporate name for HPT.

HPT President Jim Heyworth will be president of the combined operation which will represent almost 5 million addressable subscribers. Viewer's Choice 1 and Viewer's Choice 2 currently serve 3.2 million subscribers; HPT serves 1.7 million subscribers, trailing Request TV. The combined service will operate two channels using the satellite transponders operated by Viewer's Choice and HPT.

Viewer's Choice will now cease to exist as a subdivision of Viacom International's Showtime Networks Inc. division, headed by Tony Cox. Viewer's Choice President Scott Kurnit will head Showtime Event Television, which will supply Viewer's Choice with event programming.

The combined operation eases the financial squeeze that faces the middleman in the PPV business, as was the case with Viewer's Choice. Cox said that the margins for the pay-per-view business typically average between 4% and 6%, with the remainder split between Hollywood and the cable operator. The genesis of HPT came from the cable operators, who believed being their own middleman would serve to reduce PPV costs.

For Viacom, the merger represents an end to the development of a PPV channel on its own. Although part of Viewer's Choice's losses were associated with the investment Viacom made to get into the business, the level of those losses did not appear to be reversing itself at an acceptable rate. Viewer's Choice 1 was launched on November 26, 1985, and Viewer's Choice 2 on June 25, 1986. Sources say that last year the

services lost between \$6 million and \$7 million.

Cox said that Showtime Networks pursued a merger because the "middleman position" in PPV "doesn't seem to us to be one where there is a high degree of profits." Cox said that it will be "a couple more years" before the Viewer's Choice services are profitable. At that point, he said, the "question is how much" that profit will be.

A PPV company "can't make the argument as vigorously" for its share of revenues from a sale as a pay television service can for its share, Cox said last week. He also said that pay television "should make" profit margins of 10% to 15%. PPV "tends to be pre-promoted," Cox said. "Consequently,

for the consumer's purchase we don't contribute a lot." With PPV "we're not entitled to as much of gross and we aren't getting it."

"A more desirable role" for a company in the pay-per-view business, according to Cox, is as a rightsholder.

Heyworth said that the potential to combine the corporate backgrounds of HPT and Viewer's Choice, specifically one company's ownership by five MSOs, and the other's ownership of an MSO, was a driving force in the merger. "The success that we've had to date is because of support from the industry. For a PPV distribution entity to be successful it has to meet the needs of MSO's, event suppliers and movie studios."

For HPT affiliates, one immediate benefit

will be access to titles that Viewer's Choice had as a result of Showtime's exclusive movie deals. In a letter to HPT affiliates Heyworth referred specifically to movies produced by Carolco, Orion and Touchstone that will now be available to the services.

Access to programing from all the major Hollywood studios had been a problem for HPT. In general, Hollywood is most closely aligned with Request Television. A number of Hollywood studios were not supplying product to HPT, a situation that will be eased somewhat with the Viewer's Choice merger. MSO's within HPT hope the merger will open still other doors in Hollywood and point to progress in gaining product from Warner Bros. and Disney. □

Friedman out at 'USA Today'

He returns to New York to work on development projects for GTG; show now in hands of Bellows

Steve Friedman has relinquished day-to-day management responsibility for *USA Today: The Television Show*, GTG's beleaguered first effort in the rough-and-tumble world of program syndication. He has been succeeded by Jim Bellows, who was signed in mid-October to join the prime access strip as managing editor. Initially, GTG East officials had positioned the arrival of Bellows as a welcome and needed number-two executive who would work closely with Friedman in trying to turn the show around.

But last week, company officials said Friedman was giving up direct responsibility for the show, which is based at Gannett headquarters in Arlington, Va., and will move back to New York to concentrate on GTG East's development of other projects, including a syndicated talk show with former diva Beverly Sills, pegged for fall 1989.

GTG President Grant Tinker acknowledged last week it was his call to have Friedman leave the program to refocus his efforts on GTG East development from New York. But he stressed that the decision was not the result of *USA Today's* current problems. "There has been a certain amount of misunderstanding about that," said Tinker. "You should not look on [the show's faltering start] as Steve not doing his job. If that were the case, in the first two weeks we should have all been fired." Tinker said Friedman's role at the helm of *USA Today* "was always viewed as temporary." Tinker said he continues to view Friedman as a key "principal" in the company.

But other sources, both inside and outside the company, offered a different spin to the story. They suggested that Bellows, credited with saving *Entertainment Tonight* when it faltered in its early days, was called in because Friedman simply failed to deliver the show he promised to stations. And in order for Bellows to succeed in turning the show around, he needed a free hand, and Tinker realized that, sources said.

One source, with ties to top management at the company, said of Friedman: "He is being pulled. And Bellows is there to pick



Friedman on the set of 'USA Today'

up his mess." An important question on the mind of one GTG source is to what extent Friedman's, and GTG's, credibility in the syndication market has been damaged by the poor performance of *USA Today* after such a hyped buildup.

Responding, Tinker said: "I can't speak to station attitudes, but it's a valid question." Several station general managers said last week they would not rule out looking at future GTG projects, despite their disappointment with *USA Today*. Richard Lobo,

vice president and general manager, WTUV(TV) Miami, said he will probably downgrade *USA Today* from access to late fringe in January when the station acquires *A Current Affair*.

Lobo describes Friedman as "a good talent." But, he said, while the show's content has improved, "the numbers are not encouraging." He said in the first week of the November sweeps, the program's ratings showed no noticeable improvement.

Asked if *USA Today's* failure to live up to the GTG East sales pitch would affect the company's future relationship with stations, Skip Hinman, vice president and general manager, KATU(TV) Portland, Ore., replied. "Yes. I think it will, particularly if they allow it to continue in production without showing further signs of life." And, he added, "I don't think I'd ever buy anything from them again without a pilot. There are a lot of disappointed stations out there." KATU has *USA Today* at 7 p.m. and has just purchased King World's *Inside Edition* for January, but Hinman said he would wait for the November ratings before deciding on whether to remove *USA Today* from access.

Meanwhile, efforts continue to fine tune the look and content of the program. One change in the works: The producers want two anchors reporting from the field and not the studio for each show as often as possible. "In my opinion, which is shared," said Tinker, "we've got to get them out where the stories are." Also, he said, the expensive on-air set tends to look "too claustrophobic" with all four anchors reporting from it. □

'Inside' and upward

King World reported last week that it has cleared slightly more than 45% of the country with its new tabloid strip *Inside Edition*. The latest signings include WNEV-TV Boston, KDKA-TV Pittsburgh, KSDK-TV St. Louis, WBAL-TV Baltimore, WRTV(TV) Indianapolis, WCIV-TV Charleston, W. Va., WBIR-TV Knoxville and *USA Today: The Television Show* affiliates KATU(TV) Portland, Ore., and WBNS-TV Columbus, Ohio. Most of the close to 30 stations King World has signed have committed to a 35-week access run for *Inside Edition* starting in January. And most of those signed to date currently are running *USA Today*, *Family Feud*, *Win, Lose or Draw*, or *Gong Show* in access. None of the three new shows is performing well nationally, although *Win, Lose or Draw* is up from a year ago.

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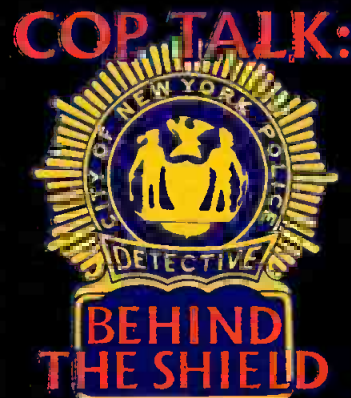
The film launched a successful career in the entertainment industry, including credits on such projects as "The Godfather," "The Rockford Files" and "Baretta."

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Hollywood's man of the hours

Facing a television syndication market that has been stingy with back-end profits on one-hour product, Stephen J. Cannell—whose stock in trade is the hour action/adventure—is taking steps to broaden beyond that form the production company that bears his name and of which he is chairman and CEO. It is his success in that genre, however, that has made him one of a handful of producers (in his case, writer-producer-studio owner) whose name carries instant clout. In the following interview with BROADCASTING editors, Cannell talks about the production present and future, the difficulties of breaking out of the one-hour mold and his efforts to take the company in new directions—including across the border into Canada.

Let's start off with a question about the writers' strike. Was there a lesson learned?

Yes. I don't think we're in an industry that can accommodate too much more of this. This is a business that is in some economic peril right now, especially hour television, which is the business that we

are primarily in.

When you strike a business that's in difficulty, you do so at your own risk. It's one thing when you strike a business that's healthy and making a lot of money, and they're very apt to say, "Here, take some cash" to [make you] go away. But if you're looking at a business that

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is losing money, and companies that are basically hanging on, and all of a sudden the Writer's Guild strikes and closes you down, and you say, "Gee, it's actually cheaper to be shut down than it is to be manufacturing." Which is what happened. There was some speculation that [some companies were] saved by this strike because they didn't have to deliver those hours of television for five months and put that strain on their already strained bank accounts. Certainly the quality of network television can be affected by this. The amount of work that's available to this community is going to be affected, because even though we won't see it in the short-term, the midseason shows are going to be cut way back. And it has given rise to even greater numbers of reality programs, which are easier and cheaper to get on the air and which also take jobs away from scribes.

But in terms of the actual shows that Cannell Studios currently produces, *Spoon*, *Hunter*, *Jump Street*, *Wiseguy*, if this strike had not happened, would the new shows that we see for this season be any different?

No, because one of the things that you get pretty good at is working under a lot of pressure and tight deadlines. Some of the best work I ever did I did under really tight deadlines—it just puts more pressure on your personal life because the job does have to get done and it means that you're working more weekends. But I've never believed that the time/quality ratio was as acute as other people think it might be.

Have you had to bring in a number of freelancers to help meet the crunch?

No. I had been looking at people to hire and the strike did not stop me from reading scripts of potential people. When the strike was over I went over the ones, along with everybody else, who I wanted to hire.

Did you receive an enormous influx of scripts once the settlement came?

Yes. But by that time, and that's sort of the tragedy of it, we didn't have time to read them. The freelance writer is probably going to pay for the strike more than anybody else because those are the assignments you generally give at the beginning of the year, freelance assignments. Or you say, "Let's see if we can find some new people here that we can bring aboard." And they're audition assignments, primarily. We just don't have time for that this year. So what we do is you end up going to the old pros that are gonna get the job done for you under pressure and you don't have time for that unsold writer who you know may be a diamond in the rough but who you have to work and work and work and go through six rewrites to get the script right.

Putting on your writing hat for a moment, what shows are you currently working on?

Since the strike I've written one episode of *Sonny Spoon* and one episode of *Wiseguy*. I'm in the midst of writing a pilot for a mid-season NBC show and I'm plotting another pilot for ABC.

Can you tell us anything about those pilots?

One is an order for eight hours from NBC. I'm co-creating the show with Steve Kronish and David Burke. It's a really different police drama. The working title is *Unsub*—that won't be the title—and it's about a division of the Justice Department that goes after crimes of a heinous nature where there is no suspect. They deal on an incredible level of criminal profiling and forensics and it should be fascinating. We're structuring it very differently from a normal hour television show. We've got eight hours to see whether we can make it fly.

And the ABC pilot?

It's a half-hour sitcom that I'm doing for Ben Vereen called *Not Quite Beverly Hills*. I'm in the middle of plotting that right now and we'll be writing it in the next month or so.

Can you tell us about the company's effort to expand beyond the one-hour form? Is it more difficult than you thought it might be?

Yes. It's been real hard because credibility in one field doesn't necessarily extend into the other. I've got immense credibility in the hour drama field but I've never thought of myself as a half-hour writer, so the only reason I'm writing this is because Ben and I are old friends and he said, "You've got to write it." So I said "OK, I'll

try." I'll try to learn it. We've also got Roy Teicher and Carol Gary and others under contract here, two others that I really think are terrific. And they both have multiple pilots in half hour. Hopefully we'll get six pilots written and shoot half of them.

Is it essential for the long-term health of Cannell Productions that you break into other areas?

I'm not sure. I mean, it would help, but we've managed to be successful. We're the third-largest supplier of television in town and obviously the half hour's doing better in the aftermarket than the hour is right now, so I would like to have some of the half-hour product because it's a little easier to make—it's cheaper to make and it's bringing a bigger return. And I'm pursuing it, but it isn't like a frantic pursuit. Unfortunately, I'm a little guy in the game, and by little guy I mean I'm the only private company left that's doing this that I can see. Everybody else has sold.

Little guy? The third-largest producer of network television shows?

I'm little when you look at what I'm attempting to accomplish with the resources I have. I'm not Universal or Disney, who can go out and spend a million dollars for Ed. Weinberger or go out and hire Steve Bochco for \$40 million, and can go out and spend money like it was water because they're a huge, publicly traded, billion-dollar company. There's nobody they can't buy. Except me, because they've tried. I, on the other hand, am sitting here trying to spend my available cash very carefully. I have to carry the deficits on my hour programming. I have to watch my overhead like a hawk. I can't get into a bidding war with Disney. Now I can go in and I get into the marketplace on a good piece of talent, and I can certainly pay going rates, but I can't overpay. They can, and often do.

How is the high cost of doing business affecting the production of the one-hour network show.

Well, I think it's been devastating. You have license fees that have remained relatively flat. When I did *The Greatest American Hero*, my first-year license fee was \$711,000 [per episode] and that was 1981. Here we are in 1988, eight years later, and we're getting \$830,000. We're getting a little over \$100,000 more than we got eight years ago. And all you have to do is add up all the inflation figures; you'll find out that inflation has literally doubled the cost of everything.

What was the cost of producing that show?

The Greatest American Hero cost somewhere between \$800,000 and \$900,000 to make. The same show today would cost a million three in L.A. with all those effects. And yet the license fee has gone up minimally. Less than 10%. So what is the answer? Well, the producer has had to pay the difference. And then you have escalating star costs, escalating above-the-line costs—I mean, there were no \$100,000-a-show executive producers or \$75,000—Terry Louise Fisher left Fox, I heard, because she wanted \$75,000 a show and they wouldn't meet it. We've had cast costs going up, all the above-the-line costs, all the below-the-line costs going up, including my salary. And then, in conjunction with this, the syndication market plays down. So where we would historically go to get our payback now doesn't exist. There is some good news in the foreign marketplace, but it certainly doesn't begin to counterbalance what's been lost domestically and the cost of production is almost double.

Pretty bleak picture. So what do you do?

People say to me, "Well if it's so bad, how come you're still making it?" The answer to that is it's all I know how to do. What would I do if I didn't make hour television shows? Go sit on the beach, I guess. I mean, they're not beating down my door on half hour. One of our solutions was to go to Canada, which a lot of the creative community has soundly criticized us for, but it was either that or produce ourselves into bankruptcy. It's substantially cheaper to shoot in Canada and the production values are equivalent. I would say *Wiseguy* and *Jump Street* look as good as anything being shot anywhere else, and it's a substantial savings.

How, from a financial standpoint, do you decide whether or not to produce a show?

Well, my formula now is that I will not manufacture a show unless I can make it for a license fee, plus foreign, plus overhead. I have to pay that [overhead] whether I'm making the show or not. That's

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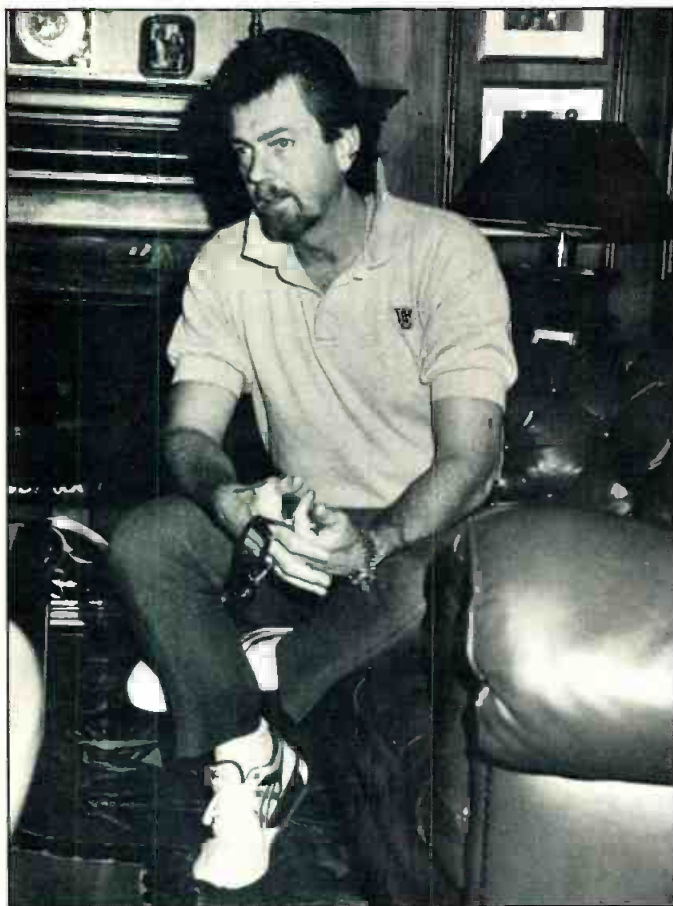
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rent, my payroll department, secretary, the producer contracts that are in place, all that. And whatever the allocation of that overhead is, plus license fees, plus foreign, if I figure I can make the show for that, then it's a go. If I can't, then I have to figure out how to either take in a partner or it's off.

What kind of deficits does that formula now leave you with on average?

Well, I would say that our deficits are about half what they were, on our Canadian shows. We still have two shows shooting here.

And they will continue to shoot here?

Right. I can't shoot everything in Canada, nor do I intend to.

What about the creative formula for a program? Have you had to retune that?

No. What I've always tried to do with every show is to do a show I've never done before. If I've done it before, I generally say no to it. And if you look at most of the shows that we've done here, or that I've done in my career, which is over 20 shows, they have had some remarkable differences. From *Rockford Files* to *Baretta* to *The A-Team*, *The Greatest American Hero*, to *Wiseguy* to *The Quest*. And each of them, for me, was a completely different experience. I just sold a series to CBS called *Lame Duck*, a pilot I made last year. They bought 13 [episodes] for the fall of next season. It's about a freshman congressman. I've never done that before.

Are you trying to stay away from costly action sequences if possible?

Well, physically catching heavies has been a staple of good drama since the Greek theatre. I mean, in all of Shakespeare's dramas somebody ended up with a sword in their throat. It's very unresolving generally to have a "talk out" at the end of a drama. Though it can be done, as *Columbo* notably showed us. Generally, in any kind of an action theater presentation you will have physical catching of the bad guy. It's a catharsis for the audience. But I'm trying to play my stuff on a more cerebral level now.

Getting back to license fees. How do you respond to the network executive who says he would be more than happy to increase the license fee on a show, but feels that in order to justify that investment

he ought to be able to have the ability to share in the risk, the downside or the upside after the show goes into its aftermarkets?

Well, I would be willing to agree to that if they would give me a piece of the advertising revenues if it was a big hit [on the network]. I mean, they only want it going one way. If I give them a 40 share, like the *A-Team*, and I got an equivalent piece of the advertising dough that was being generated by that huge hit, that they didn't have to pay any more for than they paid for the show that was right behind it that was doing no business at all, then I could see my way clear to giving up some of the back end. But some place there's got to be a profit for me. What's happening is we're getting squeezed from both ends.

I don't even think the networks would want this business. Why would a network want into a business where now instead of paying \$800,000 for the license fee, they have to pay a million three to get the show, and on the back end, there's nothing. Why would they want that? They're better off paying \$800,000 and getting a good show. If they get a hit, they get advertising revenues. There's no back end there anyway. We're hoping that it's going to come back. But what if it doesn't? That's why I can't afford to plow the huge amounts of money into programming that I did when we were making the *A-Team* and I thought I was going to make a million dollars an episode [Cannell is currently earning less than \$300,000 per episode for the show.]

The networks are not going to give up any advertising revenue. If the networks could own all of their programming, then we would all be employed by them. What else could you do? In which case, I don't know that I would want to work for a network. I've been a maverick too long. I've been my own boss too long. But it's not going to be my decision what happens to the financial interest rules. I think there are going to have to be changes in the business structure here because it isn't working. And maybe we will find good compromise solutions that will allow networks to get some of the additional risk, and allow production companies not to bear so much of it and have the profits divided in some different way.

Do you recall NBC President Bob Wright suggesting a test of producer-network joint ventures?

I took it as a kind of cute remark. You know, it's like "Come on back, let us sort of do it." That's just really letting the elephant into the tent.

Let's talk about *Sonny Spoon* for a bit. This is one project where you and NBC decided to see if maybe this would work on a joint venture basis.

It's not a joint venture. It's their show and we own the distribution because they're prohibited from owning distribution. They own the show.

Financial interest rules state that they cannot own percentages of shows. They have to either own all or nothing. It applies to the number of shows that they are allowed to own inside of their NBC unit. They can have x number of hours on the air. I don't know whether it's four or five, whatever it is. *Sonny Spoon* is one of them. Owned 100% by NBC. It's their copyright. Cannell Productions owns the distribution rights.

Do they pay you a fee up front for producing the show?

It's a fairly complicated deal that, honestly, I don't want to get into.

With the networks cutting back on their standards and practices divisions, the role of the censors is in large part going by the wayside. Has that changed the way you develop shows? Have you seen any relaxation of limits?

It's been more comfortable than it was before. And by that I mean that standards and practices departments had only one master to serve, and that was standards and practices. They cared only about one thing. They were basically there to make certain that broadcast standards were maintained. Now, for the most part, that job is being done by the [network programming executives] assigned to the show. They have a dual role. One is obviously broadcast standards. The other is the creative integrity of the show. And I find that when they come to us and say: "You're over the top here guys," I look at it and say "You know, you're right." They also have the same emotional goal, which is the quality of the production or the dramatic integrity of the production. So I don't know whether that could be construed as a more lax approach. I'll tell you this—I have not been trying to

A man who's seen it all sees something new.

SUNDAY, OCTOBER 2, 1988

THE WASHINGTON POST

As the Networks Try
To Pick Up the Pieces
Of a Strike-Stricken
Schedule, a Few Bright
Newcomers Stand Out
Amid the Usual
Suspects: Herewith, a
Sampler of the Fall

By Tom Shales
Washington Post Staff Writer

Television '88: At Long Last, The New Season Begins

New CBS Series

More in fits and starts, the new season is, sort of, this launch. For a network that has opened at a worse time than ever to wander where ABC, CBS and over to the side street independent stations are available. The day is long for commercial networks. While the network is particularly to hold on, they are also facing

"Murphy Brown" (Monday, 8:30 p.m.). She's sassy, she's savvy, she's just back from a month at the Betty Ford Clinic. Candice Bergen makes a very stylish TV series debut as Ms. Brown, star reporter, for the "FYI." network magazine show. Her foils include a former Miss America booked as a coanchor even though she's so dumb "she thinks Camus is a soap." Bergen is golden. (Nov. 14.)

"Almost Grown" (Monday, 10 p.m.). Suzie and Norman were lovers. But not at first. And not anymore. One of the season's rare departures from form and formula, "Grown" charts the ups and downs of a young New Jersey couple through three interlocking time frames: 1962, when they meet; the late '60s, when they live together; and today, as their 16-year-marriage lies in ruins. Rock music plays a big part in their lives—from "26 Miles" on the car radio in '62 to an aspiring '80s band called Airport Lobsters. The leads, Eve Gordon and Timothy Daly, are wonderful; the show is worth a peek, maybe even a look. (Two-hour "preview" Sunday, Nov. 27; premieres Nov. 28.)

"TV 101" (Tuesday, 8 p.m.), arguably the most ambitious new series, is part of an effort to retool the stodgy CBS image along youthier lines. Kevin Keegan (Sam Robards), adviser to the Roosevelt High School newspaper, encourages students to produce a video version instead. The pinhead principal hates it; the kids come alive through it. Tape inserts of the student show are mixed in with the filmed drama. Smart, hip and original. (Nov. 29.)

The man is Tom Shales,
this year's Pulitzer Prize winner
for television criticism.



take advantage of it. I have not been saying, "Whoopee, the 'dammit,' 'hell' counter is gone now." I'm trying to write the shows the way I always wrote them. I've done this for over 20 years, I know you don't need abusive language to make a teleplay work. I know you don't need gratuitous violence to make a teleplay work. I'm not about to start sticking it in now. And quite frankly, I do get that call from the creative executive saying the same things I got from BP&S guys. But generally I'm finding that when I'm getting it from my creative executive from the network, I'm more apt to agree with it.

There are a lot of people in the business who think that maybe 10 years down the road, to use an arbitrary number, video channels, an infinite number, may be coming into the household by way of fiber optics and telephone companies. Literally infinite viewer choices with the telephone company operating as a gateway, as a feeder of signals and nothing else. I want to get first your sense as to whether you buy that notion, and second whether that would represent the emancipation of the creative person?

Who's going to pay for these infinite choices? That would be my first question. The way it works now, the entertainment universe is advertiser-driven. All the money that eventually pays for this stuff comes from the guy who goes in and buys a bar of Dove soap and there's a certain amount of the cost of that that went to advertising, which went back to the agency which went to the network which went to the production community. Now what's happening is that as the network shares dwindle and the profitability of network television dwindles, production costs have increased. If you have infinite choices, you are probably going to have very tiny budgets for each one of those infinite choices. Because the viewership is going to be relatively the same, or larger by the population growth. But where's the money going to come from?

If you're saying to me, "Well the way it's going to work is that people who want to watch *21 Jump Street* are going to dial into their phone *21 Jump Street* and then a certain amount of money is going to be put on their phone bill and then the production company is going to get that money," my question would be how is that going to work? I can understand it as a delivery system. As a delivery system it would seem to be flawless. What I don't get is how it's going to work on a business level. Who's going to pay for the manufacturing of the programs? Or are we going to fragment this universe to the point where now you must manufacture a program for \$50,000. We now have people who want to watch Boston Pops, people who want to watch soccer, people who want to watch sports profiles, people who want to watch PBS. You have all these things that are breaking up the universe into smaller and smaller pieces. So what pays for it?

Couldn't advertising pay for a lot of it.

It might. But I just don't know how that business would operate. It would be a different business than the one we've got now and if it were advertiser-driven—I mean it would seem to me that what we have now is dedicated time periods, right? And a dedicated time period works because you can say *Bill Cosby Show* is going to be on at 8 p.m. on Thursday night, every Thursday night, followed by *Different World*, followed by... And you can buy the performance of that show against that competition and on Madison Avenue they say, "Well, we know that *Cosby* is going to do this and we can project it's going to do this because we know what's on against it. And we know what the demographic is and all of that, right? Or dedicated—if the system you describe were in place, it would seem to me that what would be more likely is that a phone book would come to you of entertainment choices and you would say "I want a Clint Eastwood movie," or "I want an Eddie Murphy movie." And you would dial it into your phone and they'd shoot a bullet, an electronic bullet down that phone line, that would go into the back of your set or whatever you're receiving it by, and be stored there for when you want to watch it. And I'm not sure that's going to work for advertisers because they won't be able to control the demographics; they won't be able to [quantify] the buy.

Is there any reason why there couldn't be both?

There might be. I'm not a technocrat so I don't know. It just seems to me that as a delivery system it would be terrific. But it would also seem to me that if you had infinite choices you would have to fragment the economic universe to pay for it, and we already can't pay for this expensive programing that we have.

And the audience is already fragmented.

And it's causing tremendous economic trouble.

Is it?

Yes. Look at what's going on here. Okay, here we go. These were the nationals [Nielsen Television Index national ratings] for Wednesday. Nothing got over a 25 share. We got *Tattlingers* for 26 and it dropped [in the second half hour]. Look at this [running down the list of network program shares], 14, 21, 15, 23. How is this—how can *The Equalizer*, which is being shot in New York [survive with a 17 share]. We never had network programing that was getting 17 shares that lasted very long. Yet now, shows with 17 shares, because they're narrowcasted, because a show like *China Beach* hits 18-34-year-old women. Bingo. Or a show like *St. Elsewhere* hits 18-34-year-old men and women. The advertisers will go in and buy that because it's an upscale but very accurately targeted show. It's narrowcasted.

What do you make of the reality program trend?

I worry about reality programing for the long term. There certainly seems to be an appetite for it now. It may just be a reaction to the old forms that have been done over and over and over the same way, like the sitcom: two people trying to raise a cute kid; a divorced guy and a husband trying to raise a cute kid, or a cute kid trying to raise an unwed mother. And so that's why all of a sudden now we're watching reality programing, *America's Most Wanted*, and we're seeing the real honest-to-god bad guy instead of the ones you see on one of my shows. You see his picture and you hear about what he really did and then all of a sudden you can find out a week later that the guy was caught, that one of your friends who was down the street happened to see this guy in a market and he's now behind bars. It's like, "Hey, we got him." The advertisers don't seem to be too interested in those shows, however. Everything I'm hearing from the networks that are programing them is that they don't sell them out. The "bottom tickers" are all over those shows, the guys who wait until it's unsold and then buy units for nothing. And so they're not good business for the networks but they seem to be [heavily viewed]. I mean since we're in an advertiser-driven medium and if it's not going to be advertiser supported, I don't think you're going to find the networks in a big hurry to stick a lot of it on the air.

You have talked about some day getting into the ownership of some type of distribution outlet and, in effect, selling programs to yourself.

I think that's a fantasy we all have. Anyone who has to put on the knee pads and grovel for an order would love to be the guy that says: "You know what, this is a good one. Let's do this." Leave the knee pads at home. It's just that, again, here with being a little guy, I just can't go out and buy USA Cable like Paramount and Universal can. I can't go out and create a market for myself. I just don't have the economic resources to do that. Would that I could. It would be nice to own one of those fiberoptic channels.

How else are you trying to expand the base of your company?

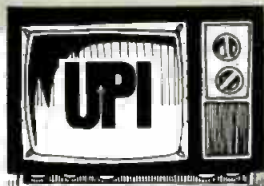
We've been slowly moving in that direction for four or five years under the guidance of the president of the studio, Mike Dubelko. and he and I have been looking at different situations that we could afford to invest in and develop, such as Image Point Productions, which is a commercial production company we launched.

You indicated earlier you may write perhaps 15 episodes of your ongoing series this season. Where do you do most of your writing?

I try and do it now, more and more out of the office, because I'm finding that my work is suffering when I do it here. So I'll rewrite here or polish here, but primarily I write out of the office. So I've got a place down at the beach, and I can write an hour script in four days, so I'll go down to my boat and I've got a little office that's near my boat, 50 feet from it. I've got it all set up with a FAX machine and a typewriter and a view of the bay and everything. Just go down there and—it's just so bitchin' because I get up at 6 a.m. and I walk over there barefooted, drink a cup of coffee and sit down and I write from 7 a.m. until 11 a.m. or noon. You know, I can get five hours in without phone calls, without anybody twisting my hair out with some piece of bad news. And I find that I'm really into what I'm doing.

UPI

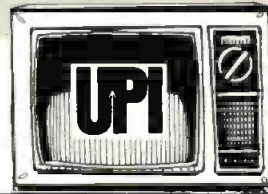
TV & Radio News Center



National Broadcast News



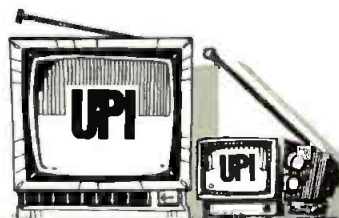
State Broadcast News



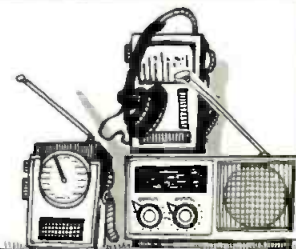
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Rocky Mountain sports network launches tomorrow

Prime Sports Network is latest cable regional sports entry, serving homes in five Western states; Nuggets, college football and college basketball on schedule

Prime Sports Network, the Rocky Mountain regional sports network owned by Bill Daniels, United Cable and Home Sports Entertainment, launches tomorrow night with a live Denver Nuggets-Los Angeles Lakers National Basketball Association basketball game.

The Nuggets, along with college football and basketball, will be the mainstay of the network that will be carried from 5 p.m. to midnight weekdays and 11 a.m. to midnight on weekends. PSN is also negotiating with the Kansas City Royals for Major League Baseball next season, which would keystone its summer lineup. It will carry 50 games of the Triple A Denver Zephyrs minor league baseball team.

Mat Tinley, senior vice president, said PSN will carry 27 Nuggets games this season, 60 college football games, including one live per week, and 70 college basketball games. Tinley points out that the Big Eight, long known as a college football conference, is also turning into a top flight basketball conference. Three of the NCAA's final eight teams, including champion Kansas and runner-up Oklahoma, are in the Big Eight. PSN will cover the Big Eight, the Western Athletic and the Missouri Valley conferences, he said.

The key to any regional sports service, said Tinley, is quality programing and production. "We run our sports channels differently from other people," said Tinley. "Our overriding philosophy is everything we do is going to be a first class product with production standards meeting or exceeding others. We do everything top of the line."

In addition to the major events, PSN plans to carry a hefty schedule of other events specific to the region. That would include programs on skiing, hunting, fishing and rodeo, plus boxing, tennis, golf and other syndicated fare, including several talk shows. PSN will carry a 16-game hockey schedule for Denver University, but is not carrying SportsChannel America's NHL package, said Tinley, because "the cost is too high." It will, however, pick up events



from Prime Ticket, which is owned by Bill Daniels, HSE and the Sunshine Network.

PSN said United Cable systems will represent the majority of homes on line at launch. Although TCI has not signed for launch, Tinley said they will be carrying PSN. In addition to home state Colorado, PSN will be marketed to cable operators serving the 1.5 million subscribers in Wyoming, Nebraska, Kansas and New Mexico.

Tinley said advertiser support has been "unbelievable," with Anheuser-Busch signing as a main sponsor. Subaru has also signed to be a main sponsor in the Nuggets games. He said the poor Denver economy has not hurt sales so far. □

Reality strip to get four-week on-air test

Jointly produced new half-hour program, 'Re-Union,' to be offered in syndication next fall if it shows potential in local market, says Lorimar syndication chief

Lorimar Telepictures, Reeves Entertainment Group, Rankinss Productions and wwOR-TV New York have formed a joint venture to produce and conduct a four-week on-air test of a new half-hour reality strip called *Re-Union*. If the program shows potential during the test, Lorimar syndication chief Dick Robertson said the company would offer the show to stations at NATPE next January for fall 1989 availability.

The program will be produced at wwOR-TV's facilities in Secaucus, N.J. It will air

for four weeks as a late night strip at 11 p.m. (NYT), starting Dec. 19. Robertson said last week, however, that if the show goes into syndication, "we'll try to place it on as many affiliates in [prime] access as we can."

The 11 p.m. slot was the best time period wwOR-TV could offer to test the show. But, said Robertson, "if it works at 11 p.m., chances are it will work at 7:30 p.m., or as a news lead-in." The test, he said, gives stations "a free look" at the show before buying it. A number of reality shows have been tested locally before going national. MCA tested *The Morton Downey Jr. Show* in much the same manner last year on wwOR-TV (which it owns), before launching it nationally. Fox's *A Current Affair* started out on Fox-owned WNYW(TV) New York. And talk shows such as *Live with Regis and Kathie Lee*, *The Oprah Winfrey Show* and *Donahue* all ran on local stations before going national.

Robertson said Lorimar will test other new shows before taking them to the national market. "It takes a lot of the risk and uncertainty out of program buying and the program-making process," he said. He noted that *USA Today: The Television Show* was sold without a pilot and that many stations regret picking it up for the price they paid. And now stations seem to be repeating the pattern with King World's *Inside Edition*, which also does not have a pilot. Those two shows, he said, have been sold "on smoke. We're trying to add a little more intelligence to the process."

Rankinss and Reeves will jointly produce *Re-Union*, which will try to reunite people, such as runaways with their parents, "second-chance loves" and "celebrities with important people from their past." If it goes to syndication, the strip will be offered on a cash-plus-barter basis. Author Nancy Friday ("My Mother, Myself," "Men in Love" and "Jealousy") was signed last week as co-anchor. The search for her male counterpart is still underway. □

Specials fill post-strike programing void

The strike-delayed roll out of network shows has allowed syndicators to take advantage of the programing void by supplying network affiliates fresh programing in the form of specials. Although traditionally few affiliates have preempted prime time network programing, when the writers' strike left the new season in jeopardy, affiliates acted to fill their schedules with syndicated fare.

"It appears to me that there are more

Fox nix. Fox Broadcasting executives pulled what was to have been the new season premiere of its *Married...With Children*, scheduled for Sunday, Nov. 6. The episode deals with a fishing trip that Al Bundy takes with his wife, Peg, their daughter, Kelly, and next door neighbor, Marcy. The three women have their periods while on the trip, and the show focusses on the emotional responses of each woman. An FBC spokesman said the show would be rescheduled later in the season, although a date has not yet been set. "We just didn't think that was the right episode to lead off the season with," he said. The episode was written by three female members of the program's writing staff.

reemptions," said George Newi, ABC senior vice president, affiliate relations. Newi cited several reasons for the increase in reemptions. The first, he said, "was [that] some stations made contracts for syndicated programming to cover themselves should the strike last longer than it did," and secondly he said, "other stations bought syndicated shows to fill in during the time after the strike and before the new network schedule resumed."

The 25th anniversary of John F. Kennedy's death has spawned a number of specials, one of which aired two weeks ago, called *Who Murdered J.F.K.?* by Saban Productions. The special was carried by a number of affiliates, including ABC's WTNH-TV New Haven, Conn. "We purchased the show in the summer during the strike, when no start date to the season was set," said Lou Freifeld, WTNH-TV president and general manager. The station preempted the season premiere of *Head of the Class* and a repeat of *The Wonder Years* to air the Kennedy feature.

"We don't normally preempt network programming," said Freifeld, "especially premieres." He said: "If we had known when the network was going to air its premieres we probably would have passed on the special. It's not in our best interest to preempt the network, especially this year when we think ABC is in a good position to challenge NBC."

Who Murdered J.F.K.? was also carried by KOVR-TV, the ABC affiliate in Sacramento, Calif. "We usually have a very strict policy against preemptions," said Joanne



Astaire with partner Barrie Chase

Fred Astaire and other programming available to basic cable households as part of a free eight-day Holiday Preview which runs from Nov. 27 through Dec. 4. Bruce Rider, vice president of The Disney Channel, described the tribute as "probably the most comprehensive portrait of Astaire's career that has ever been presented on television."

The specials have been unavailable for rebroadcast because the recordings are incompatible with modern videotape machines. The three specials were also recorded in color at a time when the majority of households had black and white sets. The UCLA Film and Television Archive, in an 18-month project described as combining "detective work with technical wizardry," restored the programs. The restoration involved modifying today's two-inch videotape machines to play back the tapes and achieve a high-quality image.

"The two-inch masters on which these shows were recorded may be the oldest surviving color videotapes," said Robert Rosen, director of the UCLA archives.

Dancing again. Some 30 years after they originally aired, and after recently having gone through a rigorous restoration process, three critically acclaimed television specials starring Fred Astaire will re-air on the Disney Channel. The first of the three, *An Evening With Fred Astaire*, premieres on Nov. 27 at 9 p.m. ET. It first aired in 1958 and won nine Emmy awards, including outstanding single program. The other two, *Another Evening With Fred Astaire* (1959) and *Astaire Time* (1960) will appear on the Disney Channel on Dec. 18, and Jan. 8, 1989, respectively.

The specials are part of a seven-week tribute to Astaire on the Disney Channel. In addition to the three specials, the tribute, *Hats Off to Fred Astaire*, also includes seven movies and two documentaries. The Disney Channel will make *An Evening With*

Jackson, KOVR-TV program director, adding: "But as the strike lingered on, we looked at some of the syndicated specials." Jackson said the station aired the special on a tape-

delay basis "so we wouldn't have to preempt the *Head of the Class* premiere."

Harmony Gold's *The Secret Identity of Jack The Ripper* started selling to stations at

Week seven goes to NBC; CBS wins news

Nielsen	Net
1	25.9/41 N Cosby Show
2	24.1/36 A Roseanne
3	22.7/34 C 60 Minutes
4	22.7/35 N Different World
5	22.6/39 N Golden Girls
6	22.3/34 A Who's the Boss?
7	21.8/33 N Cheers
8	21.4/31 C Murder, She Wrote
9	21.3/37 N Empty Nest
10	20.1/31 A Growing Pains
11	20.0/34 N L.A. Law
12	18.7/35 N Hunter
13	17.7/26 A Head of the Class
14	17.2/27 N Dear John
15	16.5/29 N Amen
16	16.3/26 N NBC Tuesday Movie
17	16.1/26 C CBS Sunday Movie
18	15.8/26 C Dallas
19	15.7/26 C Knots Landing
20	15.7/25 N NBC Monday Movie
21	15.5/25 A ABC Sunday Movie
22	15.4/29 A Monday Night Football
23	15.3/26 A Full House
24	15.1/24 N ALF
25	15.0/26 A 20/20
26	14.9/24 C CBS Tuesday Movie
27	14.4/23 N NBC Sunday Movie
28	14.3/25 A Perfect Strangers
29	14.3/25 N 227
30	13.8/21 A Wonder Years
31	13.7/25 C Wiseguy
32	13.6/23 A Mr. Belvedere
33	13.6/21 N Unsolved Mysteries
34	13.5/19 N Family Ties
35	13.1/20 A Mrs. America Pageant
36	12.9/23 C Falcon Crest
37	12.8/20 A Dynasty
38	12.8/21 A Just the Ten of Us
39	12.5/20 A MacGyver
40	12.5/19 N Night Court
41	12.2/20 C Newhart

Nielsen	Net
42	12.2/21 N Miami Vice
43	12.1/21 C Meet the Raisins
44	12.1/17 N Day by Day
45	12.1/18 N Super Bloopers and Jokes
46	11.7/18 C Coming of Age
47	11.7/18 C Equalizer
48	11.2/17 N Baby Boom
49	11.0/16 A Mission: Impossible
50	10.9/19 C America: Charlie Brown
51	10.8/17 C Paradise
52	10.1/17 C CBS Monday Movie
53	10.0/18 A Murphy's Law Special
54	9.4/14 F America's Most Wanted
55	9.4/13 F Married With Children
56	9.4/17 N Tattinger's
57	9.3/14 A Incredible Sunday
58	9.1/14 C 48 Hours
59	9.0/14 A World's Greatest Stunts!
60	9.0/14 F 21 Jump Street
61	9.0/15 N Something Is Out There
62	8.9/16 A Crimes of the Century
63	8.5/15 C Dirty Dancing
64	8.1/15 A Police Story
65	8.1/12 C Van Dyke Show
66	8.1/14 N Sonny Spoon
67	8.0/12 C Annie McGuire
68	7.6/12 C High Risk
69	7.4/13 A 1988 Vote: One Week Away
70	7.3/14 C West 57th
71	6.8/12 C Raising Miranda
72	6.5/12 N Lyndon LaRouche
73	6.4/11 C Simon and Simon
74	5.9/9 N Decision '88: Countdown
75	5.7/10 A Cary Grant: A Celebration
76	5.6/8 F Gary Shandling Show
77	4.6/7 F Tracey Ullman Show
78	4.2/7 F Reporters
79	3.7/7 C LaRouche: Paid Political
80	3.7/6 F Duet
81	2.7/5 F Beyond Tomorrow

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the end of April, about two months into the writers' strike, and eventually was purchased by about 20 network affiliates. □



Burnett homecoming. Carol Burnett is returning to CBS as the star of a new short-run series slated for broadcast in the spring of 1989. Robert Altman will be the executive producer and director of the half-hour comedies, and Altman's Sandcastle 5 Productions Inc. and Burnett's Kalola Productions Inc. will produce the shows. The series will be distributed by Walt Disney Television. Burnett, who for 11 seasons starred in CBS's *The Carol Burnett Show*, stars as herself in the new series described as a "show-within-a-show format." Carol Burnett's "return to the CBS prime time schedule will be both a programming highlight and a warm homecoming to one of television's most beloved and talented performers," said Kim LeMasters, president, CBS Entertainment.

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Spoon out. NBC has pulled both *Sonny Spoon*, and *Something is Out There* (Fridays, 8 p.m. and 9 p.m., respectively) for the duration of the November sweeps, opting for movies instead. Last Friday (Nov. 11), the network aired the movie "Police Academy" from 8 p.m. to 10 p.m. and this week (Nov. 18) a rerun of a previous *Perry Mason* telemovie is scheduled. On Nov. 25, "Delta Force" is scheduled from 9 p.m. to 11 p.m. and NBC will bring back *Something is Out There* for a trial run at 8 p.m. No word yet on when *Spoon* will return. The network has ordered 13 episodes of the program for this season, eight of which have been produced. *Miami Vice*, airing at 10 p.m., had its season premiere Nov. 4 and finished in third place behind ABC's *20/20* and CBS's *Falcon Crest*. It will be pulled Nov. 25, and a spokesman could not say when it would return to the schedule. NBC Entertainment Executive Vice President Warren Littlefield said that the network's "big task" was to fix Friday night. He described *Spoon* and *Something is Out There* as "pretty much still born."

Syndication/Marketplace

44 Blue Productions, San Francisco, has cleared 70% of the country with its one-hour barter sports special, *The History of College Football, Part 2*, which has an exhibition window through Nov. 26. The company, which primarily distributes sports specials, has one coming up this winter entitled *The History of College Basketball* (dates and terms to be announced).

Viacom Enterprises has licensed a new half-hour syndication strip for next season, *The Super Mario Brothers Super Show*, to Fox Television Stations Inc. All seven stations in the group—WNYW(TV) New York, KTTV(TV) Los Angeles, WFLD-TV Chicago, WFXT(TV) Boston, WTTG(TV) Washington, KDAF-TV Dallas and KRIV(TV) Houston—will run the half-hour combination live-action/animated programs as part of an afternoon children's program block. Fox says its station group has a combined coverage of 25% of all U.S. television homes. The program (which is being produced by DIC Enterprises and sold to stations by Viacom) is based on characters from a top-selling video game manufactured by Nintendo.

Qintex Entertainment has announced a new one-hour weekly syndication show for fall 1989 called *Rollergames*, an updated version, more or less, of the old *Roller Derby* telecasts. Qintex said it was taking professional roller skating, which it termed a "classic American sport," and "blasting it into the 21st century by adding live rock bands, hard body athletes, high tech graphics, MTV-style videos, a massive and futuristic arena and viewer participation (in the form of a 900 number call-in element)." The company said that based on an initial commitment to the show by the Tribune Broadcasting station group, which covers close to 20% of the country, the show was a definite "go" for next season. The show, with Qintex distributing, will be produced by Sams/Miller Productions in association with Motown Productions.

Worldvision announced two new proposed strips for the 1989 syndication marketplace—*Make Your Move*, a celebrity game show, and *After Hours*, a late night magazine project. The late night effort is being produced by Triple Crown Productions, Los Angeles (producers of KABC-TV's *Eye of L.A.*), in association with Alta Loma Productions, a newly formed program production subsidiary of Playboy Video Entertainment.

GGP has signed KCBS-TV news anchor and CBS sportscaster Jim Lampley to do a series of four, one-hour interview specials entitled *One on One with Jim Lampley*. The first special will feature Los Angeles Lakers coach Pat Riley and is scheduled to air locally on KCBS-TV Los Angeles Nov. 26 (following the Lakers telecast and year-end sports review special) and nationally in mid-January. GGP said two of the other specials would feature controversial boxing champion Mike Tyson and hockey star Wayne Gretzky.

Fox/Lorber Associates has cleared Lorne Michaels' new Sunday late night music and comedy show, *Michelob Presents Sunday Night*, on 26 stations (including NBC's seven owned stations) covering 40% of country. Recent additions include WDIV-TV Detroit, KING-TV Seattle, KSDK-TV St. Louis, KPNX-TV Phoenix and WIMJ-TV Milwaukee. Anheuser-Busch has picked up four of five national barter minutes in the show. Stations have eight local minutes to sell.

Group W said last week it has signed Marc Summers to host its proposed new TV trivia game show strip for next January, *Couch Potatoes*. The pilot was shot last week and the show is being offered for barter, with Group W retaining one minute of national time, and stations keeping 5½ local minutes.

UK white paper proposes sweeping broadcast reforms

British commercial TV industry to feel most immediate effects of bill; number of national and local radio and television channels to be increased

"Like a nuclear bomb" was how one British commercial TV executive characterized sweeping broadcasting reforms unveiled last Monday (Nov. 7) by Margaret Thatcher's Conservative government.

The proposals, put before the UK's House of Commons in the form of a 45-page white paper to be shaped into a new broadcasting bill during the next year, will ultimately affect every aspect of the nation's TV and radio industries, altering long-held concepts in programming, distribution, regulation and commercialization and resulting in a dramatic expansion in the number of national and local television and radio channels (BROADCASTING, Nov. 7).

Most immediately affected by the white paper is Britain's commercial television industry, which has operated without fundamental change since its introduction in the 1950's broke the noncommercial BBC's broadcasting monopoly. Independent Television (ITV), as the commercial TV sector is known, will lose its advertising monopoly and have its separate regional franchises auctioned to the highest bidder and opened to takeovers.

Among the other changes called for by the white paper:

- A fifth terrestrial TV channel, starting in 1993 and covering 65%-70% of the country, with programming supplied by different companies for each daypart.

- Commercial nighttime TV services, with one using nighttime hours on one of two BBC channels.

- New local TV franchises, possibly by 1991, using either cable or microwave transmission or both.

- Two additional satellite channels on the direct-to-home British Satellite Broadcasting service, for operation in 1990, several years earlier than expected.

- Three new national commercial radio stations and as many as several hundred local stations on air in the early 1990's.

- New "light touch" regulatory agencies: an Independent Television Commission to replace the existing broadcasting and cable authorities, with the handing over of controlled transmission services to the private sector; a new Radio Authority for all independent radio, and a Broadcasting Standards Council to reinforce standards on sex and violence on TV.

- One-quarter of original programming on BBC and independent terrestrial channels to come from independent producers.

- All TV services free to raise money through subscription, sponsorship and (except for the BBC) advertising.

Certain key elements of the government white paper remain less defined, however, and are expected to be the subject of intense debate in Parliament and the industry in the next year.

The future of ITV's Channel Four is one such issue. Introduced in 1982 as a national niche programming channel for Britain's underserved audiences, Channel Four's advertising is currently sold by ITV regional franchisees alongside their own. The government has now proposed that Channel Four sell its own advertising while retaining its programming obligations, although it has left open under what structure the company would operate. The options are believed to include setting it up as a private-sector company, a nonprofit entity, or creating some type of link between Channel Four and the new Channel Five.

Concentration of ownership is another aspect of the proposed legislation that has already raised concern in Parliament. The government proposed, but left open for suggestions, limits on any group owning or having an interest in more than one national

Home Secretary Douglas Hurd told members of Parliament last week: "The government should not seek to lay down a blueprint for the future by picking favored technologies. Rather, we propose an enabling framework with increased opportunities for additional channels as the customer determines."

He called quality, choice, independence and viability the four main criteria of the new broadcasting plan and explained: "Quality and a wider choice for viewers and listeners go hand-in-hand at the top of the list. Independence, meaning a proper place for independent producers and independence against the concentration of ownership, probably comes third. Although the government would not enforce this, reality will: that viability is the fourth. In other words, the proposals must make sense in terms of what viewers are prepared to accept and finance."

But Hurd's counterpart in the opposition Labor party, Roy Hattersley, called the white paper a "giant retreat" from the concept of public service broadcasting that would re-

"Many of the new channels will do no more than offer vast profits to the tycoons of international television."

commercial channel or in more than one license covering the same area. Crossownership limits in TV, radio and newspapers were also proposed, and companies outside of European Community countries would be prohibited from controlling regional and national TV channels, including direct broadcast satellite services. Existing controls on takeovers of independent television franchises would, however, be removed.

Also open to debate is the long-term future of the noncommercial BBC. Although the broadcaster emerged relatively unaffected in the short term, as expected, the government proposals suggested fundamental long-term changes in its license fee-funding mechanism. After 1991 the government would no longer guarantee inflation-adjusted annual increases in revenue and would "nudge" the broadcaster toward experimentation with subscription income, with an eye toward ultimately making it the channel's main or only revenue source.

"It will be impossible for someone successfully to bid for a franchise, however long his purse, if he is proposing to broadcast only a series of quiz shows."

sult in less diversity and lower standards. He added: "We welcome the expansion in broadcasting and recognize the consequent need for changes in organization. However, we at least know that expansion can bring diversity and high quality only if it is carefully regulated...Many of the new channels will do no more than offer vast profits to the tycoons of international television."

A spokesman for independent broadcaster Thames TV, Roy Addison, said the independent sector was still in a "state of shock" early last week over the proposals. Although much of the white paper had been leaked through the press in recent weeks and so was not unexpected, Addison said there was surprise that the government appears to have taken not just some, but every available

option in changing the current ITV structure.

Most damaging, charged Addison, was the auctioning process, which he said made money "the prime consideration" by allowing what he characterized as a minimal program quality threshold for potential bidders. Independents would have preferred either tougher program qualifications or having the bid price set first, followed by selection based on ability to meet program requirements, according to Addison. "The commercial imperative discourages risk taking and that is what in the end produces good television," he said.

During Hurd's remarks to Parliament, however, he called the quality threshold for the auctioning process a "stiff test," adding: "It will be impossible for someone successfully to bid for a franchise, however long his purse, if he is proposing to broadcast only a series of quiz shows."

Thames's Addison also warned that inde-

pendent franchise holders, fairly small in capital funding, may be unable to battle large conglomerates bidding for the franchises, which are to be renewed for a ten-year period beginning January 1992. If independent broadcasters do extend themselves to renew their franchises, he added, they may leave themselves vulnerable to takeovers.

The funds raised through the auctioning process will be turned over to the national treasury, and while broadcasting deregulation has drawn government attention in the last several years for largely ideological reasons, the auctioning process may also bring the government tens of millions of pounds from winning bidders. That could raise some eyebrows in the U.S., where broadcasters have become increasingly worried that their licenses would be a target of spectrum auctioning plans, as the U.S. Congress continues to deal with the deficit and search for additional revenue. □

The world view of Robert Maxwell

**British entrepreneur's media man
Mark Booth says company is looking
at American television as investment**

British media magnate Robert Maxwell, whose \$2.5 billion takeover of Macmillan Inc. puts him firmly in the first rank of the American publishing industry, has not ignored television business opportunities and may be keeping an eye out for U.S. program-related acquisitions.

According to his new European media chief, American Mark Booth (see box), Maxwell has already looked at several U.S. TV enterprises and is now in discussions with one TV program-related business. He did not elaborate.

Television is still only a small portion of Maxwell's London-based publishing empire, Maxwell Communications Corp. (MCC), whose flagship is Britain's *Daily Mirror* newspaper and whose U.S. interests include Pergamon Press, other text and magazine publishing interests, the recently acquired Dun & Bradstreet's airline guides and now Macmillan.

But the billionaire executive's interest in TV programing investments clearly fits with his extensive media holdings in Europe, which include terrestrial, cable and satellite distribution companies.

Among Maxwell's European television interests: 13% of France's leading broadcast network TF1, 20% of British independent broadcaster Central TV, 50% with Viacom of satellite channel MTV Europe and 30% of the cable film channel, *Premiere* (jointly managed with British Telecom, and including partners HBO, Viacom, Rupert Murdoch and Columbia Tri-Star). In addition, Maxwell is the UK's leading cable operator, with systems totaling 150,000 subscribers, he has a share in France's Cable channel Canal 10 and runs Nimbus Records.

Maxwell's "commitment to entertainment is real," according to Booth, a former MTV executive and head of MTV Europe until being brought in last summer to run MCC's European entertainment interests.



Maxwell

Booth, who laid out Maxwell's basic media battle plan in a London interview with *BROADCASTING*, said his job now is to "rationalize" existing investments and target the most important elements of the media business going into the 1990's and beyond.

"Where do we want to be over the next decade?" asked Booth, answering: "For us, it's to play an increasingly larger role in the European television marketplace. On the distribution side we've got our cable investments and we're probably going to be in the direct-to-home business in the UK. That will be a focus and an immediate priority."

But program production is another priority given the need to feed those channels of distribution, he said. Booth sees a general trend toward increased overseas investment into the U.S. program industry, whether in acquisition or financial-co-production ventures. "Hollywood is no longer a sacred cow in that sense," he said.

"We can look to see how to work together on the production side to create valuable investments and develop libraries in that way, either through acquisition or through development.

"Mr. Maxwell has very clear stated goals about where he wants this company to be,

and a production company certainly would fit under his strategic plan. It's a matter of deploying your assets most appropriately and whether you think the values are justified," Booth said.

Despite the interest in programing, Maxwell's satellite distribution prospects remain one of Booth's most pressing concerns. Months after it announced its intention to be on Astra, the 16-channel Luxembourg direct broadcast satellite, the company is still in negotiations about a package of channels for the UK DBS and continental cable markets. According to Booth, the main issue is Astra's transponder costs, which he says are too high.

But the delay in decision-making will not hurt Maxwell, he argued, largely because the package of channels he hopes to put together already exists as European satellite-to-cable services, while most competing channels will start from scratch.

Rupert Murdoch, for instance, has signed up for four Astra transponders, but only his general entertainment Sky Channel is in operation, while news, movie and sports channels are being readied for launch early next year (*BROADCASTING*, Nov. 7). Another competitor, the three-channel UK DBS venture, British Satellite Broadcasting, is also putting together its events, entertainment, family and pay film services for a late 1989 launch.

The Maxwell package will include anywhere from three to seven channels, Booth said, with MTV Europe, *Premiere* and others, possibly British Telecom's other service, *The Children's Channel*. Booth also said he expected to conduct joint marketing with the British retailer W.H. Smith, which last month signed aboard Astra for its already existing *Screensport* and *Lifestyle* channels.

Booth argued that for any satellite package, "quality, choice and options are the driving force, and not uncut, unedited motion pictures." Unlike in the U.S. or France, where pay film services such as Home Box Office and Canal Plus developed in the relative absence of home videocassette recorders, British VCR penetration is the world's highest.

He added, however, that pay revenue from a film channel is "critical," and also essential is dual stream revenue (advertising plus some form of subscriber fee) from other channels. Booth pointed to the importance of dual stream revenues among U.S. cable channels in a market far larger than that represented currently by Europe's 14 million cable households and the UK's 22 million TV households reachable through DBS.

"You take away subscription income from the basic channels in the U.S. and I think there's only one or two that are profitable and those are marginally profitable," said Booth. "So why would that be different here?"

Booth indicated the Maxwell package would be targeted not just to a UK DBS audience, as will Murdoch's Sky and the BSB service, but also to Europe's cable market. "They aren't mutually exclusive. There's a great long-term benefit in keeping your hands on the continent. The kind of viewers we're looking at perceive them-



Name: Mark Booth. **Age:** 32. **Title:** Maxwell Entertainment Group managing director and chief executive officer, London.

Responsibilities: All interests in broadcast, satellite and cable television, in program production, motion pictures and music recording.

selves to be European. That was not true a generation ago."

He added: "I don't buy the argument that

[programming] has to be UK-driven. Good programming transcends borders. You just have to be intelligent about what you pick and choose. [And] you don't need big ratings. We're talking about specialized channels which superserve a specific group of people."

Of the long-debated prospects for pan-European TV channels, Booth acknowledged "it rarely follows the hype in the same period. It's complicated because you're going across borders, languages, cultures."

But he believes the trend lines all point to a potentially large pan-European TV business. "We really believe that MTV has enormous potential [in Europe] and we're fast approaching 1992 [when the European Economic Community plans to dismantle trade barriers between member nations] and while you read about it occasionally in America, it's real, it's happening. And there's going to be four to six ways of advertising across borders and MTV's going to be one of them."

But Booth noted that cable in the UK and other European nations such as France and West Germany have not lost their opportunity for growth in the face of new satellite services. Cable in Britain was not realistically positioned in the past, he believes, and while DBS has more potential in the next

three years, the influx of new program channels available can also help strengthen the cable operator.

Of Booth's experience with MTV Europe, which launched in the summer of 1987 and now reaches five million European cable homes, the executive said: "We learned lots of things, many of which were hidden benefits to the channel back in the States. We produced the same amount of television here that we do in America. We're here in the studio 50 hours a week as we are in America. And we're doing this totally with 70 people, so it's an incredibly efficient TV operation."

Booth also said the communication between the London operation and U.S. headquarters, as well as access to other branches, such as in Australia, create a global awareness that may well be the foundation of the future television business.

"If you're not global, you're not going to be a player. That's the bottom line. You're not going to be able to compete," said Booth. "The level playing field will no longer be domestic markets. The level playing field will be the global markets. You will be disadvantaged in terms of buying power, distribution, clout, etc., if you don't have your hands in the media business worldwide." □

Problems for Puerto Rican TV market

The expected sale of the Telemundo Group's station in Puerto Rico and the difficulty that Lorimar Telepictures has had selling its two television stations on the island draw attention to the problems facing the television market in Puerto Rico. The four top-ranked stations have changed hands since 1985—two of those four were for sale this year—and, observers say, the investment in the market has so far overwhelmed its stagnated revenue. In addition, three lesser-ranked stations are operating under the protection of bankruptcy laws.

Ownership turnover is high at the four stations that currently together account for 97% of the island's viewing. An announcement was expected last week that Telemundo had reached an agreement to sell its top-ranked WKAQ-TV San Juan. Lorimar's WLIU(TV) Caguas has been on the block since June 1987, along with its co-owned station, WSUR-TV Ponce. Market observers said that the other two majors were for sale, although officials at the parent organizations for WAPA-TV San Juan and WSTE(TV) Ponce denied they are seeking buyers.

Of four other commercial stations that have battled for the rest of the 900,000-home market, two are operating in Chapter 11 of bankruptcy proceedings and the third is operating in Chapter 7. Two of the stations operated with English-language programming, which participants say is an especially difficult tactic in the primarily Spanish-speaking market. One station, WPRV-TV Fajardo, whose transmitter was destroyed in a fire, was unable to get its insurance company to replace the equipment.

The problems that the major stations in the marketplace face arise from shortage of advertising demand, the mountainous ter-

rain of the Caribbean island, and other problems.

"The market has been basically a non-growth market for the past three or four years," said Gary Anderson, general manager and part owner of WAPA-TV.

The cost per thousand is about 30% to 50% the cost of the same demographic segment in a similar-sized mainland market, according to Henry Silverman, president and CEO of Telemundo. He said the situation would probably remain that way until demand catches up with availabilities.

The cost of sales is more than 25% of revenue in Puerto Rico, as opposed to 15% in a U.S. market, according to several sources. The added cost is largely due to the tradition in the Puerto Rico TV market of volume discounts given to advertising agencies. In negotiations that take place before each calendar year, advertising agencies get guarantees that if they bring in a certain volume of advertising to a station over the year, the station will refund a percentage of the revenue to the agency. If the advertiser achieves that volume by the end of the year, the station sends a check to the agency for the prearranged amount, perhaps 10%.

The volume discount compensates advertising agencies for the part they play in selling time in a difficult market, Silverman said. Another reason for additional agency compensation is that the agencies, not stations, prepare demographic and other statistical backup for selling advertising time, according to Manuel Morales, president of West Indies and Grey Advertising.

The volume discount "is one of the things that's wrecking the market," said Norman Louvau, who oversaw WAPA during his 20-year presidency of Columbia Pictures

Broadcasting.

On top of the discount, bonus spots are negotiated through the year. "It's definitely a negotiated market," Anderson said. Because of heavy competition among the stations and the negotiability of rate cards, Louvau said it was possible for the agencies to spend less money for more spots than they ran the previous year.

Thus the market, which has about the same number of households as the Sacramento market, has much less revenue going to the stations. Sacramento has net revenue, including network compensation, of \$126 million, estimated Michael Fisher, general manager of Sacramento's KTXL(TV). The Puerto Rico market, by contrast, has net revenue under \$90 million, by Anderson's estimate.

Another peculiarity of the market is its terrain. Puerto Rico is crisscrossed by mountains, not only limiting the coverage of UHF stations but also making coverage of the 40-mile-by-100-mile market impossible for VHF stations. To enable broad coverage of the market, Malrite's WAPA is operating with three transmitters in different spots on the island, operating in the same frequency under special FCC permission.

To improve the revenue of the stations, local participants hope for an upswing in the Puerto Rican economy that will trickle into advertising sales. The major stations are also hoping that a peoplometer-based ratings service operated by the Mediafax organization will enable more aggressive pricing.

But there is also a suspicion in Puerto Rico that the pressures to meet interest payments on investments in the market and to maintain revenue at current levels will keep price wars going on the island. □

Competition in Cleveland

Voters in Cleveland approved two ballot initiatives that will bring further competition to incumbent cable operator, North Coast Cable. The proposals grant franchise ordinances to MetroTEN Cablevision, which operates a wireless cable system in the city, and Telecable Broadcasting, a cable operator with a franchise in East Cleveland, to build in the city proper.

James Theroux, MetroTEN president, said the company reaches about 75% of the city with its wireless signal, and plans to build the other 25% with coaxial cable. "The people want competition," said Theroux, who has more than 25,000 subscribers to his wireless operation.

Theroux said the company already has some permits and has completed some make-ready work for the build. MetroTEN does not have a build schedule, he said, and the 25% of Cleveland it plans to wire is spread throughout the city. Theroux said MetroTEN would build between 200 miles and 300 miles of plant. At \$10,000 per mile, construction costs could amount to \$3 million.

MetroTEN provides 27 channels of service for \$9.95, with Showtime costing \$9 and Disney \$7. Theroux said MetroTEN will have the same pricing and, in general, the same services for its coaxial cable customers. Although there has been no progress on getting a contract with HBO, Theroux wondered whether now as a "cable" operator, he would stand a better chance of landing the service. (An added impetus for HBO may be that North Coast's pending owner, Cablevision Systems, has taken a 5% stake in HBO rival Showtime).

Although the ordinance does not have the number of franchise requirements under which North Coast operates, Theroux said the company will be paying 5% of profits to the city as a franchise fee, with a minimum payment of \$25,000 a year. Theroux said that as part of arrangements for ITFS frequencies for the wireless operation, MetroTEN pays 6% of its revenue to city schools.

North Coast President Lee Howley said the company will file a request with the city to amend its franchise to bring its requirements in line with those of MetroTEN and Telecable. "We don't mind competing with them as long as the rules are the same," Howley said.

The changes would include paying the city 5% of net profit, versus 5% of revenue, as a franchise fee, which Howley estimates the difference to be \$15 million over 15 years, and to do away with the \$2 million for studios and access production. Howley said North Coast is required to wire every home in the city, and the company plans to continue to abide by that promise.

Howley said North Coast spent \$50,000



TNT roll out. Turner Broadcasting System has signed Comcast to carry TNT in 10 systems reaching 500,000 subscribers. Making the announcement were (l-r): Terence McGuirk, Turner Cable Network Sales president; Brian Roberts, Comcast executive vice president, and TBS Chairman Ted Turner. Roberts said Comcast will add TNT to the majority of its systems next year. Initially, TNT is being rolled out on the company's systems in Mobile, Ala.; Baltimore county, Md., and Fort Wayne and Indianapolis, both Indiana.

to defeat the referendums, and had the support of the city. But now that the issue has been decided, Howley said the city's position is that there will be no negotiations. A court challenge by North Coast is possible, said Howley, and would be brought under First Amendment grounds. "They clearly realize we have a strong case," he said of the city, and he hopes negotiations will prove fruitful.

TBS sells CNN Center for \$170 million

Ted Turner, which has had the CNN Center office building on the block for over a year, sold it last week to 66 Properties Inc. for \$170 million in cash.

The sale includes 600,000 square feet of space in two CNN Center towers, 200,000 square feet of retail space and 80,000 square feet of space housing CNN studios. CNN Center is the headquarters for Turner Broadcasting System and its four program services: CNN; Headline News; WTBS(TV) Atlanta, and Turner Network Television. The deal also includes a 2,000-space parking lot and the 470 room Omni hotel, next door to CNN Center. The sale does not affect Turner's operating agreement with the Omni Coliseum, also next door, which is the home of Turner's Atlanta Hawks.

TBS plans to stay at the center and will enter into a 15-year lease, plus a renewal option for the 300,000 square feet of space it presently occupies, plus an additional 150,000 square feet of space. "We are deeply committed to downtown Atlanta,"

said TBS Chairman Ted Turner, "and intend to remain here at CNN Center for many years to come."

TBS plans to use the cash to pay down existing long-term bank debt, said Paul Beckham, TBS senior vice president finance and administration. Most of the bank debt is associated with Turner's purchase of MGM/UA in 1986. That caused the company to go deep in debt, and required the influx of a substantial amount of equity from cable operators, who have taken a controlling position on the board.

The deal is expected to close within 60 days. TBS had purchased the Omni Center in two stages in 1985 and 1986 for about \$90 million. But because of accounting practices, the net gain from sale is not necessarily \$80 million, a Turner spokesman said.

Come together

Some who have been working closely with the FCC's advisory committee on advanced television service (ATS) have called for a single HDTV transmission testing lab to test all delivery media. Among those taking this view is Advanced Television Test Center Executive Director Peter Fannon: "We think it makes eminent sense to put all the pieces together that fit," he said. Fannon envisions ATTC, Cable Laboratories Inc. (Cable Labs) and the satellite industry joining resources in a single lab so that the various proponents taking part in the ATS committee's testing procedure, many of which have limited financial resources, do not have to transport their equipment to

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"We have talked with some satellite operators...to try to organize a single facility that would suit everyone's needs," Fannon said. Fannon and Cable Labs President Richard Green have also met to discuss the central lab possibility. The two have already agreed to work together on subjective testing to avoid duplication of efforts.

But they do not yet have any ideas of how joint subjective or objective testing could be coordinated from either separate or a central facility because both of the testing organizations are still in the planning stages. ATTC is waiting for the ATS committee to work out test procedures before committing to equipment purchase decisions (BROADCASTING, Oct. 31). Green could not predict when a timetable for equipment purchase and testing start up will be ready. Cable Labs will have a first organizational meeting of its permanent board on Wednesday (Nov. 9) where it will elect board officers and begin to address some of the test start-up questions. Cable Labs has the additional complication of being a permanent facility to research and develop other cable TV-related technologies besides HDTV transmission.

The new HDTV Viewing Center, which is being established in California by Hughes Communications to test satellite HDTV delivery ("In Brief," Oct. 24), is not being planned in coordination with the ATS committee or any of the testing organizations. Duplication of efforts is a possibility "and we would like to be coordinated with the committees...We'd be willing to work with them and we will contact them as we get further along," said Bob Waldron, senior vice president, Hughes Communications.

Checking for leaks

A series of seminars have been organized by the National Cable Television Association to explain to system operators the FCC's rules on signal leakage and to supply information on how to comply with the commission's cumulative leakage index (CLI). The index was established in 1985 under new rules that set specific signal leakage standards. The first CLI reports under the rule are due to the commission by operators on July 1, 1990. The NCTA seminars are free, with the first one to be held at the Kansas City Airport Hilton, Nov. 29-30. Additional meetings have been scheduled through February 1989 in Seattle; Albuquerque, N.M.; Atlanta, and Philadelphia. Additional information is available through NCTA's science and technology department.

Dome deal

Centro Corp., Salt Lake City, will construct a \$7-million production and post-production facility for Dome Productions, a studio that is being established to serve the new Toronto SkyDome, which is scheduled to be opened in time for the Toronto Blue Jays' 1989 baseball season. The SkyDome will be the first stadium in North America equipped with a retractable roof. Dome

Productions will mainly handle sports events at the dome, but will also have post-production capability to complete TV commercials and other productions. Centro is installing mainly Sony and Grass Valley equipment, including Sony DVR-10 composite digital videotape decks.

That's the ticket

Prime Ticket has surpassed the three million home mark with the signing of seven more systems, said PT President John Severino. They include Prime Cable, Las Vegas; Dimension Cable, Phoenix; Simmons Cable, Long Beach, Calif., and Community Cablevision, Irvine, Calif.

Prevue signs Multimedia

Prevue Guide said it has signed Multimedia to carry the promotion and listing service, which added 200,000 subscribers to the one million overall total the company signed in October. Also added were Gill Cable's 132,000 subscribers in San Jose, a Metrovision system in suburban Washington, Cox Cable's Staten Island system, Continental's Westfield, Mass., system and Telecable's Arlington, Tex., system.

New deals for USA

USA Network has signed affiliation agreements with Warner Cable, Centel Cable, Telecable and United Video covering a combined two million homes. The Telecable deal is for four more years, while the lengths of the other deals were not revealed, USA said.

Jones picks up X*Press

Jones Intercable has signed to carry X*Press Information Services on the cable company's 60 systems, which serve one million subscribers. The computer information services are now carried on 521 systems serving 7.3 million subscribers, X*Press said.

TLC award

The National Telemedia Council has honored The Learning Channel with a special recognition award on NTC's 35th anniversary. The nonprofit council honored the cable service for its "excellence in telecommunications programming using the force of television for adult education."

ACE sponsorships

ESPN and Arts & Entertainment will co-sponsor the production of the system ACE awards during next year's NCTA convention in Dallas. The May 23 production will honor the best in local cable programming (BROADCASTING, Nov. 7).

Promoting cable

Tele-Communications Inc. has signed to participate in a National Cable Month acquisition campaign being developed by Richebourg Marketing. Last year's campaign produced a response rate of

4.6%, said Margaret Richebourg, president of the firm.

Richebourg said her materials will dovetail with NCM's theme of "30 days of great nights." She said each direct mail piece "will promote the four strongest April titles from every basic and pay service." The cost per mailer is .14 cents untailed and 23 cents fully tailed.

Settlement reached

Vision Cable and the Motion Picture Association of America have reached a settlement in the dispute over copyright royalty fees on the cable company's lowest broadcast television tier of service. Terms of the settlement were not disclosed.

Vision said that the MPAA charged that the service "was not regularly offered to subscribers," and "that a higher installation charge for the service was designed to discourage subscriptions," while Vision said its service was available to all subscribers and that the installation charge was justified because of equipment and labor expenses. Vision said it "did not concede that reporting only its broadcast television service tier revenues was improper but agreed to the settlement in order to avoid the time and expense of litigation."

The MPAA said the settlement covered 15 cable systems and the period from July 1984 to June 1988. It said that Vision "failed to properly report subscriber revenues for its expanded basic tier."

The MPAA said "that in addition to a monetary settlement, Vision agreed to review its installation charge for 'broadcast-only' service and to consider additional means for publicizing the availability of that service."

Into the ring

Turner Broadcasting System and Jim Crockett Promotions have formed Universal Wrestling Corp. as a new TBS subsidiary. Among Universal Wrestling Corp.'s assets are the contracts of National Wrestling Alliance Wrestlers and domestic syndication operations that include programming distributed to more than 160 television stations. Universal Wrestling Corp. will also supervise the production of two current National Wrestling Alliance programs for TBS as well as quarterly live specials and will produce for TBS's home video and pay-per-view divisions.

Upset

The United TVRO Association has written to FCC Mass Media Bureau Chief Alex Felker protesting the continued refusal of cable programmers to deal with the association. The group said HBO and CNN refused to renew subscriptions earlier this year and that subsequent negotiations have reached an impasse. "United is still being discriminated against by satellite programmers," the association wrote. It had attempted to gain access to programming by making a pass-through deal with Triad Communications, a small cable MSO, but

said the programmers refused Triad's request, even to the point of cutting off programming to Triad's own TVRO subscribers within its cable franchise areas. "This form of retribution is unfair and unjust," said United. That TCI-owned Netlink distributes cable programming that United cannot access, said United, "provides evidence that the programmers are discriminating against third-party distributors."

TCI pitches in for homeless

Tele-Communications Inc. announced it donated \$5,000 to the Colorado Coalition for the Homeless to help underwrite the organization's dinner and comedy benefit held at the home of Daniels & Associates principal Bill Daniels on Friday, Nov. 11. Tickets for the benefit cost \$250. Comedian Paul Rodriguez plus local comedians Todd Jordan and Jeff Harms performed at the benefit.

Car changes

NAB has asked for revisions in the National Association of Attorneys General car rental advertising guidelines. Radio, NAB said, should be required to provide "only a short general disclosure, since radio cannot utilize the visual method of disclosing information that NAAG has okayed for television ads." Point-of-sale disclosure is more effective, NAB said. In other news, NAB said that it has sent \$4.8 million in

royalty payments an interest to 407 stations, bringing to \$15.8 million the total distributed in the cable copyright process.

Bar fight

United Cable is seeking \$60,000 in damages from eight bars in Colorado Springs, and Boise and Pocatello, both Idaho, for what it said was the unauthorized use of the Tyson-Spinks fight in June. The pay-per-view event was licensed to cable operators, but commercial establishments were barred from carrying the fight. United alleges that the bars used illegal devices or converters designed for home use. In some cases, subscribers who had signed for the fight, called to cancel, saying they were going to watch it at a bar. The National Cable Television Association estimates that the cable companies may have lost \$9 million through the theft of the fight.

Silent spots

The Silent Network, a basic cable service geared to the hearing impaired, will begin offering a one-minute local advertising avail each hour. The move, it said, was in response to cable systems requesting time for local advertisers to have access to the deaf community. The network reaches 12 million homes.

On board

Adelphia Communications has signed as a charter affiliate of NuStar's cross promotion

service. NuStar allows cable systems to include specific information on tune-in promotional spots supplied by NuStar.

Taking attendance

The Cable Television Administration and Marketing Society reports that 271 system, area and regional managers have attended its first three general manager achievement series held in conjunction with three regional trade shows this fall. The first four modules in the series have dealt with system finance, franchise authority and community relations, cable technology for the nontechnical manager and system performance through staff.

Other modules on retention, program promotion, leadership and customer service are scheduled for the rest of 1988 and into 1989.

Look it up

The National Academy of Cable Programming is selling a "Producer's Sourcebook: A Guide to Cable TV Program Buyers," which includes guidelines on what 55 national and 19 regional networks require of the programming they carry. The \$25 book is meant to be a guide for those wishing to produce for cable networks.

The network profiles included describe programming content and formats, program acquisition guidelines, technical requirements and names and phone numbers.

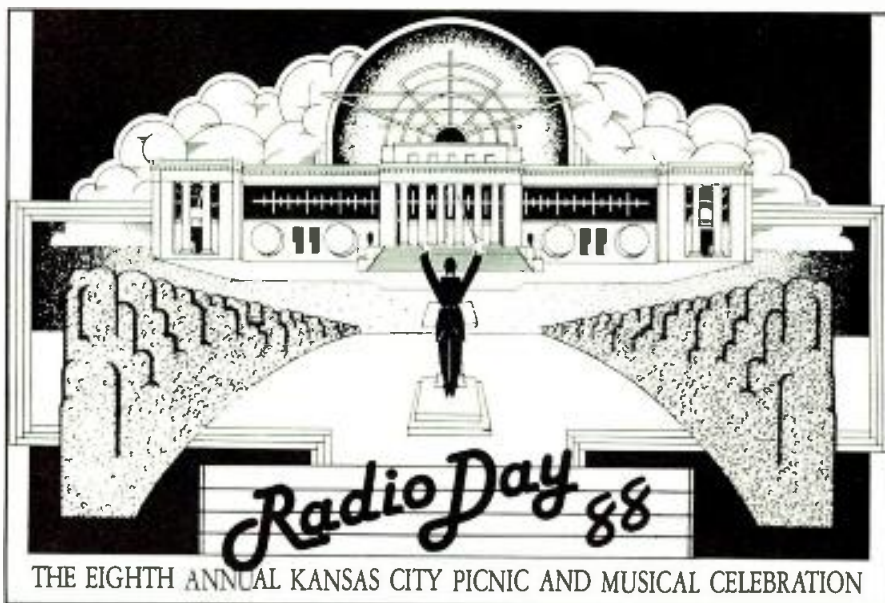
On Radio

Marketing push is on at local radio associations

Focus of local radio station groups is no longer primarily social one; help wanted signs going up for new executive director positions

About three years ago in Salt Lake City there was a lot of talk about an exciting new underground amusement park named Wasatch Cavern. Radio advertisements lured listeners with the sounds of roaring roller coasters and parkgoers having fun. But no one could locate the park. What the listeners didn't know at the time was that Wasatch Cavern did not exist; the ads were a hoax perpetrated by the Salt Lake Market Radio Broadcasters Association to demonstrate the power of radio.

In recent years, the role of local radio station associations has become increasingly important in many markets, especially as many groups become more organized and more active in marketing. Traditionally, most local associations were headed by an overburdened general manager who was willing to wear yet another hat. Today, however, at least five associations have full-time directors and others are looking in that direction. As local associations plan ahead, improved marketing skills is among the most frequently cited goals.



"It used to be just a fun-time organization," said Steve Johnson, president of the Salt Lake association, "but the whole goal this year is marketing." Said Claire O'Neil, executive director of the Northern Califor-

nia Broadcasters Association: "Our focus is not a social focus, it's a marketing focus."

Many local radio associations in the past existed primarily for the purpose of organizing one or two parties each year, according

MILWAUKEE AREA MARS RADIO STATIONS

to Daniel Flamberg, Radio Advertising Bureau senior vice president for marketing and communications. "They never really saw themselves as an opportunity to market radio," said Flamberg. Today, however, he said phone calls from associations are commonplace at the RAB offices. The RAB formed a special session during its annual managing sales conference to meet the demand, and this year's Feb. 3 conference will mark the third such organized gathering of local associations.

Andy Friedrich, full-time executive director of the Milwaukee Area Radio Stations (MARS), said attendance at the annual RAB session has reflected the rise in association activity. Two years ago, he said, about a dozen people attended the RAB get-together; last year, about 80 association representatives showed up. RAB reported that this year's session has been expanded to accommodate the increased interest.

MARS has been one of the leaders in the current marketing push, showing its commitment with last month's launch of a year-long economic development campaign designed to promote the greater Milwaukee area. Friedrich said that the ambitious campaign, which requires its 18 stations to donate at least 12 60-second spots per week, would cost the market about \$1.2 million in air-time. Approximately 60 spots focusing on the local economy are being donated by McDonald Davis & Associates Inc., a local marketing communications firm.

MARS has been in existence since 1974, but it was not until last year that the members decided to fully commit themselves to marketing and hired Friedrich as the group's first full-time director. Friedrich said that the MARS budget, including his salary, is now around \$67,000. Like most local radio associations, MARS generates its funding

through a combination of minimal dues (\$180 per station annually) and donated spots from member stations. The association then sells the spots to non-traditional advertisers, guaranteeing a market radio blitz for such operations as the Milwaukee Blood Center.

Another local radio association, Long Island Radio Broadcasters Association, is in the midst of a three-month national media campaign. Launched last September, the \$150,000 campaign includes direct mail and full-page print ads in national publications that are designed to promote Nassau-Suffolk stations as belonging to a market distinct from New York City.

Campaigns launched by local radio associations are becoming increasingly ambitious, according to Gordon Mason, executive director of the Southern California Broadcasters Association (SCBA). He said about 40 associations from around the country have contacted him in search of ways to hire full-time directors who can execute such campaigns.

Most of the full-time directors presently employed by local radio associations have been hired within the last 12 years. At SCBA, which now reports a budget of more than \$200,000, Mason was hired full-time three years ago. At the New York Market Radio Broadcasters Association (NYMRAD), which reports a budget of \$400,000, president Maurie Webster was hired 12 years ago. MARS' Friedrich and NCBA's O'Neil were both hired within the past year, along with Kim Clark, executive director of the Houston Association of Radio Broadcasters (HARB).

Closely watching the rise of full-time directors have been such groups as the Memphis Area Broadcasters Association, where president Sherri Sawyer said its 17 members are trying to find ways to financially support a full-time director. Sawyer, general manager of Memphis stations WERC(AM)-WEGR(FM), said the burden of running an association can sometimes prove too heavy for working broadcasters. "We all have enough work in our [station] jobs," she said.

Also seeking outside help has been the Kansas City Radio Broadcasters (KCRB), according to association president Bob Zuroweste, who is also general manager at WHB(AM) Kansas City, Kan., and KUDL(FM) Kansas City, Mo. He said that while the association has had its successes—last May's eighth annual "Radio Day," for example, attracted about 30,000 people to an outdoor Kansas City Symphony concert—the KCRB at times has suffered from too many cooks spoiling the broth.

"We've had an organization for four years, and it has been less than satisfying for all the members," said Zuroweste. "We wanted somebody that had the



NYMRAD's Webster

responsibility to answer to the association."

The KCRB this month hired local veteran broadcaster Bob Terry to represent the association in various capacities, including organizing sales training seminars and coordinating sales presentations to potential advertisers. Zuroweste noted that in some markets, an association probably could succeed without such an outside director: "If they were all singing from the same choir book and they all had the same set of goals, sure it could be successful. But when somebody's not putting their fair share of time in, then the other person loses enthusiasm."

At least one local association that appears to be sharing the same choir book is the Fox Valley Radio Broadcasters Association in Oshkosh, Wis. President Bill Mann said a major accomplishment of the 13-member association earlier this year was its completion of a \$50,000 direct-mail and on-air broadcast campaign to promote the market.

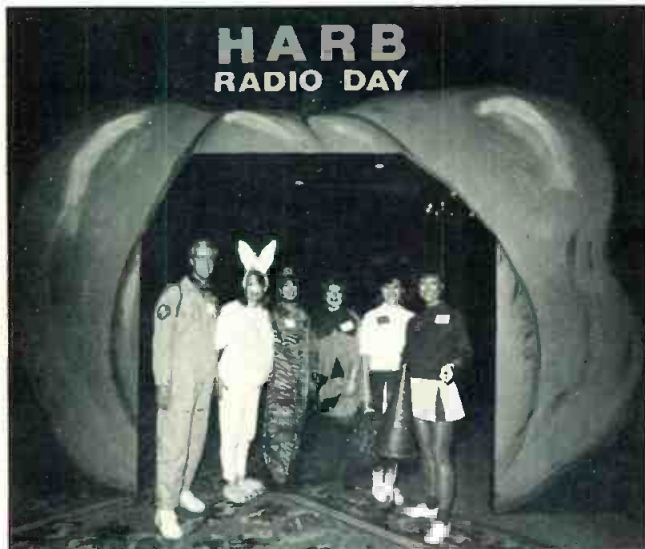
"It certainly wouldn't warrant a full-time person," said Mann, sounding perplexed by the notion of hiring such a director. "I don't know what a full-time guy would do."

Markets such as New York City, however, know well what a full-time person can do. According to NYMRAD's Webster, the association's marketing efforts have been responsible for adding approximately \$6.2 million to the market's revenue within a three-year period.

NYMRAD last spring also presented its 13th annual Big Apple Radio Awards, one of several awards ceremonies conducted by various local associations around the country. Another association, the Radio Broadcasters of Chicago, presented its 10th annual Windy Awards last month; 525 members of the city's radio and advertising community attended the luncheon, which was hosted by radio and TV talk show host Larry King.

Many active local associations have also been developing videotapes that bullishly promote their respective markets. At SCBA, where Mason reported at least 60% of their work is marketing-oriented, as many as 60 advertiser groups each year see the association's in-person and videotaped presentations. (He said that the association is preparing a pitch for Detroit that will promote the importance of cars in the southern California market.)

"The stations are doing wonderful things," said NYMRAD's Webster. "but if you don't tell anybody, then nobody knows anything about it." □



Radio Day committee in Houston—Mike Koehler, Republic Radio; Tammy Weitkunat, S.L. Brown; Brenda Adriance, KKBQ; Linda Baker, KKH; Denise Marr, HARB, and Clark—celebrates 5th annual Radio Day with Halloween party.

Direct broadcast radio

The international community at the World Administrative Radio Conference on space broadcasting that concluded in October exhibited a strong interest in opening the spectrum to sound broadcasting from space (BROADCASTING, Oct. 3). The U.S. was among countries endorsing the idea of an international conference in 1992 setting aside a band within the 500-3000 mhz range for that service. Voice of America studies indicate the technical feasibility of such service. And with a program of modernizing VOAs shortwave and mediumwave facilities behind schedule and suffering cost overruns (BROADCASTING, Oct. 24), sound broadcasting from space is regarded as a possible option for delivery of its programming. And VOA officials talk of an international organization that would enable developing countries to pool resources necessary to offer such service.

But a panel of experts at a U.S. Information Agency symposium earlier this month raised questions. One said that current international radio regulations prohibit broadcasting from a satellite without approval of the government of the receiving country. And panelists also questioned whether VOAs programming would be sufficiently attractive to provide a basis for a new satellite service. Dr. Robert Frese, director of engineering for VOA, expressed the view that sound broadcasting from space is "far off" and that, when it arrives, it will be subsidiary to and not a replacement for shortwave.

Change of pace

KPUR(AM)-KHWK-FM Amarillo, Tex., owned by Holder Broadcast Services of Texas, have switched from an AOR simulcast to two distinct Transtar Radio Network format services. KHWK-FM now carries Transtar's *Niche 29*, featuring rock n' roll of the 1960's to the 1980's with no heavy metal; KPUR now picks up *The Oldies Channel*, emphasizing rock n' roll from the 1950's to the 1970's. Prior to the switch, KHWK-FM operated under the call letters KATP(FM) (licensed to Canyon, Tex.). Scott Gilreath, vice president and general manager for the stations and a former Transtar employe, said that four stations in the Amarillo market now carry the company's satellite services.

Elsewhere in Texas, KSJL(AM) San Antonio picked up Satellite Music Network's 24-hour *Z-Rock* format. The station, owned by Inner City Broadcasting Co., previously simulcasted with contemporary hit radio KSAQ(FM).

In St. Louis, Mo., CBS-owned KHTR(FM) has changed its call letters to KLOU(FM). Along with the change was a format switch from contemporary hit radio to oldies. The station will feature music from the mid-

1950's through today, targeting the 35-54 market.

In another switch, big band KKS(AM) Santa Barbara, Calif., has changed its call letters to KBBQ(AM) and is now offering modern country from its studios.

Westwood-Mutual roundup

Westwood One Inc. made a number of programming announcements last week, including a new six-year agreement with Larry King to carry his talk show on the company's Mutual Broadcasting System. *The Larry King Show*, which airs live Monday-Friday at 11 p.m. to 2 a.m. Eastern time with taped replays at 2-5 a.m., has been heard on Mutual for almost 11 years. Pictured at the contract signing with King (r) was Jack Clements, president of Mutual.

In a separate announcement, Mutual said it would debut a new series designed for people age 50 and older, *Mature Focus*. The program, set to premiere Jan. 2, will feature veteran newscaster Peter Hackes as host and will be produced in conjunction with the American Association of Retired Persons. *Mature Focus* will air in 90-second segments on weekdays and as a five-minute feature on Saturdays.

Mutual will also be featuring two upcoming specials: *The CMA Winners Circle*, a three-hour country music show set for Nov. 24-27, and *The Flame Still Burns: Remembering JFK*, a half-hour special scheduled to air Nov. 21-27. In other Westwood One programming news, the

company has made available two rock-oriented specials: *Living in the Past: 20 Years of Jethro Tull*, a two-hour show set for the week of Nov. 14, and *Led Zeppelin: A Stairway to Heaven*, a three-hour program set to air Nov. 24-27.

Remembering

The CBS Radio Networks will take a look back at the John F. Kennedy presidency and the events surrounding his assassination in a 10-part series of two-minute reports. The series, scheduled for the weekend of Nov. 19-20, will be anchored by Dan Rather. Earlier this month, CBS fed to its affiliates extensive historical material surrounding the 1963 assassination via Newsfeed, the network's news actuality service.

Sponsor search

In The Public Interest, an 18-year-old program featuring news and commentary from a liberal standpoint, is seeking its first sponsor, according to director Sallie Blake. She said the daily, three-minute program is currently delivered free to about 280 affiliates nationwide, including 83 commercial stations and 70 national public radio stations. Fourteen commentaries are delivered every two weeks to participating stations via tape. The program is produced by New York-based Public Interest Radio, which is supported by public contributions along with grants from foundations and non-profit organizations.



Smulyan on the spit. Emmis Broadcasting President Jeff Smulyan took the hot seat at the third annual Bayliss Media Roast at the Plaza hotel. The benefit dinner served as a fundraiser for the Carmel, Calif.-based John Bayliss Broadcast Foundation, which provides college scholarships to students majoring in broadcasting. On the dais were (l-r, top row): Doyle Rose, Emmis Broadcasting; Jim Duncan, Duncan's American Radio Inc.; Smulyan, and Jim Edwards, stand-up comedian and Smulyan's brother. Seated, l-r: Rick Cummings, Emmis Broadcasting; Kit Hunter Franke, executive director of JBFF; Barry Dickstein, Hartstone & Dickstein, and Robert F.X. Sillerman, The Sillerman Companies. Seated on the dais but not pictured was Jay Thomas, KPWR(AM) Los Angeles.

Bigelow spells out HBO's MO

Pay service's president says his pioneering network is adapting to changing media environment

HBO President E. Thayer Bigelow Jr. said last week that "HBO's competition is everything," including other cable and broadcast networks, home video, and computer games, but that the pay network "can adapt to a changing market."

The pay television business, after weathering a slump in the mid-1980's, has been moving up again in the past several years. HBO's business remains strong, Bigelow said, with HBO and Cinemax adding a combined one million net subscriptions in the first six months of 1988. And the second half of the year is generally better than the first, he noted. In particular, Cinemax has been growing at a rate of 20% for each of the past three years, the best performance over that time for any pay service, he said.

Bigelow said the negative impact of VCR penetration has largely abated, and even turned to HBO's and cable's benefit. He said that home taping was up while tape renting was down, and he said VCR owners have a better retention rate for HBO services than non-VCR owners.

That could change, however, if anticopying technology that Hollywood is pushing comes to fruition. Bigelow said HBO had no position on the matter, but when pressed he admitted it "would be a big sea change ...[and] it flies in the face of everything we're doing." Bigelow, who only several months ago was president of Time's cable operator division, American Television & Communications, said many cable operators have undertaken successful VCR-pay television marketing campaigns.

Although cable operators have been lowering the price of pay services in the past few years, Bigelow said the increasing penetration of HBO and Cinemax has offset what would otherwise be lower operating margins. He also noted that HBO instituted a rate increase in January 1988, although the increase was delayed one year for operators in HBO's sales incentive program, which amounts to 65% of the industry. An HBO spokesman said the rate increase amounted to roughly 5%. HBO's rate card calls for a minimum payment of \$3.90 per subscriber up to a maximum of \$5.50, depending on system pricing, volume discounts (ranging from 2% to 20% on the rate card) and other factors.

On pay-per-view, Bigelow said it's "a business worth watching," but that for HBO it holds more promise as a program supplier. Bigelow said HBO does not view PPV as a serious threat to the business.

International markets, particularly Europe, holds promise for HBO, Bigelow said. He said the company is looking to "put some resources," both financial and personnel,



Bigelow

into reestablishing a European presence. "We're looking at the international market pretty carefully," he said, but an exact replica of HBO is unlikely. He acknowledged HBO "took a look at Super Channel," which has since been bought by Videomusic, an Italian music television station. The company is now exploring whether it will enter the market through joint ventures, buying into a company or by itself.

On HBO dealing with alternative delivery systems, Bigelow said the pay cable service continues to negotiate with the National Cable Television Cooperative on volume discounts and he characterized the talks as "a good dialogue." And he did not see congressional pressure or action needed to resolve the issue.

Michael Pandzik, executive director of the co-op, said it is examining several proposals that are now on the table. The group

plans to meet at the Western Show in several weeks, where a proposal could be ratified, but Pandzik declined to say whether any of the proposals were acceptable. The co-op plans to launch a grassroots lobbying campaign that would include a trip to Washington in the spring if the issue is not resolved before then.

On the wireless cable industry, Bigelow said HBO continues to have concerns over signal security and financing. Microband is marketing HBO, but Bigelow said there is "no hard data" on the results of its marketing in New York.

On whether HBO would welcome the telephone company into the cable business, given the sometimes rocky relations between the pay service and cable operators, Bigelow said: "We don't really have a criticism of the way the cable operator" carries HBO.

But he did urge greater use of advertising and tune-in promotion by cable operators. "Subscribers must be convinced to stay subscribers," he said, but the industry has not "done the best possible job in promotion." He added that "original programming should be held out as an attraction to subs."

He said his one frustration at HBO is that there cannot be more original programming, which accounts for one-third of the schedule, the other two-thirds being movies. As far as new programming directions, he said HBO was looking at some new formats in comedy and in music.

Bigelow said "HBO continues to explore technological capabilities," whether it be more efficient satellites, HDTV or fiber optics, and promised that "HBO will be among the first to work with cable business" on these fronts. Said Bigelow: "We're not here to test the waters, we're here to make waves." □

Heritage's Hoak and his vision of success

Aiming for cash flow, rather than ratings, is key to strategy at group owner's stations, chairman tells stock exchange audience

Emphasizing local sales, cost control and additional acquisitions, Heritage Media Chairman James Hoak is trying to follow the same path of success he achieved at Heritage Communications (HCI), of which he is still chairman.

This time around, Hoak has structured the company's stock ownership so he will not be forced to sell the company against his wishes, as was the case one year ago with HCI. Hoak and President David Walthall hope to attract outside investors and both were in

New York last week making a presentation sponsored by the American Stock Exchange, on which the newly public company now trades.

The Dallas-based group owner's plan for building asset value consists of managing affiliate television stations primarily for cash flow, rather than ratings, and acquiring radio station properties that are in need of a turnaround. Both radio and TV stations are staffed sparingly except for local sales, upon which the radio and television stations rely greatly.

Heritage's five TV stations and 11 radio stations were formed from the station group spun off by HCI after it was forced to merge with Tele-Communications Inc. in August

1987. The company went public in late September and has 18.5 million shares fully diluted, of which 25% are held by the public. Roughly half the stock is owned by management with other significant investors including Hallmark Cards, Morgan Guaranty Trust and Goldman Sachs.

Three quarters of Heritage's revenue comes from the company's three NBC and two ABC affiliates: WCHS(TV) Charleston-Huntington, W.Va.; WEAR(TV) Mobile, Ala.-Pensacola, Fla.; WPTZ(TV) Burlington, Vt.-Plattsburgh, N.Y.; KDLT(TV) Sioux Falls-Mitchell, S.D., and KEVN(TV) Rapid City, S.D.. The group's sole independent, KAUT(TV) Oklahoma City, has been sold, subject to FCC approval, for \$9.25 million.

Taking into consideration the growing proportion of sales coming from local advertisers across the industry, Heritage's local emphasis is still noteworthy. Sixty-three percent of the group's revenue comes from local sales and Walthall presented numbers showing that while its total station personnel at WCHS and WEAR were less than three-quarters that of the number-one station in those markets, the Heritage local sales staffs were 50%-100% larger.

The Heritage executives also indicated the company is reluctant to part with money for programming unless the odds are good for increased sales. The presentation showed the stations, on average, spent just 4% of revenue on programming, compared to roughly 9% for an average affiliate in those size markets. As a result, Walthall said the five stations' share of market revenue is roughly 150% of their audience share, and cash flow for the group in the first nine months is just under 50%.

The Heritage 11 radio stations are formatted to appeal to adults 25-54, except for KDAY(AM) Los Angeles, which is programmed for black teenagers. The other radio outlets are KRPM-AM-FM Seattle; WIL-AM-FM St. Louis; KKSJ-AM-FM Portland, Ore.; WEMP(AM)-WMYX(FM) Milwaukee, and WBBF(AM)-WBEE(FM) Rochester, N.Y. The radio properties are also sparingly staffed, although again not in the local sales department. Hoak attributed much of the group's success to Paul Fiddick, who was hired away from Multimedia. The group has looked to buy "turnaround" stations and one of its more recent acquisitions, KKSJ-AM-FM, was purchased out of bankruptcy court and three months later is showing a positive cash flow, Hoak said. For the first nine months the radio division had an operating cash flow margin of roughly 17%.

Heritage has also made investments in two alternative media companies. One of them, POP Radio, is a start-up company providing "in-store radio" to more than 17,000 drug and grocery stores. Heritage has a one-third ownership with a "right [to] all future stock in the company," said Hoak. The other company, Du-Kross Media, places ads on grocery carts. Heritage is looking at other investments as well, including cable, cellular telephone and radio service companies. Hoak said the company has an informal agreement with Hallmark that the latter would participate separately in any cable acquisitions Heritage makes.

Heritage is already highly leveraged with long-term debt, at \$196 million, roughly 10

times the value of equity, but Hoak said the company could still make an acquisition of up to \$200 million. Cash interest payments on more than half the debt are not due until

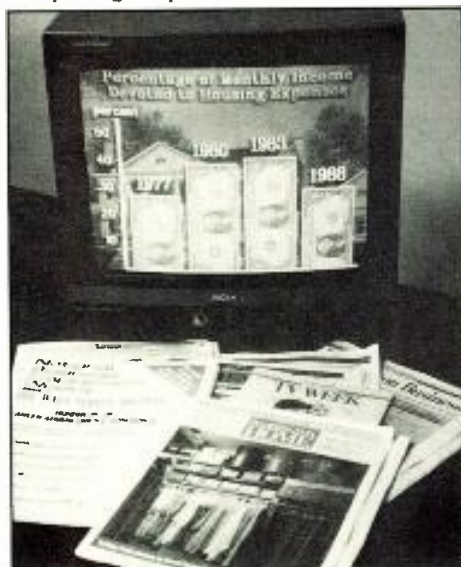
after 1991. The company's stock, he said, is especially susceptible to improvement in operating profits and asset values because of the leverage. □

NuCable to provide classified inserts to cable systems

Service will transmit via satellite 15- or 90-second spots on retail, real estate and employment information

NuCable Resources announced last week it will supply news and information inserts on real estate, employment and retail business for cable operators to integrate into their existing classified advertising channels. The move is designed to give cable operators a better shot at the \$25 billion spent each year on classified advertising in newspapers, said NuCable Chairman Tom Wheeler.

The inserts, he said, are designed to increase the number of viewers to the channel, the amount of time they watch and to bring more classified advertisers into the fold. The inserts combine "the power of video with the pricing of print," said Wheeler.



CACSNet, modeled after newspaper supplements

The information will be put together by Tribune Media, one of NuCable's owners; it will be "video re-creations of syndicated print material," said Wheeler. NuCable will transmit six minutes of information on each of the three areas—real estate, employment and retail—each day. The real estate inserts, for instance, would include information on mortgage rates and trends, tips on buying and selling, radon alerts and home and garden tips. The employment segments may include tips on interviewing or information on new careers, said Wheeler, and a new batch of material is sent each day.

Cable operators with NuCable equipment are free to integrate the inserts, running either 15 seconds or 90 seconds in length, where they wish in their local classified advertising systems. About 200 systems covering eight million subscribers are using NuCable equipment—its Classified Ad Channel System (CACS)—to program classified advertising channels on their system.

Although the information is free to opera-

tors, the three-year carriage commitment calls for the operator to carry at least six minutes for every hour it runs the classified advertising channel. NuCable's satellite transmission system automatically verifies how often the inserts are running.

Cable systems typically spend \$50,000 to purchase the CACS computer system for the classified ad channel. All equipment shipped after Oct. 1 has the capability to receive the new inserts, said Wheeler. Existing units can be retrofitted for between \$2,000 and \$5,000.

Wheeler said that in the first quarter of 1988, classified advertising revenue per subscriber on CACS systems was \$2.36 on an annualized basis, with operators reporting a 53% profit margin. That works out to a net of 10 cents per month, said Wheeler.

NuCable will be transmitting the inserts via its digital transmission network on Galaxy III, transponder 12. (Although the satellite transmission is digital, the signal is remodulated back into analog before it goes out over the cable system, said Wheeler.) The digital technology is not only a far cheaper means of satellite delivery, but it allows for broadcast-quality production of the inserts. CACSNet, as the new service will be called, will be "the world's first digital television network," said Wheeler, and was a major reason why NBC chose to invest in the new service.

(Wheeler further delineated NBC's involvement at a press conference announcing CACSNet last week. The network has purchased debt convertible to equity in mid 1989 and also has rights to purchase existing stock from the present shareholders. NuCable is 50% owned by 10 MSO's—American Television & Communications, Centel, Comcast, Continental, Cox, Heritage, Jones, Newhouse, Times Mirror and United Cable. Tribune Media, Wheeler and other principals own the other 50%. Wheeler said if NBC exercises all its options it would be the largest single shareholder, but that the MSO's collectively would still own more than the broadcast network.)

Wheeler said NuCable is selling advertising avails within the inserts, which could run the gamut from superimposing a logo over an insert to buying increments of time within the inserts. Wheeler, citing ongoing negotiations with national advertisers, declined to discuss a rate card. Wheeler said that NuCable would have more announcements on programming ventures and advertisers at the Western Cable Show.

Wheeler said NuCable has just begun marketing the service to MSO's, but the informal response has been "phenomenal." He expected that over half of the eight million homes would be signed within six months. The service will launch Jan. 2, 1989. □

The importance of identity

"Station identity can be a tie-breaker" in a viewer's choice between two television programs, said Joel Chaseman. The Post-Newsweek Stations chairman and chief executive officer led a panel discussion at the Museum of Broadcasting that discussed how stations work at establishing an identity. The panel also talked about how cable MSOs viewed the identity of various programming alternatives.

Arnold D. Wallace, general manager of noncommercial WHMM(TV) Washington, said that the eight-year-old station programs for a city whose audience is 75% black and a metropolitan area whose audience is 25% black. Thus its lineup of shows includes gospel singing and black history. The Howard University-based station also has a daily public affairs program, which serves the community at a time when, Wallace said, other TV stations are cutting back on public affairs programs.

Beyond programming, marketing the programming and on-air talent is "in vogue right now," said William L. Bolster, vice president and general manager of KSDK(TV) St. Louis. The Multimedia-owned NBC affiliate uses 20% of the station's inventory of commercials to promote itself, said Bolster.

Yet another perspective was offered by Daniel J. Berkery, president and general manager of WSBK-TV Boston. Noting that one of the SCI-owned independent's off-network programs, *M*A*S*H*, was 11 years old, Berkery said maintaining viewer interest in the show was dependent on "packaging." Currently the station's identity rests on children's programming, sports and syndicated programs and movies.

Mark Lustgarten, president of Cablevision's Rainbow Programming Enterprises, said that the MSO views a channel's identity not merely in terms of its audience ratings. Cablevision, one of the 10 largest MSOs, also conducts market research in which it asks viewers to assign a dollar amount to a list of cable channels. The research results, said Lustgarten, showed that channels with the highest dollar amounts included The Discovery Channel, American Movie Classics and Arts & Entertainment, none of which were among the highest rated in terms of audience viewing. Conversely, near the bottom of the "perceived value/quality" list were WTBS(TV) Atlanta, Lifetime and USA, all of which had higher audience ratings.

"I don't care how much people are watching," said the Cablevision executive vice president, "the channel must have proprietary programming if it is going to survive. It must have a look and feel that no one else has." Lustgarten suggested that channels with a smaller, but intense, viewer loyalty might have an easier time staying on cable systems than shows that "imitate the broadcast networks." He suggested that WHMM might be a station that would "fare well" under such carriage standards.

Wallace said that the station in fact is on 22 cable systems, and is not carried by two. But he noted that there were difficulties with some cable systems, and "in some cases we

had to seek legal advice." As Chaseman noted, the stations' work to establish individual identities (often centered around

channel numbers) is "one reason it drives us crazy when cable systems switch our channel assignments." □



L to r: Bolster, Chaseman, Berkery, Lustgarten, Wallace

MCA tries to take New Jersey bite out of Big Apple

Programmer's broadcasting hopes currently rest on WWOR-TV Secaucus and its building of a dual New York-New Jersey identity

A year and a half has elapsed since MCA bought WWOR(TV) Secaucus, N.J., for \$387 million. The station, which is MCA's only broadcast outlet, is also the only VHF in the state. The latter distinction has presented its owners with a particular problem: attracting the New York audience while building the New Jersey presence that was its charter when it was moved to the state six years ago through the legislative efforts of New Jersey Senator Bill Bradley.

With the beginning of the station's second full year with MCA, the Secaucus independent is banking its future on *Cosby* to help lead into the station's prime time lineup. And after the successful launch of *The Mor-*

ton Downey Jr. Show, now syndicated by another MCA arm, WWOR-TV is seeking further programming ventures that will help the station's financial standing in the New York market.

MCA spent an estimated \$44 million to air *The Cosby Show* in syndication over the next three-and-a-half years. "I saw it as a major investment—almost like part of the acquisition of the station itself," said MCA Broadcasting President Lawrence Fraiberg. "I...thought it was a show that would speed the process of putting us on the map."

After *Cosby* at 7 p.m. and the MCA-syndicated *Kate and Allie* at 7:30, prime time this fall on WWOR-TV includes at least three nights of back-to-back episodes of the same one-hour shows: *Hunter*, *The A Team* and *The Untouchables* on Tuesday, Wednesday and Thursday nights, respectively. Running back-to-back hours is a move that the station tried Saturday evenings earlier this year with *Knight Rider* and *The A Team*. "We thought that offering two hours—cut like a movie—one [hour] would lead to another," said Farrell Meisel, WWOR's director of programming. Both of the Saturday night offerings were shows syndicated by MCA, but WWOR was still under RKO control when *The A Team* was purchased, according to Meisel.

To strengthen loyalty to weeknight programming, WWOR is trying to move the sporting events it carries to the weekends. The station broadcasts the New York Mets, Knicks and Rangers. The station has worked with the teams "so that we can consolidate the largest percentage of the games on Friday, Saturday and Sunday so that we don't destroy the continuity of our news or other prime time [programs]," Fraiberg said. "An independent station has to build its viewership through continuity."

Fraiberg has been acting general manager



Fraiberg

for the station since the recent departure of its former general manager, Robert Kunath. Kunath had been with WWOR for a year. He and Fraiberg knew each other from Westinghouse Broadcasting and Cable, where Kunath was president of Group W Television Sales and Fraiberg was president of the television station group. Michael Alexander, senior vice president of MCA Broadcasting, is WWOR's acting station manager.

WWOR expanded its evening news to one hour from a half hour and moved it from 8 to 10 p.m. in fall 1987. In summer 1988, WWOR hired ex-WCBS-TV and CBS Morning Program anchor Rolland Smith, a New Jersey resident, to anchor the station's 10 p.m. news. That move, like other programing moves, "reinforces our desire to be perceived as a strong local station," Fraiberg said. The newscast went from a 3 rating and 5 share in May of this year to a 4.7 rating and an 8 share in the weeks after Smith's arrival, according to WWOR's summary of Nielsen's National Station Index. Last week, the station launched a multi-media promotional campaign for the show with the tag line: "It must be time for Rolland Smith."

WWOR's local image is significant not only from a promotional standpoint, but from a legislative one as well. WWOR owes its presence in its Secaucus, N.J., headquarters to the legislative intervention of New Jersey Senator Bill Bradley, who sought, along with others, to establish a VHF station in New Jersey, a state whose VHF service came mostly from New York and Philadelphia. With the station's previous owner, RKO General, facing a battle to get its license renewed due to an FCC finding that it was unfit to be a licensee, Bradley pushed for legislation that required the FCC to automatically renew the license of any VHF agreeing to move to a state unserved by a VHF. The measure passed in 1982; RKO soon moved to Secaucus, its license renewed. The station's transmitter remains in New York City.

As an advocate for a VHF in New Jersey, Bradley wrote in a letter to BROADCASTING: "Other than disasters and scandals, people in New Jersey rarely hear about events in their state on the commercial VHF stations." Bradley continued: "The lack of effective intrastate communication seriously limits our ability to debate major public policy issues and even makes it difficult for the state to respond to emergencies."

When asked whether WWOR is a New York or New Jersey station, Fraiberg said: "Our license is New Jersey, but we're a tri-state station.... We perceive ourselves as having a mission, which is to address the important issues and happenings in the state of New Jersey."

Another part of the local perception is the three-hour block of live programing starting weekdays at 10 a.m.—a two-hour block of the show *People Are Talking* and an hour of news at noon. The station also produces a one-hour weekly children's show, *Steamship Alley*.

The station has met with a measure of success in being perceived as a New Jersey station, according to some North New Jersey television editors. "There's a conscious-

ness there that they are a New Jersey station," said Roberta Plutzik, television editor for *The Record* newspaper. "They seem interested in reporting New Jersey news. It's fairly high up in its newscast." She added that the station has beefed up its public relations division in an effort to make the press more aware of New Jersey-oriented programing.

In one setback to the station's campaign to serve New Jersey, WWOR was not able to land production of either of the two scheduled debates between Sen. Frank Lautenberg and challenger Pete Dawkins. One debate was run live on New Jersey public television and delayed on a Philadelphia station. WWOR had lobbied for months, through the League of Women Voters of New Jersey, to carry a debate of its own, but the candidates turned down the offer, debating instead on two out-of-state ABC owned and operated stations, WABC-TV New York and WPVI-TV Philadelphia. The loss of the debate by WWOR "caught us entirely by surprise," said Cynthia Harrison, WWOR's director of public relations and community affairs. "We even bought a set for that debate," she said. "We are upset we didn't have the opportunity as a New Jersey station to air the debate." Harrison said that WWOR, which probably would have used Smith to moderate the debate, was not interested in airing the debate feed from the ABC stations.

Since its acquisition by MCA, WWOR has been able to build on its audience. It has moved from sixth to fifth in the New York market, going from a sign-on-to-sign-off 3 rating and 9 share in May 1987 to a 4 rating and 11 share in May 1988, according to Nielsen Media Research.

For 1987, the company had net revenues of about \$80 million and cash flow of about \$21 million, estimates John Komreich of Sandler Capital Management.

Financial figures for WWOR are isolated in MCA's financial reporting. For third-quarter 1988, the broadcasting division reported \$34.5 million in revenue, up 10% from the corresponding quarter in 1987, and \$2 million in operating income, up 83% from last year's third quarter. For the first quarter of 1988, WWOR had an operating loss of \$6.9 million on revenue of \$17.7 million. In the loss are "major adjustments" made in accounting for the purchase of the station,

Alexander said. The station is not operating at a loss, according to Fraiberg. "I can tell you, we did not have a six million dollar loss on our P&L," he said. "Goodwill and a lot of other things were taken into consideration."

Cosby's performance on the station is improving, but is still lower than anticipated. After starting out with ratings mostly below 11.3 for November through Election Day. WWOR has reportedly promised advertisers a 15 rating.

By 1990, WWOR will have operating income of \$25 million and cash flow of \$40 million, according to an estimate by Myra Balsbaugh, an analyst at Smith Barney. Balsbaugh said she probably would have to update those figures to include *Cosby*.

Two directions in which the broadcasting division will move are toward more stations and toward more programing co-productions. The company is on the lookout for more stations "on a very selective basis," Fraiberg said. "We know what markets we're interested in. We also know that when we see the right thing, we'll know it. It's like going in and buying a new suit. You see it, it fits, you like it, it's right for you."

The station is also looking for co-ventures with production companies. (see story, page 52). In January, Fraiberg said, the station will test a new show concept developed with "a major production team." If successful, the show will go into syndication. WWOR will run it at an "insider" price and have a financial interest in its success. This would be modeled on the experience of *The Street*, which Fraiberg said resulted from a long chain of events that started with a lunch he had one day with MCA President Sid Sheinberg. The half-hour strip about Newark police was not "a successful series in the sense that we got a lot of money from it or it got a lot of high ratings or it syndicated well," Fraiberg said. "But what we got was a lot of marvelous rub-off of being innovative, of being risk-takers." Both *The Street* and *The Morton Downey Jr. Show* are produced by Quantum Media, half-owned by MCA, but Fraiberg said, "MCA doesn't call me to use me as a test market for their shows." Emphasizing his autonomy and his interest in seeking innovative productions for the station, Fraiberg said: "If I like the idea, I'd say, 'Let's try it.'" □

Modesty disagreement. At securities analysts meeting last week John Sias, president, ABC Television Network Group, was said to have estimated that the network should operate at about break even for the year, and would do about the same in 1989. Raymond Katz, analyst for Mabon Nugent & Co., said that he thought Sias was being conservative and projects network will instead show 1989 profit of \$70 million to \$80 million.

Plucked peacock. NBC last week gave notice to eight members of research department as part of reorganization of department. One report said those laid off accounted for 10% of department, number not confirmed by Bill Rubens, NBC vice president, research. In reorganized department seven areas of research will report to Rubens: "...TV stations, program, news, Nielsen analysis, sports, TV network sales and general Nielsen management methodology." Rubens said change—before, only four or five executives reported to him—"...will give me closer contact with the people doing the work....there is no operating group that was getting research that won't be [getting it] now." Among those given notice were George Hooper, vice president, audience research; Ronald Milavsky, vice president of news/social research; Jeff Boehme, director of audience measurement, and Tim Brooks, director of program research on East Coast.

Reagan kills children's TV bill

President uses pocket veto on legislation that would have put commercial limits on children's shows; he cites its incompatibility with First Amendment prohibitions against content regulation

President Reagan, who in June 1987 demonstrated his support for broadcasters' First Amendment rights by vetoing a congressional effort to write the fairness doctrine into law, has now demonstrated that support a second time. He vetoed a bill that would have reimposed commercial limits on children's television programming and required broadcasters "to serve the educational and informational needs of children..." "The bill," said the President in a Memorandum of Disapproval, "simply cannot be reconciled with the freedom of expression secured by our Constitution."

The President's pocket veto of the children's television bill—he failed to sign it within 10 days of its passage while Congress was not in session—surprised many in the industry, as well as some White House aides. It had been approved overwhelmingly by both Houses of Congress, and, unlike its position when the fairness doctrine bill was on the President's desk, the industry had urged the President to sign the measure. So had some Republican members of the House.

The Department of Justice and the National Telecommunications and Information Administration had urged a veto of the bill. But the Office of Management and Budget, the President's principal adviser on such matters, criticized the bill without calling for a veto. The FCC, in response to a request for its view from the OMB, did not recommend a veto of the bill, although FCC Chairman Dennis Patrick last week said the First Amendment concerns expressed by the President "are generally consistent with mine."

The FCC's view, as expressed in the public statement at the time the bill was passed three weeks ago, and to the OMB, is that the bill is "unnecessary and ill-advised."

Patrick last week noted that the commission, acting under a court order on the matter, is reviewing its decision repealing commercial time limits in children's television programming. It is also considering petitions that it restore the rules. And, as for the requirement that the commission review broadcasters' service to children at license renewal time, Patrick said the commission is considering its comparative renewal process in another docket. In that regard, he said, the bill moved in "the wrong direction, back toward content regulation."

The President's message reflected that assessment. "While I applaud efforts to in-

crease the amount and quality of children's television programming, the Constitution simply does not empower the federal government to oversee the programming decisions of broadcasters in the manner prescribed by this bill," the message said, adding: "Conditioning license renewals upon the federal government's determination as to the adequacy of a licensee's programming would violate the First Amendment. It would inhibit broadcasters from offering innovative programs that do not fit neatly into regulatory categories and discourage the creation of programs that might not satisfy the tastes of agency officials responsible for considering license renewals."

The language echoed that in the message accompanying the veto of the fairness doctrine 16 months ago (BROADCASTING, June 29, 1987): "This kind of content-based regulation by the federal government is...antagonistic to the freedom of expression guaranteed by the First Amendment," the message

said. Furthermore, it said that the "framers of the First Amendment, confident that public debate would be freer and healthier without the kind of interference represented by the 'fairness doctrine,' chose to forbid such regulation in the strongest terms."

The Memorandum of Disapproval also said the limits that the children's television bill set on commercial time "places the federal government in the inappropriate position of favoring certain kinds of programming over others." Such limits, the memorandum said, "may well undermine its stated purpose by discouraging commercial networks from financing quality children's programming."

But it was the freedom-of-speech aspect that dominated the message explaining the President's reasons for vetoing the "Children's Television Act of 1988": "No policy concerns can override the requirements of the First Amendment," the President concluded. □

Industry, Hill stunned by veto

Supporters vow to revive measure in next Congress, but some fear revisions that will make bill more regulatory

President Reagan's pocket veto of a children's advertising bill (H.R. 3966) on Nov. 5 stunned Capitol Hill and industry groups that had endorsed the legislation and were counting on its enactment. Despite efforts by the three television networks and Republican Hill leadership to persuade the President to sign the measure, Reagan rejected it on the grounds that it is unconstitutional (see story, above).

"The President's veto underscores just how radical and morally bankrupt this administration is and has been on issues relating to children and education," said Ed Markey (D-Mass.), chairman of the House Telecommunications Subcommittee and a key sponsor of H.R. 3966. Markey vowed to revive the measure next year. The President's failure to sign a bill (he has 10 days after receiving it) when Congress is not in session is called a pocket veto.

There had been threats of a presidential veto (BROADCASTING, Oct. 24), but many observers thought Reagan would hesitate to take such a stand during the election, especially since the legislation was backed by Republicans. "We thought we had a 50-50 chance," said one Hill aide.

Broadcasters were surprised by the White House action. "Frankly, we expected the President to sign it," said Eddie Fritts, president of the National Association of Broad-

casters. According to NAB, it made "clear" on several occasions to the administration that the association was not opposed to the bill. NAB did not, however, make a specific plea concerning the veto.

Independent television also backed the initiative. "We were very disappointed by the veto," said Preston Padden, president of the Association of Independent Television Stations.

To Peggy Charren, president of Action for Children's Television, the veto was a shock. "I was flabbergasted," said Charren. "I really couldn't figure it out. It really is a crazy decision." At a time when "everybody is talking about the need to educate children... this bill has the potential to offer some education," Charren stated.

The legislation would have reimposed limits on the amount of advertising in children's programs and would have required broadcasters to serve the "special needs of children." During license renewal time, the FCC would have to determine whether a licensee had met those needs. The measure passed the House 328-78 on June 8 and moved through the Senate by a voice vote on Oct. 19, only a few days before Congress adjourned.

The FCC dropped the advertising restrictions four years ago but has launched a broad inquiry into children's advertising. When the Senate acted on the measure, FCC Chairman Dennis Patrick issued a statement criticizing it for being "unnecessary and ill-advised." And the FCC conveyed that view to the Office of Management and Budget

although it stopped short of recommending a veto. The Justice and Commerce departments, however, suggested a veto to the Office of Management and Budget.

Nevertheless, Patrick's role, said one Hill aide, "has not gone unnoticed."

The demise of the children's legislation sets the stage for a major debate in the 101st Congress, where keeping the measure intact and free of revisions that would make it even more regulatory may prove a formidable task. "I think we'll have a tough time getting a Markey-like bill passed again," said CBS's Washington vice president, Martin Franks.

Franks also told BROADCASTING that CBS "apprised" the White House of its support for the measure. "We communicated with the White House and we communicated with the Bush campaign," said Franks, who would not be more specific about those overtures. ABC and NBC were said to be active too, but they would not reveal the nature of their contact with the administration.

Moreover, there was pressure from Reagan's own party. Representatives Norman Lent of New York, the ranking Republican on the House Energy and Commerce Committee, and Matthew Rinaldo of New Jersey, the Telecommunications Subcommittee's ranking Republican, wrote to Reagan urging him to sign the measure (BROADCASTING, Oct. 31).

Not only did the children's TV legislation enjoy bi-partisan support, it was the result of a carefully crafted compromise between Markey and the NAB. "While we recognized this legislation charted some new territory, we were willing to accept its outcome," said Fritts.

Given the trouble the bill encountered getting through the last Congress, and because the Senate Commerce Committee is holding hearings on the matter next year, CBS's Franks believes there will be a different focus on children's television. "Now that it has been vetoed, it has a big bull's-eye on it," Franks said, referring to the likelihood that others such as Senator Tim Wirth (D-Colo.), who initially blocked Senate action because he felt the bill did not go far enough, will enter the debate.

When the children's bill was on the Senate floor, Commerce Committee Chairman Ernest Hollings (D-S.C.) made a commitment to Wirth to hold hearings on a "host of children's television issues." Those hearings should be a factor in determining the outcome of any children's legislation. Also, the "dynamics," said one Hill source, will be affected by "who is in the White House" and "what the commission looks like."

Still, the NAB and the commercial broadcast networks say they will continue to cooperate with Markey on such legislation. "We recognize that Congress will continue its interest in children's legislation and we will continue to cooperate with them in crafting legislation for the child audience," said NAB's Fritts.

Said Padden: "INTV continues to support reasonable legislation in this area. Responsible service to children constitutes an important building block in the special public interest status of free TV." □

Forward funding approved for CPB. President Ronald Reagan signed into law last Monday (Nov. 7) the Public Telecommunications Act of 1988, providing the Corporation for Public Broadcasting with forward funding authorizations for 1991-1993. The nearly \$1 billion over three years includes not only annual operating ceilings of \$245 million, \$265 million and \$285 million, respectively, but also \$200 million earmarked for satellite replacement. The bill additionally provides \$117 million from 1989 through 1991 for the Public Telecommunications Facilities Program.

"This is a tremendous vote of confidence by the President and the Congress in public broadcasting's ability to make a unique contribution to American life," said CPB President Donald Ledwig and National Association of Public Television Stations President David Brugger in a joint statement. "We are grateful to the bi-partisan congressional leadership which supported this measure and enabled the first stand-alone public broadcasting authorization in 10 years."

Added National Public Radio President Douglas Bennet: "We are delighted. President Reagan's signature validates the importance of public broadcasting to America. Public radio has met the challenge to bring quality, alternative programming to the American people set by Congress in 1967, and now the stage is set for the future."

Addressing parts of the bill that create a national independent programming service separate from CPB's national Program Fund and that require CPB to report to Congress before February 1990 on national programming policies and procedures, Brugger and Ledwig said: "The stations and CPB pledge to work together to insure public television programming that involves creative risks and addresses the needs of unserved and underserved audiences, particularly minorities and children. We will also continue to work with the independent producer community to deliver the high-quality, diverse programming the American people have come to expect from public broadcasting."

Patrick urges caution in reacting to post-election calls for reform

He says that while improvements can be made in media's part in election process, increasing governmental controls is not the correct answer

Anticipating calls for more governmental control of the electronic media's role in the electoral process in the wake of last Tuesday's Presidential election, FCC Chairman Dennis Patrick said the day after the election that imposing greater control would be a "grave mistake" and argued, instead, for less control.

"Surely the process can be improved," Patrick said in a luncheon speech in Washington to foreign government officials touring the U.S. under the auspices of the American Council of Young Political Leaders. "We should seek those improvements by vesting more power in the hands of the governed, and less in the hands of the government."

Patrick made one suggestion for shifting power to the "governed," reiterating the FCC's long-ignored recommendation to Congress that it repeal or water down the provision of the Communications Act of 1934 requiring broadcasters to provide "equal opportunities" to all candidates except in news programming. (The recommendation was first made by Patrick's predecessor, Mark Fowler.)

Using its discretion under the provision, Patrick said during the question-and-answer period that the FCC has liberalized the exemptions from the requirement and, as a result, "a much larger number" of debates were staged during the just-ended Presidential campaigns, particularly in the primaries, than in the past.

"Some critics of our electoral process



Patrick

believe that we might be able to improve the quality of our electoral campaigns, and of the information available to voters, if the government exerted more control over the process, particularly over treatment of candidates and issues in the electronic media," Patrick said. "I think any move toward greater government control would be a grave mistake."

"I recognize that given the concern over so-called negative ads expressed by the polls, pundits and media, there will be an inevitable hue and cry for a legislative solution," Patrick said. "I urge caution."

"First, because comparative ads do provide useful information about the candidates' positions and values, and second, because government restriction of the flow

of ideas will inevitably lead to new unintended problems," he said. "How are we to distinguish between unfair negative ads and truthful, but equally uncomplimentary, ads? Do we really want government making these judgments?"

"Rather, we need to move further in the direction of policies emphasizing open entry, competition and full First Amendment freedom for the electronic press."

Dennis disapproves of FCC action on KHJ-TV

She says allowing postponement of closing until next month is at odds with earlier statements calling for quick settlement of case

FCC Commissioner Patricia Diaz Dennis criticized her fellow commissioners for allowing the closing of the approved settlement of the 23-year-old comparative renewal case involving RKO General Inc.'s KHJ-TV Los Angeles to be put off until after Dec. 1 so that another group would be unable to file a competing application for the license.

By "further prolonging" the closing of the deal, Dennis said in a statement released Nov. 4, FCC Chairman Dennis Patrick and Commissioner James Quello have undermined their rationale in approving the settlement last July that putting a quick end to the 23-year-old proceeding with the transfer of the station to the Walt Disney Co. was in the public interest (BROADCASTING, July 25).

"If it were so vital to remove the cloud overhanging KHJ, then Disney should have been required to close in less than 60 days, not more," said Dennis. "If time were of the essence then, how is it any different now?"

Dennis's dissent is not surprising. She voted against approving the settlement, saying that RKO's licenses for KHJ-TV and for its other 13 radio and television stations valued at around \$1 billion should be revoked if RKO is ultimately determined to be an unqualified licensee.

FCC Administrative Law Judge Edward J. Kuhlmann ruled RKO unfit because of repeated violations of FCC rules (BROADCASTING, Aug. 17, 1987). RKO has appealed the decision to the three commissioners, but they will not have to address the question if RKO goes through with its plan to spin off all of its stations by reaching settlements with competing applicants and third parties and a majority of the commissioners approve the settlements.

Under terms of the KHJ-TV settlement, Disney will pay \$324 million for the independent station. RKO will receive \$219 million, while Fidelity Television, whose competing application in 1965 embroiled RKO in the comparative renewal battle, will receive \$105 million.

The FCC Aug. 19 order approving the settlement indicated that competing license applications against KHJ-TV could be filed when the station applied for renewal of its license, which is set to expire on Dec. 1. However, the FCC issued a correction on Sept. 6, saying competing applications could not be filed before the settlement was consummated and the comparative hearing

Patrick said he disagreed with the "conventional wisdom" that the electronic media failed to provide the electorate with enough information to make an informed choice for President in the last go-round. "The campaign did communicate useful information about priorities, philosophy, general policy and values," he said.

"I do not deny that the candidates carefully packaged their messages, controlled their

exposure, avoided uncomfortable issues and glossed over detail," Patrick said. "But in the choice of issues to package, information is communicated. In the inclusion of issues and the exclusion of others, information is communicated; values are revealed."

The American Council of Young Political Leaders is a bi-partisan group that receives funding from the United States Information Agency and private sources. □



Dennis

officially ended. Roger Wollenberg, an attorney for RKO, said the contract calls for closing between Dec. 1 and Dec. 15, after the license renewal is granted.

The FCC correction prompted a complaint from Los Angeles Television, which has been trying to file a competing application for KHJ-TV for more than two years. LATV, a limited partnership represented by the Washington law firm of Cohen & Berfield and headed by general partner Rita Carr of Los Angeles, argued that insulating KHJ-TV from comparative challenge disservices the public interest.

On Oct. 31, Patrick and Quello voted on circulation to reject LATV's complaint. In its notice of the vote, the FCC said: "Under established policy a licensee is not required to file renewal applications while in hearing status. Therefore, mutually exclusive applicants may not file against a licensee in hearing."

"Opening a filing window for additional

mutually exclusive applicants at this time would clearly frustrate its intent in approving this settlement agreement," the FCC said.

Contrary to LATV's claim, the FCC said it has no policy requiring all station transfers to be consummated within 60 days of approval. "Although FCC Form 732 does impose a 60-day requirement in routine cases, this period is often varied to fit the specified circumstances of the case," it said. "Previously, applicants have been permitted to defer the consummation of a transfer in order to avoid giving the transferee a license covering only the end of a license term."

In her dissenting statement, Dennis said the Communications Act of 1934 "contemplates public participation—through petitions to deny and competing applications—as a vital part of the licensing process.... By requiring Disney to close promptly and file its own renewal application, we could once again permit the public to participate in the licensing of channel 9 [KHJ-TV]."

"The comparative renewal process can be unwieldy, unproductive and seemingly interminable," Dennis said. "I share the majority's misgivings about that process and I suspect that those misgivings motivate today's decision. But the way to reform the hearing process is through our outstanding rulemaking proceeding or through congressional action. Until our policies are changed, we should enforce them consistently and evenhandedly. We should not make special exceptions as the majority... did in August and does again here."

Low Cohen, an attorney for LATV, was pleased by Dennis's support. "Her position is exactly our position."

LATV filed a notice last month with the U.S. Court of Appeals in Washington indicating its intention to appeal the FCC's approval of the KHJ-TV settlement and its refusal to allow it to file a competing application. □

Finsyn debate. "That is precisely the point!" Association of Independent Television Stations President Preston Padden wrote to key congressmen after reading accounts of Laurence Tisch's speech in New York last month in which the CBS president and chief executive officer complained that the FCC's financial interest and syndication rules subjects CBS to "direct competition with our own offerings." The complaint betrays "a clear desire to divert the flow of off-network product away from independent stations," Padden said in a letter to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and others. (Inouye has encouraged network and Hollywood executives to sit down and devise a new set of rules.) With those meetings under way, Padden wants to insure that Congress does not forget independent stations. "We would not oppose regulatory modifications to permit the networks to acquire truly passive, minority financial interests in the programs they license," he said. "However, we hope that you will support our efforts to insure that the independents continue to enjoy unimpeded access to all off-network product."

Broadcasters cite 'abuses' of comparative renewal

Fox and Gabbert present FCC with examples of what they say are groups using comparative renewal process to 'extort' money or other considerations from stations

Two broadcasters presented the FCC with two half-million-dollar examples of what they say constitute "abuse" of the FCC's comparative renewal process—that is, groups using their ability to file competing applications for a station's license when it comes up for renewal to "extort" payments or other considerations from the station.

Fox Television Stations Inc., in asking the FCC to dismiss two competing applications for its KTTV(TV) Los Angeles filed two weeks ago, said principals of Rainbow Broadcasting Inc., one of the two challengers, were also representatives of the National Hispanic Media Coalition, which threatened to challenge KTTV's license if the station did not agree to pay NHMC around \$500,000 over five years to advise it on Hispanic employment and programing.

Broadcaster Jim Gabbert, in comments on the FCC proceeding to reform the comparative renewal process to prevent abuses, said a group calling itself the Coalition to Save the City has threatened to sue Gabbert and challenge the renewal of his KOFY-FM-TV San Francisco, unless Gabbert gives it \$425,000, KOFY-FM's old record library and a right of first refusal to buy the FM if Gabbert chooses to sell.

The Fox evidence of abuse is little more than an aside in its 20-page petition to dismiss the challenges of Rainbow and of Citylight Communications Inc., on the ground that each failed to make a showing on its application that it is financially qualified as required by FCC policy.

Neither certified that it had the funds to build and operate a station for three months. Rainbow asked for a "waiver" from the requirement until it can come up with a "conditional loan commitment" from a financial institution. Citylight said it would "amend when financing is in place."

"Given the historical abuses of the comparative renewal process by parties who file competing applications in order to extort settlement payments...a comparative renewal proceeding is the last place where the commission should excuse the lack of basic financial qualifications," Fox said in its filing. "To do so is to bestow an unwarranted advantage to the challenger while sentencing the renewal applicant to either years of costly defense of its license or to payment of an exorbitant settlement tribute."

Gabbert's troubles with the Coalition to Save the City go back to summer 1987 when it reached an agreement to purchase KOFY-FM (formerly KKYF(FM) or, as it was better known, the City). The coalition, comprising musicians and other fans of the City's eclectic format, challenged the transfer of the station to Gabbert, which required a waiver

Medium-power DBS derailed by FCC decision. Three-year-old Crimson Satellite Associates plans to create a medium-power direct-to-home television broadcast satellite service in the early 1990's may have been dealt a death blow last week, when FCC commissioners denied GE Americom's request to redesign its K-3 Ku-band satellite to operate at higher power.

The denial, said the commission, was the result of its broader concurrent decision to create two "orbital arc segments" for the kind of higher power satellites proposed by Americom. The two segments, however—75 degrees to 79 degrees west longitude and 132 degrees to 136 degrees west longitude—lie at the extreme eastern and western ends of the arc over the U.S., and, said the commission, "because GE Americom asserted that it would not operate its proposed high-power density satellite outside of the 85-106 degrees WL orbital arc, the FCC denied its modification request."

Crimson, a joint venture of satellite operator GE Americom and cable programmer HBO, had planned to raise the 45-watt power of K-3 and co-designed spare K-4 to operate at 60 watts—the minimum power the satellite needs to reach the three-foot dishes Crimson believes consumers will buy in mass (BROADCASTING, July 18). (K-3, assigned to 85 degrees by the FCC, was to be launched as early as January 1990.) Other operators objected to the plan, saying the higher power would cause interference to signals transmitted by adjacent satellites.

Seeking a compromise, the FCC last January proposed creating a discrete segment of the arc between 87 and 93 degrees, within which high-power satellites would be spaced one-and-a-half degrees from each other, but it received a flurry of negative responses (BROADCASTING, March 21). Americom joined others in objecting to the less-than-standard two-degree spacing (needed to preclude interference), and others objected to the move of IBM's SBS-4 satellite that creation of the segment would require.

The commission bowed to both objections last week: Satellites in the two high-power segments will be allotted slots the full two degrees apart, and no moves of satellites will be required. The FCC, said the common carrier action, "concluded that bifurcating the high-power density arc into eastern and western segments would best balance the desire of high-power density satellite licensees to provide 50-state coverage and the desire of existing licensees to provide uninterrupted service to their customers."

Crimson Satellite was still formulating its response to the measure, GE Americom said at press time last week. HBO could not be reached for comment.

of the FCC's one-to-a-market rule prohibiting common ownership of a radio and television station in the same market, because of Gabbert's ownership of KOFY-TV.

To pacify the Coalition, Gabbert agreed, among other things, to allow the Coalition to appoint the station's program director and not to change the station's format without prior approval from the Coalition. In return, the Coalition withdrew its challenge, the FCC approved the transfer and Gabbert closed on the \$11-million purchase.

But all did not go well. Gabbert and the Coalition-appointed program director clashed and Gabbert fired him.

Gabbert then told the Coalition he had to renege on their agreement because, under the FCC rules, it represented an illegal delegation of the control of the station.

Erwin Krasnow, Washington attorney for Gabbert, said Gabbert was unaware that the

agreement was illegal when he agreed to it. Krasnow said he advised Gabbert of the problem when he began representing Gabbert last July.

According to Krasnow, the Coalition's reaction to the news that Gabbert was not going to abide by the agreement was a threat to file a \$250,000 breach-of-contract suit and renewal challenges unless Gabbert came up with the cash, the record library and the purchase option.

"We consider this an abuse of exactly the type" the FCC is trying to eliminate in its reform proceeding, Krasnow said. "It's an attempt to extort the licensee," he said.

In its proceeding, the FCC has proposed eliminating abuse by limiting or prohibiting payments for withdrawals of competing applications or petitions to deny renewals (and transfers) or for promises not to file them in the first place. □

High Court says no to gag order review. The Supreme Court has denied a petition for review requested by several news organizations of the legality of a gag order that prevented former Representative Mario Biaggi (D-N.Y.) and co-defendants in the Wedtech trial from discussing the highly publicized case. However, three justices—one less than the number needed to grant a petition for review—voted to hear an appeal filed by *Newsday*, NBC, CBS, the Associated Press and other news organizations of an order imposed by Judge John Cannella. The media groups had continued to press for an appeal even though the trial ended during the summer with a conviction of the defendants, because of the potential for the courts issuing similar orders in the future. Justices Byron White, William Brennan and Thurgood Marshall, who had voted for a review, said they did so in order to settle what they described as a conflict in the lower courts over the legality of such orders. Justice John Paul Stevens did not take part in the case.

In second, if not unexpected, setback to journalists, court refused to hear case involving district court's ban on use of cameras and microphones in U.S. district court in Cleveland to cover racketeering trial of former Teamsters president Jackie Presser. Three journalists—representing television, radio and print press—had appealed decision of U.S. Court of Appeals for Sixth Circuit that had affirmed decision of district court judge that ban did not violate First Amendment right of access to court. Federal courts routinely bar broadcast and camera coverage of their proceedings.

Commerce's restructuring plan

Controversial proposal that would affect NTIA is supported by Sikes; causes Markey, Rinaldo concern

Commerce Department officials last week were still working on plans for implementing the controversial proposal to reconfigure elements of the department into a Technology Administration under a new undersecretary. It is a plan proposed by Secretary C. William Verity and one that has alarmed members of Congress concerned with communications matters because of Verity's known interest in including the National Telecommunications and Information Administration in the new administration. Last week, the head of NTIA, Alfred Sikes, said the proposed restructuring could result in NTIA having more, not less influence, as the congressional critics fear.

But with a new administration preparing to take control of the government, Verity's plans could be effected. Governor John Sununu of New Hampshire has been mentioned as President-elect Bush's choice for Secretary of Commerce.

Legislation authorizing the restructuring was passed by Congress shortly before it adjourned last month. It calls for the inclusion of the National Institute of Standards and Technology (formerly the National Bureau of Standards), National Technical Information Services, and Office of Productivity, Technology and Innovation (formerly the Office of Technology Policy) in the new Technology Administration. Verity's original plan was to include NTIA as well, and Commerce officials say the secretary has the authority to realize that aim.

But Representatives Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, and Matthew Rinaldo (R-N.J.), ranking minority member of that panel, on Nov. 3 wrote to Verity to restate concerns they and other members of Congress, including the chairmen of the House and Senate Commerce Committees—Representative John Dingell (D-Mich.) and Ernest Hollings (D-S.C.), had expressed earlier. They said the department's capability for developing telecommunications policy would be weakened if NTIA lost its direct access to the secretary. They also said "the downgrading of NTIA would destroy the independence which makes NTIA an effective participant and negotiator in domestic and international telecommunications policy disputes."

What's more, the Markey/Rinaldo letter said that Congress had made clear its intention that NTIA's position as "an independent entity" within the department was not to be altered. They said the conferees on the enabling legislation had deleted language that would have given the secretary broad authority to reassign the functions of any existing agency. They also recalled that in floor debate on the House bill reauthorizing NTIA for fiscal years 1988 and 1989, they and Dingell said that efforts to downgrade the status of NTIA would be regarded unfavorably and could lead to legislation in the next Congress "restoring NTIA to its rightful

place."

Sikes, who as assistant secretary of Commerce for Information and Communications heads NTIA, last week did not appear concerned about the disappearance of that unit as an independent organization within the department. He said Verity's "predisposition" is to include a reference to communications in the title of the new organization—Technology and Communications Administration—and in the description of the unit's functions. "A larger, multifaceted organization with communications responsibilities," Sikes said, could have more influence than NTIA standing alone.

Sikes also said an "aggregation" of the four units could benefit NTIA. He noted that NTIA's responsibilities and interests frequently involve technology—high-definition television is one example he mentioned. "Working through NTIA labs and the National Bureau of Standards labs," he said, provides more resources to handle such issues." And as for the congressional concern that NTIA would lose its direct line of access to the secretary, Sikes said lines of authority in reality do not always follow the lines on a table of organization. But Sikes also recognized the introduction of a management layer between him and the secretary could be a problem. "If the undersecretary is interested in technology but not communications, that could be a problem," he said.

However, the shape of the new organization remains to be set. A spokesman for Verity said the secretary is "aware" of Congressional concerns and "listens when members of Congress speak." However, he also said he was not "intending to imply" what decision Verity might reach. The spokesman, who was speaking on Nov. 4, said a decision was not likely for "a couple of weeks." He also said that timing was not related to the fact of the presidential election on Nov. 8. □

Head ALJ unhappy with FCC's direction

Fitzpatrick tells lawyers FCC's deregulation has meant changes in various procedures, including enforcement, that he doesn't like

In his 38 years with the FCC, Thomas B. Fitzpatrick, the commission's chief administrative law judge, has seen good times and bad. These, he indicated in remarks at the Federal Communications Bar Association luncheon, are not among the good. He seemed disturbed about a lack of enforcement procedures at the commission. And he left no doubt he thinks some of the commission's deregulatory actions were not as well thought out as they might have been. Working conditions are not what they might be either, he indicated.

First, he talked about the hearing process. Is it alive and well? he asked rhetorically. It's "alive, surviving," he said. But he did not say it was "well." And he proceeded to say why he felt unenthusiastic about the process.

He noted that the bulk of the hearing work now involves FM comparative hearings, a product of the Docket 80-90 that gave birth to hundreds of applications for new FM stations. It's not like the old days, when the commission would order licensees into renewal proceedings or issue show cause orders as to why a license should not be revoked. Fitzpatrick recalled a case in the early 1960's when a station faced (but did not suffer) loss of license because of a fraudulent contest.

"Is that happening today in the broadcast industry?" Fitzpatrick asked. "I don't know. We don't have enforcement proceedings." But he expressed doubt that human nature had changed so much in broadcasting that such carryings-on no longer occurred.

Then there was the commission decision, taken as part of its policy of deregulation, to eliminate the requirement that applicants for broadcast stations disclose the cost of the facility to be built and the method to be employed in financing construction. In Fitzpatrick's view—and, he said, that of some members of the FCBA—that change has invited "numerous applications from persons not financially qualified to build and operate a station."

Fitzpatrick also found fault with another decision made in the spirit of deregulation, in 1981, holding that applications involving limited and general partners need reveal virtually nothing about the former. They are considered simply "passive investors," Fitzpatrick noted. As a result, he said, "we have proposals today which involve limited partners holding 95% or 98% of the equity, and the general partner, who is to devote full time and attention to the station, a minuscule amount."

He added: "We are asked to believe that experienced broadcasters holding four or five stations have sought out a general partner—usually a female and/or a minority—to run the new station, someone who five months ago might have been selling Coca-Cola in Aswan, Nevada. If you want to believe that's going to happen, God bless you. If you want me to believe it's going to happen, I won't say what I believe."

Fitzpatrick also expressed concern about the workload piling up on the commission's administrative law judges, in part, at least, as a result of Docket 80-90—in part, too, he said, because of the elimination of the requirement to disclose financial qualifications.

In April 1987, Fitzpatrick said, 119 cases were on file involving 418 applications. This month, he added, the totals have approximately doubled, to 213 cases and 873 applications. In some instances, a single case can involve as many as a couple of dozen applications. But the number of judges has remained the same—10, each with one legal technician, basically a secretary who does paralegal work. But to show he understood the agency's problems at a time when budgets are being cut rather than

expanded, he addressed the agency's managing director, Edward J. Minkel, who was in the audience: "It's a lousy job to be managing director with a shrinking budget."

Fitzpatrick, although generally regarded as a friendly, equable sort, did not overlook his hosts while expressing complaints with the way life was treating him. "It's important that lawyers come into hearings not just adequately prepared but fully prepared," he said, indicating that was not always the case. He was sure that some lawyers in the audience would not be prepared to participate in the direct examination of a witness, a more difficult job than cross-examination. "So, please," he said, "come prepared."

Fitzpatrick also said he is dismayed when he sees a lawyer with 22 pages of a yellow

NAB approves. President Reagan last week signed lottery advertising bill. Action was applauded by National Association of Broadcasters which says new law will help industry. "In the past, many broadcasters have had to turn down the requests of charity groups and others to publicize fundraising and other events such as sweepstakes, raffles and bingo, because these contests are considered to be lotteries under federal law," said NAB President Eddie Fritts.

pad filled with questions to ask a witness. Such a lawyer, he said, does not listen to the answers. "Witnesses are not prepared to tell their life story," Fitzpatrick said. "They want to tell as little as possible. So pay attention, listen, follow up." He suggested that one index card should be sufficient for noting all necessary questions.

It remains to be seen whether the lawyers in the room were paying attention. □

Under advisement. An Akron, Ohio, judge heard arguments in the Warner Cable-WOAC(TV) Canton, Ohio, carriage case, but did not act on the station's motion requesting that it be reinstated to the cable channel lineup. The station was bumped for Turner Network Television last month. The judge is expected to rule within 30 days.

Technology

EPA drops radiation study

Citing other priorities, agency stops work in setting level of RF radiation from radio, TV

The Environmental Protection Agency has suspended work on development of a federal standard limiting the level of public exposure to radio frequency (RF) radiation from radio and television stations. The EPA's Office of Radiation Programs, which has been investigating the proposed RF radiation guidelines, said that it was halting the work to concentrate on what it considers more pressing issues such as radon contamination and underground nuclear waste repositories. Both the FCC and the National Association of Broadcasters expressed disappointment with the announcement. But there was some hope that congressional intervention might result in resumption of the RF project.

There is currently no federal standard for exposure to radiation from broadcast stations. But several state and local governments have set their own levels, many of them excessively strict in the view of the NAB and other broadcasting organizations. In July 1986, the EPA proposed four RF standardization options: adoption of a voluntary standard set by the American National Standards Institute (ANSI); a standard five times stricter than the ANSI levels; a standard 10 times stricter than ANSI levels, or take no action. NAB has supported federal adoption of the ANSI standard which the FCC has been using as a radiation exposure guideline since early 1986.

"It is our strongly held view that if [the EPA] were to decide not to issue guidance, it would be an incredible waste of money and government time and effort," said Barry Umansky, NAB deputy general counsel. But there is still hope that the EPA's work will resume. The EPA's budget is set through fiscal 1989, which ends next Oct. 1. In that time the agency could complete the project, Umansky said, claiming that about 95% of the work toward the approval of the standard

has been completed. "I think we're going to be spending a good deal of time in dealing with certain congressional offices and with committees that either have substantive jurisdiction over EPA or deal with their budget, because we feel very strongly that this was a wrong choice," he said.

David James, director of the Office of Radiation Programs' analysis and support division, disputed Umansky's claim that an RF standard is close to completion. The agency has analyzed some of the public comments submitted after its July 1986 proposals, "and that's as far as we have gone with it," James said. "We don't feel that we could close it within this fiscal year with the staff that we have presently to devote to this effort."

"I think the FCC is definitely concerned over this," said Robert Cleveland, an expert on RF radiation in the FCC's Office of Engineering and Technology. The commission was in the process of writing a letter to the EPA in response to the RF radiation announcement, but at press time Cleveland could not reveal what its contents would be. "Personally, I certainly am very surprised and concerned that this decision was made. I think it could have a significant impact on the FCC and on telecommunications in general," he said.

After the EPA approves a standard, James

Sample service. Beginning this month, Chicago-based National Aircheck is offering an aircheck service that monitors a variety of formats in the country's top 50 markets. Participating stations each month receive an hour of programming culled from six stations sharing one of four formats: album-oriented rock; contemporary hit radio; adult contemporary, and country. Over the course of a year, the company said, subscribers will hear samplings from the top 60-70 stations within the same format.

explained, it is forwarded to the White House for presidential approval. It does not have the binding force of a federal rule, but is used as a benchmark for policy-setting among the various federal agencies. It is not clear whether the FCC has the authority to overrule state and local authorities when ruling on broadcast station radiation emissions. "We have never tried to do it with regard to health and safety matters. If we ever did try to do it, we would have to have some kind of firm back-up from an expert agency, and EPA is the expert agency," Cleveland said. "Without some kind of official expert recommendation at the federal level, it's very difficult for the FCC, which is not a health and safety agency, to go into some local situation and say: 'We know better than you do about the safe level of exposure.'"

In the past, the EPA and the FCC have jointly conducted studies of RF emissions in several cities that, Umansky said, "by and large come to the conclusion that things are pretty much OK." The most recent of these studies, released last April (available through National Technical Information Service, order number PB88-244819/LBR, \$14.95), examined the radiation levels near several AM, FM and TV antenna sites in the Spokane, Wash., area. One of the towers in the study, belonging to KGA(AM), was operating at the maximum AM power of 50 kw. "Despite the high power at which KGA operates, the electric fields only 100 to 200 feet away are well below the ANSI guideline," the study concluded. Magnetic fields at an elementary school located within a few hundred feet of the tower "were almost always less than 5% of the ANSI guideline."

The study found similar results near the transmission facilities for KXLY-FM and KXLY-TV in Spokane when the main antenna was used. "When the auxiliary antenna was used, however, localized power densities over the ANSI guide were found...Use of the main antenna is recommended." □

Study group calls for more presidential press conferences

Press conferences should be held in less formal setting to promote more intimate atmosphere

For the third time in 14 years, a university-based study group has examined the institution of the presidential press conference and found it seriously flawed, this time as used by President Ronald Reagan. A commission of journalists, former White House aides and academics convening at Harvard's John F. Kennedy School of Government has urged that future presidents meet the press more frequently—and in a less formal setting—than has been the case for the past several administrations. Infrequent press conferences held in prime time in the White House's ornate East Room in the presence of television cameras, the report says, make for "events," not for exchanges beneficial for the President or the press, or the public.

The aim of the recommendations, said Marvin Kalb, chairman of the commission and director of the Kennedy School's Joan Shorenstein Barone Center on the Press, Politics and the Public, which sponsored the study, is a restoration of "the habit of frequent, routine and undramatic news conferences," as well as the introduction of "a variety of alternative formats." Restoration of a feeling of intimacy between President and press also seems one of the goals.

The commission, which worked on the project for more than a year, made two recommendations. Its first is that the President meet with the press on a regularly scheduled basis, twice a month, during daytime hours. The second would accommodate what the commission recognizes as a need for the public to see "their President at work in prime time."

It is the daytime press conferences the commission appears to regard as the more important, in terms of providing information. At least one of the daytime press conferences, the report says, should be open to television coverage, but in the White House briefing room, or in a similarly unostenta-

tious location, with the reporters restricted largely to those who cover the White House regularly. Only a limited number of seats would be set aside by lottery for news organizations that do not maintain a full-time White House reporter. (With the number of reporters accredited to the White House having swollen from less than 1,000 to over 2,500 in the last 10 years, the commission believes unrestricted attendance makes for a heated atmosphere at press conferences, as reporters compete to put questions to the President.) The sessions should last at least 30 minutes.

The other daytime news conferences would be with "smaller groups of journalists," and "need not be televised 'live,'" the report says. But transcripts and tapes from a pool camera would be made available to other reporters. Clips could be shown on evening news shows.

As for the prime time press conferences, the commission recommends a minimum of six of them during the year. At least three of these, the report says, "should be for the regular White House reporters." The remaining three could, presumably, be with network anchors. The report also calls on the President to consider "a variety of other formats with smaller groups of journalists that would allow prime time exploration of his views and policies in more detail."

The commission, in a news release, said that former Presidents Gerald Ford and Jimmy Carter, both of whom contributed their views to the commission, have endorsed the recommendations. So had Democratic presidential candidate Michael Dukakis. But the commission said President-elect George Bush's campaign declined to do so.

As the report notes, the first time a prominent university issued a report on the presidential news conference was in 1974, in the wake of Watergate. Then, the "acute concern about the collapse of the presidential press conference as a key means of communication between the President and the public" led the National News Council to commission a study by Boston University's

School of Communication. Six years later, the report says, "the disappointments of the Carter press conference" led to another study, this one published by the White Burkett Miller Center of Public Affairs at the University of Virginia.

"Eight years later," the commission says in the report requested by various columnists and Washington bureau chiefs, "the condition of the press conference has, if anything, even further deteriorated," with reports of its "imminent demise" having circulated for months. For although President Reagan began, as did President Carter, by pledging to hold regular press conferences, the report says, it was apparent early on that the Reagan White House was "much more concerned with public relations, with projecting positive images of the President on television," than was the Carter White House, and was "much more sophisticated in the ability to do so." And since Reagan was better with a prepared script than in answering reporters' questions at press conferences, the report adds, he and his aides chose not to meet with the press "at anything approaching" an original once-a-month schedule. During the first seven and a half years of his presidency, Reagan has held 47 press conferences.

As a result, the report says, "the press conference has become an occasional rather than a regular event, high on theater and low on content." It says neither the press nor the President can be satisfied, with the press "frustrated with limited access and their feeling of being manipulated"—and as a result shouting questions whenever in earshot of the President—and the President suffering from the perception "that he is not really in charge of his own White House."

And "paradoxically," the report says, "as the press conference has become more open and public, it has also become less informative and spontaneous."

As an institution, the presidential press conference is 75 years old; its roots can be traced to the administration of Woodrow Wilson. Its evolution over the years has been influenced by the wishes of the President—after all, the conference, the report notes, is the President's "call"—and by technology: television, which made its first appearance at a presidential press conference during the Eisenhower administration, was said to represent "the biggest change" in the institution. But the development the commission considers particularly "disturbing" is the trend to fewer press conferences. Franklin Roosevelt, for instance, held news conferences twice a week in the Oval office over his 13 years in office.

Because press conferences are now held infrequently, the report says, they become an "event," rather than a normal part of the interaction between the President and the

Litigation alteration. A four-month, nationwide survey by the Society of Professional Journalists, Sigma Delta Chi, indicates that the number of libel cases filed against the news media has declined. But taking their place as a drain on media organizations' time and financial resources is access litigation. The study, based on a survey of lawyers for 24 of 31 newspapers, broadcast stations and news organizations polled, said those organizations are turning increasingly to lawsuits brought under First Amendment and state laws to gain access to public proceedings and public information. At the same time, 20 lawyers said the number of new libel suits filed against their clients had fallen appreciably.

The survey attributes the sudden proliferation of access disputes to "news organizations' resistance to the increased closing of courtrooms and public meetings, the routine sealing of court files and the unauthorized withholding of government documents." On the other hand, the decline in the number of new libel suits is attributed to the heavy burden libel plaintiffs must bear, as well as to renewed efforts by the media to guard against libel claims, including closer editorial supervision of investigative reporting, greater reliance on prepublication screening by lawyers and more efficient systems for handling complaints.

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people." The commission felt that "resuming the practice of frequent and regular press conferences would go a long way toward restoring some sense of normalcy to the relationship between the press and the President. Conferences would likely be more coherent and focused. Both the press and the President would feel free to explore issues in greater depth. And regularity would make preparing for press conferences part of the normal routine of the President."

Besides Kalb, the members of the commission are Laurence I. Barrett, *Time Magazine*; David S. Broder, *The Washington Post*; David R. Gergen, *U.S. News & World Report*; John Herbers, *Governing Magazine*; Stephen Hess, Brookings Institution; Albert R. Hunt, *Wall Street Journal*; Frederick W. Mayer, Duke University; Robert McFarland, NBC News, Washington; Jack Nelson, *The Los Angeles Times*; Richard R. Neustadt, John F. Kennedy School of Government; Garry R. Orren, John F. Kennedy School of Government; Steven V. Roberts, *The New York Times*; Norman Sandler, United Press International; William J. Small, Fordham University Graduate School of Business and former president of NBC News; Carolyn Smith, Capital Cities/ABC News; Jack Smith, CBS News; Kenneth W. Thompson, University of Virginia; Theodore O. Windt, University of Pittsburgh; Judy Woodruff, *MacNeil/Lehrer NewsHour*, and David Yount, National Press Foundation. □

Changing economic coverage

Ted J. Smith III, associate professor at Virginia Commonwealth University, has found that as the U.S. economy, in his view, improved, it received progressively less attention on network television news shows.

Smith conducted content analyses of 13,915 economic stories aired on three network evening news programs in three one-year periods between 1982 and 1987 for what has become "The Vanishing Economy: Television Coverage of Economic Affairs, 1982-1987," published by Media Institute, Washington. Smith also found that the tone of coverage remained "much the same—negative—as coverage shifted from sector to sector in a constant search for new problems."

Among Smith's findings: Amount of economic coverage dropped from 5,335 stories in 1982-83 to 4,646 in 1984-85, to 3,934 in 1986-87. Coverage of economic indicators, which Smith says are the "backbone of economic reporting," plummeted 64% during the same period. As unemployment dropped from 10.8% to 6.3% and employment figures surged, coverage of those indicators fell 79%. Coverage consistently emphasized economic problems and de-emphasized or omitted economic successes. And while economic problems were often attributed to Reagan administration policies, gains were seldom tied to a causal agent. Smith's study concludes that "by mid-1986, it would have been difficult or impossible for even the most regular and attentive TV viewer to form an accurate perception of how the American economy was performing." □

TV's political coverage not so bad, says book

Both contest and issues covered by TV news stories; Jackson received most favorable press

Television journalism increasingly is subjected to examination as to its impact on politics, particularly presidential politics. It is so pervasive, so ubiquitous, it seems it must play a major, if not decisive, role in the election of a President. Maybe, but maybe not. A book that contains an analysis of the networks' coverage of the 1988 presidential primaries—the American Enterprise Institute's "The Video Campaign: Network Coverage of the 1988 Primaries," by S. Robert Lichter, Daniel Amundson and Richard Noyes—suggests that much of the conventional wisdom concerning television coverage of politics is just plain wrong.

There is, for instance, the question of television's allegedly consuming fascination with the horse race aspect of political campaigns. The book, which reports the results of a content analysis of the 1,338 election stories that ABC, CBS and NBC aired last spring, notes that more than 500 dealt with the horse race and that another 300 dealt with discussions of campaign strategies. Yet, the book says, issues coverage was not driven off the airwaves. There were 215 such stories, including more than 100 reflecting concern about Vice President George Bush's role in the Iran/contras affair. Another 75-plus mentioned each of the "big four" economic issues of 1988—taxes, trade, unemployment and the state of the economy.

Indeed, the book indicated that "each of the 10 most frequently cited issues was mentioned in over 50 stories, and [that] 25 issues came up in at least 20 stories," and

added, "The moral is that when running well over 1,000 stories that take up more than 40 hours of air time, the news can cover the horse race *and* the issues—at least all the issues the candidates want to talk about."

As for the good and bad press meted out to the various candidates earlier this year, the Rev. Jesse Jackson is the clear-cut winner for favorable press among Democrats. "He received the most positive coverage of any major candidate from both positive and nonpartisan sources," the book says. And while the coverage of the ultimate winner of the Democratic nomination, Governor Michael Dukakis, "hovered near the average for all candidates," he, Senator Albert Gore (D-Tenn.) and Senator Paul Simon (D-Ill.) "all received only slightly more good than bad press." Representative Richard Gephardt (D-Mo.) fell just below the 50% mark, while former Governor Bruce Babbitt of Arizona was the media favorite early in the campaign.

Among the Republicans, Senator Bob Dole (R-Kan.) "easily outdistanced" Bush and the Rev. Pat Robertson. Bush's ratings were mainly negative, "except for a brief spurt to 67% positive during his run to the New Hampshire primary," the only time he was not regarded as the front runner. By contrast, Pat Robertson received favorable press early—about two-to-one positive throughout New Hampshire. Then, the book reports, "he was done in by controversies over his 'funny facts' and received the worst press of any candidate still in the running—over two-to-one negative."

What of the press's alleged partisan bias? Did it affect the coverage of the candidates? A comparison of the two parties' overall ratios of good to bad press indicated to the

NewsBeat

News help. NBC has signed an agreement with Satellite Information Systems Co. (SISCOM), Boulder, Colo., to jointly develop computer software for automated news production. The project's goal is to improve and expand the applications of software developed by NBC News over the past four years, which was used heavily during the network's election night coverage last week. SISCOM will market the jointly developed software with other products in its NewsPro newsroom software line. Under the agreement, NBC has an option to buy up to 5% of SISCOM's common stock. SISCOM plans to introduce the first commercial product resulting from the joint venture at the National Association of Broadcasters convention in Las Vegas next spring. □

Back in Dallas. Hoping to recreate the "catharsis" of 25 years ago, CBS News is rebroadcasting segments from its coverage of the assassination of President John F. Kennedy. The two-hour special, airing 9-11 p.m. ET, Nov. 17, is produced by Perry Wolff, who said the job of compiling the segments was complicated by the poor quality of some of the original two-inch videotape (CBS has only a couple of two-inch decks remaining). Wolff added that the job of selecting from the 53 hours of original broadcasts, all of it without commercial interruption, was made easier by a four-volume transcript of the audio track. Except for occasional narration by Dan Rather, the special, *Four Days in November: The Assassination of President Kennedy*, is all culled from original black-and-white material. □

Spanish simulcast. KHJ-TV Los Angeles has announced it will simulcast prime time newscasts in Spanish beginning this month. KTTV and KTLA, both Los Angeles, are also offering prime time news simulcast.

authors that the Democrats have a slight edge in image—that they had 56% good press compared to 54% for the Republicans. “A narrower focus on comments by journalists themselves reveals a wider gap,” according to the book. “The Democrats received 64% good press from journalists’ on-air evaluations compared with only 52% for the Republicans.” But all in all, the book noted, “the evidence for charges of partisan bias is less than compelling,” and added, “Network coverage did not consistently favor the candidate of one party or one side of the political spectrum.” Indeed, the book adds, “A better case might be made that they simply favored Jackson over everyone else.”

As for the media’s “vaunted role in bestowing precious momentum on winners or ‘hot’ contenders in the early going,” it is not, according to the book, “inexorable.” For what television “gave with one hand, it took back with the other,” the book says. It noted that Gephardt received the most negative coverage of the major Democratic contenders after the Iowa caucuses, while Dole’s attack on Bush on the night of the New Hampshire primary—he said the Vice President had “lied” about the senator’s record on taxes—“became a major mediativity” (an event whose impact is inflated by media attention) by resurrecting the “mean Bob Dole story.” The only candidate to derive lasting benefits from a media boost was said to be Jesse Jackson. During the month after Super Tuesday, he jumped nine points “to claim ‘co-front-runner’ status with Dukakis.”

“As in earlier elections,” the book says, “the media were dealing the cards in 1988. But in politics, it’s not just the hand you’re dealt, it’s how you play it that counts.” □

world’s first global satellite television network, was designed primarily for the production of such telepress conferences, and embassies in more than 90 countries are equipped with earth stations to receive Worldnet programming. But television stations and cable systems around the world also carry the material.

C-SPAN is the only 24-hour network providing live, uninterrupted coverage of major political and public affairs. Its regular fare includes House and Senate floor debates, congressional hearings, viewer call-in programs, speeches at the National Press Club and a variety of special features. Charles Z. Wick, USIA director, sees C-SPAN as helping USIA fulfill its mission. “The quality of C-SPAN programming is well known, and,” he said, “USIA is delighted and honored to

be able to carry this fine material to our audiences overseas.”

As for C-SPAN, Brian Lamb, its chairman, said, “We welcome this arrangement because it allows us to experiment with showing viewers abroad the same process of American government that we currently offer 41 million households in this country.”

Worldnet stopped transmitting its passive programming on Oct. 1 in line with legislation Congress passed last year. The legislation required suspension of the programming if USIA could not demonstrate an audience of two million in Europe. A survey indicated an audience of some 10% of that figure. However, USIA hopes it can persuade the new Congress to enact legislation permitting it to resume its news and information programming service. □

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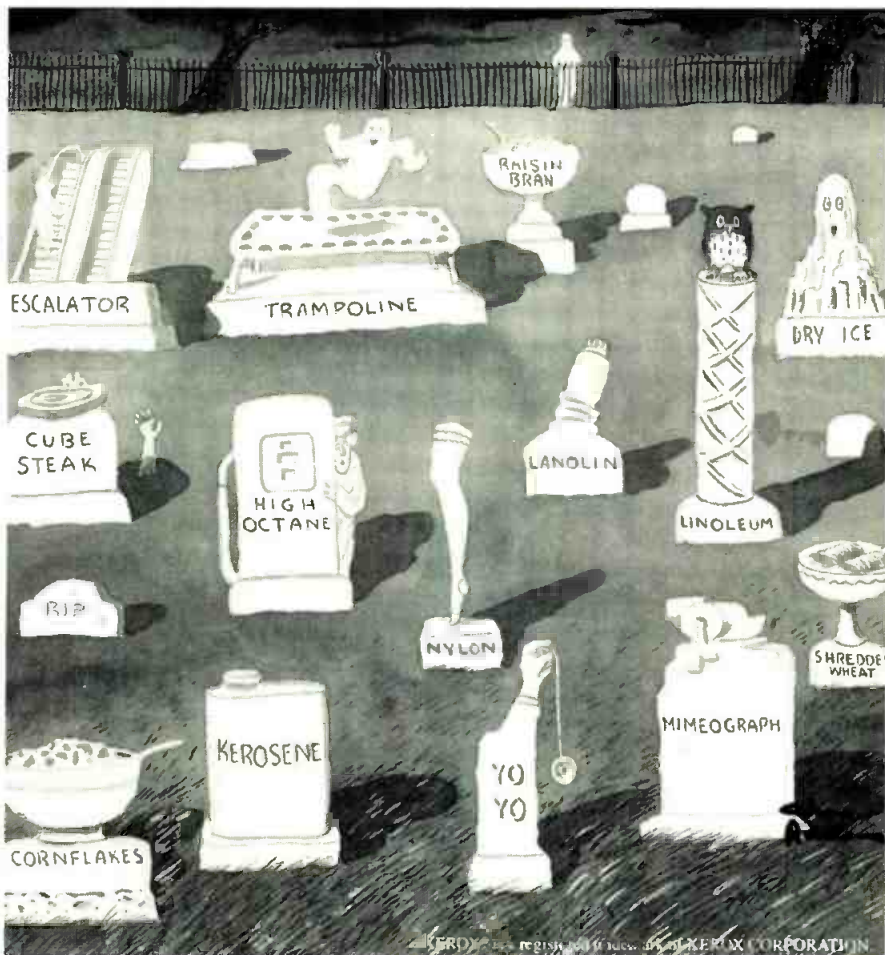
Worldnet transmits C-SPAN to world

In what is said to be experimental operation, USIA’s TV service relays 24 hours of programming, most of it provided by cable service

The U.S. Information Agency’s Worldnet international television service has been banned by Congress from transmitting the so-called passive programming—news and information—it produces. But last week, the five transponders on threesatellites that carry Worldnet programming around the world were lit up again full time, relaying 24 hours of programming—most of it provided by C-SPAN. The operation was said to be experimental, and neither side is paying the other.

USIA and the Cable Satellite Public Affairs Network announced an agreement under which USIA on Wednesday (Nov. 9) began transmitting C-SPAN by way of Worldnet, whose signal can be picked up in countries around the world. The agreement calls for 24 hours a day of C-SPAN material interspersed with USIA’s regular interactive programming, usually press conferences in which American officials in Washington are questioned by reporters in American embassies abroad.

Worldnet, established in 1983 as the



Stock Index

	Closing Wed Nov 9	Closing Wed Nov 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	360	5/8 366	- 5	3/8	-01.46	21 5,834
N (CBS) CBS	173	3/4 175	- 1	1/4	-00.71	9 4,105
A (CCU) Clear Channel	13	1/2 13	7/8	- 3/8	-02.70	24 52
A (HTG) Heritage Media	4	1/2 4 1/4	1/4	05.88	-5	50
O (JCOR) Jacor Commun.	6	1/4 6 1/8	1/8	02.04	-14	61
O (LINB) LIN	58	1/2 58	1/2	00.86	37	3,022
O (MALR) Malrite	10	1/8 10 1/8	1/8	00.00	-22	137
O (MALRA) Malrite 'A'	9	7/8 10	- 1/8	-01.25	-14	134
O (OBCCC) Olympia Broad.	2	3/4 3 1/2	- 3/4	-21.42		6
O (OSBN) Osborn Commun.	7	3/8 7 3/8	00.00		-6	37
O (OCOAC) Outlet Commun.	23	1/4 23 3/4	- 1/2	-02.10	-8	152
A (PR) Price Commun.	6	1/4 6 7/8	- 5/8	-09.09	-5	60
O (SAGB) Sage Broadcasting	4	4 1/4	- 1/4	-05.88	-5	15
O (SCRIP) Scripps Howard	79	1/2 79 1/2	00.00		64	821
O (SUNNC) SunGroup Inc.	2	3/8 2 1/4	1/8	05.55	-3	5
O (TLMD) Telemundo	6	3/4 6 1/2	1/4	03.84	-1	51
O (TVXGC) TVX Broadcast	1	3/4 1 3/4	00.00		10	
O (UTVI) United Television	27	1/4 27 3/4	- 1/2	-01.80	44	298

	Closing Wed Nov 9	Closing Wed Nov 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	26	1/4 26 1/4	00.00		10	277
O (ASTV) Amer. Comm. & TV	1	1/32 1/32	00.00			2
N (AFL) American Family	13	13 3/4	- 3/4	-05.45	11	1,052
O (ACOMA) Assoc. Commun.	30	26 1/2	3 1/2	13.20		286
O (BMAC) BMA Corp.	28	3/4 28 1/2	1/4	00.87	77	301
N (CCN) Chris-Craft	22	1/8 21 1/8	1	04.73	49	482
N (DNB) Dun & Bradstreet	53	3/4 54 7/8	- 1 1/8	-02.05	20	8,170
O (DUCO) Durham Corp.	32	1/8 35 1/4	- 3 1/8	-08.86	27	270
N (GCI) Gannett Co.	33	1/2 34 3/8	- 7/8	-02.54	16	5,424
N (GY) GenCorp	20	21 3/8	- 1 3/8	-06.43	1	634
O (GMXC) GMX Commun.	3	3/32 3/32	00.00		1	634
O (GACC) Great Amer. Comm.	9	1/4 9 1/2	- 1/4	-02.63	9	243
N (JP) Jefferson-Pilot	32	5/8 34 3/8	- 1 3/4	-05.09	14	1,287
N (KRI) Knight-Ridder	44	1/4 45 3/8	- 1 1/8	-02.47	16	2,516
N (LEE) Lee Enterprises	27	27 1/8	- 1/8	-00.46	19	670
N (LC) Liberty	40	39 7/8	1/8	00.31	15	371
N (MHP) McGraw-Hill	66	1/2 68 1/8	- 1 5/8	-02.38	20	3,206
A (MEGA) Media General	36	1/8 35 3/4	3/8	01.04	24	1,018
N (MDP) Meredith Corp.	31	3/4 31 7/8	- 1/8	-00.39	13	610
N (MCG) Mich. Energy	29	1/2 30 5/8	- 1 1/8	-03.67	19	79
O (MMEDC) Multimedia	70	3/8 71	- 5/8	-00.88	68	774
A (NYTA) New York Times	27	1/2 28	- 1/2	-01.78	14	2,254
N (NWS) News Corp. Ltd.	17	3/8 18	- 5/8	-03.47	9	4,629
O (PARC) Park Commun.	28	3/4 29	- 1/4	-00.86	23	396
O (PLTZ) Pulitzer Publishing	26	3/4 26 3/4	00.00		18	280
N (REL) Reliance Group Hold.	4	7/8 4 7/8	00.00		5	365
O (RTRSY) Reuters Ltd.	26	1/2 26 1/2	00.00		18	22,002
T (SKHA) Selkirk	45	3/4 46 7/8	- 1 1/8	-02.40	39	371
O (STAUF) Stauffer Commun.	135	138	- 3	-02.17	45	135
N (TMC) Times Mirror	33	7/8 34 1/2	- 5/8	-01.81	16	4,383
O (TMC) TM Communications	3	3/8 3/8	00.00		1	2
N (TRB) Tribune	38	1/2 38 1/4	1/4	00.65	21	2,937
A (TBSA) Turner Bcstg. 'A'	14	1/8 14 1/8	00.00		-2	307
A (TBSB) Turner Bcstg. 'B'	14	14	00.00		-2	304
A (WPOB) Washington Post	200	1/4 204	- 3 3/4	-01.83	13	2,572

	Closing Wed Nov 9	Closing Wed Nov 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O (SP) Aaron Spelling Prod.	6	5/8 7	- 3/8	-05.35	5	121
O (ALLT) All American TV	3	3 3	00.00		3	
O (BRRS) Barris Indus	7	7 1/8	- 1/8	-01.75	-3	55
N (KO) Coca-Cola	42	1/4 43 7/8	- 1 5/8	-03.70	17	15,861
A (CLR) Color Systems	2	1/4 2	1/4	12.50	-1	12
N (KPE) Columbia Pic. Ent.	11	1/8 11 5/8	- 1/2	-04.30	158	1,220
O (CAVN) CVN Cos.	13	7/8 14 1/4	- 3/8	-02.63	11	241
A (DEG) De Laurentiis Ent.	9	11/16 9 1/8	- 1/8	-18.18		6
O (dcp) dick clark prod.	4	1/8 4 1/8	00.00		10	34
N (DIS) Disney	63	1/4 64 7/8	- 1 5/8	-02.50	19	8,385
N (DJ) Dow Jones & Co.	32	3/4 33 3/4	- 1	-02.96	15	3,153
O (EM) Entertainment Mktg	2	1/8 2 7/8	- 3/4	-26.08	7	26
O (FNNI) Financial News	6	1/8 6 1/4	- 1/8	-02.00	27	73
A (FE) Fries Entertain.	1	3/4 1 7/8	- 1/8	-06.66	7	9
N (GW) Gulf + Western	38	1/2 40 5/8	- 2 1/8	-05.23	6	2,314
A (HHH) Heritage Entertain.	1	5/8 2	- 3/8	-18.75	1	7
A (HSN) Home Shopping Net.	4	1/2 4 1/2	00.00		20	392
N (KWP) King World	25	26	- 1	-03.84	16	721
O (LAUR) Laurel Entertain.	2	5/8 2 5/8	00.00		5	6
A (LT) Lorimar-Telepictures	11	1/2 11 1/8	3/8	03.37	-3	532
N (MCA) MCA	47	48 3/8	- 1 3/8	-02.84	25	3,417
N (MGM) MGM/UA Commun.	11	5/8 11 1/8	1/2	04.49	-6	582
A (NHI) Nelson Holdings	1/4	3/16 1/4	1/16	33.33	-2	6
A (NWE) New World Enter.	3	1/8 2 3/4	3/8	13.63	8	33

	Closing Wed Nov 9	Closing Wed Nov 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O (NNET) Nostalgia Network	13	13 3/4	1/16	08.33	-1	4
N (OPC) Orion Pictures	14	14 5/8	- 5/8	-04.27	12	241
O (MOVE) Peregrine Entertain.	1	1/2 1 5/8	- 1/8	-07.69	-50	3
N (PLA) Playboy Ent.	13	7/8 14 1/8	- 1/4	-01.76	15	130
O (QNTX) Quintex	3	1/4 3 5/8	- 3/8	-10.34	-7	22
O (QVNC) QVC Network	8	3/4 9 1/8	- 3/8	-04.10	-18	88
O (RVCC) Reeves Commun.	5	5/8 5 1/8	1/2	09.75	28	71
O (RPICA) Republic Pic. 'A'	7	3/4 7 7/8	- 1/8	-01.58	86	32
O (RPICB) Republic Pic. 'B'	7	1/2 7 7/8	00.00		53	5
O (SMNI) Sat. Music Net.	4	1/8 3 7/8	1/4	06.45	-103	36
N (WCI) Warner	34	1/2 35 1/4	- 3/4	-02.12	18	4,352
O (WONE) Westwood One	9	1/4 10	- 3/4	-07.50	12	133

	Closing Wed Nov 9	Closing Wed Nov 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O (AMEA) A.M.E. Inc.	8	1/4 8 1/8	1/8	01.53	8	40
O (AGRP) Andrews Group	4	7/8 4 5/8	1/4	05.40	-1	32
O (BSIM) Burnup & Sims	19	1/8 18 1/2	5/8	03.37	41	305
N (CQ) Comsat	26	3/4 26 7/8	- 1/8	-00.46	-10	490
N (FCB) Foote Cone & B.	24	1/2 24 7/8	- 3/8	-01.50	12	204
O (GREY) Grey Advertising	115	118	- 3	-02.54	15	139
O (IDBX) IDB Communications	8	3/8 8 7/8	- 1/2	-05.63	33	34
N (IPG) Interpublic Group	33	1/2 34 5/8	- 1 1/8	-03.24	14	751
O (OGIL) Ogilvy Group	27	27	00.00		13	384
O (OMCM) Omnicom Group	20	1/2 20	1/2	02.50	14	504
N (SAA) Saatchi & Saatchi	19	1/4 19	1/4	01.31	8	2,804
O (TLMT) Telemation	1	5/8 1 5/8	00.00		6	7
A (TPO) TEMPO Enterprises	8	5/8 8 7/8	- 1/4	-02.81	28	49
A (UNV) Unitel Video	12	1/4 12	1/4	02.08	18	26

	Closing Wed Nov 9	Closing Wed Nov 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A (ATN) Acton Corp.	12	1/4 12 3/4	- 1/2	-03.92	2	14
O (ATCMA) Amer. TV & Comm.	25	3/4 28 3/8	- 2 5/8	-09.25	57	2,801
O (CTEX) C Tec Corp.	41	1/2 48 3/4	- 7 1/4	-14.87	18	228
A (CVC) Cablevision Sys. 'A'	31	32	- 1	-03.12	-10	651
O (CNCAA) Centel Cable	23	1/2 23 1/2	00.00		75	587
N (CNT) Centel Corp.	45	1/8 45 1/8	00.00		12	1,962
O (CMCSA) Comcast	14	7/8 15 3/8	- 1/2	-03.25	-67	664
A (FAL) Falcon Cable Systems	19	7/8 20 1/8	- 1/4	-01.24	-62	127
O (JOIN) Jones Intercable	12	3/8 12 1/4	1/8	01.02	38	157
T (MHPQ) Maclean Hunter 'X'	13	1/4 13 7/8	- 5/8	-04.50	36	976
T (RCIA) Rogers Commun. 'A'	63	64 1/2	- 1 1/2	-02.32	-96	779
T (RCIB) Rogers Commun. 'B'	55	3/4 54 1/4	1 1/2	02.76	-85	689
O (TCAT) TCA Cable TV	32	1/2 32 3/4	- 1/4	-00.76	63	392
O (TCOMA) Tele-Commun.	25	25 3/4	- 3/4	-02.91	50	3,783
N (TL) Time Inc.	104	12 111 3/8	- 6 7/8	-06.17	25	6,107
O (UACI) United Art. Commun.	25	25 1/2	- 1/2	-01.96	208	1,026
N (UCT) United Cable TV	33	32 5/8	3/8	01.14	-173	1,230
N (VIA) Viacom	27	3/8 27 7/8	- 1/2	-01.79	-3	1,460
N (WU) Western Union	1	7/8 1 7/8	00.00		59	
O (WSMCA) WestMarc	20	3/4 18 1/2	2 1/4	12.16	26	297

	Closing Wed Nov 9	Closing Wed Nov 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS MANUFACTURING						
N (MMM) 3M	60	1/2 60 1/2	00.00		15	13,762
N (ARV) Arvin Industries	18	5/8 19	- 3/8	-01.97	7	354
O (CCBL) C-Cor Electronics	14	3/4 14 1/2	1/4	01.72	24	30
O (CATV) Cable TV Indus.	5	4 3/4	1/4	05.26	-33	15
N (CHY) Chyron	4	3/8 4 1/4	1/8	02.94	15	44
A (CXG) CMX Corp.	13	13 3/4	1/16	08.33	9	7
A (COH) Coahu.	11	3/8 10 1/2	7/8	08.33	11	20
N (EK) Eastman Kodak	45	7/8 46 1/8	- 1/4	-00.54	13	15,547
N (GRL) Gen. Instrument	23	7/8 23 1/4	5/8	02.68	-17	798
N (GE) General Electric	44	5/8 44 5/8	00.00		19	40,847
O (GETE) Geotel Inc.	11	11 5/8	1/16	10.00	-2	2
N (HRS) Harris Corp.	26	3/8 27 3/4	- 1 3/8	-04.95	11	1,079
O (ITEL) Iteq Corp.	18	3/8 18 5/8	- 1/4	-01.34	42	487
N (MAI) M/A Com. Inc.	9	1/2 9 5/8	- 1/8	-01.29	-6	257
N (IV) Mark IV Indus.	10	3/8 10 3/8	00.00		6	112
O (MCDY) Microdyne	3	3/8 3 3/8	00.00		-2	14
O (MCOM) Midwest Commun.	4	5/8 4 5/8	00.00		11	13
N (MOT) Motorola	39	1/4 38 1/4	1	02.61	16	5,07

Low-power riding high

After years of little growth, LPTV is taking off, with CP's being granted with increasing frequency, greater availability of programming

It may have taken a long time, but the low-power television industry has finally gotten off the ground. The nascent industry, with 427 reported stations on the air, held its first convention under the Community Broadcasters Association banner in Las Vegas two weeks ago. And although the industry is airborne, just how high it will fly will depend on a host of regulatory, financial, technical and programming factors.

"I'm very bullish on the industry," said John Kompas, CBA president. Until recently, he said, "the problem was getting over the bad rap that LPTV had for so many years." That began when the FCC authorized LPTV and thousands of applications poured into the commission in the early 1980's. Processing was slow, and hundreds of applicants lost their money and enthusiasm for the business, said Kompas, grinding the industry to a halt.

That cessation of business, in turn, "has created a tremendous CP [construction permit] market," said Kompas, which is fueling the industry's recent growth. Kompas reports that 427 stations are licensed, with about 150 producing local news, sports and public affairs programming (an average of 16 hours per week), and selling local advertising time. Of the remaining stations, Kompas estimates 60 are affiliated with educational groups or PBS, 15 are subscription television stations, 75 are "satellators," or stations that retransmit programming from a satellite, such as the religious Trinity Broadcasting Network, while the remainder are typical broadcast translators.

Kompas estimates there are 1,400 outstanding CP's at present, with another 500 more to be granted by year's end. The station sign-on rate is about 15 per month, he said, with 10 to 11 per month being stations that originate local programming. Last month, in fact, the FCC licensed 61 stations to go on the air, the largest one-month total in history, said Kompas.

As the industry grows, obtaining financing, programming and cable carriage becomes increasingly less difficult. "Programming used to be a real concern," Kompas acknowledges, but that is no longer the case. "Most of the syndicators are dealing with the stations," he said, and other national networks, many of them from the cable industry, are supplying large chunks of programming to LPTV stations. They include the Learning Channel, Country Music Television, Telemundo, Acts, FamilyNet, Capitol TV Network, Channel America, RFD TV and Video Marketing Network. Kompas said some LPTV stations are Fox affiliates,

while others have programming running the gamut from *Star Trek: The Next Generation* to *My Mother the Car*.

LPTV has always gotten the rap that its programming consists of what other broadcasters and cable networks have passed by. "There is obviously time to fill," said Kompas, "so you do have older syndicated programming." But "most of our people are niche broadcasters," said Kompas, scheduling programming for specific market segments. There is ethnic programming—Hispanic, black, Indian, Hunan and Korean—on LPTV stations, he said. There are also



Kompas

LPTV broadcasters accumulating stations in areas with similar demographics. One group has plans for stations in Killington, Vt.; Aspen, Colo., and Park City, Utah, which will carry ski-oriented programming and be pitched to ski advertisers that would not ordinarily buy national advertising time. Other station networks are addressing senior citizens, Hispanics and farmers, he said.

"It really boils down to doing a market analysis," said Kompas. "At one time, we all used to jump into broadcasting and think: 'Gee it's a nice money machine.' We opened the envelope once a month, and here comes the check from the network or the ad agency. Now you have to get in there and you have to be smart. You have to analyze and fill the niche."

Financing is also coming easier, said Kompas. There are 10 to 15 stations, he said, that have received nonasset-based equity from national banks and lending institutions in the past year. Last year, he said, the figure was zero.

Most of the money, however, is coming from private investors, said Kompas. Sta-

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tions typically cost between \$400,000 and \$600,000 to put on the air. LPTV operators usually purchase used equipment, although Kompas said that is more a function of equipment suppliers being backlogged on new orders than attempts to be frugal. The typical staff of 10 to 15 at an LPTV station wears multiple hats, responsible for several different functions. "It's very much like radio," said Kompas. That analogy is especially typical of the rural LPTV station, said Kompas, which differs in programming and in operation from its urban counterpart. "The industry is growing up in two very distinct market segments," he said.

Still, the overriding LPTV question is: "Is it a business?" Yes, said Kompas, who said he knows of 20 stations that are in the black, achieving that status between 14 to 18 months after sign-on. Stations can generate positive cash flow of \$200,000 a year, he said. But he also estimates that 15 to 20 have gone dark after sign-on, and he attributes that to either "overexpending" initially or lack of cable carriage.

The latter is key, but LPTV operators take a more businesslike approach to carriage, Kompas said. "In some cases the LPTV guy will promote the cable system in exchange for carriage," said Kompas, by regularly airing a 30-minute promotional tape about what's on cable. Others gain carriage because an LPTV station's local programming fulfills many operators' local origination requirements. "We know cable carriage is extremely important," said Kompas, "but we approach it in a logical business sense." An August survey found that 51% of the

LPTV stations were carried in their town of license, an increase over the 48% figure the previous December.

As the industry emerges from its embryonic state, Kompas sees a lot of blue sky. His belief that 6,000 to 7,000 stations could be on the air by the year 2000 is likely to raise other broadcasters' eyebrows. But he sees Tallahassee Fla., as a model. The ABC affiliate there, WTXL-TV, which serves both Florida and Georgia viewers, has an LPTV station that concentrates on Florida news and sports. The station, while still carrying local news, concentrates on national and regional news. He sees WTXL-TV eventually getting an LPTV station in Georgia to serve that subset of its audience with specific programming for that area. "It's a hub and spoke arrangement," he said, and estimates there will be "a whole ton" of that in the future.

"What we have here is the replay of history," said Kompas, when surveying LPTV's role in the Fifth Estate. "The big radio networks were broken down into Class III AM's. It's just the same thing. We're

taking the big television networks and making them more responsive.

The CBA convention in Las Vegas drew more than 300 attendees, including 25 exhibitors, and by Kompas's account, it was a success. For instance, Television Technology Corp. reported writing more orders on the CBA floor than at the National Association of Broadcasters annual convention, and all the exhibitors told Kompas they'd be back next year. Syndicators Four Star and Republic Pictures were also at the show, said Kompas, as well as several of the cable programming networks pitching the industry.

Next year the association plans to meet during the NAB convention, as has been its past practice, but Kompas said its annual meeting may be moved up to June or July. There is too much happening to wait a whole year to meet, he said.

Given its history, that enthusiasm is probably understandable. "It has taken longer than I ever wanted it to," said Kompas of LPTV's climb, "but we hung in there and we think we're at the point where it's just going to grow geometrically from this point on." □



KMZQ-FM Henderson, Nev. □ Sold by Olympia Broadcasting Corp. to Commonwealth Broadcasting of Northern California for \$6.7 million.

Seller is Seattle-based group headed by James D. Ireland III, chairman, and Ivan Braiker, president. It owns KYAK(AM)-KGOT(FM) Anchorage and KIAK(AM)-KQRZ(FM) Fairbanks, both Alaska; KMGX(FM) Fresno, Calif.; KXXR(FM) Kansas City, Mo., and KIIQ-AM-FM Reno, Nev. **Buyer** is San Diego-based group headed by Dex Allen. It has interest in KYXI(FM) Yuma, Ariz. It is selling KROY(FM) Sacramento, Calif. ("In Brief," Nov. 7). KMZQ-FM operates on 100.5 mhz with 98 kw and antenna 1,180 feet above average terrain. *Broker: Media Venture Partners.*

KMLO-FM Hallbrook, Calif. □ Sold by North County Communications Inc. to Galaxy Broadcasting Group for \$850,000. **Seller** is headed by Wally Reid and has no other broadcast interests. **Buyer** is principally owned by Bob Jacobson, formerly general manager of KNJO-FM Thousand Oaks, Calif. It has no other broadcast interests. KMLO-FM operates on 107.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Blackburn & Company Inc.*

WKRA-AM-FM Holly Springs, Miss. □ Sold by Mike and Susan Davis partners to Ralph H. Doxey and John Robert Greer for \$330,000. **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. Doxey is Holly Springs attorney and former Mississippi state representative. Greer owns insurance company. WKRA is daytime on 1110 khz with 1 kw, and WKRA-FM operates on 92.7 mhz with 3 kw and antenna 357 feet above average terrain. *Broker: The Thorburn Co.*

KzBL(FM) Natchitoches, La. □ Sold by Barron Communications Inc. to Bundrick Communications Inc. for \$488,750. **Seller** is owned by Ben Barron, 80%, and Carolyn Cloutier, 20%, who have no other broadcast interests. **Buyer** is owned by Hal M. Bundrick, who has no other broadcast interests. KzBL operates on

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L.A. FM, San Francisco AM sold to Douglas

Universal Broadcasting Corp. has agreed to sell KMAX(FM) Los Angeles and KEST(AM) San Francisco to Douglas Broadcasting Inc. for \$23 million, plus a tax certificate for selling to a minority broadcaster.

In selling to Douglas, who is black, Universal is taking advantage of the FCC policy promoting minority ownership by giving tax breaks to those who sell stations to a buyer that is minority controlled (BROADCASTING, Sept. 26).

Universal, a Mineola, N.Y.-based group of six AM's and three FM's, is owned by Marvin B. Kosofsky, Howard Warshaw and Miriam Warshaw. It sold six stations to Marsh Broadcasting earlier this year for \$15 million (also under the minority policy ["Changing Hands," Oct. 26, 1987]). Dick Marsh, the buyer in that deal, is of Hispanic descent.

John Douglas, head of Douglas Broadcasting Inc., is the former owner of KSTS(TV) San Jose, Calif. He sold that station in 1987 to Telemundo Group Inc. for \$9.5 million and a noncompete agreement ("Changing Hands," June 29, 1987). He plans

to continue operating KMAX and KEST with the same formats.

The decision to sell takes Universal one step further down the road of "refocusing" its broadcasting business from specialized format stations to more conventionally formatted operations, according to Jeffrey Warshaw, Universal's vice president of finance.

Specialized formats generally have a unique situation in a market. KMAX, for example, airs religious and ethnic programming. Arbitron's summer 1988 ratings book gave it a 0.3 share with the 12-plus age group, Monday-Sunday, 6 a.m.-midnight, and KEST (varied foreign language programming) was not even rated. However, according to Warshaw, both stations are profitable. The stations are narrowly targeted to specific audiences and serve as advertising outlets for church and ethnic organizations and businesses.

KMAX operates on 107.1 mhz with 3 kw and antenna 240 feet below average terrain, and KEST is on 1450 khz with 1 kw full time. W. John Grandy served as broker in the deal.

95.9 mhz with 3 kw and antenna 320 feet above average terrain.

Assets of WOAD(AM)-WOMU(FM) Indiana, Pa. □ Sold by Indiana Broadcasters Inc. to Richard M. Sherry for. **Seller** is affiliate of Progressive Publishing Co., Clearfield, Pa.-based group controlled by W.K. Ulerich. It also owns WCPA(AM)-WOYX(FM) Clearfield and *Clearfield Progress* newspaper. **Buyer** has been general manager of WOAD(AM)-WOMU(FM) for eight years. He is on board of Pennsylvania Association of Broadcasters. WOAD is on 1450 khz with 1 kw. U. WOMU is on 103.1 mhz with 3 kw and antenna 170 feet above average terrain. **Broker:** *Communications Equity Associates.*

System serves approximately 138 subscribers. **Broker:** *Communications Resources Unlimited Inc.*

System serving Quincy, Wash. □ Sold by Quincy Cablevision Inc. to Sun Country Cable Inc. **Seller** is principally owned by Joe Lieb-sack, and has no other cable holdings. **Buyer** is San Francisco-based MSO headed by David Kinley and Lynn Simpson. It serves approximately 7,600 subscribers in three states. System serves 2,350 subscribers and passes 3,400 homes with 75 miles of plant. **Broker:** *Daniels & Associates.*

Cable networks say peoplemeter ratings of children are not same as those from diaries

So far, cable networks are finding the demographic ratings supplied by Nielsen's peoplemeters to be compatible with the demographic ratings they received from diaries

CABLE

Systems serving Jesup, Odum, Screven, McIntosh County and Camden County, all Georgia. □ Sold by Microwave Cable TV and Jesup Cable to Bresnan Communications Co. **Sellers** have no other cable holdings. **Buyer** is White Plains, N.Y.-based MSO headed by William J. Bresnan. It operates nine systems in three states, serving approximately 125,000 subscribers. Systems serve approximately 6,000 subscribers and pass 8,000 homes.

System serving Hudsonville, Mich. □ Sold by Falcon Telecable, California L.P., to Centel Cable Television Co. of Michigan. **Seller** is Los Angeles-based MSO serving approximately 10,000 subscribers in 13 states. **Buyer** is Oak Brook, Ill.-based MSO serving approximately 500,000 subscribers in 7 states. System passes approximately 1,700 homes. **Broker:** *Thoben-VanHuss & Associates Inc.*

Stock of Chillicothe Cablevision Inc. operating systems in South Central and North Western Ohio. □ Sold by Chillicothe Cablevision Inc. to Times-Mirror Cable Television. **Seller** has no other cable holdings. **Buyer** is Los Angeles-based MSO serving 967,000 basic subscribers in 14 states. Systems serve approximately 29,000 subscribers in 13 communities, including Chillicothe and Washington Court House.

System serving Howe, Okla. □ Sold by J&M Cable Co. to Cablevision of Texas L.P. Ill. **Seller** is owned by James Crouch and has no other cable holdings. **Buyer** is Lockney, Tex.-based MSO principally owned by James Doucette. It operates systems in three states. It is purchasing systems in North Central Kansas.

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Satellite Footprints

Cleared from the clear. Less than one week after Congress passed the "superstation bill" (H.R. 2848), allowing satellite carriers to provide network signals to defined segments of the home dish market, NBC began scrambling its few C-band satellite distribution feeds. The network provided affiliates in Hawaii and Alaska with Leitch descramblers, bucking the industry standard use of General Instrument's Videocipher II. NBC began the encryption at 2 a.m. ET on Nov. 1. The other networks have said they are planning, but have not completed, scrambling of their signals (BROADCASTING, Oct. 31). NBC, however, is an exception, since it is the only network with a mainly Ku-band interconnection system. With so few consumer Ku receiving dishes in the market, NBC has said it sees no pressing need to begin encrypting those signals.

NAB documents C-band stability, Ku growth. Results of a National Association of Broadcasters study released last month include finding a 72% increase in commercial television station use of Ku-band satellite newsgathering vehicles between March 1987 and August 1988, rising from 71 to 122 stations. Six percent of those operate two mobile uplinks, and another 15.9% of the TV stations plan to buy an SNV in the next three years. "Market expansion," said NAB, "has been greatest in the small-to-medium-size markets," and stations outside the top 50 ADI's now account for one-third of SNV users. More of those "medium and small market stations without the financial resources, or need, to purchase their own SNV truck," it said, may find fixed Ku-band uplinks a viable alternative.

The NAB report, "Satellites and Broadcasting: Market Directions and Issues 1988-1989," includes further indications that Ku-band satellite use has gained an equal footing with C-band among broadcasters, finding that 96.4% of TV stations use C-band dishes and 80.2% use Ku-band dishes—that last number partly skewed by the fact that NBC transmits all its distribution and news and sports backhaul feeds via Ku. NAB had no equivalent previous period Ku dish numbers with which to compare current numbers, but said that the growth has clearly been "explosive"—an investment made more valuable by opportunities to share news stories. Of the 122 vehicle-using stations, it said, 98% belong to satellite newsgathering networks, services or cooperatives: Conus (45%), NBC's Skycom (40%), CBS's Newsnet (25%), ABC's ABSAT (24%), CNN (13%), Group W NewsFeed (8%), Florida News Network (4%), Associated Press' News Express (1%) and others (3%).

"Current users," the report said, "overwhelmingly agree or agree strongly that their satellite newsgathering activities...are 1) cost-effective, 2) provided benefits to their viewers, 3) made their station more competitive and/or 4) improved their news coverage." The report is available from NAB Station Services at (800) 368-5644.

1989: Europe goes DBS. In addition to France's direct broadcast satellite, TDF 1, successfully launched late last month (BROADCAST-

European television satellites, three of them DBS, according to the Arianespace flight manifest: Astra 1, a 16-channel pan-European direct broadcast satellite (DBS), scheduled to launch Dec. 9; Tele-X, a Swedish TV and telecommunications bird, to launch in February 1989; Olympus, a European Space Agency TV and telecommunications bird, to launch in April 1989; TV-SAT 2, the West German five-channel DBS, to launch in May 1989, and TDF 2, another five-channel DBS, to launch in November 1989. U.S. launcher McDonnell Douglas is scheduled to launch another European DBS, British Satellite Broadcasting's BSB, late next summer.

The December Astra launch will mark what Ariane is calling "the first commercial launch" of its largest rocket, Ariane 4. Pan Am Sat 1 and two European birds, Meteosat P2 and Amsat IIIc, were carried successfully into orbit June 8 on an Ariane 4, but those three satellites were carried at discount prices, "taking into account the higher risk" of a demonstration flight, said Arianespace America director of engineering Eckard Weinrich. But Ariane 4 has same engine as Ariane 3, a long-used rocket. "One cannot say that [Ariane 4] is a truly new rocket." Arianespace is negotiating a long-term order of the Ariane 4, assuring larger payload capacity and multiple satellites per launch.

Launch projections. Between 212 and 175 commercial satellites will be launched between now and the year 2000, according to results of a 1988 world launch market study conducted by Western Europe's expendable launch vehicle provider, Arianespace. Out front among the world's commercial satellite launchers since the 1986 shuttle Challenger disaster, Arianespace believes U.S. interests will contract 27% of those launches (or 57 of 212 satellites), Europe will contract 32% (68 of 212), Intelsat and Inmarsat will contract 10% (21 of 212) and other regions, including Australia, Brazil, Canada, India, Indonesia and Japan, will require the remaining 31% (66 of 212). Over all, the report said, 69% of all the satellites launched will be communications birds, with Earth observation, meteorology and scientific missions constituting the other 31%.

Barking out TVRO information. The Satellite Broadcasting and Communications Association launched the SBCA Information Network on Nov. 6. The service is a national satellite-delivered audio channel sent via WTBS-TV Atlanta "barker" channel and will feature a dealer and consumer call-in program with rotating themes Sunday through Thursday, 9-11 p.m. ET. The show will feature experts discussing technical, regulatory, programing and public relations outreach issues, including signal-theft news. Harry Thibedeau, SBCA's new director of broadcasting and media sales and host of the show, said the association plans to expand to 24 hours using up to "a dozen" barker channels.

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with one exception—children.

When peplemeters debuted two years ago, ratings of children's audiences became a source of disagreement between Nielsen, broadcast networks and syndicators of children's programing to broadcast stations. The networks and the syndicators argued then, and have argued since, that peplemeters under-report children's audiences because children do not properly push the peplemeter buttons.

Nielsen's delivery of demographics to cable networks on an overnight basis began Sept. 26. For 18 months prior to that, cable networks received peplemeter overnight ratings for in-house analysis only.

A number of research executives at cable networks said that so far the demographic numbers that cable networks are getting

Wider reach. The Membership and Expansion Committee of the National Academy of Television Arts and Sciences (NATAS) has proposed that membership and eligibility for local Emmy awards be extended to professionals in television markets not now included in the organization's 17 primary chapters. NATAS said that under the plan, the Washington, D.C., chapter, for example, would take members and Emmy entries from Baltimore, Richmond, Norfolk, Va., and other nearby cities. The recommendation will be voted on by the NATAS board of trustees in May.



A star is born. There is a new star on the corner of Orange and Hollywood Boulevards in Los Angeles. It belongs to Jack Valenti, whose presidency of the Motion Picture Association of America has made him a familiar figure on Capitol Hill and in Hollywood, and who now joins the ranks of John Wayne, Jimmy Stewart, Elizabeth Taylor, Joan Collins, Tom Selleck and many others who are immortalized along Hollywood's "Walk of Fame." Valenti (right), shown with bodybuilder and actor Arnold Schwarzenegger, received the star in recognition of his contributions toward the establishment of the motion picture rating system, which began 20 years ago this month.

The MPAA chief's star is the 1,879th on the walk and can be found in front of the Hollywood Roosevelt Hotel between the stars of actresses Julie London and Pauline Frederick (not the broadcast correspondent). The tribute to the Washington powerbroker did not end there. Los Angeles Mayor Tom Bradley declared Nov. 1 "Jack Valenti's Day."

Those enshrined in the Walk of Fame must pay a \$3,500 fee that goes toward the installation and maintenance of the star, according to the Hollywood Chamber of Commerce. Each year, there are some 400 nominees from which about 15 are selected.

Sneak preview. Independent television operators will gather in Los Angeles Jan. 4-7 to contemplate the future of "free TV." It is all part of the Association of Independent Television Stations' annual convention to be held in the Century Plaza Hotel. Highlights include a keynote speech by House Majority Whip Tony Coelho (D-Calif.), and an opening session called, "TV's Next Decade: Twilight Zone or Cheers?" that will examine economic and viewing trends in television. Program directors can look forward to several panels including one on children's programming that raises the question of whether stations can "afford to stay in the kids business." In the area of marketing, independents will hear firsthand from marketing directors. And they'll get an opportunity to discuss how they might capture more media dollars from fast food advertisers. A research panel entitled "Data Overload," with Linda Ellerbee moderating, will focus on the ratings services and the increasing number of new products they offer. A technical session on fiber optics is planned.

Regulatory issues will be reviewed by key congressional policymakers. Also slated is a "Washington Public Policy Power Breakfast" featuring FCC and congressional staffers and a government relations panel pitting regulators against industry officials, with National Association of Broadcasters President Eddie Fritts as moderator. The tentative line-up for that session includes Paramount's Mel Harris, the U.S. Telephone Association's John Sodolski, and TCI's Bob Thomson.

INTV hopes to attract more foreign broadcasters and so it is holding a special session on international television. As in the past, INTV is leaving the afternoon free for broadcasters to browse the various suites where programers will exhibit their product. The programing suites will be open from 2 to 6 p.m. on the 4th, 5th and 6th.

from the peplemeters are not that different from those of diaries. Cabletelevision Advertising Bureau Vice President of Research Jonathan Sims said that, "all in all, [demographics from peplemeters] are a positive trend for cable." Sims said that cable networks are not seeing lower [adult] demographic ratings as broadcast television did when the delivery of peplemeter demographics began.

Children's ratings are another story, however, according to MTV Networks, which says that 30% of the 2-11 children's audience that it sells for Nickelodeon is not reflected in overnight peplemeter demographic ratings. MTVN Vice President of Advertising Sales Research Howard Shimmel said that the lower peplemeter ratings have already made an impact on sales. In a worst case scenario, he said, MTVN's advertising revenue could fall by roughly 30% because of peplemeters. MTVN did not guarantee all of its sales against peplemeters. MTVN's sponsorships and promotional tie-ins are not sold with a ratings guarantee, for example.

Marshall Cohen, MTVN senior vice president of corporate affairs and communications, said that peplemeters are an improvement over diaries, which were often filled out by a parent days after viewing occurred. But, he emphasized, getting chil-

dren 2-11 to push the peplemeter's buttons is still an impediment to its effectiveness as a ratings tool. Cohen said that coincidental phone surveys of viewing patterns represents the "most pure measurement."

Indeed, MTVN bases its claim that peplemeter ratings represent a loss of 30% of its audience on the coincidental studies it has commissioned Nielsen to do. At a cost to MTVN of roughly \$100,000 each, however, Cohen said that coincidentals are not a long-term solution to the problem of proper audience measurement.

MTVN has seen a gap between ratings of children's programing with peplemeters and with diaries since Nielsen began to share unofficial peplemeter data with cable networks 18 months ago.

Comparing diary ratings to peplemeter ratings for the first six months of 1988, MTVN's Nickelodeon was down 21% in children 2-11, from a 1.11 to a .91. In teenagers, 12-17, MTVN was down 40% from a diary rating of .4 to a peplemeter rating of .25.

Turner Broadcasting System Vice President of Research Bob Sieber said that peplemeter's under-reporting of children's audiences on cable channels is a "problem that will hurt everybody." Superstation WTBS(TV) Atlanta, and TNT both have programing geared to children. □

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Comcast to purchase SCI's three systems in state. KKR is keeping SCI's broadcast television interests.

Must Carry

National Cable Television Association released must-carry survey Sept. 13 that it said showed cable operators have been responsible in their broadcast carriage decisions. NCTA survey, conducted by Price Waterhouse, found that 98% of qualified stations remain on cable systems. NCTA also found that 94% of cable systems had not dropped stations or denied stations carriage and 91% had not engaged in channel repositioning. FCC released results of must-carry survey Sept. 1, but they did little to end debate over whether must-carry rules or law requiring cable systems to carry local broadcast signals is necessary. Of 912 television stations that responded, 280, or 31%, reported 1,533 incidences of being dropped or denied carriage on cable since federal court struck down rules on constitutional grounds; of 4,303 cable systems that responded, 869, or 20%, reported 1,820 incidences of dropping broadcast signals or denying them carriage after court action.

And National Association of Broadcasters' survey found, of 259 television stations responding, around 50 are not being carried on at least one cable system that would have had to carry them under must-carry rules.

Public Broadcasting

■ President Reagan signed CPB reauthorization for 1991-1993 Nov. 7, after Congress agreed to cut annual authorizations to \$245 million, \$265 million and \$285 million over three years, down from original congressional proposals of \$304 million, \$345 million and \$404 million. Satellite replacement funding of \$200 million over three-year period was retained. Bill creates TV program fund specifically for independent productions, move opposed by noncommercial stations.

In August, even without authorization, President Reagan signed 1991 appropriation of \$242,060,000 to CPB, with additional \$56,810,000 for satellite.

Syndex

FCC now has before it stack of petitions to reconsider, in whole or in 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 Stations, 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.

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.

TV Stereo

Approximately 500 stations, over one-third of those now on air in U.S., are equipped to transmit stereo audio, including 59 ABC affiliates, 65 CBS affiliates, 146 NBC affiliates and 81 noncommercial stations.

Wireless Cable

Wireless cable is up and running in several markets and may be in several more within next year to complement and challenge cable operators.

Microband Companies Inc., New York, is industry leader, with systems in Washington, Detroit and New York. Metropolitan Cablevision has 25,000 subscribers in Cleveland, and claims to be holding its own in head-to-head competition with Viacom-managed North Coast Cable, conventional cable system operator. People's Choice TV has targeted Sacramento.

Wireless cable's principal problem remains inability to secure right to cable programming at equitable rates. Wireless pioneers charge that programmers' recalcitrance is due to pressure from conventional operators, the programmers' principal customers and, in some cases, their owners.

To keep cable programming flowing to wireless, WCA plans to keep heat on cable industry in Washington with charges of anticompetitive behavior. WCA has three champions on Capitol Hill: Senators Howard Metzenbaum (D-Ohio), Albert Gore (D-Tenn.) and Larry Pressler (R-S.D.).

For the Record

As compiled by BROADCASTING from Nov. 2 through Nov. 9 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; pct. 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

■ WOJU(FM) Ocean View, DE (BALH881026HO): 101.7 mhz; 3 kw; HAAT: 328 ft.—Seeks assignment of license from Clark Broadcasting Co. to Q-Tone Broadcasting Corp. for \$1,295,000. Seller also owns WCEI-AM-FM Easton, MD. and WKDW(AM)-WSGM(FM) Staunton, VA. Buyer is principally owned by Alvin M. Chanin, Philadelphia attorney, and Anthony J. Quartarone, program consultant. It has no other broadcast interests. Filed Oct. 26.

■ WRMA(FM) Mt Morris, IL (BAPH881028HC): 100.5 mhz; 3 kw; HAAT: 100 ft.—Seeks assignment of license from Mason Broadcasting Company to Mount Morris Group Inc. for \$3,000. Seller is owned by Robert M. Mason, who has no other broadcast interests. Buyer is principally owned by Walter F. Ada, William Alen, Calvin B. Bak, Scot W. Bema and June G. Bowes; It has no other broadcast interests. Filed Oct. 28.

■ KKR(D)FM Wichita, KS (BALH881027HB): 107.3 mhz; 100 kw; HAAT: 884 ft.—Seeks assignment of license from Yellow Brick Radio Corp. to KKR(D) Inc. for \$4,000,000. Seller is owned by Osborn Communications Corp., New York-based group of five AM's, eight FM's and one TV headed by Frank Osborn. Buyer is owned by Sherman Broadcasting Corp. Principals of Sherman are Robert B. Sherman, 70.1%; Emanuel S. Cherney, 4.9%; Ocean Capital Corp., 25%. Filed Oct. 27.

■ KZBL(FM) Natchitoches, LA (BALH881028HD): 95.9 mhz; 3 kw; HAAT: 320 ft.—Seeks assignment of license from Barron Communications Inc. to Bundrick Communications Inc. for \$488,750. Seller is owned by Ben Barron, 80%, and Carolyn Cloutier, 20%. Buyer is owned by Hal M. Bundrick. Filed Oct. 28.

■ KNMO-FM Nevada, MO (BALH881026GX): 97.7 mhz; 3 kw; HAAT: 300 ft.—Seeks assignment of license from Nevada Broadcasting Corp. to KNEM Communications Inc. for \$186,500. Seller is headed by William J. O'Brien, president. It has no other broadcast interests. Buyer is owned by Darrell Seltsam, 50%, and Fred D. Lightner, 50%. It also owns KNEM(AM) Nevada, MO. Filed Oct. 26.

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- WUNO(AM) San Juan and WFID(AM) Rio Piedras, both Puerto Rico (AM: BTC881028EA; 1320 kHz; 5 kw-D 1 kw-N; FM: BTCH881028HF; 95.7 mhz; 50 kw; HAAT: 800 ft.)—Seeks assignment of license from Acosta Broadcasting Corp. of San Juan, Puerto Rico to Win Communications for \$7,799,078. Purchase includes Noti Uno News Network and Beautiful Music Services sub-carrier backgroud channels in San Juan. Seller is owned by Jose Acosta, 50%; Victoria Acosta, 30%; Carol Acosta Camero, 20% and has no other broadcast interests. Buyer is M.L. Media Partners L.P. company that operates M.L. Media's radio group and is headed by Walter Tiburski, president, and Anthony S. Oecpek, vice president. M.L. Media is headed by Elton H. Rule, chairman, and I. Martin Pompadour, chief executive officer. It owns 1 AM, 5 FM's and 2 TV's.
- WXRQ(AM) Mt. Pleasant, TN (BAL881031EC; 1460 kHz; 1 kw-D)—Seeks assignment of license from Radio Maury County Inc. to New Life Broadcasting Inc. for \$75,000. Seller is owned by Carlton D. Swafford, 51%; Michael D. Swafford, 15%, and James F. Swafford, 10%. Carlton and Michael have interest in WXYK(AM) Milan, TN. Buyer is owned by Donald W. Paul, 50%, and Kenneth L. Jenkins, 50%. It has no other broadcast interests. Filed Oct. 31.
- KODM-FM Odessa, TX (BALH881027HA; 97.9 mhz; 100 kw; HAAT: 360 ft.)—Seeks assignment of license from East-West Broadcasting Co. Ltd. to D&F Broadcasting Inc. for \$2,550,000. Seller is owned by Brenda E. Horowitz, 48%; Irving Horowitz, 36%, and William C. Gruber, 10%. It has no other broadcast interests. Buyer is owned by Robert H. Devlin Jr., 50%, and Jon Ferrari, 50%. Filed Oct. 27.

New Stations

Applications
FM's

- Homewood, AL (BPH880816MN)—Homewood Associates seeks 97.3 mhz; 1.65 kw H&V; 135 m. Address: 628 Southern Pines Dr., Columbus, GA 31907. Company is principally owned by F. Lee Hunt Malphrus, 25%. Filed Aug. 16.
- Homewood, AL (BPH880816MP)—Wyse Broadcasting L.P. seeks 97.3 mhz; 1.16 kw H&V; 162 m. Address: 2119 Greentree Dr., Complex 917, Birmingham, AL 35216. Principal is owned by Lloyd G. Wyse and has no other broadcast interests. Filed Aug. 16.
- Homewood, AL (BPH880816MV)—Homewood FM Broadcasting seeks 97.3 mhz; 1.4 kw H&V; 133 m. Address: 308 Redfern Ave., Homewood, AL 35209. Principal is owned by Joyce F. Richburg, 51%, and Dorothy C. West, 49%. Filed Aug. 16.
- Homewood, AL (BPH880816MW)—Hcidi Damsky seeks 97.3 mhz; 1.3 kw H&V; 149 m. Address: 3508 Mill Run Rd., Mountain Brook, AL. Principal has no other broadcast interests. Filed Aug. 16.
- Homewood, AL (BPH880816NG)—Roxy Communications Inc. seeks 97.3 mhz; 0.91 kw H&V; 179 m. Address: 1740 Oxmoor Rd., Homewood, AL 35209. Principal is owned by Debra Ann Brennan. Filed Aug. 16.
- Homewood, AL (BPH880816MM)—SBM Communications Inc. seeks 97.3 mhz; 1.4 kw H&V; 137 m. Address: P.O. Box M, St. Simons Island, GA 31522. Principal is owned by William G. Brown, 25%; Clifton G. Moor, 25%; Gary S. Smithwick, 50%. Filed Aug. 16.
- Homewood, AL (BPH880816NL)—George I. O'Rear seeks 97.3 mhz; 1.9 kw H&V; 136 m. Address: 8 The Downs, Tuscaloosa, AL 35401. Principal has no other broadcast interests. Filed Aug. 16.
- Homewood, AL (BPH880816NP)—Carter-Sigmon Inc. seeks 97.3 mhz; 0.8 kw H&V; 193 m. Address: 5519 12th Ave. South, Birmingham, AL 35222. Principal is owned by Shirley C. Sigmon. Filed Aug. 16.
- Homewood, AL (BPH880816MY)—George W. Barber Jr. seeks 97.3 mhz; 3 kw H&V; 100 m. Address: 2173 Crest Rd., Birmingham, AL 35209. Principal has no other broadcast interests. Filed Aug. 16.
- Homewood, AL (BPH880811MJ)—Pamela R. Jones seeks 97.3 mhz; 0.89125 kw H&V; 181 m. Address: 20 East Wheeling St., Baltimore 21230. Principal has no other broadcast interests. Filed Aug. 11.
- Homewood, AL (BPH880812MV)—Leibensperger FM Inc. seeks 97.3 mhz; 0.8 kw H&V; 183 m. Address: 1010 D Rue de Ville, Homewood, AL 35209. Principal is owned by Jeffrey N. Leibensperger and has no other broadcast interests. Filed Aug. 12.
- Globe, AZ (BPH880816MR)—Linda C. Potyka seeks 97.3 mhz; 3 kw H&V; minus 127 m. Address: P.O. Box

- 1660, Globe, AZ 85502. Principal has no other broadcast interests. Filed Aug. 16.
- Litchfield, CT (BPH880816NM)—Furey Communications seeks 97.3 mhz; 1.76 kw H&V; 127 m. Address: 421 E. 72d St., Apt. 4D, New York 10021. Principal is owned by Neysa Furey, 80%, and John R. Neuhoff, 20%. It has no other broadcast interests. Filed Aug. 16.
- Litchfield, CT (BPH880816MO)—Litchfield Radio Partners seeks 97.3 mhz; 1.75 kw H&V; 129 m. Address: 108 Sport Hill Rd., Redding, CT 06896. Principal is owned by Roger R. Cucci, 20%; Maurcen J. McGrath, 20%; Clifton H. Mills, 20%; Polly A. Mills, 20% and Jeffrey B. Reisman, 20%. Filed Aug. 16.
- Litchfield, CT (BPH880816NF)—Litchfield Associates seeks 97.3 mhz; 2.75 kw; 104 m. Address: P.O. Box 06069-1492, Sharon, CT 06069. Owned principally by James Connolly, 30%. It has no other broadcast interests. Filed Aug. 16.
- Litchfield, CT (BPH880815MT)—Local Girls and Boys Broadcasting Corp. seeks 97.3 mhz; 3 kw H&V; 100 m. Address: Litchfield Commons, West St., Litchfield, CT 06759. Principal is owned by Virginia Mortara, 27.5%; Susan S.J. Ebersol, 13.75%; Sandra Pittman, 20%; Edmund W. Waller, 20%; Charles R. Ebersol Jr., 5.%; and Duncan D. Ebersol, 13.75%. Filed Aug. 15.
- Bethalto, IL (BPH880811MP)—Pamela R. Jones seeks 95.5 mhz; 3 kw H&V; 100 m. Address: 20 East Wheeling St., Baltimore 21230. Principal has no other broadcast interests. Filed Aug. 11.
- Bethalto, IL (BPH880811MM)—Three Elms Broadcasting L.P. seeks 95.5 mhz; 3 kw H&V; 100 m. Address: 1120 Netherlands Ct., Silver Spring, MD 20904. Principal is owned by Eddie L. Madison Jr. Filed Aug. 11.
- Bethalto, IL (BPH880811MH)—Bethalto Broadcasting Corp. seeks 95.5 mhz; 3 kw H&V; 100 m. Address: 645 Grove St., Wood River, IL 62095. Principal is owned by Robert E. Howe and has no other broadcast interests. Filed Aug. 11.
- Lexington-Fayette, KY (BPH880811MG)—Pamela R. Jones seeks 104.5 mhz; 50 kw H&V; 150 m. Address: 20 East Wheeling St., Baltimore 21230. Principal has no other broadcast interests. Filed Aug. 11.
- London, KY (BPH880816NH)—Hughes-Moore Associates Inc. seeks 92.5 mhz; 3 kw H&V; 100 m. Address: 269

- W. Main St., Court Square Penthouse, Lexington, KY 40507. Principal is equally owned by Paul J. Hughes III and Kevin A. Moore. It also owns WMK(AM) London, KY. Filed Aug. 16.
- Salyersville, KY (BPH880816MS)—Licking Valley Radio Corp. seeks 97.3 mhz; 2.55 kw H&V; 107 m. Address: Box 550, Salyersville, KY 41465. Principal is owned by Charles K. Belhasen, 50%; Luther G. Carpenter, 25%, and Kenny Dingus, 25%. It also owns WRLV(AM) Salyersville, KY. Filed Aug. 16.
- Orange, MA (BPH880812MS)—Donn M. Parker seeks 97.3 mhz; 1.523 kw H&V; 136 m. Address: 17 H. Fernwood Dr., Leominster, MA 01453. Principal has no other broadcast interests. Filed Aug. 12.
- Orange, MA (BPH880816NC)—B&E Partnership seeks 97.3 mhz; 0.77 kw H&V; 200 m. Address: 47 Deborah Dr., Reading, MA 01867. Principal is owned by Elizabeth J. Parsons, 51%, and Bruce R. Parsons, 49%. Filed Aug. 16.
- Orange, MA (BPH880815MW)—Deane Brothers Broadcasting Corp. seeks 97.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 973, Orange, MA 01364. Principal is headed by Donn A. Deane, and has no other broadcast interests. Filed Aug. 15.
- Milbridge, ME (BPH880810MQ)—Rosemary A. Chausse seeks 93.7 mhz; 50 kw H&V; 150 m. Address: 105 Main St., Machias, ME 04654. Principal has no other broadcast interests. Filed Aug. 10.
- Essexville, MI (BPH880816NA)—Morrill Radio Partnership seeks 97.3 mhz; 3 kw H&V; 100 m. Address: 5643 Monterey, Haslett, MI 48840. Principal is equally owned by Geary S. Morrill and Nancy J. Morrill. Filed Aug. 16.
- Essexville, MI (BPH880816ND)—Don H. Barden seeks 97.3 mhz; 3 kw H&V; 100 m. Address: 1249 Washington Blvd., #2100, Detroit 48226. Principal has no other broadcast interests. Filed Aug. 16.
- Albany, MN (880915MM)—Albany Broadcasters Inc. seeks 105.5 mhz; 3 kw; 100 m. Address: Rt. 2, Box 229, Smiths, AL 36877. Principal is owned by Bennett Yeilding. Filed Sept. 15.
- Albany, MN (880914MO)—Stearns County Brocating Co. seeks 105.5 mhz; 3 kw; 100 m. Address: Box W, Albany, MN 56307. Principal is owned by Barbara Gretsch, 16.66%; Aletha Tomlyanovich, 16.66%; Cynthia Blattner, 16.66%; Mary Margaret Thelen, 16.66%; Margaret Lehner,

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16.66%; Cathryn Falcon, 16.66%. It also owns KASM(FM) Albany, MN. Filed Sept. 14.

■ Albany, MN (880914MQ)—Terrance William Moore seeks 105.5 mhz; 3 kw; 100 m. Address: 2017 S. Sixth St., Minneapolis 55454. Principal has no other broadcast interests. Filed Sept. 14.

■ Albany, MN (880914MM)—Craig A. Pfeffer seeks 105.5 mhz; 3 kw; 100 m. Address: 390 Park Meadow Drive, #305, Waite Park, MN 56387. Principal has no other broadcast interests. Filed Sept. 14.

■ Ocean Springs, MS (880914MF)—Golden Gulf Broadcasting Co. seeks 92.5 mhz; 3 kw; 100 m. Address: P.O. Box 6554, Gulfport, MS 39506. Principal is owned by William H. Sanford Jr., 25%, and Debra L. Sanford, 75%. and has no other broadcast interests. Filed Sept. 14.

■ Parsons, TN (BPH880815MU)—Ralph D. Clenney seeks 97.3 mhz; 3 kw H&V; 100 m. Address: Pevahouse Blvd., P.O. Box 181, Parsons, TN 38363. Principal has no other broadcast interests. Filed Aug. 15.

■ Parsons, TN (BPH880812NA)—Townsend Broadcasting Corp. seeks 97.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box A, Parsons, TN 38363. Principal is owned by H.L. Townsend Jr., 51%, and Frank A. Woods, 49%. It also owns WTBP(AM) Parsons, TN. Woods has interest in WERC(AM)-WKXX-FM Birmingham, AL; KESY-AM-FM Omaha, NE; KKSS-FM Albuquerque-Santa Fe, NM; KYKX-FM Longview, TX; KEAN-AM-FM Abilene, TX, and KKQV-FM Wichita Falls, TX. Filed Aug. 12.

■ Cranc, TX (BPH880811MN)—Albert L. Crain seeks 100.9 mhz; 3 kw H&V; 100 m. Address: Rte. 5, Box 755-1, Byhalia, MS 38611. Principal has no other broadcast interests. Filed Aug. 11.

■ Longview, TX (BPH880812MZ)—Capitol City Broadcasting Co. seeks 97.3 mhz; 50 kw H&V; 150 m. Address: 1101 Navasota St., #1, Austin, TX 78702. Principal is equally owned by Ronald E. Patterson and Cal E. Vamer. Filed Aug. 12.

■ Longview, TX (BPH880816MT)—TJW Corp. Inc. seeks 97.3 mhz; 50 kw H&V; 139 m. Address: 804 E. 12th St., Texarkana, AR 75502. Principal is owned by Herbert Wren, 45%; Earl Jones, 45%, and Ken Tuck, 10%. It has no other broadcast interests. Filed Aug. 16.

■ Longview, TX (BPH880816MZ)—Longview Broadcasting Co. seeks 97.3 mhz; 50 kw H&V; 150 m. Address: P.O. Box 968, Cullman, AL 35056. Principal is equally owned by Randolph Millar and Helen V. Millar. Latter owns WXXR(AM) Cullman, AL. Filed Aug. 16.

■ Brillion, WI (BPH880815MS)—Brillion Radio Co. seeks 96.3 mhz; 3 kw H&V; 100 m. Address: 1296 Marian Lane, Green Bay, WI 54304. Principal is owned by Lyle R. Evans who has interest in KIID(TV) Huron, SD and WHTA(TV) Calumet, MI. Filed Aug. 15.

Actions

■ Twin Falls, ID (BPE871023MC)—Granted app. of Idaho State Board of Education for 91.7 mhz; 1.95 kw H&V; 150 m. Address: Boise State University, 1910 University Dr., Boise, ID 83725. Principal is owned by Roberta Fields, Charles M. Grant, George E. Alvarez, Diane Bilyeu, Gary G. Fay, Coleen Mahoney and J. Ray Cox. It also owns KBSU-FM Boise, ID. Action Oct. 24.

■ Medicine Lodge, KS (BPH880218MB)—Granted app. of Randy E. Henry for 95.9 mhz; 3 kw; 100 m. Address: P.O. Box 6501, Titusville, FL 32782. Principal has no other broadcast interests. Action Oct. 21.

■ Wichita, KS (BPE8860912MG)—Granted app. of New Life Fellowship Inc. for 90.7 mhz; 2.5 kw H&V; 104 m.

Address: P.O. Box 18743, 2001 E. Staffor, Wichita, KS 67218. Owned principally by David G. Brace and Tammie L. Brace, board members. Action Oct. 26.

■ Benton, KY (BPE880216MA)—Granted app. of Heartland Ministries Inc. for 90.5 mhz; 4.5 kw; 107 m. Address: 930 Pine St., Benton, KY 42025. Principal is nonprofit, nonstock corporation owned by Randy Shelton, Darrell Gibson and Jerry Burken. Action Oct. 26.

■ Harwich, MA (BPE871118MA)—Granted app. of Cape Cod Regional Technical H.S. for 90.3 mhz; 0.16 kw; 38 m. Address: Pleasant Lake Ave., RFD #4, Harwich, MA 02645. Principal is owned by Joan Bentinck-Smith, Ann M. Williams, John Gray, Paul P. Sullivan, Mike Munson, Oscar W. Doane and Carolyn G. Crowell. Action Oct. 27.

■ Elizabethtown, NC (BPH871202MG)—Granted app. of Robert G. Hester for 105.7 mhz; 2.13 kw; 118 m. Address: P.O. Box 458, Elizabethtown, NC 28337. Principal has no other broadcast interests. Action Oct. 20.

■ Eugene, OR (BPE880120KJ)—Granted app. of State of Oregon. Acting by and through the Oregon Commission on Public Broadcasting for ch. 28; 391 kw-v; 911 m. Address: 282 S.W. Front Ave., Portland, OR 97201. Action Oct. 27.

■ Patton, PA (BPH880310NY)—Granted app. of Kennedy Broadcasting Inc. for 94.7 mhz; 1 kw; 168 m. Address: R.D. #1, Box 460, CPGAN Station, PA 17728. Principal is owned by John A. Kennedy Jr. and has interest in WO9B1 LPTV station, Williamsport, PA. Action Oct. 24.

Facilities Changes

Applications

AM's

■ Sheridan, AR, KGHT 1540 khz—Oct. 27-MP (BP860218AC) to increase daytime power to 50 kw (31 kw-CH); change daytime TL to Wakefield Village. AR and make changes in ant. sys.: 34 41 36N 92 18 21W.

■ El Centro, CA, KAMP 1430 khz—Oct. 27-Application for CP to change TL: approx. 0.3 km W. of Dogwood Rd. and 0.4 km N. of Villa Ave., near el Centro, CA and make changes in ant. sys.: 32 48 27N 115 32 18W.

■ Chicopee, MA, WACE 730 khz—Oct. 28-Application for CP to increase night power to 500 w; make changes in ant. sys. and change to DA-N.

■ Fayetteville, NC, WIDU 1600 khz—Oct. 21-Application for CP to increase day power to 5 kw; make changes in ant. sys.: change from Non-DA to DA and change TL: 143 m SW of intersec. of Stubbs and Plantation Sts., Fayetteville, NC: 35 05 54N 78 53 12W.

■ Juncos, PR, WFAB 1460 khz—Oct. 25-Application for CP to make changes in ant. sys. (decrease #1 tower height) and add top loading.

■ Ogden, UT, KANN 1090 khz—Oct. 12-MP (BP850205AB) to make changes in ant. sys. and augment day pattern.

FM's

■ Geneva, AL, WRJM-FM 93.5 mhz—Oct. 18-Application for CP to make changes: FREQ: 93.7 mhz (per docket #87-375); ERP: 50 kw H&V; HAAT: 135 m H&V; TL: W of County Rd. 177A on Tobe Retherford Rd., 2.3 miles WNW of Dogwood Lakes, FL.

■ Benton, AR, KAKI 107.1 mhz—Oct. 17-Application for

CP to make changes: FREQ: 106.7 mhz (per docket #87-73); ERP: 9.5 kw H&V; HAAT: 341 m H&V; TL: atop Shinall Mtn., 12 miles NW of Little Rock, AR; change to class C2.

■ Lemoore, CA, KQYZ 104.9 mhz—Oct. 20-Application for CP to make changes: HAAT: 100 m H&V; TL: 3.2 km N. and 1.81 km W. of Grangeville, CA: 36 22 22N 119 43 42W.

■ Monte Rio, CA, KMGG 97.7 mhz—Oct. 5-MP (BPH86022010) to make changes: HAAT: 342 m H&V; change antenna supporting structure height; TL: on Mt. Jackson, 9.3 km NE of Monte Rio at 29 degrees True, CA.

■ Jacksonville, FL, WCRJ-FM 107.3 mhz—Oct. 17-MP (BPH850712JD) for changes: HAAT: 215 m H&V; TL: Hogan Rd. near Pottsbury Creek, Jacksonville, FL; change to class C1.

■ Lihue, HI, KQNG 93.5 mhz—Oct. 18-Application for CP to make changes: ERP: 100 kw H&V; HAAT: 69 m H&V; change to class C1 (per docket #87-487).

■ Pella, IA, KDMG-FM 103.3 mhz—Oct. 21-Application for CP to make changes: HAAT: 318 m H&V; change to class C (per MM docket #87-365).

■ New Carlisle, IN, WLPZ 102.3 mhz—Oct. 25-MP (BPH860106JA) for changes: ERP: 2 kw H&V; HAAT: 121 m H&V; TL: SW corner of Darden Rd. and Rosewood Rd.

■ Harwichport, MA, WFXR 93.5 mhz—Oct. 19-MP (BPH840217AP) to change TL: in Brewster Industrial Park, 0.97 km from intersec. of U.S. Rt. 6 (Mid-Cape Hwy) and Freemans Way on bearing N. 80 degrees E. in Brewster Town, MA.

■ Iron River, MI, WIKB-FM 99.3 mhz—Oct. 18-Application for CP to make changes: FREQ: 99.1 mhz (per docket #87-592); ERP: 50 kw H&V; HAAT: 150 m H&V; change to class C2.

■ Rockford, MI, WGRF 91.9 mhz—Aug. 19-MP (BPE-D840723IC) to make changes: ERP: 1.62 kw (V); HAAT: 131.1 m; TL: 800 feet S. of Hwy. 57 and 2.2 miles W. of Hwy. 91, Greenville, MI.

■ Baldwin, MS, WESE 95.9 mhz—Oct. 24-Application for CP to change TL: just W. of McCarley Rd., 1.5 miles SW of Guntown, MS; change coordinates: 34 26 32N 88 41 11W.

■ Henniker, NH, WNNH 99.1 mhz—Oct. 18-MP (BPH870819MU) for changes: ERP: 0.59 kw H&V; HAAT: 227 m H&V; TL: Pat's Peak Ski Area atop Craney Hill, Henniker, NH.

■ Garden City, NY, WDRE-FM, 92.7 mhz—Oct. 03-MP (BPH830325AC) to change in orientation of existing antenna. This supersedes P.N. released Oct. 26 to show correct prefix from BMPH to BPH.

■ Marlow, OK, KFXI 92.1 mhz—Oct. 14-Application for CP to make changes: ERP: 50 kw H&V; HAAT: 118.2 m H&V; change to class C2 (per MM docket #87-359).

■ Carbondale, PA, WSGD-FM 94.3 mhz—Oct. 14-Applications for CP to make changes: ERP: 235 kw H&V.

■ Stroudsburg, PA, WSBG 93.5 mhz—Oct. 18-Application for CP to make changes: ERP: 0.55 kw H&V; HAAT: 233 m H&V.

■ Lebanon, TN, WJFB ch. 66—Oct. 28-Application for CP to change ERP-VIS: 250 kw.

■ McAllen, TX, KMHB ch. 48—Oct. 26-MP (BPC8720315K1) to change ERP-VIS: 2570 kw; HAAT: 288 m; TL: Rural, 10.5 km SW of Weslaco, TX, 3 km N. of Rio Grande, TX; ANT: Andrew ATW30H3-HSC-48; 26 05 20N 98 03 44W.

■ Tacoma, WA, KBSG 97.3 mhz—Oct. 18-MP (BMPH880707IA) to make changes: ERP: 51.5 kw H&V.

■ New Holstein, WI, KFKQ 99.5 mhz—Sept. 30-MP (BPH851028MN) for changes: FREQ: 99.5 mhz (per docket #88-270); TL: 600 feet N. of Breed St., approx G.91 km E. of intersec. of Breed St. and Wisconsin State Hwys. 32 and 57.

Actions

AM's

■ Fort Pierce, FL, WDKC 1330 khz—Oct. 27-Application (BMP880630AB) granted for CP to augment authorized standard pattern.

■ Cincinnati, WDJO 1230 khz—Oct. 24-Application (BP880506AC) granted for CP to change TL: Eden Park, Cincinnati: 39 06 50N 84 29 03W.

■ Madison, WI, WIBA 1310 khz—Oct. 28-Application (BP880721AE) granted for CP to correct coordinates: 42 59 58N 89 25 47W.

FM's

■ Chickasaw, AL, WDLT 98.3 mhz—Oct. 27-Application (BPH880509IA) granted for CP to make changes: HAAT: 100 m H&V; TL: 4307 Old Shell Rd., Mobile, AL.

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■ Mobile, AL. WKJF-FM 94.9 mhz—Oct. 28-Application (BPH830705AM) granted for CP to change TL: six miles E. of Loxley, AL: HAAT: 1600 feet H&V and make changes in ant. sys.: 30 37 35N 87 38 50W.

■ Anaheim, CA. KIEZY-FM 95.9 mhz—Oct. 26-Application (BPH880311B) granted for CP to make changes: TL: Peralta Hill, 10.3 km ENE of Disneyland, Anaheim, CA: HAAT: 100 m H&V; ERP: 2.4 kw H&V; 33 49 53N 117 48 33W.

■ San Luis Obispo, CA. KCBX 90.1 mhz—Oct. 26-Application (BPE1880119E) granted for CP to make changes: TL: Cuesta Electronics site, San Luis Obispo, CA: HAAT: 451.1 m H&V; make changes in ant. sys.: 35 21 37N 120 39 18W.

■ Century, FL. WKGJ 105.1 mhz—Oct. 27-Application (BMP18806011A) granted for MP (BPH860310MG) to change TL: 90 m S. of Rte. 164, 1.45 km W. of U.S. Rte. 29, McDavid, FL.

■ Hialeah, FL. WCMQ-FM 92.3 mhz—Oct. 31-Application (BPH8807121A) granted for CP to make changes: ERP: 31 kw H&V; HAAT: 188 m H&V; TL: #1 Biscayne Blvd., Miami: 25 46 29N 80 11 19W. Amended Oct. 4 to change HAAT: 182 m.

■ Hilo, HI. KIPA-FM 100.3 mhz—Oct. 26-Application (BMP1880715D) granted for MP (BPH841011A) to make changes: ERP: 50.2 kw H&V; HAAT: -157 m H&V; TL: 1.5 km NW of Pepeekeo, Hawaii Co. HI.

■ Des Moines, IA. KDFR 91.3 mhz—Oct. 24-Application (BMP18801051D) granted for MP (BPE18840217AY) to make changes: TL: 4440 NE 23d Ave., Des Moines, IA: ERP: 4 kw H&V; HAAT: 136 m H&V; 41 36 59N 93 31 36W.

■ Worcester, MA. WSRS 96.1 mhz—Oct. 26-Application (BPH880307C) granted for CP to make changes: HAAT: 263 m H&V; ERP: 15.8 kw H&V; TL: atop Little Asenbumskit Hill, 2 km E. of Paxton, MA: 42 18 34N 71 54 13W.

■ Sandusky, MI. WTGV-FM 97.7 mhz—Oct. 26-Application (BPH8706171B) granted for CP to change HAAT: 99 m H&V; correct coordinates: 43 23 34N 82 50 06W.

■ Rochester, MN. KZSE 90.7 mhz—Oct. 26-Application (BMP188060311A) granted for MP (BPE18840912AJ) to make changes: TL: 2.4 km N. of County Rd. 9 on County Rd. 119, Rochester, MN: ERP: 1.38 kw H&V; HAAT: 258.5 m H&V; 44 02 26N 92 20 28W.

■ Mountain View, MO. KXOZ 96.7 mhz—Oct. 26-Application (BMP18805311B) granted for MP (BPH861023MC) to make changes: ERP: 1.3 kw H&V; HAAT: 150 m H&V; TL: adjacent to U.S. 60, five miles W. of Mountain View, MO.

■ Van Wert, OH. WKSD 98.9 mhz—Oct. 21-Application (BPH8707061D) granted for CP to make changes: TL: approx. 4.2 km SSW bearing nine degree true from Edgerston, off Paulding Rd., 0.14 km NW of Moore Rd./Paulding Rd. intersec.: HAAT: 150 m H&V; 41 02 21N 84 48 45W.

■ Merkel, TX. KFQX-FM 102.3 mhz—Oct. 31-Application (BMP18808171B) granted for MP (BPH8708171B) to make changes: HAAT: 299 m H&V; change antenna supporting structure height: TL: 6.8 miles SW of Merkel, TX.

■ Palestine, TX. KYYK 98.3 mhz—Nov. 1-Application (BPH8805181F) granted for CP to make changes: ERP: 50 kw H&V; HAAT: 150 m H&V; TL: 5.2 km bearing 70 degrees true from Bradford, TX: change to class C2 (per MM docket #87-234).

■ San Antonio, TX. KAJA 97.3 mhz—Oct. 27-Application (BPH8701281L) granted for CP to make changes: TL: FM 1560 No. Galm Rd., Helotes, TX: HAAT: 300 m H&V; 29 31 33N 98 43 21W.

TV's

■ Tallahassee, FL. WTWC ch. 40—Oct. 31-Application (BPC1880718K1) granted for CP to change ant. sys.: bogner BU1-28N(H) custom.

■ Alexandria, LA. KLAX-TV ch. 31—Oct. 31-Application (BMP1880718KK) granted for MP (BPC1791031KG) to change ERP-VIS: 1320 kw; HAAT: 333 m; TL: 1.5 miles SW of Dry Prong, LA: 31 33 54N 92 33 00W.

■ Portland, OR. KTDZ-TV ch. 24—Oct. 27-Application (BMP1880725KE) granted for MP (BPC175200) to change ERP-VIS: 2710 kw; HAAT: 463 m; TL: on existing KOIN-TV tower, Portland, OR: ANF: Andrew ATW30H3-HSC-24; 45 30 58N 122 43 59W.

■ Cookeville, TN. WMTT ch. 28—Oct. 31-Application (BMP1880713KF) granted for MP (BPC1850422KL) to change ERP-VIS: 230 kw; HAAT: 265 m; ANF: Bogner B16UO; TL: Guff Hill, 1.2 miles S. of Monterey, TN: 36 07 33N 85 17 33W.

■ Cedar City, UT. KCCZ-TV ch. 4—Oct. 31-Application (BMP188070915KF) granted for MP to change ERP-VIS:

37.6 kw; HAAT: 836 m; ANF: Cetec JAT4/4; TL: on Three Knolls (Pine Spring Knoll) 15 km S., 180 degrees true from Cedar City, UT: 37 32 32N 113 04 05W.

■ Bellevue, WA. KBEH ch. 51—Oct. 31-Application (BMP188070831KE) granted for MP to change ERP-VIS: 1022 kw; HAAT: 739 m; ANF: Bogner BU1(1)24(DA); TL: 3.75 miles SE of Issaquah, WA, on West Tiger Mtn.: 47 30 14N 121 58 29W.

Actions

■ WMJM(AM)-WFAV-FM Cordele, GA. Licenses Revoked by Review Board-MM docket 86-155 (Report DC-1260, action in docket case). Reversed ALJ decision by revoking licenses of Silver Star Communications-Albany Inc., for stations WMJM(FM) and WFAV-FM Cordele, GA, for abusing commission's distress sale policy. Action by review board Oct. 18 by decision (FCC 88R-60).

■ FCC Proposes Modifying FM and TV Authorizations to Specify New Community of License-MM docket 88-526 (report DC-1279, action in docket case). Proposed amending rules to provide procedure whereby licensee or permittee may petition FCC for amendment to FM and TV tables of allotments, and modification of its license accordingly without placing its existing authorization at risk, and regardless of whether that change involves change in transmitter site, change in class of channel, or both. Action by commission, Oct. 28 by NPRM (FCC 88-348).

■ FCC Grants Settlement Agreement For RKO's WRKO and WROR-FM Boston-MM dockets 84-1057, et al. (report DC-1277, action in docket case). Granted RKO General Inc.'s settlement agreement for WRKO and WROR-FM Boston, under which Atlantic Ventures of Boston, L.P. would pay RKO \$27,740,000, of which it would retain \$17,500,000. Action by commission Oct. 28 by MO&O (FCC 88-347).

■ Commission Amends Rules Concerning Filing of Mobile Services Applications-CC docket 88-161 (report DC-1278, action in docket case). Amended rules to require that all mobile services division applications, amendments, correspondence, exhibits and attachments be submitted on microfiche. Action by commission Oct. 26 by R&O (FCC 88-339).

■ FCC Proposes Expansion of Six Meter Repeater Subband for Amateur Services-PR docket 88-527 (report DC-1276, action in docket case). Proposed amending amateur rules by expanding six meter repeater subband by 1 mhz. Action by commission Oct. 31 by NPRM (FCC 88-354).

■ FCC Cites Radio Officers Union For Ex Parte Violation (report GN-33, general action). Issued citation to Radio Officers Union for willful violations of ex parte rules. Action by commission Oct. 28 by letter (FCC 88-351).

■ Los Angeles. Denied request by Los Angeles Television, California Limited Partnership, to set aside erratum to MO&O released Aug. 19, approving settlement agreement involving transfer of station KHJ-TV Los Angeles, to Walt Disney Co. (dockets 16679-80, by order [FCC 88-346] adopted Oct. 31 by commission).

■ Belle Chavese, LA. Granted appeal by Area Belle Chavese Community Radio and reinstated its application in proceeding involving six competing applications for new FM station on channel 275A (102.9 mhz) at Belle Chavese, (MM docket 88-206, by MO&O [FCC 88R-59] adopted Oct. 18 by review board.)

■ Lenora Fulani's Equal Opportunities Complaint Against

ABC, CBS, NBC, FOX and CNN Denied (report MM-351, Mass Media Action). Denied complaint concerning Oct. 13 presidential debate by Fulani, legally qualified candidate for president in every state and District of Columbia. Action by commission Oct. 31 by MO&O (FCC 88-353).

Chief, Audio Service Division, Mass Media Bureau, by orders adopted on dates shown, designated for hearing mutually exclusive applications for new FM facilities at following communities:

■ Kennebunkport, ME. Applications of Kennebunkport FM Limited Partnership; Chester P. Coleman; Radio Kennebunkport Inc.; Lindsay Collins and Stuart Richter General Partnership; and Kennebunkport Media Limited Partnership for channel 284A (104.7 mhz); dismissed application of Maine Street Broadcasting Inc. (MM docket 88-483, adopted Sept. 30, DA 88-1573).

■ Warrenton, MO. Applications of Rollings Communications Inc.; Kaspar Broadcasting Co. of Missouri, and James C. Magee for channel 260A (99.9 mhz) (MM docket 88-516, adopted Oct. 14, DA 88-1639).

■ Abilene, TX. Applications of Abilene Radio Partnership; William E. Cordell d/b/a Spectrum Engineering Co.; CVC Broadcasting Corp.; and Robert Lester Griffith for channel 223C (92.5 mhz) (MM docket 88-485, adopted Sept. 30, DA 88-1585).

■ Welch, WV. Applications of Pocahontas Broadcasting Co. and McDowell County Broadcasting for channel 275A (102.9 mhz) (MM docket 88-517, adopted Oct. 19, DA 88-1677).

■ FCC Upholds Assignment of WHSP-TV Vineland, NJ, from Press Broadcasting to Silver King Broadcasting (report MM-352, Mass Media Action). Action by commission Nov. 3 by MO&O (FCC 88-361).

■ Cambridge, MD. Conditionally granted application of CWA Broadcasting Inc. for new FM station on channel 232A (94.3 mhz) at Cambridge, and denied competing applications of Big Bay Broadcasting, D'Adamo Communications and Eastern Shore Broadcasting, L.P. (MM docket 87-421 by Initial decision [FCC 88D-35] adopted Oct. 21 by ALJ Edward J. Kuhlmann.)

■ Taft Broadcasting, FCC has upheld transfer of control of Taft Broadcasting Co. from its shareholders to TFBA Limited Partnership, over objections of Bruce A. Havesel. (By letter [FCC 88-306] adopted Sept. 29 by commission.)

■ AM Skywave Field Strength. Proposed improved methods for calculating skywave field strength in AM broadcast band. Comments due Dec. 27, replies Jan. 11, 1989. (MM docket 88-508 by NPRM [FCC 88-324] adopted Oct. 13 by commission.)

■ Class II-S and Class III-S AM Stations. Initiated proceeding to consider changes in rules to enhance nighttime operation for class II-S and class III-S AM stations. Comments due Dec. 27, replies Jan. 11, 1989. (MM docket 88-509 by NPRM [FCC 88-325] adopted Oct. 13 by commission.)

■ Nighttime Protection for AM Stations. Proposed revising rules relating to procedures for calculating nighttime protection levels for AM stations. Comments due Dec. 27, replies Jan. 11, 1989. (MM docket 88-511 by NPRM [FCC 88-327] adopted Oct. 13 by commission.)

■ Common Ownership of Cable Systems and TV Networks. At request of CBS Inc., extended until Nov. 22, time for filing comments in this proceeding. (BC docket 82-434 by order [DA 88-1751] adopted Nov. 1 by Chief, Mass Media Bureau.)

■ Radio Officers Union. Cited Radio Officers union, District



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Three of National Marine Engineer's Beneficial Association for ex parte violation. (By letter [FCC 88-351] adopted Oct. 28 by commission.)

■ San Jacinto, CA (Hartline Broadcasting et al.) FM proceeding. Granted request for summary decision by Ernesto V. Najar and resolved city coverage issue in his favor. (By MO&O, Oct. 19) (MM docket 88-82).

■ Holmes Beach, FL (Holmes Beach Broadcasting Ltd. et al.) FM proceeding. By separate orders, granted request by Cornerstone Communications Inc. and dismissed with prejudice application of Ringling Communications Corp. for failure to prosecute; granted request for summary decision by Cornerstone, and resolved air hazard issue in its favor. (By orders, Oct. 18 and 19, MM docket 88-85.)

■ Aiea, HI (Tropic-Air Ltd., et al.) FM proceeding. By separate orders, granted request for summary decision by Charles R. Crawford and resolved site availability issue in his favor; dismissed with prejudice application of James Conrad Diaz Sr. for failure to prosecute; granted joint request for settlement agreement between Tropic-Air Ltd. and Charles R. Crawford and dismissed with prejudice application of Tropic-Air; granted application of Charles R. Crawford for new FM station on channel 300C (107.9 mhz) at Aiea and terminated proceeding. (By order and by MO&O, Oct. 18, MM Docket 88-210.)

■ Lancaster, OH (John Garber and Assoc., et al.) FM proceeding. By separate orders, granted request by John Garber and Assoc. and dismissed with prejudice application of Phillips Broadcasting Inc. for failure to prosecute; granted request by Trell Broadcasting Co. and dismissed its application with prejudice. (By orders, Oct. 18 and 19, MM docket 88-243.)

■ Florence, SC (Magara Communications Corp., et al.) TV proceeding. By separate orders, granted Island Television Inc.'s request and dismissed its application with prejudice; approved settlement agreement between Magara Communications Corp. and Albert D. Ervin and Hughey P. Walker General Partnership, and dismissed with prejudice application of Ervin/Walker; granted application of Magara Communications for new UHF television station on channel 21Z at Florence and terminated proceeding. (By order and by MO&O, Oct. 18, MM docket 87-423.)

■ Bryan, TX (Silent Minority Group Inc. and Clear Channel Communications Inc.) TV proceeding. Granted request for summary decision by Silent Minority Group and resolved cross-interest issue in its favor. (By MO&O, Oct. 25, MM docket 88-290.)

By ALJ Walter C. Miller on dates shown:

■ Fort Valley, GA (Valmedia Inc. and Holy Spirit FM Partnership) FM proceeding. Granted request by Holy Spirit FM Partnership and dismissed its application with prejudice; granted application of Valmedia Inc. for new FM station on channel 250A (97.9 mhz) at Fort Valley and terminated proceeding. (By MO&O, Oct. 11, MM Docket 88-265.)

■ Mableton, GA (Mableton Broadcasting Co., et al.) FM proceeding. Dismissed with prejudice applications of Carpenter Broadcasting, Cobb Broadcasters Inc., and Mableton Communications Co. for failure to prosecute. (By MO&O, Oct. 11, MM Docket 88-400.)

By ALJ Joseph Stirmer on dates shown:

■ Winfield, AL (James Boyd Pate, et al.) FM proceeding. Dismissed with prejudice applications of William Edward Nichols and Winfield Radio Joint Venture for failure to prosecute. (By order, Oct. 12, MM docket 88-405.)

■ Cleveland, GA (Newsic Inc., et al.) FM proceeding. Dismissed with prejudice application of Saralyn B. Oberdorfer for failure to prosecute. (By order, Oct. 12, MM docket 88-423.)

■ Jackson, MS (Jam Communications Inc. and Delta Television Limited) TV proceeding. Citing Jam Communications' moderate to substantial enhancement preference, granted JAM's application for new UHF television station on ch. 51 at Jackson, and denying application of Delta Television Limited. (By Initial decision, FCC 88D-34, Oct. 18, MM Docket 87-173.)

By ALJ Joseph Stirmer on dates shown:

■ Naguabo, PR (Naguabo Broadcasting Co., et al.) FM proceeding. Granted requests by Hector Negroni Cartagena and Naguabo Broadcasting Co. and dismissed with prejudice applications of Eastern Broadcasting, Cesar D. Gonzalez and Naguabo Broadcast Group Inc. for failure to prosecute. (By order, Oct. 5, MM docket 88-343.)


■ Calhoun, TN (David L. Robinson, et al.) FM proceeding. Dismissed with prejudice application of David L. Robinson for failure to prosecute. (By order, Sept. 30, MM docket 88-361.)

■ Tyler, TX (Virginia Ann Hine, et al.) FM proceeding. By separate orders, granted request for summary decision by Virginia Ann Hine and resolved air hazard issue in her favor; approved joint request for settlement and merger agreement

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between Reynolds-Palmer Media of Texas Inc. and Rogers Venture Enterprises Inc. and dismissed with prejudice application of Rogers Venture Enterprises; application of Reynolds-Palmer remains in hearing status. (By MO&Os, Sept. 30 and Oct. 4, MM docket 88-280.)

By ALJ Edward J. Kuhlmann on dates shown:

■ Beaumont, TX (Texas Communications L.P. et al.) FM proceeding. Dismissed with prejudice application of Juan Jose Gonzales for failure to prosecute. (By MO&O, Oct. 14, MM docket 88-358.)

Allocations

■ Fitzgerald, GA. At request of William L. Taylor Jr., proposed allotting channel 245A (96.9 mhz) to Fitzgerald as its first local FM service. Comments due Dec. 16, replies Jan. 3. (MM docket 88-505 by NPRM [DA 88-1647] adopted Sept. 23 by Deputy Chief, Policy and Rules Division, Mass Media Bureau.)

■ Ossian, IA. At request of Mega Media, Ltd., proposed allotting channel 241A (96.1 mhz) to Ossian as its first local FM service. Comments due Dec. 16, replies Jan. 3. (MM docket 88-504 by NPRM [DA 88-1646] adopted Sept. 30 by Deputy Chief, Policy and Rules Division.)

■ Martin, SD. At request of South Dakota State Board of Directors for Educational Television, proposed allotting channel 273C1 (102.5 mhz) to Martin as its first local FM service. Comments due Dec. 16, replies Jan. 3. (MM docket 88-506 by NPRM [DA 88-1648] adopted Sept. 30 by Deputy Chief, Policy and Rules Division.)

■ Georgetown, Marlin and San Saba, TX. Effective Dec. 9, substituted channel 244C1 (96.7 mhz) for channel 243C2 (96.5 mhz) at Georgetown and modified license of KQFX(FM) to specify new channel; substituted channel 225A (92.9 mhz) for channel 244A at Marlin and modified license of KRXX(FM) to specify new channel; and substituted channel 246A (97.1 mhz) for channel 244A at San Saba. (MM docket 88-232 by R&O [DA 88-1649] adopted Sept. 30 by Deputy Chief, Policy and Rules Division.)

■ Bowling Green, VA. At request of Rappahannock Communications Group, proposed allotting channel 245A (96.9 mhz) to Bowling Green as its first local FM service. Comments due Dec. 16, replies Jan. 3. (MM docket 88-503 by NPRM [DA 88-1645] adopted Sept. 23 by Deputy Chief, Policy and Rules Division.)

■ Bridgeport, NY. Effective Dec. 12, amended FM table by allotting channel 258A (99.5 mhz) to Bridgeport as its first local FM service. Filing window opens Dec. 13, closes Jan. 12, 1989. (MM docket 88-129 by R&O [DA 88-1654] adopted Sept. 30 by Chief, Policy and Rules Division, Mass Media Bureau.)

■ Grifton, NC. Effective Dec. 12, amended FM table by substituting channel 258C2 (99.5 mhz) for channel 257A (99.3 mhz) at Grifton, and conditionally modifying construction permit of WVVY to specify operation on C2 channel. (MM docket 88-154 by R&O [DA 88-1656] adopted Sept. 30 by Deputy Chief, Policy and Rules Division.)

■ McArthur, OH. Effective Dec. 12, amended FM table by allotting channel 254A (98.7 mhz) to McArthur as its first local FM service. Filing window opens Dec. 13, closes Jan. 12, 1989. (MM docket 88-41 by R&O [DA 88-1652] adopted Sept. 30 by Deputy Chief, Policy and Rules Division.)

■ La Grande, OR. Effective Dec. 12, amended FM table by substituting channel 254C2 (98.7 mhz) to channel 252A (98.3 mhz) at La Grande, and conditionally modifying license of KKUC(FM) to specify operation on C2 channel. (MM docket 88-43 by R&O [DA 88-1655] adopted Sept. 30 by Deputy Chief, Policy and Rules Division.)

■ Bonita Springs and Cape Coral, FL. On request of Jacor Communications Inc., proposed amending FM table by allotting channel 283A (104.5 mhz) to Bonita Springs; alternatively, on request of Radio Cape Coral, proposed substitution of channel 280C1 (103.9 mhz) for channel 279C2 (103.7 mhz) at Cape Coral and modification of its license for WRCC(FM) accordingly; comments Dec. 19, replies Jan. 3. (MM 88-512, by NPRM [DA 88-1680] adopted Sept. 30 by Deputy Chief, Policy and Rules Division, Mass Media Bureau.)

Deputy chief Policy and Rules Division, Mass Media Bureau, by R&Os amended FM table of Assignments for following community effective Dec. 12. Filing windows are Dec. 13-Jan. 12:

■ Fort Myers Villas, FL. Dismissed request of Sunshine Broadcasting Inc. to substitute channel 291A (106.1 mhz) for channel 292A (106.3 mhz) at Fort Myers Villas and its request to substitute channel 275A (102.9 mhz) for channel 292A at Fort Myers Villas and its request to substitute channel 292A for channel 276A (103.1 mhz) at Naples, FL. (MM docket 88-80, by R&O [DA 88-1679] adopted Sept. 30 by Deputy Chief, Policy and Rules Division.)

Deputy chief Policy and Rules Division by R&Os adopted on the dates shown, amended the FM Table for the following communities, effective Dec. 19. Filing window where applicable, is Dec. 20-Jan. 19:

■ Key West, FL. Substituted channel 228C2 (93.5 mhz) for Channel 228A and modified license of WKRY(FM) accordingly (MM docket 88-77, adopted Sept. 23, DA 88-1696).

■ Hilo, HI. Allotted channel 224C1 (92.7 mhz) (MM docket 88-220, adopted Sept. 30, DA 88-1700).

■ Kailua-Kona, HI. Substituted channel 229C1 (93.7 mhz) for Channel 228A (93.5 mhz); modified CP of KLUA(FM) accordingly (MM docket 88-125, adopted Sept. 30, DA 88-1699).

■ Okmulgee and Stillwater, OK. Substituted channel 231C2 (94.1 mhz) for Channel 232A (94.3 mhz) at Okmulgee and modified license of KOKL-FM accordingly; substituted Channel 229C2 (93.7 mhz) for Channel 230C (93.9 mhz) at Stillwater and modified CP of KSPI-FM accordingly (MM docket 88-39, adopted Oct. 11, DA 88-1698).

■ Dickson, TN. Allotted channel 229A (93.7 mhz) (MM docket 87-401, adopted October 11, DA 88-1701).

■ Huntsville and Centerville, TX. Allotted channel 276A (103.1 mhz) to Centerville; allotted channel 278A (103.5 mhz) to Huntsville (MM docket 87-594, adopted Oct. 11, DA 88-1704).

■ Sheridan, AR. Effective Dec. 19, substituted channel 275C2 (102.9 mhz) for Channel 272A (102.3 mhz) at Sheridan and modified license for KQLV(FM) to specify new channel. (MM docket 88-74 by R&O [DA 88-1692] adopted Sept. 30 by Deputy Chief, Policy and Rules Division, Mass Media Bureau.)

■ Beaumont and Big Bear Lake, CA. At request of Eastland Broadcasting Corp., proposed allotting channel 269A (101.7 mhz) to Beaumont as its first local FM service, and substituting channel 231A (94.1 mhz) for channel 269A at Big Bear Lake and modifying license for KTOT(FM) to specify new channel. Comments due Dec. 27, replies Jan. 11. (MM docket 88-519 by NPRM [DA 88-1694] adopted

Sept. 30 by Deputy Chief, Policy and Rules Division.)

■ Yreka City, CA. At request of Junko and Bobby C. Shehan, proposed substituting UHF channel *35 for channel *20+ at Yreka City. Comments due Dec. 27, replies Jan. 10. (MM docket 88-518 by NPRM [DA 88-1693] adopted Sept. 30 by Deputy Chief, Policy and Rules Division.)

■ Carthage, IL. Dismissed petition of Bryan Broadcasting Inc., requesting upgrade of WCAZ(FM) at Carthage to operate on channel 221B1 (92.1 mhz) in lieu of Channel 221A, and terminated proceeding. (MM docket 88-236 by R&O [DA 88-1691] adopted Sept. 30 by Deputy Chief, Policy and Rules Division.)

■ Folsom, LA. Effective Dec. 19, allotted channel 285A (104.9 mhz) to Folsom as its first local FM service. Filing window opens Dec. 20, closes January 19. (By R&O [DA 88-1702] adopted Oct. 11 by Deputy Chief, Policy and Rules Division.)

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Applications

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WFIZ	Michael J. Shumpert, Flint, MI
WYKR-FM	Puffer Broadcasting Inc., Haverhill, NH
KSCQ	Avila Beach Ltd., Silver City, NM
KBTT	Family Stations Inc., Bridgeport, TX
New TV	
WKXT-TV	Knoxville Channel 8 Limited Partnership, Knoxville, TN
Existing AM's	
WKIQ	WLCF WKLE Inc., Eustis, FL
WCFJ	WMPP Liberty Temple Full Gospel Church, Chicago Heights, IL
Existing FM's	
KUDA	KLVV Professional Broadcasting Inc., Pahrump, NV
WEKT	WOAM M&R Broadcasting Inc., Elkton, KY
Grants	
New FM's	
WZLZ	Linda Crook, Quincy, IL
WBYP	Family Stations Inc., Bay City, MI
KCDY	Fly Broadcasting Co. Inc., Carlsbad, NM
WNYV	Whitehall Radio, Whitehall, NY
WLMA	Holmes Radio Corp., Loudonville, OH
KTCP	Taft Community Radio, Taft, OK
WKBE	Kennedy Broadcasting Inc., Patton, PA
WSNQ	Sky King Inc., Danville, VT
WRQL	Radio Rachel, Rupert, VT
Existing AM's	
WQHL	WNER Day Communications Inc., Live Oak, FL
WDRQ	WRPJ Juarez Communications Corp., Kingsley, MI
KQAO	KGHR S&D Broadcasting Co., Austin, MN
WDFZ	WKQD FWD Media Inc., Tullahoma, TN
Existing FM's	
KFER	KWIS Santa Cruz Educational Broadcasting Foundation, Santa Cruz, CA
WFJY	WSOR Daytona Group of Florida Inc., Ft. Myers, FL
WQPW	WLGA Metro Media Broadcasting Inc., Valdosta, GA
WKOL-FM	WMVQ Sage Broadcasting Corp., Amsterville, NY
WQHL-FM	WQHL Day Communications Inc., Live Oak, FL
Existing TV	
WTJA	WNOD Jamestown TV Associates, Jamestown, NY

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News director - WREF-AM Ridgefield/Danbury, Connecticut seeks dedicated news professional. Growing station in sophisticated community and Nation's most desirable city. Great place to be! T&R with letter to Dennis Jackson, WREF, 165 Danbury Road, Ridgefield, CT 06877. EOE M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Experienced production director needed for coastal Carolina's exclusive Easy Listening A/F. Some air work involved. Send tape and resume to WNCT, P.O. Box 7167, Greenville, NC 27835. EOE.

WMRA-FM, James Madison University, Program director. Responsible for all aspects of programing; supervise students training for on-air positions; regular on-air presence; assists in formulating programing budget and teaches programing/related course. Qualifications: BA/BS in Communications or other liberal arts curriculum or equivalent; experience in public radio programing; knowledge of research tools; knowledge of classical, jazz and news/information programing; supervisory experience required. Salary: \$21,666 - \$29,595. Excellent benefits. Deadline: November 28, 1988. Send resume, list of four references who may be contacted, audition tape: Personnel Office, James Madison University, Harrisonburg, VA 22807. EOE.

SITUATIONS WANTED MANAGEMENT

General manager. Creative. Aggressive. Bottom Line/Sales oriented. Wants rapport with major broadcasters or experienced investors. PO Box 15343, Fort Lauderdale, FL 33318-5343.

A Top Biller in a top 10 radio market. Seeking radio sales management opportunity. Strong leadership, people, sales and research skills. 12 years radio experience. Ready to improve your bottom line! Box N-54.

Explosive success is the best way to describe my record as GM and my wife's record in sales. Seeking opportunity to move up. Prefer Southeast. Box N-80.

Successful medium & large market GM wants new challenge. Sales/bottom line oriented. 25 years skill development. Box N-83.

Hire a part-time sales manager with full time experience. Help for the small to medium absentee or owner operator. Let's talk! East Coast. Al Wunder 201—538-1250.

Experience plus enthusiasm. Veteran pro, solid sales/sales management background seeks GM/GSM position. 305—386-5225.

Attention, owners!!! Turnaround specialist now available for large/medium markets or chains. Please reply in confidence to Box O-17.

Get real! Are you tired of the usual B.S. from applicants? Want someone who is experienced in all formats? Reliable with a proven track record? Do you want a PD or GM who can achieve goals? John, P.O. Box 1364, Jacksonville, TX 75766, 214—586-2459.

Florida broadcaster. JIM LORD CHAPLIN - now available to GM/GSM your operation. See display ad this issue. 407—466-5683 or 464-2031.

SITUATIONS WANTED SALES

Sales/sales management. Young, seasoned professional. Impeccable references. Prefer Midwest, Atlantic Coast. All opportunities considered. Box O-4.

SITUATIONS WANTED ANNOUNCERS

Please hire me! General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Bocock, 3502 Ted Avenue, Waukegan, IL 60085. 312—623-6997.

Well rounded air talent working part time at top major market station, looking for full time. AC/Oldies/CHR background. News and production, too. Call/write: Bob Langer-23 Ventura Drive, North Babylon, NY, 11703. 516—242-1663 evenings.

Ambitious announcer/engineer looking for new challenges. Three years commercial radio experience, 4 year degree, extremely versatile. Prefer NY state or southern New England. Joe Schepis. 516—378-5563.

Support your talent? Lynch the competition! Janet 502—895-5888! 3 yrs. announcing, 3 off air, 4 more freelancing. Some copywriting, TV work, degreed. Progressive, AOR, Country, automation exp. Considering surrounding states, SE. Prefer small-medium, medium markets.

SITUATIONS WANTED TECHNICAL

Want chief position. Experienced in planning, maintenance, construction. SBE cert. Prefer West, Midwest. 916—674-3532.

SITUATIONS WANTED NEWS

Looking for a fresh start! Experienced, enthusiastic, dedicated, and dependable news-sports pro looking for a long term news, sports, or combo position. Call Bill 307—733-0769.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Pro-programer - Solid management - Take charge operations, ratings builder, today's AM/FM - A/C - CHR. C/O: P.O. Box 8144, Cincinnati, OH 45208.

CONSULTANTS

AM in the red? Get into the black. Tried and true methods. Knock on doors - make sales. Call Roger Petrik 800—321-2349.

Down and out in the East? Make \$ with great programing and good street wise sales programs. Call Roger Petrik, 800—321-2349.

Executive search Radio, TV and Cable. General managers, sales managers recruited confidentially Corporate and individual inquiries invited. George Ponte, VP, Executive Recruiter, Bornholdt Shivas & Friends, 295 Madison Avenue, Suite 1206, New York, NY 10017. Tel: 212—557-5252. FAX: 212—557-5704. EOE.

Exciting new format! Confidentially contact: Consultant, Box 2741, Laurel, MD 20708 -- Where the numbers live!

Sales and programing. Any size market. Fast, reasonable, extremely knowledgeable service. Call or write Dick Perry at Perry Media, Inc., 2418 E. Grand River, Howell, MI 48843. 517—548-1040.

MISCELLANEOUS

Are you ownership ready? Passive investors seeking quality, proven radio GMs and/or properties; management equity, incentives assured. Box N-28.

It's working! Successful, experienced broadcast professionals can start their own unique communications business in explosive advertising growth industry. Limited dealerships. Act now! Call Ty Bryant, Marketing Director, Audio Quest. 614—486-7700.

Troubled AM? Need programing to generate sales? Need sales to make bucks? Call Thomas Hall, 213—969-8559.

General manager for radio syndicator. Radio syndication background a must. Station management experience helpful. Call in confidence. 301—984-7054.

Management opportunity for experienced radio vice president, general sales manager in the most beautiful area in the Midwest. Exciting, successful format, listeners and advertisers love us. Top pay, young aggressive company grow with us. Send resume to: P.M.A. Marketing, 4359 S. Howell Ave., #106, Milwaukee, WI 53207. EOE.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager: solid opportunity for articulate, achievement-oriented individual; total support from leading Oklahoma Independent management and staff; high salary and override. If you enjoy challenge and can instill a sales team, write or call Jim Lavenstein, General Manager, KOKI-TV, P.O. Box 33223, Tulsa, OK 74153 - 918-663-6880. EOE.

General sales manager. Top 50 market with group owned station. Seeking experienced sales leader for group owned network affiliate, top 50 market, New England. Great opportunity for self-starting, innovative manager with creative local sales management and vendor sales experience. This is a state-of-the-art sales department with excellent research support. Send resume and sales philosophy. Equal opportunity employer. Box O-6.

Operations manager needed. Small market station, affiliate. Send resume to: General Manager, KOUS-TV, 2116 Broadwater Ave., Billings, MT 59102. EOE.

General sales manager: Group owned Fox affiliate needs experienced sales manager. Strong training skills and creative sales techniques necessary. Excellent opportunity for aggressive leader. Resume and salary history to Ed Groves, GM, KASN, Box 19328, Little Rock, AR 72219. EOE.

Outstanding CBS affiliate, top 50 market in the Southeast, looking for experienced LSM to work with 10-person local staff. Competitive market and station with major broadcast group. Starting date of January 1. Please submit resumes to: Box O-19. EOE.

Sales manager - Fox 66, mid-Michigan's #1 Indy seeks an experienced manager. Join a growing broadcast group. Call Teresa Kollstedt at 513-351-9112. EOE.

National sales manager: Top 50 market Independent owned by major diversified group needs a goal-oriented manager with strong work ethic and aggressive style. Candidate should have national rep experience or prior sales management. Great opportunity for high pay and superior benefits for the right, motivated person. EOE. Box O-30.

Local/regional sales manager: Mid-Atlantic NBC affiliate needs steady, well-motivated leader able to direct six person sales staff. No accounts list. Vendor/co-op marketing, and client skills important. This is a great opportunity for promotion at station and within group ownership. Generous salary and override. Contact Pete Watkins, General Sales Manager, WSLV-TV, P.O. Box 2161, Roanoke, VA 24009. EOE. M/F.

HELP WANTED SALES

Experienced Independent local sales rep needed to join growing Southeast group. We need imaginative marketers of goods and services to represent our station and earn the highest commissions in the Southeast. Exceptional growth opportunities for the right people. EOE. Box N-60.

Weather Network, Inc. has a position available for a sales/marketing professional to work in a state-of-the-art weather graphics project. Candidates must have experience in TV industry. Sales experience strongly desired and experience in TV weather and with PC computers a plus. Position requires a self-starter with high energy and willingness to travel. Compensation commensurate with experience; excellent benefits package. Qualified applicants send resume to: Weather Network, Inc., 3760 Morrow Ln., Suite F, Chico, CA 95928-8865. EOE.

Account executive: #1 CBS affiliate in Richmond, VA is looking for a sales pro! If you can develop new business, create new opportunities while servicing a great list, WTVR-TV6 has a golden opportunity for your television career! Excellent growth opportunity if you're serious about future management at WTVR-TV! Send resume to: Ed Herbert, LSM, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. EOE, M/F.

Television sales help needed. Training provided, straight commission, expenses. Send resume to: General Manager, KOUS-TV, 2116 Broadwater Ave., Billings, MT 59102. EOE.

CBS affiliate in top 50 Sunbelt market needs experienced local sales person to handle major agency list. Looking for professional sales person who knows how to close. Great opportunity with large television group. Start date of January 1. Please submit resume to: O-20. EOE.

Aggressive rapidly expanding television company with stations located in the East and Midwest is looking for an energetic, bright sales person. If you like hard work and the rewards that come from it, you're the person we're looking for. Citadel Communications, c/o WVNY-TV, 100 Market Sq., S. Burlington, VT 05403. Attn: Brad Worthen. EOE.

Sales manager/regional sales: National entertainment medium seeking qualified sales manager with strong regional/agency experience in the Atlanta market. Three + years advertising sales/supervisory experience. Base, commission, + overrides. Great benefits package. EOE. Please send resumes to: National Cinema Network, 5109 Leesburg Pike, Suite 912, Falls Church, VA 22041. Attention: Stuart Hoffman.

Account executive for group-owned CBS affiliate. Great earning and advancement potential for a personable, energetic closer. KLEW-TV, 208-746-2636. EOE.

National entertainment medium is seeking several qualified, energetic, self-starters to sell local and regional advertising in the Dallas market. 1-3 years advertising sales experience (broadcasting preferred). Base plus commission and car allowance. Great benefits package. Comprehensive training program. Please rush resume to: 9400 N. Central, Suite 904, Dallas, TX 75231. EOE.

Account executive for established Independent in Buffalo, New York. Existing list but must be strong in new business development. Minimum two years television sales experience. Independent sales preferred but not essential. Must be aggressive and results oriented. Send resume to WUTV, 951 Whitehaven Rd., Grand Island, NY 14072. Attention: Tony McMahon. No phone calls, please. EOE.

HELP WANTED TECHNICAL

'BUSH' Alaska, assistant chief engineer for full service 10-kw NDU, AM radio station and modern, full service TV station. KYUK AM/TV is currently looking for that special motivated person with at least 2 years radio/TV maintenance experience and who can trouble shoot to component level. This is a hands-on position with primary duties of being in charge of the radio station. Applicant must have valid FCC license or SBE certification. Other duties could include servicing Ikegami and Sony cameras, Sony 1-inch, BVU 800 and type 5000 VCRs. General knowledge of video and audio systems within a TV station helpful but not necessary. A willingness to learn new systems, a desire to succeed, and the ability to interface with like-minded professionals is required. This position is an excellent opportunity for future advancement into management. Salary range \$25,950-\$30,000 plus excellent fringe benefits. Position is open until filled. Send resume and cover letter to Brad Humelsine, KYUK-AM/TV, Pouch 468, Bethel, AK 99559. Bethel Broadcasting Inc. in an AA/EOE.

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/8-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.

Florida's most successful post-production facility has opening for top caliber video maintenance engineer. Ethernet-based VTR and routing control. Alias graphics. Davinci. Aekas. Be appreciated by a company that cares about engineering and respects engineers. Bruce Graham, Chief Engineer, Video Tape Associates (VTA), 2040 Sherman St., Hollywood, FL 33020. EOE.

Broadcast maintenance engineer needed for television and translator maintenance with a progressive Midwest CBS affiliate. Position allows much freedom for the individual to institute and oversee system maintenance. Excellent benefits and working conditions. Salary commensurate with experience. EOE. Box O-13.

Engineer: Gilmore Broadcasting Corp. is expanding, needs major market engineer, knowledge of RF, state-of-the-art audio, and studios required. Send resume to Dean Goodman, Executive Vice President Radio, 194 N.W. 187 St., Miami, FL 33169. 305-654-9494. EOE.

Chyron graphic artist needed to operate state-of-the-art graphic system. Must have 2-3 years keyboard and palate experience with Chyron 4200. Will be working with Chyron Super Scribe, and 4. Send resumes and demo tape to: Morris Cerullo World Evangelism, Attn: Ossie Mills, P.O. Box 700, San Diego, CA 92138. EOE.

Group-owned ABC affiliate needs chief engineer for aggressive station in medium Midwest market. Excellent growth potential for the right person. Salary commensurate with experience. EOE. Send resume immediately to Bill Acker, KODE-TV, P.O. Box 46, Joplin, MO 64802.

TV technician. Operating experience with VTR operations, camera setup, master control and ENG operations necessary. Send resume to Don Perez, KUSA TV, 1089 Bannock St., Denver, CO 80204. We are an equal opportunity employer.

Television maintenance engineer. At least 3 years experience in studio and edit suite maintenance. Send resume to Sheila Withum, Jimmy Swaggart Ministries, P.O. Box 2550, Baton Rouge, LA 70821. EOE.

Earth station maintenance: Burbank entertainment co. is seeking a qualified and motivated person to fill their earth station maint. position. Duties will include installation and repair of transmitters and other RF equipment. Some operating duties will be included. Please send resume to: Compact Video Services, P.O. Box 7760, Burbank, CA 91506. EOE.

KCET, LA public TV, currently has 2 openings for engineers: Maintenance engineer: Min. 5 yrs. exp. as a TV broadcast maint. engineer, 2 yrs. trade school or college, SBE certification pref. Broadcast systems engineer/maint. min. 5 yrs. exp. in TV maint. and installations. Must be able to interpret and follow installation drawings. Exc. electronic installation skills. Both positions require someone well-versed in digital and digital/analog conversion. Positions are union - LATSE Local 695. To apply, send resume to: KCET, Human Resources Dept., 4401 Sunset Blvd., Los Angeles, CA 90027. EOE/AA.

Wanted: Chief engineer for innovative all component post house in Washington, DC. Call Fritz at Roland House 202-333-3320. EOE.

Commercial videographer: Experience required. Beautiful city by the ocean. Tape and resume to Charlie Thompson, WCSC-TV, P.O. Box 186, Charleston, SC 29402. EOE.

Production center maintenance/operations supervisor: AETN, a state-wide network, has immediate opening for a production center maintenance supervisor to oversee the operation, maintenance and repair of audio and video equipment of central broadcasting and studio facility. Must be experienced with CMX, GVG, Ampex, Sony, Harris, Utah Scientific, Ikegami and Vidifont equipment. FCC General required. Forward a letter of application with resume including three references and salary history to: Personnel-AETN, Sesame St. & Donaghey Ave., Conway, AR 72032. AETN is an AA/EOE employer.

Computer animator/technical director: WPBT has an immediate opening for a computer animator. The successful candidate will demonstrate mastery of the Cubicomp animation system. Superb understanding of the principals and theories applicable to producing animations/graphics to be used on a local, national and international basis a must. General understanding of television equipment/computers and how they relate is also necessary. If you are creative, pursue goals with commitment and take pride in accomplishment, send your resume, tape and salary requirements to: Human Resources, WPBT/Channel 2, P.O. Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/H.

HELP WANTED NEWS

Videographer/editor. Strong handheld skills, self-starter with an "eye" for "up close and personal stories." Strong Christian commitment essential. Fund raising experience helpful. Resume to Box N-97. EOE.

Writer/editor. Ability to tell strong personal stories. Travel required. Strong Christian commitment. Fund raising experience helpful. Writing samples and resume to Box N-98.

Videographer. Must be confident, independent person with minimum of 3 years professional news shooting experience. Send letter and resume to: MVP Communications, Inc., 1075 Rankin Rd., Troy, MI 48063. Attn: Scott Vacek.

Small, dynamic news department needs energetic, confident anchor/producer. Must be a proven communicator with self-motivated, creative approach. Reporting, shooting, and editing skills necessary. Send resume and tape to Ian Marquand, KTVH-TV, Box 6125, Helena, MT 59604. No calls, please. EOE.

Executive producer news operations. Person should have minimum 10 years experience in all phases of television news production. Candidate will have familiarity with satellite operations, live ENG field operations and broadcast production. Send resumes only. We are an equal opportunity employer. Contact: Henry Florsheim, WABC-TV, 7 Lincoln Sq., New York, NY 10023.

Executive producer. Candidate should have a minimum seven years news experience, at least five years production experience in major market. Must be familiar with all phases of news production including assignment desk and satellites. Resumes only. We are an equal opportunity employer. Contact: Henry Florsheim, WABC-TV, 7 Lincoln Sq., New York, NY 10023.

Are you one of the best reporters in the business? If so, you'll work well with the rest of our team. Extremely committed and well-equipped CBS affiliate in one of the most competitive markets in the country is looking to add to its already great reporting staff. Aggressiveness, enterprise and a demonstrated ability to humanize the story are the requirements for these general assignment positions. If you've got these talents along with at least three years experience, please send non-returnable tape and resume to: Mike Cavender, News Director, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. WTVF is an equal opportunity employer and encourages applications from members of minority groups. No phone calls, please.

News producer: Fox Television, KRIV in Houston is seeking a motivated, creative producer to join our talented news staff. At least 2-3 years of newscast production experience as an associate producer in a major market or 1 year experience as a main newscast producer in a medium market. Excellent writing skills a must. Please send resume and salary requirements to: KRIV-TV, P.O. Box 22810, Houston, TX 77227, Attn: News Director. No phone calls. EOE.

Meteorologist for excellent 100's weather market in upper Midwest. Caring, involved personality a must. Box O-18. EOE.

Experienced news director for aggressive Rocky Mountain NBC affiliate. Montana's largest television market. Must be philosophically management-minded and willing to settle for no less than number one. Technical proficiency, news management and personal integrity more important than anchor ability. Need a leader, a team player who can motivate staff to get the job done. Resumes, tapes, salary requirements to GM, KULR-TV, 2045 Overland Ave., Billings, MT 59102. EOE.

Immediate opening for creative television news photojournalist. Requires minimum two years experience and college degree preferred. Must possess excellent working knowledge of news camera systems, remote microwave trucks and complete editing skills. Visual storytelling abilities preferred. Excellent interpersonal skills and ability to work well under pressure required. Send resume and tape to Dennis Decker, KAKE News, P.O. Box #10, Wichita, KS 37201-0010. EOE.

Weather anchor: 6 & 11 weeknights. Prefer meteorology degree or AMS seal. Tape, resume, references, letter to: Dick Byrd, News Director, WTVM, Box 1848, Columbus, GA 31994. EOE.

"Soft news" producer. Top 20 O&O seeks creative producer for "soft" daily newscast. Must be innovative, unraid to try new ideas. Must thrive on lifestyle news, features, celebrity gossip, but have solid journalistic and production background. Rush resume and letter to Box O-29. EOE, M/F.

AM anchor/reporter for small news operation. Looking for strong writer and organizer. Some broadcast experience required. Tape and resume to Larry Nienhaus, WUHQ-TV, 2200 West Dickman, Battle Creek, MI 49016. No calls. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Creative and motivated promotion manager needed for New England ABC affiliate. We want someone who is experienced in all phases of station promotion, excited about the job and can excite others—including the potential audience. Must be familiar with production techniques. Three years experience is preferred. Send tape/resume to Gilbert Lefkovich, VP/GM, WGGB-TV, 1300 Liberty St., Springfield, MA 01104. EOE.

Two positions immediately available: VIDEOGRAPHER. Corporate communications firm seeks confident independent person with minimum 3-4 years shooting experience. Creativity, skills in portable lighting very important. SOUND-PERSON/PRODUCTION TECH. Must have at least 1 year professional production experience. Strong ENG/EFP audio and/or mixing background important. Send letter and resume to: MVP Communications, Inc., 1075 Rankin Rd., Troy, MI 48083, Attn: Scott Vacek. EOE.

Commercial production talent needed! CBS affiliate, small Southeast market, great company, excellent fringes. With DVE, Paint Box, etc. Challenging opportunity for hard working, creative, self starter. EOE. Box O-10.

Production assistant/on-air talent-Needed by small market TV station. Send resume to: General Manager, KOUS-TV, 2116 Broadwater Ave., Billings, MT 59102. EOE.

Promotion manager: Strong ABC affiliate in Gulf Coast 58th ADI seeks organized self-starter with minimum 3 years experience in all phases of station promotion: on-air, radio, print and outdoor. Strong on public service, community involvement and image building. Creative concept/copywriting with knowledge of state-of-the-art production and graphics. Resumes, tapes and salary requirements to Joe Smith, Operations Manager, WEAR-TV 3, 4990 Mobile Hwy., Pensacola, FL 32506. EOE.

Traffic manager - fastest growing independent in America's fastest growing major market. Experience with Columbine system a must, maintain station avails, reports, training, and oversee on-air automation. Letter, resume and references to: John Bennett, Station Manager, KSCH-TV, Channel 58, P.O. Box 2258, Rancho Cordova, CA 95741. EOE. No calls, please.

TV production manager - NBC affiliate seeks talented, experienced person to lead well-equipped three person department. Resume, demo reel, and salary requirements to GM, WVIR-TV, P.O. Box 769, Charlottesville, VA 22902. No phone calls. EOE.

Promotion manager. Experiences in all aspects of TV promotion. News, program, sales, image. Knowledge of radio, print, outdoor. Looking for creative individual with administrative skills. No beginners. EEO. Send resume to Larry Chase, GM, KIVI-TV, 1866 E. Chisholm Dr., Nampa, ID 83687.

Top notch videographer/editor wanted for large south Florida production facility. Our reputation is for the highest quality video and we intend to keep it that way. We're looking for exceptional lighting, composition, and storytelling skills. Must have at least 5 years shoot/edit experience, along with the ability to direct talent and field produce. Send tapes to Jim Duffy, Video Ventures, 16505 NW 13th Ave., Miami, FL 33169. 305-621-5266. EOE.

SITUATIONS WANTED MANAGEMENT

General manager: Profit and people oriented. Professional, experienced in all areas of station operations with emphasis in sales. Rock solid reputation. Big on quality performance within budgetary bounds. Prefer South/Southeast. Box O-24.

SITUATIONS WANTED SALES

Eight years experience selling satellite/tape distribution, editing and duplication services to syndication, industrial and agency accounts. Wanted: NY sales position/growth potential: Agency AE, satellite distribution or media sales. Phone Jim Moldow, 201-489-3872.

SITUATIONS WANTED TECHNICAL

Desire transmitter supervisor position. Many years broad experience VHF, UHF. SBE cert. West, Midwest. 916-674-3532.

Extraordinary imagination! Award winning Sr. PD/Artist seeks transfiguration to 3-D animation & special effects design. BEA in art. 5 years studio & field prod. Broad knowledge of image manipulation. Young non-smoker with great sense of humor, patience & admirable people skills. Definitely a "must see!" Box O-28.

SITUATIONS WANTED NEWS

Looking for that photographer who understands great looking video as well as efficiency? Look no further! Four years experience in commercial production plus one year news photography. Seeking move to news permanently. Box N-56.

Commitment. Small market news director or special projects producer. Veteran journalist and manager. Wayne Sorge 806-745-6935.

Versatile reporter. Creative use of video/audio. Hard news to soft features. Excellent editor. 17 year pro, ready now. Bob 312-272-2917.

Experienced weekday anchor looking for anchor/reporter position in medium sized market. Have done it all, can do it all! Extremely strong reporting skills. Rob 915-689-6452.

Young, very aggressive ND wanting to take charge of his next newsroom-top 100's. First matching philosophy wins. For info, write now. Box O-27.

Energetic, creative, athletic, male. 2 years sports reporting, shooting, editing. Experience in cable television. 2 years major college basketball, baseball PBP. Looking for that big break in small to medium market. Will relocate and put in the extra time that results in quality work. Neil, 714-524-9999; 1930 Pacifica Dr., Placentia, CA 92670.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Seeking move to top-notch production facility. Five years experience in camera, lighting and grip work. Hard worker! Box N-56.

Videographer plus! Seeks move into documentary type work. Five years experience in all aspects of production. Box N-74.

Free lance producer/feature reporter. Versatile, creative storyteller. Solid editor. Travel no problem. Bob 312-272-2917.

Free lance remote/sports specialist can shoot, edit, produce, write, direct or TD and have over 7 years experience in business including network & national events. Just completed season with nationally syndicated show, single & looking for next challenge. Call Tim at 606-263-2302 for more info.

Puppeteer: Versatile media man desires challenging position with precedent-setting organization. Create and operate unique, profitable and engaging puppets for programming, movie breaks, promotions, public service, commercials, news, weather...you name it! TV, radio and newspaper experience in art, writing, photography, production and printing. Production oriented with creative flair. Box O-16.

MISCELLANEOUS

Primo People: Hosts, interviewers, entertainment critics and reporters—we need you. Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Immediate openings nationwide! Television, radio, corporate communications. All fields/levels/regions. No placement fees. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant professor: Tenure-track position in Dept. of Broadcasting beginning, August, 1989. Teach radio and television production, broadcast news, and introduction to radio and television. Ph.D. in related field and broadcasting experience required. UTK offers B.S., M.S., and Ph.D. degrees. Emphasis of the program is on preparing graduates for leadership positions in the industry. Send letter of application, curriculum vitae, and names of references to Dr. Sam Swan, Head, Department of Broadcasting, UTK, Knoxville, TN 37996 by December 1, 1988. UTK encourages applications from minorities and women. EOE/AA.

Doctoral assistantships. The University of Tennessee seeks outstanding academics and professional broadcasters for doctoral study in communications. Coursework emphasizes theory/research core with broadcasting concentration, leading to research and university professorship positions. Applicants should complete coursework in two years. Persons with significant media experience plus Bachelors degree may be admitted directly into Ph.D. program. Teaching/research assistantships available. Complete application for Fall 1989, due March 1. GRE required. Also, one-year M.S. program in media management for qualified applicants. Contact Dr. H. H. Howard, Communications, University of Tennessee, Knoxville, TN 37996-0313. EOE.

Broadcast journalism instructor/assistant professor, emphasis TV, starting Fall 1989 in accredited program. MA/MS in journalism, RTV, or related field required; doctorate preferred. Minimum three years' successful broadcast news experience; prior teaching experience desired. Send letter of application, current resume, names, addresses and phone numbers of three references by January 12, 1989 to Dean Robert Ruggles, School of Journalism, Media and Graphic Arts, 108 Tucker Hall, Florida A&M University, Tallahassee, FL 32307. FAMU is an equal opportunity/affirmative action university.

Bowling Green State University. Anticipated tenure-track assistant professor to teach radio or television production and intro courses in broadcasting. Research and service required. Ph.D. and broadcast experience preferred. Salary competitive. Starting date: August 1989. Send letter of application, vita, transcript and three letters of reference by January 13, 1989 to Bruce Klopfenstein, Chair, Search Committee, Dept. of Radio-Television-Film, Bowling Green State University, Bowling Green, OH 43403. EEO/AA Employer.

Mass communication - search reopened. Tenure track, beginning August 22, 1989, pending budgetary approval. Primary responsibility is to teach audio production, writing for media, broadcast announcing, and introductory speech. Ph.D. is required for retention and promotion. Professional experience in radio is highly desirable. Direct letters of reference to Dr. Ali Zohoori, Chair, Mass Communication Search Committee, Netzer 326, SUNY, Oneonta, NY 13820. Send credentials to R. Delaine Baker, Affirmative Action Officer, Netzer 301C, SUNY, Oneonta, NY 13820. Deadline for application is January 31, 1989 or until the position is filled. Salary and rank will be commensurate with qualifications. SUNY-Oneonta is an Affirmative Action/Equal Opportunity Employer.

Chairperson. Department of Communications, The University of Tennessee at Martin, beginning Fall 1989. Responsible for leadership of an academic unit consisting of seven faculty members, 200 majors and communications programs in broadcasting and journalism. Applicant must have an earned doctorate in a communications field, demonstrated excellence in teaching and research, and evidence of successful administrative experience. One-half time teaching required, with experience in broadcasting and photography/graphics instruction helpful. Rank and salary dependent on qualifications. Send vita and three letters of recommendation to Dr. Jerald Ogg, Search Committee Chair, 305E Gooch Hall, UTM, Martin, TN 38238. Review of applications will begin on Dec. 1, 1988. UTM is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

Anticipated tenure track position asst/assoc. professor of communications (journalism) for Fall 1989. Responsibilities: Teach undergraduate journalism, primarily reporting and writing at intro/advanced levels. Emphasis on radio/TV broadcasting. Also curriculum development, student advising/counseling. Qualifications: Professional experience required; teaching desirable. Graduate degree or equivalent professional experience with publication/production record. Salary range: \$28,000 to 50,000. Closing date: January 20, 1989. To apply: Send letter of application, names and addresses of 3 references, current curriculum vitae to: Prof. Schulman, Chair, Journalism Search Committee. Anticipated tenure track position, asst/assoc. professor of communications (film and video). Responsibilities: Teach film/video production in undergraduate communications curriculum, departmental programs, student advising/counseling. Qualifications: Significant experience in screenwriting and directing. Teaching experience in directing, screenwriting and editing. M.F.A. or equivalent. Salary range: \$28,000 to 50,000. Closing date: January 20, 1989. To apply: Send letter citing unique qualification and theoretical background in film history and aesthetics, names/addresses of 5 references (including one from student who knows your work and teaching), current curriculum vitae to Prof. Dennis DeNitto, Chair, Film/Video Search Committee, The City College of New York, 138th St./Convent Ave., New York, NY 10031. Department of Communications. Film and Video, Shepard Hall 16. EEO/AA. Applications from minorities and women are especially encouraged.

Graduate assistantships - TV production interns. 12 positions, 20 hours/week. Serve as teaching assistants, crew; work support in research, electronic graphics, traffic, staging/lighting; some producing/directing; work ITV, contract, and air productions. Requires BA and acceptance into Master of Fine Arts program. \$6600. Possible partial tuition waiver. September 1989. Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. An AA/EO Employer M/F.

Loyola University of Chicago: Two full-time, tenure-track positions starting Jan. or Aug. 1989. Excellent teaching skills, strong academic background and evidence of research potential required. Salary competitive. 1) Audio -- to teach introductory and advanced audio/radio, mass communication, and related courses. Appropriate Ph.D. preferred. Audio production experience essential. 2) Television -- to teach basic TV production, broadcast writing, criticism and related courses. Appropriate Ph.D. required. Studio production experience essential. Send resume, official credentials, 3 current letters of recommendation before Nov. 25, 1988 to E. Bruggemeier, Chair, Dept. of Communication, Loyola University, 820 N. Michigan, Chicago, IL 60611. EO/AA Emp.

Western Illinois University is seeking two assistant professors for tenure-track positions to teach basic radio and television production skills, introduction to broadcasting, history of broadcasting, and broadcasting & society. Ph.D. preferred. M.A. required. Begin Fall 1989. Competitive salary. These positions are contingent upon funding. Send resume, three letters of recommendation, and letter of application to Chair, Department of Communication Arts & Sciences, Western Illinois University, Macomb, Illinois 61455. Closing date for application is February 1, 1989, or until positions are filled. Applications are especially encouraged from female, handicapped and minority persons. W.I.U. is an Equal Opportunity/Affirmative Action employer

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Major entertainment and sports facility seeks individual to direct marketing and promotion functions. Individual must be a creative self starter with proven ability to plan and execute promotions and develop and implement advertising campaigns in TV, radio and print medias. Experience in managing a marketing department also required. Great opportunity for energetic individual not afraid of hard work. Send resume and salary requirements to Box O-21. EOE.

EMPLOYMENT SERVICES

Airlines now hiring. Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1-805-687-6000 Ext. A-7833.

Government jobs. \$9,811 - \$86,682/yr. Guarantee: Job or moneyback. Federal list. (1) 805-687-6000 ext. R-3000.

Be on T.V. Many needed for commercials. Casting info. 1-805-687-6000 Ext. TV-7833.

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. EOE.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

We buy videotape - Especially interested in 1" format. Tape evaluation services available. Call 516-324-2209.

We pay cash for all types of vacuum tubes, both new and used. Enlightened Audio, 6392 Park Ave., Garden Grove, CA 92645, 714-897-9351.

Sony 3/4" video players. Need several VP 5000 players in top condition with little use. Call Scott Wheeler at 804-253-0050.

BVH 2000 wanted. Also need Abekas DVE, BVU 850 or 950 and Betacam BVW-10. Call John at Video-It 213-280-0505 or FAX us your list 213-280-0193.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888. Telex 910-240-3856.

50KW AMCCA AM 50,000D (1976),** excellent condition-**Transcom Corp. 215-884-0888, Telex 910-240-3856.

FM Transmitters ** Harris FM20K (1987), AEL 25KG (1977) ** Harris FM20K (1981), RCA BTF20E1 (1975) ** Harris FM10H3 (1974), RCA BTF10D (1968), CCA 2500RD (1982) 2.5 KW FM ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

1KW AM Transmitters ** Harris SX-1 (1983) ** Harris MW1A (1983) ** Collins 829D2D (1981) ** CSI T1A (1981) ** Collins 20V3 ** Bauer 707 ** Gates BC-1T ** Transcom Corp. 215-884-0888.

AM Transmitters ** CCA AM 10,000D (1970), Collins 820E (1978) ** Gates BC-5P2 (1966) ** McMartin BA 2.5K (1981) ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

RCA UHF TV transmitter: Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen or Dirk Freeman. 303-665-8000.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw Klystrode transmitter. Bill Kitchen or Dirk Freeman. Television Technology, 303-665-8000.

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

Channel 8 transmitter and antenna GE4TT6E2/4TF4A1 Good condition available immediately. Bill Kitchen 303-665-8000, ext. 101.

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.

Broadcast quality videotape - 1", 3/4" professionally evaluated, guaranteed, introductory prices: 1" 60 min. - \$28.00, KCA 60 - \$8.50, KCA/KCS20 - \$4.50. Quantity discounts. Call today. VSI 1-800-346-4669.

RCA-TCR100 Cart machine parts for sale. WBRC-TV 205-322-6666.

Sony BVW15. Dynamic tracking Betacam source deck. Like new. 750 hours. \$15,000 or best offer. Aldo Panattoni. Total Video. 415-583-8236.

Grass Valley 300-2ME-24 Input Switcher, RGB Chromakey, Encoded Chromakey, Digital Border, Analog Border, Quad Split, Aux Bus, Option Frame, Serial Interface. Excellent condition. Call 616-676-5435.

3,119 Fidelity audio cartridges. Various lengths. Brand new. \$2 each. Quantity discount. Technichrome 702-386-2844.

For sale: Betacams BVW 40, 15, 10, Chyron RAU-2, Faroudja encoders. All in excellent condition. Call Fritz 202-333-3320.

Satellite receiver, Wegener model 1606 with Down Converter, mainframe, 4 tone decoders, IF amplifier, Wide Band Demod and Demod Cards for Satellite Music Network. McMartin RF Amplifier tuned to 97.7. Call 319-243-1390. ask for Chief.

Transmitter Plate transformer never used. 3 voltages 2980, 2770, 2590 3 phase. Make offer. Bill Westbrook 314-474-5127 days. 314-443-6117 nights.

Sony BVU-110 3/4" portable broadcast VTR's with cases. 30 day warranty. \$1995.00. With Time Code 2495.00 each. Maze Broadcast 205-956-2227.

Tek 7L5/L3/7603 Spectrum Analyzer system. Factory checked. \$6995.00. Tek 1480R Waveform \$2495.00. Maze Broadcast. 205-956-2227.

Phillips Video 80 Studio Plumbicon color cameras. 2 systems. Complete w/CCU's, cable, lens, etc. Checked out with 10 day warranty. Pair \$5995.00.

RCA TTU-55 60KW low band UHF transmitter system. Will retune to your channel and install. Maze Broadcast. 205-956-2227.

TRC Moseley 1500 remote control system in good condition with sub carrier cards. Best offer buys system. Dick Vaughan, WRUT Radio, P.O. Box 249, Rutland, VT 05701 Phone 802-775-5597.

Kline Tower 645 ft with two platforms, has been dismantled. 205-322-6666. WBRC-TV.

RCA TP-66 Film Projector and RCA TP-15 Multiplexer for sale. WBRC-TV 205-322-6666

Copper! #8 & #10 ground radials. 2.3.4.6.8" strap, fly screen, ground screen. 800-622-0022. Ask for Copper Sales.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.95 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.

Scientific Atlanta, model 8005. 4.6 meter satellite antennas \$2500. Broadcast quality receivers, Scientific Atlanta 414 \$1975 each. Megastar 702-386-2844

Ku Band & C-Band satellite earth stations designed and installed. Megastar 702-386-2844.

Norelco PC-70 TV cameras 11 each. Need some work. \$1750 for all. Megastar 702-386-2844.

Satellite communication equipment for sale. Both C-band and Ku-band. Large amount of equipment available. Complete 5.5m Ku-band terminals \$65,000. Also 6GHz and 11GHz microwave radios. Megastar 702-386-2844.

Broadcast equipment (used). Transmitters, STLs, remote antennas, monitors, consoles, processing, tape equipment, automation, turntables, Continental Communications. Box 78219, St. Louis, MO 63118. 314-664-4497.

FM and AM transmitters (used): Most powers. Continental Communications. Box 78219, St. Louis, MO 63118. 314-664-4497.

Lease tower space available for station startup/upgrades in Tampa Bay area. Send technical & timing requirements to JEM Properties, 730 N. Waldo Rd., Gainesville, FL 32601.

For sale: Betacams BVW 40, 15, 10, Chyron RAU-2, Faroudja encoders. All in excellent condition. Call Fritz 202-333-3320.

RADIO

Situations Wanted Management

VP-GM

Experienced in all phases of broadcasting
Interested in GM-equity position
Preferably in Southwest
Box O-26

JIM LORD CHAPLIN

Florida Broadcaster, station owner, GM/GSM, is available first time in 13 years to GM or GSM your operation. Wears many hats. Successful experience as GM, GSM sales PD, and on-air talent radio and TV in 29 year career. Ten years management side. Heavy personal community involvement. Past President F.A.B. Bottom line sales oriented.
407-464-2031 407-466-5683

Help Wanted Management

GENERAL SALES MANAGER WKPE AM/FM CAPE COD

We're looking for an aggressive sales manager for Cape Cod's 50,000 watt CHR. A strong retail sales track record is a must, along with a proven ability to train and lead a sales force to maximize year-round station revenue. If you are this person and want to work in the fastest growing market in New England for Cape Cod's only CHR, send resume or call

Peter Crawford
Roth Communication
830 Main St.
Melrose, MA 02176.
617-622-4800
EOE, M/F.

TELEVISION

Help Wanted Programing Production & Others

PROMOTE YOURSELF! IMAGINE THIS WRITER- PRODUCER POSITION:

- The time and resources to do the job right.
- The ability to take chances and prove yourself.
- A variety of projects to write & produce promotion for, including first-run and theatrical movies.
- Having all the bells and whistles at your command
- Setting your own schedule.
- Your own office
- Big company opportunities and benefits
- Learning and growing with a top creative team.

Entry level as well as experienced writer/producer positions available.
EEO. Send tape & resume to

 **TRIBUNE CREATIVE
SERVICES GROUP**
Attn: Jim Ellis

506 Plasters Ave.
Atlanta, GA 30324



VIDEO MARKETING WRITER/PRODUCER

A qualified individual with superior creative skills to produce everything from promos to presentations. The position will service several corporate divisions and will require an applicant with strong production and marketing experience. Send reel and resume to:

Video Marketing Writer/Producer
Turner Broadcasting System, Inc.
1050 Techwood Dr., N.W. 3rd fl. annex
Atlanta, GA 30318

EOE

Help Wanted Management

TV STATION MANAGERS OR SALES MANAGERS WITH PROGRAMING KNOW-HOW

Here's an unusual opportunity to move into cable with a Top 50 MSO, part of a nationwide broadcast-cable-publishing company. We're looking for an experienced local TV professional to be our...

DIRECTOR OF SALES AND COMMUNITY PROGRAMING

We need a creative self-starter to lead our already-successful sales force, while building a strong local programing presence for the cable system that serves virtually all of the Top 100 market of Worcester, MA. Limited local TV competition offers the unprecedented opportunity to establish the equivalent of a local TV station as a separate profit center within our 90,000-subscriber cable complex. Please don't call, but send your resume along with a salary history to:

Richard H. Tuthill, Regional Manager
Greater Media Cable
258 Park Ave
Worcester, MA 01609



A Greater Media Company
Equal Opportunity/Affirmative Action Employer

Help Wanted Technical

ASSISTANT CHIEF ENGINEER

Fast-growing New England Independent seeking Assistant Chief Engineer with extensive broadcast experience to supervise maintenance and master control operators, oversee studio productions utilizing state-of-the-art equipment. Strong transmitter experience required. If you are a self-motivated individual who seeks a challenging position combined with convenient residential living, then you should contact us. EOE.

Box O-9.

Production Opportunities (Cable TV)

We've Backed our Commitment To Tomorrow With In-House Production Facilities Today.

At USA Network, we're strongly committed to using the most advanced technology to provide quality programming. As the most-watched cable network in the country with over 42 million subscribers, it's what people expect from us today.

Right now, we're committing to the future too. That's why we've built our own in-house, state-of-the-art computerized editing suites in midtown Manhattan, complete with advanced special effects capabilities.

If you're an experienced Editor, Tape Operator or Maintenance Manager, and as committed to your future as we are to ours, we invite you explore our opportunities.

Qualified candidates should send resume (salary history a must) to: Lisa Fuhrman, USA Network, Dept. PO-BR, 1230 Avenue of the Americas, New York, NY 10020.
EEO. NO PHONE CALLS, PLEASE.

**USA[®]
NETWORK**

Cable's Entertainment Network

Capital Edition

HOST WANTED FOR CAPITAL EDITION
W★USA-TV's award-winning, news and information magazine program.

Candidates must have:

- ★ A minimum of 5 years on-air experience
- ★ Extensive background in scriptwriting
- ★ Superior editorial skills
- ★ and be a great story-teller

For Consideration
send tape and
resume to:



Executive Producer
Programming
W★USA-TV
4001 Brandywine Street, N.W.
Washington, DC 20016

No Phone Calls, Please



* 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

Situations Wanted Progaming Production & Others

EXECUTIVE PRODUCER/ CREATIVE DIRECTOR

ADD NEW LIFE TO YOUR TEAM
20 years experience in production advertising, Promotion and Special Events. 7 Emmys plus multiple national awards. Female, wants to relocate to N.E.

Box O-25

ALLIED FIELDS

Help Wanted Progaming Production & Others

MOVIE PROMOTION PRODUCER

The Creative Services Department of THE FAMILY CHANNEL has a Promotion Producer's position available for a specialist in movie promotion. This Producer will join a dynamic award-winning creative team and become a part of the success story of THE FAMILY CHANNEL.

Responsibilities will include coordinating with the Creative Services Department to position and topically promote the primetime FAMILY CHANNEL MOVIE.

3-5 years experience at a top-rated independent or a network with strong background in movie packaging and promotion.

Send resume and reel to: **The CBN Family Channel
Employment Dept.
Box PS
Virginia Beach, VA 23463**



Employment Services

10,000 RADIO AND TV JOBS!

The most complete list of job openings ever published by anyone! Up to the minute, computer printed, and mailed to the privacy of your home. As many as 300 weekly. All formats, all market sizes, all positions! Many jobs for beginners and minorities. One week \$7.00 - SPECIAL SIX WEEKS \$15.95... SAVE \$20.00. MONEY BACK GUARANTEE. AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas, NV 89108.

FFE, INC. "THE MATCHMAKERS"

SMALL AND MEDIUM MARKET TV NEWS TALENT SEARCH SPECIALISTS

- News/Sports Directors -- Describe your needs, we do the search and find the right person to fit those needs.
 - Talent -- Starting your career or ready to move? Send us your tape, describe the right job for you, and let us find it.
- Tapes/Need Fulfillment/Information
To: FFE, Inc.
P.O. Box 919
Basalt, Colorado 81621
303-927-3555

A daily phone call



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THE NIGHTLY BUSINESS REPORT

THE NIGHTLY BUSINESS REPORT, distributed nationally on public television, has openings for two experienced *broadcast journalists*: a financial correspondent based in Miami and a correspondent based in Washington, D.C.

We're seeking veteran journalists with a minimum of three to five years on-camera experience. Strong emphasis on coverage of business and government.

To apply, please send resume, tape and salary requirements to:

Human Resources/WPBT2,
P.O. Box 2,

Miami, Florida 33261-0002.

An Equal Opportunity Employer, M/F/H.



For fast
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Business Opportunities

WANTED

Group or individual to represent production company in advertising sales for an innovative, educational, "how to" television show. Strong syndication potential. Equity positions are available. EOE.

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Wanted to Buy Stations

**FIRST TIME OWNER/OPERATOR
SEEKS CLASS A FM IN
VIRGINIA, MARYLAND, OR
WEST VIRGINIA**

P.O. BOX 3034, Fairfax, VA 22038

For Sale Stations Continued

ATTENTION

**FIRST TIME RADIO STATION OWNERS
10,000 Watt AM Kansas City Market**
Low Price - Terms Available
Well-equipped - State-of-the-art
Must see - Inspection invited

Contact: Rich Bott, 10841 E. 28th St.
Independence, MO 64052 Phone 816-252-5050

SCA's FOR LEASE

Several Top 10 Market
FM Subcarriers Available
Call Mo Gardner
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For Sale Stations

LET US ARRANGE FOR THE MONEY TO
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L. R. NATHAN ASSOCIATES
Specialized Investment banking
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CATCH A RISING STAR.

Class C FM, cash flow, real
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Combo, \$2.5 million

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Small Market FM,
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& LPTV Ch. 27 - Phoenix

Plus permits for

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- LPTV Ch. 55 - N. Phoenix
- LPTV Ch. 43 - Casa Grande • LPTV Ch. 19 - Yuma

Bids to be opened on January 6, 1989

CALL (602) 234-2727 FOR BID KIT
(Minimum bid \$3,000,000)

Denver AM - For Sale
By Owner
1390 AM - 24 hr.
Presently Z-Rock - Doing well
Call Station Manager - Rick
303-321-1956 - Brokers Welcome

SAVE BROKER'S FEE
BUY FROM OWNER
3 Kw FM GOOD CASH FLOW
FINANCIALLY QUALIFIED ONLY
Write Box O-23

TELEVISION

TOP 50 NORTHEAST MARKET.
INDEPENDENT UHF.
FULL POWER. \$2.9 MILLION.

SNOWDEN Associates



919-355-0327

Public Notices

PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE WASHINGTON, MASSACHUSETTS

The Town of Washington will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 7 p.m. on Monday February 20, 1989. Applications must be filed on the Massachusetts CATV Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Washington. A copy of the application shall also be filed with the Massachusetts CATV Commission. All applications received will be available for public inspections at the Town Clerks Office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. BOARD OF SELECTION WASHINGTON, MA 01223

For Fast Action Use
**BROADCASTING'S
Classified
Advertising**

LOUISIANA

Small market AM/FM with excellent facilities.
Dominant ratings support healthy Cash
Flow/revenue history. Asking \$1,250,000.

Contact: Marvin Rosenberg
(303) 779-0880



Pat Thompson Co.

COMMUNICATIONS BROKERS

For Sale Stations Continued

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Fulltime AM. Class A FM. 86th Market. Superbly equipped. Excellent real estate. \$850,000.

WEST / Class C

Historically good radio market. ADI 170,000. \$650,000. Terms.

S E / COMBO

Class A. 1kw AM Day. Beautiful small city 21,000. ADI 125,000. Excellent facilities. \$750,000. Terms.

OUR SELLERS
ARE MOTIVATED

SNOWDEN Associates



919-355-0327

- Powerful fulltimer. Southern Louisiana city. Less than 2x billing. \$875,000. Terms.
- FM in central Illinois. \$240,000. Terms.
- FM within 40 miles of Dubuque, IA. \$350,000. Terms.



Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
615-756-7635 — 24 Hours

JAMAR & ASSOCIATES

Small to Medium Growth Market TX Combo
Steady biller & cash flow, assume notes

Aim down the Colorado to Austin soon
With this FM C2 CP and future C1
Ready to build and bill

Powerful C1 in Abilene, TX
With brand new facilities.

110 WILD BASIN RD. #245 AUSTIN, TEXAS 78746
WILLIAM W. JAMAR - PAUL M. JAMAR
(512) 327-9570

MIDWEST MEDIA COMMUNICATIONS SINGLE STATION MARKET CENTRAL INDIANA

City population of 15,000. County Population of 40,000. Both growing. 1kw AM DAY/250 NIGHT. No 80/90's. Long and continued record of good billings. Additional Potential. \$470,000 with low downpayment.

Ed Roehling **Walter Swain**
317-932-3964

FOR SALE

One Note Secured by
Broadcasting Stock, Equipment
and Real Estate.

AM Station/Southern LA

For More Information Call:

Renee' Smith
Asset Marketing
318-742-3290

CHANCE OF A LIFETIME

A fully operating Class A-FM in Missouri. \$99,000 total price, \$25,000 down, and balance financed by seller. Or, take over majority stock in corporation for \$55,000.

This is a FIRST TIME BUYER'S DREAM.
314-594-6411.

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.

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Fates & Fortunes

Media

Greg Nathanson, VP, prime time scheduling, ABC Entertainment, Los Angeles, joins KTTV(TV) there as VP and general manager.

John J. Dorkin, director, programming, Petry Inc., New York, joins WDRB(TV) Louisville, Ky., as VP and general manager.

Heberto Gutierrez, general sales manager, KWEX(TV) San Antonio, Tex., named general manager.

Appointments at Granite Broadcasting: F. Robert Kalthoff, head, TV group, Beam Communications, Key Biscayne, Fla., joins KBJR(TV) Duluth, Minn., as general manager and president, Granite's Midwest Television Station group; **Donald D. Stewart**, manager, finance and control, WEEK(TV) Peoria, Ill., named VP, finance. Granite Midwest Television Station group; **Dennis J. Upham**, manager, promotion, programming and operations, WEEK(TV) named station manager.

William L. Carson, local sales manager, WHOI(TV) Peoria, Ill., named president and general manager.

Sharon Weissman, assistant general manager, KLON(FM), Long Beach, Calif., named station manager.

Constantina Pashos, music and public affairs director, WDOS(AM) Oneonta, N.Y., joins WSCG(FM) Corinth, N.Y., as operations manager.

James P. Schuh, general manager, WSPO(AM)-WSPT(FM) Stevens Point, Wis., joins WNAM(AM)-WAHC(FM) Neenah, Wis., in same capacity.

Daniel J. DuBray, managing news editor, KULR(TV) Billings, Mont., joins KBLG(AM) there as operations manager.

Dan Sollom, general manager, KYSN(FM) Wenatchee, Wash., joins Bainbridge Communications Group Inc., Seattle-based owners of KBND(AM) and KLRR(FM) Bend, Ore., as executive VP.

Marketing



Saucke



Brandt

Appointments at Chiat/Day, San Francisco: **Gary Saucke**, VP and director of client services, NW Ayer, San Francisco, to manage-

ment supervisor; **Marty Brandt**, president, Martin Brandt Group Inc., Mill Valley, Calif., to management supervisor.

Cary Lemkowitz, **Michael Robertson**, and **Eric Weber**, creative directors, Young & Rubicam Inc., New York, to vice chairmen there.

Appointments at Ketchum Public Relations, Atlanta: **Michael F. Turnbull**, VP, account manager, named senior executive VP and executive creative director; **Colleen Butler Gowl**, group management director, named executive VP, group management director.

Appointments at Seltel: **Brian Ladyko**, research manager, and **Joy Eplan**, research analyst, New York, to account executives; **Kelly Patterson**, account executive, New York, to Los Angeles in same capacity; **Diane Munk**, account executive, TeleRep, Dallas, joins Seltel there in same capacity.

Lori Buma, account executive, Blair Television, Chicago, joins TeleRep there in same capacity.

Gregory Blaine, senior VP, director, strategic planning, Foote, Cone & Belding, Chicago, named senior VP, director, corporate resources and development.

Laura Pietragallo, sales assistant, Katz Communications Inc., New York, named marketing analyst.

Alan Bowdy, account research director, N W Ayer, New York, named associate group director, marketing research.

Steve Badeau, manager, research, for Paramount Pictures Corp., Los Angeles, named director, research.

Corrine Beller, director, marketing and sales, Greater Media Cable, Philadelphia, joins New Jersey Network Public Television, Trenton, as director, marketing.

Priscilla Fladger, account executive, Kadetsky Broadcast Properties, Inc., Newton, Mass., named sales manager.

Debra A. DeBusscher, classified advertising, outside sales manager, *The Detroit Free*

Press, Detroit, joins Competitive Edge there as director, agency development.

Charles L. Sheldon, VP, executive producer, BBDO, Chicago, named senior VP, television and radio production.

Rosemary L. Breehl, VP, account group supervisor, Wyse Advertising, Cleveland, joins Glazen Advertising there as president.

Peter Hinson, branch manager, Sachs Communications, Denver, joins Midwest CATV, cable rep firm there, as sales representative.

Appointments at Buena Vista Television: **Randy Briggs**, account executive, Worldvision, Los Angeles, to account executive. **David McLeod**, research director, Buena Vista, Chicago, to account executive there.

Appointments at Group W Television Sales, New York: **Greg Conklin**, administrator, sports program planning, NBC, New York, to research manager; **Heidi Wilson**, senior research analyst, Camelot Entertainment, New York, to same capacity, and **Susan Piccirilli**, research analyst, New York, in same capacity.

Karen Schade, financial analyst, WGNX(TV) Atlanta, named director, research.

Dennis McCormick, national sales manager-East, KCPQ(TV) Seattle-Tacoma, named local sales manager.

Aaron Orlander, national sales manager, WUAB(TV) Cleveland, named general sales manager, WVIT(TV) West Hartford, Conn.

Bruce Fox, senior account executive, WTWS(TV) New London, Conn., named sales manager.

Appointments at KICU(TV) San Jose, Calif.: **Robert J. Colletti** and **Steven D. Spendlove**, account executives, named local sales managers; **Brian Adams**, news assignment editor, named creative services coordinator.

Susan Mikolasy, account executive, KGW(TV) Portland, Ore., and **Gale MacIver**, salesperson, Pacific Communications, Olympia, Wash., join KING(TV) Seattle as account executives.

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Colleen Lynch, media promotions manager, Holiday Star Theatre, Merrillville, Ill., joins WJJD(AM) Chicago as marketing/promotion director.

David Devereaux, manager of video promotion, WTVS(TV) Detroit, named manager, advertising and promotion services.

Robert E. French, account executive, WGR(AM-FM) Buffalo, N.Y., joins WNYB(TV) there as general sales manager.

Michele L. Walls, account executive, KHOG(TV) Fayetteville, Ark., joins WTHR(TV) Indianapolis as local sales executive.

Louis S. Wall, general sales manager, WRDW(TV) Augusta, Ga., joins WBTW(TV) Florence, S.C., in same capacity.

Dan Chambers, account executive, Group W Radio Sales, Los Angeles, joins Hillier, Newmark, Wechsler & Howard there as account executive.

Mike Moran, director, vendor development, KCRG(TV) Cedar Rapids, Idaho, named local sales manager.

Scot K. Post, senior financial operational auditor, Cox Enterprises Inc., Atlanta, named controller of Cox's WFTV(TV) Orlando, Fla.

vision Distribution where he was VP, marketing. Woolen has spent 47 years in entertainment industry.



Garagiola

Joe Garagiola, sportscaster, NBC-TV, is leaving after 27 years with NBC Sports, as commentator for its baseball broadcasts. According to NBC, Garagiola was one of the first former athletes to become a network sportscaster. He has also hosted game shows and NBC's *Today* show. Garagiola has no definite plans but said that he would like to continue covering baseball.

Bill Sheinberg, VP, MTM Motion Pictures, Studio City, Calif., named VP, development, MTM Television.

Mel Swope, independent producer, named VP, production, Gulf & Western's Wilshire Court Productions, Los Angeles.

Appointments at CBS Entertainment, New York: **Margaret McSharry**, partner, McSharry & Collins Casting, New York, to director, casting; **Amy Introcaso**, casting director, Marsha Kleinman and Associates, Los Angeles, to director casting, East Coast.

Helen Seligman, VP, associate director, McCann-Erickson, Detroit, named senior VP, director, media services.

Thomas A. Daniels, VP, daytime network and special projects, Paramount Pictures Television, Los Angeles, joins Ventura Entertainment Group there as VP, creative affairs.

Robert Lane, corporate controller, Children's Television Workshop, New York, adds duties of VP.

Rick Taffer, private consultant, joins USA Network, New York, as manager, network production.

Chris Thompson, producer-writer, joins Viacom Productions, Universal City, Calif., as producer.

Faryl M.S. Reingold, producer, Stormy Weathers Productions, Los Angeles, joins Longbow Productions there as associate director, development.

John K. Hyland, division manager, operations planning, AT&T, New York, joins Teleport Communications Group there as VP, corporate development.

Susan M. Thyren, producer, Orion Television, Los Angeles, joins Lee Rich Productions there as manager, television.

Steve Mills, VP, motion pictures for television and mini-series, CBS Entertainment, Los Angeles, joins Qintex Entertainment Inc. there as senior executive VP, programming.

Appointments at William Morris Agency: **Jim Griffin**, VP, television news, New York, named head of syndication, East Coast. **Mark Itkin**, television agent, Beverly Hills, named department head, first-run syndication, West Coast.

Gene Ferry, independent consultant, joins Drake-Chenault, Atlanta, as Southeast regional manager.

Kate McSweeney, program manager, WOFL(TV) Orlando, Fla., joins Turner Broadcasting System, Atlanta, as program executive.

Dave Russell, farm services director, WOWO(AM) Fort Wayne, Ind., joins Tribune Radio Network, Chicago, as associate farm services director, Agri-Voice Indiana.

John O'Conner, co-host, *PM Magazine*, WTSP(TV) Tampa, Fla., joins KUTV Salt Lake City in same capacity.

William R. Ball, production manager, Cinebar Productions Inc., Newport News, Va., named VP, production.

Linda Moshontz, manager, affiliate services, Teleprograms, West Hollywood, Calif., named operations manager.

Stan Wojcik, field producer, *Our Times*, weekly news magazine program, WNEV(TV) Boston, named producer.

Appointments at WBZ(TV) Boston: **LuAnn Reeb**, news director, WBRC(TV) Birmingham, Ala., to executive producer, *Eyewitness News, Nightcast Edition*; **Carol Nagger**, manager, financial planning and evaluation, NBC, New York, to unit manager, program department; **Ron Bogatowski**, studio technician, to crew chief, *Eyewitness News*; **Eric Haessler**, accountant, to production assistant.

Randy Wenner, reporter and producer, WTVH(TV) Syracuse, N.Y., named program director.

Don Freeman, director, programming, Ohio Educational Broadcasting Network, Columbus, Ohio, joins WNEO(TV) Alliance and

Programing

Dick Woolen, VP, marketing, MTM Television Distribution Group, Studio City, Calif., retires effective Dec. 31. Woolen joined MTM in 1986 from Columbia Pictures Television.

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News and Public Affairs

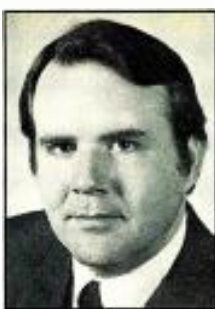
Bruce Hagan, director, newsgathering and operations, NBC Radio Network, New York, named news director.

Appointments at Westwood One, London: **Connie Gail Watson**, weekend producer, and **Maggie Fox**, Far East correspondent, named correspondents, London Bureau, Mutual Broadcasting System and NBC Radio Networks.

Joe Benton, deputy bureau chief and executive producer, Conus Communications, Washington, joins KRON(TV) San Francisco as Washington Bureau Chief.

Debby Cox, videotape editor, vacation relief, WJLA(TV) Washington, joins WCBS(TV) New York as staff videotape editor.

Appointments at WDSU(TV) New Orleans: **Lynn Gansar**, co-anchor, 6 p.m. newscast, adds duties of co-anchor, 10 p.m. newscast; **Beverly Carr**, co-anchor, 10 p.m. newscast, named primary field anchor, live reports; **Stephanie King**, reporter, named co-anchor, 5 p.m. news; **Alec Gifford**, anchor and reporter, midday news, named editorial voice.



Rowe

side Edition.

W. Vincent Burke, VP, news, WHAS(TV) Louisville, Ky., joins WTIC(TV), Hartford, Conn., as news director.

Tony Martinez, sports reporter, KCNC(TV) Denver, joins WJLA(TV) Washington in same capacity.

Brian Thomas, senior editor and reporter, Transtelevision, Cologne, West Germany, joins Oregon Public Broadcasting, Portland, Ore., as news director.

Ginger Casey, freelance broadcast journalist, KCBS(TV) and KTLA(TV) Los Angeles, joins KQED(TV) San Francisco as news interviewer.

Appointments at WHO(TV) Peoria, Ill.: **Jacki Conn**, part-time reporter, to reporter and morning anchor; **Alice Hout**, weekend anchor, to weeknight anchor; **Jim Mattson**, news photographer, to weekend sports anchor; **Tracy Petersen**, news photographer, to general assignment reporter.

Appointments at WSAZ(TV) Huntington,

W.Va.: **Brenda Bryan**, producer, WOWK(TV) there, to 11 p.m. news producer; **Randy Yohe**, reporter, WSAV(TV) Savannah, Ga., named general assignment reporter; **Chris Hechesky**, part-time photographer, named full-time news photographer, Charleston, W. Va., bureau; **Dale Oxley**, part-time production technician, to weekend photographer, Charleston.

David Frost, television personality, joins King World, New York, as host of its new news magazine show, *In-*

side Edition.

Ralph Wood, sportscaster, KJEO(TV) Fresno, Calif., joins WMPH(TV) there as sports director, member, 10 p.m. news.

Renee Montagne, host, *All Things Considered*, National Public Radio, Washington, named correspondent, national desk.

Mike Kellerman, assignment editor, KHII(TV) Corpus Christi, Tex., joins USA Radio Network, Dallas, as Washington correspondent.

Judy De Angelis, former anchor and reporter, WNBC(AM) New York, joins WINS(AM) there as morning anchor.

Promotion and PR

Louis Capozzi, managing director, N W Ayer Inc., New York, named senior VP.

Gary Spivack, regional marketing director, Premiere Radio Networks, Los Angeles, named director, public relations.

Appointments at WUSA(TV) Washington: **Ed Feuerherd**, promotion producer, WTVF(TV) Nashville, to same capacity; **Donna Meyer**, promotion producer, to on-air manager, promotion department.



Plant leaves NBC. NBC News has eliminated the position of managing director, news services, currently held by Jim Plant. Plant, who is also the current president of the Society of Professional Journalists, Sigma Delta Chi, will leave NBC at the end of the year. Plant's term as president of SDX ends on Nov. 20.

Plant's duties at NBC included labor relations and satellite operations and representing NBC News to international companies. Those responsibilities will now be spread out among the staff at NBC News.

Plant is a nine-year NBC veteran who served as assistant to former NBC News president Larry Grossman. He also worked as a writer, editor and producer at NBC News. Before NBC, Plant worked at ABC News for six years. He has also worked in the news departments of two television stations.

Plant's brother Bill is a correspondent for CBS News.

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Jill Smith, account executive, Los Angeles-based advertising agency, Italia and Associates, joins Columbia Pictures Television, Burbank, Calif., as manager, advertising and promotion.

Appointments at D.L. Taffner Ltd., Los Angeles: **Jack Krieger**, manager, creative services,

named assistant director, creative services: **Sharon Rothspan**, editor, Arbitron Ratings, Los Angeles, named manager, press relations and publicity; **Melissa Green**, sales representative, named director, public television sales division.

Lillian Bryant, promotion coordinator, *Dona-hue Show*, New York, named director, advertising and on-air promotion. **Deborah Wilhite**, executive secretary WLWT(TV) Cincinnati, named promotion coordinator.

Howard Freshman, promotion director, KPWR(FM) Los Angeles, and **Jim Sheehan**, promotion director, KWSS(FM) San Jose, Calif., join KXXX(FM) San Francisco as marketing and promotion directors respectively.

Leediafastje Bailey, from Wagner Law Offices, Seattle, joins KCTS(TV) there as viewer services representative.

Allied

John Goldsmith, host, weekly public affairs

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show, *Capital Edition*, WUSA(TV) Washington, resigns to "pursue other interests."

Cathy Dunford, business manager, Sammons Communications, Johnson City, Tenn., awarded 1988 Lucille Larkin Fellowship by Women In Cable, Chicago. Larkin fellowship is awarded to individual who has made significant contribution to Women In Cable.

Gene F. Jankowski, chairman, CBS Broadcast Group, New York, elected chairman, American Film Institute, New York. Jankowski succeeds Bonita Granville Wrather who died October 11, 1988 (see BROADCASTING Oct. 17). Jankowski has served at Institute since 1979. Previous chairmen were Gregory Peck, Roger Stevens, Charlton Heston, George Stevens Jr., Richard Brandt and Bonita Granville Wrather.

Appointments at Arbitron: **Rhonda K. Amoe**, Southeast regional manager, Atlanta, named division manager; **Kathleen Cooney**, account executive, Texas State Networks, Dallas, joins Arbitron there in same capacity. **Christine Balcius**, intern, Eric Mower and Associates, New York, named client service representative. Eastern advertiser/agency radio sales, New York.

Marilyn Penn-Weinshank, senior account director, Media General Broadcast Services, New York, joins Controlled Exports, Inc. there as director, media services.

Lisa-Gaye Shearing, co-head, communications finance group, Toronto-Dominion Bank, Toronto, joins Communications Equity Associates, New York, as group VP, investment banking.

Judith Kuriansky, television and radio personality, named president, New York City chapter of American Women in Radio and Television.

Juanita Bartlett, producer, NBC's *In the Heat of the Night*, **Marty Pasetta**, president, Pasetta Productions, Los Angeles, and **Russel Goldsmith**, chairman, chief executive officer, Republic Pictures Corp., Los Angeles, elected to The Caucus for Producers, Writers, and Directors, Los Angeles.

Harold Israel, president, Birch/Scarborough Research, New York, announced his retirement. In simultaneous action, Israel has been named chairman emeritus. Israel founded newspaper and broadcast firm in 1974. Appointments at Birch/Scarborough Research: **John Dussling**, general manager, WHBL(AM)-WWJR(FM) Sheboygan, Wis., to manager, broadcast sales, Midwest region, Chicago; **Jill Enomoto**, sales representative, Market Buy Market, Los Angeles, and **John Reid**, account executive, KPWR(FM) Los Angeles, to account executives, Birch/Scarborough Research, Broadcast Sales Western Region, there.

Mel Blumenthal, senior executive VP, MTM Enterprises and production executive branch governor, Academy of Television Arts & Sciences, Burbank, Calif., named chair, academy negotiating committee.

Deaths

Norman N. Newhouse, 82, media executive who helped establish world's largest family-owned communications empire. Newhouse Newspapers and Newhouse Broadcasting Corp., died Nov. 6 at his home in New Orleans after heart attack. Newman also suffered from leukemia. He had been diagnosed in 1971 and told that he had five years to live. However, he remained active in company until few months ago. Like his brothers, the late Samuel I. and Theodore Newhouse, Norman Newhouse was low-profile newsmen. Family's holdings, now run by his nephews, include 26 U.S. newspapers, 11 magazines, 5 publishing houses, and 3 cable TV systems. Newhouse Broadcasting owns NewChannels Corp., Syracuse, N.Y., which serves cities in Alabama, New York and Pennsylvania. Newhouse also owns Vision Cable Communications Inc., Englewood, N.J., and 80% of MetroVision Inc., Atlanta. After graduating from New York University, he became reporter and later managing editor of *Staten Island Advance*, owned by his brother Samuel. In 1937, he became editor of the Newhouse-owned Long Island Press, his last title in newspaper business. Newhouse was based in New Orleans for last twenty years, although he traveled frequently to Alabama and Ohio to visit Newhouse papers there. Survivors include his wife, Alice Gross, brother, Theodore, sister, Estelle, one daughter and four sons.

James R. Shepley, 71, retired president, Time Inc., died November 2 of cancer at Anderson Clinic, Houston. Shepley worked at Time since 1942, taking time off for army service in World War II and in 1960 to work in Nixon's presidential campaign. He was president of Time from 1969 to 1980, during which Time sold all its TV stations (1972) to focus on cable. Shepley played major role in Time acquisition of American Television & Communications and in starting pay service, Home Box Office. Shepley retired from Time in 1980. He continued as chairman-CEO of Time-owned *Washington Star* paper that folded in August 1981. Survivors include his wife, Yvonne, two sons and six daughters.

Norman Perry, 57, retired communications engineer, died of cancer, Oct. 10, at his home in Flint, Mich. Perry was chief engineer for WTAC(FM) Flint for 24 years. Perry is survived by his wife, Wilna, one son and one daughter.

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Sumner Redstone: A drive to win

Sumner Redstone probably doesn't fit most people's conception of a billionaire businessman.

In fact, many who know the chairman of the board of Viacom International talk of a charming and down-to-earth man somewhat at odds with the imposing portrait suggested by extreme wealth and its attendant power.

Between Viacom, with ownership of cable systems, cable networks and television and radio stations, and National Amusements Inc., the chain of 500-plus movie theaters in the U.S. and the United Kingdom that was behind last year's \$3.4 billion leveraged buyout of Viacom, Redstone may be one of the most powerful men in the entertainment industry.

In spite of that, Henry S. Schleiff, chairman and chief executive officer of Viacom's Broadcast and Entertainment Groups, says that Redstone is actually "one of the most regular guys you can imagine." By way of a quick comparison, Schleiff cites Columbo, the deceptively deliberate television detective. Just as Columbo's seemingly off-handed questions were calculated to elicit a particular response, Schleiff and others find Redstone's "self-effacing" queries to those who oversee Viacom's holdings as similarly deliberate, and part of a style of management at Viacom described as decidedly more open since the leveraged buyout.

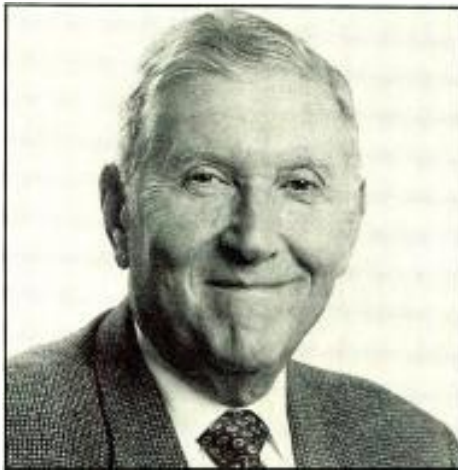
The upper level managers of Viacom's divisions have grown accustomed to regular meetings, something they did not have under Viacom's previous management, when, at least according to one executive, the company was run like a group of "independent fiefdoms."

Viacom's president and chief executive officer, Frank Biondi, says the "open environment" at Viacom is "as much a tribute to Sumner as anybody. There's not a lot of pretense. We tend to sit fairly close to one another and we meet regularly. We tend to 'kick it around' a lot."

Those meetings are usually the forum for Sumner Redstone's self-effacingly delivered but penetrating questions to Viacom managers. "You quickly grow to respect him because of his ability to get to a problem," says George Smith, senior vice president and Viacom's chief financial officer.

There is a reason for Redstone's analytical skill. In 1944, after two-and-a-half years at Harvard spent studying the classics and government, he earned an undergraduate degree early so that he could join the U.S. Army's intelligence division during World War II. He was part of a group that broke Japanese military and diplomatic codes.

On his return to the U.S., Redstone was accepted to Harvard as a second-year law student, earning his degree in one year. After graduation, he served as law secretary



SUMNER MURRAY REDSTONE, Chairman, Viacom International Inc., New York; b. May 27, 1923; BA, classics and government, Harvard, Cambridge, Mass., 1944; LLB, Harvard, 1947; U.S. Army, January 1944 to August 1946; law secretary, U.S. Court of Appeals, Washington, 1947-48; special assistant, U.S. Attorney General, Washington, 1948-51; partner, Ford, Bergson, Adams, Burkland and Redstone, Washington, 1951-54; joined Northeast Drive-in Theater Corp., Dedham, Mass., 1954 (predecessor to National Amusements Inc.); executive VP, National Amusements Inc., 1966; president, 1967; chairman of board and president since 1986; present position since June 1987.

for the U.S. Court of Appeals, and then as special assistant to the U.S. Attorney General, before going into private practice as a partner in a Washington law firm. At 31, Redstone returned to Dedham, Mass., and a family-owned chain of drive-in movie theaters.

"Tenacious" is a word often heard to describe Redstone. A classic example of that tenacity occurred in 1979, when he is said to have saved his own life during a hotel fire by clinging to a ledge outside his third-story room. That tenacity is a part of everything that Redstone personifies as a businessman.

According to more than one of those familiar with his work, Redstone is also a man of passion. As one puts it, "he's got the heart and mind of a college kid."

Ask him what his goals are as a businessman and he'll tell you, "It's certainly not connected to the acquisition of money. I'm not saying that money is not important. I think people who are really driven to succeed are driven by other things... Whatever I've done, good or bad, in my life there's been an obsessive drive to win, to do it the best."

That drive to win was behind the acquisition of Viacom. Redstone said that he first looked at Viacom as the flip side to the "nongrowth" that motion picture exhibitors have seen over "the last ten years." National began to acquire stock in Viacom in 1985,

first as an investment. According to Redstone: "Having been in exhibition I knew something about cable and the varied businesses that Viacom is in, but only in a very general way." He had no idea then that "we would end up where we are today."

"Just as we saw [theatrical] exhibition as nongrowth, we saw Viacom, as I frequently say, on the cutting edge of a whole new technological revolution."

Redstone's abilities have served Viacom well since the company was purchased in March 1987. A good example is the company's financing of the more than \$2.4 billion in bank debt incurred by the LBO. To pay off that debt, Viacom put a number of assets on the sales block last summer—one or more of its cable systems, one of its television stations (WVIT-TV Hartford), \$300 million worth of bonds and up to 49% worth of equity in Showtime Networks Inc. (Viacom is still actively discussing the sale of a piece of Showtime to aid distribution of the service).

Following the \$550 million sale of cable systems in Long Island and Cleveland to Cablevision at a record-breaking \$2,700 per subscriber, and an extremely strong response to a Viacom debt offering (which led to its being increased to \$500 million from \$300 million), it is now possible that Viacom's plan to sell equity pieces of Showtime, as well as WVIT-TV, could be scrapped because of the stronger earnings that Viacom's divisions are now reporting.

Redstone's role in the management of Viacom has no doubt been part of the increase in its performance. Viacom recently reported that earnings from operations for the first nine months of the year are up 23%. Redstone laughs when you ask whether he is by nature an acquisition-minded businessman. Throughout its history, National Amusements has acquired that reputation by avoiding lease arrangements for its theaters and instead buying the real estate that those theaters are built on.

When it comes to acquisitions at Viacom, Redstone says that putting the company in an operating position with a manageable level of debt has been the goal of the company's management.

But he also said that Viacom's lines of credit will re-open when its level of bank debt is returned to roughly \$1 billion, and between the sales of the Long Island and Cleveland cable systems, the \$500 million debt offering and the improving performance of the company, Viacom is now considering the purchase of smaller cable systems contiguous to Viacom's existing systems at a per-subscriber price in the "\$1,900-\$2,000 range."

"We have acquired a lot so we have a lot to digest," he says. But he adds that acquisition strategy "has to do with a philosophy of life. I'm basically an optimist. I think it's the only philosophy of life that's compatible with sanity."

Telemundo Group announced definitive agreement last Friday (Nov. 11) to sell WKAQ-TV San Juan, P.R., to investor group organized by Cohen Cassara & Co. Price for station and related production facility is \$147.5 million net cash, plus \$10 million in subordinated debentures paying 14%. Telemundo will also receive 49% of net proceeds of any future appreciation realized in certain subsequent sales or other transactions related to station complex. Cohen Cassara is Los Angeles-based private investment firm headed by Anthony B. Cassara, former president of broadcast group of Wometco Broadcasting Co. Agreement subject to financing; Drexel Burnham Lambert has issued letter saying it is "highly confident" that financing can be arranged, said Cohen Cassara (see story, page 57).

End of last week was busy with station trades. **Westinghouse Broadcasting Co.** agreed to sell **KEZW(AM)-KOSI(FM) Denver** to D&D Broadcasting Inc. for \$15.5 million. Seller is New York-based group headed by Burton B. Staniar, chairman and CEO. It owns eight AM's, five FM's and four TV's. It bought KEZW in 1986 for \$1.3 million, and KOSI in 1981 for \$7.5 million. Buyer is headed by Steven Dinetz, president, and Joseph J. Davidman, executive vice president, and has no other broadcast interests. KEZW operates on 1430 khz with 5 kw full time, and KOSI is on 101.1 mhz with 100 kw and antenna 790 feet above average terrain. Broker: Americom Radio Brokers Inc. ■ **Wagontrain Broadcasting Corp.** is selling **KRZY(AM)-KRST(FM) Albuquerque, N.M.**, to Commonwealth Broadcasting of Northern California for \$8.1 million. Seller is controlled by Bill and Patricia Sanders, who also own KIEZ(FM) Ventura, Calif., and Drake-Chenault Enterprises. It bought stations in 1987 for \$5.2 million. Buyer is principally owned by Dex Allen and partners of Thorsnes, Bartolotta, McGuire and Padilla, San Diego law firm. It has interest in KYXI(FM) Yuma, Ariz., and is selling KROY(FM) Sacramento, Calif. ("In Brief," Nov. 7). It has bought, subject to FCC approval, KMZQ(FM) Henderson, Nev. (see "Changing Hands," page 80). KRZY operates on 1450 khz with 1 kw full time, and KRST operates on 92.3 mhz with 23 kw and antenna 4,110 feet above average terrain. Broker: Media Venture Partners. ■ **Mammoth Broadcasting Inc.** is selling **WMJY(FM) Long Branch, N.J.**, to K&K Broadcasting Inc. for \$3.65 million.

Season-to-date it's NBC, ABC, CBS

While ABC took second place in last season's prime time race with a big assist from special event sports (the World Series, Super Bowl and winter Olympics), it appears the network will hold second place this season due solely to the performance of its entertainment programming. NBC is a shoo-in to capture first-place honors for the fourth season in a row, leaving a frustrated CBS in third place, struggling to find a cure for its moribund schedule in the first hour of prime time. "With the exception of Beauty and the Beast, they can't seem to get above a 15 share in the first hour of prime," explained one analyst. "They look like they are trying to disappear in that first hour."

Season-to-date from Sept. 19, which NBC has declared to be the start of the season, ABC is ahead of CBS by a full rating point. "That's pretty bad," the analyst said. The season-to-date numbers from that point: NBC, 16.7/28, ABC, 13.1/22 and CBS, 12/20. During the same period a year ago the numbers were: NBC, 16.5/27; ABC, 14.2/24 and CBS, 13.8/23. Since the week of Oct. 24, which both CBS and ABC call the start of the new season, NBC is well ahead with 15.5/25, followed by ABC, 13.4/22 and CBS, 12.8/21. During the same period a year ago the numbers were: NBC, 15.8/26; CBS, 13.7/23 and ABC, 12.6/21.

Meanwhile, as the season progresses and more new network programs make their debut, combined ratings have picked up. The three-network rating was off 9% for the first month of the new broadcast year (starting Sept. 19). After seven weeks, the combined rating is off 6% from last year.

Seller is owned by Jonathan and Elizabeth Hoffman. They also own WJBX(AM) Bridgeport, Conn. It bought station in 1982 for \$995,000. Buyer is owned by Donald Kelly and Jerome Koepfel. They also own WHDZ(AM)-WXKC(FM) Erie, Pa. WMJY is on 107.1 mhz with 3 kw and antenna 400 feet above average terrain. Broker: Americom Radio Brokers Inc.

NBC announced last Friday that **Bill Cosby and rest of Cosby Show cast have been resigned for sixth season** starting in fall 1989. For stations picking up show in syndication, that development automatically triggers extension of license agreement to four years (from three-and-a-half) and will add about another 14% to cost of carrying show. Program analysts say sixth year will add at least another \$75 million to Viacom's coffers from sales of show.

FCC voted last week not to launch rulemaking to allow AM stations to use synchronous transmitters to fill in or extend their coverage, saying such transmitters are not yet perfected. It said needed technological advances could take another three to five years to develop and test. Synchronous broadcasting involves broadcasting same programming on same frequency over two or more transmitters. Because signals of transmitters overlap, carrier frequency and phase of transmitters have to be precisely synchronized so that signals complement rather than interfere with each other. Despite no-go decision, FCC said it is willing to consider applications for additional experiments with synchronous transmitters to encourage their further development. NAB has opposed authorization of synchronous transmitters. Michael Rau, vice president, science and technology, NAB, said last week's action was "excellent decision."

Jockeying for baseball and 1992 summer Olympics sports television rights by broadcast and cable networks was active last week. Presentations were made to Major League Baseball Commissioner Peter Ueberroth, who is widely expected to give rights to both broadcast and cable bidders. Team owners meet in Atlanta first week of December, with speculation that new rights package will be on table. Broadcast plan with best chance of success was said by one network executive to include Saturday afternoons, All Star Game and World Series, package valued by one report at \$145 million annually. Cable plan was less certain. ABC and NBC are said to be most actively pursuing baseball with CBS perhaps limiting most of its attention to Olympics bidding taking place in two weeks. Latter network still would have problem with baseball telecasts conflicting with NBA basketball games in spring and college football in fall. Cable networks most often mentioned in running for baseball rights were Turner, SportsChannel and ESPN, should ABC win bidding. NBC was negotiating with first two to obtain some games for its new cable service, CNBC. So far, only broadcast networks are definitely committed to attend Olympics bidding taking place in New York, but Olympics officials would not rule out possibility of separate cable-inspired bid.

NCTA board, at meeting in La Quinta, Calif., today and tomorrow (Nov. 14-15), is expected to adopt fiscal 1989 budget reflecting 15% dues surcharge to preserve telephone-cable crossownership ban. Operating budget for current fiscal year ending Feb. 28, 1989, is \$8.7 million. Surcharge will generate approximately \$1 million annually and is expected to remain in place at least through 1989. Board voted for surcharge at New York meeting last September without being told how it would be spent. Members may get insight this week. NCTA President Jim Mooney is to make presentation on crossownership issue. House Telecommunications Subcommittee member Dennis Eckert (D-Ohio), who has been critical of cable, is scheduled to speak to board at luncheon today. Also on agenda: legislative review and update; status of cable-related proceedings at FCC, including new syndicated exclusivity rules and telco-cable and cable-broadcast network crossownership; Treasury Department's reconsideration of depreciation schedules of cable as-

Concern in Kentucky

The possibility of ABC pulling its affiliation from WTVO-TV Lexington, Ky., is said to have caused the station's owner, Shamrock Broadcasting, to halt consideration of offers for the UHF station. One source suggested the loss in value of the station if the affiliation were pulled would be \$15 million-\$20 million. ABC engineering and affiliate officials had recently been to Lexington looking at the facilities of independent UHF WDKY-TV, owned by John Backe, according to David Godbout, the station's general manager. Godbout added that he understood the network had long been concerned about WTVO-TV's preemptions, which are said to include an hour in daytime and prime time shows replaced by some 20 Cincinnati Reds baseball games. The station's local news is also said to provide a third-place lead-in to the network's World News Tonight.

This week, WDKY-TV officials will make a presentation to ABC in New York, with a visit by Shamrock officials still to come. Godbout said as of last week there had been no discussion about paying for ABC affiliation, but added: "I am not implying that we would never consider discussing it." WDKY-TV is currently a Fox Television affiliate which has been approached by co-located WLKT(TV) about picking up an affiliation should WDKY-TV move to ABC.

sets; 1989 annual convention; start-up of Cable Labs; NCTA awards, and high-definition television. NCTA staff is also expected to ask for and receive authority to prepare comments on FCC's proposed reform of territorial exclusivity rules.

British commercial TV stocks shot up last week in wake of radical new UK government broadcasting initiatives (see page 55). Several of nation's largest regional broadcasters hit year's high, despite London Exchange's generally lackluster performance: London Weekend Television was up 5% for week at last Friday's close; Central Television was up 4%, and Thames Television was up 3%. Stock prices are expected to continue long-term rise, says New York investment firm CL GlobalPartners, in part because relaxed takeover provisions in government proposals may make targets of some poorly managed broadcasters and also because some investors may seek stakes to help establish their own qualifications as broadcasters for 1992 round of franchise renewals.

After long hiatus, **talks between Hollywood and cable** aimed at working out legislative and regulatory framework for their business relationship in years to come **are scheduled to resume next week** in New York. NCTA President Jim Mooney and MPAAPresident Jack Valenti are expected to attend session along with top industry executives. Meeting was called by Valenti.

HBO Ku-band cable programming delivery co-venture with GE Americom did not die with FCC denial of request to raise power of **Crimson Satellite Associates'** Satcom K-3, said HBO (see page 71). "CSA certainly has a number of options"—which could include appealing denial, reapplying for another high-power slot or seeking arrangement with other operators. **In open Nov. 17 meeting, FCC commissioners' will rule on at least 17 new and replacement satellite applications** (filed by GE, Hughes, GTE, Contel-ASC, AT&T, Alascom and National Exchange) and on Contel request to move ASC-2 to slot now held by Westar IV. Westar buyer, Hughes, wants same slot to replace Westar IV.

Broadcasters still hope to strip language from congressional spending bill that instructs FCC to enforce its antiindecent policy 24 hours a day despite setback last week when House voted to instruct its conferees to accept provision inserted by Senate. Instructions, however, are nonbinding, which should

work to industry's advantage in getting section knocked out when House-Senate conference committee convenes possibly next week.

Rogers Cablesystems and city of San Antonio, Tex., reached agreement for company to pay city \$25 million to purchase city's buyout provision in existing cable franchise. System is keystone of Rogers deal to sell its U.S. properties to Houston Industries for \$1.27 billion. Clause in franchise allowed city to buy system at 5% below market value.

Cable Labs held organizational membership meeting last week, announced that systems serving more than 75% of all cable subscribers were members and **elected TCI President John Malone chairman**. Other officers elected were James Doolittle, executive VP/COO, ATC, treasurer, and Brian Roberts, executive VP, Comcast, secretary. Malone, Doolittle and Roberts join four others on executive committee: Joseph Gans Sr., president, Cable TV Co.; John Rakoske, executive VP, Continental Cablevision; Richard Roberts, president, Telecable, and Cable Labs President Dick Green. In addition to those named above, labs also elected 12 others to board.

Malrite Communications Group was on its way last week to settling shareholder suits arising from leveraged buyout offer led by chairman Milton Maltz. Suing shareholders have tentatively accepted terms of buyout (BROADCASTING, Oct. 31), but will have right to inspect documents related to buyout and to take depositions from company officials to confirm that price is "within the range of reasonableness," according to shareholder attorney Robert Frutkin. No agreement has been reached with holders of the company's convertible subordinated debentures, who also objected to terms of original buyout proposal.

Gary Nardino, independent producer and former executive, Paramount Pictures Corp.'s television division, Los Angeles, joins television unit, Orion Pictures Corp. there, as chairman and executive of Orion's Television Entertainment, supervising company's development, production and syndication of television properties. Nardino assumes position Jan. 1.

Pressing matter for Bush

President-elect George Bush offered little encouragement last week to those hoping that, as President, he would hold frequent news conferences. Asked at his first meeting with reporters following his victory on Tuesday if he would hold "regular, formal news conferences," Bush offered an ambiguous response. First, he said: "No, I'm not going to have one every Tuesday." But then he said he "will do it...will hold regular press conferences and try...in the future as I have in the past to answer these questions." Bush was criticized during the campaign by correspondents for refusing to meet with them or answer questions. However, he said the session in Houston on Wednesday was the 208th since he announced his candidacy. And while he acknowledged there have "not been that many" news conferences "recently," he thought the media had "beautifully" reported his campaign.

In a related comment, Bush announced that Sheila Tate, who had been his campaign press secretary, would hold that job for the transition team. He did not say whether she would move on to the White House as press secretary. At least some of the reporters who followed Bush during the campaign hope she does not. Tate, a former public relations executive who served as press secretary for First Lady Nancy Reagan, is well liked by the Bush campaign press corps. But some members regard her as not equipped to handle the demanding job of White House press secretary.

Editorials

Pocket protector

After all the deals had been done, the concessions conceded and the First Amendment compromised, President Reagan—standing alone against the political current—just said no to the Children's Television Act of 1988 and with his pocket veto preserved for the Fifth Estate another piece of First Amendment territory that broadcasters had themselves been willing to cede for the sake of storing up congressional credits (and perhaps avoiding a worse bill later). It came as a surprise to most, but probably should not have, given the President's established respect for broadcasters' constitutional protections.

This latest stand, taken together with the President's opposition to the fairness doctrine last year, makes for a laudable record of principle over politics made even more impressive when it is remembered—painfully so—that in neither case did broadcasters come to his aid in holding the line against the advance of these political footballs. Why, when the Congress and the Fifth Estate had both signed off on the children's bill, did the President refuse to add the penstroke that would have put the law on the books?

We'll let the President explain by way of an excerpt from the "Memorandum of Disapproval" accompanying his action.

Conditioning license renewals upon the federal government's determination as to the adequacy of a licensee's programming would violate the First Amendment. It would inhibit broadcasters from offering innovative programs that do not fit neatly into regulatory categories and discourage the creation of programs that might not satisfy the tastes of agency officials responsible for considering license renewals.

The bill's limitation on advertising revenue for certain types of programming places the federal government in the inappropriate position of favoring certain kinds of programming over others. This type of government regulation may well undermine its stated purpose by discouraging commercial networks from financing quality children's programming. In addition, it raises constitutional issues both by virtue of the difficulty of defining "children's television programming" in a manner consistent with the Supreme Court's prescription of either overinclusive or underinclusive regulation of speech and by virtue of the manifest incongruence between the stated purpose of the provision and the means chosen to effectuate it [case citation deleted].

The bill simply cannot be reconciled with the freedom of expression secured by our Constitution. Moreover, despite its laudable goals, it is likely to be counterproductive. Accordingly, I am compelled to disapprove this measure.

No policy concerns can override the requirements of the First Amendment.

Hail to the chief.

Bullish on Bush

The best news of the election may be simply that it's over. To the extent that the Fifth Estate, too, was marking time to see whether George Bush or Michael Dukakis would emerge as the 41st President, it can now return to business as unusual in these transitional times.

That said, broadcasters, cablecasters and others who occupy the airwaves or reach the electronic nation by wire can be pleased that it will be a Bush administration that takes over in January. For the most part, because it will continue the free market, free enterprise. First Amendment-oriented policies that have so energized the last eight years, and will serve as a counterbalance of

sorts to the reregulatory inclinations of the Democratic leadership on Capitol Hill.

Indeed, the momentum of telecommunications policy change set in motion when Mark Fowler took over the FCC may be anticipated to continue out of the Reagan tenure and into Mr. Bush's without losing notable steam. And with FCC Chairman Dennis Patrick expected to continue at the helm at least well into 1989, the present deregulatory agenda can continue to be addressed. Moreover, the President-elect has sent a clear signal on one of the most important issues of all. He will oppose recodification of the fairness doctrine.

That doesn't mean the times will be any less tough or the decisions any less tortuous. It just means that the Fifth Estate can expect to operate for a while longer in an environment challenged more by the marketplace and by competition than by rules and regulations. If not the best of all possible worlds, at least the better.

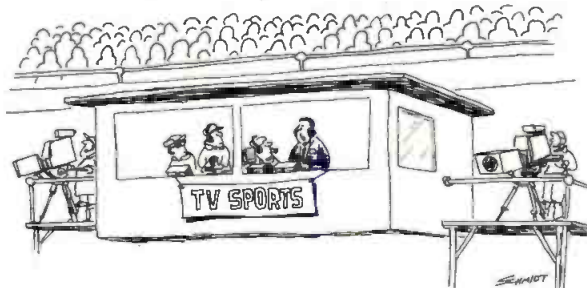
Safe bet

The White House, Congress and broadcasters were in agreement on at least one issue last week. President Reagan signed a bill that aligns the letter with the spirit of the law regulating lottery advertising. The law as it stood effectively proscribed advertising for all but state lotteries. That narrow gate forced broadcasters to turn away charity fund raisers and church raffles, and thus, in effect, proscribed a worthy community service. As amended, the law will now permit the advertising of state-sanctioned, non-profit lotteries, as well as "occasional and ancillary" promotional contests of commercial organizations. Both broadcasters and their communities are winners on this one.

The chair speaks

It was only a matter of time before someone broke someone else's nose on television. Last week it was Geraldo Rivera, whose nose lost an argument with a chair hurled in a brawl between white supremacists and civil rights activists during a taping of Rivera's syndicated talk show.

Under the broad umbrella of "reality programming" fall such offerings as *Geraldo* and *Morton Downey Jr.*, in which aggressive hosts often pit flint against steel and wait for the sparks to fly, then, some would argue, actively fan the flames for the pleasure of the audience. It should come as no surprise, then, that some combatants find action speaking louder than words. The real world is often marred by violence. The closer television gets to "reality," the better it must be prepared for punches that aren't pulled and blood that isn't corn starch and coloring.



Drawn for BROADCASTING by Jack Schmidt

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