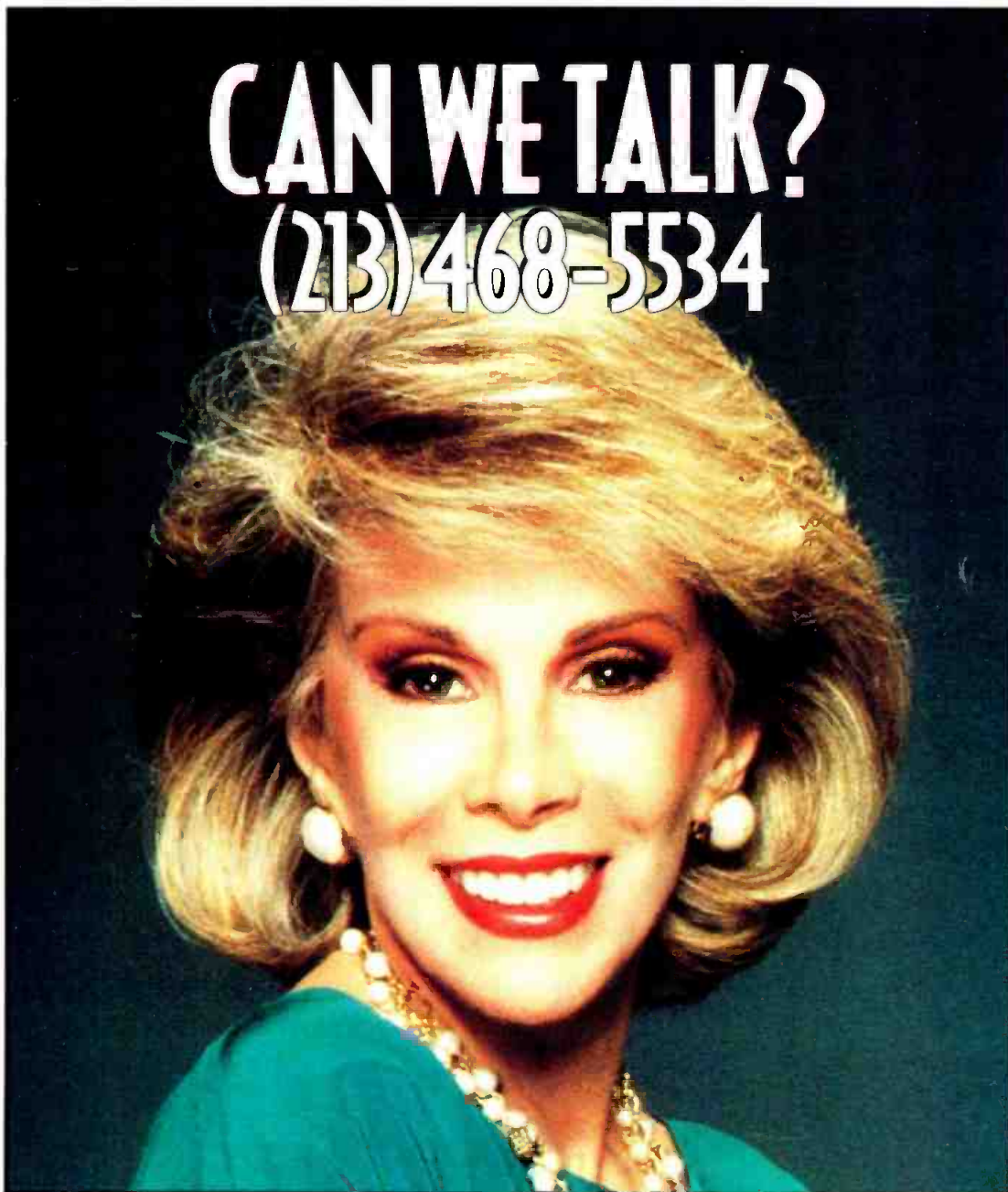


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Gone West... Cable industry heads to Anaheim for discussions of industry's hottest topics: cable-telco; future of basic, pay and PPV; fiber optics, and HDTV. CNBC signs Cox and Cablevision Systems to carry its new cable programing service. **PAGE 36.**



High point... NBC's record bid wins 1992 Olympics in Barcelona, Spain. **PAGE 35.**

RTNDA '88... Some 1,500 broadcast journalists and others gather for RTNDA's international conference and exhibit in Las Vegas.



CBS News correspondent Ed Bradley praises local broadcast journalists as "innovators," while Bill Sternoff, *USA Today: The Television Show* correspondent, says many of them are poor managers who have become "babysitters." NBC's Garrick Utley takes issue with 'trash TV.' **PAGE 40.**

39/OPEN AIR
In what is being seen as sign of glasnost, Soviet Union stops jamming Radio Free Europe and Radio Liberty.

42/HOLLINGS HITS
On two separate occasions, Senate Commerce Committee Chairman Ernest Hollings expresses grave misgivings

about FCC, group he says is run by "youngsters" functioning with "nonpolicy."

46/POLICE RAP
Former New York narcotics detective Sonny Grosso, who with his partner broke famed French heroin connection in late 1960's, is executive producer and on-air host of proposed

syndicated "reality" show, *Cop Talk: Behind the Shield*.

46/GRANT TAKES HOLLYWOOD
Program production joint venture between former CBS Entertainment President B. Donald (Bud) Grant and Tribune Broadcasting finds interest at all three commercial broadcast networks for first batch of development projects.

50/PRIME TIME PBS
Public Broadcasting Service and its member stations agree to establish firm national prime time schedule and fundamentally change how public television renews programs.

56/CHILDREN'S HOURS
CBN Family Channel and DIC Enterprises sign agreement that will bring 26 hours per week of children's programming to CBN's schedule next fall.

58/GOLD RUSH
Interest in golden oldies format is high these days, with shifting age demographics cited as one reason. Some observers worry about how many stations format can support.

64/HDTV IN 1992
Electronics Industries Association study predicts that high-definition television will be introduced in U.S. in 1992, with up to 25% penetration in U.S. homes by year 2000.

65/TIME IS ON THEIR SIDE
FCC gives United States Satellite Broadcasting and Dominion Video Satellite until Dec. 4, 1992, to build and launch proposed high-power direct broadcast satellite systems.

70/SPORTS SUMMIT
Television and sports executives attending 10th annual Sports Summit meeting hear bullish reports about televised sports on

network and pay-per-view television.

72/HOLLYWOOD TRANSPLANT
Columbia Pictures Entertainment will sell \$160 million-plus movie package to British Satellite Broadcasting in what BSB is calling Hollywood's biggest film deal ever with Europe.

95/ADVICE OF COUNSEL
Tom Cohen, senior counsel of Commerce Committee, is at center of communications policy on Hill.

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Holding their own

It appears that distant broadcast signals are escaping widespread dumping by cable MSO's as new copyright period (Jan. 1) approaches. United Video, in fact, reports that WGN-TV Chicago will gain over 300,000 subscribers on that date, with half coming from decision by Media General, Fairfax, Va., to reinstate WGN-TV on its system. UV said WPIX(TV) New York and KTVT(TV) Dallas will lose between 100,000 and 200,000 subscribers, but common carrier attributed that to satellite shift from Satcom to Spacenet bird, to be completed Dec. 15, and not, copyright situation. Eastern Microwave, which was making rounds of MSO's last week, including Warner Cable and Continental, said it expects moderate increase in carriage of WWOR-TV New York after first of year.

Speculates

With Bush inauguration less than two months away there is continued speculation over whom new President will appoint to FCC. Paul Smith, former Republican chief counsel and staff director for House Energy and Commerce Committee (and now with Wiley, Rein & Fielding), last week joined lengthening line of those mentioned for commission vacancy. Others: James McKinney, director of White House military office and former chief of FCC's Mass Media Bureau; Terry Haines, minority counsel for House Telecommunications Subcommittee, and Bruce Goodman, former Mutual and Multicom executive who has been working full time for Bush campaign.

Preemptive strike

Fox's plans to launch first-run reality-based companion series to *A Current Affair*—never officially announced—have been scrapped, in large part due to King World's launch of reality-based *Inside Edition*. Rep firm source said Fox decided to abandon plans for new show because *Inside Edition*, which launches in January, has snatched up most of available time periods and is now cleared in 60% of country.

Eye almost has it

CBS expects to close on deal to buy WCIX(TV) Miami on Jan. 3, day after five affiliation changes take place in market and neighboring West Palm Beach. Barring any last second opposition filings at FCC (last Friday was deadline), final commission approval will come Dec. 12. Delay in closing has to do with programing

lien executed between TVX and previous WCIX owner, Taft Broadcasting, that does not expire until Jan. 2. "It's really just a technicality," said CBS source. In related development, CBS network executive made clear last week that there will be management change at station, now run by Skip Moss. On short list of replacement candidates are said to be Allen Shaklan, vice president, programing, owned stations division; Gordon Hughes, vice president and station manager, WCAU-TV Philadelphia, and Rod Perth, vice president and station manager, WBBM-TV Chicago.

Fifth Estater

C. Boyden Gray, longtime Bush aide who will enter White House next month as chief counsel, is cable operator and broadcaster. He's chairman of family-owned Summit Communications Group Inc., which owns cable systems serving 128,000 homes in North Carolina and Georgia and AM-FM combinations in Atlanta; Baltimore; Dallas; Denver; Lincoln, Neb.; Springfield, Mo., and Akron and Dayton, both Ohio. He is also former partner of Wilmer, Cutler & Pickering, which has substantial communications practice, and earlier contributed another partner, Lloyd Cutler, as White House counsel in Carter administration.

Tight rein in Texas

View from Dallas is that Edward Gaylord has slim chance of getting approval of majority ownership of Texas Rangers at Major League Baseball's winter meetings. Although issue is on agenda for owners' Dec. 3-7 meetings, it's possible they'll delay vote until later, as was done with his winter 1984 bid for minority ownership of Rangers. Owners remain fearful that Gaylord-owned KTVT(TV) Fort Worth superstation and Rangers games it carries will get broad national push, according to Kevin Sherrington of *Dallas Morning News*. Not improving Gaylord's chances, despite his ties to Dallas-Fort Worth community and owners' esteem for him as businessman, is Gaylord's disinclination to put on paper his promises to hold national expansion of KTVT in check. Sept. 12 *News* quoted Gaylord as saying, "If our word isn't good enough, then nothing is good enough."

Enough's enough

Don't look for Corporation for Public Broadcasting Chairman Howard Gutin to run again when his term ends next March. "I'm not a masochist," he said last

Friday, charging people in and outside public broadcasting community who have criticized his traveling, "as some kind of cabal [because] they would like to see CPB roll over and die." His being publicly honest about travels on behalf of CPB has ironically led to vilification, he said. Expenses in 1988 fiscal year amounted to some \$50,000.

Storm has been brewing around Gutin's travel and per diem expenses since Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) criticized CPB's overhead expenses during reauthorization hearings earlier this year. Cap on those expenses was worked into legislation, and Senate request to General Accounting Office could soon create new external audit system there. During times marked by minority consortia and independent producer unrest, Gutin argued, he initiated talks with those and other factions in response to same detractors that had then called for more open communications. He made no money from travel and in fact paid a tax penalty in 1987, he said.

Getting there

FCC official said last week that seven-year-old license renewal case involving WBUZ(AM) Fredonia, N.Y., is being actively considered by full commission, and final decision on whether to deny renewal is "forthcoming." Administrative law judge denied renewal in 1986 on finding that owner Henry Seraphin had discriminated against black woman and "proved himself to be liar and cheat." Review Board affirmed year later with similarly harsh judgment. Local branch of National Association for the Advancement of Colored People, one of groups that challenged renewal in 1981, has threatened to take FCC to court if it does not act soon.

Fox's intermural exchange

Fox station group has invited Fox Broadcasting Co. affiliates who do local news to participate in its in-house satellite news exchange. Seven Fox-owned stations routinely feed each other stories, and plan is now being formalized to integrate other FBC affiliates into process. Participating stations will include affiliates in Oakland, Miami, Philadelphia, Detroit, Seattle, Sacramento, Pittsburgh and Hartford. Word of that development follows report of FBC survey that suggests majority of network's affiliates would favor FBC development of daily (or nightly) national newscast (BROADCASTING, Nov. 28). But Fox source said two developments are not related.

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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.

AM Stereo

Motorola's C-Quam AM stereo system has become virtual de facto standard, with adoption by 657 stations worldwide. Kahn system holds on to favor with fewer than 100 stations.

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. Clearer picture of what cities will do should emerge this week during National League of Cities conference in Boston where members will vote on new policy calling for reforms to act and telco entry. 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. Top motion picture and cable executives are holding series of talks to discuss their relationship and possible regulatory changes. House

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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 National 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 10.5 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.

Comparative Renewal

National Telecommunications and Information Administration, in *NTIA Telecom 2000* report on future of broadcasting and telecommunications, recommended that FCC purge license renewal procedures of "references to program content" as part of overall elimination of rules "governing content." FCC Chairman Dennis Patrick has also called for minimizing role of programming in FCC deliberations at renewal time. But their views are not shared by broadcasting industry. In first round of comments in current FCC proceeding aimed

at reforming much-maligned comparative renewal process, broadcasters led by NAB and INTV argue that past programming performance of stations should be basis for renewal.

FCC proceeding is also aimed at discouraging groups from using comparative renewal process and policy of allowing groups to petition FCC to deny renewal and station transfers to "extort" money from broadcasters. To deter abuse, FCC has proposed limiting payments broadcasters may make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it has proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards broadcasters must meet to win "renewal expectancies" and reconsidering criteria used in comparative hearings, particularly diversity of ownership.

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 crossownership 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 crossownership. FCC Commissioner Patricia Diaz Dennis dissented from action. Comments are due Dec. 16.

FCC move follows National Telecommunications and Information Administration report on cable television regulation recommending

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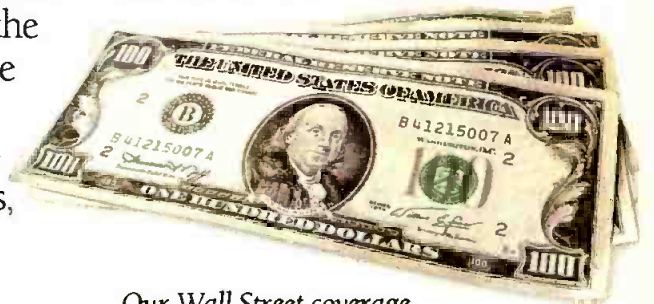


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telephone companies be allowed to serve as transporters of others' programming, although not programmers themselves, in telcos' own service areas (BROADCASTING, June 20).

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 negli-

gible 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. He is now shooting for Dec. 12 meeting.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership 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 crossownership 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 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 programmers and cable operators.

FCC extension granted two weeks ago gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting four more years—until Dec. 4, 1992—to put proposed DBS systems in operation. USSB and Dominion were among those granted permits with six-year expirations in December 1982.

High-Definition TV

Comments were due Thursday (Dec. 1) on second FCC inquiry on advanced TV transmission (see "Top of the Week"). Commission asked for comments on which spectrum scheme allotment would be optimal: 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.

Analysis subgroup of ATS committee's systems subcommittee has received submissions for 15 proposed HDTV or EDTV transmission systems. Thirteen of 15 systems were studied in-depth by analysis group during meeting held Nov. 14-18 in Washington. Report based on finding of week-long meeting will be submitted to systems subcommittee in February.

On Sept. 1, 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 televi-

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.

IN ONLY 2 WEEKS
ALREADY CLEARED IN
NY, LA, CHICAGO, PHILADELPHIA,
SAN FRANCISCO, DALLAS, ATLANTA, MIAMI,
MINNEAPOLIS, PHOENIX, PORTLAND

10 MYSTERY WHEEL OF ADVENTURE

**BRAND NEW
MYSTERY MOVIE SERIES!
10 WORLD PREMIERES IN 10 WEEKS!
THE SAINT! DICK FRANCIS MYSTERIES!**

**PLUS ANOTHER TOP MYSTERY ATTRACTION!
ALL-NEW 2-HOUR ADVENTURES FOR FALL '89!**

- All movies first-run ... anywhere. No previous exposure.
- Superb Prime Time rating potential... huge built-in audience of loyal mystery fans.
- The Saint has an unbroken history of success... on network... and in syndication.
- Dick Francis is today's premier mystery writer... over 50 million books sold!
- **MYSTERY WHEEL OF ADVENTURE**... a brand new, highly promotable movie package... packed with proven appeal!

PROGRAMMING TO BUILD **YOUR PROFITS**
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sion spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) 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.

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 applications 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

■ Warner Communications Inc. and Lorimar Telepictures announced Oct. 21 revised definitive agreement for acquisition of Lorimar by Warner. SEC approved revised registration statement Nov. 2. Under new terms of tax-free stock swap, Lorimar shareholders will exchange roughly 2.7 shares for each common share of Warner. Definitive agreement signed May 17 had set ratio of about 2.4 Lorimar shares per Warner share. New agreement also provides for "substantial" interim financing by Warner not required by existing terms. Merger had been blocked Sept. 27 by New York state court ruling that Warner's acquisition of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft, group owner, became Warner's largest shareholder. Warner appealed decision; hearing took

place Nov. 23. FCC approved establishment of independent trust for Lorimar stations, measure that Warner argues will permit merger while satisfying Chris-Craft agreement. Since May, Warner has taken over Lorimar's domestic theatrical distribution operations, along with distribution of Lorimar's home video library. Lorimar's revised proxy statement has gone out to shareholders, with vote on merger scheduled for Dec. 8.

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 a 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 have received preliminary comments on registration of new securities. Merger is subject to approval of shareholders from both companies. Proxy statements are expected to be sent out within week.

The Board of Directors of SBN
is proud to announce
the election of its New President
E. J. "Jay" Williams, Jr.



Mr. Williams will be responsible for all aspects of the Network. Formerly Director of Sales and Marketing of SBN, he will be headquartered in the New York executive office.

Sheridan Broadcasting Network (SBN), with 133 Affiliates, continues to distinguish itself as the largest urban oriented News, Sports and Entertainment radio network in the country.

THE BEST IN NATIONAL URBAN RADIO PROGRAMMING

SBN Sheridan Broadcasting Network

1 Times Square Plaza
New York, NY 10036

New York, Pittsburgh, Chicago, Detroit, Washington, D.C., Houston, Los Angeles

Talk about *fast!* Talk about *fresh!* Talk about *fun!*

TALK ABOUT

READY NOW FOR
**JANUARY
'89 START!**

Fast talkers win...in the most original, most intriguing new game show in years.

- ★ All-new half-hour entertainment strip for today's huge audience of game-show fans.
- ★ Great family fun...everybody plays along.
- ★ Hosted by Wayne Cox...TV's newest game-show star.
- ★ Cash/barter basis.

PROGRAMMING TO BUILD YOUR PROFITS

D. L. TAFFNER/LTD.

(212) 245-4680

(213) 937-1144



WAYNE COX

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 stations are not being carried on at least one cable system that would have had to carry stations under must-carry rules.

Network Rules

■ FCC's network rules are being reviewed, and several may be modified or eliminated in upcoming year on ground that networks now face stiff competition, particularly from cable. FCC has opened proceedings looking at rules prohibiting networks from representing affiliates in spot advertising market, barring networks from owning cable systems and limiting network-affiliate contracts to two years.

Proposal to eliminate network-cable cross-ownership ban has proved highly controversial. In comments, cable industry joined networks in calling for repeal of ban, but network affiliates and advertisers argued for preservation of ban. Latter group felt allowing networks to own cable systems would give them undue market power. Proposal to repeal so-called two-year rule is not controversial. In FCC comments, networks were joined by station groups in support of proposal.

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 non-commercial 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.

Advertisement

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

WHEN TRUTH IS INAPPROPRIATE

Officially, The Washington Post is against lying. When the furor over the Iran arms controversy was at its peak, Ben Bradlee, the executive editor of The Post told a friend, "This is the most fun we've had since Watergate." Mr. Bradlee later tried to explain this, saying, "Newspaper people get particularly excited when people fail to tell the truth and therefore interfere with the process of reporting, when people fail to tell the truth to their superiors, when they fail to tell the truth to committees of Congress. It is this sense of excitement that I meant to convey."

Bradlee again discussed the subject of lying in a talk last summer. He said, "I honestly believe lying has increased significantly in my lifetime as a journalist. It is now almost at the point where society has lost its sense of outrage." Accuracy in Media quoted this statement in an ad it submitted to The Washington Post in which it asked, "Has the loss of the sense of outrage over lying affected even the highest echelons of The Washington Post? Are Katharine Graham and Ben Bradlee send-

ing a message to their employees that they tolerate lying?" This was followed by a large part of a letter we had sent to Katharine Graham, the chairman of the board of The Washington Post, last September.

The letter pointed out that Bob Woodward, the famous investigative editor of The Washington Post, had been asked by Larry King on his TV show on September 8 how he got into the hospital room of the late William J. Casey, the director of Central Intelligence, who had undergone an operation for a brain tumor. Woodward had replied, "Oh, it's the easiest thing in the world. You don't have to break in. You just walk in." He indicated that it was particularly easy for him, since Casey's security guards knew him.

Indeed they did. When Woodward first tried to get into Casey's room, the guards turned him away. After that the guard was strengthened. They were on the lookout for Bob Woodward. The ad pointed out there is abundant reason to believe that Woodward never got into Casey's room. When questioned by Ted Koppel on Nightline, Woodward refused to describe the room or Casey's condition. He said that might reveal who had helped him get in. That is absurd, and it doesn't jibe with his claim that he had no help.

The ad also pointed out that Mrs. Casey, Vice President Bush, former White House chief of staff Donald Regan and others have all said that Casey was unable to speak coherently after his operation. Yet Woodward claims to have carried on a conversation with him. That was impossible according to everyone else who saw Casey at that time. Mrs. Casey has said bluntly that Woodward was lying.

We asked Mrs. Graham why Bob Woodward was still working for The Post in view of the evidence that he had lied about his Casey interview. We asked if The Post condoned lying by Bob Woodward or if Mrs. Graham found the evidence that he was lying unconvincing. Mrs. Graham has not replied and The Washington Post refused to print the ad, saying it was "inappropriate." They didn't say it wasn't true.

AIMO

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



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OTARI'S LANDSCAPE IS BROADER THAN YOU REALIZE...

You probably know us by our audio machines that are used in television, radio, and music recording applications every day, around the world. But it may surprise you to learn that the same company that builds 32 channel digital audio mastering machines also pioneered and developed (with E. I. Dupont de Nemours & Co.) the world's only laser-based, high speed video duplicator. And that we also market video and audio tape loaders, and digital audio disk systems.

Our customers also tend to take a broad view. They know that quality products, backed by an engineering support group and a network of regional offices, plus a group of independent sales representatives and dealers who share our commitment to our customers, give them value far beyond initial equipment cost.

So consider the real *cost-of-ownership* in your buy decision. Look for equipment that is less expensive to operate over time and that is designed to support the goals of your business. Realize that when you buy Otari equipment you also "buy" Otari, the company. If you do, we think you'll choose the "Technology You Can Trust." **OTARI**.

A broadcast advertising commentary by Robert B. Butler, executive VP, Durham Life Broadcasting, Raleigh, N.C.

Planning for tomorrow today

When it comes to future strategic planning, the broadcasting industry—radio and television alike—is, to say the least, inadequate.

When our individual operations are threatened by competition, we go into the conference room, call in the players, close the door and brainstorm. We develop plans to address or merge with the competition. We set goals and plan for one, five and 10 years away. I submit that the broadcasting industry has a critical need to plot its destiny in similar fashion.

With the increasingly competitive media, broadcasters have been reacting to issues instead of leading the charge. We must work together to advance our industry by setting the foundation for tomorrow's agenda today. Expanding computerized media time buying, redefining the role of television and radio networks and continuing to review outdated duopoly and antitrust rules are just some of the areas that need to be addressed.

Computer trading of media buys is "ripe" for development. Like many broadcasting concerns, advertising agencies also service large debts, causing them to look for the most efficient ways to execute the process of media analysis and placement. Requesting avails and executing campaign schedules for a broadcast buy in a market has become a very cumbersome task. The broadcasting and advertising industries have to form alliances with software developers to find easier solutions to the current media placement problems.

Computer trading will not replace the important role of the account executive. Rather, it will enhance that role by allowing larger volumes of business to be booked more efficiently. The personal contact between a station account executive and the client will always remain a priority. The key is to make a buy on radio and television very easy.

Regarding the television networks, affiliates need to strengthen their respective network partnerships by clearing even the "marginal" programs. When stations "cherry pick the menu" they threaten a very fragile profit margin for the networks. And if the network economy is threatened, the affiliate bodies of ABC, CBS and NBC may need to address the question of purchasing, owning and operating them. One day the local affiliates may control the manufacturing, supply and distribution system of network television in order to compete with the proliferation of other video sources; namely, DBS and cable as well as the telephone companies. If the networks purchase and redirect their programming to cable systems, over-the-air television will be forced to create new programming alli-



“Thriving in the future will depend on making broadcasting the best possible choice for an advertiser.”

ances and networks.

(Incidentally, the telephone companies *will* be in the video business. It is not logical to assume that cable and broadcasting can restrict the telephone companies to audio-only transmissions in order to protect our interests. It's only a matter of time before the arguments against the phone companies wear thin in Washington.)

Radio station operators need to review and weigh short- and long-term goals when evaluating their network affiliations. The radio industry as a whole has simply given up too much inventory for compensation received in the 1980's. Cost-per-thousands are extremely low and dangerous to the future health of the aural medium. The prospect of clearing network commercial inventory without having a real need for the network product is equivalent to the creation of a "discount" national radio representative.

Unlike the television network business, radio networking has turned into a commercial distribution system in exchange for low compensation. There are exceptions, and the questions can only be answered on a station-by-station, contract-by-contract basis.

Meanwhile, the FCC needs to continue to reexamine its outdated view that too much media control by one company is even possible in today's marketplace. The sheer number of radio and television stations and

other media available to the general public invalidates this reasoning.

Broadcasters should now be allowed to bump "city grade" coverage areas to assemble a "chain" of radio and television outlets. This course of action will allow individual operations to economically maximize efficiency while offering better service to the community at large.

"Super stations" can also be formed to serve an entire state or region. These stations should be allowed to utilize a single call letter or word for identification.

(The recent revision of the outdated AM-FM duopoly rules is a step in the right direction for broadcasters.)

Additionally, antitrust lines must be clearly defined and challenged by broadcasters. The current rules no longer make sense. We avoid perfectly acceptable opportunities to work together as a total broadcast medium due to a fear of antitrust regulations.

By clarifying the boundaries set by federal antitrust regulations, broadcasters will be able to compete more fairly in the consumer arena with alternative media.

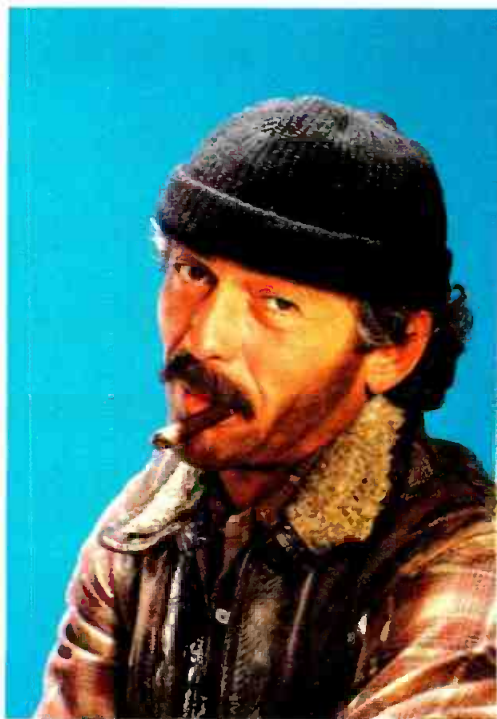
Radio and television must join forces in their respective markets to show both consumers and clients their support for the broadcasting medium. Radio day promotions, radio-television premiere parties and joint selling activities—either selling in combination or cross-promoting—are just some examples of opportunities for building that support. Radio and television rep firms should seek and welcome the opportunity to work with their competitors on an unwired network basis. Each state should form and fund local chapters of the Television Bureau of Advertising and the Radio Advertising Bureau to develop advertising business within the state. Our national and regional offices will not be able to satisfy our total appetite for "new business." Competition should be media-to-media, rather than station-to-station.

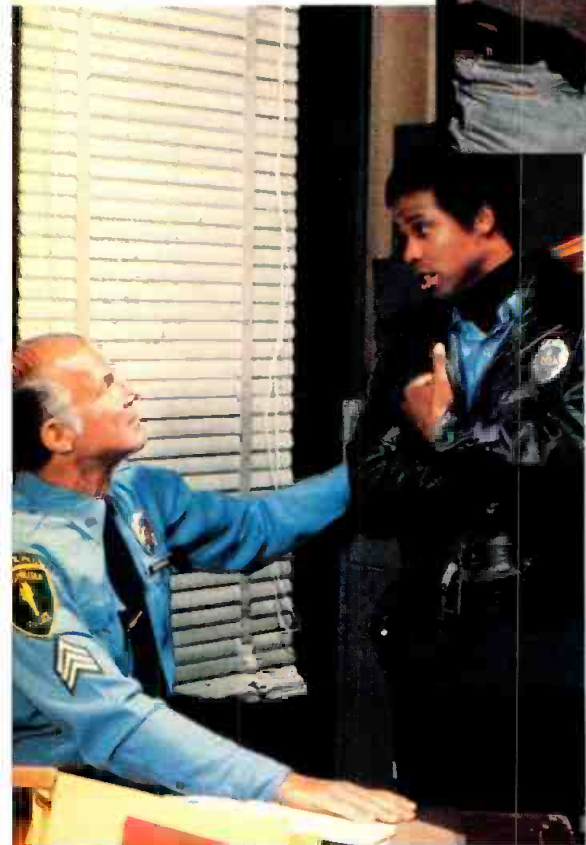
Radio and television stations should establish business ties with shopper guide services and direct mail companies to complement the effectiveness of an ad campaign. Clients are willing to pay for "value-added" services when we utilize other resources.

Thriving in the future will depend on making broadcasting the best possible choice for an advertiser. Simply put, there will be too many marketing alternatives as we approach the year 2000.

The issues I covered in this article are only the starting points. And whether you agree with any or all of these ideas, hopefully you, the broadcaster, realize that, in concert with our trade associations, we have to get started on an all-encompassing, national strategic campaign today. ■

**Enough
talk,
dogbreath.**





MTM
TELEVISION DISTRIBUTION GROUP

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**IT'S TIME
FOR
ACTION.**

*HILL STREET
BLUES*[®]

The late fringe powerhouse.

■ indicates new listing

This week

Dec. 4-9—*American Advertising Federation, Northwestern University's Kellogg Graduate School of Management and Medill School of Journalism* first advanced advertising management seminar. James L. Allen Center, Northwestern campus, in Evanston, Ill. Information: (202) 898-0089.

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**—Presentation of Accolade Awards, sponsored by *Women in Cable*, during Western Cable Show (see listing, above). Anaheim Hilton and Towers, Anaheim, Calif. Information: (312)

661-1700.

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. 9—Deadline for submitting nominations to Edward R. Murrow competition, "recognizing an individual whose work has fostered the growth and quality of public radio," sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

Also in December

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. 12-13**—"Equal Employment Opportunity in the Broadcasting and Cable Industries," first in series of conferences on employment and ownership policies relating to women and minorities, sponsored by *FCC*. Information: (202) 632-5050.

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. 13-15—"The New Administration and the Economic Outlook for 1989: Deficits, Spending and Taxes," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

■ **Dec. 14**—*Women in Cable, New York chapter*, meeting. Speaker: Ed Bleier, executive VP, Warner Bros., on "deal making in the cable TV industry." Viacom Conference Center, New York. Information: Beth Araton, (212) 661-6040.

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 Ange-

Major Meetings

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

Jan. 4-7, 1989—*Association of Independent Television Stations* annual convention. Theme: "The Future of Free TV." 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* 23rd annual television conference. St. Francis hotel, San Francisco.

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

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

April 9-11—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Television*

Stations. Sheraton Harbor Island Inn East, San Diego. Information: (703) 739-5082.

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

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 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 Battison, (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. 21-25, 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.

The show with a special 900 hotline
that means big rewards for viewers...

TELEVISION IT PAYS TO WATCH.

\$REWARD\$

REWARD is an explosive, new, half-hour reality-based strip that offers viewers an opportunity to solve a mystery, and receive large monetary rewards.

REWARD focuses on a variety of cases, such as unsolved murders, missing persons, stolen property, the search for an adopted child's natural mother, and more.

REWARD operates from a news bureau setting, where anchor/hosts carefully spell out the details of each case using a blend of news footage, re-enactments, and originally produced material.

REWARD presents frequent updates, new clues and other information regarding the status of each mystery.

REWARD hotline—a special 900 number—makes it possible for viewers to actually participate in solving the mysteries.

REWARD is produced by the same creative team responsible for the hugely successful Geraldo Rivera specials.

\$REWARD\$

A half-hour strip available for January 1989.

Call for a pilot screening:
212-605-2786/818-777-6561
Produced by Saban Productions
in association with
Barbour/Langley Productions.

Distributed by

MCA TV

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les. 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—*Academy of Television Arts and Sciences* installation ceremonies for its Television Academy Hall of Fame (to be taped for telecast Jan. 23). 20th Century Fox Studios, Los Angeles. Information: (818) 763-2975.

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. 9—Deadline for entries in 37th annual news competition sponsored by *Associated Press Television-Radio Association of California-Nevada*. Information: (213) 746-1200.

Jan. 9—Deadline for entries in *Associated Press Television-Radio Association* Cleve Roberts Memorial Journalism Scholarship Awards, for "students with a broadcast journalism career objective who are studying in California or Nevada." Information: Rachel Ambrose, AP, (213) 746-1200.

Jan. 10—Deadline for entries in *Sigma Delta Chi's* Distinguished Service Awards honoring best in journalism. Information: (312) 922-7424.

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

Jan. 10—*Iowa Association of Broadcasters* legislative day and license renewal seminar. Des Moines, Iowa.

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—Deadline for entries in third annual RadioBest Awards competition, sponsored by *Twin Cities Radio Broadcasters Association*, recognizing "creative excellence in radio advertising from national and Minnesota sources." Information: Jeanne Nelson, (612) 544-8575.

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*. Wiltern Theater, Los Angeles.

Jan. 15—Deadline for entries in Anson Jones Award honoring Texas media for excellence in health communication to the public, sponsored by *Texas Medical Association*. Information: (512) 477-6704.

Jan. 15—Deadline for entries in national awards competition sponsored by *Asian American Journalists Association*, recognizing "excellence among Asian American journalists" and "outstanding coverage of Asian American issues." Information: (415) 346-2051.

Jan. 15—Deadline for entries in annual Broadcast Media Awards for "outstanding radio and television broadcasting on reading education, literacy and promotion of the lifetime reading habit," sponsored by *International Reading Association*. Information: (302) 731-1600.

Jan. 15-16—*Minnesota Broadcasters Association* winter conference. Sheraton Midway hotel, St. Paul, Minn. Information: Laura Niemi, (612) 926-

8123.

Jan. 17—*South Dakota Association of Broadcasters* annual legislative day luncheon. Pierre, S.D.

Jan. 17-19—44th annual Georgia Radio-TV Institute, sponsored by *Georgia Association of Broadcasters*. University of Georgia, Athens, Ga.

Jan. 20—*Utah Association of Broadcasters* annual meeting and sales seminar. Salt Lake City.

Jan. 20-22—*Alabama Association of Broadcasters* annual winter meeting. Auburn, Ala.

Jan. 21—*Associated Press Television-Radio Association of California-Nevada* regional seminar. Long Beach Ramada Renaissance, Long Beach, Calif. Information: (213) 746-1200.

Jan. 23—Telecast of Television Academy Hall of Fame, sponsored by *Academy of Television Arts and Sciences*, honoring 1988 inductees Jack Benny, George Burns, Gracie Allen, Chet Huntley, David Brinkley, Red Skelton, David Susskind and David Wolper. Fox Broadcasting. Information: (818) 763-2975.

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. 27-28—*Colorado Association of Broadcasters* winter meeting and awards banquet. Aurora, Colo.

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—Deadline for entries in awards contest sponsored by *Investigative Reporters and Editors*. Information: (314) 882-2042.

Jan. 31-Feb. 2—*South Carolina Broadcasters Association* 41st annual winter convention. Columbia, S.C.

February 1989

Feb. 1—Deadline for entries in National Media Owl 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. 13—Deadline for entries in Livingston Awards for Young Journalists (34 years old and younger), sponsored by *Mollie Parnis Livingston Foundation of University of Michigan*. Information: (313) 764-2424.

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, AT&T. Marriott hotel, Washington.

Feb. 22—*National Press Foundation* awards dinner, featuring presentation of Sol Taishoff Award for excellence in broadcast journalism, to Brian Lamb, chairman and chief executive officer, C-SPAN. Sheraton Washington 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 1-3—*West Virginia Broadcasters Association* annual "Call on Congress." Washington. Information: (304) 344-3798.

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

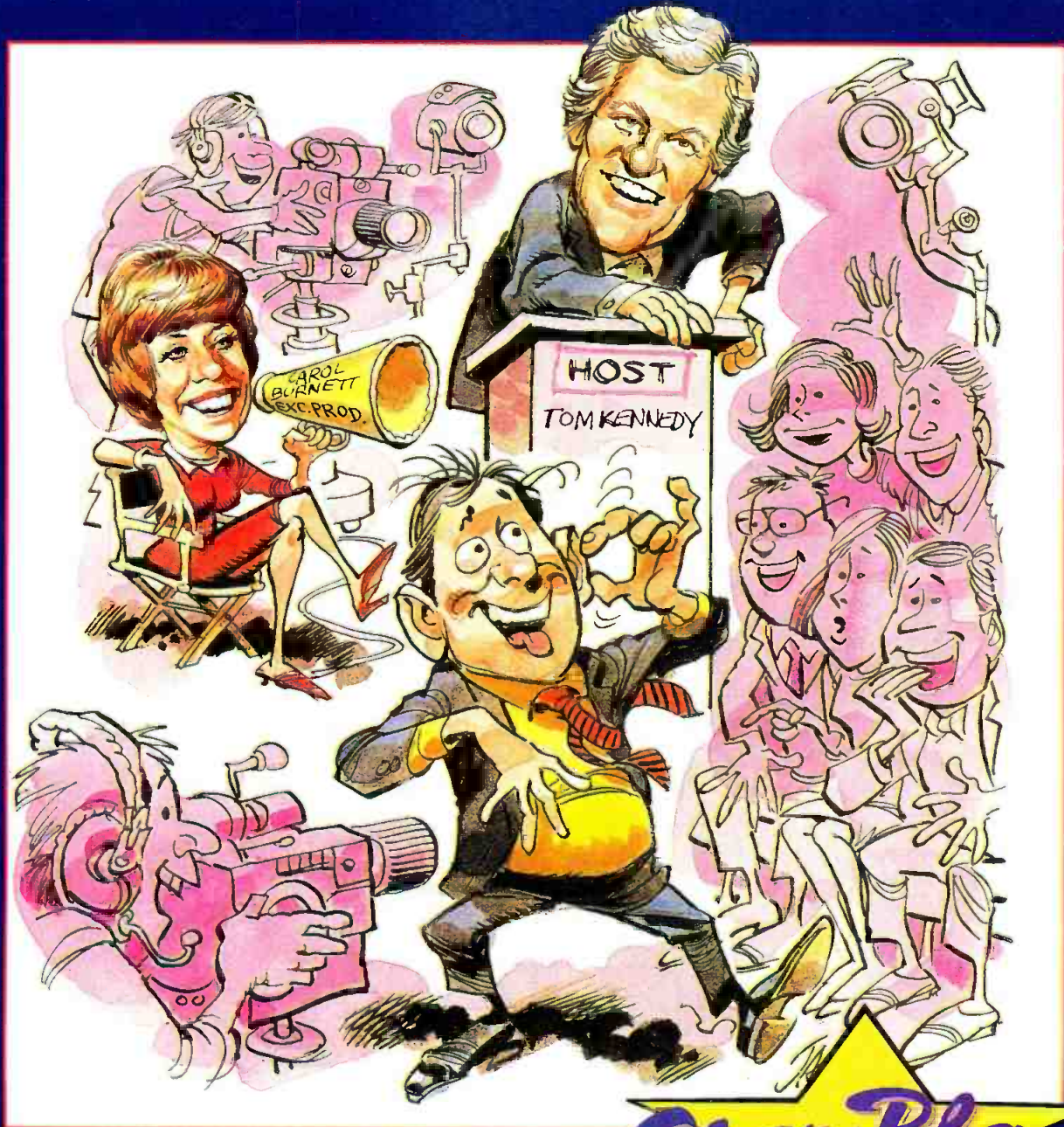
March 7-10—*Audio Engineering Society* convention. Congress Centrum, Hamburg, West Germany. Information: (030) 831-28-10.

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

March 12-14—*West Virginia Broadcasters Association* spring meeting. Ramada Inn, Beckley, W. Va. Information: (304) 344-3798.

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

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Errata

The combined value of the **Malcolm Glazer stations** is between **\$95 million and \$105 million**, not \$205 million as reported in Nov. 28 issue, page 51.

□

Due to erroneous information provided by **Teleport Boston Corp.**, its planned teleport was reported to be "Boston area's first" ("In Sync," Oct. 24). It should have been identified as **Boston's first "international" teleport**. Videocom Teleport Boston is currently operating teleport there and reports that it will soon install international antenna.

□

In Nov. 7 issue, **BROADCASTING** incorrectly described newly formed **DSL Entertainment as syndicator**. Company will package and produce programs, but not syndicate.

□

In story on *Home* show in Nov. 28 issue, Abrams referred to was **Bill Abrams, director of administration, daytime programs, ABC**.

□

Story Nov. 28 incorrectly attributed quote by **NCTA science and technology vice president, Wendell Bailey, to Harold Protter, vice president and general manager, WTVV(TV) Milwaukee**. Bailey, not Protter, said that "the difference between that kind of resolution" offered by proposed NTSC reception improvements "and that of the advanced systems proposed may not be enough to merit the investment" in high-definition or advanced television systems.

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

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

March 24-25—11th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: (404) 523-6136.

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 5-8—*Asian American Journalists Association* national convention. San Francisco. Information: (415) 346-2051.

April 6—53rd annual presentation of Ohio State Awards banquet/ceremony. National Press Club, Washington. Information: (614) 292-0185.

Open Mike

Full circle

EDITOR: Your excellent special report on cable [Nov. 21] details how a new idea overcame the opposition of the entire broadcasting industry to transform the media landscape and permanently alter the way Americans watch television. The story you tell is basically one in which the insiders in a regulated industry use law and the regulatory apparatus to thwart innovation by outsiders (in this instance, cable TV). The success of the new technology in providing previously unimagined services despite the opposition of the vested interests that sought to block innovation and competition is indeed a stirring one.

The article concludes that, with its success, the cable industry has "in a sense ... come full circle." The industry has indeed come full circle, but not in the sense suggested by the article. Now that cable has attained the status of an insider in the industry, it is just as determined to use the regulatory system to prevent new competitors and different technologies from eroding its profitable niche in the broadcasting industry as were its competitors 40 years ago. It is a sad irony that you fail to note the similarity between the attempts of those who benefited from the status quo to thwart the development of cable TV and the present efforts by the cable TV industry to do the same thing, most notably with regard to competition from telephone companies. As with most efforts to thwart the development of

new services, the public, in whose name regulation is undertaken, is the loser. *Stephen Huber, professor of law, University of Houston.*

□

EDITOR: Best history I have ever seen on the cable business. Right on and right to the point. Nice job. *Bill Daniels, chairman, Daniels & Associates, Denver.*

□

EDITOR: Nice job on telling the history of cable. I'm putting it in my reference file and know it will come in handy as I draw parallels between the growth of conventional and wireless cable. *Jim Theroux, president, Metrotel Cablevision, Cleveland.*

Another view

Your Nov. 28 article, "Hard Times for Easy Listening," presents a totally negative view that is contrary to the majority of stations in the country that are programming Bonneville's ULTRA Easy Listening format. Those stations that have stayed true to the format continue to do very well in their marketplace.

The fact that some long-established stations in easy listening have decided to leave should be viewed more as a reflection of current ownership and management than an overall indictment of the format. As every investor in the broadcast industry knows, this is a very management-intensive business. The fates and fortunes of the stations can change dramatically with the attitude and skill of the station management team. It's been our experience that floundering easy listening stations have been turned into market winners with new owners and managers. And we've seen successful franchises destroyed when ownership or management teams have changed.

Through continued national music and perceptual research, as well as the dedication to providing a new and fresh music product targeted to the 35-54-year-old audience, easy listening will continue to evolve and provide a broad-based environmental format that has been appreciated by upscale adult audiences for over 20 years.—*Jim Opsitnik, president, Bonneville Broadcasting System, Northbrook, Ill.*

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Membership pulled

EDITOR: In reference to your story: "NAB faces opposition to its Class A FM proposal" (Nov. 28), I am another one of the growing list of Class A broadcasters who have pulled their membership in NAB. I had felt for several years that the NAB was composed only of the "big boys" and that the organization was not predicated on the support of grassroots, local radio. There had not been an issue such as this come to the forefront for several years, and after some calls from NAB broadcasters, I decided to join.

Now this issue brings into focus again that the NAB is not concerned about small-market broadcasters. The old adage "he who has the gold makes the rules" definitely applies here. I have pulled my membership in NAB because once again it appears that it's an organization that works for the big guy, but when the issues warrant support of the little guys, it's not there.

I hope the "AM-ization of FM" argument isn't listened to at the FCC. It's just a scare tactic. *Randall Miller, president and general manager, WRVI(FM) Virden, Ill.*

Production options

EDITOR: I would like to remind the networks, studios and series producers ("The High Price of Success," BROADCASTING, Oct. 10) that the United States is not one state (California), but 50 states. Instead of taking television series productions offshore, thereby restricting employment to a

small, elite group of Americans, they should take a serious look at the other 49 states.

Any series shot primarily in a studio (situation comedy, game show, soap opera, magazine format and reality show) can be produced anywhere in the United States, including the snowbelt, at a substantially lower per-episode rate than the production costs in California.—*Pamela Dedrick, producer/director, Windflower Productions, Burnsville, Minn.*

Voices of experience

EDITOR: I want to commend BROADCASTING and your chief correspondent, Leonard Zeidenberg, for the accurate and informative articles on the recent World Administrative Radio Conference on Space Services that was held in Geneva [BROADCASTING, Oct. 3, 10]. They were timely reports on this complex conference which is so crucial to the future of satellite communications.

As the Deputy Head of the Canadian delegation, I was fully involved with all aspects of the conference and I was interviewed several times by Mr. Zeidenberg. I have now read his two reports on the conference and I can attest that they are accurate, complete and have even captured the politically volatile atmosphere that existed during the conference sessions.

Such authoritative reporting gives me the assurance that BROADCASTING is a source of news that can be trusted to be accurate and complete. *E.D. DuCharme, director, regulatory policy and planning branch, Canadian ministry of communications.*

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1705 DeSales Street N.W. Washington D.C. 20036
Phone 202-659-2340
Editorial department fax 202-429-0651
Administrative department fax 202-331-1732

Lawrence B. Taishoff, publisher

Editorial

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Bureaus

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Hollywood: 1680 North Vine Street, 90028
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Cable heads west for its date in Anaheim

A substantial portion of the cable industry, 9,000 strong, is gathering in Anaheim, Calif., this week for the Western Cable Show to bask in cable's continued good fortunes.

As was 1987, 1988 has been a strong year for the industry. Cable penetration continues to climb, reaching 53.8% in November, according to Nielsen. The 1.6 million subscribers added in the last three months amount to the largest quarterly increase since 1984. Those penetration gains came despite widespread increases in basic rates throughout the year, further strengthening the balance sheets of cable companies.

The sunny optimism is also reflected in the numbers for the show. Attendance is running 5% ahead of last year, organizers say, and the number of exhibitors, 225 taking 110,000 square feet of space, has forced officials to open up a neighboring arena for more floor space, the first time that has happened since 1981.

On the public policy front, the issue that has overshadowed all

others this year for the cable industry is the specter of telephone company entry. The topic will be addressed during the final panel session (Friday, 10:30 a.m.), and will feature, for the first time before a major cable audience, two top telephone company officials: Lee Cox, president of Pacific Telesis, and Dan Behuniak, assistant vice president, government relations, Bell Atlantic. Other panelists include: John Goddard, NCTA chairman, and president and chief executive officer of Viacom Cable; FCC Commissioner Patricia Diaz Dennis; John Sie, senior vice president, Tele-Communications Inc., and Intermedia general partner Ed Allen. CATA President Stephen Effros will moderate.

Other panel sessions will address the major issues facing the industry today, including the future of basic and pay services, the role of pay-per-view, sports rights and marketing. Fiber optics and high-definition television will dominate the technical sessions on Wednesday and Thursday.

Centel on block; Continental consolidates

Centel Corp. announced last Wednesday (Nov. 30) that it was selling its 82%-held Centel Cable Television subsidiary, and Dow Jones & Co. announced the same day that it was selling its stake in Continental Cablevision. The price for Centel Cable could range from \$1.1 billion to \$1.4 billion, while Dow Jones said it was selling its 17% interest in Continental, the country's third largest MSO, for \$299.8 million.

Centel Cable is being sold so that its shareholders will realize the value of their cable television investment, and to allow the parent Centel Corp. to focus on its local exchange carrier and cellular communications businesses, according to John P. Frazee Jr., chairman, president and CEO of Centel Corp. and chairman and CEO of Centel Cable.

Frazee said the sale of Centel Cable, which serves more than 555,000 subscribers in six states, should not be interpreted as a negative comment on the future of cable television. "I think there are great prospects ahead for the cable industry," he said. But, he said, the company saw its greatest enhancement of value in the growth opportunities in its local telephone and cellular businesses.

"I know they wanted to get to a million subscribers," said Kenneth T. Berents, an analyst at Butcher & Singer. But the company thought that the prices it would have to pay would be too high for the return on its investment, he said.

Analysts gave a range of \$1.1 billion to \$1.4 billion for the price that the systems might bring,

based on a per-sub price of \$2,000-\$2,500.

The price for the company could be in the neighborhood of \$1.3 billion, estimated Gregg Seibert of Salomon Brothers, working from Centel Cable's public documents. "The company should sell at a relatively high cash flow multiple," he said, "due to its low cash flow per subscriber." The company reported a cash flow margin of 39% for the third quarter of 1988.

Frazee said the company's margins reflected its commitment to addressability and pay-per-view technology, causing high depreciation charges and startup costs. "Where [cash flow margins] are now is no indication of where they are going to be," Frazee said.

The day of the announcement, the price of Centel Cable stock jumped from \$24 to a closing price of \$37.625 per share. Berents said that at a per-sub sale price of \$2,000, each share would have a pre-tax worth of \$43. At \$2,500 per sub, the value per share would be \$54, he said. Morgan Stanley has been retained to assist in the sale of Centel Cable.

Dow Jones & Co. is selling its stake in Continental Cablevision to the company's chairman and CEO, Amos Hostetter Jr. Under a 1981 agreement, Continental Cablevision itself has 30 days to match the offer of its CEO.

In 1981, Dow Jones bought into Continental Cablevision with the purchase of 3.1 million shares, or 24.5% of the company, at a cost of \$78.5 million. In January 1986, Dow Jones sold back two million of those shares to the company for \$100 million, bringing it to its current holdings of 1.1 million shares.

Dow Jones said the decision to sell reflected the attractiveness of the \$270-per-share stock price in comparison to the \$25-per-share price paid by Dow Jones in 1981. The company said it planned to use the proceeds, expected to be \$193 million after taxes, to reduce debt and for other corporate purposes.

Continental Cablevision has roughly 2.3 million subscribers, according to a company spokesperson. □

CNBC signs Cox, Cablevision Systems

NBC took a second large step in getting its Consumer News and Business Channel off the ground last week by signing Cox Cable and Cablevision Systems to carry the new service. And Michael Eskridge, president of CNBC, said more deals will be announced at the show this week. "We have some big ones that are virtually complete," he said, which, combined with the four million committed by TCI, will put the service well on its way to reaching the nine million subscriber goal it has for launch.

Cox plans to commit all its 1.5 million subscribers at launch, which Eskridge said last week would be mid-April. Cablevision, which will have 1.3 million subscribers when it completes several system acquisitions, will commit most of its subscriber base at launch, CNBC said.

Ajit Dalvi, senior vice president, programming and marketing at Cox, said Cox was impressed by NBC's commitment, after meeting with NBC News President Michael Gartner and NBC Sports President Art Watson. "It looked like they were very prepared to contribute their resources to make CNBC successful," Dalvi said. "The stakes are awfully high," Dalvi said. "NBC was fairly open on its business plan," he said, which showed "how long the company is willing to fund the losses." As for FNN, Cox's contract has run out and Dalvi said it would be difficult to carry two services in the same genre when channel capacity is tight.

Eskridge said CNBC has hired 50 people, including on-air talent, sales, news and affiliate relations personnel and will have 220 on staff at launch. Next month, CNBC will move its headquarters to Fort Lee, N.J., first to temporary quarters, then to a permanent site in a new building being constructed. Eskridge said CNBC will have two "good-sized studios," plus another small one, and 37,000 square feet of space on one floor of the building.

Eskridge's primary responsibility is putting the network on the air, leaving the signing of cable operators to his affiliate relations staff. CNBC has hired Deb Lieberman, a former Lifetime affiliate vice president, to be vice president, affiliate relations, Western

CENTEL



Frazee



Eskridge, Dalvi and NBC Cable President Tom Rogers

region.

Eskridge said CNBC has "lots of possibilities" for sports programming, but that a boxing deal was the only venture CNBC would disclose.

Whitehead-Viacom-Turner group tilts C-band replacement picture

A small but powerful group of programmers is apparently gaining unexpected leverage in what earlier this year had appeared to be a replacement satellite sellers' market.

Various reports place Viacom International, C-SPAN, The Weather Channel and possibly the Turner Broadcasting System and the Disney Channel among programmers together seeking C-band replacement capacity—specifically, three satellites, 30 transponders. Only C-SPAN and TWC confirmed participation.

The group is working through Clay Whitehead, former Hughes-Communications president, whom many credit with inventing the condominium concept of satellite occupancy.

"There's chaos out there" in current negotiations among half a dozen operators and approximately 50 cable programmers, said Whitehead, describing himself as a "go-between." The central concern for the programmers, he said, is to end the "kind of crazy game of musical chairs that occurs every time one of these birds nears end of life."

Referring to Viacom's move last winter from Satcom to Galaxy, which also involved TWC and C-SPAN, said TWC President John Wynne: "We are exploring with Viacom the options, just as we worked together on Galaxy III." Whitehead "is doing all the talking" to the satellite operators, said Brian Lockman, C-SPAN network operations vice president.

As GE Americom, Hughes Communications and AT&T descend on the Western Cable Show—each ready to sell C-band replacement capacity, and each armed with FCC authorizations to launch birds in the 1990's (BROADCASTING, Nov. 21)—at least one operator, GE Americom, is troubled by the group approach.

Said Martin Lafferty, GE Americom vice president, cable services: "We very much want to provide capacity and services to cable programmers...but we have problems, serious problems, with the Whitehead group. The history of programmer co-ventures does not promise long-term cohesiveness "because they are deeply competitive," he said.

Hughes vice president, video services, Jerry Farrell, confirmed: "We have talked with him [Whitehead], but no agreements have been made."

Not all programmers are sold on the group approach. Said Disney vice president, finance, Patrick Lopker: "Each programmer tends to make sure his own needs are met. I couldn't really say the group idea would be best. Each approach has its benefits."

Cable goes to city hall

The cable industry has wasted no time in trying to persuade the leadership of the National League of Cities to hold off on approving a new communications policy that, in their eyes, is loaded with trouble (BROADCASTING, Nov. 28). The NLC met this past weekend to consider the policy, and judging from the grassroots cam-

aign under way, the initiative might be slowed down.

Cable executives were making the rounds last week, focusing primarily on the portion of the policy that endorses telco entry into cable. Other provisions call for major reforms to the Cable Communications Policy Act of 1984 that, if enacted, would restore city authority to regulate rates and lead to greater municipal control over franchise renewals and transfers (BROADCASTING, Nov. 28).

A key player is Phoenix Mayor Terry Goddard, who is the NLC's incoming president and believed not to be a fan of the telephone industry. Dimension Cable (operated by Times Mirror) in Phoenix provided Goddard's staff with material on the subject, according to Susan Bitter-Smith, executive director of the Arizona Cable Television Association.

But Dimension also had its outside consultant, Rick DeGraw of Roots Development, meet with Goddard. DeGraw also happens to be Goddard's former campaign manager. "This has not been a heavy-duty lobbying effort," said Bitter-Smith, adding that "we just wanted to find out if the mayor had made a decision." It is Bitter-Smith's understanding that he had not yet taken a position on the matter.

NLC President Pam Plumb of Portland, Me., met last week with Paul Cianelli, president of the New England Cable Television Association, and Tom Rutledge, who runs the ATC system in Portland. Plumb said they "put forward their case." And that she told them she was "not prepared to carry their brief."

In Fort Worth, Mayor Bob Bolen (NLC's second vice president) heard from Bryan O'Hara, general manager, operations, of the Sammons system there. O'Hara described the meeting as "brief" and said he "dropped off a position paper." A spokesman with Bolen's office said the mayor left for Boston undecided on the telco-cable issue. The spokesman also said Bolen heard from AT&T. The long-distance carrier shares cable's concerns that the business restrictions on the Bell operating companies remain intact.

Also last week, the Los Angeles city council turned down the telco-into-cable provision because it thought it might jeopardize the city's standing in its lawsuit against Preferred Cable.

NLC attendees were likely to hear a strong pitch from Robert Sachs, senior vice president, corporate affairs at Continental Cablevision, to leave the act alone, during a preconference panel session on cable refranchising.

Valenti wants action on cable-Hollywood

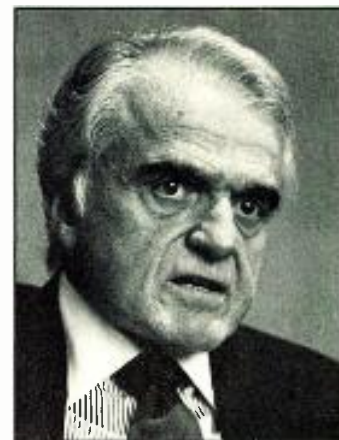
Will there be a cable-Hollywood deal?

The answer may come within the next two months. After a six-month hiatus, key cable and motion picture executives met in Washington two weeks ago, resuming efforts to reach agreement on a legislative package that would set ground rules for a relationship between the two industries.

The session was not particularly fruitful, but Motion Picture Association of America President Jack Valenti said Hollywood would present specific proposals at the next meeting and press for at least a basic agreement before the new Congress assembles in Washington early next year. "I told them that the time has come to no longer talk in concept," he said. "Let's just put one, two, three, four, five, six down on paper." Valenti said the time and place of the next session has not yet been set.

Valenti declined to discuss any proposals. "We don't want to negotiate in the journals," he said, but added that discussions are aimed, in part, at limiting cable operator ownership and control over programming.

John Malone, president of Tele-Communications Inc., one of the cable negotiators, said after the talks broke down last May that he would be willing to accept "a reasonable...financial interest"



Valenti

restriction on programming ownership. The lack of progress heretofore indicates that "reasonable" is a difficult term to define.

National Cable Television Association President James Mooney, Valenti's cable counterpart in the discussions, was reticent. He said there is no deadline for consummation of a deal. Asked about the deal's prospects, he said: "I am always cautiously optimistic."

MSO buy-in of Showtime now

It now appears the long-anticipated investment by several cable operators in Showtime may never happen. Showtime Chairman Tony Cox said last week that MSO ownership is not needed for economic or distribution reasons, and would only make sense for strategic ones. "I don't need to get into systems," said Cox. "I have no problem with Showtime distribution...I just need those systems to recognize the value of Showtime and market us."

A buy-in for strategic reasons is still possible, he said, if it makes sense for both sides, but indications are there is less and less

reason to do so. He questioned whether "having the MSO's as owners would be significantly that much more advantageous to us than having them as affiliates," especially since both services have posted subscriber gains since November 1987 without MSO ownership. "I talk to these guys fairly regularly," he said, but "there are no currently active conversations going on with the group."

(Although MSO's had shown interest in Showtime, primarily as a way to keep HBO in check, their enthusiasm was tempered by the overall health of the pay business, which has held steady, at best.)

Cox gave little hope that a deal would be struck with a foreign company or a Hollywood studio, once considered possibilities. "We don't need the money, so I don't know what having a foreign investor brings strategically other than cash," he said. As for Hollywood, he said: "I have the best movies in pay television today. I'm not sure how much better the product can be by having a studio investment." He said "studio conversations are at best occasional [and] not something we're actively seeking." □

Three-network share down but HUT's up

ABC manages to post gain; independents, pay cable up

The story of the November television sweeps was the viewers, more of whom turned on their television sets. The increased HUT (homes using television) levels, multiple-set viewing and use of VCR's allowed the three broadcast networks to deliver virtually the same size audience in prime time, while other viewing alternatives, particularly independent television and pay cable, registered impressive ratings increases for the month.

Among NBC, ABC and CBS, which registered a combined 41.6 rating/67 share, the race was won by NBC with a 15.4/24, while ABC, at 14/23, was alone among the three to register a ratings increase. CBS finished with a 12.2/19 and had some sizable declines in key prime time demographics.

Despite the elections and a writers' strike that ruined promotion strategies and still delays some premieres, the actual audience delivered by ABC, CBS and NBC was off only 1%, or just under 500,000 households. Still, the networks as an industry had also to be concerned about viewership erosion in other dayparts as well, which, except for Saturday morning children's television, were all down.

For the season to date, ABC, CBS and NBC have seen at least a 6% decline in ratings, with most of that decline coming in late September and October. Whether the improvement in November continues—audience share was down just three points—depends on affiliate preemptions and whether the audience returns to series after having sampled shows elsewhere. Said CBS senior vice president David Poltrack: "Look for the month of January to reestablish the series viewing pattern."

NBC won first place by taking Monday, Thursday and Saturday, while finishing last only on Friday. Also winning three nights was ABC, which took Tuesday, Wednesday and Friday, while finishing last on Thursday and Sunday. CBS won only Sunday and finished last on the four other nights. There was some difference in the way the three networks scheduled during the sweeps. NBC relied more on regular

series—including movies and mini-series in a regularly scheduled time period—for 77% of its half hours, compared to 66% for CBS and 59% for ABC. Both the latter two networks had more specials, and for ABC, 24% of its half hours were used to air special movies, including *War and Remembrance*.

NBC vice president, sports research, Gerald Jaffee, said the network's fourth consecutive November win was especially noteworthy given the help ABC was supposed to have gotten from *War and Remembrance*. But the leading network had its own problems, and ratings were down 7%

from the prior November. Problems were especially noticeable among its leading shows, which have been used to help nurture new series. Of the top five NBC prime time series, three were off by sizable percentages: *The Cosby Show*, down 19%, to a 26.3 rating; *A Different World*, down 26%, to a 21, and *Cheers*, off 20%, also to a 21.

NBC was not alone; ratings were down for all but two of the top 10 network shows.

The numbers were also mixed for ABC. Although it was the sole network to improve over all, showing better ratings in two-thirds of its half hours, it showed the worst declines in two key dayparts, morning news and daytime. Still, Larry Hyams, director, audience research, said: "From ABC's point of view, this was one of our best sweeps performances in recent memory. Even without *War and Remembrance*, we were up on six of seven nights and we won Friday for the first time since 1979."

For CBS, the best face it could put on its ratings numbers was that the strike and *War and Remembrance* had altered its strategies and weakened its movie nights, a situation Poltrack said would soon improve. But the network's hopes to build a new schedule appeared set back by the failure of many of its new series, five of which ended in the bottom 10 in the rankings.

There was some dispute between ABC and CBS research as to how the two networks performed on the basis of "regular



ABC's winning 'War'



'Married...' with ratings, on Fox

series." Poltrack said the two networks were tied, whereas Hyams said ABC, using the definitions that A.C. Nielsen uses, was in the lead.

Clearly benefiting from a comparison with last year was Fox. Research by CBS showed that the independent network posted a 5.5/8 rating for its limited schedule, compared to a 3.7/6 the year before. *Married...with Children* showed a strong gain, to a 9.3/13, compared to a 4.4/7 in the prior November sweeps. *America's Most Wanted*, a new show, also obtained a 9.3/13. Poltrack pointed out that the lead-out of *Married...with Children* is dissipated by the shows that follow: "Now they will have to start making network-type decisions" on whether to replace the existing schedule with new shows.

Home Box Office was also up—from a 6.9 to an 8.3—for the first time in four years, said Poltrack. The pay cable network may have benefited from the younger component of ABC's audience that switched away from *War and Remembrance*, and from weak performances by the networks on Saturday night, which Poltrack said is HBO's strongest night. □

Syndicated sweeps winners: 'Wheel,' 'Jeopardy!' and 'Cosby'

The November rating books will mark the beginning of the end for some syndicated shows. Although the data is still being compiled, a rep firm programming vice president said the November numbers will not be significantly different from October's numbers. "Wheel of Fortune, Jeopardy! and Cosby continue to lead the way among syndicated fare," the executive said. "Wheel and Jeopardy!," he said, "continue to show signs of weakening, while Cosby has

Fall sweeps: Prime time ratings

	1987	1988
ABC, CBS & NBC	43	41.5
Independent TV stations	9.1	13.4
Superstations	2.9	3.3
PBS	2.7	2.5
Cable Origination	5.7	7.6
Pay Services	3.5	3.8

shown continued strong growth for the past couple months."

The picture is not so bright for some new-season syndicated shows, other rep sources said. "USA Today: The Television Show continues to be disappointing, as does Family Feud, and none of the medical shows are doing very well," said one rep analyst. Both USA Today and Feud are fighting to hang on to time slots that King World is aggressively going after with its tabloid show, *Inside Edition*, scheduled for a January launch and currently having cleared 60% of the country.

Last week, however, GTG Entertainment President Grant Tinker and USA Today: The Television Show Managing Editor Jim Bellows talked to the program's affiliates around the country via closed circuit feed to allay concerns the company was not committed to the show. "We will be 'a go' for as long as you will stay with us," Tinker said. Tinker said the company has finally come up with the right format for the show, and he credited Bellows with the improvement. "We have found the show," he said. "Now we just have to get viewers to find it."

The good news for USA Today is that it showed marginal growth from October to November in Nielsen's metered markets. In

October, the show averaged a 5.4 rating/11 share. The November books show the series improving to a 5.9/12. The bad news, said the rep firm executive, is that the show continues to lose an average of four share points from its lead-in. LBS's *Feud* showed minimal growth in November. The show scored a 6.4/14 in November, compared to the 6.0/13 it pulled in October. *Cosby* continued to show growth with a 9.9/19 in November, compared to the 9.2/19 it scored in October. The show increased its share 46% over its lead-in for November.

While the market has been rough and tumble for series that launched in September and October, it has also taken its toll on shows hoping to launch next fall. Buena Vista Television announced that it will not launch *Twenty Questions*, its first-run game show. "Our read of the marketplace now is significantly different than it was three months ago when we decided to take out *Twenty Questions*," said Bob Jacquemin, president, Buena Vista Television. Jacquemin pointed to the rush of tabloid-type shows to the marketplace as one reason for Buena Vista's decision. "We don't feel there are enough viable time slots available now," said Jacquemin.

Also, a company spokesman at Multimedia said the end is near for its first-run game show, *Jumble*. Though not officially declared dead yet, "a decision will be made in the next two weeks," he said, blaming a crowded marketplace for the show's uncertain status.

Lorimar, which is launching *Third Degree*, a game show similar in concept to *Twenty Questions*, insists the show "is receiving a positive response in the marketplace," and will be taken to NATPE. Lorimar, however, refused to discuss the show's clearances to date. □

Radio Free Europe/Radio Liberty: Free at last

Soviet Union stops jamming of shortwave services in what is being read as sign of glasnost

Without notice, the Soviet Union ceased jamming Radio Free Europe and Radio Liberty last Tuesday (Nov. 29), permitting the shortwave services to be heard in the Soviet bloc for the first time since their inception in the early 1950's, according to U.S. officials.

At a Washington press conference the following day, Ben Wattenberg, vice chairman of the Board for International Broadcasting, the federal agency that oversees the services, said the Soviet Union has made no announcement of the cessation. Engineers in the services' Munich headquarters noticed that the jamming stopped at 9 p.m. Munich time (3 p.m. ET), and subsequent reports from inside the Soviet Union confirmed that the signals were getting through, he said.

BIB Chairman Malcom S. Forbes Jr. praised the Soviet action. "The cessation of jamming against RFE/RL is a welcome and positive development.... By ending this

practice, which violates a number of international agreements to which the USSR is a signatory, Mr. Gorbachev has sent a strong signal of his commitment to glasnost."

Gene Pell, president of RFE/RL, said he hopes "the experience of the past 24 hours will become permanent and will be extended to include an absolute and irrevocable end to all jamming."

Wattenberg speculated that the Soviet Union's action was a concession to the "open nature of global technology.... It's getting very, very hard to stop messages from getting anywhere in the world."

Forbes attributed it to a combination of politics and money. He said it may be "more than a coincidence" that the cessation occurred the week before Soviet President Mikhail Gorbachev was due to meet with President Reagan and President-elect George Bush in New York. Forbes said the end of jamming will save the Soviets a "significant sum of money." He estimated that jamming costs the Soviets from \$750 million to \$1.25 billion annually.

The Soviets stopped jamming the United States Information Agency's Voice of

America broadcasts May 26, 1987 (BROADCASTING, June 1, 1987), except for those non-English language broadcasts to Afghanistan. In announcing the lifting of the VOA jamming, Soviet foreign ministry spokesman Yuri Gremiskih said the jamming of RFE/RL would continue because they are "instruments of the CIA," seeking the overthrow of the communist regimes of Eastern Europe. RFE/RL is primarily dedicated to covering the internal affairs of the countries in the Soviet bloc. By contrast, VOA focuses primarily on U.S. news.

Radio Free Europe broadcasts in nine languages to Eastern Europe and the Baltic nations. Radio Liberty broadcasts in 12 languages strictly to the Soviet Union and Afghanistan. Altogether, they account for some 1,600 hours of air time each week and reach an estimated 55 million listeners.

The officials would not speculate on any programming changes that might be made as a result, except that they hope to cut back on repeat broadcasts which were necessary to fight jamming.

RFE/RL broadcasts are still jammed in Czechoslovakia and Bulgaria. □

News directors 'reach for excellence' in Las Vegas

Some 1,500 broadcast journalists and others gathered in Las Vegas last week not to gamble but to recharge professional batteries, meet and gossip with old friends and, they hoped, gain some insights to give them an edge in their efforts to improve ratings and service to viewers and listeners in the year ahead. The theme of the 43rd Annual Radio-Television News Directors Association International Conference and Exhibition, after all, was "Winning: Reach for Excellence."

There were other themes as well. One was RTNDA's continuing effort to help minorities gain entry to broadcast journalism. The association is attempting to reverse a decline in the percentage of minorities in the field. Another was sounded by RTNDA President Ernie Schultz in calling on members to prepare for a major battle to resist expected efforts in Congress to restore the fairness doctrine.

The conference provided the usual array of panel sessions designed to help news directors improve themselves professionally and even personally. (One panel was headed "Burnout and Family Relations.") But the speakers left some observers to wonder whether there was one set of news directors in the U.S., or two. CBS News correspondent Ed Bradley said he was "encouraged" by some of the product of local journalism he has seen and heard. But Bill Sternoff, correspondent for USA Today: The Television Show, said many news directors, "particularly in the larger markets," are doing an extraordinarily poor job of managing, of working to improve staff, and are surrounding themselves with "yes" men and women. He said several times that he did not expect to be invited back to an RTNDA conference.

Then there was NBC News correspondent Garrick Utley expressing his concern, not about the product of those in his field, but about "trash television." He feels it is debasing the currency of broadcast journalism—its credibility. But with the passing of the Reagan era, and what he said was its "anything goes" atmosphere, Utley thinks

time may be running out on entertainment posing as journalism.

A pall was cast over the RTNDA proceedings with the announcement that Douglas Edwards, the veteran CBS News correspondent who is the 1988 recipient of the Paul White award, was too ill to attend the conference. Bill Small, a former CBS News Washington bureau chief who served as president of NBC News, was to speak in place of Edwards at the Paul White banquet on Saturday. Small was president of RTNDA in 1960 and was the Paul White award recipient in 1974. He is now the Felix E. Larkin professor of communications and director of the Center for Communications at Fordham University's School of Business Administration.

Network news executives, as is their custom, met with directors of their affiliates at the conference. Last week, two new network news presidents were on view for the first time—David Burke of CBS News and Michael Gartner of NBC News. Burke, according to one of those present, sought to ease concerns of some that anchor Dan Rather had been overreaching in the influence he was attempting to exert. Burke reportedly made it clear he was running the news division. But with that assertion of responsibility went the job of answering affiliate news directors angry at CBS's failure on election night to provide them with the scheduled cutaway at 9:25 p.m., ET. Burke said the network had called the election for Bush at 9:17 p.m. and felt it should not interrupt its coverage at that point. Gartner reportedly expressed concern about the loss of audience being suffered by all three network news operations and said he had been talking to NBC anchor Tom Brokaw about ways to improve ratings. But he declined to say what ideas, if any, he had.

As for ABC News, Bob Murphy, vice president for television news operations, was the man doing the briefing and taking questions. But he had no problem. It was, said one of those present, "a sea of tranquility."

The RTNDA conference was something more. □

Journalistic improvement up to grass roots: Bradley

RTNDA keynoter decries sorry state of presidential politics, says network news needs more time

Ed Bradley, correspondent for CBS News's *60 Minutes*, last week looked with distaste on what he regards as the sorry condition of American presidential politics—a condition he feels network journalism is partly responsible for—and called on local broadcast journalists to help remedy the situation. He also seemed encouraged by the product of local broadcast journalism but said the network news operations' need is for more time. And in that, he was touching again on the networks' ambition to carve additional prime time out of their affiliates' schedules—an ambition affiliates have refused to honor.

Bradley discussed those issues in the keynote address he delivered to the opening session of RTNDA's annual gathering. The speech covered a number of topics. It was like *60 Minutes*, he said—a "magazine" approach. Among the topics: "racism" and the need to reverse a decline in the percentage of minorities in broadcast newsrooms.

As for the presidential campaign, he saw it highlighted by two "debates" that were not debates but joint press conferences that offered little opportunity for spontaneity. He also saw a campaign that, in the pre-convention stage, was pockmarked with primaries and caucuses that constituted a "winnowing out process" rather than a means



CBS's Bradley at RTNDA

for picking the best candidates. Indeed, he said, many voters were enthusiastic about neither of those finally nominated. Radio and television, he said, are largely responsible for the vast changes that have taken over the political process. Politicians, he said, tailor campaigns and political conven-

tions "to television coverage"; more accurately, network television coverage.

Bradley offered no suggestion for improvement other than to say it is at "the grass roots that change will begin." Local broadcast journalists, he said, tell viewers and listeners "what is important in their

lives" and "what they need to know about the world around them. I urge you to look for ways to get the people in your communities involved in the process." Bradley said local journalists could examine a host of questions, including the possibility of shorter campaigns, placing "true limits on campaign spending," allowing "same-day voter registration" and enacting uniform poll-closing legislation. And, with only 20% of eligible voters participating in the primaries and caucuses, and with less than half of those voters participating in the general election, Bradley said broadcasters "have a responsibility to show people why they should be involved and not sit on the sidelines.

"When you go back to your hometowns," he said, "think of what you can do to spark the debate." Contrary to the criticism that has been heaped on local television by network correspondents in the past—and contrary, as well, to the remarks of Bill Sternoff of *USA Today: The Television Show*, made at a general session the morning after Bradley spoke—the *60 Minutes* correspondent said he was "encouraged" by some of what he has seen of local television around the country: "More extended reports, more documentaries. More stations sending reporters to cover foreign stories as well as the political conventions and campaigns—stories that occur outside your community but that have an impact on the lives of people in your community." Bradley also praised local stations as "innovators," and added, "I encourage you to change, to grow."

As for the networks, Bradley said their need is "for more time for more news." Then, reflecting sensitivity to the stations' unwillingness to surrender the necessary time, he said stations should realize that "although we are a product that affects their ratings, and therefore their profitability, we also have a greater responsibility than earning money, and that is to inform the public. We need more time for documentaries." There was another need, too, that he mentioned: "We have to do a better job of getting people to watch those hours."

Bradley also talked of another need the networks face, one that is more pressing and immediate than persuading affiliates to give up more time for longer network news shows. It is the need to perform in a time of budget cuts and of increased pressures to be number one in the ratings game. Budget cuts have affected everyone, he said. "Friends have lost jobs. Bureaus have been cut back or closed; positions left vacant." All that in a time, he said, of "almost a scrambling to be first, to have the best numbers." And while some in the business "look down their noses at competition," Bradley said, "I believe there is nothing wrong in being first," provided the pinnacle is achieved honorably. "The drive for ratings doesn't have to be at the expense of quality," he said. "You can be good and be number one. You can do it without whistles and cowbells.... You can be a competitor with dignity, with class, with grace and with style." □

'USA Today' correspondent criticizes news directors, saying they are poor managers, surround themselves with 'yes' men and 'sell out' staff and news for promotional schemes

"Some of what I'm going to tell you is not going to sound too hot to you. It won't endear me to you." And Bill Sternoff, correspondent for *USA Today: The Television Show*, may have been right on both counts in those introductory remarks at a general session of the RTNDA convention in Las Vegas last week. The case he argued, as he put it, was that the "emperors"—the news directors—"are unclothed." "You are letting us down," he said.

He talked of news directors, "particularly those in larger markets," who distance themselves from the process and the product and who "don't manage, but babysit. You have become babysitters," he said. "The people you hire are playing at television. You are not doing enough to help them become competent professionals." Indeed, he said, he knows members of television news staffs who "don't read the daily newspaper or books."

That was for openers.

Then Sternoff said of news directors: "You hire people and change their lives. You bring them to a new city.... Then, months or a year later, you decide something is wrong. So you try to change them. And then you abandon them. They become uprooted. They become transients. They didn't work out. You let them flounder." Sternoff also said news directors, or some at least, surround themselves with "yes" men and women. And when a staffer "raises a red flag to save the station from embarrassment or a lawsuit, he or she is considered a 'malcontent.'"

The lack of character and intelligence Sternoff ascribes to some news directors is not evident only in personnel decisions. "You sell out your staff and the news department for a promotional scheme of a supermarket, putting a promotion in the body of the newscast," he said. "Then you come to RTNDA and talk of freedom of information."

Sternoff, a 20-year veteran of broadcast journalism whose background includes service with NBC News and KCBS-TV Los Angeles, said his remarks were intended to be "constructive." For he sees dark days ahead for broadcast journalism, as indicated by network television's loss of another million viewers. "This is no time to be playing at television," he said. "Our credibility is weakening as never before, and credibility is our stock in trade."

And in "the rush to be 'relevant'—whatever the hell that is—newscasts, even on the network level, have become bland and boring." He also sees the medium attempting to "reach the lowest common denominator"—and succeeding. "We're scraping the bottom of the barrel," Sternoff said. He thought it little wonder that newscasts are losing viewers to *Jeopardy*.

Sternoff is not favorably impressed by general managers either. "Many general managers have no regard for what we do for

a living," he said. Even general managers who came out of the news departments "don't have regard for what we do for a living. They are managing up—selling their souls to corporations." There was a time, he said, when stations felt a sense of responsibility to the public. But no more.

What does Sternoff suggest for news directors seeking to improve their management styles? Look to RTNDA. "Call your colleagues. Use the organization to discuss problems.... Pull together when you have a problem. This is the only organization that understands what we do."

The program for which Sternoff serves as correspondent has been subject to considerable criticism since its introduction Sept. 12. It has been charged with some of the faults Sternoff complained were common among station news operations. Sternoff acknowledged that the program had gotten off to a rocky start. He even said: "We were playing at television." But he noted the changes that have been made in format and management, and that ratings are on the rise. "We're going to make it."

The program, though, still has its critics. NBC News correspondent Garrick Utley, who addressed the luncheon meeting on Thursday, a couple of hours after Sternoff spoke, expressed his concern over "trash journalism." And while he did not put *USA Today: the Television Show* in that category, he said it may one day be seen "as the high-water mark, or the low-water mark, of graphics and flash, but without knowledge of what's substance." □

Garrick Utley takes issue with 'trash TV,' which he considers entertainment posing as news

NBC News correspondent Garrick Utley views the Reagan era as one characterized by an "anything goes" feeling manifested in the economy by leveraged buyouts and in television by what is coming to be called "trash TV." And he thinks the time has come for broadcast journalists to protest to their superiors when the Geraldo Riveras and Morton Downey Jr.s. cross the line of what is "acceptable." For such programs are designed as entertainment but pose as news. And, he said, "they feed off the lifeblood of broadcast journalism: credibility." But maybe, he said, the pendulum is beginning to swing back.

Utley was the luncheon speaker on Thursday (Dec. 1) at RTNDA. He said he was not "trashing trash TV," but he seemed to come close, in discussing a subject of concern to a number of the news directors in Las Vegas.

Utley sees the programing as typical of an era reflecting the relaxed attitude of President Reagan, an era when everyone "took a vacation." Journalists, too, he said. They did not, for instance, adequately examine the consequences of the cuts in government funding. Nor did they, he said, pay sufficient attention to minority hiring, which experienced a decline, in percentage terms, in broadcast journalism.

But Utley's concern is with television programs he thinks "are coming very close

to public incitement." He acknowledged he is not a lawyer. Still, he thinks the programs—presumably like the one Rivera presented featuring black civil rights activists and neo-Nazi types and resulting in a wild melee in which Rivera suffered a broken nose—are "getting close to crying 'fire' in a crowded theater." And, he said, "their very presence on the television screen gives the subjects a certain legitimacy, that theirs is proper behavior."

What seemed to disturb Utley particularly was that the programs were "entertainment posing as news, as documentaries, as journalism," and, what makes matters

worse, they are frequently run in stations' schedules adjacent to legitimate news programs. What is the answer? Utley said network and station journalists should "raise hell with their superiors when these programs go beyond the line of what is acceptable."

As for their own product, Utley said, journalists cannot look back to "a golden age." Nor can they continue to ask for one-hour newscasts. "That is not realistic." He said President Kennedy had the ability to make quality popular. "Excellence was not elitism, but what a nation should agree to."

That era is gone, Utley said. But so is the Reagan era. "when everyone could do his own thing." The President Bush era remains to be defined. But Utley thought the pendulum might be starting to swing back. The picture of a broken-nosed Rivera on the cover of *Newsweek* and the use *Saturday Night Live* has made of such programs as targets for satire, he said, indicate "a swing back."

In any case, he said, there will be "no vacation as Bush moves into the White House. A neglected agenda is surfacing. News will have to deal with these realities." □

FCC under congressional fire

Hollings questions agency competence, counts on Bush administration to turn commission around

The FCC was again the target of congressional criticism when last week Senate Commerce Committee Chairman Ernest Hollings expressed grave misgivings about the commission on two separate occasions. Dismissing the FCC as an agency run by "youngsters" who function with a "nonpolicy," the South Carolina Democrat called for a new order there, in his remarks during an investment conference on technology and the media, held by Salomon Brothers in New York. Later he gave a similar address in Washington at a Practising Law Institute seminar.

"If we can get a new chairman and a new FCC, we can get a policy," said the senator in New York. In his comments before the Washington audience, the chairman indicated he was looking forward to a Bush administration and the change it may bring to the FCC. Then maybe Congress can "get out of the position of being an appeals court" to the FCC. "It is like a dog chasing its tail," said the senator.

Despite the commission's attitude that "the best government is no government," the 1934 Communications Act has worked "extremely well," Hollings told the New York group. "We love it." The problem with the current FCC is its disregard for the law, said Hollings, who has clashed with the agency over its efforts to abandon many of its policies.

The commission's elimination of its anti-trafficking regulations is another source of concern to Hollings, who feels the policy was essential to building the "integrity" of the broadcasting industry.

On other matters, the lawmaker said he did not know how the votes in Congress were lined up for either telco entry into the video business or for must carry.

At the investment conference, Hollings questioned the wisdom of restricting the Bell operating companies (BOC's) from manufacturing and information services, suggesting that Nippon Telephone and Telegraph would take advantage of the BOC restrictions to gain a major foothold in the U.S. communications system. The tele-

communications industry is "a ripe plum for Japanese picking," said Hollings. The information services market, he said, is as vulnerable to foreign competition as other U.S. industries. In formulating regulation for the BOC's, Hollings said, "I am going to try to do the best I can not to be vindictive and not to have a particular mindset."

Dennis leaves cable programing door open to telcos

"If we allow telcos to enter the cable business, we should require them to do so as common carriers." FCC Commissioner Patricia Diaz Dennis told a group of lawyers in Washington last week. "I fail to see how the public interest is advanced by having a telephone company act as the exclusive packager of programs offered on a telco-owned cable system within its franchise area."

The position is the same one Dennis expressed in dissenting from the FCC's "tentative conclusion" that Congress should lift the statutory ban against telcos owning cable systems in their telephone service areas—that telcos should be allowed to operate a fiber optic or coaxial video system and provide the programing transmitted over it.

But in last week's luncheon speech during the two-day annual meeting of the Federal Communications Bar Association and the Practising Law Institute, Dennis said she was not prepared to advocate a permanent ban on telcos providing programing.

Dingell delivers. Will telephone companies deliver television signals into the home? That was the question posed by John McLaughlin, political commentator and talk show host, to John Dingell, the Michigan Democrat who chairs the House Energy and Commerce Committee which will ultimately make such policy determinations. Dingell was asked the question on McLaughlin's *One on One* program. Said the chairman: "I'd say no for the foreseeable future, but it's possible." Still, McLaughlin persisted and when pressed, Dingell defined the foreseeable future as five years.

The senator believes the first order of business for President-elect Bush is to reduce the deficit through tax increases. He suggested Bush institute taxes, such as a value-added tax, to do so. Said Hollings: If Bush does not do something to cut the budget deficit within the next four or five months, "he'll need the Secret Service." □

"Perhaps later they could also be allowed to package programs on a nonexclusive basis," she said. "I will closely review the comments on this issue."

Dennis also iterated her belief that regulators should encourage competition in the delivery of broadband services. "The future I would like to see is filled with competition between telcos and cable," she said. Regulators should not assume cable and telcos are "natural monopolies," she said. "Instead we should give competition a chance...Technology may yet take a turn that could make two or more communications pipelines economically feasible. Assuming we allow telco entry, we should try to channel it so as to unleash the most productive competition with cable."

Dennis argued for two-way competition. "If we let telephone companies offer video services, we should also let cable companies offer two-way voice, data and video services," she said. "In other words, we should let cable companies do what telcos do now."

The underlying theme of the speech was the need for more information and better understanding of telco involvement in video, which, she said, is "one of the preeminent public policy challenges for the next decade."

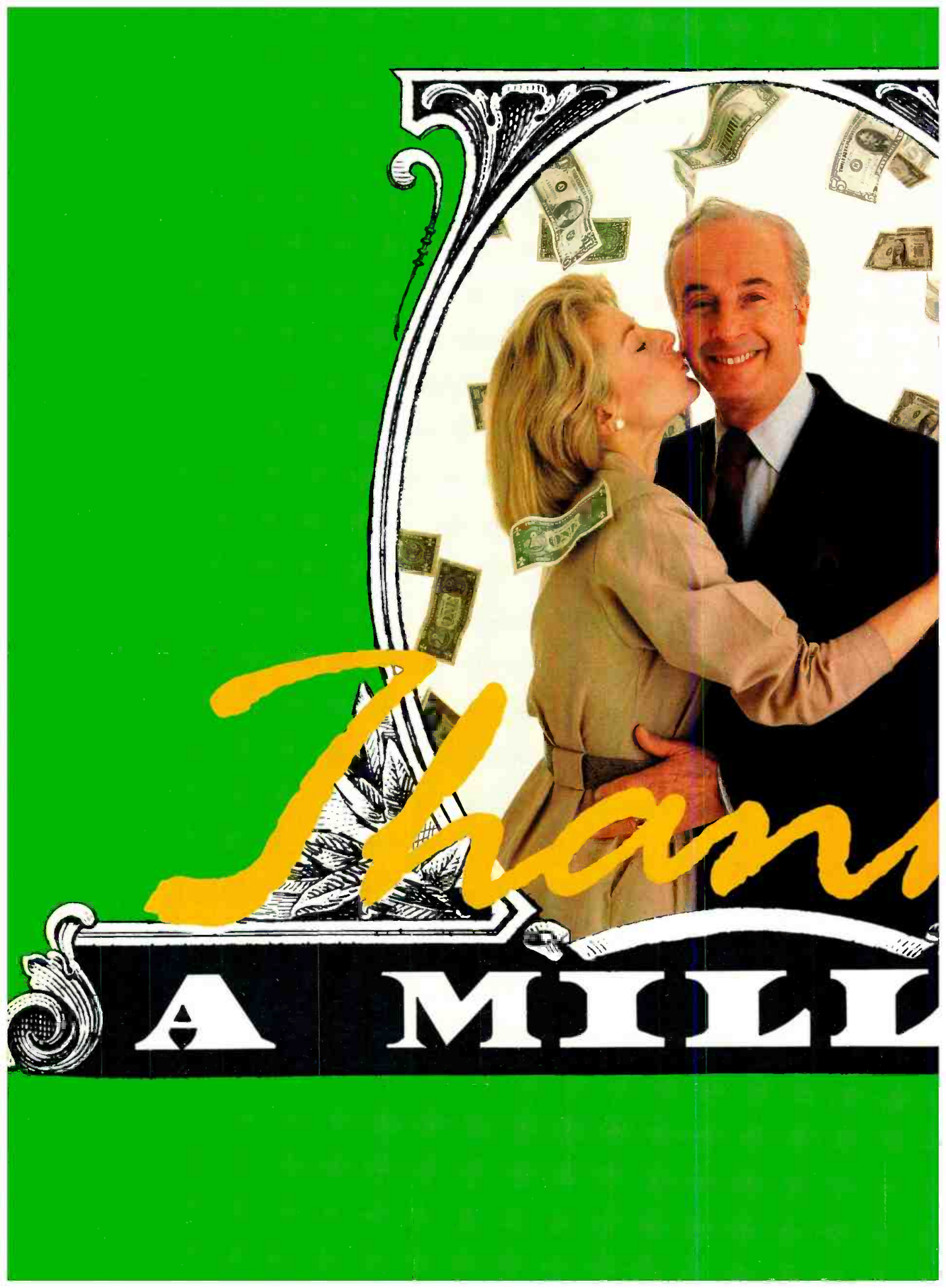
She proposed an en banc hearings before the FCC makes its final decision on the telco-cable ban "to test some of the assertions" of the telcos and cable operators. "In both the RKO case and our fairness doctrine inquiry, I found oral argument to be an effective crucible for testing competing arguments," she said.

She added that the FCC should also encourage tests involving video transmission to home over fiber optic systems. □



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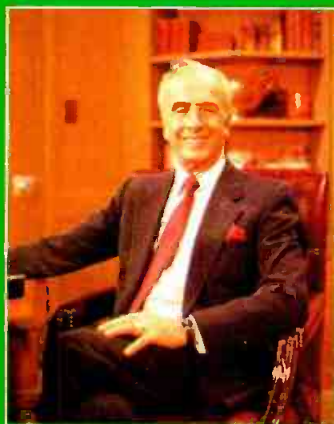




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'Cop Talk': reality in blue

Proposed syndicated "reality" program features outspoken former cop and famous crimes

As narcotics detectives in the New York police department, Sonny Grosso and his partner Eddie Popeye Egan broke the French Connection, then the largest heroin operation in the world, during the late 1960's. After leaving the force, Grosso launched a career in the entertainment industry, first as a technical adviser on the film, "The French Connection," and then in television program production (*Night Heat* and *Diamonds* being two recent examples).

"I'll always be a cop at heart," says the outspoken Bronx-born Grosso, who makes no apologies for taking the side of police on law enforcement issues. He'll now be taking that side in front of the cameras on a proposed new syndicated "reality" program, *Cop Talk: Behind the Shield*.

The program will feature Grosso, for the first time as an on-air host (as well as in his usual role as executive producer), talking with policemen about famous crimes, such as the Son of Sam serial killings in New York. But don't expect any frank encounters addressing police corruption or misuse of power. "There are already enough people eager to do shows like that," he said. Grosso says there are many people in all walks of life who violate the public trust. "Do cops take money? Yeah. Do priests fondle little boys? Yeah. Do politicians snort cocaine? Yeah. But if you do that kind of show, you're going to get very few priests, very few cops and very few politicians on your show. I just want to talk to regular guys out there doing their jobs and what feelings they have about what can be done to change some things."

Cop Talk, which is being produced by Grosso-Jacobson Productions for Tribune Entertainment, will be offered at the upcoming INTV and NATPE conventions, for



Grosso

availability in April 1989. The program had originally been scheduled for debut in January, but had to be pushed back due to Grosso's commitments to *Night Heat*, which is in its final season on CBS's late night schedule, and *Diamonds*, which also debuted there, but has since moved to the USA Network.

Despite having strong opinions on a variety of subjects, Grosso doesn't intend for *Cop Talk* to become another *Geraldo!* or *Morton Downey Jr. Show*. "I'm not looking for the type of audience participation that you'd find on the Downey show. I'm not looking for people to start a riot or throw chairs," he said.

Grosso says his on-air approach will be lower key than that of a Geraldo Rivera or Phil Donahue: "I'm going to try to be a moderator and not Phil Donahue because he's a talent and Geraldo is a talent. My

talent would be to remain in the background as much as possible and to let the subject matter and the guests take over the show. I'm not an actor. I'm a cop."

The cost of producing each weekly episode of *Cop Talk* would run between \$50,000 and \$100,000, about double Tribune's initial allocation. "When they originally came to me and told me what the budget was, I told them that in order to do the show properly, that figure would need to be doubled, and shortly thereafter, they told me I had it," he said. According to Grosso's partner, Larry Jacobson, *Cop Talk* has been cleared by some 20 stations just on "phone calls and mailing out tapes of the pilot." Tribune Entertainment President Sheldon Cooper told BROADCASTING: "*Cop Talk* will air in the top three markets," either on Tribune-owned stations or other stations in those markets. □

Networks consider programing from Grant/Tribune

New program production company finds takers at all three networks; CBS exercises first choice and goes for four comedies, a game show and a made-for-TV movie; ABC looks at two projects and NBC takes one

After a delayed start due to last summer's writers' strike, the program production joint venture between former CBS Entertainment president B. Donald (Bud) Grant and Tribune Broadcasting now has development

projects at ABC, NBC and CBS.

The venture, Grant/Tribune Productions (GTP), is based at Tribune-owned KTLA(TV) Los Angeles. The company has an agreement with CBS that gives the latter a first look at all product controlled by GTP. As a result, most of GTP's first batch of development projects have been claimed by CBS. They include four half-hour comedies, a game show and a made-for-TV movie.

Pilot scripts for two of those comedies,

International Emmys. British commercial broadcasters took three of five International Emmy awards at an annual ceremony at New York's Sheraton Centre. Winners of the award, presented by the International Council of the National Academy of Television Arts and Sciences, were selected from a record 197 entries.

This year's drama award went to Britain's Channel Four series *A Very British Coup*, produced by Skreba Films, about an ex-steel worker who becomes Prime Minister. Yorkshire TV's comedy series on a minister of Parliament, *The New Statesman*, won the popular arts category. And the performing arts Emmy went to London Weekend TV for "Ken Russell's ABC of British Music" an episode of *A South Bank Show* series.

The Australian Children's TV Foundation took the children's and young people's category with the story of a deaf child called *Touch the Sun: Captain Johnno*, and the documentary category went to *The Last Seven Months of Anne Frank*, produced by Dutch TROS Television in association with Belgium TV companies BRT and AVA.

Career awards also went to Latin American broadcast pioneer Goar Mestre and posthumously to Vittorio Boni, formerly of Italy's RAI TV. Mestre, presented with the NATAS' Founders Award, used the opportunity to call for greater freedoms in his native Cuba and to warn against government control of media around the world.

In a separate awards presentation last month at the International Film and TV Festival of New York, several U.S. broadcasters were among winners of the "best of the festival" honors. KARE-TV Minneapolis won for best TV documentary with *One Small Step*, WSB-TV Atlanta won best TV news program with *Nowhere to Run*, and WNBC-TV New York won for best on-air promotion spot with *Baldness*. The award for best entertainment special went to Jim Henson Associates for *The Storyteller: The Soldier and Death*, while London Weekend Television won best entertainment program for its *The Dame Edna Experience*.

QUESTION:

What show is this?



1. Green Acres

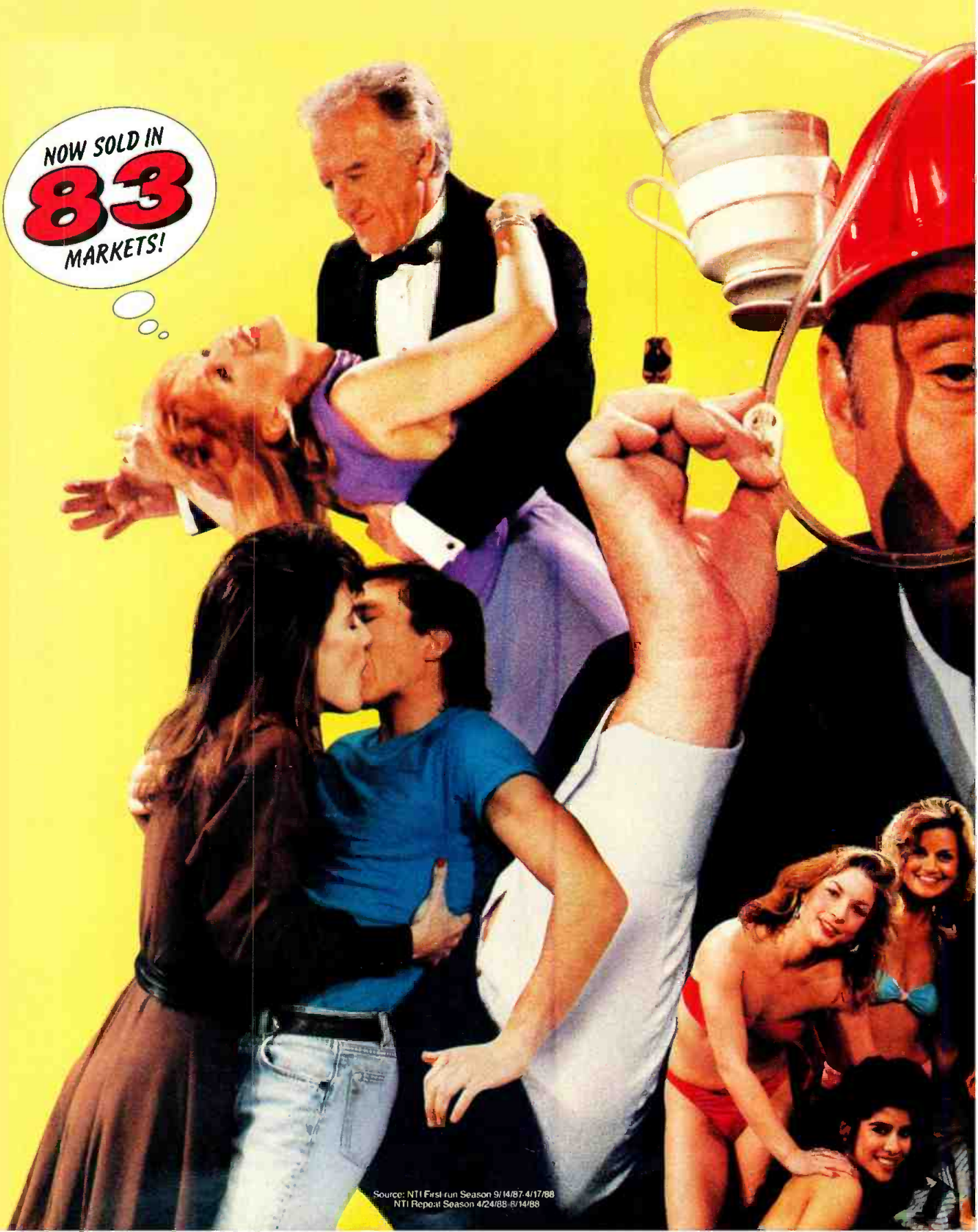
2. The Rifleman

3. National Geographic

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

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TELEVISION

Altogether Now and *Love the One You're With*, are now being written. Grant said he expects pilots for those two shows and two additional comedies (yet to be revealed) to be in CBS's hopper for consideration for the start of next season. The CBS made-for-project is entitled *The Phoenix Project*. The game show, being developed in association with Barry & Enright, is entitled *Ambush*.

The network passed on another half-hour project from Bob Nelson and on a one-hour contemporary series set in Puerto Rico called *San Juan*. Both projects have been optioned by ABC. The comedy would be ready for next September, but *San Juan* probably would not be ready for airing before the middle of the 1988-89 season, said Grant.

NBC-TV has so far optioned one made-for-project from GTP entitled *The Chaperone*.

"The writers' strike put us a little bit behind time," Grant told BROADCASTING last week. But since the settlement three months ago, he said, "I'm pleased that we have a lot going. I am particularly pleased with the number of quality writers we have entered into creative associations with." They include Treva Silverman, Douglas Wyman, Larry Grusin, Michael Biber, Peggy Christiansen, Jack Wohl, Reinaldo Povod, Phil Penningroth, Tracey Jackson and Phil Hehn.

In addition, said Grant, veteran sitcom producer Dave Davies (*Taxi* and *The Bob Newhart Show*) has been signed as a general consultant to all the company's comedy projects.

GTP, said Grant, will be lean and mean. Other than Grant, the company has just three full-time staffers: Mitch Nedick, chief financial officer, and Alan Duke and Michael Wilson, executives in charge of business and creative affairs, respectively. "It's a small company," said Grant. "And I intend to keep it that way. I like the idea of having no layers between myself and the product." □

PBS, stations agree to set up prime time schedule

Service will also actively seek out specific programing rather than traditional process of planning schedule around proposals

With agreement in principle from the stations to adopt limited same-night carriage, the Public Broadcasting Service last week announced that within the next year it will establish a firm national prime time schedule and fundamentally change how public TV acquires programs.

Designating key series for same-night carriage, 8 p.m. to 10 p.m., Sunday through Friday night, PBS hopes to get "the synergy of common carriage" moving in the fall 1989 season, said Peter Downey, senior vice president, program support and development services. That synergy, he

said, leads from print media focus on programs uniformly scheduled in most markets, to better viewership, to the ability to "guarantee" underwriters that their program production investments "get fair credit" because the program is reaching a national audience. Confident that PBS can achieve common carriage via at least one station per market, as well as press promotion, said Downey, the underwriters will also more readily invest in their own tune-in "ads."

The plan, while requiring same-night, same-order carriage of the designated programs, leaves open the 10-11 p.m. period on those nights, as well as all of one night per week (initially Saturday), for the local-option block. The stations will retain the flexibility to enact their local options during the first or last hour of prime time—a decision likely to be based on each station's time zone and counterprogramming considerations, said Downey. Within the next two months, he said, PBS will offer a list of programs designated for same-night coverage next fall and will be able to assess station response.

PBS, he said, also intends to reverse an old program renewal trend—planning the schedule around program proposals. "Historically," he said, "proposals come in long before delivery of the schedule, so the schedule has been driven by what is there. We want to turn that around." With common carriage and the ability to outline the national schedule two years ahead of time, a "planned Station Program Cooperative" (SPC) can be instituted as early as next

Week 10 delivers 36.2 million households

The Thanksgiving holiday week (ended Nov. 27) went to NBC's 15.0 rating and 25 share, while ABC pulled in a 13.0/22 and CBS a 12.0/20. A typical slump period in the fall season, week 10 posted 300,000 fewer households delivered than last year's 36.5 million. If the networks are lucky, household audiences should begin to pick up again by week 12.

A noticeable casualty in the prime time standings, Thursday night

programing suffered from low viewership. NBC's *Cosby Show* ranked 10th for the week, down from its usual number-one position. *A Different World* ranked 18th, down from a season-to-date rank of five.

The evening news race went to NBC, when the *Nightly News* gathered in a 10.5/20. CBS came in second with a 10.2/20, while ABC closed out the week with a 10.0/20.

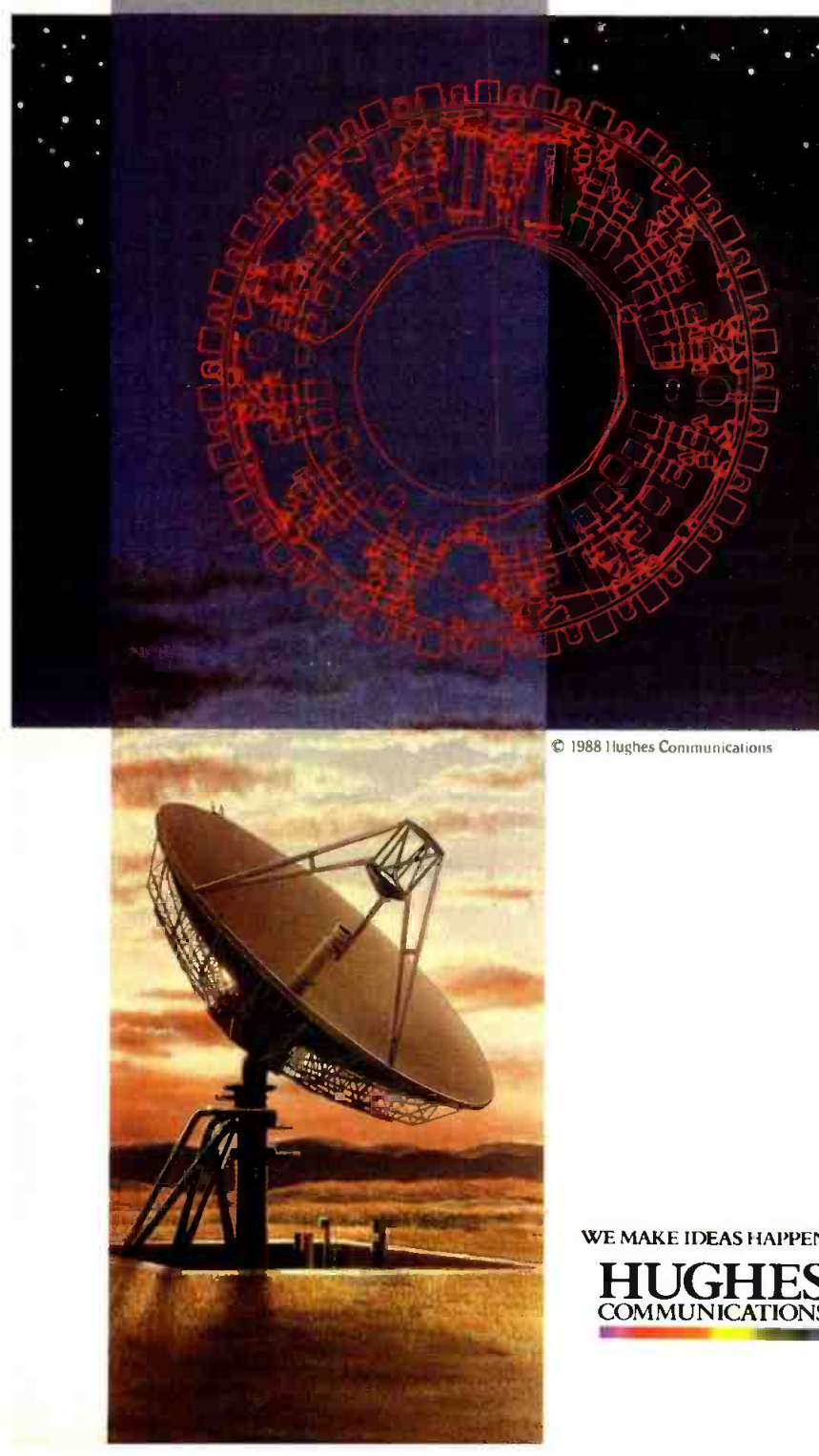
Nielsen	Net	Nielsen	Net	Nielsen	Net			
1.	24.3/41	N Golden Girls	24.	14.2/26	A Full House	47.	10.8/18	N JFK-Day in November
2.	23.0/34	C 60 Minutes	25.	13.7/22	N Comedy Store 15th	48.	10.5/15	F Married...With Children
3.	22.2/34	N NBC Sunday Movie	26.	13.6/19	N Day By Day	49.	10.4/18	C Bugs Bunny Thanksgiving
4.	21.2/37	N Empty Nest	27.	13.6/23	N Unsolved Mysteries	50.	10.3/19	A ABC Thursday Movie
5.	20.6/31	A Roseanne	28.	13.5/25	A Perfect Strangers	51.	10.1/16	A ABC Sunday Movie
6.	20.6/29	C Murder, She Wrote	29.	12.8/20	C CBS Sunday Movie	52.	10.0/14	F America's Most Wanted
7.	19.9/31	N NBC Monday Movie	30.	12.7/21	C CBS Wednesday Movie	53.	9.7/14	A Mission: Impossible
8.	18.3/29	A Who's the Boss?	31.	12.7/24	C Circus of the Stars	54.	9.6/14	C Coming of Age
9.	18.0/28	N ALF	32.	12.6/23	C Knots Landing	55.	9.0/16	C Paradise
10.	17.9/31	N Amen	33.	12.5/19	N NBC Tuesday Movie	56.	8.7/13	A Incredible Sunday
11.	17.9/35	N Cosby Show	34.	12.4/24	A 20/20	57.	8.5/16	C Smothers Bros. Thanksgiving
12.	17.5/29	A War and Remembrance	35.	12.4/18	C Designing Women	58.	8.4/16	N NBC Friday Movie
13.	17.4/26	N Hogan Family	36.	12.3/20	A MacGyver	59.	8.2/15	A Police Story
14.	17.3/29	A Monday Night Football	37.	12.2/19	C CBS Tuesday Movie	60.	8.1/12	F 21 Jump Street
15.	17.3/31	N Cheers	38.	12.1/22	N L.A. Law	61.	7.1/12	A Winnie the Pooh and Tigger
16.	16.9/28	A War and Remembrance	39.	12.0/18	C Murphy Brown	62.	7.0/13	C NBA on CBS Special
17.	16.9/32	N Hunter	40.	11.7/18	N Magical World of Disney	63.	6.0/11	C Raising Miranda
18.	16.1/30	N Different World	41.	11.6/21	A Mr. Belvedere	64.	5.8/8	F Gary Shandling Show
19.	15.6/28	N 227	42.	11.6/18	C Newhart	65.	5.8/11	N Something Is Out There
20.	15.5/27	A Growing Pains	43.	11.1/20	C Beauty and the Beast	66.	4.6/7	F Tracey Ullman Show
21.	14.9/21	N Family Ties	44.	11.1/17	C Garfield: His Nine Lives	67.	4.0/7	F Reporters
22.	14.8/26	N Dear John	45.	11.0/18	C Inside the Sexes	68.	3.9/6	F Duet
23.	14.3/23	N Night Court	46.	10.8/20	A Just the Ten of Us	69.	3.4/6	F Beyond Tomorrow

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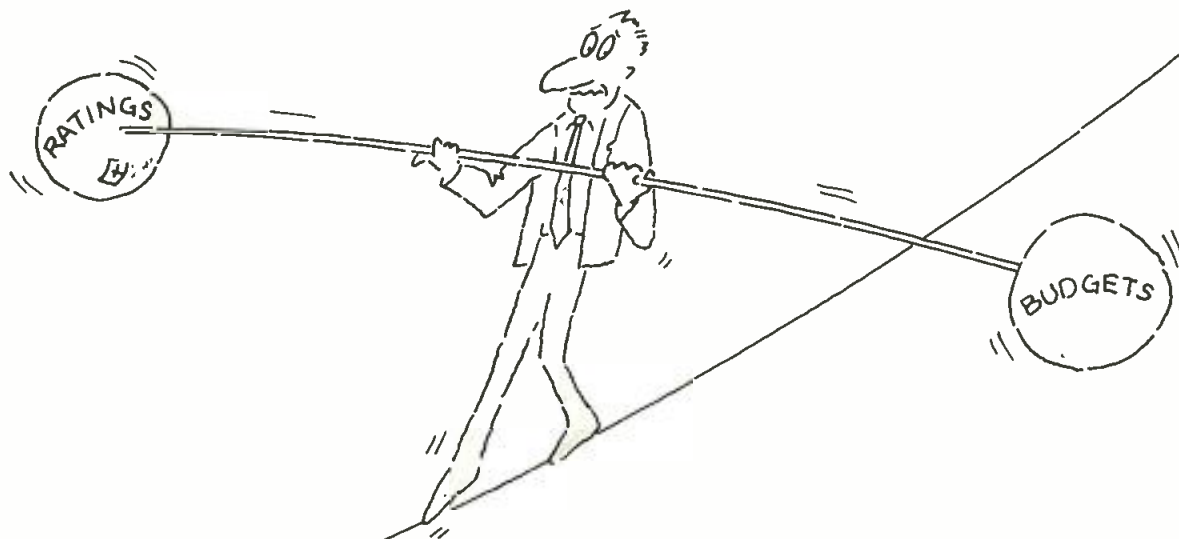
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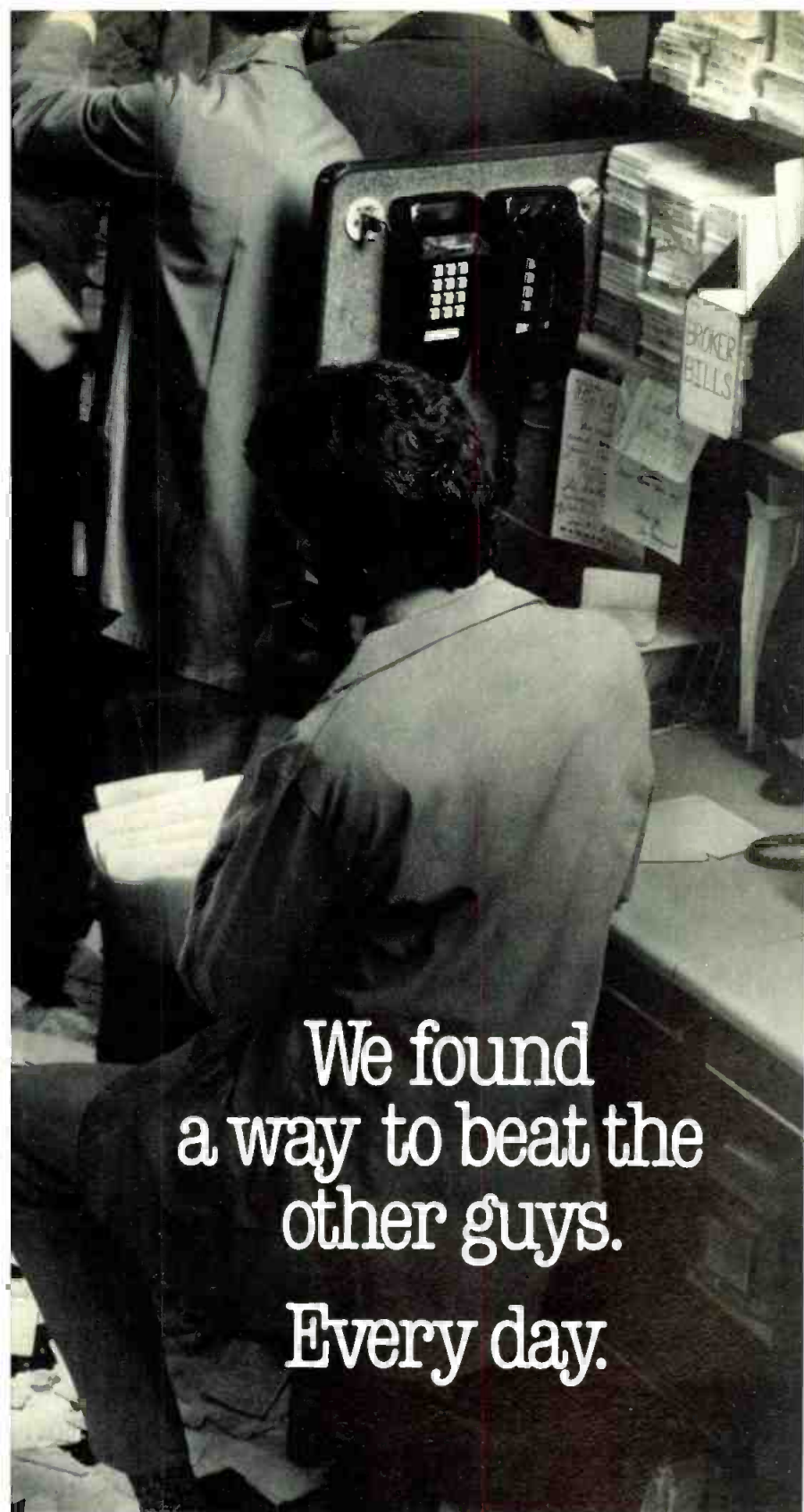
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communications company with eight television stations, cable systems, business information services and 30 daily newspapers.

March, he said.

Rather than waiting for the top series producers to bring next year's wares to market, he said, PBS has already begun to bring the system's needs to the producers. The new system, he said, "will not bring sweeping changes," but perhaps "one or two adjustments a year," and might hypothetically involve simply specifying the number of episodes needed or requesting thematic constructions, such as a fall 1992 celebration of the 500 year anniversary of Columbus's discovery of America. The new system should be helpful to the producers, he said.

Discovery makes internal changes

Cable service restructures top staff, announces \$2.2 million MSO ad rebate

The Discovery Channel announced a major internal restructuring last week, including the creation of an executive committee and the elevation of five vice presidents to senior vice president positions. Discovery Channel Chairman John Hendricks said the moves will help the service's expansion plans, domestically and, especially, in the international sphere.

The cable service also said that it will begin mailing the first advertising rebate checks in March to participating MSO's. The rebates, based on the number of sub-

scribers delivered and the length of time the system has been paying to carry Discovery, amount to two months of carriage fees of Discovery and will cost Discovery \$2.2 million, it said.

With the restructuring, programing responsibilities will be streamlined under Greg Moyer, vice president, marketing and communications, who becomes senior vice president, programing. Moyer will oversee both domestic and foreign programing, distribution, original productions and new enterprises. Reporting to Moyer will be Clark Bunting, now senior vice president, program enterprises, and Tim Cowling, senior vice president, production, along with another programing vice president yet to be announced. Michael duMonceau, vice president of programing, has been named senior executive in charge of programing for Discovery's European operation.

Other executives moving from vice president to senior vice president are Greg Durig, chief financial officer, and Judith McHale, general counsel, legal and business affairs. Sandy McGovern, affiliate sales and relations, and Kathy Clinton, advertising sales, are Discovery's other two senior vice presidents.

The seven senior vice presidents will join Hendricks and Ruth Otte, president and chief operating officer, on the newly created executive committee.

The MSO rebate is part of original carriage agreements between operators and Discovery. It amounts to 20% of Discovery's net advertising revenue (gross revenue minus commissions) until the service reaches \$30 million in total ad revenue. Once the \$30 million figure is reached, the service will rebate 30% of net advertising revenue to operators. Discovery had gross ad revenue of \$14.5 million in 1988. (Several cable MSO's are majority owners of Discovery.) Discovery said most of the top 100 MSO's, plus other independent operators, have rebate agreements with Discovery. □

CBN adds children's programing to Family Channel

Cable channel deal with DIC Enterprises brings 26 hours of children's programing to service

CBN Family Channel and DIC Enterprises have signed a joint venture agreement that will bring 26 hours per week of children's programing to CBN's schedule next fall. Tim Robertson, president of CBN, said: "One thing we have not really had is a solid commitment to children's programing."

CBN has undergone a programing makeover since last summer and has turned around its prime time fortunes built around the Family Channel theme. And the children's push goes hand in hand with that effort, said Robertson, repositioning the network with family values programing. In addition to a few original projects, CBN will carry programing selected from DIC's library, which includes *ALF*, *Care Bears*,



Robertson

The Real Ghostbusters, Kissyfur, Alvin & the Chipmunks, New Archies, Adventures of Teddy Ruxpin, Dinosaucers, Zoobilee Zoo, Heathcliff, Popples, Mask and Inspector Gadget.

Robertson said CBN will carry four hours of children's programing each weekday beginning in fall 1989—one-and-a-half hours of original programing and two-and-a-half hours of syndicated shows, from 7 a.m. to 9 a.m. and from 4 p.m. to 6 p.m. CBN will carry six hours of children's programing on the weekends, from 8 a.m. to 11 a.m., Saturday and Sunday mornings.

Robertson said that one weekday original project is set, a half-hour animated version of the King Arthur legend. CBN is looking at three or four other projects for the remaining original programing carried on weekdays. They will most likely be live action shows produced by DIC in conjunction with international broadcasters, said Robertson. (Primarily, CBN will serve as an extra distribution outlet for these projects, said Robertson, as opposed to supplying significant upfront funding for them.) The remaining weekday hours will be filled by programing from DIC's library. Robertson said the companies "haven't settled on any of them [programs] just yet," waiting to sift through current syndication contracts to see what is available next fall.

Two of the six weekend hours will be produced by CBN, which will produce another 13 shows of *Gerbert* for fall 1989, funded through Word Records and produced by Home Sweet Home Entertainment. It also is looking at making a series from the animated special, *Watchkins*, said Robertson, but the \$400,000 cost per half hour may be prohibitive unless CBN can reduce the animation portion by replacing it with live action. CBN is also looking at several other projects for the weekend original programing and will draw on the DIC library for the balance.

Robertson said CBN also intends to work on its afternoon block and continues to fine tune the *700 Club*, now seen at 10 p.m. He said CBN will undertake a "very aggressive marketing campaign" in the first quarter to rebuild the image of the *700 Club*. Most of the marketing will consist of tune-in promotions within the CBN schedule, Robertson said. □



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New life for golden oldies

Shifting age demographics cited for new interest in oldies format; debate rises over how many stations can support format

According to at least one industry survey, more than 150 stations have switched to a golden oldies format within the past year. Format providers, including satellite services and syndicators, are increasing efforts in the area. Nevertheless, while many industry players are bullish on the format, there arises the question of just how much further golden oldies can grow and how many stations can support the format.

The rising interest in golden oldies may best be attributed to the country's shifting age demographics, say observers, pointing to the success of nostalgic movies and television shows. Some onlookers even cite America's renewed fascination with Elvis Presley as having a hand in the format's appeal. No matter how you look at it, interest in the golden oldies format is at a high.

"You've got a bunch of broadcasters looking for the hot format—[golden oldies] is one of them," said Gerry Boehme, vice

president, director of radio research, Katz Radio. The golden oldies format, he said, appeals to broadcasters because it addresses two of the basic principles behind a successfully formatted station: it fills an available niche in many markets and it attracts listeners from key demographic groups.

"Gold really centers on [ages] 35 to 44," said Boehme, a group that he said has been largely ignored. While many stations are targeting ages 25-34, he said, not enough stations are keeping in mind the upper end that is outgrowing that age group.

The Katz Radio National Format Averages for Arbitron's spring 1988 survey found a 39.6% gain in age 35-44 composition among golden oldies stations. "FM Gold," wrote Boehme in his survey analysis, "appears to be filling a hole for men 35-44." The gain, according to the survey, concurred with a more than doubling of FM stations carrying the format within the past two years.

There were 433 stations—roughly 5% of all commercial stations—carrying a golden oldies format as of early November, ac-

ording to figures provided by the Radio Information Center of New York. A year-and-a-half ago, the center tabulated about 270 stations with the format, representing approximately 3% of all radio stations. At the beginning of 1985, the figures showed 166 stations representing about 2%.

"It's no surprise that it's differentiating itself as a format," said Rick Sklar, president, Sklar Communications. "You've got a big population bulge of people who grew up with this music." Although the format will eventually reach a saturation point, he said, that point is not yet imminent. Every market can support at least one oldies station, he said, and the larger markets may have room for more than one.

"In a real big market, with oldies spanning a period of time of 35 years, there are enough variations in a real big market to go three deep," said Sklar.

One market where that theory is being tested is Philadelphia, where the oldies push has resulted in four stations carrying the oldies format. The competition began in earnest about a year ago, when CBS-owned WCAU-FM dropped its contemporary hits



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format and became oldies **WOGL(FM)**. Hours later, **WIOQ(FM)** also picked up the format. Daytimer stations **WPGR(AM)** and **WFIL(AM)**, both with FM co-owned stations in the market, are also playing oldies.

While the audience may support competing oldies stations in the market, said **WIOQ** general manager Joseph Chairs, the advertising community will not. The battle continues among the FM stations, and both have publicly vowed to maintain their formats in the market. "Either **WOGL** or **WIOQ** eventually has to drop out," he said.

Chairs and others compared the potential of a golden oldies format to the course that the country format has taken in many markets. "One station will always be able to carve out a country format, and I think that's what will happen to the oldies format," Chairs said.

Larger markets can possibly support two oldies stations, said George Sosson, vice president of CBS-owned FM stations, but most markets cannot sustain more than one. "The key," he said, "is how many AC stations there are with a gold base." CBS strengthened its commitment to the category last month when it switched its **KHTR(FM)** St. Louis from contemporary hit to oldies and changed its call letters to **KLOU**. CBS now has four stations carrying the format. (**WODS(FM)** Boston adopted oldies about a year ago, and **wCBS(FM)** New York has carried the format since 1972.)

"What it boils down to is demographics," said Sosson, explaining the company's interest in what he described as the format's age 25-54 target. "Specifically, the oldies delivery gives you very little waste." He said CBS research has shown that the 35-44 and 35-54 age groups generally like the music they grew up with better than, or as much as, today's music. "As many times as they hear 'I Can't Help Myself' by the Four Tops, they still want to hear more."

Bob Bruton, vice president, affiliate sales, Satellite Music Network, added: "As the population continues to age, there seems to be more of a fascination with the past." He pointed to CBS television's *Almost Grown* flashback series and Hollywood's upcoming film about musician Jerry Lee Lewis as two of the more recent examples.

Dallas-based SMN, which already reports more than 150 affiliates for its "Pure Gold" format and also carries an R&B oldies channel called "Heart & Soul," has just announced an additional oldies format titled "KOOL Gold." The new service, set for a mid-December launch, will be fed from oldies station **KOOL(AM)** Phoenix.

Transtar Radio Network's The Oldies Channel has had continual growth since its launch about three years ago, said Terry Robinson, chairman of the Colorado Springs-based company. He said the satellite-delivered service, offering music from the late 1950's to the early 1970's (focusing on the mid-1960's), now has more than 100 affiliates with an ages 25-54 appeal. While many of the initial affiliates were AM stations, he said, a recent trend has been a rise in the number of FM stations signing on.

Robinson, who described oldies as "a

good, solid niche format," cautioned against too many stations trying to enter the format in a single market: "I really think there's only room for one or, at the maximum, two oldies stations."



SMN's choice to carry more than one oldies service is in anticipation of what many predict to be a "splintering" of the format as it grows, said Bruton. Advertisers in the coming year will probably be working with tighter budgets than they have in the past, he said, and specialization will



become important as they stray away from mass buys. He said "Pure Gold" is targeted to ages 30-49, with music from the late 1950's to 1970: "KOOL Gold" music dates back as early as 1949 and occasionally goes as high as 1967, appealing to ages 35-55.



Flexibility within the format is also a priority at Media General Broadcast Services Inc., which launched its "Classic Gold" reel-to-reel format with several available variations last September. The company said its decision to enter the format was based largely on the idea of targeting both listeners and advertising execu-

tives, ages 25-49.

"The baby boomers are the store owners and the listeners of the format," said Dick Denham, general manager, ID/Library Division at Media General. "It's hitting the demographic."

FM stations looking to hit that demographic with a golden oldies format are on the rise: 1.8% of all FM stations carried the format in early 1988, up from 1.1% in 1987, according to the Radio Information Center. Some following the history of the format have questioned the effect that the rise in the number of FM oldies stations will have on AM oldies stations.

"Historically, many markets have had one station with the format," said Betsy Bucken-Knapp, president, EKB Enterprises Inc. The growth of the oldies format presents "a new ratings arena with a new set of challenges," she said, and stations looking to compete in the arena will need to concentrate more than before on marketing. Not everyone is willing to stand by the format: **WHK(AM)** Cleveland last month dropped its oldies format and became an affiliate of the Business Radio Network.

WHK vice president and general manager Chuck Bortnick said the station dropped the format even though no other station in the market at the time had the same golden oldies approach. Bortnick, who is also vice president and general manager of contemporary hit **WMMS(FM)** Cleveland, said the decision to drop the format was based on the belief that a combination sell made more sense in theory than in practice.

"I think the [oldies] format as a whole is very, very, very successful," said Bortnick, but he said he questions the marketability of a music format on AM in a major market. Satellite-delivered services, he said, could cut operating costs and thereby make AM oldies stations turn a profit. "I think there's potential for oldies on AM in markets where you don't have dominant FM's," he said.

But in Baltimore, where AC hits **WQSR(FM)** plays music dating back to the late 1950's, two oldies AM stations have jumped into the market. **WYST(AM)** last June dropped a contemporary hit format in favor of pre-1963 oldies music, and **WFBR** switched from a talk format to oldies last September. In addition, said **WYST** program director Dan O'Neil, other AC stations in the market feature oldies songs on their playlists.

"The market can only support one AM and one FM," said Winnie Brugman, vice president and general manager of both **WFBR** and co-owned **WLIF(FM)**, which are being sold in combination. The switch has been beneficial for **WFBR**, she said, particularly since it has dramatically lowered costs associated with the talk format. "I probably can live with this format [a few years] before I start to analyze where [any] modification will take place."

Brugman's confidence in the format was echoed by Sklar: "It's not a format that you can really quarrel with...People love to reminisce. It's like today's television shows: you set it in the past or you set it in the future—just get away from the present." □

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AM broadcasters urge FCC to adopt NRSC-1 standard

NAB-led group says NRSC-1, among other benefits, would be more effective and less expensive than NRSC-2; group also denounces FCC proposal to relax current restrictions on AM interference

In comments filed to the FCC last week, AM broadcasters, led by the National Association of Broadcasters, urged the FCC to adopt as a mandatory national standard the now voluntary National Radio Systems Committee standard (NRSC-1) limiting the audio bandwidth and high-frequency preemphasis of radio programming.

The broadcasters said adoption of NRSC-1 as the standard was preferable to adoption of NRSC-2, which would limit stations' RF emissions, as the FCC had proposed two months ago.

The broadcasters also argued against an unrelated proposal in the same proceeding that would relax interference restrictions (coverage contour overlaps) to allow new and upgraded AM stations to receive more interference so long as they did not cause more interference for other stations.

The two NRSC standards are complementary, the NAB said, but NRSC-1 alone is sufficient to bring about most of the benefits. Widespread implementation of NRSC-1—limiting audio bandwidth to 10 khz and using the specified preemphasis curve—would reduce adjacent channel interference and encourage manufacturers to build "high-fidelity" radios, it said.

"If one AM standard were to be implemented, the least burdensome and most effective place to impose bandwidth restrictions is at the audio end (NRSC-1), not the transmission end (NRSC-2)," NAB said.

"NAB strongly supports the 'presumptive compliance' approach whereby compliance with NRSC-1 would establish a presumption of compliance with NRSC-2," it said. "In addition, NAB suggests that the commission revisit this arrangement at a future date to determine whether mandating compliance with NRSC-2 is economically and practically feasible to AM broadcast licensees."

NRSC-2 implementation would be more expensive than that of NRSC-1, NAB said. Monitoring compliance with NRSC-2 requires a spectrum analyzer, which costs around \$20,000, it said. "The only equipment required to verify proper NRSC-1 installation is the station's RF modulation monitor," NAB said. "NRSC-1 test equipment otherwise is generally self-contained within the system and requires no separate setup."

GSM Media Corp., licensee of WRGM(AM) Ontario, Ohio, agreed with NAB. "Altering a station's facilities to comply with the emission standard [of NRSC-2] is likely to be a more complex and expensive process that would require greater time for implementation."

The Society of Broadcast Engineers (SBE) estimated that "the cost of implementing the NRSC-1 standard is nominal—typically between \$400 and \$700."

SBE pointed out that NRSC-2 is an interim standard that has not yet been reviewed and adopted by the American National Standards Institute (ANSI) and is still subject to change. It suggested that NRSC-1 be made mandatory immediately and that NRSC-2 be made mandatory after ANSI approval.

The comments marked the conversion of what has been perhaps the NRSC standards' biggest critic: Bonneville International Corp., Salt Lake City, owner of five AM stations. The company had argued against NRSC implementation in an earlier comment cycle, claiming that limiting the audio output of AM stations would mainly help stations on the East Coast (BROADCASTING, Feb. 8).

But in the latest comments, Bonneville jumped on the bandwagon: "While Bonneville has heretofore stated its belief that the 15 khz bandwidth allowable to AM stations should not be changed, it recognizes that there is substantial support for the audio limit."

The FCC's proposed relaxation of the overlap rules was almost universally scorned as a step that would lead to increased interference on the AM band. "It is inconceivable that increasing interference in the AM band will improve service to the public. The opposite is all too clearly manifest," said CapCities/ABC.

Greater Media Inc., owner of seven AM stations, said that "in this era of FM dominance and sick and dying AM stations," the FCC should eliminate rules that contribute to interference on AM. "The AM band is nearly saturated."

But a few stations wrote in support of the proposal. A joint filing by four stations (WOKT(AM) Cannonburg, Ky.; WTGR(AM) Point Pleasant, W. Va.; WFTK(AM) Wake Forest, N.C., and WNOW(AM) Mint Hill, N.C.) claimed that the proposal "would permit power increases that would result in relative increases of signal strength and could override local noise now interfering with reception by many existing stations." □

FCC proposal for class A FM power increase receives wide support

Only disagreement is over method of implementing plan: small stations favor blanket upgrades, while large stations support NAB alternative

There was heavy response to the FCC's proposed rules changes to provide "relief" to Class A FM through power increases. Over 50 commenters replied to the rulemaking released last September that would allow most, and perhaps all, of the 2,043 Class A stations currently operating to double their power from 3 kw to 6 kw. The commission also proposed that some Class A stations could increase up to 25 kw in creation of a new FM Class C3.

The commission proposal suggested two approaches to doubling Class A power. By a two-to-one margin, comments ran in favor of "method 1," based on a plan proposed by the New Jersey Class A Broadcasters Association, which would provide blanket authorization to all Class A's for upgrades to 6 kw. In the rulemaking order, the commission observed: "Initially, it appears that allowing all Class A stations to increase power would have little effect on other existing stations."

"Method 2," based on plans proposed by the National Association of Broadcasters and the Association of Broadcast Engineering Standards (ABES), would create two categories of Class A, those which would be able to upgrade to 6 kw and those that would have to remain at 3 kw. Most of the stations that would not be eligible for upgrades are located in the FCC designated Zone I (the Northeast). NAB estimates that about two-thirds of all Class A's would be

eligible for upgrades under method 2, with an additional 15% becoming eligible with changes in transmission facilities or transmitter site. Some of NAB's Class A members have protested the association's position against blanket power increases (BROADCASTING, Nov. 28).

NAB listed several reasons for its opposition to a blanket authorization in its comments. Its final reason was that "increasing power without regard to technical standards sets a poor public interest precedent...The existence of technical standards serves the public's interest by assuring the public of interference-free FM reception." Method two, NAB said, is a more appropriate compromise between the interests of Class A and Class B and C stations that could have their coverage reduced by the power increases. "Any increase in power by any Class A station will result in some additional interference and service loss to other broadcast stations. But this is a compromise that, we believe, will be consistent...with the interests of the listening public."

Along with the call for an across-the-board 3,000 watt power increase for all Class A's, the New Jersey group's comments attacked the idea that some short-spaced stations should not be granted upgrades without first relocating their transmitters, installing directional antennas or making some other adjustment to their facilities. Such changes are not feasible for many stations, especially in New Jersey where available real estate for antenna sites is scarce and expensive. "Precluded from increasing power, these Class A's would be worse off than they are today," the associa-

ti rote. "If, despite the points made here and in its earlier comments, the commission should conclude not to relax its guidelines for upgrade of short-spaced stations, then it should consider a power increase of lesser magnitude for all Class A's. In all events, whatever relief is adopted should be for all Class A stations."

Many of the commentators defending the New Jersey proposal were Class A broadcasters from around the country. The New Jersey group sent a mailing to Class A FM's nationwide before the comment deadline, urging them to write in support of its plan. Many of the comments in support of method 1 read like those of Aiken Broadcasting Co., owner of WGBF(FM) Henderson, Ky. "If the commission does not either approve the New Jersey plan, or a similar plan providing for a means of near universal improvement whether by application or otherwise, a group of third class FM aural broadcast citizens will be created and the unfortunate stations not permitted an increase will be doomed to a fate scarcely better than that of AM daytimers with either minimal or no nighttime authority," Aiken wrote.

"The commission has before it a significant opportunity to improve broadcasting with a stroke of the pen," according to Nutmeg Broadcasting Co., owner of WILL-FM Willimantic, Conn. "If all Class A FM's are allowed to increase their transmitting power to 6,000 watts, in a matter of months there will be tens of thousands of square miles of improved, local FM quality and service. There will also be increased marketplace competition and diversity." WILL-FM is among a handful of Class A's that had indicated it will withhold part of its NAB membership dues to protest NAB's opposition to blanket authorization.

Writing in support of method 2, ABES, a Washington-based nonprofit group which supports policies designed for technical improvement of radio, challenged the idea that power increases for all Class A's will increase competition. Most Class A's are located in urban areas. Increasing those stations' powers will add service to areas that are already well served by other classes and in the process will reduce the coverage of Class B and C stations. "The losses will occur in more rural regions, which receive far fewer FM signals. Before the commission rushes headlong to allow an across-the-board power increase in the name of increased competition with larger stations in urban and suburban areas, this critical question must be resolved," ABES said.

Greater Media Inc., East Brunswick, N.J., owner of seven FM stations, also supported the NAB position. It questioned the claim in the FCC order that method 1 would not greatly interfere with other stations. "The commission's analysis relies upon a best-case approach to spectrum allocation. This is an unwise course... The beauty and wisdom of the current mileage separations scheme is that it assumes a worst-case situation which properly contemplates maximum numbers of facilities at minimum separations, thereby maximizing licensee flexibility and spectrum efficiency and minimizing interference potential."

Five of Greater Media's FM's are Class B's, but two, WMGQ(FM) New Brunswick, N.J., and WCTO(FM) Smithtown, N.Y., are Class A's. The company said it bought those stations "with full knowledge of the operations advantages (e.g., reduced operating costs) and disadvantages (e.g., reduced coverage)."

In its call for comments, the FCC was concerned that NAB's proposal to require case-by-case application and review of each Class A power increase request "would result in undue delays, even for applications that present no problems." The New Jersey proposal would provide for rapid authorization after the filing of a form 302. Nutmeg agreed with the commission's concern: "NAB's proposal for case-by-case engi-

neering studies and FCC applications, will deter many small operators from seeking improvement, will add a layer of considerable expense for those stations that can least afford it, and will excessively burden the FCC staff. The commission does not need another deluge of applications like those resulting from Docket 80-90."

Viacom Broadcasting, owner of six FM's, writing in defense of the NAB plan, suggested that a "semi-blanket" power increase policy combining the implementation approaches of both. Stations in Zone I and other places where the FM band is congested could be considered case-by-case while other Class A's could be given blanket authorization. A similar plan is outlined in the FCC's rulemaking proposal. □



New MAGNET

The Southern Minnesota Ag-Radio Group and MNN Farm Radio have combined forces to create the MAGNET network. MAGNET has targeted Jan. 3, 1989, for launch of its programming schedule, consisting primarily of reports from regional farm directors at the network's seven core radio stations. Programming will be distributed via satellite from the MAGNET operations center in St. Paul, Minn. MNN farm director Tom Rothman will become MAGNET's executive producer, anchoring market reports and coordinating 12 network programs for distribution to the network of about 50 radio stations.

Making book in Texas

The Austin-based Longhorn Radio Network is offering *The Children's Radio Bookmobile*, a series of 15-minute weekly programs designed to encourage young readers. Participating stations pay a minimal fee to receive the tapes which each feature two stories, book reviews and author biographies. Longhorn Radio Network is a division of the University of Texas at Austin. The series is scheduled to begin Jan. 2, 1989.

Sinatra, McEntire and Bush

Westwood One said its Mutual Broadcasting System will present two specials, *Come Swing With Me: Frank Sinatra in Concert* and *Christmas Time With Reba McEntire*. The Sinatra special, a two-hour encore presentation (originally aired the week of April 18) of a concert recorded at the Reunion Arena in Dallas in October 1987, airs the week of Dec. 12. The program will include an interview with Sinatra conducted by Mutual's Larry King. The three-hour McEntire special, set to air the week of Dec. 19, will feature a number of top country performers. McEntire will host

the show with Mutual's Lee Arnold.

Westwood's NBC Radio Network will present a five-part *NBC Extra* series entitled *The Bush Years*. The 90-second reports, scheduled to air this week, will examine the new administration. Providing the reports will be correspondents Al Freeman, Peter Maer and Steve Nevas.

Birch system endorsed

Some members of the now-defunct Spanish Ratings Advisory Council reassembled in New York and voted to endorse the new Birch Hispanic market ratings system (BROADCASTING, Oct. 31).

The decision to endorse the ratings system followed a presentation at the meeting by Tom Birch, chairman and chief executive officer of Birch Scarborough Research. Former SRAC Chairman Abbott Wool, senior vice president, media director, Cadwell Davis Partners, said he would prepare—with the help of other former members—an endorsement statement that would appear in future Birch reports.

Despite the endorsement, some voting members expressed concern that the new Birch methodology still appeared to have flagging (footnoting) trouble in its general market reports. Concern also centered on the absence of door-to-door surveying. Responding to the door-to-door request, Birch said: "We can't afford to do that right now. Our bottom line is that we have to have the financial support to do that."

Representatives from the former council voting in favor of endorsement at the meeting included Herbert M. Levin, senior vice president and general manager, WADO(AM) New York; Eduardo Caballero, president, Caballero Spanish Media; Betty-Ann Morse, vice president, D'Arcy Masius Benton & Bowles Inc.; John A. Taylor, media manager, The Procter & Gamble Co., and Wool.

Consumers will go for HDTV, says EIA study

Study predicts HDTV will be introduced in this country in 1992—with sets costing \$2,500 and made in U.S.—reaching 25% penetration by 2000

A report predicting a rosy future in consumer sales of high-definition television receivers, with up to 25% penetration in U.S. homes by the year 2000, was released last week in New York by the Electronics Industries Association. Washington-based Robert R. Nathan Associates Inc. completed the report for EIA. Along with market penetration estimates, the report predicts the impact HDTV will have on the U.S. economy, TV manufacturing industry and NTSC receiver sales.

"HDTV is the next step in the evolution of television," the report concludes. "This new technology will have substantial impact on the U.S. TV pipeline. Nearly every home in America has a television. HDTV will transform TV viewing as we know it today."

At the same time, EIA announced the formation of an HDTV Information Center. The goal of the new organization is to gather and distribute the latest and most accurate information on all aspects of HDTV. Among its specific functions will be collecting data from U.S. manufacturers, tracking regulatory and legislative activity involving HDTV and providing technical expertise through EIA staff engineers. The center has been established at EIA headquarters in Washington.

The Nathan report is based on the responses from surveys of U.S. television manufacturers and other HDTV-interested firms with secondary reliance on studies from other organizations and press articles. Its estimates are based on a number of assumptions about the future of HDTV (which has been defined by the EIA's Advanced Television Committee as a service "that promises to bring sharper pictures to

the TV screen as well as superior digital stereo sound and wide-screen pictures").

Among the major assumptions Nathan made was that NTSC sets will not be made obsolete and that they will be able to receive signals from terrestrial, cable and satellite services. It assumes that HDTV will enter the marketplace in the form of 30-inch and larger screens and that consumer acceptance of them will eliminate all 30-inch NTSC screens within six years after HDTV's introduction. The sets sold in the U.S. will be produced in the U.S., the report concludes, because "transportation costs make offshore production sites for picture tubes and receiver sets uneconomical." The report's results also rely on the assumption that HDTV sets will enter the U.S. market at a price of \$2,500, 60% more than comparable NTSC sets.

On its way to 25% penetration in 2000, Nathan predicts HDTV will be in 10% of U.S. homes by 1996, four years after the predicted introduction of HDTV in this country. By 2003, about 129,000 American workers will be employed in the manufacture and sale of domestically produced HDTV sets. With or without commercialization of HDTV, the report figures that about 275,000 Americans will be employed in TV manufacturing. "These employment estimates also presume that television manufacturing in the United States will have achieved a 'steady state' by the year 2003," the report says. EIA points out that it is a commonly held myth that no TV sets are produced in the U.S. Although there is only one American-owned TV receiver manufacturer, several facilities in the U.S. build TV components, including 11 that build cathode ray tubes, the most expensive part of the set.

More predictions for 2003 (the last year considered in the Nathan report scenario) include HDTV's adding \$16.3 billion into the economy and a net increase of \$6.2

billion in GNP stemming from receiver manufacturing. The report does not take into account possible benefits from production of transmission equipment or VCR's.

The Nathan report presents a slightly more optimistic view of the future of HDTV than a report released last spring at the National Association of Broadcasters convention by the National Telecommunications and Information Administration. That report, completed by Larry F. Darby, former chief of the FCC's Common Carrier Bureau, estimated that cumulative sales of HDTV receivers by 1997 will have reached one million units, compared to the 6.5 million units sold in 1997 alone predicted by Nathan. Darby also predicts that 25% penetration of HDTV receivers in U.S. homes will occur in 2002, two years later than in Nathan's prediction.

The EIA report followed another release the week before by the American Electronics Association (AEA), which predicts the effect HDTV will have on U.S. share of various electronics markets if American companies choose not to participate in what AEA estimates will be a \$40 billion world market for high-definition television equipment. AEA is a Santa Clara, Calif.-based organization of 3,500 high-technology electronics firms.

The report predicts that nations taking the lead in HDTV development will also take the lead in research and development, design and manufacturing in related industries. Nonparticipation by American companies would have a negative "ripple effect" on domestic high technology. The report projects that in 1990 the U.S. will hold a 70% share of the worldwide \$48.4 billion personal computer market, 41% of the \$49 billion semiconductor market and 35% of the \$21.6 billion automated manufacturing equipment market. To maintain those shares, the report says that by the year 2010, the U.S. must hold 50% or more of the worldwide HDTV equipment market. If, for example, the U.S. has 10% or less of the world HDTV market, AEA predicts the American share of the personal computer market will shrink to 35%. Similarly, the automated manufacturing equipment share would be cut to 28%, and semiconductors to 21%, if HDTV equipment manufacturing does not flourish in this country.

EIA, NTIA and AEA are among a number of groups that have been asked to predict the impact HDTV will have on the U.S. economy by Representative Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee. Last Sept. 1, Markey called on those groups to submit reports to the subcommittee by Jan. 4 to be used to decide whether to introduce legislation to boost American participation in the HDTV marketplace (BROADCASTING, Sept. 5). □

Fighting for frequencies. The chairman of Motorola Inc. said that the mobile radio and integrated circuit manufacturer was launching a campaign to persuade the government to take away UHF and VHF channels from broadcasters in the next 10 to 15 years and make them available for the development of new services.

"TV should go entirely to broadband cable," said Robert Galvin in a speech at a Federal Communications Bar Association luncheon in Washington. If the 400 mhz now allocated to television broadcasting was freed up in 2010 or 2020, Galvin said, "inventors" would find ways to use the spectrum "over and over again for very important services that people will discover they need like they discovered cellular and satellites...." According to "our back-of-the-envelope analysis," he said, new services could "double or quadruple the amount of business that could be done."

A National Association of Broadcasters spokesperson called Galvin's proposal "Brer Fox's plan for building a better chicken coop. It is preposterous and transparently self-serving. It has less to do with technical innovation than with the desire of Motorola, the largest manufacturer of land-mobile equipment, to grab more spectrum for the users of its products."

FCC Mass Media Bureau Chief Alex Felker said that Galvin "at least raises the issue that the frequencies are extremely valuable in a variety of endeavors and that that fact has to be kept in mind in future spectrum allocation decisions."

New deal for Newsfeed. The Christian Science Monitor's television news program, *World Monitor*, launched in September 1988, has chosen Group W Television's Newsfeed Network satellite newsgathering service as its primary source of news video. The agreement finalized last month calls for three daily feeds: "Dayfeed," one hour delivered each weekday afternoon at 4 p.m., ET; "Update Feed," delivered at 7:45 p.m., ET and another 45 minutes of "Nightfeed," delivered at 10 p.m. Unscheduled "Flashfeeds," weather satellite video and sports highlights, are also part of the agreement.

'Open Sky' alive and well. FCC common carrier bureau chief Jerry Brock has noted that, if all or most of the 19 fixed satellite service birds authorized for launch last month (BROADCASTING, Nov. 21) are actually launched, the commission will not have much sky left with which to work in continuing its "Open Sky," accommodate-all-applicants policy.

However, in denying the Satellite Transponder Leasing Corp.'s request to reassign its Ku-band SBS-6 satellite from 62 degrees to 99 degrees west longitude, the bureau cited its continuing preference toward accommodating first-time applicants.

"Commission policy," said a memorandum opinion and order adopted Nov. 7, "is to afford new entrants [STLC is not one], when possible, at least one initial orbital location in the portion of the orbital arc that allows 50-state coverage." Two STLC satellites, SBS-4 and SBS-5, are assigned to such slots. The move of SBS-6 to 99 degrees would have made three such slots, but the commission said "we will continue to hold available 50-state coverage locations at this time."

Network roadwork. IDB Communications will provide transportable uplink and other satellite transmissions services for at least 20 CBS-TV and 25 ABC-TV news, sports and/or special events in 1989, the third consecutive year it has done so for CBS and the second year for ABC.

Read our lips. General Instrument marketing and sales vice president Michael Meltzer said last week that when GI introduces Videocipher II Plus next June as the replacement for the industry standard satellite descrambler, Videocipher II, the firm "has absolutely no intention of allowing existing subscription services to transfer to

tier bits above today's Tier Bit 56."

Because the Plus system will offer 200 tier bits in addition to the 56 tier bits on VC-II now carrying various packages of the 40 current home dish programs, some in the home dish industry have conjectured that some programmers—as a way to make their programming inaccessible to the estimated 300,000 nonpaying "pirate" VC-II's now in use—might choose to assign their transmissions to one of the 200 tier bits, which will not be accessible to any VC-II now in use.

Until last week, GI had argued that no programmer would choose to leave behind the half-million paying subscribers to protect itself from unauthorized use, and, indeed, several of the programmers have reiterated this stance (BROADCASTING Sept. 12). Meltzer's statements mark the first time GI's Videocipher division has said it does not intend to allow programmers the option to make their product inaccessible to current VC-II's.

Ku-band partnership. The growing demand for private Ku-band satellite video network services was further demonstrated last week by the acquisition of Atlanta-based satellite broadcasting service, VideoStar Connections Inc., by General Motors subsidiary, Dallas-based Electronic Data Systems Corp. (EDS).

"We'll remain in Atlanta as an independent subsidiary, with current management in place," VideoStar Connections President Kenneth Leddick told BROADCASTING last Wednesday, adding that "of course...a major reason for the acquisition was to give VideoStar the resources to expand." Although acquiring new equipment and satellite capacity could be part of the expansion, primarily, he said, "you'll see an international flavor to how VideoStar invests." VideoStar, in which Tempo Satellite and Taft (now Great American Broadcasting) had been long-time investors, he said, expects to take part in installing and managing systems in the UK, following EDS's authorization just over a month ago to provide services there.

Of some 50 existing private video and data networks, said Leddick, "probably 80% are video-only. Most companies need both data and video." Although only 5% to 10% of VideoStar's current customers are broadcasters, he said, private Ku-band video networks and broadcast Ku-band backhaul use will continue to feed each other's growth. "We believe business use of Ku-band complements broadcaster use nicely, with the former mainly using it in the daytime hours and the latter in nighttime hours.

More time for DBS applicants

The hopes of United States Satellite Broadcasting and Dominion Video Satellite to become satellite broadcasters are still alive—at least officially. The FCC has given each until Dec. 4, 1992, to build and launch proposed high-power direct broadcast satellite systems.

Dominion, a startup company based in Naples, Fla., and USSB, a subsidiary of Hubbard Broadcasting, were among the first to apply for DBS systems seven years ago (BROADCASTING, July 21, 1981). Like other members of that pioneering group, they have had trouble with financing the enormous costs—running into the hundreds of millions of dollars—of putting a system into operation. Before the extension, the two firms' due diligence deadlines to build and launch were both Dec. 3.

"The failure of USSB and Dominion to satisfy the strict six-year construction requirement of the rule reflects no lack of effort or commitment on their part since there have been considerable technical and economic obstacles to overcome," the FCC said in an action released Nov. 18.

Dominion plans eventually to launch a 16-transponder GE Astro Electronics satellite into orbit at 119 degrees west longitude to serve the entire continental U.S. (conus).

But, to get into business early, Dominion hopes to purchase two nearly completed three-transponder satellites from GE Astro and launch at least one of them next year. GE built the satellites for Satellite Television Corp., a Comsat subsidiary that paid for most of the satellites' construction, but, after abandoning DBS and failing to find a buyer for the satellites, GE took ownership of the birds.

Planning to broadcast a mix of religious, educational and family-oriented programming, Dominion has gained funding from pre-paid subscriptions solicited through ads placed in the religious media. People who pay \$175 prior to launch are given a "lifetime subscription" to Dominion and the right to buy the earth station to receive programming at a "guaranteed" price of \$474, said Dominion President Robert Johnson. To come up with the large amount necessary to put a satellite in orbit, he said,

Dominion has tapped a California "investment banker," whom Johnson declined to name, to raise money through a private placement of securities and, perhaps later, a public offering.

When fully deployed, USSB's DBS system will comprise two eight-transponder satellites, one at 110 degrees and one at 148 degrees. USSB plans to launch the 110-degree satellite first and use it for eight-channel conus service, said Hubbard President Stanley Hubbard. As soon as the business is "cash flow positive," he said, it plans to launch the second satellite to cover the western half of conus and switch the first to cover the eastern half. (USSB has a request pending to double the number of transponders on each satellite.)

Hubbard has been trying to attract investors, principally from the ranks of broadcasters. Hubbard said some broadcast groups have already agreed to back USSB and others are considering it, but he declined to name them for fear of "blowing the deal. Now all of a sudden it is really bearing fruit," he said. □

FCC asks for DBS orbital assignments

Dominion says paired slot requirement proposal would double costs; Hughes will comment by Dec. 12

The number of applications to launch and operate high-power, Ku-band direct broadcast satellite (DBS) has outstripped the number of DBS orbital slots available, the FCC said last week, a situation exacerbated by the applicants' competing filings for only four of the eight available slots.

To help minimize what is becoming a "mutually exclusive" situation of competing applications, the commission may first have to require that all applicants pair their satellites at two separate slots, one serving the western half, the other serving the eastern half of the nation, a possibility proposed in a letter issued to all applicants just over a month ago.

Five of nine applicants propose operating one or two satellites that would cover the entire continental United States (conus) from only one orbital position. One of those applicants, Dominion Video Satellite, last week filed comments opposing the mandatory two-slot proposal. All comments are due by Dec. 12, and replies to those will be due Dec. 30.

At issue, said the letter, are requests by "several applicants and permittees" to operate single satellites or pairs of satellites at

one orbital location among the four Eastern slots, 61.5, 101, 110, and 119 degrees west longitude. The Regional Administrative Radio Conference (RARC) Region 2 plan, it said, provides for service to only the eastern half of the nation from those four slots and to the western half only from four other western slots, 148, 157, 166 and 175 degrees west longitude.

Several such single slot operations in nonconformance with the RARC plan may or may not create interference problems, said the letter, which, however, noted that full-conus authorization would not now be absolutely ruled out if "it were shown that such service is technically feasible and would not provide objectionable interference domestically or internationally."

The Region 2 plan, said video services division attorney, Bruce Ramano, identified hundreds of points [of potential interference] on the ground where one or more satellites' signals might spill over into others. Technical advances in satellite design could overcome those problems, he said.

But the central matter before the commission is to make sure the spectrum is used most efficiently, said the division's George Fehlner.

The numerous single slot applications are concentrated in the four Eastern slots because the entire nation can be reached from those four positions, said Ramano. The

Western slots, he said, are either clear off the horizon or, at best, provide a very low look angle from the ground on the East, meaning less than optimal reception.

Full-conus service, therefore, is possible from the Eastern four, but not from the Western four. And the result of so many applications for the single slot service from the Eastern four is that the Western four could remain underused, despite their being useful for beaming television and radio signals to the Western half of the nation.

By last week, the FCC had received a strong thumbs down on the paired-only assignment proposal from Dominion Video Satellite, which late last month, along with Hubbard Broadcasting subsidiary, USSB, was granted a four-year time extension to launch a DBS service (see story, page 65).

The cost of providing Dominion's DBS service would effectively be doubled by a "paired-only" requirement, because it would have to build and launch two satellites instead of the one 16-channel bird it now plans, as well as a spare for each. Even without in-orbit satellite failures, the level of protection required by its potential customers demands that the spares be built.

And given failure of one of the two East-West satellites, it said, restoration of service to customers would require either a massive repointing of dishes in the West to the Eastern bird (given failure of the Western bird) or the risk-laden launch of a replacement satellite (given failure of the Eastern bird), since the Western bird's signals could not be received antennas in the East.

Building and launching two 130-260 watt, 16-channel GE Astro 5000 series DBS satellites, each authorized only half-conus service, said Dominion, would also endanger current DVS pricing agreements and proposals with some programmers...based on full-conus channel per satellite agreements made, it said, in reliance upon previous FCC approval of the [Dominion] plan. Dominion has already demonstrated, said the filing, that its bird would not create interference.

If someone comes in saying "our plan will work," said Ramano, "that does not necessarily mean the overall plan will work. We have to look at the broader scheme."

Hughes Communications, which holds a construction permit to operate two co-located birds, said last week it plans to file comments by the deadline but declined further comment. Other applicants proposing full-conus service from one orbital position, via either one or two birds, include Advanced Communications, Continental Communications Corp. and TCI-owned Tempo Satellite. Direct, Echostar, Orbital and

Senate leadership. Senate Democrats last week elected George Mitchell of Maine as their new leader, thus ending any uncertainty about the Communications Subcommittee and whether Daniel Inouye of Hawaii would continue as chairman during the 101st Congress. Inouye was in the three-way race for majority leader; he and Bennett Johnston of Louisiana each received 14 votes to Mitchell's 27. With the race now behind him, an Inouye aide said the lawmaker is definitely keeping the chairmanship assignment.

Not only does Inouye stay put, but Commerce Committee Chairman Ernest Hollings told his staff last week he will remain chairman of the appropriations subcommittee with jurisdiction over the FCC. Last month the South Carolina senator said he would swap that post for another appropriations subcommittee chairmanship (BROADCASTING, Nov. 14).

After further review, however, the senator felt he would be "most effective" if he did not make the switch, according to a Hollings spokesman. Moreover, said the aide, Hollings feels he "has unfinished business" to take care of on that subcommittee. There is no doubt his position there reinforces his hold over communications policy matters and has proved useful in keeping the FCC in line.

The new majority leader, Mitchell, succeeds Robert Byrd (W.Va.), who stepped down to take the Appropriations Committee chairmanship when the new Congress convenes Jan. 3, 1989. Senate Democrats also reelected Alan Cranston of California to the position of assistant Democratic leader (majority whip), a post he has held since 1976. Cranston bested his opponent, Wendell Ford (Ky.), 30 to 12. And Arkansas' David Pryor became the secretary of the Democratic Conference, the third spot in the leadership hierarchy. He defeated Patrick Leahy of Vermont, 30 to 19. Illinois' Alan Dixon was elected chief deputy whip; he ran unopposed. Following the election, Mitchell named John Breaux of Louisiana chairman of the party's campaign committee and Tom Daschle of South Dakota co-chairman of the policy committee.

On the Republican side, Bob Dole of Kansas returns as minority leader along with Alan Simpson of Wyoming as assistant leader. Also re-elected were Policy Committee Chairman William Armstrong of Colorado and conference secretary, Mississippi's Thad Cochran. John Chafee of Rhode Island beat Alaska's Frank Murkowski 28-17 for the Republican Conference chairman seat. Don Nickels of Oklahoma won 28-17 over John McCain of Arizona to become the next GOP campaign committee chairman.

USSB already propose paired configurations.

According to Fehlner, even if the commission settles on the paired-only assignment scheme, there will still be a shortage of spectrum. The possible solution then, he said, to accommodating all applicants, would be to limit the number of channels available to each of them.

Settling this larger [efficiency] issue, said Ramano, may affect the number of applicants eventually authorized to build and launch DBS birds. The FCC, he said, may follow the lead set by the common carrier bureau last month, when it accommodated all applicants, authorizing the launch of 19 new fixed service satellites (BROADCASTING, Nov. 21). However, he said, it can be argued that, with a new service, numbers [of operators] may not be as important as the strength of the service in the marketplace, if accommodating everyone meant no one could offer a truly viable service. □

of governmentally granted broadcast licenses," the article says.

Nader contends the Audience Network would fill a gap noncommercial broadcasting does not. Public broadcasting, he said, "is not audience driven." Furthermore, it receives large contributions from corporations and is subject, Nader said, to intimidation by members of Congress, such as Senator Jesse Helms (R-N.C.). "Basically," he said, public television "is the same kind of television. This is the audience turning the set on and deciding what it wants."

Nader said he expects a bill creating the Audience Network to be introduced in the new Congress, but he declined to identify the several "prospects" he has in mind as sponsors. As for the proposal's chances of passage, Nader said: "It's a process of education. We need to focus a growing public expectation on such a network.... This is an instrument for debate." He also said the establishment of the Audience Network



Nader

would reduce the pressure on broadcasters to discharge their public interest obligations. However, the article makes it clear Nader and Riley believe broadcasters feel very little of that pressure now. □

Nader's answer to deregulation

He proposes nationwide 'Audience Network,' created by Congress, with programing determined by viewers

Consumer activist Ralph Nader sees the FCC's deregulation of broadcasting as serving primarily to protect broadcasters from government accountability and as producing a system that fails to "ensure that the paramount rights of citizens under the law are upheld."

The solution Nader proposes with Claire Riley, a project director at the Center for the Study of Responsive Law that Nader heads, is the creation, by Congress, of an Audience Network. It would be a national, nonprofit membership organization that would receive one hour of prime time television and an hour of drive-time radio on every commercial station in the country.

As described in an article in the fall 1988 issue of *The Journal of Law & Politics*, the Audience Network would function as a separate licensee, offering "diverse programing shaped by the membership" in addition to information about communications issues. The organization would be funded by voluntary membership contributions and by fees collected from leasing some of the organization's airtime back to stations and networks.

One of the Audience Network's principal purposes is to involve the public in the control and operation of the broadcast service. "It would use the time to develop and air programs the membership wants on the airwaves and to educate the public about Audience Network's operation and broadcast-regulation issues," Nader and Riley say in their article. It would also represent viewers' interests before the commission, Congress and the courts. "Audience Network is needed to restore the balance between the First Amendment rights of all citizens, both as speakers and as listeners, and the property rights of existing holders

Canadian cable. The Conservative Party's victory in the Canadian election means early action on legislation providing for compulsory license for cable systems picking up and retransmitting American TV signals. But the legislation, which is part of a package that would implement the U.S.-Canadian free trade agreement that is to become effective Jan. 1, is not what American owners of the programing affected feel they need.

First, the legislation provides for compulsory licenses for cable systems retransmitting the programs, under an arrangement similar to the one in force in the U.S. Network representatives say they would prefer legislation requiring the systems to obtain retransmission consent from the owner of the copyright. "We don't like the compulsory license scheme here, either," said Joe DeFranco, Washington counsel for CBS. "It allows someone to screw up the network structure." CBS has always supported the concept of full copyright protection. "We feel there should be a marketplace determination," DeFranco said. The FCC and the Commerce Department had urged the U.S. negotiators of the trade agreement to press for an agreement with Canada providing for true retransmission-consent legislation. However, as more than one interested observer noted, "The U.S. couldn't ask the Canadians to do more than we are doing."

Americans have other problems with the legislation as well. Although it imposes liability for the carriage of distant signals, it does not define either "distant" or "local." Instead, underlying regulations exempt cable systems within a station's Grade B contour plus 35 kilometers. "This makes Buffalo 'local' in Toronto," said Fritz Attaway, counsel for the Motion Picture Association of America. What's more, he noted, the legislation specifies that the rates to be set by the copyright royalty tribunal that will be established are subject to Cabinet review. "That," he said, "means political review."

"So this mechanism makes it look like compensation is to be made, but it won't be," Attaway said. "At least, not very much."

Congress approved the free trade agreement with little difficulty, and President Reagan signed it. The Conservatives' opponents in the election had campaigned on the basis of opposition to the agreement, and threatened to tear it up if they won. But, with the Conservatives winning a 22-seat majority in the House of Commons, Prime Minister Brian Mulroney is expected to submit trade agreement legislation soon after Parliament reconvenes on Dec. 12. □

Ongoing court challenge. Shareholders' "double derivative" suit against GenCorp., its subsidiary, RKO General Inc., and a number of past and present officers of both companies remains a live issue in Delaware Chancery Court. That court had dismissed the suit, filed in the wake of a decision by an FCC administrative law judge stripping RKO of its licenses for 14 radio and television licenses. The Chancery court said it lacked jurisdiction. But the Delaware Supreme Court has reversed that ruling except as to that part of the complaint naming nonresident individuals who are not directors of RKO.

The "double derivative" suit is one maintained by shareholders of the parent corporation on behalf of the subsidiary and is aimed at wrongs incurred either directly by the parent corporation or indirectly as a result of wrongs suffered by the subsidiary. In their suit, shareholders allege that individual defendants breached their fiduciary duties in failing "to manage affairs of GenCorp and RKO in a fair, careful and prudent manner."

The commission has not acted on the appeal of the ALJ decision; instead, it has instituted a process of settlements aimed at resolving contests in which applicants are seeking to supplant RKO as licensee of those properties. Damages that shareholders are seeking involve the difference between the market value of properties and the price reached in settlement, as well as the amount paid to the challengers.

ABC to advertisers: Broadcast is better buy than cable

Instead of pitting itself against other networks, ABC goes after cable penetration numbers, saying ad money reaches more consumers via broadcast television

ABC, within the past few weeks, has begun to inform those buying television advertising time about the perceived strengths of the broadcast networks and the perceived weaknesses of cable and barter syndication. The 45-minute presentation, formally titled "Twenty questions facing national TV advertisers," has been informally dubbed the "hesitation presentation," said Marvin Goldsmith, senior vice president, national sales. It is yet another of a growing number of broadcast-network generic promotions by ABC, CBS or NBC, who previously spent all their time promoting themselves at the expense of the other two.

The presentation's basic theme is that the cable networks on which advertising is bought are virtually all received by less than half the television households (and not even television sets) in the country. Because of this poor "cable network penetration," and even poorer audience circulation, ABC advertisers cannot achieve any substantive "reach" with their cable buys and would be better off spending their money on other broadcast network shows and dayparts. The presentation makes a similar argument with regard to barter syndication.

Said Bill Germano, one of the three ABC television sales executives responsible for the presentation: "As soon as cable systems hit 50% [household penetration] certain planners went out and bought cable. Cable people have outsold the [broadcast] networks and we have to recommunicate our value." Also responsible for the presentation were Madeline Nagel, vice president, sales marketing, and Chuck Gabelmann, vice president, sales development, who said, "There are sometimes reasons to buy cable that have to do with the creative part of advertising...but from a pure media perspective...all you may be doing is adding frequency."

The slide show presents statistics showing that of the top cable networks, very few cover half of all U.S. television households. In fact, the top-ranked network, ESPN, has only 51%, while 10th-ranked *Nick at Nite* has coverage of 38%. Audience circulation reduced the percentage of audience reached even more. For ESPN, the circulation provided was 24%, and for USA, 25%. Circulation for each of the three broadcast networks topped 90%.

Cable networks in particular, said Gabelmann, underdeliver audience in the Northeast and the Pacific, in A and B counties and in the top-25 markets, all areas said to be desirable to advertisers.

One impression the presentation sought to change was that cable networks provided advertisers with a higher-quality audience. While agreeing that "in totality," cable homes are more desirable—in family size, household income and occupational status—pay cable provides most, if not all, of that status, and pay cable continues to decline advertising. Furthermore, the presentation said actual cable viewership "offers little demographic advantage."

The presentation also stated that cable's ability to reach narrowly targeted audiences was overrated and that in any event, the total number of a target audience reached was far below that provided by a network show. Gabelmann said that to reach working women, 18-plus, for instance, you "have to buy a ton of rating points on cable to get the reach of a [broadcast network] daytime serial."

Ratings for the individual cable networks, the presentation said, have increased no more than four-tenths of a rating point over the past four years, a number, Gabelmann added, that is "no more than a statistical aberration on a [broadcast] net-

work schedule."

As for syndication, the average rating of shows has declined over the past three years. For the top 10 shows, the average decline has been 20%.

While syndicated shows have better coverage than cable, 67% of the average 88% coverage came from UHF stations, while for the broadcast networks, only 8% to 13% of their coverage came from UHF stations. Not only are the facilities weaker, but syndicated shows run in a far greater variety of time periods than do broadcast network shows, said Gabelmann. For makegoods on syndication, advertisers may end up having to take cash back or to take time on another show, "which they may not even be aware of."

Arguments to persuade advertisers on the advantages of broadcast network television included the observation that both cable and syndication have greater commercial loads, and, at least for advertiser-supported cable, poorer-quality programming. The presentation has so far been made to almost a dozen agencies and half-a-dozen consumer product advertisers. □

Bottom Line

Ad increase. Network advertising for the third quarter of 1988 totaled \$2.2 billion, an increase of 24% over the figure for the same quarter in 1987, according to estimates released by the Television Bureau of Advertising (TVB). The revenue increase is partially attributable to NBC's Olympics programming; from third quarter 1987, NBC's advertising increased 57% to \$1.1 billion. Advertising on CBS declined 2% to \$533.5 million for the third quarter, while advertising on ABC increased 7% to \$566.9 million. Local television advertising for third quarter 1988 was \$1.8 billion, up 8% from the same quarter last year. National and regional spot television advertising increased 5% from third quarter 1987 to \$1.7 billion. National syndication advertising increased 5% to \$216 million. In total, estimated TVB, commercial television advertising increased 12% over third quarter 1987 to \$5.966 billion. TVB's figures for local and spot ads are from its time sales survey. Figures for network and syndication advertising are supplied by Broadcast Advertisers Reports. □

US West-Plus deal closes. US West has closed on its purchase of the parent company of Broadcast Management Plus, which provides personal computer software for advertisers, agencies, and television and radio broadcasters to process ratings information and audience delivery numbers. The Plus Companies, which also includes Media Management Plus, will be integrated into its marketing resources group and fits well with the company's interest in Yellow Pages and marketing services, said US West spokeswoman Carolyn Kennedy.

Roger Cooper, president of BMP, said the company's client roster includes 850 ad agencies, 286 television stations and about 300 radio stations, including clients from SoftPedal, which BMP bought earlier this year. Kennedy said US West made the purchase because "it fits with our company's objections to being more of a consultative resource." Cooper said US West was "interested in our ability to design and develop PC software applications."

The purchase would seem to allow US West to gather detailed information about the broadcast industry, as the role of the telephone companies in broadcasting and cable increases. But Kennedy said there was "no deliberate strategy I'm aware of" by US West to learn more about the broadcast business by buying BMP, although that may be a side benefit, BMP said. Kennedy said US West will now be able to give its clients more information on expanding its reach beyond the marketing services it is in, primarily Yellow Pages. But she does not see US West attempting to compete with local agencies or reps for broadcast advertiser business.

Reaching out

Turner Network Television said it will reach the 23 million mark in household reach in January, an increase of six million from its launch Oct. 3. Terry McGuirk, Turner Cable Network Sales president, said the increases stem from the closing of the Tele-Communications Inc.-Comcast purchase of Storer, the rollout of TNT by other affiliates, and the start of a new copyright period.

TBS has acquired rights to the 1990 World Cup Soccer tournament. TBS will carry "the world's most-watched sporting event" in English on TNT June 8-July 8 from 12 cities in Italy. A total of 52 matches will be shown.

Turner's WTBS(TV) Atlanta also plans to showcase Korean and U.S. boxers in their first showdown since the summer Olympics, when a new sports series debuts on Saturday, Jan. 7, 1989, at 6:05 p.m. TNT's one-hour program will be the first of six featuring boxing.

MSG square-off

New York state consumer protection board has scheduled a Dec. 14 hearing to help decide whether it will pursue a possible antitrust suit against Cablevision Systems Corp. for not providing subscribers with the Madison Square Garden Network. A group of subscribers to the Woodbury, N.Y.-based cable system filed a class action suit against Cablevision, which has not shown the sports network since a contract dispute last September. "While I can understand and even support Cablevision's desire to control how it retails its services, I cannot accept Cablevision's refusal to show these events while talks aimed at resolving the dispute continue," said Richard Kessel, executive director of the state board.

Transfer to TCI

A St. Louis board of aldermen approved the transfer of two cable franchises in the city to Tele-Communications Inc., with final approval by the mayor expected by January. The two companies, one of which TCI has an interest in but is not a managing partner, serve 53,000 subscribers. (The other company is locally owned.) As part of the transfer deal, TCI agreed to a series of consumer protection items, including free installation after two missed appointments and standards for telephone customer service, such as limits on the time spent on hold. The city also said the agreement calls for assurances on reporting financial figures on which franchise fees are based and for government access channels.

TCI earnings. Tele-Communications Inc. (TCI) reported that its earnings for the third quarter 1988 were \$63.7 million (34 cents per share), compared to a \$5.1 million loss for the same quarter last year. The company said that asset sales, including the \$140-plus million sale of an interest in a Memphis cable system, prevented a net loss in excess of \$30 million. Revenue was up 32% from third quarter last year, to \$624 million. Operating income was up 33% to \$135.1 million for the quarter. TCI, which reported the interest expense of \$143 million for the quarter, said the bottom line is showing the continuing impact of acquisition of Heritage Communications. The company also announced that it will refinance \$400 million in domestic bank loans in international capital markets. TCI said institutions in Europe, Asia and Australia would be used for "two of our major subsidiaries," and will bring "foreign and domestic commercial paper program to some \$1.2 billion." TCI also reauthorized purchase of another 10 million shares of stock, on top of 10 million authorized last October. The company has repurchased 7.7 million of the 10 million shares from that authorization.

Kahn's choice

Irving Kahn has named John Brockman to president and chief operating officer of Choice Cable Corp., which plans to build a fiber optic cable system in southern New Jersey to compete with the New York Times Co. system there that is now up for sale. Brockman was formerly senior vice president and general manager for Microband in New York. Previously, he held executive positions at Adams-Russell (1984-86) and Cox Cable (1978-83).

CAB's tune-in guide

The Cabletelevision Advertising Bureau has issued a white paper detailing recommendations on tune-in promotion for cable systems. CAB explains that cable operators have never set aside the air time or money to promote their own services as broadcast stations or networks do.

CAB's recommendations include establishing a tune-in line item for system budgets, setting aside 20% of total inventory avails for tune-in spots and

implementing a reach-frequency approach to promo scheduling, using audience ratings to determine viewing satisfaction and establishing promotion departments.

Olympic festival

ESPN has extended its contract to carry the U.S. Olympic Committee Festival for three more years, beginning in 1989. The games are held in non-Olympic years and traditionally feature athletes that eventually go on to compete in the Olympics or the Pan American games.

British franchises

United Cable has been awarded three British cable franchises covering 700,000 homes for franchises in Bristol, Thames Estuary North and Thames Estuary South.

Although UK law prevents control of cable systems there by non-European Community companies, United Cable International President Jim Dovey said his company has created operations that will comply with that law.



Closing the deal. Prime Cable and ML Media Opportunity Partners L.P. close their deal for systems in Prince George's County, Md., and Leesburg County, Va. worth \$198 million ("Changing Hands," Nov. 28). Pictured (l-r), standing: Andrew J. Armstrong Jr., senior vice president, Waller Capital Corp., and John W. Waller, president, Waller Capital Corp. Seated: I. Martin Pompadour, CEO, ML Media, and Jerry D. Lindauer, senior vice president, Prime Cable Corp.

Fitzwater to stay on in Bush administration

President-elect George Bush may be interested in bringing new faces to Washington to staff his administration, but in some positions, evidently, he feels experience and continuity count for more than freshness. Like in the job of press secretary, for instance. Bush last week announced that Marlin Fitzwater, the man who has been White House spokesman since January 1987, when he replaced Larry Speakes, would continue in that post. "I think he's the best," Bush said, in making the announcement. "I think this is continuity in the best sense."

Bush was speaking from experience, having worked with Fitzwater. Fitzwater had served as the Vice President's press secretary for two years before taking on the job of speaking for the White House. Bush praised him as a trusted friend, and Fitzwater said he would remain in the \$77,400-a-year job because of the opportunity it offered to help a man he "always thought would be a great President." The appointment caps a career in government that began 23 years ago when Fitzwater signed on as a \$5,300-a-year speechwriter. Fitzwater, a native of Salina, Kan., who celebrated his 46th birthday on Thanksgiving, said his appointment is a demonstration to civil servants willing to take a political appointment that there is "room at the top."

Bush's selection of Fitzwater came three days after Sheila Tate took herself out of consideration. Tate, who served as press secretary to First Lady Nancy Reagan during the first Reagan administration, was Bush's press secretary during his campaign for the presidency and now holds that position with the transition team. If appointed, she would have been the first woman to serve as presidential press secretary. But Tate, who held top jobs with public relations firms after leaving the White House in 1984, said she did not want to be White House press secretary, and did not want "to go through this bruising fight." That was interpreted as a reference to the tough competition for the White House spokesman job. Several White House correspondents, in addition to Fitzwater, had been mentioned as candidates.

Fitzwater, usually referred to as balding and portly, is highly regarded by the White House press corps. He has an easy, affable manner; self-deprecating humor is his trademark. He frequently jokes about his girth. And in response to reporters' questions about how his appointment meshes with the Bush promise to bring new faces to Washington, Fitzwater said, "I'm willing to take a new face. I'll take Tom Selleck." That style is in marked contrast with that of his predecessor. Speakes is remembered as frequently abrasive.

So the reaction in the White House brief-



Fitzwater and Reagan

ing room when Bush made his announcement appeared to be generally positive. NBC News's Andrea Mitchell said that, following Speakes, Fitzwater has been "a breath of fresh air." And ABC News's Sam Donaldson said of the announcement, "Everybody was pleased. Most of us think [Fitzwater] is a good guy and does a good job. He's easy to get along with." Donaldson said Fitzwater had revealed some weakness early in his tour at the White House, in not having information at hand that reporters wanted. "But he's gotten a lot better," Donaldson said. And although Fitzwater is "like his boss [Reagan], he doesn't work around the clock," Donaldson said. "On a scale of 1 to 10, Marlin is up near the top."

Fitzwater succeeded Speakes at a time of the Reagan administration's worst crisis—the unfolding of the Iran/contra scandal. Fitzwater at the time acknowledged that the administration faced serious problems of credibility, as each day seemed to bring new disclosures about the sale of arms to Iran and the diversion of funds to the con-

tras in Nicaragua. Reflecting the views of former White House press secretaries, Fitzwater said the job has had its good and bad days. "Facing the White House press corps," he said, "is no day at the beach."

As for what the selection of Fitzwater means in terms of Bush's relations with the media, Fitzwater hinted that at least they would be better than Reagan's had been. For instance, reporters complained often and bitterly about Reagan's refusal to meet with them regularly. Fitzwater said his advice on such matters as regular presidential press conferences was privileged. But he said he expects reporters would be seeing Bush "on a daily basis."

Fitzwater's present title is deputy press secretary. James Brady has continued to hold the title of press secretary despite the near-fatal head wound he suffered in March 1981 in the attempt on Reagan's life, which prevented him from carrying out the duties of press secretary. In the Bush administration, the title and the duties will pass to Fitzwater. □

Sports play growing role on TV

On the eve of at least two major sports telecast rights negotiations—Olympics and baseball—television and sports executives from around the world gathered in New York for the 10th annual meeting of the Sports Summit. Most of those speaking see continued growth in televised sports, whether on network or pay-per-view TV.

One of the opening speakers at the summit last week, Robert Wussler, extolled the benefits provided by television's involvement with sport events. The senior executive vice president of Turner Broadcasting said the benefits include development of athletic facilities, technological innovation

in television and even perhaps improvement in international relations.

Wussler said one development that possibly endangers sports is the problem of drug abuse by athletes. He said "penalties are far too liberal and remedies far too conservative," adding that most leagues do a "deplorable" job of monitoring abuses. "Corporate sponsors spending billions of dollars a year...are hearing that citizens are getting extremely tired of tuning into hear about abuses." Wussler praised National Basketball Association commissioner, David Stern, for coming up with a system that appears successful in reducing drug abuse



Weidensall, Kurnit and McManus



Wussler

in that sport.

On the second day of the Sports Summit, the future of "sports event television" was reviewed by Scott Kurnit, president of Showtime's Viewer's Choice, and Sean McManus, executive vice president, International Management Group/Trans World International.

Kurnit illustrated how "event" television has expanded at Viewer's Choice, increasing from 1986, when two events provided gross revenue of \$9.5 million. The following year, seven pay-per-view events, almost exclusively boxing and wrestling, brought in \$35 million, while so far in 1988, 17 events have provided \$60 million. The prices charged per pay-per-view event ranged from \$12.95 to \$32. However, because the number of persons per household viewing the events varied significantly, the most expensive events on a household basis, such as the Tyson-Spinks fight at \$32, were not necessarily the most expensive on a per-person viewing basis. Most sports pay-per-view events, said Kurnit, probably cost \$3 or \$4 per person.

The pay-per-view service's only rule for deciding whether to carry an event is "...will the viewer want to use the service again?" Such a view means that some limited-audience events, such as auto racing, might be carried. Kurnit said carrying advertisements is not necessarily contradictory with pay per view as long as the ads do

not interfere with viewer "satisfaction."

"The broadcast networks can only pay 64 cents per television household whereas pay-per-view can pay up to \$32 per household," Kurnit said. That difference explains why events will continue to go to pay-per-view, he said.

Sounding a less certain note was McManus, who said major sport events will stay on "free TV" through the 1990's: "Mass exposure is more important than short-term or long-term revenue gain." He said smaller audiences on cable might soon lead to a decreased public interest in certain sports events. Also, he said, advertisers find that being associated with a broadcast network telecast event provides a "certain emotional benefit" not found with cable. The panel moderator, Joe Weidensall, director of sports programming Univision, said he thinks there will be increasing dual-language sales. Advertiser interest in sports should continue to grow, said Robert Coen, senior vice president, director of forecasting, McCann Erickson, addressing a second afternoon panel session on advertising and sports.

For media interested in attracting those dollars, however, there are problems, Coen said, including the rapid increase in availabilities and the development of new media, including magazines, specifically targeted to the sports audience. Still, broadcast network television is doing well with sports, compared to weaknesses in other dayparts, he said. Sports-related advertising on ABC, CBS and NBC increased from \$50 million in 1960 to \$190 million in 1970 to \$813 million in 1980 to \$1,591,000,000 last year. Cable, meanwhile, took in \$759 million in 1987 in sports advertising for a total of \$2.6 billion which could increase by the year 2000 to between \$5.5 billion and \$11.5 billion. The extent of sports television advertising growth depends on such factors as the increase in pay per view.

Robert Watson, director of corporate advertising, AT&T, said more than half of the company's media spending goes to television. AT&T chooses among various sports events according to a number of criteria: the target audience, cost and efficiency of the expenditure, any "value added" to the plan, the quality and stature of the event, production values and the "commercial environment" of the telecast. As for the latter point, Watson said, "shame on you, NBC," for the commercial load during the Olympics. Other problems with televised sports that concern advertisers are the limited number of events that get high ratings and growing rights fees, Watson said. □



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The Queen comes to U.S. C-SPAN, best known for its coverage of the U.S. Congress, picked up live coverage of Queen Elizabeth II's address to the British Parliament Nov. 22, and a related ceremony marking the start of a new parliamentary year. C-SPAN's focus on British government continued last week (Nov. 30-Dec. 5) with a morning call-in show featuring politicians and journalists. C-SPAN also planned a roundtable discussion with three members of Parliament to discuss proposed regular television coverage of the House of Commons.

British DBS buys \$160 million film package from Columbia

Deal is called largest between Hollywood and UK, and comes at time of intense competition between BSB and Murdoch's Sky Movies

Columbia Pictures Entertainment will sell a \$160 million-plus movie package to British Satellite Broadcasting in what the UK direct-to-home service is calling Hollywood's biggest film deal ever with Europe.

The agreement, which provides BSB with UK pay-TV rights to 175 first-run films from Columbia and Tri-Star along with another 200 library titles, follows by a month a \$100 million signing with the BBC for UK pay and broadcast rights to MGM-UA films.

The deal comes in the midst of intense competition for UK pay-TV movie rights between BSB and Rupert Murdoch's Sky Movies, a pay satellite service expected to be in operation next February along with three other channels. Sky has exclusive pay rights to product from the Murdoch-owned 20th Century Fox Films, and last month reached agreement with Walt Disney Co. to co-market a UK pay Disney Channel and

provide Touchstone films to Sky Movies.

BSB, which will launch its satellite pay movie service late next year along with three other advertiser-supported services, now has acquired pay rights to more than 850 films, including 94 from Warner Bros. and product from Cannon.

For Columbia, the BSB deal throws into question its five-year involvement with an existing UK pay cable service, Premiere. Premiere is 30%-owned by international media mogul Robert Maxwell, but has an unusual stable of backers, including British Telecom, Columbia Tri-Star, 20th Century Fox, HBO and Viacom.

According to Arnold Messer, executive vice president, Columbia Pictures Entertainment, the company "will live up to its obligations" to Premiere, which he indicated could be limited by Columbia. He acknowledged, however, that in the wake of its ties to the new satellite pay channel, the company would have to address its continued investment in Premiere.

Messer also acknowledged that there had been discussions with both Maxwell and Murdoch regarding the company's UK film

rights, but he declined further comment on the talks.

Among the films included in the five-year film deal are Oscar-winning *The Last Emperor*, along with *Roxanne*, *Blind Date*, *The Karate Kid I and II*, *Vice Versa* and *La Bamba*.

Other yet-to-be-released films included in the deal are Terry Gilliam's *The Adventures of Baron Munchausen*, *Casualties of War* with Sean Penn and Michael J. Fox, *Ghostbusters II* and *Steel Magnolias* with Sally Field, Dolly Parton, Shirley MacLaine and Daryl Hannah.

Library film titles include *Tootsie*, *The China Syndrome*, *Absence of Malice*, *Blue Thunder*, *Bridge on the River Kwai* and *The Way We Were*. □

DBS satellite ready for launch

Astra will be used by Murdoch's satellite TV service and by Disney for pay service in UK

All systems were go late last week for Arianespace's launch of the European direct broadcast satellite Astra this Friday, Dec. 9. The 16-channel medium-power Luxembourg satellite has already leased at least nine transponders, including five to Rupert Murdoch's Sky Television and The Disney Channel.

French launcher Arianespace will use its newest and largest rocket, Ariane 4, to send both Astra 1A and a United Kingdom Ministry of Defence satellite, Skynet 4B, into orbit, with launch windows scheduled for between 7 p.m. and 7:57 p.m. and 8:23 p.m. and 9:40 p.m. NYT Friday. Astra is expected to attain its temporary transfer orbit about one hour after liftoff from Kourou, French Guiana.

The satellite, expected to be in operation by Jan. 20, will be marketed both to European cable systems and for direct home reception around the region. Approximately 70 home satellite equipment manufacturers will produce products for the consumer market, according to Astra, and British electronics firm Amstrad has promised to produce at least 100,000 dishes per month beginning this month.

At least two of the programmers will focus their marketing efforts on the UK DBS market. Sky Television, owned by Rupert Murdoch's News International, will aim four channels at UK audiences: the general entertainment Sky Channel, the 24-hour Sky News channel, a sports channel in conjunction with the European Broadcasting

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Union, and a pay movie service.

Also targeting the UK DBS market is Disney, which last month announced it would combine with Murdoch on Astra to offer a pay Disney Channel tied to Sky Movies.

Other programmers on the satellite include British retailer W.H. Smith, which will offer two channels. The first is Screensport, an 18-hour-a-day sports channel part-owned by ABC's ESPN (and the first Astra channel offering multilingual soundtracks). The second W.H. Smith channel will offer children's channel Kindernet in the morning, women's program Lifestyle in the afternoon and an undetermined evening service. Two other transponders will go to Scansat, a Scandinavian satellite programmer.

An Astra spokesman said negotiations were now being conducted that may bring another two or three programmers to the satellite; the satellite operators plan to leave at least four channels available for German-language programmers. Astra has also agreed to collaborate with the German Bundespost to provide German cable systems with equipment to receive the satellite.

Given a successful launch, two key maneuvers must also meet with success over the weekend.

Approximately 37 hours after launch, operators on the ground in Luxembourg will conduct a series of apogee kick motor burns, designed to move the bird to its permanent assigned orbital position. GTE Spacenet's GStar's apogee kick motor failed earlier this fall, and GTE has already announced that its plan to use backup fuel to attain proper orbit will result in significant loss of operational life for that satellite. And approximately 13 hours later, Astra's operators will attempt to deploy the satellite's energy-gathering solar panels. Despite a successful Ariane launch of West Germany's DBS TV-Sat 1 last winter, failure to deploy one solar array resulted in that satellite's being written off as a total loss. □

European countries meet to discuss coordination of transnational TV

Council of Europe ministers agree on proposed advertising restrictions and program content guidelines; EC ministers meet to speed work on 'TV without Frontiers' directive

Europe's governments have stepped up efforts to establish regional regulations governing the powerful new transnational television channels now at their doors.

Media policy ministers from the 22 nations of the Council of Europe, meeting in Stockholm Nov. 23-24, reached key last-minute compromises on advertising restrictions and European program content considerations in a proposed broadcasting convention covering transborder TV.

And in separate proceedings at the European Community, member nations' interior ministers met in Brussels late last month and agreed it was "urgent" to speed work on completion of its long-considered directive on "TV without frontiers."

The debate over transborder TV coincides with the expansion of Europe-wide TV channels, exemplified by the Luxembourg satellite service, Astra, to be launched this week (see story, page 72), in which cable and direct satellite broadcast technologies are being used to expand beyond national audiences.

New regulations from either the Council or the EC, however, remain months from completion, leaving programmers on Astra and other European TV satellites without a clear-cut regulatory structure under which to operate. The Council convention is expected no earlier than next spring's semi-annual ministers meeting.

In addition, the Council convention would only be an advisory document, without force of law unless written into the regulations of individual member nations. The EC directive, by contrast, would have treaty power, but only after a lengthy transitional period.

Advertising and program quotas were at the heart of the compromises reached by Council ministers in Stockholm. Although details remain to be worked out during upcoming meetings of deputy foreign ministers, there was general agreement to allow the insertion of advertising within programs and to allow programmers in one nation to aim commercials at audiences in another if

advertising regulations in the receiving nation are followed.

The debate over advertising interruptions was reportedly led by Great Britain, whose television industry is heavily dependent on ad revenues and has long allowed for interruptions, and West Germany, where commercials are broadcast only in blocks at the ends of programs. (Neither nation allows for the more extensive commercial breaks common to U.S. television.)

The tentative compromise would allow the insertion of commercials into films and made-for-TV movies after the first 45 minutes, the second 45 minutes and then after another 20 minutes. Other programs could have commercial breaks every 20 minutes, although news, current affairs, documentaries and children's programs can have no commercial interruption if they are less than 30 minutes long.

On program quotas, the French reportedly pushed for strong limitations on non-European programming, particularly in prime time, along the lines of new restrictions that are currently being proposed in their country. Other, smaller countries were said to be strongly resistant, largely because their own program industries produce relatively little programming and they want to be able to purchase more of the relatively inexpensive American product.

The agreement would call for broadcasters to work progressively over time to reserve for European works "a majority proportion of their transmission time," excluding news, sports, game shows, ads and teletext services. □

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Radioactivity working to restructure station acquisitions

Following arrest of principal, company has until end of year to refinance \$5.5 million in radio station deals; deadline on \$4.3 million in other deals remains open

Radioactivity Acquisition Corp., a former principal of which has been charged with wire fraud, has been given until the end of 1988 to come up with money to close \$5.5 million in radio station acquisitions or lose the deals, said the broker representing four broadcast properties in Texas and Georgia.

Brokers for another six stations to have been sold to Radioactivity for \$4.3 million remained open last week to a restructured deal with the buyer.

Radioactivity principals John Schneider and Dain Schult said they are working to replace equity partner Clyde Murchison, who was arrested by the FBI in Washington on Oct. 17.

Murchison is facing wire fraud charges (the sending of fraudulent credit documents through interstate wire services), according to the *Atlanta Business Chronicle*. Murchison

was released on \$15,000 bond on Oct. 26, the publication said.

According to players involved in the deals, Murchison presented himself as a millionaire, supporting his claims with false documents, including letters of credit written on Chase Manhattan Bank stationery.

Radioactivity's Schult said that he, John Schneider and Schneider's son Tom became suspicious of Murchison when Schneider's son inadvertently discovered Murchison had not attended Harvard University as he claimed. Further digging on their part revealed more discrepancies in Murchison's story, and the Schneiders and Schult decided to call the FBI. The resulting investigation led to Murchison's arrest.

Alan Baverman, Murchison's attorney, refused to comment on the case.

Brokerage firm Chapman & Associates, which represents KIIZ(AM) Killeen-KIXS(FM) Harker Heights, both Texas, and WRGA(AM)-WQTU(FM) Rome, Ga., said that the sellers were willing to give Radioactivity a few more weeks to bring in a new partner and restructure the deals.

Brokers Thoben VanHuss and Blackburn & Co. represent WKBX(FM) Kingsland, Ga., and KHOS-AM-FM Sonora-KAYJ(AM)-KIXY-(FM) San Angelo and KRRG(FM) Laredo, all Texas. □

WJLK-AM-FM Asbury Park, N.J. □ Sold By Press Broadcasting Co. to D&F Broadcasting Inc. for \$12.5 million. **Seller** is owned by Asbury Park Press Inc., publisher of the *Asbury Park Press*, and also owns WKCF-TV Clermont, Fla., and has purchased, subject to FCC approval, WBUD(AM)-WKXW(FM) Trenton, N.J. (see below). **Buyer** is principally owned by Rick Devlin, former vice president and general manager of WOR(AM) New York, and Jon Ferrari, owner of Ferrari Inc., New York-based advertising agency. It is also purchasing, subject to FCC approval, KODM-FM Odessa and KROD(AM)-KLAQ(FM) El Paso, all Texas. WJLK is on 1310 khz with 2.5 kw-D and 1 kw-N. WJLK-FM operates on 94.3 mhz with 1.31 kw and antenna 498 feet above average terrain. **Broker: William B. Schutz Jr.**

WBUD(AM)-WKXW(FM) Trenton, N.J. □ Sold by Fidelity Communications Corp. to Press Broadcasting Co. for \$8,000,000. **Seller** is Trenton, N.J.-based group of two AM's and four FM's principally owned by Jerome Bresson and David Hafler. **Buyer** is owned by Asbury Park Press Inc. It is selling, subject to FCC approval, WJLK-AM-FM Asbury Park, N.J. (see above). WBUD is on 1260 khz with 5 kw-D and 1 kw-N, WKXW is on 101.5 mhz with 50 kw and antenna 850 feet above average terrain.

WPLB-AM-FM Greenville, Mich. □ Sold by Flat River Broadcasting Co. to Goodrich Theaters Inc. for \$2.8 million. **Seller** is owned by Robert G. Lewis Sr. and Larry Painter. It has no other broadcast interests. **Buyer** is principally owned by Robert E. Goodrich, who also owns WXLN-FM Moline, Ill.; KSTT(AM) Davenport, Iowa, and WVIC-AM-FM East Lansing and WTRV(AM)-WSNX(FM) Muskegon, both Michigan. WPLB is on 1380 khz with 1 kw-D and 500 w-N, and WPLB-FM operates on 107.3 mhz with 50 kw and antenna 492 feet above average terrain. **Broker: Media Venture Partners.**

WQIM(FM) Prattville, Ala. □ Sold by Downs Broadcasting Inc. to Central Life Broadcasting of Alabama Inc. for \$3 million. **Seller** is owned by Paul Downs, and also owns WKSX(FM) Suffolk, Va. **Buyer** is principally owned by Paul C. Major. **Buyer** is also proposed assignee of WBLX-AM-FM Mobile, Ala. On Nov. 2, 1988 FCC granted consent to assign licenses of WBLX-AM-FM to buyer. Consummation of assignment has not yet occurred. Paul C. Major is president and CEO of Westerville Broadcasting of Florida Inc., licensee of WTMP(AM) Temple Terrace, Fla. WQIM is on 95.3 mhz with 3 kw and antenna 230 feet above average terrain. **Broker: Stan Raymond & Associates.**

KSTE(FM) Corpus Christi, Tex. □ Sold by American Wireless Co. to Thom E. Smith for \$2,313 million. **Seller** is headed by Dan Cutrer, Dallas-based attorney, who also has interest in KPLV(FM) Port Lavaca, Tex. **Buyer** is former owner of WDEM-AM-FM Macon, Ga., and has no other broadcast interests. KSTE operates on 93.9 mhz with 100 kw and antenna 940 feet above average terrain. **Broker: R.A. Marshall & Co.**

KDKO(AM) Littleton, Colo. □ Sold by Adams Communications Corp. to People's Wireless Inc. for \$900,000. **Seller** is Clearwater, Fla.-

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based group of five AM's, six FM's and 10 TV's headed by Stephen Adams. **Buyer** is principally owned by James Walker, Denver-based broadcast personality, and has no other broadcast interests. KKOK is on 1510 khz with 10 kw-D and 1.3 kw-N. *Broker: Norman Fischer & Associates.*

KVLH(AM)-KGOK-FM Pauls Valley, Okla. □ Sold by Garvin County Broadcasting Inc. to Washita Broadcasting Inc. for \$381,000. **Seller** is principally owned by Ronald R. Casey and his wife, Mary Patricia Casey, and Luther Martin and his wife, Jeanne Martin, and has no other broadcast interests. **Buyer** is owned by Stephen Mark Rawlings and Glenn L. Bell and has no other broadcast interests. Rawlings is sales manager for KQAM(AM) Wichita, Kan. KVLH is on 1470 khz with 1 kw-D, and KGOK-FM is on 97.7 mhz with 3 kw and antenna 303 feet above average terrain. *Broker: R.E. Meador & Associates.*

CABLE

Systems serving French Lick, Loogootee, Oakland City and Petersburg, all Indiana, and Clarksville, Colonial Beach, Farmville, Kenbridge and Lawrenceville, all Virginia. □ Sold by Welbac Cable TV Corp. to Tele-Media Company of the South L.P. **Seller** is Indianapolis-based company headed by John Schmuhl with no other cable holdings. **Buyer** is subsidiary of Tele-Media Co., Belle-Fonte, Pa.-based MSO serving approximately 400,000 subscribers in 15 states, headed by Robert Tudek. Tudek and Zimmerman, Tele-Media principals, recently purchased Eastern Broadcasting Corp., Washington-based group of four AM's and five FM's ("Changing Hands," Oct. 24). Systems serve approximately 9,500 subscribers with 17,000 homes passed. *Broker: Charles Greene Associates.*

Systems serving Galveston, Tex. □ Sold by Showcase Cablevision L.P. to Star Cable Associates. **Seller** is West Orange, N.J.-based MSO headed by Richard Levinson. It is purchasing systems in Massachusetts, New Hampshire and Vermont (see below). **Buyer** is affiliate of Bent & Associates, Coraopolis, Pa.-based MSO serving approximately 37,000 subscribers in four states. System serves approximately 2,400 subscribers with 7,589 homes passed. *Broker: Hardesty, Puckett & Co.*

Systems serving Massachusetts, New Hampshire and Vermont. □ Sold by Full View Inc. to Showcase Cablevision of New England L.P. **Seller** is Manchester, N.H.-based company headed by David Bourque. **Buyer** is West Orange, N.J.-based MSO headed by Richard Levinson. It is selling system in Galveston, Tex. (see above). Systems serve approximately 2,100 subscribers. *Broker: Hardesty, Puckett & Co.*

System serving Alpine, Pine Valley, and Crest, San Diego County, all California. □ Sold by Calvideo Inc. to Cox Cable San Diego Inc. **Seller** is principally owned by Earl Hickman. It is selling system in Oklahoma (see below). **Buyer** is subsidiary of Atlanta-based MSO serving approximately 1.4 million subscribers in 17 states. System serves approximately 3,800 subscribers with 6,500 homes passed. *Broker: Hardesty, Puckett & Co.*

System serving North Central Missouri and areas adjacent to Kansas City, Kan. □ Sold by First Cable and Land Corp. to W Q Media Inc. **Seller** is headed by Alan Steinbach and has no other cable holdings. **Buyer** is headed by Jim Queen, and has no other cable hold-

Fund facts. At its board meeting last Tuesday (Nov. 22), the Corporation for Public Broadcasting announced changes in the Television Program Fund designed to respond to congressional calls for improvements in its funding mechanism. TPF has been reorganized to include offices of education and international activities; the director of the fund will now report directly to CPB President Donald Ledwig instead of to the senior vice president. That position, vacant since January, has been changed to vice president-telecommunications. Also announced: Eugene Katt, acting director of fund since July, has been named director. Katt, who has been responsible for duties of vacant senior vice president post since January, will continue those duties until position is filled.

ings. System serves approximately 1,350 subscribers with 2,700 homes passed. *Broker: Hardesty, Puckett & Co.*

System serving Oceanside, Calif. □ Sold by Ultrionics Inc. to Times Mirror Cable Television. **Buyer** is Los Angeles-based MSO serving approximately 967,000 subscribers in 14 states. System serves approximately 2,000 subscribers. *Broker: Hardesty, Puckett & Co.*

System serving areas of East Stroudsburg, Bushkill, Middle Smithfield township, Lehman and Dingman, all Pennsylvania. □ Sold by Showcase Cablevision L.P. to Blue Ridge Cable Television Inc. **Seller** is West Orange, N.J.-based MSO headed by Richard Levinson. It is purchasing systems in Massachusetts, New Hampshire and Vermont (see above). It is selling system in Galveston, Tex. (see above). **Buyer** is Palmerton, Pa.-based MSO serving approximately 100,000 subscribers in two states, headed by Donald Reinhard. System serves 1,700 subscribers with 3,237 homes passed. *Broker: Hardesty, Puckett & Co.*

System serving San Francisco, Calif. □ Sold

by Premier Communications Network Inc. to Gulf American Cable Group II. **Seller** is headed by J. Capuzelo and has no other cable holdings. **Buyer** is headed by Guy Bellello. System serves approximately 4,925 subscribers with 9,750 homes passed. *Broker: Hardesty, Puckett & Co.*

System serving Bagdad and Yarnell, both Arizona □ Sold by Hickman Cable TV Inc. and Yarnell Cable TV Inc. to Cox Cable of Arizona Inc. **Seller** is principally owned by Earl Hickman. It is selling system in California (see above). **Buyer** is subsidiary of Atlanta-based MSO serving approximately 1.4 million subscribers in 17 states. Systems serve approximately 800 subscribers. *Broker: Hardesty, Puckett & Co.*

System serving Tekonsha township, Burlington township, Fredonia township, Tekonsha village and Burlington village, all Michigan. □ Sold by Tekonsha Cablevision of Michigan Inc. to Communications and Cablevision Inc. **Seller** has no other cable holdings. **Buyer** serves systems in Michigan. *Broker: Hardesty, Puckett & Co.*

October, 1988

SOLD

Certain assets of
CENTRAL GEORGIA CABLE SYSTEMS, LTD.

serving 4,500 subscribers in Byron, Centerville and adjacent areas of Houston, Peach and Bibb Counties, Georgia have been sold to

COX COMMUNICATIONS, INC.

of Atlanta, Georgia

The undersigned represented the seller in this transaction.
This notice appears as a matter of record only.

101 E. Kennedy Blvd., Suite 3300, Tampa, FL 33602 813/222-8844
CEA, Inc., 375 Park Ave., Suite 3808, New York, NY 10152 212/319-1968
1133 20th Street, N.W., Suite 260, Washington, DC 20036 202/778-1400
1235 Westlakes Drive, Suite 140, Berwyn, PA 19312 215/251-0650



**COMMUNICATIONS
EQUITY
ASSOCIATES**

As compiled by BROADCASTING from Nov. 23 through Nov. 29 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; n.—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

Applications

■ WQIM(FM) Prattville, AL (BAPH881117GL: 95.3 mhz; 3 kw; HAAT: 230 ft.)—Seeks assignment of license from Downs Broadcasting Inc. to Central Life Broadcasting of Alabama Inc. for \$3 million. Seller is owned by Paul Downs and also owns WKSX(FM) Suffolk, VA. Buyer is principally owned by Paul C. Major. Buyer is also proposed assignee of WBLX-AM-FM Mobile, AL. On Nov. 2, FCC granted consent to assign licenses of WBLX-AM-

FM to buyer. Consummation of assignment has not yet occurred. Paul C. Major is president and CEO of Westerville Broadcasting of Florida Inc., licensee of WTMP(AM) Temple Terrace, FL. Filed Nov. 17.

■ WCBM(AM) Baltimore (BAL881117EB: 680 khz; 10 kw-D, 5 kw-N, DA-2)—Seeks assignment of license from Bennett Gilbert Gaines, interlocutory receiver to WCBM Maryland Inc. for \$475,000. Seller has no other broadcast interests. Buyer is owned by Nicholas Mangione, and has no other broadcast interests. Filed Nov. 17.

■ WOLY(AM) Battle Creek, MI (BAL881117EA: 1500 khz; 1 kw-D, DA)—Seeks assignment of license from Frink Inc. to Christian Family Network Inc. for \$100,000. Seller is headed by Jeanne Frink. Buyer is owned by James L. Elsmann and Janice Elsmann, joint tenants. Filed Nov. 17.

■ WGOT(TV) Merrimack, NH (ch. 60; 4709 kw; HAAT: 700 feet)—Seeks assignment of license from Golden Triangle TV 60 Corp. to Paugus Television Inc. for \$1.35 million. Seller has no other broadcast interests. Buyer is headed by William L. Putnam and has no other broadcast interests. Filed Nov. 17.

■ WBUD(AM)-WKKW(FM) Trenton, NJ (BAL881117EC: 1260 khz; 5 kw-D, 1 kw-N, DA-1; FM: BALH881117ED: 101.5 mhz; 50 kw; HAAT: 850 ft.)—Seeks assignment of license from Fidelity Communications Corp. to Press Broadcasting Co. for \$8 million. Seller is Trenton, N.J.-based group of two AM's and four FM's owned by Jerome Bresson and David Hafler. Buyer is owned by Asbury Park Press Inc. and headed by E. Donald Lass. It also owns WJLK-AM-FM Asbury Park, NJ. Filed Nov. 17.

■ KRDM(FM) Ardmore, OK (BALH881114GI: 96.5 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Stiles Communications Corp.-Ardmore to Versace Communications Inc. for \$220,297. Seller is Plano, TX-based group of one AM and two FM's headed by Jerry

Stiles and Jim Johns. Buyer is owned by Robert A. Versace and Judi Versace, and has no other broadcast interests. Filed Nov. 14.

■ WCNS(AM) Latrobe, PA (BAL881114EK: 1480 khz; 500 w-D, 1 kw-N, DA-N)—Seeks assignment of license from WCNS Inc. to Longo Media Group Inc. for \$150,000. Seller is owned by Advance Communications Corp., and has no other broadcast interests. Buyer is owned by John A. Longo and Donna L. Longo, joint tenants. It has no other broadcast interests. Filed Nov. 14.

■ WEOZ Saegertown, PA (BALH881116GF: 94.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Osborne Broadcasting Inc. to Community First Broadcasting Inc. for \$425,000 ("Changing Hands," Nov. 28). Seller is owned by Thomas and Linda Osborne of Meadville, PA. It has no other broadcast interests. Buyer is owned by Edward Mattar III, 80%, and Werner Poegel, 20%. Mattar is Worcester, MA, educator with no other broadcast interests. Poegel is Winchendon, MA, broadcaster, who used to own WINQ(FM) Winchendon, along with Mattar. He will become general manager of station once sale is approved and finalized. Filed Nov. 16.

■ WДАР(AM)-WMWG(FM) Darlington, SC (AM: BAL881116HZ: 1350 khz; 1 kw-D; FM: BALH881116GE: 105.5 mhz; 3 kw; HAAT: 282 ft.) Seeks assignment of license from MEG Associates Limited Partnership to Radio Carolina Limited Partnership for \$1.3 million ("Changing Hands," Nov. 21). Seller is Oakton, VA-based organization headed by Taylor Monfort, general partner. Monfort is also general partner of ERM Associates, owner of KWBE(AM)-KTGL(FM) Beatrice, NE. Buyer is Landover, MD-based partnership with Capital Radio Holdings Inc. as general partner. Capital Radio is principally owned by Carl W. Hurlbaas III, who is owner and managing partner of WGRQ(FM) Colonial Beach, and WJMA(AM)-WVJZ(FM) Orange, both Virginia. Filed Nov. 16.

■ KKYN-AM-FM Plainview, TX (BAL881115EB: 1090 khz; 5 kw-D 500W-N DA-2; FM: BALH881115EC: 103.9 mhz; 3 kw; HAAT: 325 ft.)—Seeks assignment of license from Adams-Shelton KKYN to Plains Broadcasting for \$297,500. Seller is Amarillo, TX-based company owned by Keith Adams and James Shelton. Buyer is owned by Michael Fox and Mary Beth Fox, joint tenants. It has no other broadcast interests. Filed Nov. 15.

■ WRFB(FM) Stowe, VT (BALH881116GH: 101.7 mhz; 3 kw; HAAT: 1485 ft.)—Seeks assignment of license from Justice Broadcasting L.P. to Sage Broadcasting Corp. of Burlington, VT, for \$900,000 ("In Brief," Nov. 21). Seller is Falmouth, MA-based group of three FM's principally owned by Larry Justice. Buyer is Stamford, CT-based group of eight AM's and eight FM's headed by Gerald Poch. Filed Nov. 16.

■ WYND(FM) Spotsylvania, VA (BALH881117GI: 99.3 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Richard J. Hayes & Associates Inc. to Paco-Jon Broadcasting Corp. for \$1.2 million. Seller is principally owned by Richard J. Hayes and has no other broadcast interests. Buyer is principally owned by Glenn R. Mahone, 51.03%; Richard D. Rosen, 6.25%, and Charles C. Cohen, 6.9%. It also owns WPLZ-AM-FM Petersburg, VA. Filed Nov. 17.

Actions

■ KCZN(AM) Santa Paula and KZTR(FM) Camarillo, both California (AM: BAL880909EB: 1400 khz; 1 kw-U; FM: BALH880909EC: 95.9 mhz; 3 kw; HAAT: 1,320 ft.)—Seeks assignment of license from Gold Coast Communications Corp. to Golden Bear Broadcasting Inc. for \$1,967,500. Seller is Los Angeles-based group of two AM's and three FM's owned by Jerome P. Maltz. It is also selling KTOU(FM) Provo, Utah (see below). Buyer is owned by Stephen Marriott and Wallace A. Heusser who also own KDJQ(AM) Red Bluff, CA. Heusser owns KKDJ(AM) Fresno, CA and has interest in KDJK(AM) Oakdale, CA. Action Oct. 21.

■ KUKI(AM)-KIAH(FM) Ukiah, CA (AM: BAL880816EA: 1400 khz; 1 kw-U; FM: BALH880816EB: 103.3 mhz; 1.9 kw; HAAT: 1,840 ft.)—Granted app. of assignment of license from KUKI-KIAH Inc. to Mendocino Broadcasting Inc. for \$850,000. Seller is owned by Colene Ingraham and family. It has no other broadcast interests. Buyer is owned by F. Robert Fenton, former owner of KTMS(AM)-KHTY(FM) Santa Barbara, Calif., who also has interest in KHSN(AM) Coos Bay and KOOS-FM North Bend, OR, and is also buying KCLQ(FM)

EASTERN RADIO COMPANY I

Alan Steinert Jr. & Lionel Brooks, Jr.

has acquired

WGVA-AM

Geneva, New York

from

FINGERLAKES BROADCASTING CORP.

Louis Schwartz, President

We are pleased to have served as the Broker in this transaction.

Frank Boyle & Co.

MEDIA BROKERS

55 Old Field Point Road, Greenwich, CT 06830
Your Winning Number is (203) 869-4433



- Hanraha, CA. Action Sept. 28.
- WSOY-AM-FM Decatur, IL (AM: BAL880909HE; 1340 khz; 1 kw-U; FM: BALH880909HF; 102.9 mhz; 54 kw; HAAT: 450 ft.)—Granted app. of assignment of license from Trumper Communications of Illinois L.P. to WSOY Decatur Inc. for \$8,435,000. Seller is owned by Jeffrey Trumper, who also owns WLAP-AM-FM Lexington, KY, and KKCW(FM) Portland, OR. It bought KMGK(FM) Minneapolis ("Changing Hands," June 6). Buyer is subsidiary of Pinnacle Broadcasting, headed by Philip D. Marella, who also owns WDUK(AM)-WFXC(FM) Durham, NC, KEND(AM)-KLLL(FM) Lubbock and KAMA(AM)-KAMZ(FM) El Paso, all Texas. Marella is member of board of LIN Broadcasting Corp., Dallas-based group of seven TV's. Action Nov. 1.
 - WIMS(AM) Michigan City, IN (BAPL880909EF; 1420 khz; 5 kw-D; 5 kw-N)—Granted app. of assignment of license from Northern Indiana Broadcasters Inc. to M&M Broadcasting Inc. for \$880,000. Seller is owned by William N. Udell, who also owns WKAM(AM)-WZOW(FM) Goshen, IN. Buyer is owned by Thomas M. McDermott and Ronald D. Mercer. McDermott is mayor of Hammond, IN, and Mercer is Chicago-based certified public accountant. Action Oct. 21.
 - KFH(AM) Wichita, KS (BAL880815EC; 1330 khz; 5 kw-U DA-N)—Granted app. of assignment of license from The Radio Station KFH Co. to Midcontinent Broadcasting Co. of Kansas for \$800,000. Seller is owned by J. Phillip Kassebaum. It has no other broadcast interests. Buyer is Sioux Falls, SD-based group of two AM's and four FM's owned by E.R. Ruben, Joseph L. Floyd and Nathan L. Bentson. Action Sept. 27.
 - WRFL(FM) Lexington, KY (BAPED880429GX; 88.1 mhz; 250w; HAAT: 288.6 ft.)—Granted app. of assignment of license from Radio Free Lexington Inc. to University of Kentucky's Board of Trustees. Seller has no other broadcast interests. Buyer is headed by Robert T. McCowan. It also operates WBKY-FM Lexington, KY. Action Oct. 7.
 - WDHC(AM)-WYKX(FM) Escanaba, MI (AM: BAL880824HE; 680 khz; 10 kw-D 1 kw-N DA-2; FM: BALH880824HF; 104.7 mhz; 100 kw; HAAT: 350 ft.)—Seeks assignment of license from Delta Broadcasting Co., joint venture, debtor-in-possession to KMB Broadcasting Inc. Buyer is headed by Betsy C. Cooke. It has no other broadcast interests. Action Oct. 7.
 - WGNR Grand Rapids, MI (BALED880811HA; 88.9 mhz; 3 kw; HAAT: 140 ft.)—Seeks assignment of license from Grand Rapids School of Bible and Music to Echo Broadcasting Inc. for \$100,000. Buyer is nonprofit corporation headed by John Huseby. It also owns WXYB(FM) Zeeland, MI. Action Oct. 11.
 - KVBM-TV Minneapolis (ch. 45; 3259 kw; HAAT: 1,081 ft.)—Granted app. of assignment of license from Vision Broadcasting Corp. to KVBM Television Inc. for \$289,000. Seller is owned by Marva C. Morris. It has no other broadcast interests. Buyer is owned by Daniel Peters, Renae Peters and Sheldon A. Johnson. It has no other broadcast interests. Action Oct. 31.
 - KENM(AM)-KKHJ(FM) Portales, NM (AM: BAL880815EG; 1450 khz; 1 kw-U; FM: BALH880815EH; 95.3 mhz; 3 kw; HAAT: 300 ft.)—Granted app. of assignment of license from Community Broadcasting Co. to James G. Bules for \$75,000. Buyer also owns KPOS(AM) Post, TX. Action Sept. 27.
 - WDOE(AM) Dunkirk, NY (BAL880901EA; 1410 khz; 1 kw-D, 500 w-N, DA-N)—Granted app. of assignment of license from Lake Shore Broadcasting Co. to Chautauqua Broadcasting Corp. for \$260,000. Seller is headed by R. Michael Goldman. Buyer is owned by Vincent T. Ridikas. Ridikas is 90% limited partner in Jessup Broadcasting L.P., permittee of WWDR(FM) Hardeeville, SC, and 90% limited partner in Chautauqua Radio L.P., permittee of New FM CP in Fredonia, NY. Action Oct. 20.
 - KLTE(FM) Oklahoma City (BALH880914HM; 101.9 mhz; 100 kw; HAAT: 457 ft.)—Seeks assignment of license from Mel Wheeler Inc. to Entertainment Communications Inc. for \$4,150,000. Seller is Denton, TX-based group of two FM's and two TV's, principally owned by Mel Wheeler and family. It recently sold KBUK(AM) Baytown, TX ("Changing Hands," June 6), and bought KRCG(TV) Jefferson City, MO ("Changing Hands," July 25). Buyer is Bala Cynwyd, PA-based group of three AM's and seven FM's principally owned by Joseph M. Field. Action Oct. 31.
 - KPMA(FM) Altamont, OR (BAPH880829HP; 101.3 mhz; 100 kw; HAAT: 321 ft.)—Granted app. of assignment of license from Peter Moncure to Western States Broadcasting for \$10,000. Seller has no other broadcast interests. Buyer is owned by William L. Zawila and Jay Stevens. It also owns new AM in West Klamath, OR. Zawila owns KKFO(AM)-KNGS(FM) Coalinga, CA, and
 - KZEL-FM Eugene, OR (BALH880729HP; 96.1 mhz; 100 kw; HAAT: 870 ft.)—Granted app. of assignment of license from Eugene Broadcasting I Ltd. to Mike J. Pappas and Noula Pappas. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Nov. 1.
 - KKUL(AM) Portland, OR (BAPL880909EA; 1410 khz; 5 kw-D)—Granted app. of assignment of license from Gothic Broadcasting Corp. to KKUL Radio Inc. for \$225,000. Seller is headed by Richard A. Hodge. Buyer is owned by Fred W. Hudson, who has interest in KBND(AM) Bend and KLRR-FM Redmond, both Oregon. Action Oct. 21.
 - WDV(TV) Philadelphia (BAL880815EE; 900 khz; 1 kw-D)—Granted app. of assignment of license from Franklin Broadcasting Co. to Philadelphia Christian Radio Inc. for \$525,000. Seller is owned by Edward Felbin, who has no other broadcast interests. Buyer is subsidiary of Willis Broadcasting Corp., Norfolk, VA-based group of 15 AM's and seven FM's headed by Levi Willis. Action Sept. 15.
 - WUC(FM) Summerdale, PA (BAPED880901HR; 91.7 mhz; 250 w)—Granted app. of assignment of license from Central Pennsylvania Business to Temple University of the Commonwealth for \$5,000. Buyer is headed by Richard J. Fox. It also operates WRTI-FM Philadelphia. Howard Gitlis, trustee at Temple University, is director of Harron Communications, licensee of WMTW-TV Poland Spring, ME, and WKTU(TV) Utica, NY. Action Nov. 2.
 - WRWR-TV San Juan and WTRA-TV Mayaguez, both Puerto Rico (WRWR-TV: ch. 30; 2630 kw; HAAT: 1,301 ft.; WTRA-TV: ch. 16; 90 kw; HAAT: 1,123 ft.)—Granted app. of assignment of license from Bay Broadcasting Inc. to Century Telecast Corp. Seller is headed by Narciso Hernandez. Buyer is owned by Adolfo Flores, 30.8%; Jose D. Camacho, 7.6%; Ramon Rodriguez, 30.8%, and Florida Financial Advisors, 30.8%. Action Oct. 24.
 - WETO(TV) Greenville, TN (Ch. 39; 3020 kw-V; HAAT: 2,628 ft.)—Granted app. of assignment of license from East Tennessee's Own Inc. to East Tennessee Broadcasting Corp. for \$1,900,882. Seller is principally owned by Jay D. Austin, Tom N. Austin, Hank Lochte and Robert Lochte. Buyer is owned by Michael P. Thompson, Robert Weston, Richard Marrow and James Warner. It has no other broadcast interests. Action Oct. 6.
 - KHVN(AM)-KDLZ(FM) Ft. Worth (AM: BAL880909EL; 970 khz; 1 kw-U; FM: BALH880909EL; 107.5 mhz; 100 kw; HAAT: 450 ft.)—Granted app. of assignment of license from Egg Dallas Broadcasting Inc. to Gilmore Broadcasting Corp. for \$14 million. Seller is owned by Earl G. Graves, who publishes *Black Enterprise* magazine. It has no other broadcast interests. Buyer is Kalamazoo, MI-based group of one FM and two TV's owned by Jim Gilmore. Action Oct. 24.
 - KADE(FM) Weatherford, TX (BALED880819GL; 89.5 mhz; 368 w; HAAT: 205 ft.)—Granted app. of license from Criswell Center for Biblical Studies to Springtown Educational Broadcast Foundation for \$44,000. Seller is Dallas-based nonprofit group of six FM's and one short-wave. Buyer is owned by Wesley Yeager, Angela Yeager and Gayle Moring. Yeagers have interest in KMQR(FM) Springtown, TX. Action Nov. 2.
 - KRKN(FM) Naches, WA (BALH880822GX; 96.9 mhz; 3 kw; HAAT: -772 ft.)—Granted app. of assignment of license from Naches Valley Broadcasting Inc. to Mathias Broadcasting Inc. for \$190,000. Seller has no other broadcast interests. Buyer is owned by John D. Mathias, who has no other broadcast interests. Action Oct. 19.

New Stations

Applications

FM's

- Northport, AL (BPH880915NO)—Northport Better Broadcasters Ltd. seeks 100.7 mhz; 3 kw H&V; 100 m. Address: 2948 Moorcroft Drive, Montgomery, AL 36116. Principally owned by Carol Y. Stephens, 20%. Filed Sept. 15.
- Northport, AL (BPH880913MC)—Northport Broadcasting Inc. seeks 100.7 mhz; 3 kw H&V; 100 m. Address: 800 27th St., #50, Tuscaloosa, AL 35401. Principal has no other broadcast interests. Filed Sept. 13.
- Mena, AR (BPH881011MF)—Regional Broadcast Inc. seeks 96.3 mhz; 100 kw H&V; 299 m. Address: Rte. 3, Box 403A, Mena, AR 71953. Principal is owned by Billy W. Kimp and has no other broadcast interests. Filed Oct. 11.
- Chowchilla, CA (BPH880928ML)—Venture Communi-

The undersigned arranged financing and acted as financial advisors to Paco-Jon Broadcasting Corporation

\$6,000,000

Revolving Credit and Term Loan

for

**Paco-Jon Broadcasting Corporation
Mr. Glenn R. Mahone, President
WPLZ-AM/FM, Richmond, VA**

Financing provided by

State Street Bank and Trust Company

Chapman
Financial
Services

176 Federal Street • Suite 555 • Boston, MA 02110 • 617/330-7880

cations seeks 93.3 mhz; 3 kw H&V; 100 m. Address: Box 3000, Santa Rosa, CA 95402. Principal is owned by Joseph Perez, 25%; Gordon Zlot, 12.5%; Harold Zlot, 25%; Laurence Myers, 25%, and Thomas Skinner, 12.5%. Filed Sept. 28.

■ Firebaugh, CA (BPED881017MD)—Central Valley Educational Services Inc. seeks 103.1 mhz; 3 kw H&V; 100 m. Address: 12550 Brookhurst St., Suite A, Garden Grove, CA 92640. Principal is owned by Linda Ross and has no other broadcast interests. Filed Oct. 17.

■ Kingsburg, CA (BPH880913MD)—Valley Media Co. seeks 106.3 mhz; 3 kw H&V; 100 m. Address: Box 52, Greenville, SC 29602. Principal is owned by J.R. McClure. McClure is 50% owner of WMAX(AM) Kentwood, MI, and 40% stockholder of WMYJ(FM) Edinboro, PA. He also owns KKKK(FM) Odessa, TX, and WFAM(AM) Augusta, GA. Filed Sept. 13.

■ Lompoc, CA (BPH881011MH)—R&L Broadcasters seeks 106.7 mhz; 2.5 kw H&V; 300 m. Address: 1234 Ramona Ave., Grover City, CA 93433. Principal is equally owned by Rod B. Funston and Laura A. Funston. It also owns KOSZ(FM) Grover City, CA. Filed Oct. 11.

■ Mayo, FL (BPED881007MH)—True Concepts of Levy County Inc. seeks 89.5 mhz; 2.5 kw-H 20 kw-V; 76 m. Address: P.O. Box 1133, Chiefland, FL 32626. Principal is equally owned by Johnny Dawson, Atha Ellerker, Frank Ellerker, Frank Ellerker Sr. and Sharon Ellerker. Filed Oct. 7.

■ Ormond-by-the-Sea, FL (BPH880912MC)—Gloria Bell Byrd seeks 95.7 mhz; 3 kw H&V; 100 m. Address: 380 John Anderson Drive, Ormond Beach, FL 32074. Principal has no other broadcast interests. Filed Sept. 12.

■ Ormond-by-the-Sea, FL (BPH880915NL)—KLT Broadcasting Co. seeks 95.7 mhz; 3 kw H&V; 75 m. Address: Box 22751, Knoxville, TN 37933. Principal is owned by John F. Freeman, 51%, and Eric T. Washington, 49%. Filed Sept. 15.

■ Nashville, IL (BPH880923MN)—ACD Ventures seeks 104.7 mhz; 3 kw H&V; 100 m. Address: P.O. Box 678, Murphysboro, IL 62966. Principal is equally owned by Nancy J. Adkins, Duane J. Crites and Ralph A. Dunn. Dunn has interest in WINI(AM) Murphysboro, IL. Filed Sept. 23.

■ Cannelton, IN (BPH881012MK)—Estate of James Ro-

land Brewer seeks 102.9 mhz; 3 kw H&V; 100 m. Address: 2425 Franklin, Tell City, IN 47586. Principal is owned by Maytha N. Brewer. It also owns WTCJ(AM) Tell City, IN; and has 51% interests in WHON(AM) Centerville, WQLK(FM) Richmond, both Indiana; WDCF(AM) Dade City, and WTOT(AM)-WJAQ(FM) Marianna, both Florida. Filed Oct. 12.

■ Fairfield, ME (BPH881011ME)—Fairfield Broadcast Partners seeks 93.3 mhz; 3 kw H&V; 100 m. Address: RR #1, Box 157, Harrison, ME 04040. Principal is equally owned by Robert A. Surette and Richard S. Graham Jr. Filed Oct. 11.

■ California, MD (BPH880915NM)—Tidewater Broadcasting Co. seeks 102.9 mhz; 3 kw H&V; 100 m. Address: Rte. 2, Box 355B, Hollywood, MD 20636. Principal is equally owned by Richard A. Myers and Judith O'Brien, and has no other broadcast interests. Filed Sept. 15.

■ California, MD (BPH880915NN)—Tippy Wichy Communications Co. seeks 102.9 mhz; 3 kw H&V; 100 m. Address: 3 Farsta Court, Rockville, MD 20850. Principal is owned by Barbara Wall du Treill and has no other broadcast interests. Filed Sept. 15.

■ Paynesville, MN (BPH880913MB)—Radio Research Development Inc. seeks 98.9 mhz; 50 kw H&V; 150 m. Address: 2952 W. 123rd Terrace, Leawood, KS 66209. Principal is owned by J. Michael Henderson, 51.1%, and George H. Werl Jr., 48.9%, and has no other broadcast interests. Filed Sept. 13.

■ Clovis, NM (BPH880914MI)—Clovis Associates seeks 101.5 mhz; 100 kw H&V; 310 m. Address: 5656 Beallwood Connector, Columbus, GA 31904. It is principally owned by Homer Carden, 20%. Filed Sept. 14.

■ Kingston, NY (BPED881005MI)—Family Stations Inc. seeks 91.7 mhz; 0.335 kw H&V; 82 m. Address: 3108 Fulton Ave., Sacramento, CA 95821. Principal is nonprofit station group headed by Harold Camping. Filed Oct. 5.

■ Suffern, NY (BPED881003MI)—Rockland Community College seeks 89.5 mhz; 0.0367 kw-H; 44 m. Address: 145 College Rd., Suffern, NY 10901. Principal is headed by Frederick R. Vanwort and has no other broadcast interests. Filed Oct. 3.

■ Warsaw, NY (BPED881012MJ)—Family Life Ministries Radio Inc. seeks 88.3 mhz; 7 kw H&V; 150 m. Address: 7634 Campbell Rd., Bath, NY 14810. Principal is

equally owned by richard m. snavery, jacqueline d. snavery and Richard Snavery Jr., and has no other broadcast interests. Filed Oct. 12.

■ Upper Sandusky, OH (BPED881019MA)—Kayser Broadcast Ministries Inc. seeks 90.1 mhz; 3 kw; 100 m. Address: 508 Woodbine St., Willard, OH 44890. Principal is equally owned by Daniel Kayser, Linda J. Patton, Terry L. Snyder and Robert G. Nachbar. Filed Oct. 19.

■ Brownsville, OR (BPED880908MF)—Support Christian Broadcasting seeks 102.3 mhz; 0.3 kw H&V; 290 m. Address: 2080 Laura St., Springfield, OR 97477. Principal is nonprofit corporation headed by Eldon L. Knight. It also owns KORE(AM). Filed Sept. 8.

■ Cayce, SC (BPED881018MA)—Bible Broadcasting Network Inc. seeks 88.7 mhz; 0.15 kw H&V; 43 m. Address: P.O. Box 1818, 1300 N. Battlefield Blvd., Chesapeake, VA 23320. Principal is equally owned by Lowell L. Davey, Georganna Davey, Keith Wohlenhaus, Ron White and Lindsay Poteat. Filed Oct. 18.

■ Graysville, TN (BPH880915NQ)—Richard C. Wagner seeks 95.7 mhz; 0.69 kw H&V; 197 m. Address: 4 Rockhaven Lane, Signal Mountain, TN 37377. Principal has no other broadcast interests. Filed Sept. 15.

■ Live Oak, TX (BPED880930MM)—Bible Broadcasting Network Inc. seeks 88.3 mhz; 0.3 kw H&V; 100 m. Address: P.O. Box 1818, 130 N. Battlefield Blvd., Chesapeake, VA 23320. Principal is equally owned by Lowell L. Davey, Georganna Davey, Keith Wohlenhaus, Ron White and Lindsay Poteat. It has no other broadcast interests. Filed Sept. 30.

■ Hartford, VT (BPH881011MG)—Margaret C. Schaller seeks 104.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 893, Norwich, VT 05055. Principal has no other broadcast interests. Filed Oct. 11.

■ Hartford, VT (BPH881013MF)—Jane Dearden seeks 104.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 707, Newport, NH 03773. Principal has no other broadcast interests. Filed Oct. 13.

■ Hot Springs, VA (BPH881012ML)—Koinonia Broadcasting Corp. seeks 107.1 mhz; 0.16 kw H&V; 429 m. Address: P.O. Box 929, Hot Springs, VA 24445. Principal is owned by Clay Shelton Jr. and Billie Jo Shelton. 50% jointly held; Dallas Neely and Annetta Neely, 50% jointly held. Filed Oct. 12.

TV

■ Las Vegas (BPCT881011)—Sainte Limited seeks ch. 15; 3000 kw visual; 345 m. Address: P.O. Box 4159, Modesto, CA 95352. Principal is owned by Chester R. Smith. It also owns KCSO(TV) Modesto and KBCTP(TV) Paradise, both California, and KREN(TV) Reno, NV. Filed Oct. 11.

Actions

AM

■ Nekoosa, WI (BP850122AG)—Granted app. of Nekoosa Broadcasting Co. for 1590 khz. Address: R.R. 2, Luxemburg, WI 54217. Principal is owned by Gregory J. Breddael and has no other broadcast interests. Action Nov. 21.

FM's

■ Homewood, AL (BPH880816OQ)—Returned app. of Homewood Community Broadcasters Ltd. for 97.3 mhz; 1.6 kw; 153 m. Address: 1259 N. Rio Vista Blvd., Ft. Lauderdale, FL 33316. Principal is owned by Myrland Clarke and has no other broadcast interests. Action Nov. 22.

■ Irwinton, GA (BPH871209MC)—Granted app. of Peachstate Media for 103.7 mhz; 3 kw H&V; 100 m. Address: 1367 Arlene Ct., Lilburn, GA 30247. Principal is owned by Len A. Archdeacon, 40%; Kurt Pavey, 40%, and Stan G. Savransky, 20%. Archdeacon is 24% owner of WXZE(AM) Sylvester, GA, and 2.5% owner of WLKQ-FM Buford, GA. Action Nov. 21.

■ Clinton, IN (BPED880229NF)—Granted app. of DOXA Inc. for 93.9 mhz; 1.1 kw (H&V); 165 m. Address: P.O. Box 227, 5th and Harrison Sts., Covington, IN 47932. Principal is headed by Gregg Curtis and has no other broadcast interests. Action Nov. 16.

■ West Lafayette, IN (BPH880826MG)—Returned app. of Goodrich Theatres Inc. for 106.7 mhz; 3 kw; 100 m. Address: 3565 29th St., SE, Kentwood, MI 49508. Principal is owned by Robert E. Goodrich. It also owns WVIC-AM-FM East Lansing, and WSNX-AM-FM Muskegon, both Michigan; WXLP(FM) Moline, IL, and KSTT(AM) Davenport, IA. Action Nov. 22.

■ Augusta, KS (BPH880729MB)—Returned app. of Douglas D. Law for 96.3 mhz; 3 kw; H&V; 100 m. Address: 53 Huntington, Augusta, KS 67010. Principal has no other broadcast interests. Action Nov. 22.

■ Basile, LA (BPH880505ML)—Granted app. of Nezpi-

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que Communications Inc. for 102.1 mhz; 3 kw H&V; 496 m. Address: 430 S. 5th St., Eunice, LA 70535. Principal is owned by Lynette Y. Feucht, 10%; G.H. Kent Aguilard, 47%, and Terrance Hoychick, 43%. It has no other broadcast interests. Action Nov. 16.

■ Sault Ste. Marie, MI (BPED850712XX)—Granted app. of Central Michigan University for 98.3 mhz; 3 kw H&V. Address: Public Broadcasting Center, 3965 E. Broomfield, Mt. Pleasant, MI 48859. Action Nov. 15.

■ Washington, MO (BPED880104MA)—Granted app. of Missouri River Christian Broadcasting Inc. for 89.9 mhz; 1 kw H&V; 65 m. Address: P.O. Box 87, Washington 63090. Principal is nonprofit corporation headed by James C. Goggan. Action Nov. 16.

■ Farmington, NH (BPH880713MM)—Returned app. of

S&J Associates Inc. for 106.5 mhz; 0.85 kw; H&V; 496 m. Address: 289 Portland St., Rochester, NH 03867. Principal is owned by Sharon E. Malone, 90%, and June C. Malone, 10%. Action Nov. 22.

■ Roswell, NM (BPH850712RY)—Granted app. of FM Roswell Ltd. Partnership for 100.5 mhz; 100 kw; 1,029 m. Address: 612 N. Kansas Ave., Roswell, NM 88201. Principal is owned by Mary Irene Montoya Stevens, 20%, and FM America Corp., 80%. It has no other broadcast interests. Action Nov. 17.

■ Upper Arlington, OH (BPH860505MM)—Granted app. of Mary Storer Mahaffey for 98.9 mhz; 3 kw H&V; 328 m. Address: 4359 Shire Cove Rd., Columbus, OH 43220. Principal also owns interest in WTVN(AM) Columbus, OH. Action Nov. 14.

■ New Ellenton, SC (BPH870313NM)—Granted app. of GRR Marketing for 102.7 mhz; 3 kw H&V; 328 m. Address: P.O. Box 1077, Aiken, SC 29802. Principal is equally owned by W. Greg Ryberg, Leslie P. Garnett and Rebecca T. Robbins and has no other broadcast interests. Action Nov. 17.

■ Rio Grande, PR (BPH880816NO)—Returned app. of Myriam De Jesus for 97.3 mhz; 596 m. Address: Calle 5, #1251, Monte Carlo, Rio Piedras, PR 00924. Principal has no other broadcast interests. Action Nov. 22.

■ Rogersville, TN (BPH880713MJ)—Returned app. of C&S Broadcasting for 106.5 mhz; 1 kw; 164 m. Address: 2387 Warren Drive, Morristown, TN 37814. Principal is owned by R. Clark Quillen, 51%, and Shelby J. Trent, 49%. Action Nov. 22.

■ Sargoinville, TN (BPH880328MA)—Granted app. of BBL&M Broadcasters for 104.3 mhz; 3 kw H&V; 659 m. Address: P.O. Box 33003, Washington 20033. Principal is equally owned by Marc Berman, Scott Bacherman, Kathleen Lynch and Jerrold Miller. It has no other broadcast interests. Action Nov. 16.

■ Payson, UT (BPH880421MM)—Granted app. of Moenkopi Communications Inc. for 92.3 mhz; 0.058 kw H&V; 659 m. Address: 3631 Summer Hill Drive, Salt Lake City 84121. Principal is owned by Cindy G. Youngren, 51%, and Michael A. Youngren, 49%. It also owns KCNY Moab, UT. Action Nov. 21.

■ Columbus, WI (BPH880315MB)—Granted app. of Columbus Radio Co. for 100.5 mhz; 3 kw H&V; 100 m. Address: Route 2, Oconto Falls, WI 54154. Principal is owned by Russel Dale Knaus, who has no other broadcast interests. Action Nov. 21.

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Applications

■ Byron, GA, WPWB, 90.5 mhz—Oct. 24-MP (BPED860422MA) to change ERP: 16.5 kw H&V; HAAT: 138 m H&V; TL: 2.25 km WSW of intersec of Rtes. 96 and 19.

■ Gloucester, MA, WBOQ, 104.9 mhz—Oct. 27-MP (BPH880518IE) to change ERP: 1.531 kw H&V; HAAT: 136 m H&V; TL: Lot 13, Kondelin Rd., Cape Ann Industrial Park, Gloucester, MA.

■ Eupora, MS, WLZA, 101.7 mhz—Oct. 27-Application for CP to change ERP: 1.1 mhz (per docket #87-324); ERP: 40 kw H&V; HAAT: 167 m H&V; TL: just off Mahan-New Hope Rd., one mile SE of Mahan, MS; change to class C2.

■ Ames, IA, KMES, ch. 23—Nov. 9-MP (BPCT830405KJ) to change ERP-VIS: 2650 kw; ANT: BASC Associates G-30P: 41 51 30N 93 37 17W.

■ Madisonville, KY, WLCN, ch. 19—Nov. 14-Application for CP to change ERP-VIS: 2676 kw; HAAT: 241 m; TL: on north side of County Rd. 260, Hopkins Co., KY, about 3.8 km W of Hanson, KY; ANT: Harris Corp. TAZ-31U: 37 24 46N 87 31 32W.

■ San Juan, PR, WKAQ-TV, ch. 2—Nov. 9-Application for CP to change ERP-VIS: 55 kw; HAAT: 861 m; ANT: Dielectric TDM7A2; TL: atop La Santa Peak, San Juan; 18 06 54N 66 03 10W.

■ Melbourne, FL, WVTV, 107.1 mhz—Nov. 17-Application for CP to change ERP: 100 kw H&V; HAAT: 183 m H&V; TL: on Harlock Rd., 0.4 miles N of County Rd. 511, West Eau Gallie, FL; class: C1 (per docket #87-233).

■ Waipahu, HI, KDEO-FM, 102.7 mhz—Nov. 14-MP (BPH840928ID) to change ERP: 61 kw (H), 60.03 kw (V); make changes in directional antenna pattern.

■ South Bend, IN, WNDU-FM, 92.9 mhz—Nov. 17-Application for CP to change ERP: 16 kw H&V.

■ Kingman, KS, KAPH, 99.3 mhz—Nov. 15-MP (BPH850710NJ) to change FREQ: 100.3 mhz (per docket #87-596); ERP: 47.9 kw H&V; HAAT: 154 m H&V; TL: 5.5 km. NW of Spivey, KS, 355 degrees true, Kingman Co., KS; class: C2.

■ Owensville, MO, KZBR, 95.3 mhz—Nov. 10-Application for CP to change ERP: 50 kw H&V.

■ West Plains, MO, KKDY, 102.3 mhz—Nov. 17-Application for CP to change FREQ: 102.5 mhz (per docket #87-458); ERP: 50 kw H&V; HAAT: 149 m H&V; TL: 3.87 km at 156 degree true from center of God Church, near Homeland, MO; class: C2.


■ Williamston, NC, WHITE, 103.7 mhz—Nov. 2-MP (BPH851105IC as mod) to change HAAT: 299 m H&V; TL: 1.3 km SE of intersec. of County Rd. 1521 and 1522, Bertie Co., NC.

■ Ellensburg, WA, KQBE, 103.1 mhz—Nov. 10-Applica-

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tion for CP to change ERP: 2.8 kw H&V; HAAT: 388 m H&V; TL: on Manstash Ridge, 13 km SE of Ellensburg, WA; class: C2 (per docket #87-452).

■ Rice Lake, WI. WAQE-FM, 97.7 mhz—Nov. 14-Application for CP to change ERP: 50 kw H&V; HAAT: 150 m H&V; TL: Highway D, 0.4 km E. of East Side Rd., near Nobleton, Washburn Co., WI; class: C2 (per docket #87-357).

■ Bullhead City, AZ. KRHS, 1000 khz—Nov. 21-Application for CP to increase daytime power to 5 kw and change TL to: 1.6 km NW of Laughlin, NV; 35 10 10N 114 38 02W.

■ Portland, ME. WGAN, 560 khz—Nov. 15-Application for CP to reduce power to 4.8 kw day and night; make changes in ant. system and change TL: 0.36 km NNE of intersec. of SR 114 and Harmons Hill Rd., Standish, ME; 43 46 52N 70 33 25W.

■ Point Pleasant, WV. WTGR, 1030 khz—Nov. 15-MP (BP821122AD) to change TL to: adjacent to Kanawha River and Three Mile Creek, N of Hwy. 35, Point Pleasant, WV; increase CH to 2.9 kw and make changes in ant. sys.; 38 48 52N 82 06 00W.

■ Santa Fe, NM. KSFR, 90.7 mhz—Nov. 14-MP (BPE0850514MA) to change HAAT: 35.5 m H&V; TL: 4.78 km W of Santa Fe, NM; 35 40 41N 105 59 26W.

■ El Dorado, AR. KIXK, 95.9 mhz—Nov. 2-Application for CP to change ERP: 96.1 mhz (per docket #87-73); ERP: 100 kw H&V; HAAT: 87.9 m H&V; change to class C1.

■ Williston, ND. KWSE, ch. 4—Nov. 14-Application for CP to change ERP-VIS: 80 kw.

Actions

■ Eureka, CA. KTCB, 1200 khz—Nov. 15-Application (BMP870630AF) granted for MP (BP830502AM) to reduce height of one tower and increase height of other tower and change TL: 3800 Park Ave., Eureka, CA; 40 47 40N 124 06 52 W.

■ Mechanicville, NY. WMVI, 1170 khz—Nov. 15-Application (BMP880628AD) granted for MP (BP810831AW) to reduce power to 570 w night, 5 kw day; TL: 0.75 miles N of Mechanicville, NY; change from DA to NonDa; 42 55 12N 73 42 08W.

■ Tisbury, MA. WMVY, 92.7 mhz—Nov. 16-Application (BPH880809IH) dismissed for CP to change HAAT: 100 m H&V; correct site coordinates: 41 26 17N 70 36 47W.

■ Havre, MT. KNMC, 90.1 mhz—Nov. 16-Application (BPE0880225MU) dismissed for CP to change ERP: 92 kw H&V; HAAT: 545.5 m H&V; ERP: 90.3 mhz; TL: 25 miles S of Havre, MT, on Bowery Peak bearing N 180 degree E; 48 10 55N 09 41 01W.

■ Santa Maria, CA. KXFM, 99.1 mhz—Nov. 15-Application (BMP880523ID) granted for MP (BPH871109II) to change TL: Tepusquet Peak, 22 km 102 degrees SE of Santa Maria, CA; ERP: 2.3 kw H&V; HAAT: 581 m H&V.

■ Cape Coral, FL. WRCC, 103.9 mhz—Nov. 15-Application (BPH880623ID) granted for CP to change ERP: 50 kw H&V; HAAT: 83.1 m; change class to C2 (per docket #86-507).

■ Jupiter, FL. WKSJ-FM, 96.7 mhz—Nov. 15-Application (BPH880831IE) granted for CP to change ERP: 99.5 mhz (per docket #87-233); install new antenna.

■ Hopkinsville, KY. WZZF-FM, 100.3 mhz—Nov. 15-Application (BPH870302IF) granted for CP to change ERP: 100 kw H&V.

■ Dalles, OR. KACI-FM, 97.7 mhz—Nov. 15-Application (BPH880505IF) granted for CP to change TL: Seven Mile Hill, 8.6 km at N 308 degree E from 4th and Union Sts., Dalles, OR; HAAT: 271.5 m H&V; ERP: 0.4 kw H&V; 45 38 56N 121 16 20W.

■ Elkhart, IN. WYEZ, 100.7 mhz—Nov. 16-Application (BPH880916IC) granted for CP to change ERP: 15 kw H&V; HAAT: 277.3 m H&V; move antenna from damaged tower to new replacement tower 9 m away.

■ Toledo, OH. WLQR, 101.5 mhz—Nov. 16-Application (BPH871106IT) granted for CP to change ERP: 19.1 kw H&V; correct geographical coordinates: 41 41 02N 83 24 47W.

■ Robinson, IL. WTAY-FM, 101.7 mhz—Nov. 17-Application (BPH880818IF) granted for CP to change ERP: 1.45 kw H&V and change HAAT: 142 m H&V.

■ East Jordan, MI. WIZY, 100.9 mhz—Nov. 17-Application (BMP880413IA) granted for MP (BPH850903MC) for changes; ERP: 1.31 kw H&V; HAAT: 149 m H&V; TL: 1.9 miles N 40 degrees E of East Jordan, MI; 45 10 40N 85 05 57W.

■ Rochester, MN. KWKK, 96.7 mhz—Nov. 17-Application (BPH880811IA) granted for CP to change ERP: 96.5 mhz (per docket #87-520); TL: on County Rd. 119, 8 km E of Rochester, MN; HAAT: 190 m H&V; ERP: 30.9 kw H&V; change to class C2.

■ Waynesboro, VA. WCQR, 90.1 mhz—Nov. 17-Application (BMP0880510IA) granted for MP (BPE-D84103IIN) to change ERP: 2.5 kw H&V; HAAT: 313 m H&V; TL: Swannanoa Country Club, approx. 5 km S of Waynesboro, VA.

■ Millinocket, ME. WSYY-FM, 97.7 mhz—Nov. 18-Application (BPH880815IL) granted for CP to change ERP: 94.9 mhz (per docket #87-350); ERP: 23.55 kw H&V; HAAT: 210.8 m H&V; TL: Hammond Ridge, Territory, Region 8, Penobscot Co., ME, 9.5 km NW of Millinocket, ME; change to class C2.

■ Starke, FL. WTLG, 88.3 mhz—Nov. 21-Application (BPE087122IME) granted for CP to change ERP: 7 kw H&V; HAAT: 87 m H&V; TL: 1100 ft. NW of intersec. of 24th Ave. and Forsythe Rd.

■ Pensacola, FL. WTKX, 101.5 mhz—Nov. 21-Application (BMP880623IC) granted for MP (BPH870728IC) to change ERP: 100 kw H&V; HAAT: 193 m H&V; TL: WTKX transmitter site, 1.9 km W of Milton, Santa Rosa Co., FL.

■ Chicago, WKKC, 89.3 mhz—Nov. 21-Application (BPE0860529IB) granted for CP to change HAAT: 34.2 m H&V.

■ Lake City, SC. WGFG-FM, 100.1 mhz—Nov. 21-Application (BPH880614IC) granted for CP to change HAAT: 147 m H&V; ERP: 1.3 kw H&V; change ant. loc.: McAlister Mill Rd., 1.7 km N of Salem, SC.

■ Minneapolis, WCCO, 830 khz—Nov. 17-Application (BPH880518AG) dismissed for CP to make changes ant. sys.; TL: SE quadrant of Jct. of State Hwy. 101 and Hennepin Country Rd. 10, Maple Grove, MN, 2.5 km E of Corcoran, MN; 45 05 06N 93 31 06W.

■ El Paso, KBNA, 920 khz—Nov. 18-Application (BMP880817AF) granted for CP to make changes in ant. sys.; reduce night power to 0.36 kw; change TL: 101 Vocational Drive, El Paso; 31 44 09N 106 22 24W.

■ Stevenson, AL. WVSV, 101.7 mhz—Nov. 22-Application (BPH881005ID) returned for CP to change ERP: 0.531 kw H&V; HAAT: 184 m H&V.

■ Litchfield, MN. KLFDFM, 95.3 mhz—Nov. 22-Appli-

cation (BMP881012IC) returned for MP (BPH880330IE) to change antenna supporting structure height; change ant. loc.: 3.03 km bearing 122.8 degrees from St. Nicholas, MN.

■ Elmira, NY. WLVY, 94.3 mhz—Nov. 22-Application (BPH880825ID) returned for CP to make changes in antenna supporting structure height.

■ Canyon Country, CA. KBET, 1220 khz—Aug. 22-Application granted for CP for new AM on 1220 khz; power: 1 kw, 500 w, DA-2; hours of operation: unlimited; TL: 15500 Sierra Hwy., Saugus, CA; 34 27 55N, 118 24 08W.

Actions

■ National Security Emergency Preparedness. FCC has adopted new system of providing and, when necessary, restoring telecommunications services during emergency situations. (gen. docket 87-505 by R&O [FCC 88-341], adopted Oct. 27 by commission.)

■ Baltimore. Conditionally renewed license of WFBR(AM) Baltimore, effective Sept. 16. (By letter [FCC 88-300], adopted Nov. 16 by commission.)

■ Conroe, TX. Granted application of Carmen Matias and Andrew N. Wimbish, jointly, for new television station at Conroe. Denied applications of DLBS Inc., Imagists, Conroe Broadcasting, Limited Partnership, Wood Broadcasting Co., and G-A Communications Inc. (MM docket 85-331 by initial decision [FCC 88D- 38], issued Nov. 8 by ALJ Edward Luton.)

■ Tuskegee, AL. Designated for hearing applications of Hefty Communications Ltd., Tuskegee Television, Tuskegee Associates and Tuskegee Communications Inc. for new television station at Tuskegee. (MM docket 88-488 by order [DA 88-1558], adopted Sept. 30 by chief, Video Services Division, Mass Media Bureau.)

■ FCC Imposes reporting Conditions on Renewal Applications for Three Broadcast Stations in Michigan and Ohio (report MM-354, Mass Media Action). FCC granted license renewal applications of WSFJ(TV) Newark, OH, and placed reporting conditions on renewal applications of WUAB(TV) Lorain, OH; WXMI(TV) Grand Rapids, MI; and WGVC(TV) Grand Rapids, MI. Action by commission Nov. 17 by MO&O (FCC 88-384).

■ Applicants for Washington AM Station ordered to Supplement Record—BC dockets 82-436-7 (report DC-1289, action in docket case). FCC ordered Valley Broadcasters Inc. and Northwest Indian Women Broadcasters Inc. to supplement their showings as to performance capability of Valley's perimeter current antenna. Action by commission Nov. 8 by order (FCC 88-366).

■ FCC Grants Extensions of Time to Construct DBS Systems: Clarifies and Modifies Construction Monitoring Procedures (report MM-355, Mass Media Action). Commission has granted requests by United States Satellite Broadcasting Co. Inc. and Dominion Video Satellite Inc., for extensions of time, until Dec. 4, 1992, to build and operate their Direct Broadcast Satellite (DBS) systems. FCC also granted part of Tempo Satellite Inc.'s request for clarification and modification of commission's procedures for monitoring timelines of satellite construction by DBS permittees. Action by commission Nov. 17 by MO&O (FCC 88-383).

■ Joint Cost Allocation Rules. Changed manner in which carrier record changes for services used in their nonregulated activities, clarified restrictions on reallocation of investment from nonregulated activities to regulated services and clarified manner in which necessary reallocations from regulated to nonregulated use will be made. (CC docket 86-111 by order on further reconsideration [FCC 88-355]; adopted Nov. 1 by commission.)

■ National Exchange Carrier Association. Amended rules relating to apportionment and reporting of administrative expenses of National Exchange Carrier Association. (CC docket 87-2 by R&O [FCC 88-363] adopted Nov. 7 by commission.)

■ FCC Affirms Grant of New TV Station at Omaha, to Mid-America Broadcasting—BC dockets 80-691, 693-96 (DC docket 1290, action in docket case). Affirmed review board decision granting application of Mid-America Broadcasting for new TV station on ch. 15 at Omaha, and denying competing applications of Omaha TV 15 Inc., Channel 15/Omaha, Koplar Communications Inc. and Family Television Inc. Action by commission Nov. 17 by MO&O (FCC 88-371).

■ Review of Technical and Operational Requirements of Part 76, Cable Television. Denied city of New York's request to extend time to file comments in this proceeding. (MM docket 85-38 by order [DA 88-1829]; adopted Nov. 23 by chief, Mass Media Bureau.)

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Stock Index

Closing Closing
Mon Wed
Nov 30 Nov 21

Net Percent P/E
Change Change Ratio (000,000)

Market
Capitali-
zation (000,000)

BROADCASTING													
N (CCB) Capital Cities/ABC	363	1/2	350	13	1/2	03.85	22	5,880					
N (CBS) CBS	170	5/8	163	7/8	-	6 3/4	04.11	9	4,031				
A (CCU) Clear Channel	12	7/8	13	1/8	-	1/4	-01.90	23	49				
A (HTG) Heritage Media	4	1/4	4	1/4	-		00.00	-5	47				
O (JCOR) Jacor Commun.	6	1/8	6	1/4	-	1/8	-02.00	-13	60				
O (LINB) LIN	59		56	3/4	-	2 1/4	03.96	37	3,048				
O (MALR) Malrite	10		10	1/8	-	1/8	-01.23	-21	136				
O (MALRA) Malrite 'A'	9	3/4	9	3/4	-		00.00	-13	133				
O (OBCCC) Olympia Broad.	2	1/2	2	3/4	-	1/4	-09.09	-	6				
O (OSBN) Osborn Commun.	7	1/4	7		-	1/4	03.57	-6	36				
O (OCOAC) Outlet Commun.	22	1/2	22	1/4	-	1/4	01.12	-8	147				
A (PR) Price Commun.	6	1/4	5	3/4	-	1/2	08.69	-5	60				
O (SAGB) Sage Broadcasting	3	1/2	4		-	1/2	-12.50	-5	13				
O (SCRFP) Scripps Howard	79	1/2	75	3/4	-	3 3/4	04.95	64	821				
O (SUNNC) SunGroup Inc.	2		2	3/8	-	3/8	-15.78	-2	4				
O (TLMD) Telemundo	7		6		-	1	16.66	-1	53				
O (TVXGC) TVX Broadcast	1	3/4	1	3/4	-		00.00	10	10				
O (UTVI) United Television	26	3/4	26	1/2	-	1/4	00.94	43	293				

BROADCASTING WITH OTHER MAJOR INTERESTS													
N (BLC) A.H. Belo	25		25	7/8	-	7/8	-03.38	10	263				
O (ASTV) Amer. Comm. & TV	1/32		1/32				00.00		2				
N (AFL) American Family	13	1/4	13	1/4	-		00.00	11	1,072				
O (ACOMA) Assoc. Commun.	30		27	1/2	-	2 1/2	09.09		286				
O (BMAC) BMA Corp.	29	3/4	29	1/4	-	1/2	01.70	80	311				
N (CCN) Chris-Craft	21	1/8	21	1/8	-		00.00	46	460				
N (DNB) Dun & Bradstreet	54	1/4	52	3/4	-	1 1/2	02.84	21	8,246				
O (DUCO) Durham Corp.	31	7/8	32	1/2	-	5/8	-01.92	27	268				
N (GCI) Gannett Co.	33	7/8	32	7/8	-	1	03.04	17	5,485				
N (GY) GenCorp	18	1/8	17	3/4	-	3/8	02.11	1	575				
O (GMXC) GMX Commun.	1/16		1/16		-		00.00	1	575				
O (GACC) Great Amer. Comm.	9	3/8	8	1/2	-	7/8	10.29	9	246				
N (JP) Jefferson-Pilot	31	1/2	30	3/4	-	3/4	02.43	13	1,243				
N (KRI) Knight-Ridder	46	5/8	45	1/4	-	1 3/8	03.03	17	2,652				
N (LEE) Lee Enterprises	26	3/4	26	3/4	-		00.00	19	664				
N (LC) Liberty	38		37	3/4	-	1/4	00.66	14	352				
N (MHP) McGraw-Hill	61	1/4	58	1/2	-	2 3/4	04.70	18	2,953				
A (MEGA) Media General	34	5/8	34	3/4	-	1/8	-00.35	23	976				
N (MDP) Meredith Corp.	31		30	3/8	-	5/8	02.05	12	595				
N (MCG) Mich. Energy	28	3/4	29	1/2	-	3/4	-02.54	18	77				
O (MMED) Multimedia	70	3/4	71	1/4	-	1/2	-00.70	68	778				
A (NYTA) New York Times	26		26		-		00.00	13	2,131				
N (NWS) News Corp. Ltd.	17	1/4	17	1/8	-	1/8	00.72	9	4,596				
O (PARC) Park Commun.	27	3/4	28	3/4	-	1	-03.47	22	382				
O (PLTZ) Pulitzer Publishing	25	1/4	25	3/4	-	1/2	-01.94	17	264				
N (REL) Reliance Group Hold.	4	5/8	4	5/8	-		00.00	5	346				
O (RTRSY) Reuters Ltd.	25	3/4	25	7/8	-	1/8	-00.48	17	21,380				
T (SKHA) Selkirk	49	1/2	45	3/4	-	3 3/4	08.19	42	401				
O (STAUF) Stauffer Commun.	133		135		-	2	-01.48	44	133				
N (TMC) Times Mirror	33	1/2	32	1/4	-	1 1/4	03.87	16	4,334				
O (TMCI) TM Communications	1/4		1/4		-		00.00	1	1				
N (TRB) Tribune	39	1/4	38	1/4	-	1	02.61	21	2,994				
A (TBSA) Turner Bcstg. 'A'	14	3/4	14	1/4	-	1/2	03.50	-2	321				
A (TBSB) Turner Bcstg. 'B'	14	1/8	14	1/4	-	1/8	-00.87	-2	307				
A (WPOB) Washington Post	195	1/4	191	1/4	-	4	02.09	13	2,507				

PROGRAMING													
O (SP) Aaron Spelling Prod.	6		6	3/8	-	3/8	-05.88	4	110				
O (ALLT) All American TV	2	7/8	3		-	1/8	-04.16	3	3				
O (BRRS) Barris Indus	6	1/8	6	3/8	-	1/4	-03.92	-3	48				
N (KO) Coca-Cola	43	3/8	42	1/8	-	1 1/4	02.96	17	16,283				
A (CLR) Color Systems	1	7/8	2		-	1/8	-06.25	-1	10				
N (KPE) Columbia Pic. Ent.	11	3/8	10	1/8	-	1 1/4	12.34	162	1,248				
O (CAVN) Cavn Cos.	15	3/4	15	3/8	-	3/8	02.43	13	273				
A (DEG) De Laurentiis Ent.	11/16		9/16		-	1/8	22.22	7	7				
O (DCPI) dick clark prod.	4	1/4	3	7/8	-	3/8	09.67	10	35				
N (DIS) Disney	63	3/8	62	7/8	-	1/2	00.79	19	8,402				
N (DJ) Dow Jones & Co.	31	3/8	31	3/4	-	3/8	-01.18	14	3,021				
O (EM) Entertainment Mktg.	1	7/8	2	3/8	-	1/2	-21.05	6	23				
O (FNNI) Financial News	6		5	1/2	-	1/2	09.09	27	72				
A (FE) Fries Entertain.	2	1/2	2	3/4	-	1/4	-09.09	10	13				
N (GW) Gulf & Western	39		37	7/8	-	1 1/8	02.97	6	2,344				
O (QNTX) Hal Roach	3	1/4	3	1/8	-	1/8	04.00	-7	22				
A (HHH) Heritage Entertain.	1	3/4	1	3/4	-		00.00	1	8				
A (HSN) Home Shopping Net.	5		4	3/4	-	1/4	05.26	22	435				
N (KWP) King World	23	5/8	24		-	3/8	-01.56	15	681				
O (LAUR) Laurel Entertain.	2	1/2	2	1/2	-		00.00	5	6				
A (LT) Lorimar-Telepictures	11	1/2	10	1/2	-	1	09.52	-3	532				
N (MCA) MCA	44	1/2	42	3/4	-	1 3/4	04.09	24	3,235				
N (MGM) MGM/UA Commun.	13	3/4	14	1/8	-	3/8	-02.65	-7	689				
A (NHI) Nelson Holdings	5/16		1/4		-	1/16	25.00	-3	8				

Closing Closing
Mon Wed
Nov 30 Nov 21

Net Percent P/E
Change Change Ratio (000,000)

Market
Capitali-
zation (000,000)

PROGRAMING													
A (NWE) New World Enter.	2	7/8	2	5/8	-	1/4	09.52	7	31				
O (NNET) Nostalgia Network	5/8		11/16		-	1/16	-09.09	-	3				
N (OPC) Orlon Pictures	13	3/4	13	1/2	-	1/4	01.85	12	237				
O (MOVE) Peregrine Entertain.	1	3/16	1	1/8	-	1/16	05.55	-39	2				
N (PLA) Playboy Ent.	11	3/4	13	1/4	-	1 1/2	-11.32	13	110				
O (QVCN) QVC Network	8	7/8	9	1/8	-	1/4	-02.73	-18	89				
O (RVCC) Reeves Commun.	5	7/8	5	3/8	-	1/2	09.30	29	74				
O (RPICA) Republic Pic. 'A'	7	1/2	7	1/2	-		00.00	83	31				
O (RPICB) Republic Pic. 'B'	7	3/4	7	3/4	-		00.00	55	5				
O (SMNI) Sat. Music Net.	3	3/4	3	3/4	-		00.00	34	33				
N (WCI) Warner	34	1/4	33	1/2	-	3/4	02.23	18	4,320				
O (WONE) Westwood One	8	3/8	8	1/2	-	1/8	-01.47	11	120				

SERVICE													
O (AMEA) A.M.E. Inc.	10	1/8	9	3/4	-	3/8	03.84	10	50				
O (AGRP) Andrews Group	3	7/8	4		-	1/8	-03.12	-1	25				
O (BSIM) Burnup & Sims	18	7/8	18	7/8	-		00.00	41	301				
N (CQ) Comsat	26		25	5/8	-	3/8	01.46	-10	476				
N (FCB) Foote Cone & B.	22	7/8	23	1/8	-	1/4	-01.08	11	190				
O (GREY) Grey Advertising	116		117		-	1	-00.85	15	141				
O (IDBX) IDB Communications	8		7	3/4	-	1/4	03.22	32	32				
N (IPG) Interpublic Group	34	7/8	34	3/8	-	1/2	01.45	15	782				
O (OGLI) Ogilvy Group	26		25	1/4	-	3/4	02.97	12	370				
O (OCMC) Omnicom Group	20		20	1/8	-	1/8	-00.62	14	491				
N (SAA) Saatchi & Saatchi	18	7/8	19	1/4	-	3/8	-01.94	8	2,750				
O (TLMT) Telemation	1	3/8	1	3/8	-		00.00	5	6				
A (TPO) Tempo Enterprises	7	3/4	8	3/8	-	5/8	-07.46	25	44				
A (UNV) United Video	11	1/4	12		-	3/4	-06.25	16	24				

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General manager: Needed for very successful FM station on the East Coast. Strong radio sales background needed, able to manage talented staff of approximately 50 people. Growth opportunity and community oriented involvement. Send resume to Box O-45. EOE.

Experienced executive director/general manager sought by University of Cincinnati fine arts/informational radio station serving Ohio-Kentucky-Indiana area with listenership of 125,000+. Facilities include state of art studios, satellite uplink and excellent remote recording/origination equipment. Duties include providing leadership for professional staff of 34, executing long-range plans, representing station to regional/national organizations, fiscal management and participating in community affairs and development activities. Minimum five years senior management experience and Bachelor's degree required (graduate degree preferred). Call or write for application package: WGUC, GM Search Committee, 1223 Central Pkwy, Cincinnati, OH 45214, 513-556-4444. EOE.

General sales manager sought for prime single-station medium market in Litchfield County, Connecticut. Successful candidate will have strong track record, positive attitude, and ability to hire, train, and motivate staff. Tremendous growth potential. Send resume, earnings requirements, and references to Michael Collins, President, WSNG, PO Box 657, Torrington, CT 06790. EOE.

Are you the best? If you're the best small market sales manager in America, you could be the leader of our group's sales team. From our corporate office, you'd help our local stations reach their sales goals through training, organization, creative sales ideas, and effective use of their rate cards. The job requires someone who likes to travel, hard work, and knows how to make money in non-rated markets. Our compensation package (a very competitive salary, cash bonuses, and stock incentives) allows us to choose the best of the best. If that's you, send record of success and tell us how you run your sales department. EOE. Box O-68.

HELP WANTED SALES

Wanted: Sales Superstar. If you are a closer, not a talker...Act Now! An established list is available. Someone's going to make a ton of money! The person we're looking for is making good money now, but wants to maximize their income and career growth. We hire future managers. Send resume to: Bob DeFelice, GSM, WCZX FM, 319 Mill Street, Poughkeepsie, NY 12601 M/F EOE.

Mid South combo seeks sales pro. Must be aggressive, well-motivated, and have a track record. Excellent compensation for the right person. Resume in confidence to Box O-31. EOE/MF.

Sales manager: Beacon Broadcasting has opening for Religious program sales manager for its Caribbean and Pacific super power radio stations. Live and work in Louisville, (Denver) Colorado. Applicants must have proven sales record in broadcasting. Send resume to Bill Kitchen, President, Beacon Broadcasting, P.O. Box 160, Louisville, CO 80027. EOE.

Southern Colorado small market seeks sales, announcing, news staff. Resumes only: reply to Box O-33. EOE.

Northern Alabama's new "Newstalk" radio station is looking for an aggressive, goal oriented experienced radio sales executive. Benefits, profit sharing and extensive training. Must have the ability to sell a new concept. Attractive incentive package. Hurry! This position will fill fast!! Send resume to Sales Manager, P.O. Box 11457, Huntsville, AL 35814. All resumes will be kept confidential. EOE.

Solid opportunity with Lite 102 in growing Charlottesville market. Previous sales experience and high energy level necessary. Guarantee/commission. Good benefits. Opportunity for advancement. Letter and resume to GSM, WJLT-FM, 110-B 2nd Street, N.E., Charlottesville, VA 22901 EOE.

San Francisco Bay area AM/FM seeking radio account executive with management potential. Send resume and references to KTID/KCAF, 1623 Fifth Ave., San Rafael, CA 94901. Attn: Personnel. Equal Opportunity Employer.

Aggressive salesperson wanted for leading Adult station in the Hamptons. Strong retail background a must. Sell ME today and join our team tomorrow. Call Jeff Kimmel, GSM, WBAZ-FM, 516-765-1017. EOE

St. Thomas sales reps for Virgin Island Easy Listening FM. Perfect for mature candidates who like slow lifestyle. Contact Dick Boekeloo, 912-264-3820. EOE.

Enjoy life in scenic Naples, Florida selling for a top station that offers a salary, commission, good benefits and excellent growth opportunities. Send resume to E. Friedman, WRGI-FM, 950 Manatee Rd., Naples, FL 33961. EOE.

HELP WANTED ANNOUNCERS

Top-rated Minnesota news and information AM in fast growing Metro area wants exceptional morning personality. Minimum 5 years experience. Positive, intelligent, warm professional with good sense of humour, good taste, and sense of importance of news. (No put-down artist or off-color jock). Person would also host morning discussion show, do remotes, and become deeply involved in station and community activities and promotions. Applicant will have impeccable personal recommendations, and desire stable long-term employment in a community rated #3 Nationally as "stress free". Top wages, benefits, and stature. Send complete resume with tape and personal recommendations to: Andy Hilger, WJON Radio, Box 220, St. Cloud, MN 56302. EOE.

Wanted: announcer, aggressive, dependable, likes news. PBP could be a plus. Small market near large. Resume to Box O-59. EOE

Established Midwest AM/FM has great opportunity for newperson with minimum one year experience. Afternoon shift plus Saturday mornings. Lots of community involvement. Send air check plus resume to J. McCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE

HELP WANTED TECHNICAL

Chief engineer for major market East Coast AM/FM. Must be hands-on with excellent administrative and management skills. Reply to James Loupas Associates, Inc., 7311 Bellerive, Suite 1001, Houston, TX 77036. EOE.

Chief engineer wanted for Class B FM. Must be self motivated with superb technical and administrative skills. Good salary and benefits. Send resume to: Mike Ryan, WMXB, 812 Morrefield Park Drive, Richmond, VA 23236. EOE.

HELP WANTED NEWS

Pacifica Radio News Service seeks Bureau Chief in Washington, D.C. to produce a daily half-hour National and International news feed for Pacifica and community stations. Extensive experience in radio news, excellent on-air technique, production skills, and administrative ability required. Salary \$30K/year + benefits. Send tape, resume to David Sainker, Pacifica Foundation, 2207 Shattuck Ave., Berkeley, CA 94704. Deadline: December 1. EOE.

Market leader needs quality on-air reporter. Excellent benefits and salary advancement potential. Equal opportunity employer. WMAN/WYHT, Mansfield, OH, 419-524-2211. Ask for Ron Allen.

WHYY-FM seeks news director to lead staff affiliate in providing in-depth news coverage to Nation's 5th largest market. Other responsibilities include supervising aggressive news staff, providing editorial direction and assignments, and producing/anchoring news and public affairs programs. Requires degree, minimum three years reporting/editorial experience (broadcast/print), and broad knowledge of public affairs and contemporary issues. Send resumes, non-returnable cassette, writing sample, and salary history to: Personnel, 150 N. 6th St., Philadelphia, PA 19106. EOE.

WQHO/WSBY, Salisbury, Accepting resumes and tapes to consider for position of full-time news person. Experience required. Ed Hunt, PO Box "U", Salisbury, MD 21801. EOE.

WSOC-AM 93FM 103- Charlotte's #1 station seeking news director. We're a music station that takes information seriously. If you think you can lead our news staff of five to even greater levels, send a tape and resume c/o Gregg Lindahl, PO Box 34665, Charlotte, NC 28234. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Systemation experienced announcer/production person. Some air work. Satellite network station, West Texas. Electronic know-how helpful. 915-366-7560 after 6 p.m. Central. EOE.

New FM in healthy Upstate New York small/medium market looking to operations manager. February 1 start. Soft AC, satellite, live. Must be A-1 in commercial production. EOE. Box O-62.

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.

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.

General manager/sales manager - Aggressive, energetic, proven winner, a real leader, started own broadcasting company at 29, sold for profit at 37, married 13 years with four children, Vietnam veteran, graduated University of Denver Mass Communications, stable, honest, respected, and believe in excellence, will relocate. I will bring your property and its people to their highest level of achievement. Ready to go to work for you A.S.A.P. Reply to Box O-44.

Strong sales and programing background, quality broadcaster seeking radio management of group or combo. Over twenty years putting millions of dollars in advertising on stations. Strong people skills, helping train hundreds to reach beyond. Strong bottom line. Prefer West Coast, but will consider all. Box O-50.

O&O Rep. President with station management experience seeks challenging position. Excellent industry references. Box O-54.

General manager: Experienced in station turnarounds, looking for new opportunity in top 100 market. Preferably Southeast. Strong on sales, programing, station visibility. Dynamic people-person, catalyst for enthusiasm. Call Jack at 502-585-4545.

Experienced general manager with proven track record, desires GM position in Midwest/West. Strong in sales, great in turn-around situations. Box O-61.

SITUATIONS WANTED SALES

Sales/sales management. Excellent track record, impeccable references. Trainer/motivator. Ohio, adjacent states. Randy, 317-962-0854.

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.

Sports. Sports. Sports. Any opening, I'll plug it. Jack -- 518-371-9647.

Non-smoking black male, talented, kid at heart. Attended college. Radio station 4 years part-time, seeks entry level announcing. Co-host, too! East Coast location, please. Norman - 617-298-3437.

Professional attitude and sound. Experienced announcer available immediately. Midwest, South. Bill, 308-534-1211.

Paul Van Scott. I'm smart, creative. A C.S.B. graduate and ready to dedicate myself to radio. Any format. 907 Park Ave., Manassas, VA 22110. 703-361-4262.

All format experienced pro and family seeking central Indiana. Call Gregg, 904-723-8000 days, 904-351-1932 evenings.

Temple U. graduate with experience in sports and news reporting. PBP, color, and features. Looking for opportunity to apply knowledge. Willing to relocate. Call 401-781-0066.

SITUATIONS WANTED TECHNICAL

Want chief position. Experienced in planning, maintenance, construction. SBE cert. Prefer West, Midwest. 916-674-3532.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Major market PD/Morning host seeks new successful challenges in talk or music station. Great results with programing, people and profits. Energetic, mid 30's in age. I'll innovate your programing, hold expenses, and lead your station to new success. Box O-32.

CONSULTANTS

AM in the red? Get into the black. Tried and true methods. Knock on doors - make sales. Call Roger Petrik 800-321-2349.

Want and out in the East? Make a great programming and good street wise sales programs. Call Roger Petrik, 800-321-2349.

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

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.

Lookout, Jack and Vanna. Here's radio's letter guessing game. Word For Word, 4743 South 575 West, Riverdale, UT 84405.

Top pay for quality reports: Freelancers wanted for high quality weekly radio program covering nature, science and geography; emphasis on people, places, Americana. Will purchase two to five minute reports that feature listenable writing, good delivery and masterful use of natural sound. Send audition tape and writing samples to MEDIA-MAX, PO Box 1123, Springfield, VA 22151.

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.

TELEVISION

HELP WANTED MANAGEMENT

KPTM 42, Omaha, Pappas Telecasting of the Midlands, and one of the nation's Power 25 television stations, is currently accepting applications for the position of retail marketing manager. This position requires 2-3 years of independent broadcast sales and/or management experience. The retail marketing manager will be responsible for direct retail business and leading and managing a staff of 10, including KPTM's Lincoln, Nebraska office. KPTM 42 offers all advanced selling tools, including PC-based technologies, research and co-op vendor departments. Low crime, moderate climate and business growth make Omaha one of the nation's best kept secrets. KPTM 42 is an equal opportunity employer. Please send resume to: Mr. Neil Schwartz, General Manager, KPTM 42, 4625 Farnam St., Omaha, NE 68132. EOE.

Director of broadcast operations and engineering. Senior management position reporting to pres/CEO of rapidly growing, dynamic top 25 market public station with major programing and production services division. Responsibilities include overseeing engineering, operations, production, program traffic/ library and art departments. Strong management skills with at least 5 years broadcast management experience in top 75 market required. Experience building or re-equipping major facility a must. Additional experience in a production-oriented facility a plus. PBS and radio experience also pluses. Please send resume, references and salary history to Office of the President, Connecticut Public Broadcasting, Inc., P.O. Box 6240, Hartford, CT 06106-0240. CPB is an EEO employer, M/ F.

Promotion manager. Coastal market NBC affiliate. 2 yrs. experience as mgr. or asst. Creative, well organized, idea person who's ready for a challenge. Resume/ tape/ references to: Michael Riddle, Program Director, WITN-TV, P.O. Box 468, Washington, NC 27889. EOE.

Sales manager - Indy seeks an experienced manager. Join a growing broadcast group. Call Teresa Kollstedt at 513 351-9112. EOE.

Association vice president/director of satellite telecommunications network: National higher education association is seeking a director for a new national satellite telecommunications network. The position is at the vice president level. Requirements include a strong background in management, development of resources and telecommunications/teleconferencing. Especially important is the ability to work with a variety of colleges and to understand the application possibilities of telecommunications and technologically based systems in higher education. The director will coordinate and manage the activities of the network, including the negotiation of satellite time, scheduling of programs from member institutions, and assisting with promotional possibilities, and will serve as a vice president of the Association with responsibility for all matters pertaining to telecommunications and educational technology. Salary negotiable but competitive with other national higher education associations. Starting date is as soon as possible after January 1, 1989 but no later than July 1, 1989. Send letter of application, resume, and salary requirements to CCSN Office, AACJC, One Dupont Circle, NW, Suite 410, Washington, DC 20036, by December 15, 1988. For further information on the position, contact Larry Patten at 314-644-9590. EOE.

General sales manager for MDM Broadcasting group owned affiliate. Requires local sales experience, responsible for total sales effort. Growth opportunity with salary and bonus. Send resume to MDM Broadcasting, Box 577, Austin, MN 55912. EOE.

Group broadcaster seeks national sales manager for its owned stations. Location NYC. TV rep sales or TV station national sales experience a must. Organized person with good motivational skills has great opportunity to grow with group. EOE. Box P-8.

General manager: seeking experienced person to grab hold of growing State Capital affiliate in the Midwest. Solid knowledge of all aspects of sales a must. People strengths and willingness for community involvement desired. Worthwhile salary and bonus plan for results-oriented, hardworking individual. EOE. Write Box P-24.

HELP WANTED SALES

WPTF-TV, Raleigh, NC (NBC) is seeking an experienced sales leader for its' local sales staff. Great opportunity for aggressive, innovative manager with strong people skills. Four years minimum in broadcast sales management required. Send resume and support materials to Emily Biggs, General Sales Manager, WPTF-TV, PO Box 29521, Raleigh, NC 27626. EOE.

Small market ABC affiliate has opening for general sales manager, position requires strong national sales skills plus guidance of 5 local representatives. Send letter, references and achievements to: Al Marra, General Manager, WBBJ-TV, PO Box 2387, Jackson, TN 38301. EOE/M-F.

HELP WANTED TECHNICAL

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.

TV transmitter maintenance engineer: Fox Television, KRIV in Houston is seeking a qualified transmitter engineer with strong background in RF. Previous experience with Harris TV-110U UHF transmitter preferred. Modern, well-equipped facility. Send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227 Attn: VP/ Chief Engineer. No phone calls. EOE.

Maintenance engineer: Florence, South Carolina. Progressive company, excellent benefits. Three years minimum TV studio maintenance experience required. Extensive background in RCA Quads (especially TCR-100), Sony EG systems and general digital systems servicing a necessity. Send resume to: WPDE-TV, Personnel Department, P.O. Box F-15, Florence, SC 29501. EOE, M/ F.

WTAE-TV is searching for an experienced maintenance technician for more than simple bench work. We seek an individual whose creative thinking and ability to assume responsibility will enhance our maintenance team. The candidate for this position must have at least 2 years experience in broadcast maintenance, a strong RF transmission background and an FCC General Class license. If you are looking to be challenged by an aggressive, locally-oriented station philosophy, send your resume to Ray Coleman, WTAE-TV, 400 Ardmore Blvd, Pittsburgh, PA 15221. EOE. M/F.

Assistant chief engineer: Excellent career opportunity for assistant chief or maintenance supervisor wishing to move up. Immediate opening for highly motivated engineer to share leadership of progressive and fast growing VHF in Northeast. Must have considerable maintenance experience in full compliment of studio equipment: cameras, tape, film, timing, distribution, switching, special effects, digital effects, still store, etc. First Class or General Class license. EOE. Box P-7.

Graphic designer for public TV/radio station. 2-3 years experience in broadcast and print design. On-air graphics, set design and construction, print, and photography. Chyron operation is required. Resume and salary requirements to: Personnel, WMFE, 11510 E. Colonial Dr., Orlando, FL 32817. EOE.

Traffic manager with Columbia experience needed immediately by Atlantic resort affiliate to head 3 person department. Resume & salary history to Frank Pilgrim, GM, PO Box 4009, Salisbury, MD 21801. EOE M/F.

Rapidly expanding NYC based satellite communications company seeks a network control operations technician. The successful candidate must have a min. of 3 years experience in audio/video, RF systems (terrestrial MW & uplink) and an FCC General Class license. The candidate will be responsible for maintenance of microwave systems, satellite uplinks, associated switching and control devices. Other duties will be working in a network control environment in which the candidate will work via phone as technical liaison between satellite operations centers and various uplinks as well as client studios. PSN offers a competitive salary and benefits. Send resume and salary requirements to: A. Kornbluth, Private Satellite Network, 215 Lexington Ave., New York, NY 10016. EOE.

Immediate opening for chief engineer with Nashville's #1 Independent. 12 year old facility in final stages of construction of new mcr/studios. The new station/production center needs person capable of managing department and with knowledge of transmitters, mcr and studio equipment. Send resume to General Manager, WZTV, 631 Mainstream Dr., Nashville, TN 37228. EOE/MF.

HELP WANTED NEWS

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.

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, 5200 West Dickman, Battle Creek, MI 49016. No calls. EOE.

News director: Ability to lead and develop staff skills in small but aggressive market. Hands-on person with good people skills a must. Send resume and news philosophy to: Robert Ganzer, General Manager, WHSV-TV, P.O. Box TV3, Harrisonburg, VA 22801. EOE.

News director. Midwestern affiliate seeks aggressive and promotion-minded individual for leadership of its news operation. Emphasis on professionalism, management skills and creativity. Send resume/ salary history by December 1, 1988 to Personnel Director, WHOI-TV, 500 N. Stewart St., Creve Couer, IL 61611. EOE.

Weekend sports anchor to report and shoot three days a week. Small market in Southwest that emphasizes strong writing and reporting skills. If you can just anchor and can only interview coaches, please do not reply! Minimum requirement to join our 22 member newsteam is a sports internship in a network affiliate! EOE. Box O-55.

TV news producer...responsible for content of daily newscast. Must be creative, imaginative and an excellent writer. You will supervise, manage and lead other production and news personnel. Prior TV news experience and good people skills required. Resume and writing samples to Bob Feldman, News Director, WTNH-TV, 8 Elm St., New Haven, CT 06510. EOE.

News producer: Industry leader in top 30 market needs a take charge hard news expert to produce fast-paced, well-written newscast. BA/ BS and three years experience needed handling all the tools: live, uplink, graphics. Box O-70. EOE. M/ F.

Anchor/ reporter, to anchor morning newscast and do farm reporting. Applicants must have a good knowledge of farming and agriculture issues. Send tape of farm stories and anchor work to News Director, KOLN/ KGIN-TV, 40th and W Sts., Lincoln, NE 68503. KOLN/ KGIN is an equal opportunity employer.

Hands-on director needed for weekend 5 & 10PM news. Also involved in promotion and commercial production. This is an opportunity for a person with some experience to make a move up. Contact Patty Dietz, Production Manager, WHBF-TV, 309 786-5441. EOE.

News producer. Top 15 network affiliate in Southeast looking for experienced news producer. Must have strong writing and people skills and experience with live ENG and SNG. EOE. Send resume only to Box P-4.

Reporter: WDTN, a top 50 TV network affiliate is looking for an applicant with 3 years experience in television reporting and live news experience, excellent communications skills, strong writing and organizational skills and thorough knowledge of reporting techniques. Communications/Journalism degree preferred. Please send resume and salary requirements to Personnel Department, PO Box 741, Dayton, OH 45401. An Equal Opportunity Employer.

General assignment reporter needed with strong writing skills, prior TV experience and/or college degree in Journalism. Resume and non-returnable tape to: Bob Palmer, WTOV-TV, PO Box 9999, Steubenville, OH 43952. No phone calls. EOE.

General assignment reporter: #1 news station has immediate opening. Minimum 6 months on-air television experience. College degree in Journalism or Broadcasting preferred. Salary commensurate with experience. Send resume to: Steve Pritchett, KVII-TV, One Broadcast Center, Amarillo, TX 79101. No phone calls. EOE.

If you're a harder worker and possess more talent than my anchors, reporters and photogs's, send resume to this top 50 Midwest market, EOE. Box P-13.

Reporter with live skills needed at Independent in market of 650,000. Some anchoring. Send tape to: ND, WFMZ-TV, East Rock Rd., Allentown, PA 18103. Absolutely no calls. EOE.

Reporter: South's first TV station and news leader looking for senior reporter. Individual must possess exceptional reporting skills. Minimum 2 years street reporting experience. Tape and resume to: Elliott Wiser, WTNR-TV, 3301 W. Broad St., Richmond, VA 23230. No phone calls, please. M/F/EOE.

Reporter/weekend weather anchor to do general assignment reporting and present weathercast on Saturdays. Send tapes and resumes to Ms. Arles Hendershott, WIFR-TV, PO Box 123, Rockford, IL 61105. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

PM Magazine co-host sought to complement our co-host. Story production skills desirable. Send tape and resume to Carrie White, PM Magazine, WCIA-TV, Box 777, 509 S. Neil St., Champaign, IL 61820. EOE. M/ F.

Senior crew member for Houston Public Television. Required: Minimum 4 years experience in broadcast television production, with an emphasis of EFP, post production and studio operations. BA or BS in radio/television preferred. \$22,000/ year with some overtime available. Send resume and tape to: Crew Chief, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004. No calls, please. EOE.

Videographer/ editor. University of Illinois College of Agriculture and Extension Service. Unit produces news and feature stories for broadcast and a wide variety of not-for-broadcast programing. Broadcast news experience required. Experience in institutional production preferred. Bachelor's degree. Send resumes and tapes to: Greg Kimmel, Video Coordinator, 69 Mumford Hall, 1301 W. Gregory, Urbana, IL 61801. Deadline December 12, or until a suitable applicant is located. The University of Illinois is an Affirmative Action/ Equal Opportunity Employer.

Promotion writer/producer: Expansion of our current staff creates a need for a dynamic, creative idea person. Candidates should be able to conceptualize, write and produce on-air promotional spots for news and programing. Strong copy writing skills and a minimum of 2 years experience in news and program promotion required. Send tape and resume to: Personnel Manager, WPEC-TV, 12, P.O. Box 24612, West Palm Beach, FL 33416-4612. EOE, M/F.

Special projects director: Gillett owned #1 NBC affiliate on California coast has an opening for a special projects director. Applicant will edit promo and public service spots. Must have experience with time code editing and digital effects and graphics. Send tape and resume to Madeline Palaszewski, Creative Services Director, KSBY-TV, 467 Hill St., San Luis Obispo, CA 93401. EOE.

Senior producer: KCET, Los Angeles Public TV, is currently recruiting for a senior producer for its "Toward 2000" project. Position is in charge of line producing a weekly half hour news magazine/talk show. We need a college degree, min. 5 years experience in TV news and 1 yr as a TV news show producer. Ability to write news copy and be familiar with all aspects of TV news production. To apply, please send resume and salary history to: KCET, Human Resources Dept., 4401 Sunset Blvd., Los Angeles, CA 90027. EOE/AA.

ABC affiliate seeking experienced promotion assistant/producer. Strong writing and organizational skills, creative. Must be able to perform under tight deadlines, handle detail work, and be decisive. Send resume, tape and salary requirements to: Garen Vandebek, Promotion Director, WZZM-TV, Box Z, Grand Rapids, MI 49501. No phone calls, please. EOE.

Television producer/director for public TV station. Design and develop live and taped programs. Research, write/supervise script, coordinate and schedule all personnel and equipment. Five years' experience, writing and creative skills, BA or equivalent degree. Resume and tape by December 23, 1988, to: Personnel, WMFE, 11510 East Colonial Drive, Orlando, FL 32817. EOE.

Promotion director - NBC affiliate station seeks experienced promotion director with strong production, media and public relations skills. EOE. Send resume to: Box P-16.

Promotion manager. Dynamic mid-60's Midwest CBS affiliate seeking talented manager to head aggressive staff. Marketing, positioning and production savvy a must. Minimum 3 years promotion experience. Good pay. Excellent fringes. EEO. M/F. Resumes to Box P-20.

Documentary producer: Seeking experienced documentary producer with a proven ability to plan, organize, outline, produce and write material; a record of outstanding journalistic service; self-motivated with willingness to accept editorial direction. Applicants must submit tape of produced material and written thoughts about docu topics of interest to Northwest viewers. Send material to Boyd Levett, KGW-TV, 1501 SW Jefferson, Portland, OR 97201. EOE.

Opening for creative services person in Midwest operation. Will write, produce and shoot commercials. Must be able to follow through from concept to finished product. One year experience required. EOE. Box P-17.

Camera crews: Production company looking for best freelance crews in country. Minimum 5 years professional experience. Send resume, VHS tape, references, rates and equipment info to PO Box 14783, Chicago, IL 60614-0783. EOE.

Promotion manager. Market-leading, Southeastern CBS affiliate (100+) seeks experienced, hard-working, take-charge, conceptually-creative self-starter. Proven ability to write, shoot and post-produce required. EOE. Box P-22.

Top 10 indie seeks hands-on promotion writer/producer. 3-5 years experience in movie and program promotion a must. If you've got what it takes to move up, send resume and salary requirements to Box P-21. EOE.

Videographer/editor for America's highest rated PM Magazine. Requires high proficiency at shooting and editing 3/4" tape. Also must demonstrate effective use of lighting, music, and special video effects on feature stories. No beginners. Rush tape and resumes to: Lou Green, WIS-TV, PO Box 367, Columbia, SC 29202. EOE.

Commercial videographer: Experience required. Beautiful city by the ocean. Tape and resume to Charlie Thompson, WCSC-TV, PO Box 186, Charleston, SC 29402 EOE.

SITUATIONS WANTED MANAGEMENT

Cable advertising sales manager, regional or local. 6 years experience. Hard and soft interconnects. Excellent track record. Call Steve 919-790-9792.

25 year major market technical/operations manager "Downsized" out of number one market O&O. Seeks CE or group staff. SBE Senior Engineer with FCC General license. Transmitter/microwave specialist. Box P-10.

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.

Television engineering manager/ chief engineer. 12 years managerial, 23 years total including hands-on experience. I can run a complete engineering department. VHF/ UHF. Looking to move up. Please reply Box O-53.

SITUATIONS WANTED NEWS

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

Design director - Experienced graphic communicator seeks creative opportunity. Strong contemporary designer in collateral, print and video. Box O-66.

Dedicated team player with FCC Permit seeks studio or EFP camera/tape operator work in the greater Boston or NYC area. I have 4 years experience plus degree. Contact David Seppelin, 201-984-2376.

Veteran broadcast promo manager available. 18 years experience in all phases of media promotion and marketing. Willing to relocate for the right offer. 619-278-6263.

CONSULTANTS

Executive search: TV, radio and cable. General managers, sales managers recruited confidentially. George Ponte, VP, Executive Recruiter, Bornholdt Shivas & Friends, 295 Madison Ave, Suite 1206, New York, NY 10017. Tel: 212-557-5252. FAX: 212-557-5704. EOE.

MISCELLANEOUS

Primo People: Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203 637-3653.

Entry-level opportunities nationwide! News, sports, production, sales, promotion, public relations. Media Marketing, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Telecommunications and communication theory: The Department of Communication, Canisius College, Buffalo, New York seeks assistant professor for tenure track position beginning September 1989. This teacher/scholar would have an academic background in telecommunication and communication theory and would be expected to develop courses in electronic media production and the multi-purpose uses of broadcast, cable, satellite and technologies for personal, public, and professional communication. The successful candidate would be expected to have expertise in management and policy considerations such as how these new media could interface via community access and two-way networking. Ph.D. required, experience preferred. Competitive salary available with this equal opportunity, affirmative action employer. Please send letter of application, resume, and three references by December 15, 1988 to Dr. Marily G.S. Watt, Chair, Department of Communication, Canisius College, 2001 Main St., Buffalo, NY 14208.

Radio/TV:Department Chair, Jordan College of Fine Arts. Tenure track, 12-mo. position beginning June 1, 1989. Supervise all aspects of program, including curriculum, personnel, internships, student advising and budgeting. Teaching as determined by qualifications and interests. Demonstrated academic and administrative experience. Interest in program development that could include areas such as film and/or international communications. Master's degree required; Ph.D. preferred. Salary commensurate with qualifications and experience. Jordan College is the school of performing and communication arts of Butler University with programs in dance, music, radio-television, and theatre. The Radio-Television Department has 140 majors. The University operates a 48,000 watt NPR affiliate serving Indianapolis and central Indiana. Butler University is a private liberal arts university located 10 minutes from downtown Indianapolis. Accreditations include NCATE and the North Central Associations of Colleges and Secondary Schools. Send letter of application, vita/resume, 3 letters of reference by February 1, 1989 to: Dr. James R. Briscoe, Chairman, Search Committee, Jordan College of Fine Arts, Butler University, 4600 Sunset Ave., Indianapolis, IN 46028. EOE/AA.

Filmmaker in Residence: San Diego State University. Accreditation as outstanding filmmaker through production of dramatic and/or documentary films. Terminal academic degree in cinema; University teaching experience preferred. Seek opportunities/funds for production of films; produce/direct films; teach practical/theoretical film courses on undergrad/grad levels. Salary/rank depending upon experience/qualifications. Preferred start January 23, 1989. Send letter of interest/resume (other supporting materials by request only) to: Dr. Michael Real, Chair, Filmmaker in Residence Search Committee, Telecommunications and Film Department, San Diego State University, San Diego, CA 92182-0117. Interviews begin December 1, 1988. SDSU is an Equal Opportunity/Affirmative Action, Title IX Employer and does not discriminate against handicapped persons.

The University of Idaho invites applications for two tenure-track assistant professor positions in its School of Communication to teach undergraduate courses and do research, creative work or scholarly activity in one or more areas of specialization, which should include public relations, advertising, visual communication (telecommunication and photography/film) of organizational communication. Effective date August 15, 1989. For both positions. Master's degree required; Ph.D. plus significant professional experience and evidence of or potential for excellence in university teaching and scholarly activity preferred. Send application letter, vita, names of three references to: Communication Search Committee, School of Communication, University of Idaho, Moscow, ID 83843. Closing date: when sufficient qualified applications are received but not before January 20, 1988. AA/EOE.

M.S. - Broadcasting. The College of Communications at the University of Tennessee invites applications from experienced broadcasters for its graduate program in media management. This unique M.S. program is designed for professionals desiring advanced training in broadcast administration. Graduate assistantships available. Contact Dr. H.H. Howard, Communications, University of Tennessee, Knoxville, TN 37906. Complete applications for Fall 1989 due March 1. GRE required. Minorities and women are especially urged to apply.

HELP WANTED SALES

Broadcast Equipment Marketing V.P. TTC is growing, and is interviewing for the position of V.P. Marketing. Applicants must have proven success record in sales management of a broadcast equipment company. Send resume to: Bill Kitchen, President, Television Technology Corporation, P.O. Box 1385, Broomfield, CO 80020. 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.

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 pay cash for all types of vacuum tubes, both new and used. Enlightened Audio, 6392 Park Ave., Garden Grove, CA 92645. 714-897-9351.

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.

BCS = BroadCast Store buys transmitters VHF, UHF, FM, AM, satellite, microwave. Any power level/frequency. Translators wanted VHF, UHF. Michael: 818-845-7000.

Translators/LPTV transmitters: (1) VHF, (1) 100 watt, (3) 1kw UHF. 818-644-5799.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 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 829D2 (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.

50KW AM ** CCA-AM 50,000D (1976), excellent condition ** 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. 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 Klystrone transmitter. Bill Kitchen, 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.

RCA-TCR100 Cart machine parts for sale. WBRC-TV 205-322-6666.

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.

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.

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 return to your channel and install. Maze Broadcast. 205-956-2227.

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.

Broadcast equipment (used). Transmitters, STL's, remote antennas, monitors, consoles, processing, tape equipment, automation, turntables. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM and AM transmitters (used): Most powers. Continental Communications, Box 78219, St. Louis, MO 63178. 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.

Sony BVP-150 broadcast ENG camera. 3 tube, high resolution, like new, low hours. Fujinon 12x9 w2x. Best offer. 305-864-5489.

For sale: CSI T-25-F1 25kw FM transmitter tuned to 95.1 mhz (1985). New final, relay panel, and spare parts. Good condition. 216-759-0579. FAX 216-759-1368. Best offer.

Phasing equipment. 1970 Gates Phasor and 4 ATU shelves set up for 1170kHz, 5kw DA-1. Possible conversion to DA-2. For parts list/price info, contact Rudy Clapp, WOBM, 360 Clayton Rd., Howell, NJ 07731. Attn: Phasor.

LPTV one stop, we have it all to get you on the air. 10, 20, 100 watt, 1 kilowatt transmitters available, also video and audio gear. Design and installation also available. Michael Jaymen, BCS = BroadCast Store. 818-845-7000

Uplinks, NEC double redundant \$89,000. Custom SNG flyaways \$90,000. C-Band redundant systems from \$150,000. BCS = BroadCast Store. 818-845-7000.

Comark C-60 UHF midband \$290,000 3 yrs. Harris BT-55U \$275,000. Comark CCT-30S \$150,000 4 yrs. BroadCast Store. 818-845-7000.

BCS = BroadCastStore: JVC CR-850U broadcast 3/4" editor \$5,100. RCA TR-800 loaded \$13,800. VPR-3 w/TBC-3 \$48,000. Sony BVH-1000 1" machine \$12,000. Ikegami HL-79EAL camera \$27,900 3 available. Over 10,000 pieces in stock. Main Office: 818-845-7000, New York: 212-268-8800.

ITC730A Ikegami color camera package. Includes tripod, dollies, H40 head, cables, Lowell lighting, Sennheiser mics, all accessories. Excellent condition. \$15,000 value. Make offer, 209-627-4115.

Several RCA TCR-100s available now. Grass Valley 15600-1A, 1X, 100, 7G, 3D and 3G. TK-28 and 29 film islands or cameras alone. Many other items. If you're looking for used equipment, call us now to receive our complete list. Media Concepts. 919-977-3600 or FAX 919-977-7298.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes, \$6.49; KCA-60 minutes, \$10.99; 1"-60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

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.

djd3,119 Fidellipac audio cartridges. Various lengths. Brand new. \$2 each. Quantity discounts. Technichrome, 702-386-2844.

Copper! #8 & #10 ground radials; 2,3,4,6,8" strap; fly screen; ground screen. 800-622-0022. Ask for Copper Sales.

RADIO Help Wanted News

UPSTART NEWS/TALK NEEDS 2 PROFESSIONAL TALK HOSTS WHO ARE IN TOUCH AND IN CHARGE. EXPERIENCED HOSTS ONLY! SEND T&R TODAY TO KFNI, P.O. BOX 4265, FRESNO, CA 93744. EOE.

UPSTART NEWS/TALK NEEDS EXPERIENCED TALK SHOW PRODUCER. THE PERSON WHO KNOWS THE AUDIENCE AND HOW TO GET THE HOT GUESTS GETS THE JOB. RESUME TODAY: KNFI, P.O. BOX 4265, FRESNO, CA 93744. EOE.

UPSTART NEWS/TALK NEEDS EXPERIENCED ANCHOR/N.D.! CAN YOU BUILD THE NEWS DEPARTMENT THAT WINS? SEND T&R TODAY: KFNI, P.O. BOX 4265, FRESNO, CA 93744! EOE.

UPSTART NEWS/TALK NEEDS EXPERIENCED STREET REPORTER. MUST KNOW HOW TO DIG, AND WHERE, FOR TOMORROW'S STORIES. T & R TODAY: KFNI, P.O. BOX 4265, FRESNO, CA 93744. EOE.

Help Wanted Announcers

MORNINGS!



We have a major opportunity for an experienced morning air personality. Must be warm, topical with genuine adult humor. If you know what it takes to win and are motivated to be #1, rush tape, resume, and salary history to Neil McGinley, Program Director, KICKS 101.5 FM, 360 Interstate North, Suite 101, Atlanta, Georgia 30339. Capital Cities/ABC, Inc. EOE/MF.

Help Wanted Programing Production & Others

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Classic AM going News-Talk. Need on-air P.D. to help organize. Strong background needed for this 50 year old company. Full details. Box O-67. EOE.

TALK SHOW HOST

with warmth and ability to adeptly manage drive-time surveillance. Southern Coastal market offers stable position for team player and expert communicator. Excellent opportunity. EOE.

Call Tom Holliday at 407-582-7401 or write to WPBR, 3000 S. Ocean Blvd., Palm Beach, FL 33480.

**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 Communications
830 Main St.
Melrose, MA 02176.
617-662-4800
EOE, M/F.

**DIRECTOR OF
BUSINESS SERVICES
KOCE-TV
HUNTINGTON BEACH,
CALIFORNIA**

KOCE-TV, a Public Television station is searching for a Director of Business Services.

Reporting directly to the President, the Director of Business Services is an administrative position responsible for the finance and personnel division of KOCE-TV.

Position requires a Bachelor's Degree in Business Administration or related field with a minimum of 3 years progressive experience in financial management in Public Broadcasting, a not-for-profit company, or other related organization

Deadline for receipt of application is December 20, 1988. Letters of intent to apply will not be accepted. All formal applications must be accompanied by a resume to be considered. For an application, please contact Coast Community College District Department of Human Resources (714) 432-5008 and request an application for position #K-006-88.

Coast Community College District is an EEO/Affirmative Action Employer.

WOW

Great Empire Broadcasting, one of America's great sales organizations, is seeking dynamic GSM for AM/FM country powerhouse. Excellent opportunity for proven sales leader. Contact Ken Fearnow, VP/GM, WOW AM/FM, 615 North 90 Street, Omaha, NE 68114, (402) 390-2059. EOE.

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I am a Sales and Bottom-Line People-oriented Manager. As a former owner I have the knowledge and experience to handle any situation. Experienced in ALL SIZE MARKETS. Successful Start-Ups and Turn-Arounds in my background.

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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 AD 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

TELEVISION

Help Wanted Management

GENERAL SALES MANAGER

Ideal candidates for this job should have considerable small to medium market experience in retail, event, vendor, and co-op sales. We expect a long-term, serious commitment to living and working in our growing market.

At KALB-TV5, you would join a dynamic, creative, and extremely successful team. The station has 35 years of stable ownership and NBC affiliation, and dominates the market. Excellent facilities are maintained.

Compensation commensurate with experience and background; higher end of scale. Interested and qualified candidates, send resumes to Les. Golmon, Assistant General Manager, KALB-TV5, 605-11 Washington Street, Alexandria, LA 71301. Inquiries confidential.



Equal opportunity employer; minorities and females are encouraged to apply.

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**TRAINED IN COMPUTER SYSTEMS?
LOOKING FOR OPTIONS?**

If you have received formal training in -- or managed -- any of the following computer support systems we would be interested in reviewing your resume:

**RESEARCH/MKTG/TRAFFIC/SALES
SVC SYSTEMS**

BIAS (JDS)	Columbine	Donovan
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Minpack (MPI/JDS)		

NEWSROOM/ELECTION SYSTEMS

BASYS	DCM	Dynatech Newstar
Leader		Media Computing Inc

Forward materials with cover letter to:

The VBS Group Inc. (Attn. VP/EB)
Box 5576
Rochefeller Center Station
New York, NY 10185
EOE

NFL FILMS, has an immediate opening for the position of Audio Maintenance Engineer. Ideal candidate should have 3 years studio maintenance experience and 5 or more years of electronics repair and maintenance experience with component level troubleshooting abilities. Call Jerry Mahler Senior Audio Engineer at (609) 778-1600. EOE



CREATIVE.

Okay, so it's an overused word. But, it is one of the most important ways to describe what we're looking for in a promotion writer/producer. Someone who has terrific ideas and knows how to execute them. A producer ready for the challenge of film production. Someone who is eager to take on the challenge of the Boston market. Does this sound like you? Good. Send your resume to: **BOX P - 1.** E.O.E.



TV Chief Engineer

Chief Engineer for UHF public TV station in Southern California. Current signal pattern covers most of the Los Angeles market. New RCA TTU-55C transmitter with 1.3 million watts ERP. Licensed to the San Bernardino Community College District. Will supervise maintenance and MCR staff. Must have 45 semester units of electronics and at least 2 years as a broadcast Chief Engineer or Assistant Chief Engineer with extensive experience in repair, maintenance, installation, and design of telecommunications equipment and on-air broadcasting equipment including transmitters. Salary range is \$35,040 to \$42,588, with excellent family medical, and dental benefits, and employee life insurance benefits. KVCR is an Equal Opportunity/Affirmative Action Employer.

Applications must be postmarked by December 22, 1988. Apply to:

Patricia Mollica, Personnel Director
KVCR-TV/FM
441 West 8th Street
San Bernardino, CA 92401
714/884-2533, Extension 13



Director of Development

Public TV station in Southern California seeks a self-starting development professional. Current signal pattern covers most of the Los Angeles market. Licensed to the San Bernardino Community College District. Will direct all fundraising efforts including "Quiet Appeals," direct mail, underwriting, program guides, premiums, grants, and on-air events. Must have a BS or BA degree preferably in a marketing related field, and at least 2 years of extensive experience in all areas of fundraising especially public broadcasting, and a working knowledge of computer use. Salary range is \$25,176 to \$30,588, with excellent family medical, and dental benefits and, employee life insurance benefits. KVCR is an Equal Opportunity/Affirmative Action Employer.

Applications must be postmarked by December 22, 1988. Apply to:

Patricia Mollica, Personnel Director
KVCR-TV/FM
441 West 8th Street
San Bernardino, CA 92401
714/884-2533, Extension 13

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Public Notices

The Board of Directors of National Public Radio will meet in open session on Thursday, December 8, 1988, beginning at 10:30 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda includes: Chair's Report, President's Report and Committee Reports. The Committees will meet beginning Wednesday, December 7, at 9:00 a.m. at the same location.

Miscellaneous



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...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

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DC bank seeks experienced communications lender to growing department. Candidate will be responsible for prospect marketing, analysis of deals, negotiating and structuring of transactions, and administration of individual portfolio. Strong credit experience, writing and communication skills are essential. Please forward resume and salary history to Employment Manager, Human Resources, The National Bank of Washington, 4340 Connecticut Ave., N.W., Washington, DC 20008. EOE.



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EXPERIENCED BROADCASTER

seeks to purchase AM FM in midsize market or single station with population no less than 25,000. Distress station also considered.

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- 100,000 watt plus AM covering large Oklahoma population. \$2.8 million.



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IDEAL FOR OWNER/OPERATOR

1570 KHZ, 1 KW day, PSSA in place and operating for full time. Includes live automation studios, satellites and land in explosive Colorado growth area. City 40,000, coverage over 300,000.

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The list of Stations is always changing. Many are never advertised. If you're interested in buying a Station, your criteria should be in our file. To get on our mailing list...call or write.

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Positive cash flow. Building housing, studio included.
\$220,000 cash.
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When answering a Blind Box ad, **DO NOT** send tapes. BROADCASTING does NOT forward tapes or other oversized materials to Blind Boxes.

**BROADCASTING'S
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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted: Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Writing
**BROADCAST
NEWS**

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Sharper,
Stronger**

A professional
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MERVIN BLOCK

This popular handbook is one of the best ever for radio and TV newswriters. Mervin Block has written award-winning copy for CBS Evening News, ABC Evening News and WNBC-TV, and worked as executive producer at WBBM-TV in Chicago. He speaks to newswriters in the same way they're supposed to write—clearly, simply, directly.

Block's practical tips and rules are backed up with hundreds of examples from network and local newscasts. **WRITING BROADCAST NEWS** gives very specific guidelines (both do's and don'ts) for writing news that captures the audience's attention and holds it. The book covers:

- The Dozen Deadly Sins and other common mistakes
- Ways to deal with problems writers face
- Thousands of asides and pointers on usage
- Tips to make you more adept at writing for the ear

Says Charles Kuralt, "Mervin Block is an old pro at television newswriting from whom anyone could learn a lot. I know. I have. His clinic, criticism and instruction offer the writer of news a wonderful opportunity for improvement." Bibliography and index.

WRITING BROADCAST NEWS (230 pp, hardcover) will help you write more effective copy. To order, send just **\$22.95** to:

Broadcasting ■ Book Division
1705 DeSales St., N.W.
Washington, D.C. 20036.
Or call 1-800-638-7827 to use
VISA or MasterCard.

Fates & Fortunes

Media



Clark



Williams

William Clark, president, Shamrock Holdings Inc.'s radio division, Burbank, Calif., named president, Shamrock broadcasting division.

E.J. "Jay" Williams Jr., director, sales and marketing, Sheridan Broadcasting Network, New York, named president.

Appointments at Comcast Cable Communications: **Joseph Hipple**, VP and general manager, Comcast's Indianapolis system, named VP, area manager, Philadelphia; **William Goetz**, VP and general manager, Philadelphia, named Western New Jersey area manager, Bala Cynwyd, Pa.; **Kim Allen**, VP and general manager, Comcast systems, Lower Marion and Willow Grove, Pa., named VP, Eastern New Jersey area manager, Bala Cynwyd, Pa.; **William Ryan**, general manager, Comcast systems, Danbury, Conn., named area manager there; **James Boso**, senior VP, Storer Cable's Miami region, joins Comcast as VP, Southeast region, Jupiter, Fla.

Stephen B. Merritt, VP and partner, Comco Systems Inc., Hawthorne, Calif., joins Palmer Communications Inc., Des Moines, Iowa, as general manager.

Clarke Brown, VP and general manager, KSON-AM-FM, Jefferson Pilot Communication's San Diego station, named senior VP, West, adding KYGO-AM-FM Denver to his San Diego responsibilities.

Morgan Skinner, VP and operations director, American Museum of Historical Documents Charter, Las Vegas, joins JL Communications Group Inc. there as president and CEO. JL Communications just purchased Color Country Broadcasting Group.

Ronald J. Bergamo, VP and general manager, KWCH(TV) Wichita, Kan., joins KTSP(TV) Phoenix in same capacity.

Tom Meek, community affairs director, WOFL(TV) Orlando, Fla., named director, station operations.

James Conschaffer, general sales manager, WSYX(TV) Columbus, Ohio, joins WLOS(TV) Asheville-Greenville-Spartanburg, N.C., as VP and general manager.

Elmer Jaspan, president and general manager, WDRB(TV) Louisville, Ky., retires after 18 years with WDRB. Jaspan will serve as consultant for WDRB's parent company, Blade Communications Inc.

Appointments at Saga Communications: **Steven Goldstein**, VP, Saga Communications, Detroit, named executive VP; **Alan Fetch**, VP and general manager, WVKO(AM)-WSNY(FM) Columbus, Ohio; **Thomas Joerres**, VP and general manager, WLKH(FM) Milwaukee, and **Jack Rattigan**, VP and general manager, WNOR-AM-FM Norfolk, Va., all

to president and general manager of respective stations.

Linda D. Cummings, general sales manager, Dudman Communications Corp., Ellsworth/Bangor, Me., named VP.

Sam Rosenblatt, VP and general manager, WTMJ(FM) Miami, joins WFTL(AM) Fort Lauderdale, Fla., in same capacity.

Jeff Johnson, sales manager, KJRB(AM)-KEZE(FM) Spokane, Wash., named general manager.

Ray Wanty, sales manager, KDLX(AM) St. George, Utah, named station manager.

Marketing



Quiñones



Smith

Appointments at Worldvision: **Charles Quiñones**, director, operations, ABC Distribution, New York, joins Worldvision there as senior VP, operations; **Jim Smith**, manager-Midwest advertiser sales, Teletrib, Chicago, joins Worldvision Chicago as director, Midwest advertiser sales.

Appointments at Lifetime, New York: **Douglas McCormick**, VP, sales, named executive VP, sales; **Seymour Kaplan**, VP, affiliate relations, named senior VP, affiliate relations.

Meade Camp, senior VP, syndication, Columbia Pictures Television, Los Angeles, joins Raycom Sports & Entertainment, Charlotte, N.C., as senior VP, station sales and marketing.

Appointments at Westwood One, Los Angeles: **Gary E. Quint**, controller, Fries Entertainment Inc., Hollywood, joins Westwood as corporate controller; **Marbeth Richmond**, local sales manager, Patrick Media Group, Los Angeles, named account manager, Western region advertisers sales division.

Appointments at Vestron Television, Los Angeles: **John Witte**, local advertising sales manager, KSTW(TV) Tacoma, Wash., named manager, Western sales, Vestron Television; **Harrison Reid**, director, Universal Pay Television, Los Angeles, named manager, ancillary and nontheatrical sales.

Appointments at Blair Television: **Edward B. Kennedy Jr.**, account executive, WUSA(TV) Washington, joins Blair, New York, as account executive; **William Perkins**, account



To the Pole. William F. Baker (left), president and CEO of WNET(TV) New York, and his brother Lawrence, a cameraman and producer with WKYC(TV) Cleveland, departed Nov. 30 for a three-week expedition to Antarctica to tape a documentary about the continent and its problems, including the deterioration of the Earth's ozone layer. Baker will be traveling by way of the Antarctic perimeter, via Christchurch, New Zealand. Baker has already visited both the North and South Poles. The expedition will last three weeks, and Richard Manney, president, Mediators, New York-based consulting group and a member of WNET's Community Advisory Board, will accompany the Bakers as executive producer. The Bakers will carry the flags of both the Explorers Club and WNET/Thirteen. The documentary will be offered to PBS some time next year, and Baker will also prepare a special report on the journey to air on the *MacNeill/Lehrer NewsHour* upon his return.

executive, Katz Continental, Detroit, joins Blair. Chicago in same capacity.

Appointments at King World, New York: **Betsy Green**, account executive, Goldwyn Television, New York, to account executive; **Paul G. Power**, senior research analyst, Blair Television, New York, to director, research; **Patty Cohen**, salesperson, Network Media Syndicast, New York, to account executive, King World's Camelot Entertainment Sales Inc.; **Michael Auerbach**, account executive, Camelot, named VP, Eastern sales manager.

Appointments at National Cable Advertising, New York: **Randy Frank**, national account executive, Gillett Television, New York, to account executive; **Mary Dugery**, account executive, Comcast, Philadelphia, joins NCA in same capacity.

Val Maki, director, co-op and vendor sales development, Emmis Broadcasting, Indianapolis, named VP.

Bruce Blair, account executive, ESPN Chicago, named director, advertising sales, Central region.

Appointments at Petry Television: **Ronald Martzoff**, program director, WKBW(TV) Buffalo, N.Y., joins Petry Television, New York, in same capacity; **Kevin Moylan**, account executive, Petry, Detroit, named sales manager; **Dick Giltner**, account executive, Petry, Chicago, named director, agri-marketing.

Susan Strekel, director, affiliate sales representative, Wall Street Journal Communications, New York, joins International Television Network there as director, affiliate sales.

Appointments at Home Team Sports, Washington: **Lisa Cureton**, independent business person, Temple Hills, Md., named sales assistant; **Sheila Hamilton**, accountant, S. Friedman & Sons, wholesalers, Landover, Md., named senior accounting clerk; **Greg Myford**, promotions coordinator, named account executive; **Harriet Walker**, marketing secretary, named marketing assistant.

Rose Lagler, account executive KABC(TV) Los Angeles, joins Univision there as spot salesperson.

Steve Ozzano, account executive, WHCC(TV) Rochester, N.Y., joins TeleRep, New York as account executive.

Programing



Sanford Socolow, producer, *60 Minutes*, CBS, New York, joins World Monitor, Boston, as executive producer. World Monitor is television company of *The Christian Science Monitor*.

Debra Kocher, producer, CNN Business News, New York,

named deputy managing editor.

Neil Brown, director, film acquisitions, HBO, New York, named VP, film acquisitions.

Frank Raphael, news director, NBC Radio Network, New York, joins ABC Radio Network there as director, programing.

Richard Ross, talent coordinator Nickelodeon, MTV Networks, New York, named director, talent relations. **Brown Johnson**, VP, film acquisitions, Vestron Video, Stamford, Conn., joins Nickelodeon, New York, as executive in charge of production.

Mike Breen, sportscaster, WFAN(AM) New York, joins SportsChannel America there as both studio anchor and play-by-play commentator. Breen will continue his duties with WFAN.

Appointments at MultiMedia Group, Culver City, Calif.: **Christopher Raser**, VP, named VP, executive producer, MultiMedia films; **Doug Spitznagel**, senior producer, named executive producer, presentations.

Peter Golden, director, casting, GTG Entertainment, Culver City, Calif., named VP, talent and casting.

Appointments at King World's *Inside Edition* news magazine, New York: **Sheila Siotomer**, supervising producer, Fox Broadcasting Co.'s *The Reporters*, New York, joins King World as supervising producer; **Bob Schapiro**, senior field producer, *Geraldo*, joins *Inside Edition* in same capacity; **Brian Walls**, senior editor, *Geraldo*, joins *Inside Edition* in same capacity; **Bill O'Reilly**, correspondent, ABC News, New York, named correspondent; **Ron Tindiglia**, broadcast consultant, named consultant; **Edd Kalehoff**, composer, commissioned to compose theme music; **Sydney Goldberg**, freelance graphic

designer, named logo designer; **Ken Phillips**, Broadcast Design, New York, named set designer.

Cliff Rogers, director, production operations and accounting, Aaron Spelling Productions Inc., Los Angeles, named VP, production operations and accounting.

Steven Feder, producer, USA Network, New York, named senior producer; **Philip E. Ohler**, freelance producer, New York, joins USA Network as associate producer.

News and Public Affairs



Tessler

Bart Tessler, news director, Mutual Broadcasting System, Arlington, Va., named VP, news.

Appointments at NBC News: **Dennis Murphy**, political reporter, named foreign editor, *Today Show*, London. Murphy replaces **Henry Champ**, who becomes Washington

correspondent; **Bob Abernathy**, Washington correspondent, named Moscow bureau chief; current Moscow bureau chief, **Sandy Gilmour**, returns to Washington. As of yet Gilmour has no specific assignment.

Linda Levy, news director, KATC(TV) Lafayette, La., joins WKBW(TV) Buffalo, N.Y.,

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in same capacity.

Ken Singleton, weekend sports anchor WJZ-TV Baltimore, moves to weekday duties. **John Buren** remains weekday sports anchor.

Vicki Jenkins, morning newscaster, KYUU(FM) San Francisco, joins KOIT-AM-FM there as news and public affairs director.

Technology

Sidney Topol, chairman, Scientific-Atlanta, communications equipment suppliers, named to board, Network Management Inc., Fairfax, Va.

Alan Parnau, chief engineer, Capital Cities/ABC, New York, joins CBS Radio Division there as director, technical operations, East Coast.

Richard Friedland, VP and treasurer, General Instrument, New York, named VP and controller.

John Anneman, freelance cameraman, joins Mira Film & Video, Portland, Ore., as director of photography/cameraman.

Donald Danko, senior electronics technician, Applied Learning International, production company, Naperville, Ill., joins FOR-A, Itasca, Ill., as central region product engineer. FOR-A is video product maintenance co.

Promotion and PR

Marcy Baron, unit publicist, Fox Broadcasting, New York, joins King World there as publicist. *Inside Edition* news magazine.

Dolores Hyams, special events coordinator, Columbia Pictures Television, Los Angeles, named manager, special events.

Appointments at Home Team Sports, Washington: **Bob Storin**, national event coordinator, "Battle of the Corporate Stars," Washington, named promotions coordinator; **Paul Woodland**, productions assistant, WHAG(TV) Hagerstown, Md., named on-air promotion producer.

Buckley Garrett, account supervisor, Weightman Schaefer Public Relations, Philadelphia, named VP, account supervisor.

Martin Schmidt, senior VP, director, account services, Independent Media Services, New York, joins Bohbot & Cohn advertising there in same capacity.

Lynn Rada, promotion coordinator, Cosmos Broadcasting, Columbia, S.C., joins WACH(TV) there as promotion manager and

Accolades. In the Best of Gannett internal awards competition for exceptional news efforts by the company's television stations, KUSA-TV Denver won the "outstanding achievement award" for best news station of the year. KUSA-TV also won for best series, sports and editing. Other winners were: WXIA-TV Atlanta for spot news and community service/public affairs; WUSA(TV) Washington for investigative/in-depth reporting; KARE (TV) Minneapolis for documentary, speciality reporting and graphics, and KPNX-TV Phoenix for photography and special staff coverage.

production coordinator.

Ann Licater, promotions manager, Progressive Music Radio Network, Minneapolis, joins KQQL(FM) there in same capacity.

Allied



Leider

Jerry Leider, President and CEO, ITC Group Entertainment, Los Angeles, elected chairman, Caucus for Producers, Writers & Directors, Los Angeles. Leider replaces **Leonard Stern**, who is retiring.

Robert M. Light, president, Southern California Broadcasters

Association, Hollywood, will retire Dec. 31 after 30 years in that position. No future plans have been announced.

Awarded Women in Cable certificate in cable management from University of Denver: **David Flagstead**, director, internal audit, American Television Communications Corp.; **Lynn Loner**, supervisor, government reporting, American Television Communications Corp., National Division, Denver; **JoAnne Hovanec**, director, systems support service, United Artists, Denver; **Bruce Macdonald**, senior account executive/new business, Fred S. James & Co., Denver; **Betsy Smith**, sales manager, Tempo Television, Denver, and **James McBride**, GM, United Artists, Kona-Kohala-Cable Vision, Hawaii.

Brian E. Danzis, general partner, WCMB(AM) Harrisburg, Pa., named chairman, Pennsylvania Association of Broadcasters, Harris-

burg, Pa.

Cindy Charles, contracts administrator, Worldvision, New York, named director, legal and business affairs.

Appointments at Academy of Television Arts & Sciences, Burbank, Calif: **John Agoglia**, executive VP, business affairs, NBC-TV, and executive VP, NBC Production, Los Angeles; **David Gerber**, president, MGM/UA Television Production, Los Angeles; **Ed Masket**, executive VP, administration, Universal Television, Los Angeles; **Herman Rush**, chairman, Rush Entertainment, Los Angeles, and **Jerry Weiss**, freelance director, Los Angeles, all appointed to one-year terms on TV Academy's Executive Committee.

Appointments at Telso Communications Ltd., London: **Ann Harris**, controller, international production, and **Anne Siddell**, director, legal affairs, named to board.

Appointments at Centel Corporation, Chicago-based MSO: **Linda K. Lorimer**, president and professor, public law, Randolph-Macon Woman's College, Lynchburg, Va., and **J. Stephen Vanderwoude**, executive VP, Centel, named to board.

Marvin Berenson, senior licensing negotiator, BMI, New York, named VP and counsel, licensing.

Deaths

Harold Katz, former VP, Broadband Communications, Stern Telecommunications Corp., New York, died Nov. 22 of cancer at United Hospital, Port Chester, N.Y. Katz received first patent for two-way interactive cable television in 1972. He helped found Interactive Systems of Ann Arbor, Mich., which was later acquired by 3M. Katz served as chairman, Electronic Industries Association committee responsible for standardization of equipment in broadband coaxial cable networks. Survivors include his wife, Lee, his son, Stuart, his daughter, Rhonda, two sisters and four grandchildren.

Ralph Tuchman, 69, founder, Harris-Tuchman Productions, audio-visual firm, Hollywood-Burbank, died of cancer Nov. 22 at St. Joseph's Medical Center, Burbank, Calif. Tuchman began his career as reporter for *The Washington Post*. In 1946 he joined *Broadcasting Magazine*, remaining there until 1950, when he and his wife founded Harris-Tuchman Productions. Survivors include his wife, Fran, his brother Marvin, two nieces and a nephew.

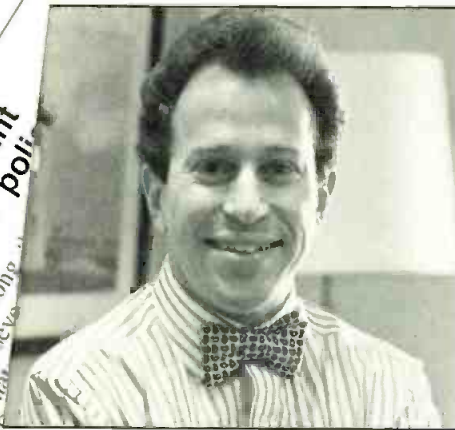
Tom Paul, 48, director, sales administration, King World Productions Inc., Los Angeles, died Nov. 12 of cancer at St. John's Hospital, Santa Monica, Calif. Paul worked at King World for past three years. Prior to that he was sales administrator for Paramount Pictures Television Distribution. Paul is survived by two brothers.

Deborah D. Stiker, 49, co-founder, VP and director, public affairs, WYNZ-AM-FM Portland, Me., died of cancer Nov. 23 at Maine Medical Hospital, Portland. Stiker was also host of *Broadway Comes to Portland* radio show. Survivors include her husband, Bud, one daughter and four sons.

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Tom Cohen: at the point on communications poli-

Tom Cohen ranks among the top in the Senate on interests of South Carolina.



THOMAS WILLIAM COHEN—senior counsel, Senate Commerce Committee, Washington; b. Nov. 23, 1950, Orange, N.J. BSE, School of Engineering, University of Michigan, Ann Arbor, 1972; JD, UCLA, Los Angeles, 1975; masters degree, city planning, School of City and Regional Planning, University of California, Berkeley, 1977; attorney, Environmental Defense Fund, Berkeley, 1976-77; attorney, Common Cause, Washington, 1977-79; attorney, FCC Common Carrier Bureau and later assistant general counsel for legislation, general counsel's office, 1979-81; minority counsel, Senate Commerce Committee, 1981-86; present position since 1987; married Harriet Bronstein, Oct. 23, 1977; children: James, 8; Samuel, 5; Daniel, 2.

Republican Senator Barry Goldwater (R-Ariz.). Hollings was the ranking Democrat on the subcommittee.

Thus began his work for Hollings. Minority party status did little to deter the senator and his chief communications aide from making a contribution to policy deliberations.

Shortly after his arrival, Cohen was thrust into the midst of a major skirmish over a bill to overhaul telephone regulations, with Hollings leading the opposition to it. Soon after, he was carrying out the South Carolina lawmaker's bidding when the Senate adopted a reconciliation bill that extended radio license terms from three to seven years and TV terms from three to five years and permitted the FCC to use lotteries to award new licenses.

Cohen was again Hollings's chief lieutenant during the debate when the Senate passed its version of a cable deregulation bill, S. 66, in 1983, which was later merged into the House measure that eventually resulted in the Cable Communications Policy Act of 1984. And there were other memorable battles over the years.

Then, after the 1986 election, there was a new order: Democrats recaptured control of the Senate, and Hollings's stewardship of the Commerce Committee began. The baton passed to Cohen, who was named senior counsel. His appointment also resulted in a new association with Inouye, who took the Communications Subcommittee chairmanship.

The past two years have been lively ones. Ever since the FCC's abolition of the fairness doctrine in 1987, congressional oversight of the agency has escalated, with senior Hill staffers such as Cohen directed to keep an eye on the FCC, making sure it does not "step out of its bounds," as Cohen puts it.

There is a view, explains Cohen, that the FCC is pushing the Communications Act beyond its limits. "Congress has to step in and bring them back." Moreover, he feels the agency "confuses policy and the law. That is what they have done and that is why the court of appeals has overturned their decisions so often," he says.

The last session of the 100th Congress, which wrapped up in October, was especially productive. High on the list of legislative priorities was a House bill regulating advertising on children's television, which eventually sailed through the Senate, although at one point it seemed doomed. According to those close to the matter, Cohen deserves credit for his efforts at the staff level in breaking the logjam on the bill.

A private person, Cohen values his time with his wife, Harriet, and their three sons. You will not find him hitting the cocktail circuit in Washington, nor is he a regular at industry conventions. "I am dedicated to home and hearth," says Cohen.

communications is a master of says Larry Irving, senior on the House Telecommunications subcommittee, who relies on his counterpart from the other chamber to get to the heart of a matter. "He makes no bones about where his members are and what they want," Irving says.

Cohen's direct manner and the hard line he takes on certain issues may be at the heart of charges that he on occasion operates from his own agenda. He is a staunch advocate of the public trustee concept of broadcast regulation, but he is not out of step with his members, say informed sources. If there is a problem, says one observer, it is that at times he can be "selfish."

But that may be more a reflection of the way the Senate functions. For example, during the final hours of last year's congressional session, Hollings added language to an omnibus appropriations bill to prevent the FCC from granting Rupert Murdoch an extension of a waiver to its rules banning newspaper-television station cross-ownership.

Also, it is easier to blame staff than members, says one Hill source who believes Cohen was unfairly tagged for that incident.

"When I was in a shoot-out with Tom, I always knew it...there was no chicanery," says former FCC Chairman Mark Fowler, whose deregulatory agenda ignited several firestorms on Capitol Hill. "He is truly a class act," adds Fowler, who is now with Washington law firm Latham & Watkins.

Still, no one underestimates Cohen's role on the Hill or denies that he has his chairmen's confidence and, with it, considerable latitude.

"This work is a lot of fun and my bosses

treat me great," says Cohen. "They're smart and able and challenge me. They permit me to come to them with all sorts of ideas and proposals to see what they would like to do. It is a very fruitful relationship."

A 1975 graduate of UCLA law school, Cohen later earned a masters degree in city planning from the University of California, Berkeley. The program was particularly appealing to him because it enabled students to take any of the policy courses throughout the university, an opportunity Cohen relished. While at Berkeley, he also worked for the Environmental Defense Fund.

Following graduation in 1977, Cohen's next stop was Washington, where for two years he was an attorney with Common Cause. It marked the start of his political education, which was furthered under the tutelage of former FCC Chairman Charles Ferris of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo.

Cohen joined the Ferris FCC in 1979, working first in the Common Carrier Bureau and later in the general counsel's office as assistant general counsel for legislation, where he stayed until 1981.

With the advent of the Reagan administration, he opted to pursue a career on Capitol Hill as minority counsel for Commerce, working on the Communications Subcommittee, which was then chaired by former

Office of Management and Budget approved last week FCC's request for extra \$1.4 million for current fiscal 1989 and passed it along to Congress, according to FCC officials. In requesting supplemental, FCC Chairman Dennis Patrick had warned that without \$1.4 million, FCC might have to furlough each employee for five days without pay—that is, shut down agency for week. Officials said he did not know what prospects of supplemental were on Capitol Hill. FCC had asked for \$104.7 million for fiscal 1989, but received only \$99.6 million. Patrick said \$1.4 million was least agency needed to get through year. For fiscal 1990, OMB approved budget of \$109.8 million for agency, \$2 million less than requested, officials said.

Walt Disney Company has announced creation of Hollywood Pictures, company's second stand-alone, film producing unit, joining Disney's Touchstone Pictures. New unit, due to begin production Feb. 1, is expected to double company's output after approximately three years.

Deadline for reports to House Telecommunications Subcommittee on impact of high-definition television on U.S. economy has been postponed from Jan. 4 to Feb. 1. Last September, Subcommittee Chairman Edward Markey (D-Mass.) requested that several industry associations—including Electronic Industries Association, American Electronics Association and FCC's advisory committee on advanced television services—submit reports to help U.S. industry develop comprehensive HDTV strategy (BROADCASTING, Sept. 5). Announcement was made by subcommittee member Representative Al Swift (D-Wash.) during AEA-sponsored conference last Friday (Dec. 2) in Tysons Corner, Va. Extension is being made to "provide parties with additional time to gather information and should allow a more deliberate approach to positions," Swift said. He said that subcommittee meeting to review reports can be expected after deadline.

FCC affirmed Review Board action holding that equity interest of limited partners who provide legal representation and counsel to partnership is attributable to the general partners for comparative purposes. Precedential decision involved grant of North Bay Television Inc.'s application for New TV in Novato, Calif., and denial of grant to Marin TV Service Partners Ltd. Board found North Bay's application superior based on 77% ownership integration credit compared to 10% for Marin.

Marin is limited partnership in which M.P. Bernard and G.C. Williams own 10% of equity interest and limited partner, Broadcast Enterprises Inc. (BEI) owns 90%. Douglas McFadden, attorney, corporate secretary and director of BEI, provided legal services to Marin and general partners throughout the proceedings.

Comcast Corp. is bidding on the 160,000-sub New York Times cable system currently on the market. Speaking at Salomon Brothers' investment conference last Wednesday, Bernard Gallagher, vice president and treasurer of Comcast Corp., said that he expected the New Jersey system to sell in the \$400 million-\$500 million range, but he said that the upper end of that range, implying a price of about \$3,000 per subscriber, could not be justified. Although he said cash flow margins, about 40%, could be improved, he said that it would be difficult to increase the \$30 per-sub rates or to improve on the 60% penetration within the system. Gallagher said that \$450 million should be "the absolute upper ragged edge" price for the system, and suggested that a bidder going higher might default on its debt.

Leonard Kennedy, chief aide to FCC Commissioner Patricia Diaz Dennis, is moving to private sector, joining Washington law firm of Dow, Lohnes & Albertson. His resignation is effective Dec. 12.

Commerce adds technology

Commerce Secretary Verity, in a briefing for report to him through the undersecretary as before, and that Ambler, for Commerce's National Institute of Standards and Technology, would be speaking for both telecommunications issues.

Verity, in a briefing for report to him through the undersecretary as before, and that Ambler, for Commerce's National Institute of Standards and Technology, would be speaking for both telecommunications issues.

Congress had authorized a restructuring of Commerce's technology offices, but resisted NTIA in the reorganization (BROADCASTING, spokesman for John Dingell (D-Mich.), chairman of Energy and Commerce, which has oversight of the congressman "remains unconvinced that NTIA is part of this new organization," and questioned whether its communications functions would be enhanced when absorbed in an organization dominated by larger, technology-oriented bodies.

Verity voiced satisfaction with the performance of both NTIA and Sikes, and downplayed the importance to them of the organizational shift. "The telecommunications industry looks to Al Sikes as the focal point and it is not my desire in any way to weaken" his position, he said.

Verity indicated that he had hoped to add telecommunications to the title of the new position but postponed changes to the initial legislation to enact the change before the end of President Ronald Reagan's term. He said he hoped the title change would be raised early in the next session of Congress.

If retained for the job by the incoming administration, Ambler, 65, would probably not serve past next March, when Verity said Ambler plans to retire.

According to Verity, the undersecretary will act not so much as a manager of the various technology units under him, but as a "lightning rod and listening post" in an attempt to raise the profile of technological issues in the Bush administration.

Tele-Communications Inc. has responded to FCC letter regarding MSO's character qualifications to be broadcast licensee relating to purchase of Tempo ("Closed Circuit," Nov. 28). TCI said "alternative courses of action are being taken," presumably putting broadcast stations in trust, so parties can consummate agreement by Dec. 31. TCI included in letter 15-point reply to questions FCC had concerning Jefferson City, Mo., court case.

"Exit polls are to the political process what MIRV's [multiple independent re-entry vehicles] are to arms control." So said NBC's John Chancellor at Society of Satellite Professionals International Videoconference last week. Chancellor said that he would like to see some organization like Smithsonian Institute take over and run one large exit poll across country. Reporters could then do kind of reporting done before exit polls became commonly used. After election, Smithsonian could sell networks and newspapers its exit polls and media would get two-day story and problem would "go away," Chancellor said.

Discussions between Hollywood and production community continue this week in Los Angeles. Parties are trying to cut deal

involving FCC's financial interest and syndication rules and while strong differences exist, concerted effort is being made to reach accommodation and avoid shoot out on Capitol Hill.

□
WSVN(TV) Miami has lost round in court battle with CBS and NBC over loss of affiliation in Miami market. Eleventh Circuit Court in Dade County dismissed station's "pure bill of discovery" that sought to depose various high ranking executives at CBS and NBC as prelude to anti-trust suit against both networks. WSVN still has about one week to amend petition.

□
A.C. Nielsen will hold press conference this week briefing reporters on changes in Cassandra syndication report, issued quarterly. Nielsen said last week it would again start releasing segments of report to press, after year-long press embargo instituted at request of clients.

□
Newly elected Democratic Senators Chuck Robb of Virginia and Richard Bryan of Nevada were assigned to Commerce Committee last week by Democratic Steering Committee. They will take seats when 101st Congress convenes Jan. 3. Leaving Committee are Michigan's Donald Riegle Jr., who did not get waiver needed to stay on, and Washington's Brock Adams, who joined Appropriations and had to give up Commerce assignment. As for Republicans, there is one opening on Commerce created by retirement of Paul Trible of Virginia. Lineup for minority seats are determined this week. Make-up of individual subcommittees is usually completed in January.

□
Defense contracting scandals created news for two networks last week **ABC was sued by FMC Corp.**, which seeks copies of documents that network used in *World News Tonight* report alleging FMC overcharged government for spare parts. ABC responded with statement saying: "...ABC did not engage in any illegal activities to obtain the memos and ABC is not wrongfully in possession of FMC material. The suit will be vigorously contested." **Also last week, NBC parent General Electric was indicted on charges of violating defense contract guidelines in 1983.** NBC, ABC and CBS all reported story last week, although none of reports identified connection between network and General Electric.

□
French direct broadcast satellite TDF-1 beamed first images over France last week, but controversial government funded satellite remains unable to firm up program plans for its five channels.

□
National Cable Television Association's "Blue Ribbon Committee on HDTV" released last week its first report concluding that "the cable industry must preserve the right to select an alternative transmission standard for its programing if the adopted terrestrial broadcast standard sacrifices too much in overall picture quality." Group also said it was important for terrestrial broadcasting system to hold up well in cable retransmission, "given the fact that the majority of American homes receive television via cable."

□
National Public Radio board of directors will meet Dec. 7-8 in Washington, concentrating on 1990 budget and "strategic planning process which may profoundly influence future," said NPR President Douglas Bennet. Time has been allocated Dec. 8 for NPR members to address board.

□
Home dish group, Satellite Broadcasting and Communications Association, will hold Dec. 5-6 board meeting at Anaheim Hilton, near Western Cable Show. (There are four cable programmers on SBCA's board.) SBCA anti-piracy task force should gain "significant" budget increase as board looks for task force director, "hopefully with prosecution experience," said SBCA's general counsel, Mark Ellison. Board is also expected to approve move

Classical decision. *New York Court of Appeals affirmed lower appellate court decision upholding GAF Corp.'s right to retain ownership of classical WNCN(FM) New York and requiring company to pay damage award of \$2.6 million to Concert Radio Inc. Dispute dates back to mid-1970's, when GAF purchased station and gave Concert Radio (backed by group of listeners now called Listeners' Guild) an "option" agreement that would allow them to buy station for \$2.9 million if GAF decided to sell within five years. Concert Radio contended that GAF did not offer option during 1981 restructuring; GAF said option could not be exercised because no decision was made to sell station. Court ruled offer was unnecessary because GAF had maintained classical format, major concern of listeners' group. "It's been a 14-year struggle and we got a very rich consolation prize, so we're not totally dissatisfied," said Concert Radio representative Charles Benton, chairman of Public Media. Benton said he may make announcement in upcoming weeks that would benefit classical listeners using money awarded in damages. Benton also said he is in discussion with his counsel "as to next steps." Listeners' Guild chairman T'ing Pei said it is "premature" to discuss group's plans regarding WNCN, but stressed "what's most worrisome is it would appear that [the decision] removes any restraints on GAF Broadcasting as to what it does with the format of the station." GAF has not announced plans to change the station's format.*

to larger offices in Alexandria, Va., making room for task force staff, rooftop satellite dishes and conference room to demonstrate satellite TV to visitors.

□
At a closed-door meeting with affiliates at last week's RTNDA convention, NBC News disclosed its first contract to have an affiliate provide camera crew services on demand. The contract, with kwv-tv Philadelphia, will allow for expanded news coverage by the division and is expected to be copied with at least half a dozen other affiliates this year, leading ultimately to 25 such arrangements. In exchange for making one camera person available for either individual assignments or to work with an NBC correspondent or producer, the network will in turn help purchase news equipment for the station and will guarantee to pay the station for at least 100 days' worth of such work.

□
Academy of Television Arts and Sciences (ATAS) has announced 41st Annual Prime time **Emmy Awards will be telecast live by Fox Broadcasting Company on Sunday, Sept. 17**, from Pasadena Civic Auditorium.

□
Ladco Communications is selling KTOZ-FM Marshfield, Mo. (Springfield), to Sunburst II Inc. for \$1 million. **Seller** is principally owned by Larry D. Campbell, who also owns KTOZ(AM) Springfield, Mo. It purchased station in 1984 for \$160,000. **Buyer** is headed by John Borders, former owner of KNFO(FM) Waco, Tex. KTOZ operates on 104.9 mhz with 2.4 kw and antenna 360 feet above average terrain. Broker: Doyle Peterson & Associates.

□
National Commission Against Drunk Driving has entered battle on side of National Association of Broadcasters and in opposition to Surgeon General's Office over its Drunk Driving Workshop, planned for Dec. 14-16 in Washington. NAB last month charged Workshop's Advertising and Marketing panel was dominated by those opposing beer and wine advertising and said it would not participate. NCADD Chairman V.J. Adduci, in letter last week to Surgeon General Dr. C. Everett Koop, also declined participation, calling project "rushed and ill-timed." Adduci suggested workshop be postponed pending conclusion next year of Commission's \$100,000, 16-month study of drunk driving, funded by Department of Transportation.

Editorials

Upbeat

The momentum continues for the cable industry. New Nielsen statistics show its national penetration to have reached 53.8%—with half a dozen major markets yet to be brought on line. Values remain high, and even though there are a number of systems suddenly on the market, no one expects them to go for bargain prices. There are no great alarms in Washington, and cable's leadership appears to be ahead of the curve on tomorrow's potential problems. No wonder the portents all look good on the eve of this week's Western Cable Show, which will attract some 9,000 delegates to Anaheim, Calif.

That's not to say that the medium is static. Indeed, the entrepreneurs who manage cable's growth seem more often in the air than at their desks, making new deals by the planeload. They seem to have accepted that all may change tomorrow, and it's in their best interest to make the most of today.

Some of that change may be cable-originated, as in the introduction of direct broadcast satellite services or new cable networks. Still more may be external—particularly involving the telephone companies and their ambitions to join the party. Still other change will involve the over-the-air television industry, which has yet to make the sea changes necessary to coexist in a largely wired universe.

But the prevailing view is optimistic, as put by James P. Mooney, president of the National Cable Television Association, in the December issue of our newly revived sister publication, "Television":

"I think it's wrong to think of television as something that exists in a static condition. Television is a growth medium, and therefore a growth business. Thus a lot of the customary analysis that's applied to television in trying to predict its future is wrongly premised.

"For example, the idea that cable was going to supplant broadcasting. There is pregnant in that assertion an assumption that there are finite limits to what you would call the television market, and that as one form of television expands, the other must necessarily contract.

"There is something to that if your analysis is performed on the basis of, say, prime time shares. But I think there are other ways to look at it. I think that television is not only becoming even more intrinsic to the life of the society, but the ways in which the society uses the television medium are constantly expanding.

"I see no reason to believe that that trend will not continue. In fact, if you conceive of the television business as not just broadcasting—and certainly not just something that is limited to the format invented by the broadcast networks—but if you can conceive of it as broadcasting and cable and VCR's and—potentially, at least—direct broadcast satellites, then I think your perception changes and you see that we are in the midst of an expanding, rather than a static, universe.

"Viewed in that way, I think television is correctly perceived as one of the hottest growth industries that exists in the American economy today. Possibly the hottest growth industry."

It's hard to improve on that.

Decision time

Broadcasters have gone once more into the breach in their ongoing effort to drag the federal judicial system into the 20th century. It had been hoped that with the departure of Chief Justice Warren Burger, who had made his dead body the quid pro quo for TV cameras in the high court, and the arrival of William Rehnquist, who said he would give the prospect "sympathetic consideration," progress could be made on that front. To this end, a group of 13 media organizations two weeks ago was allowed to bring news crews and gear into the Supreme Court chambers for a five-minute test. Three justices agreed to participate—Chief Justice Rehnquist and Justices Byron White and Anthony Kennedy—and were then shown the footage in an effort to convince them that television cameras in the courtroom need not be unduly obtrusive. We applaud those three for their cooperation, but are dismayed by the missing majority when the evidence in defense of television's unobtrusiveness was presented. (In fact, although the court agreed to the test, no assurance was given that any of the justices would attend.)

There was no word on the participating justices' impressions, but the word from one justice not in attendance was disappointing. Interviewed on C-SPAN several days before the test in which he did not participate, Justice Antonin Scalia said that cameras would probably not be forthcoming, his rationale being that "one of the traditions of the American judiciary...is not to thrust itself before the public."

Unless the Sixth Amendment has been repealed without this page's knowledge, trials in this country are to be "speedy and public." Although there is some quarrel over how well the former stipulation has been met, the latter is within reach.

The Congress, long the reluctant bridegroom where television was concerned, finally allowed the public to see how its brand of sausage is made, and although that coverage may have put a premium on power ties, it has also extended to all Americans their rightful seat in the gallery. Most state courts have opened their chambers to the tools of the television reporter's trade with no evidence of damage to the foundations of the judicial system. In Arizona last week, the state supreme court opened its chambers to television cameras for the first time for live, extended coverage of the justice selection process.

The case has been made and the verdict should be directed. Television, whether as the legitimate tool of the Fifth Estate reporter or as the electronic extension of the public gallery, belongs in the highest court in the land.



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