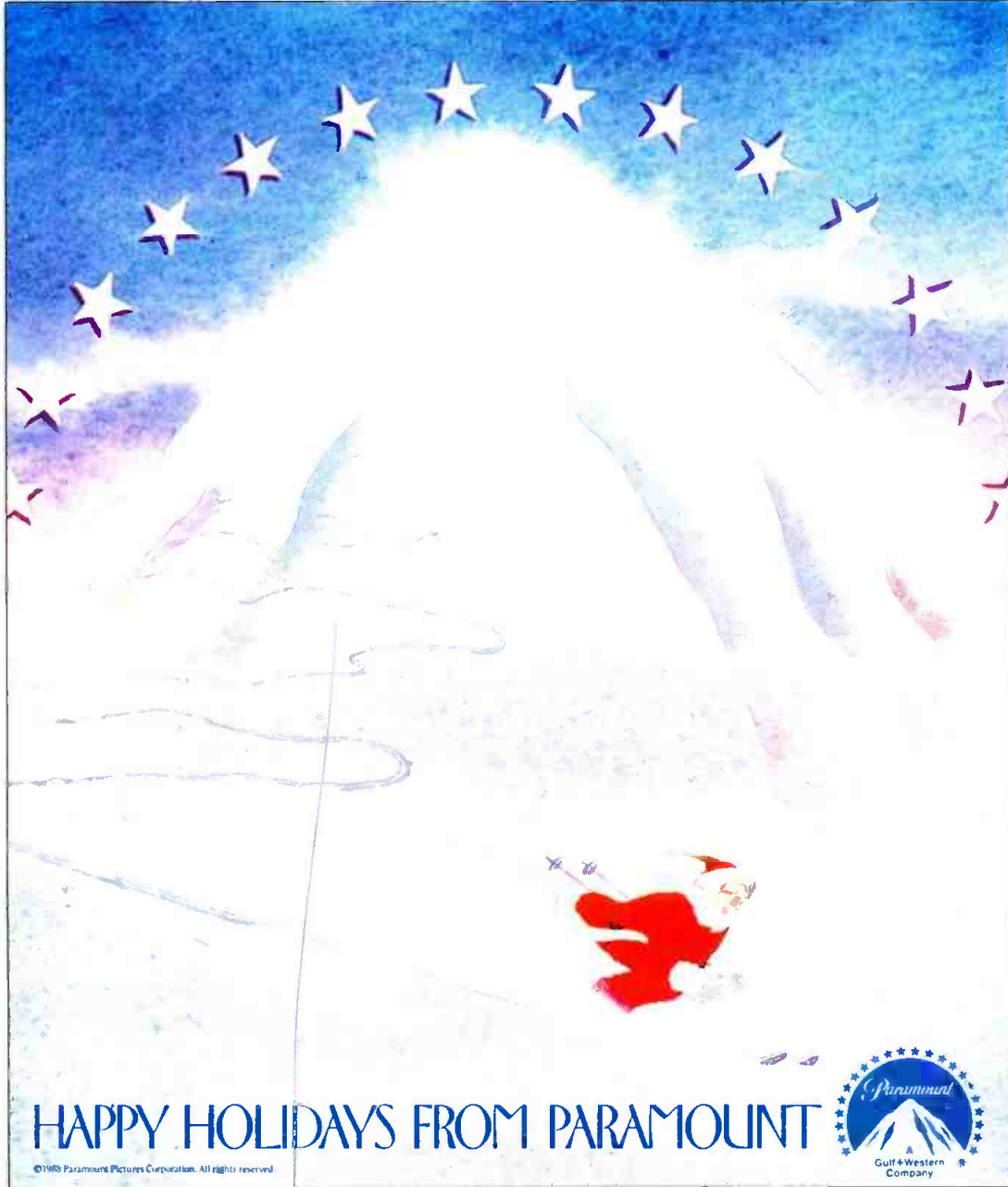


The Fifth Estate

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Broadcasting Dec 19



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Billion-dollar pitch...

CBS CEO Laurence Tisch (l), shown with Baseball Commissioner



Peter Ueberroth (r), says network's winning \$1 billion baseball package bid makes economic sense because of "values" external to telecasts. **PAGE 35.**

Geraldo

unrepentant... Geraldo Rivera acknowledges marching to beat of different drum—one assailed by critics as "trash TV," and entertainment rather than journalism. Nonetheless, as he says in this interview with BROADCASTING editors,



his "trump card was that people wanted to watch me"—often in droves. **PAGE 43.**

36/CBS PRIME TIME SHUFFLE

CBS cancels two shows and puts three others on hiatus in reorganization of its prime time schedule.

37/FOX'S THIRD NIGHT

Fox Broadcasting Co. is expected to target Monday night in early to mid-June as premiere date for its long-expected third night of programming.

42/NEW BEATS

NBC News President Michael Gartner reassigns some executives and key reporters.

48/NEW IN HOLLYWOOD

Veteran TV producers form two new Hollywood production entities: one that will focus primarily on TV, and other focusing on film and theater, before expanding into television entertainment within six months.

50/NPR ROADMAP

Next month National Public Radio will invite outside help to propose strategic plan taking noncommercial radio network through 1990's.

51/SHORT SPACING SHORT-SIGHTED?

FCC votes 2-1 to give FM broadcasters greater flexibility in choosing antenna sites and plotting coverage by permitting "short spacing" of FM stations on limited scale. NAB calls action "beginning of the end" of FM broadcasting's "reputation for quality."

53/COX ON CABLE

PacTel Corp. President and CEO Lee Cox says that, at least for foreseeable future, all company wants is to acquire cable systems outside its service areas in partnership with cable operators.

56/OFFSHORE REACH

U.S. cable MSO's and telephone companies are expanding their reach and raising their investments in overseas cable TV systems.

59/OUTLOOKS FOR '89

Advertisers, broadcasters and cable operators offer predictions on how media and advertising will fare next year.

62/FIBER SCREEN

FiberView Corp. is developing prototype of low-cost flat panel video screen based on fiber optic technology, which it hopes will lead to resurgence of American manufacturing of TV sets.

64/ATTC UPDATE

Leaders of Advanced Television Test Center say that broadcasters will have money and time they need to test hardware for high definition TV transmission systems.

65/CAMERAS IN COURT

Televized live coverage of high-profile trial in New York City of Joel B. Steinberg places renewed emphasis on opening courtroom doors to Fifth Estate coverage.

87/BACK IN THE GAME

Daniel Enright of Barry & Enright Productions has come long way since his days as co-producer with Jack Barry of highly rated game shows, including *Twenty One*, which made him one of central characters in quiz show scandals of late 1950's.

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NEW YORK JUSTICE.

On December 19th, WCBS-TV passed a decision and ruled that the strongest court block to use as their early fringe news lead-in was "Superior Court" and "The People's Court."

WCBS-TV needed a power hour that could run against "Oprah" and "Donahue" and still generate a significant, demographically suitable lead-in audience for their early news. They selected "The Power Court Hour."

This ruling is all the more significant when you realize that WCBS-TV could have picked from a long list of half-hour strips. They'd seen all of the convincing evidence first-hand - they own "The

Judge" and "On Trial," and used to run "Divorce Court" in the early afternoon. And, with all of the first-run strips still available in the nation's #1 market, they had countless options open to them. Instead, they turned to "Superior Court" and "The People's Court!"

If you have an important early-fringe decision to rule on in your market, go with the leaders. "Superior Court" and "The People's Court." "The Power Court Hour."



"The Power Court Hour" Station Line-Up

KHJ Los Angeles	WATE Knoxville	KKTV Colorado Springs	KTPX Odessa
WBBM Chicago	KCCI Des Moines	KTHI Fargo	KIMT Mason City
KPIX San Francisco	KVUE Austin	WAKA Montgomery	KAMC Lubbock
KXAS Dallas	WMTW Portland	WMBD Peoria	KOBI Medford
WSPA Greenville	WMBF Davenport	KCOY Santa Barbara	WGEM Quincy
WOTV Grand Rapids	WDEF Chattanooga	WLTZ Columbus, GA	KMIR Palm Springs
KMOL San Antonio	WAPT Jackson	WWAY Wilmington	WBOY Clarksburg
WTLV Jacksonville	WSJV South Bend	KTVE Monroe	WLBK Meridian
WKRG Mobile	WTAJ Johnstown	KOAM Joplin	WFYF Watertown
KTBS Shreveport	KTNV Las Vegas	KFDA Amarillo	KREX Grand Junction
KSEE Fresno	WGGB Springfield	KBMT Beaumont	

"Superior Court" is a Ralph Edwards/Stu Billeff Production
In Association With Lorimar

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"The People's Court" is a Ralph Edwards Production
In Association With Stu Billeff Productions

NBC passes on half hour

It's all but official. NBC will return half hour to affiliates starting this spring, giving them either noon or 12:30 p.m. time slot and double feeding new serial drama, *Generations*, for other half hour. Move, expected in April or late March, is response to laggard clearances and ratings of current game show noon offerings. As of last week *Super Password* was cleared by stations covering only 73% of television households and so far in quarter has obtained 1.3 rating among women 18-49. *Scrabble*, at 12:30, has 83% coverage and 1.6 rating in women 18-49 demographic. NBC affiliate board members have so far been told nothing, but network will probably make announcement before board's January meeting.

Behind closed doors

Officials at NBC, Tele-Communications Inc. and Cablevision were tight-lipped about meeting last week between Cablevision Chairman Charles Dolan, Rainbow Programming Enterprises President Marc Lustgarten, NBC Cable President Tom Rogers and TCI Senior Vice President Peter Barton in New York law offices of Shea & Gould, firm that has worked for TCI in past. NBC and Cablevision have talked about cable Olympics package and baseball, but NBC and TCI sources warned against reading too much into NBC-Cablevision-TCI meeting, saying such meetings were common in course of business.

Queuing up for Telcomsubcom

Although final reorganization of House committees does not transpire until January, incumbent House Energy and Commerce members are eyeing what is considered plum subcommittee assignment on Telecommunications. Departures of Democrat Wayne Dowdy of Mississippi (he lost Senate race) and Republican Dan Coats of Indiana (he takes Senate seat of Vice President-elect Dan Quayle) have not only created openings on parent Commerce Committee but on House Telecommunications Subcommittee, where each also served. On Democratic side, Jim Bates of California and Ron Wyden of Oregon are interested; Bates was on subcommittee before 1987. As for Republicans, Joe Barton of Texas has strong desire to join subcommittee. Dan Schaefer (R-Colo.), whose district is home to headquarters of several cable MSO's, may get on. As for seats on parent committee, Representatives Tom McMillen (D-Md.) and

Tom Manton (D-N.Y.) are competing for Dowdy's spot. McMillen was one-time Atlanta Hawks basketball player (team is owned by Ted Turner). Alex McMillan of North Carolina is leading contender among Republicans.

Add two to the list

Latest names to surface as among those "mentioned" for one of two existing FCC vacancies are Bobbie Kilberg, attorney currently serving on Bush transition team's public liaison staff, and Sherrie Marshall, head of FCC's congressional liaison staff now on Bush transition team. Kilberg has been active in Republican politics, served as associate White House counsel during Ford administration and was special projects director for Bush convention team. She also ran and lost in bid for Virginia state senate seat in 1987. Kilberg is married to Washington labor lawyer William Kilberg, who, along with FCC Commissioner Patricia Diaz Dennis, is on short list of those being considered for Labor Secretary (see box page 40). If Dennis gets post, of course, there'd be three FCC vacancies.

Mixed blessings

There's good news and bad news for Lorimar going into INTV and NATPE. Good news is that Lorimar, producer of ABC's *Perfect Strangers*, will take half-hour comedy into syndication with planned INTV launch. But company is said to be struggling to sell first-run game show *3rd Degree*. One insider (denied by company spokesman) had it that but three stations were cleared in five weeks of knocking on station doors; rep source said company reported that show had low clearances but "lots of interest."

Dear deal

Cost of securing approval for Cablevision Industries' purchase of 311,000-subscriber Wometco Cable properties will not come cheaply. Deal, announced in May, has been held up because holders of majority of \$304.5 million of Wometco's debt refused to give OK to conditions of Robert M. Bass Group's sale of most of Wometco's properties to Cablevision. As result of deal, Atlanta system would be spun off from rest of property and bondholders' debt would not be secured by Wometco's remaining operating assets. Tentative deal reached with bondholders last week secures their necessary blessing in return for one-time payment of \$8 million plus interest hikes on Wometco's debt, amounting, by one rough estimate, to

\$46 million in interest costs between now and 2001. Sale of property had previously been valued as \$725 million deal. It was not known who, between Cablevision and Bass Group, would be assuming cost of bondholder consent. Upon closing of Wometco sale, expected next week, privately held Cablevision Industries would have subscriber total of about 930,000.

Incumbency

If incoming Bush administration is pondering choice for director of Voice of America, there is available candidate with track record. He is Richard Carlson, current director. Along with other high-level people in Reagan administration, Carlson was asked by White House if he would like to remain in his post and, if not, what other job he would like. Information was to be turned over to Bush transition team. Carlson reportedly said that, if asked, he would like to stay on.

Candidate who seems to be holding up as frontrunner for director of parent U.S. Information Agency is Edward N. Ney, former chairman, president and chief executive officer of Young & Rubicam Inc., who is now member of Board for International Broadcasting.

Cable bound

Linda Ellerbee's delayed offbeat news and commentary program, originally proposed as late night syndication strip for fall 1988, may go to cable. Ellerbee's Lucky Duck Productions and partner in project, King Features, have talked with three cable networks about show, named after her best selling book, *And So It Goes*. CBS's success in clearing new late night talk show with Pat Sajak has all but killed chances of syndication launch for *And So It Goes* as strip, although weekly alternative has been discussed. Partners have also considered testing show in late night on Hearst stations (Hearst owns King Features), as well as stations in New York and Los Angeles.

Cashing out

Two investment firms with stake in The Discovery Channel—Allen & Co. and New York Life Co.—are quietly shopping around their portions of basic cable service. Their stake, combined with present management, is roughly 30%. MSO's Tele-Communications Inc., United Cable, Cox Cable and Newhouse Broadcasting each own 14%, along with Group W. Present cable owners have right of first refusal to take greater stake in service.



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wishes for a Happy
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Philadelphia, St. Louis, San Francisco.

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“When we were looking to increase the household rating of our news lead-in, we turned to ‘The People’s Court’ – and it performed. As far as we’re concerned, ‘The People’s Court’ is the best news lead-in in the history of television.”

Jonathan Rodgers
Vice President & General Manager
WBBM-TV, Chicago



THE PEOPLE'S COURT

“Without a doubt, the ultimate test of ‘People’s Court’s’ compatibility with news is on our station where we run it between two newscasts. And sweep after sweep, our two-hour information block comes out #1 in each half-hour. With a performance like this, ‘People’s Court’ is more than a show. It’s a franchise.”

Andrew S. Fisher
Vice President & General Manager
WSB-TV, Atlanta



THE PEOPLE'S COURT

“At KXAS our news lead-in has t
be able to face ‘Oprah’ and
‘Geraldo’ at the same time and st
deliver a strong number for our
early news. We picked ‘People’s
Court’ to fight that battle becaus
it’s been proven in the trenches fo
8 years. Proven as the strongest
alternative to talk. Proven to hav
the same demo appeal as news.
And proven to perform, not just
during sweeps, but 52 weeks
a year!”

Frank O’Neil
Vice President & General Manag
KXAS-TV, Dallas

MONEY.



THE PEOPLE'S COURT

'At WTVD we strive to be a high quality news and information station. So when we needed a strong news lead-in to bridge the gap between 'Oprah' and our 5:30 news, we turned to the highest quality court show in syndication, 'The People's Court.' With its entertaining format, usable information and proven compatibility with news, we have the highest possible audience flow from 'Oprah' right into our early news.

Alan Nesbitt
Vice President & General Manager
WTVD-TV, Raleigh-Durham



THE PEOPLE'S COURT

"With one of our competitors running 'Cosby' as their early news lead-in and the other using 'Donahue,' we looked for the strongest possible genre to counter-program talk and comedy. Without a doubt, the national picture shows that the best format against this tough competition is court shows and the best court show for us is 'The People's Court.'"

Reynard A. Corley
Vice President & General Manager
WXII-TV, Greensboro



THE PEOPLE'S COURT

"The People's Court" has been a consistent winner for WRGB since it debuted on our station eight years ago. We were one of the first stations to carry it, and are proud that this informative, entertaining and dependable performer is on WRGB-TV."

David Lynch
Vice President & General Manager
WRGB-TV, Albany

Join the list of successful station managers
who have witnessed our 8 years of achievement!

THE PEOPLE'S COURT

A Ralph Edwards Production in association with Stu Billett Productions.

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Where Things Stand

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

AM-FM Allocations

Comments on FCC proposal for mandatory observance of National Radio Systems Committee standards for AM radio favored adoption of NRSC-1 audio standard rather than commission's preferred NRSC-2 emission standard. Broadcasters asked for immediate adoption of NRSC-1 with NRSC-2 adoption to follow after further refinement.

FM broadcasters commenting on proposed increases in maximum Class A station power from 3 kw to 6 kw were split over two proposed plans. Most Class A's support New Jersey Class A Broadcasters Association's plan for blanket upgrades. Most Class B and C stations support NAB plan for upgrade of about two-thirds of Class A's, excluding many in northeast U.S. Some Class A NAB members have resigned from association in protest.

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

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on allegations it is "unregulated monopoly." Cities approved new policy week of Dec. 5 in Boston calling for overhaul of Cable Communications Policy Act next year to strengthen their regulatory grip on cable and to provide entry for telephone companies to offer competitive services. Motion picture industry and independent broadcasters have also been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes. Top motion picture and cable executives are holding series of talks to discuss their relationship and possible regulatory changes. House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment. Oversight hearings have been held by House Telecommunications Subcommittee and Senate Antitrust Subcommittee.

Children's Television

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

Department of Education has released study concluding, among other things, that "research literature provides little support for most of the common beliefs about the influence of television." Study holds that there is

little evidence for suggestion that television displaces other activities, including reading, radio listening or participation in sports.

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 in October 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 (BROADCASTING, Oct. 31). 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 Chair-

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PROGRAMMING...**

**TURN TO
THE BEST TEAM
IN THE BUSINESS!**

***CLUSTER
& SUNBOW***

VISIT US AT INTV, SUITES 656-658-660

man 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.

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

At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T are seen as barriers to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering

BOC entry into information services, including cable.

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

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

Using same justification, FCC relaxed policy for waivers to one-to-a-market rules last week, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

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

Number of applications to operate high-power Ku-band direct-to-home television service satellites has now outstripped available orbital assignments in separate DBS orbital arc, says FCC, which could assign new round of positions early next year. Comments were due Dec. 12 on FCC proposal to assign pairs of DBS slots—one east, one west—to create most efficient use of spectrum. Multiple applicants have requested one of four eastern slots only (from which whole nation can be served), leaving four western slots (reaching only western half of nation) underused. Replies to those comments are due Dec. 30.

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. Power boost was considered necessary to reach mass-marketable three-foot receiving dishes. GE-HBO venture, Crimson Satellite Associates, still hopes to bring cable programmers to Ku-band delivery via already built K-3, scheduled for launch in January, 1990.

"True" high-power Ku-band DBS delivery of TV programming directly to homes will become reality in U.S. in "1992 time frame," says Hughes Communications, whose plan to launch 200-watt DBS will go to parent, General Motors, for approval by end of year. Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programming by affordable one-foot downlinks, thereby expanding current consumer home satellite market well beyond current two million.

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 last month gave Dominion Video Satellite and Hubbard Broadcasting's United States Satellite Broadcasting—among those granted permits with six-year expirations in December 1982—four more years—until Dec. 4, 1992.

High-Definition TV

Comments received on second FCC inquiry on advanced TV transmission praised commission for statement that terrestrial delivery of advanced TV is in public interest and for tentative decision that proposed transmission systems must be NTSC-compatible. Opinion was split on other issues, such as use of spectrum above 1 ghz for augmentation channels and development of open architecture and multiport consumer receivers.

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

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	4,929	288	5,197
Commercial FM	4,141	639	4,780
Educational FM	1,369	260	1,629
■ Total Radio	10,439	1,187	11,626
FM translators	1,650	428	2,078
Commercial VHF TV	545	21	566
Commercial UHF TV	508	228	736
Educational VHF TV	119	7	126
Educational UHF TV	216	31	247
■ Total TV	1,388	287	1,675
VHF LPTV	126	163	289
UHF LPTV	329	1,196	1,525
■ Total LPTV	455	1,359	1,814
VHF translators	2,722	102	2,829
UHF translators	2,110	356	2,456

C A B L E †	
Total subscribers	48,637,000
Homes passed	73,900,000
Total systems	8,000
Household penetration‡	53.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ‡ Construction permit.

SOME THINGS WORK BETTER IN PAIRS.





TWO AIRINGS OF “LOVE CONNECTION” A DAY PERFORM EVEN BETTER THAN ONE.

MARKET	STATION	“LOVE” TIME PERIODS	OCTOBER 1987 PROGRAM	LOVE CONNECTION HH Share Vs. 10/87 PROGRAM	LOVE CONNECTION Adult 18-49 SH Vs. 10/87 PROGRAM
LOS ANGELES	KHJ	7:00 PM	LOVE	+ 9%	+ 8%
		11:30 PM	SCTV	+ 125%	+ 167%
MINNEAPOLIS	KMSP	1:00 PM	LOVE	+ 19%	+ 43%
		10:00 PM	Taxi	+ 233%	+ 267%
SEATTLE	KCPQ	6:00 PM	Happy Days	+ 40%	+ 50%
		11:00 PM	Late Show (Fox)	+ 60%	+ 150%
MIAMI	WDZL	7:00 PM	New Dating Game	+ 50%	+ 43%
		11:00 PM	Tales from the Darkside	+ 25%	N/C
HARTFORD	WTIC	6:30 PM	LOVE	+ 150%	+ 80%
		11:00 PM	Late Show (Fox)	+ INF	+ 50%

Source: NSU* ARB 10/88, 10/87

If you think one episode of “Love Connection” a day is the way to woo your audience, take a look at what happened in five major markets this year.

When these stations doubled-up “Love Connection,” the improvements in both household share and key demos were dramatic.

Which seems to prove that one good showing deserves another.



“Love Connection” is an Eric Lieber Production in association with

LORIMAR
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will be submitted to systems subcommittee in February.

Deadline for "action memos" to Telecommunications Subcommittee has been postponed from Jan. 4, 1989, to Feb. 1. Subcommittee Chairman Ed Markey (D-Mass.) has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit reports recommending policies that would encourage U.S. activity in HDTV manufacturing. FCC's HDTV advisory task force and NTIA also were asked to prepare reports on subject.

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 television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Home Satellite

Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill on Nov. 16.) Under its terms, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programming off air and not choosing to receive it via cable.

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

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

Indecency

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

Many broadcasters joined FCC in its belief that new law is "constitutionally suspect" in light of recent case law. U.S. Court of Appeals in Washington had affirmed FCC's tougher indecency enforcement policy based on pre-

mise that FCC could not ban indecency, but could channel it to times of day when few children were in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC may not go ahead with its remand rulemaking.

International Satellite

State Department has "agreed in principle" to pursue special trade agreement with People's Republic of China to allow export of U.S.-made commercial satellites into PRC for launch by China's Long March launch firm, saying both sides are "definitely prepared to move forward." Hughes Aircraft-built HS 601 birds for Australian Aussat B services and Hughes-built Westar VI, now in hands of Hong Kong-based PRC-UK consortium, are proposed exports in question.

Intelsat board of governors approved \$394.3-million Intelsat VII series contract with Ford Aerospace during Sept. 8-15 meeting in Washington. Contract calls for delivery of five satellites, first two to be launched in 1992-93. Each bird will carry C-band and Ku-band capacity, cross-strapping and spot beam antenna.

Pan American Satellite Corp. saw its first satellite, PAS 1, go into orbit June 15 aboard Arianespace rocket launched from Kourou, French Guiana. The satellite is intended to provide domestic services in South American countries as well as international services.

And in Geneva on Oct. 6, World Administrative Radio Conference dealing with satellites' use of fixed satellite services completed second and concluding session. Conference, considered reasonable success, completed plan for use of expansion bands associated with 6/4 ghz and 14/11-12 ghz, which assures all countries guaranteed "equitable access" to geostationary orbit.

Jose L. Alegrett, former deputy director general of International Telecommunications Satellite Organization, last week was sentenced to 16 months to four years in prison for his part in kickback scheme that defrauded global organization of \$4.8 million. Judge Gerhard A. Gesell, in imposing sentence, said Alegrett would be credited with five months he served since his arrest in Aruba last summer. He also said he would recommend that Alegrett be paroled after 11 months in view of help he has given U.S. government in its continuing investigation of kickback and other schemes. Alegrett in September had pleaded guilty to interstate transportation of money obtained by fraud, same charge to which Richard Colino, former director general of Intelsat, had pleaded guilty in connection with kickback scheme in July 1987. He is serving six-year term in minimum security prison in Virginia.

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).

Mergers and Acquisitions

■ Lorimar Telepictures stockholders approved company's acquisition by Warner Communications Inc. at shareholder meeting Dec. 8. Under terms of tax-free stock swap, Lorimar shareholders will exchange roughly 2.7 shares for each common share of Warner. Original definitive agreement for merger had set ratio of about 2.4 Lorimar shares per Warner share, but was revised Oct. 21. New agreement also provides for "substantial" interim financing of Lorimar's operations by Warner. Transaction remains unconsummated because of Sept. 27 New York state court ruling, upheld by appeals court Dec. 8. Court ruled 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 is exploring "different avenues" to close deal, spokesman said. Since May, Warner has taken over Lorimar's domestic theatrical distribution operations, along with distribution of Lorimar's home video library.

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 await SEC approval of new securities. Merger is also subject to shareholder approvals.

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

AMERICA'S JUMPIN'

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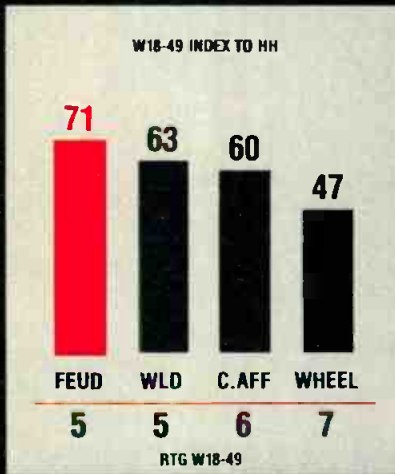
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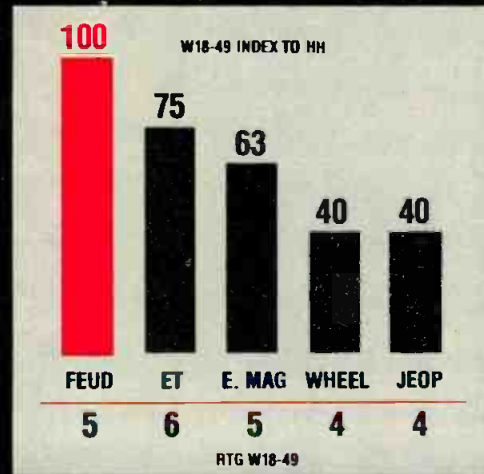
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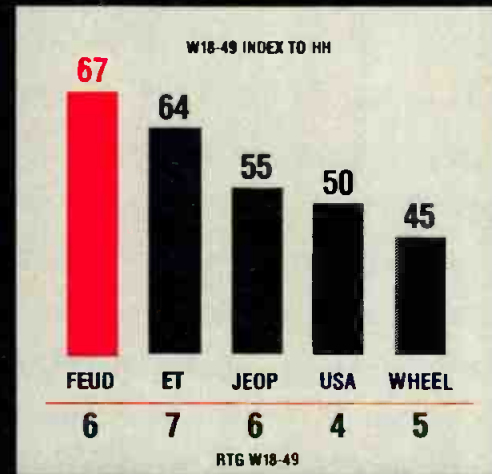
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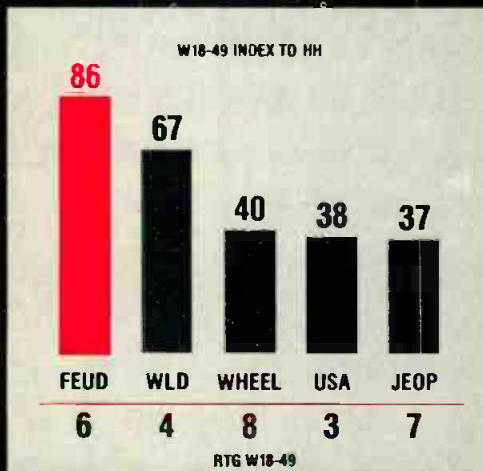
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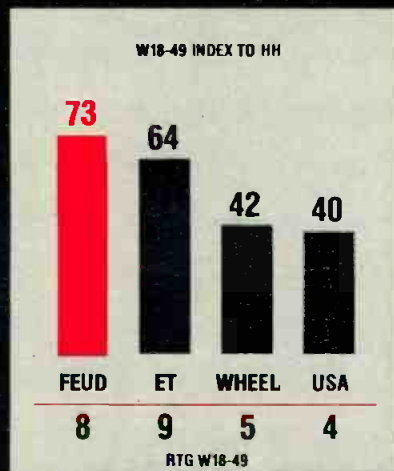
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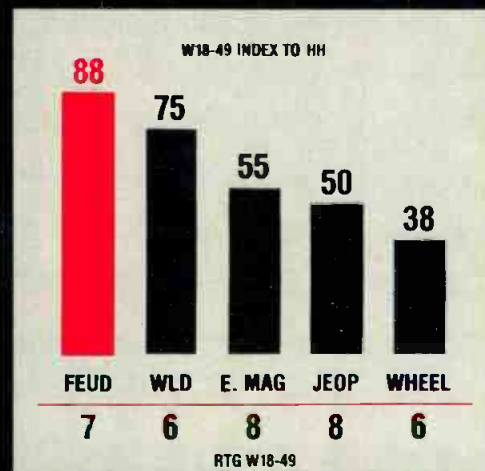
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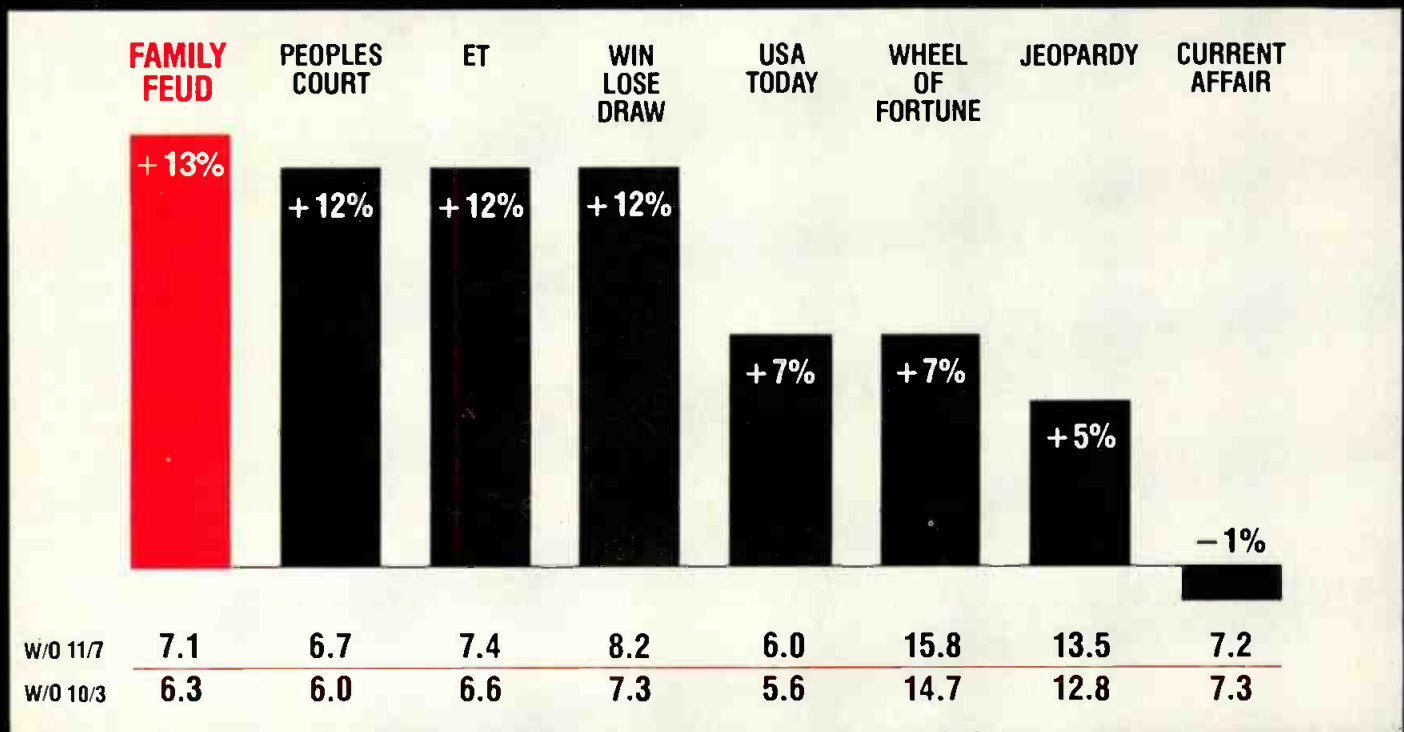
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stations or denied stations carriage and 91% had not engaged in channel repositioning. FCC released results of must-carry survey Sept. 1, but they did little to end debate over whether must-carry rules or law requiring cable systems to carry local 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 net-

works 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

PBS plans to suggest specific series for same-night prime time carriage, hoping to assure uniform prime time schedule via at least one station in each major market. National Association of Public Television Stations is also coordinating national programing task force to streamline aggregation of station money.

President Reagan signed CPB reauthorization for 1991-1993 Nov. 7, after Congress agreed to cut annual authorizations to \$245 million, \$265 million and \$285 million over three years, down from original congressional proposals of \$304 million, \$345 million and \$404 million. Satellite replacement funding of

\$200 million over three-year period was retained. Bill creates TV program fund specifically for independent productions, move opposed by noncommercial stations.

Although President Reagan signed 1991 appropriation of \$242,060,000 to CPB, with additional \$56,810,000 for satellite, Office of Management and Budget is expected to recommend 1992 freeze at that level and not to appropriate satellite money.

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 programing 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. ☐

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REAGAN HITS TV BIAS

President Reagan evoked laughter and applause at a banquet celebrating the Reagan Revolution when he poked fun at the way the network evening news shows had covered economic news during his administration. The president reeled off an impressive list of accomplishments—18.5 million new jobs created, nearly 5 million new businesses incorporated, more Americans working than ever before and unemployment at the lowest level in 14 years. He pointed out that the country has enjoyed the longest peacetime expansion ever recorded, 71 months of growth, which is a year longer than the previous record.

The president said: "The truth is that for six years now the economy has been so good that occasionally they even had to announce it on the evening news. The story would be something like: With the economy booming, can depression be far behind? Well, we've helped prove that economic truth is a lever that can move governments, move history, and truly change the world. But I'm still waiting to see if it can make the nightly news."

Like most jokes, there was a lot of exaggeration in Reagan's jab at television's coverage of economic news during his administration. But the audience, composed of over a thousand enthusiastic Reaganites, made it clear that they agreed with Reagan and felt the networks had it coming to them. Those feelings have been justified by a newly published book on TV coverage of economic affairs from 1982 to 1987. The author, Ted J. Smith III, who teaches at Virginia Commonwealth University, analyzed nearly 14,000 network TV news stories on the economy. Here's what he found:

"In general, as the economy improved, the number, length and prominence of economic stories declined. But the tone of coverage remained much the same: regardless of the character of economic events, it was predominantly and increasingly negative. These findings reflect the operation of a highly consistent pattern of emphasis and omission. The focus of coverage shifted from sector to sector, theme to theme, in constant pursuit of real and imagined problems and deficiencies....In short, journalists chose to emphasize bad news and de-emphasize good."

Professor Smith says that the pattern is so clear and dramatic that it cannot be

reasonably disputed. He notes that at least one network economic reporter, Irving R. Levine of NBC, has acknowledged that his reports on Reagan's economic programs "focused on their deficiencies and contradictions." Levine is not the worst. That distinction clearly belongs to Ray Brady of CBS, who is especially adept at finding a leaden lining in every silvery cloud.

Smith advances two possible explanations: (1) political bias and (2) the conceit of journalists that their proper role is to help the country by exposing its problems and deficiencies. He argues that by focusing on the flaws and failing to report the full range of information and opinion, the media impede the successful working of the democratic process. His book, *The Vanishing Economy*, ought to be read by the businessmen who run the networks.

AIM

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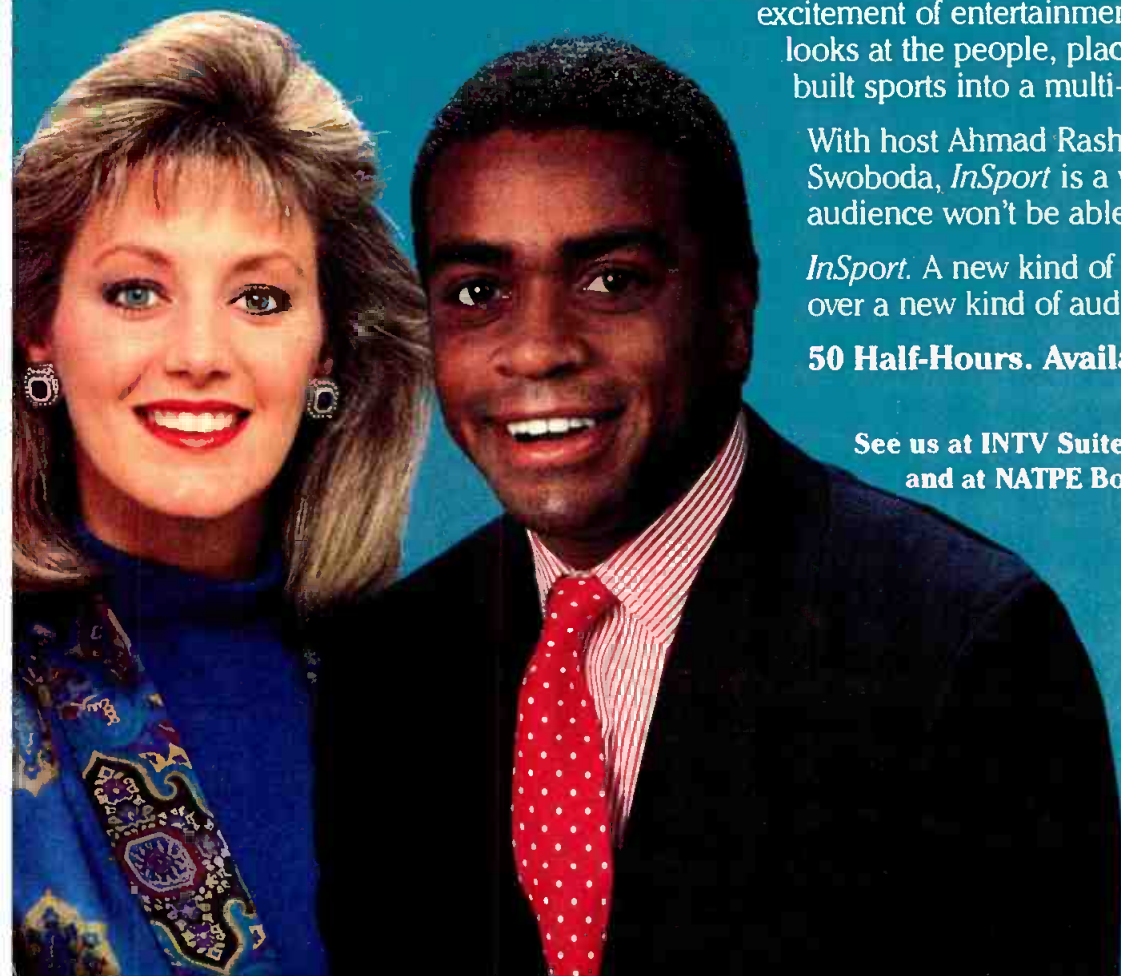
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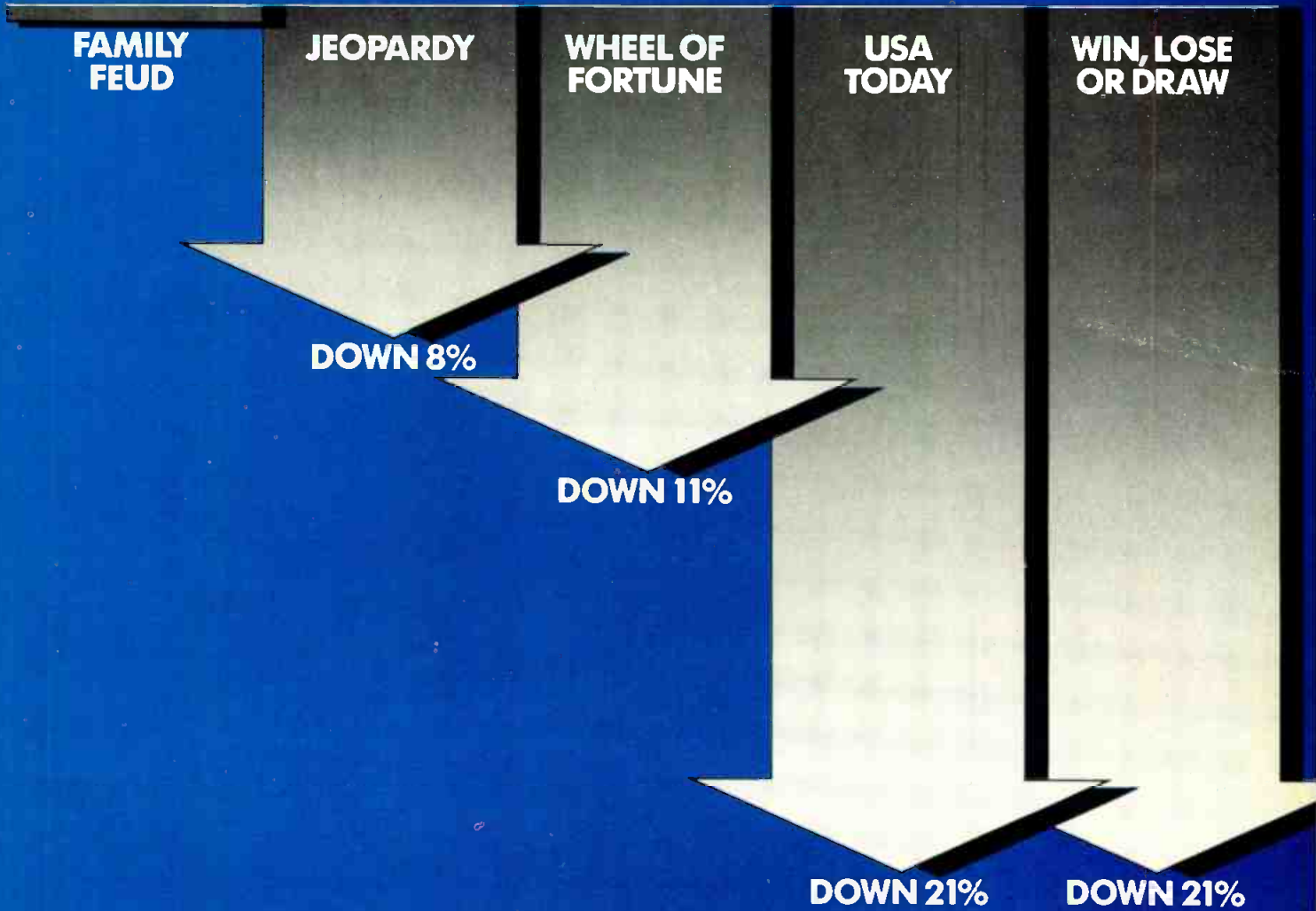
**WIN, LOSE
OR DRAW**

DOWN 8%

DOWN 11%

DOWN 21%

DOWN 21%



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December

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

January 1989

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

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

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

Jan. 8—*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* Clete 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. 18**—"The Presidency, the Press and the

Major Meetings

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* 46th 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. 13-18, 1989—11th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco. Information: (33) 93-30-8701.

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, 1989—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Televi-*

sion 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. Information:

41-21-963-3220.

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.

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Television New Zealand, one of the most progressive and entrepreneurial broadcasters in the Southern Hemisphere invites applications from adventurous professionals for the following positions:

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The appointee will report to the Director of TVNZ Business Development and will have the background and credibility to deal comfortably with principals of other major broadcasters.

In addition to broadcasting media background, the appointee must have proven marketing or financial analysis/strategic skills and a willingness to adopt a pragmatic "hands-on" approach to the enhancement of TVNZ's existing businesses and the start-up of new opportunities.

Appointment of other specialists within the Division will be made to complement this position.

Contract: 3-5 years by negotiation with transfer costs, motor vehicle, internationally competitive salary.

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Responsible for the production of all TVNZ programmes other than News and Current Affairs, the successful candidate will have a superb track record both in TV production and television management.

TVNZ produces more than 2300 hours of programming per year for its two networks Television One and Network Two. Output includes a wide range of drama, successfully sold throughout the world, entertainment programmes, sport (our coverage of the Rugby World Cup

and LA Olympics was seen by hundreds of millions of people throughout the World), documentaries, features, children's programmes, natural history, Maori programmes etc. Production is from eleven studios in four centres (Christchurch, Dunedin, Wellington and Auckland) lavishly equipped with the very latest technology.

The ideal candidate will have a thorough knowledge of modern production techniques, a demonstrable appreciation of the highest production values and a track record that will be respected by programme makers who rate among the best in the world. He/she may have successfully run a respected programme department, television channel or respected production company.

Contract: 3-5 years by negotiation. Attractive, high salary, transfer expenses, car, pension contributions, etc.

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Responsible to the Director of Programmes (Assistant Director General), the General Manager will be responsible for managing a large department responsible for acquiring around 6000 hours of programming a year.

A sound knowledge of the international markets (MIP, MIPCOM, the London screenings and Los Angeles screenings in particular) a comprehensive range of contacts in the international television business and good negotiating skills are essential.

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Reporting directly to the Director of Programmes, Assistant Director General, the Senior Scheduler will lead the competitive scheduling of Network Two, an entertainment based channel which has access to the very best programming from New Zealand, the US, Europe and Australia.

He/she will have experience of competitive scheduling, a wide knowledge of current programming techniques, a keen appreciation of modern research methods and a combination of instinctive and scientific scheduling skills.

Contract: 3-5 years by negotiation. This job offers a top salary, transfer expenses and numerous additional benefits.

SENIOR PROGRAMME PLANNER NETWORK TWO

Reporting to the Senior Scheduler Network Two, the successful applicant will have a broad knowledge of scheduling techniques, a comprehensive knowledge of current programmes available internationally and some appreciation of modern research methods.

Contract: 3 years. An attractive salary package.

Remuneration

Remuneration and benefits packages for the above jobs, Manager of New Business Development, Controller of Programme Production, General Manager Acquisitions, Senior Programme Scheduler and Programme Scheduler, are in the range from NZ\$50,000 to NZ\$150,000 (US\$93,000, UK 55,000), according to qualifications and experience.

New Zealand

The above positions will be based in Auckland, New Zealand's largest city; a modern, cosmopolitan environment which offers a unique lifestyle in a superb temperate climate (average 16 degrees in winter and 23 degrees in summer). They will work from one of the world's most modern TV centres. Live by a South Pacific beach, be less than 15 minutes from work, sail, drive to the mountains and ski or enjoy all the fun of a modern, go getting city life.

First Hundred Days," sponsored by Gannett Center for Media Studies, featuring former Presidents Gerald Ford and Jimmy Carter. Columbia University, New York. Information: (212) 280-8392.

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

■ **Jan. 20**—Deadline for entries in All Media Vanguard Awards, sponsored by *Women in Communications*, for "positive portrayal of women." Information: (703) 528-4200.

■ **Jan. 20**—Deadline for entries in 11th annual BDA international design competition, sponsored by Broadcast Designers' Association. Information: (415) 543-3030.

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. 25**—Texas Cable TV Association legislative meeting. First State Bank Tower, Austin, Tex. Information: (512) 474-2082.

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. 27-28**—Minnesota Association of Cable Television Administrators sixth annual conference. Scanticon conference center and hotel, Plymouth, Minn.

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

■ **Jan. 30-31**—South Carolina Cable TV Association winter meeting. Radisson Columbia hotel, Columbia, S.C. Information: (404) 252-2454.

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. Guest speaker: Julius Barnathan, president, ABC Broadcast Operations and Engineering. 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. 13-14—Georgia Cable Television Association annual convention. Omni International Atlanta, Information: (404) 252-4371.

Feb. 13-18—11th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco. Information: (33) 93-30-8701.

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. 16-19**—American Women in Radio and

Television national annual Commendation Awards judging. Embassy Suites hotel, Washington. Information: (202) 429-5102.

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) 738-6553.

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 Blumenthal, 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.

Errata

Ratings numbers for November sweeps supplied by CBS inadvertently counted superstations' 3.3 rating as both separate category and in independent category. **Correct increase for independents should have been from 9.1 to 10.1, not 13.4 as in chart in Dec. 5 story.**

April 9-11—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Television Stations*. Sheraton Harbor Island East, San Diego. Information: (703) 739-5082.

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

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

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

■ **April 21-22**—*Kentucky Cable Television Association* general membership meeting. Drawbridge Inn, Covington, Ky. Information: Randa Wright, (502) 864-5352.

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

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

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

April 29-May 2—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

May 1989

May 2—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention (see listing above). Las Vegas Hilton, Las Vegas. Information: (212) 586-2000.

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

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

■ **May 15**—Annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

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

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

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

May 21-27—*Input '89*, international public television screening conference, "annual forum for the exchange of program ideas among producers, programers and others interested in improving the quality of public television around the world." Stockholm, Sweden. Information: (803) 737-3434.

May 22—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York. Information: (212) 586-2000.

May 24—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Kahn,

president, Corporation for National Research Initiatives. Washington Marriott.

May 31—Deadline for entries in *National Association of Broadcasters* Crystal Radio Awards for excellence in local achievement, honoring stations that represent "best ideals of community involvement and service," open to all U.S. radio stations, regardless of membership in NAB. Information: (202) 429-5420.

June 1989

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

June 15-18—*Investigative Reporters and Editors* national conference. Philadelphia. Information: (314) 882-2042.

Open Mike

Remembering

EDITOR: We read with interest your Nov. 21 chronology of major events in the cable industry. We would, however, like to point out one technical correction—the launch date of ESPN was Sept. 7, 1979, not Sept. 3. As founders of the network, we remember that date very fondly.—*Scott W. Rasmussen, Rasmussen Communications Management Corp., Charlotte, N.C.*

Editor's note: As stated in the introduction to the chronology feature, the dates listed referred to the *BROADCASTING* issue in which the story originally appeared.

Class A complaint

EDITOR: I don't care what anyone says to the contrary, a blanket increase to 6 kw for Class A FM stations is not in the public interest and would be a blatant misuse of

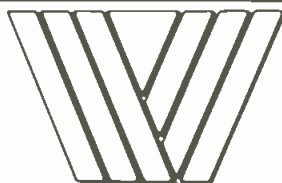
the commission's authority.

Many Class A stations are already "shoe-horned" in, allocations that were made prior to the commission's mileage guidelines set in 1964. Many of these are already short-spaced under the current mileage requirements. In additions, many Class A's, especially in the northeast and in much of California, just barely meet the minimum mileage requirements. This is especially true with the many "drop-ins" which came as part of Docket 80-90 or that were allocated by individual petitioners. These are concrete examples of where the next step will take place in the AM-ization of FM radio should the commission allow a blanket increase.

Under the new mileage separation guidelines as proposed by The Association for Broadcast Engineering Standards, most Class A stations would be able to increase



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 bride groom. "But after living with her the same
 an't stand to be around her any more. He wants his
 ck. I don't think that's a crime."

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Angeles, WMAQ in Chicago, WCBS in New York and KGO in San Francisco have already signed on. Tabloid is the kind of show audiences are looking for today, and the kind of programming affiliates like these consider the next big hit of the 90's:

NEW YORK—WCBS/C
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CHICAGO—WMAQ/N
PHILADELPHIA—KYW/N
SAN FRANCISCO—KGO/A
DETROIT—WDIV/N
WASHINGTON, D.C.—WJLA/A
DALLAS—WDFW/C

ATLANTA—WXIA/N
TAMPA—WXFL/N
MINNEAPOLIS—KSTP/A
MIAMI—WTVJ/N
ST. LOUIS—KTVI/A
DENVER—KUSA/A
PHOENIX—KTVK/A
PORTLAND—KOIN/C
KANSAS CITY—WDAF/N

SAN ANTONIO—KSAT/A
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"On the show, I play a villain. A real killer. So when I'm angry with him, I take it all out on him on the show. It works wonders. We haven't had an argument yet."

Screen Legend Collapses, Insists:

"I DO NOT HAVE

From a hospital bed following his on stage collapse, the legendary actor continues to deny rumours that he has been stricken with the dread disease.

TOP QUARTER
 ADMITS COCA

He's been looking at his hottest season in years. But after several brushes with local authorities, the superstar has finally faced up to the facts and checked himself into an exclusive rehabilitation center in the Santa Monica Mountains.

their power. I am in favor of this. I think Class A's should have a power increase if they meet the proposed mileage separation guidelines as outlined in the ABES and the NAB proposal. I really do feel for the plight of the short-spaced Class A operator but they knew the limitations when they purchased the facility.—Robert F. Fuller, president, Fuller-Jeffrey Broadcasting Companies, Sacramento, Calif.

Bright outlook

EDITOR: The article in the Nov. 28 issue of BROADCASTING, "Hard Times For Easy Listening," was a little misleading. It implied that the hard times were industry-wide. At KalaMusic, we feel this is not the case...that most of the hard times seem to be confined to our major competitor. At KalaMusic, times are good.

■ Over the past six months we have added nine new easy listening clients. Some have been takeovers from other syndicators, but several of them have been stations new to the format.

■ Our owned and operated stations in Kalamazoo, Mich., and Fort Wayne, Ind., are playing our easy listening format and are selling their time. In fact, according to Jim Duncan's "Study," our stations are selling time at a ratio of over 100% per rating point.

■ Our O&O's and our client stations are constantly finding new and innovative ways of selling advertising in this format. And part of the service that KalaMusic offers is to share these ideas with our other client

stations.

■ Easy listening continues to be a very advantageous format for a profit-oriented operator because: 1) An easy listening station becomes a unique franchise in the market; 2) An easy listening station is able to attract revenue from several sources, including business to business advertisers, upscale retailers (furriers, jewelers, luxury automobile dealers, financial institutions) and businesses that concentrate on the 55-plus market (elder care facilities, certain insurance agencies, etc.) that in many markets no other radio station can even call on, and 3) The format is very economical to operate.

■ The research that is often quoted that indicates that listeners don't want to listen to instrumentals is really only half right. Our studies have shown...listeners don't want to hear lousy instrumentals. So we don't play those.

■ KalaMusic's programing is innovative, exciting and constantly evolving. It is not the same as it was five years ago, or even five months ago. But it keeps up with the needs of today's listeners. That's why our audience constantly skews younger and listens longer than the nationwide format average.

Yes, it's an old truism that the bad news gets more press coverage than the good news, but we know of more than 30 operators of successful easy listening radio stations. Indeed, I am convinced there are no bad formats, only bad radio stations—Stephen C. Trivers, president, KalaMusic, Kalamazoo, Mich.

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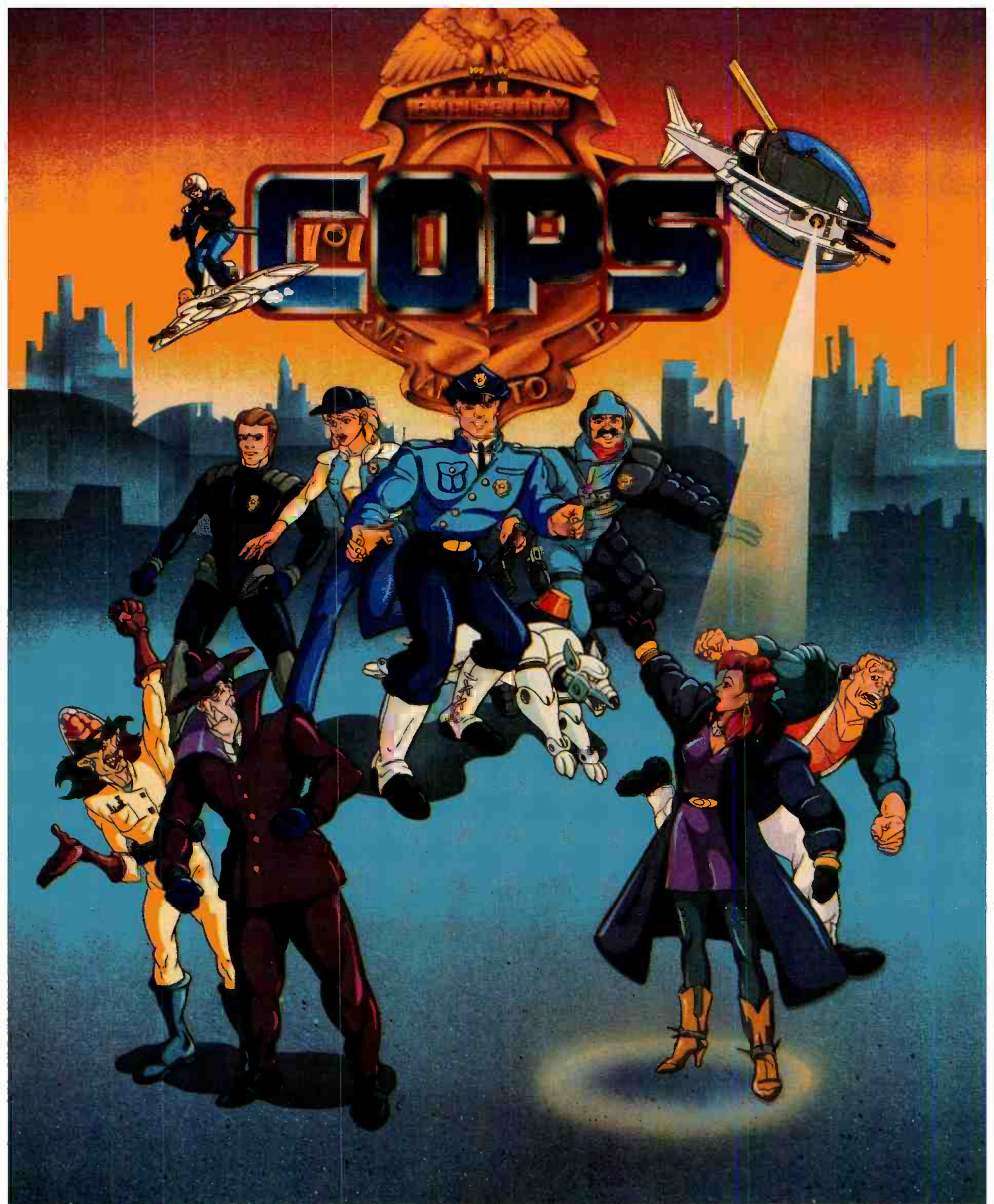
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A television marketing commentary by William K. Foster, president, Institute for Innovation, Greenwich, Conn.

Does the TV industry practice marketing? I submit that the answer to the question is NO! First of all, while all of us throw the word around a great deal—at both the station level and at the network level—we do not even have a consistent understanding of the word and its meaning. For example, we glibly use the words “sales” and “marketing” interchangeably. We refer to “sales plans” as “marketing plans.” This can be a dangerous mistake.

If we think having a sales plan means we have a marketing plan, that is the same thing as saying an engine is a car. Just as an engine is only a part of the automobile, so is a sales plan only part of a marketing plan. Selling and selling plans, sales and promotion calendars, are only some of the elements in a TV station’s marketing program.

The reason it is so dangerous not to have a proper understanding of marketing is that never before has there been a time in the TV industry when the proper practice of marketing was so important. Never has there been a time when good marketing thinking and acting could be so useful. Never has there been a time when marketing skills and practices were in such short supply.

For years the TV industry has rightfully been proud of its selling capabilities. But most of that selling was done in a seller’s market. Now we find ourselves in a buyer’s market, and being an excellent salesperson is not enough; in fact, it’s woefully inadequate.

A “selling approach” is product centered; a “marketing approach” is customer centered. Research my company has conducted among agencies and retailers shows that in general most TV stations (and the networks) are considered to be product centered, not customer centered.

Our TV industry definition of marketing must incorporate the customer. We must start with the customer and his needs—yet all of the headlines in our industry press talk only about *our* needs. We need a new concept for how we think and operate. Let’s call it the “marketing concept.”

The core idea of the marketing concept is that a business exists for the purpose of understanding, developing and keeping customers. As we have said, the crucial difference between selling and marketing is that “selling” is oriented toward the seller and what he makes and wants to sell (for example, spots and dots inventories); “marketing” is oriented toward the customer and what he or she needs and wants to buy.

Would you agree that we are so preoccupied with *our* needs that we are neglecting to really understand and help solve the needs of our advertisers and potential advertisers?



“Never has there been a time when marketing skills and practices were in such short supply.”

In the TV industry, the concept of spots and dots is the “selling concept.” While that concept was possibly a successful one under which to operate in the past, it is not sufficient in today’s highly competitive markets. You must turn talk into action. You must move from operating only as selling organizations to operating as marketing organizations.

Let’s define marketing for our industry as follows:

- It has made its primary purpose that of serving the customer (this means not only the viewer customer, but the retail store, the regional or national advertiser and the advertising agency customer).

- It has obtained the information necessary for it to understand the needs of the advertiser and agency customer.

- It has developed marketing strategy and action plans that enable it to address customer needs in a way that really meets customer needs while it increases the station’s share of market and achieves sales objectives and goals.

During the early part of 1988, I was invited by the Television Bureau of Advertising to participate in its regional sales conferences in 11 cities. In talking with hundreds of TV sales executives and sales management during that tour, I reconfirmed a long-held belief: the industry is not really

practicing any of the three requirements that experts agree are necessary for successful marketing.

Based upon contacts with more than 400 stations at the TVB regional sales conferences, based upon my careful analysis of the Butterfield Study of the industry conducted for the TVB, and based on two additional sets of research that we have undertaken among station sales management in the last few months, I am convinced of the following:

The TV industry agrees it is in trouble. We say we must become better at marketing, but we are not taking the necessary steps to turn words into actions. This means only one of two things: 1) We are not really convinced we must be better at marketing, or 2) We do not know how to do it.

If the answer for you or your station or network is number one, I don’t know what to say. If the answer is the second, then keep reading and be prepared to take some concrete action.

Upon reaching a consensus as to what marketing really means, and after agreeing that we are for the most part lousy at it, the next step is to develop really honest-to-goodness marketing plans. The elements in a marketing plan should include: customer and prospect targets; an understanding of their needs and wants (market and customer research); our products and inventory; our prices, our selling structure, and sales force recognition and rewards; how we will inform our targets of our products and how we will persuade them we can meet their needs (selling materials, advertising, promotion, publicity, etc.), and how we will service our customers once on the air.

All of that is rather fundamental, almost boring. The problem is that we are not including most of these basic elements in our selling plans or in our strategic plans. We are only fooling ourselves.

Two immediate and major needs exist: A serious commitment to make marketing a major priority and get better at it, and the establishment of training programs throughout the industry to improve marketing skills and practices—at senior management levels as well as operating and street sales staff levels.

Three-day “hands on” marketing seminars being offered in early 1989 by TVB are an excellent example of the kind of action that must be taken.

An observation from Peter Drucker, one of the best U.S. business thinkers, is appropriate in conclusion: “Marketing is so basic that it cannot be considered a separate function. It is the whole business seen from the point of view of its final result: that is, from the customer’s point of view.”

TV industry, when are you going to turn incessant talk about marketing into dynamic action?

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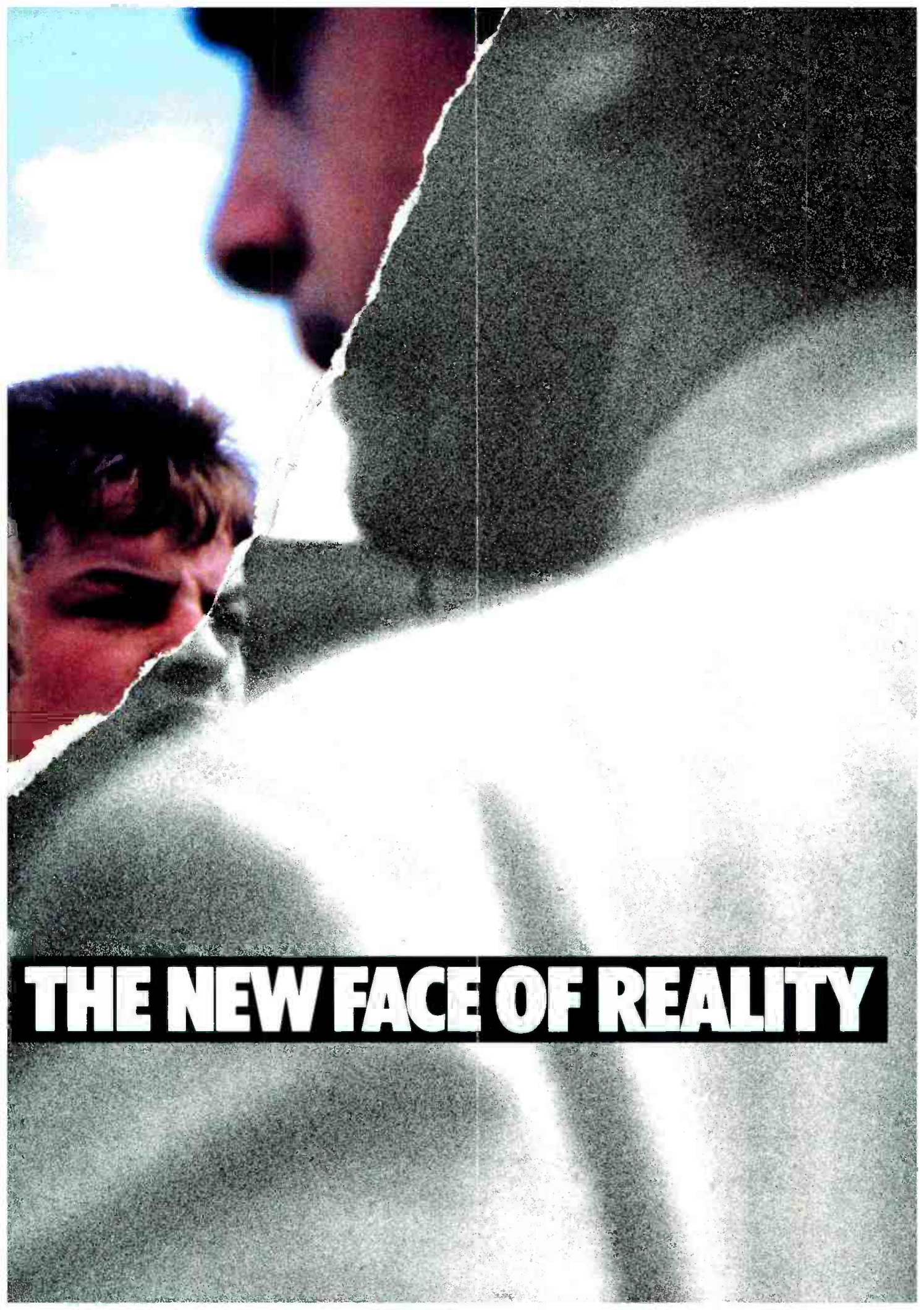
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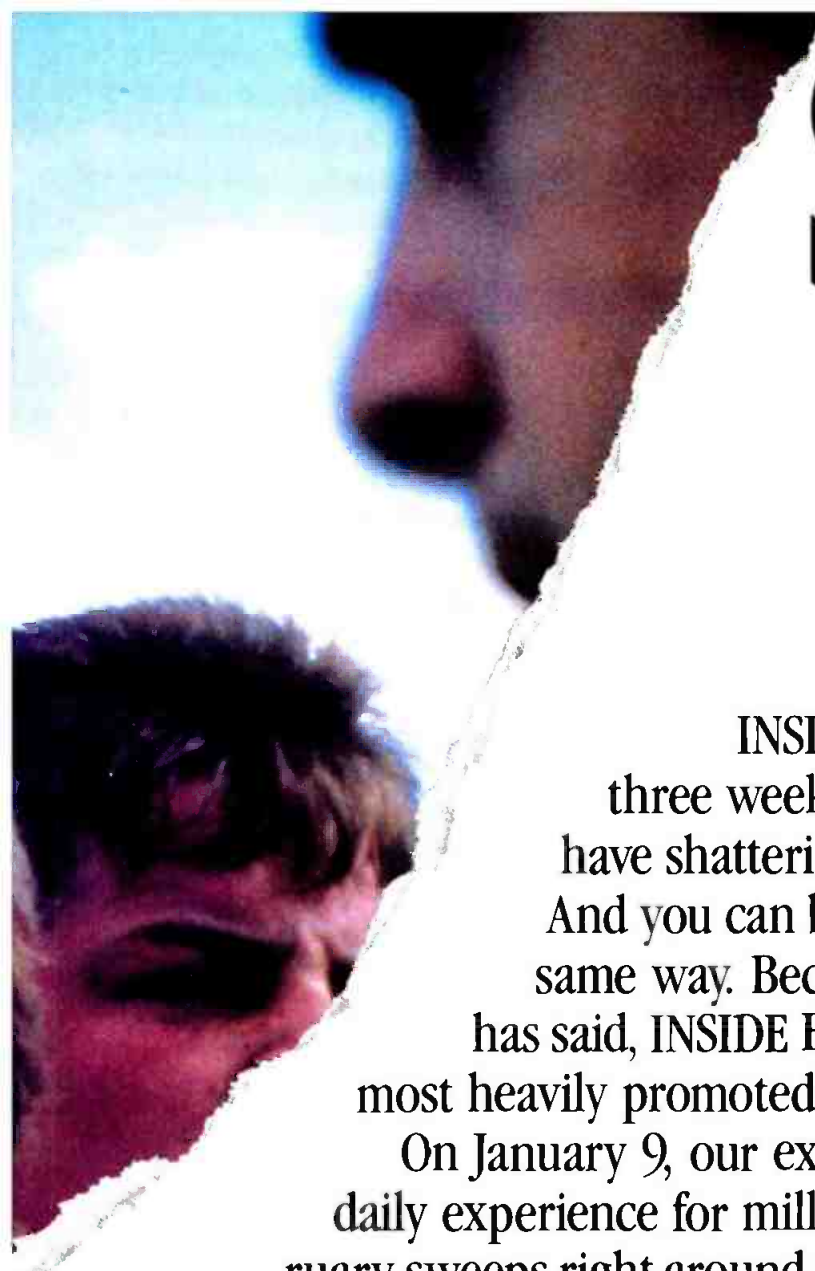
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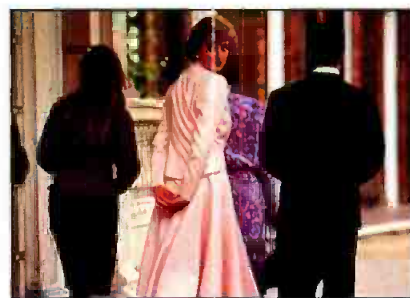


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Broadcasting Dec 19

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TOP OF THE WEEK

CBS's billion-dollar turn at bat

Network gets all post-season and reduced regular season schedule; may propose different affiliate compensation for baseball; cable bidding delayed until January

"Simplicity" was how Baseball Commissioner Peter Ueberroth described CBS's winning \$1 billion bid for North American television rights to four years of the All Star game, all post-season play and a dozen regular season games each year. "Complexity" may be an accurate way to describe the ensuing discussion of whether CBS overpaid for the games. At roughly \$250 million per year from 1990 through 1993, the new television rights, according to Ueberroth, are roughly 25% more expensive than the current six-year package split between NBC and ABC, on which both are said to have lost money.

CBS Chief Executive Officer Laurence Tisch and others steadfastly maintained that the contract made economic sense because of "values" external to the telecasts. Primary among those external values was the promotional vehicle the games will provide for at least four seasons of prime time series introductions. At least part of the post-season play may conflict with the introduction of fall season shows.

Tisch and others at CBS may see greater marketing ability for a baseball package that exclusively belongs to one network. In a way, said one observer, "What CBS did was to impose its 'more is gotten from less' experience with the NBA [National Basketball Association] on baseball." NBA Commissioner David Stern agreed: "I think the contract demonstrates the value of exclusive, ongoing sports programming. It develops viewing patterns and increases audience and gives more to the sponsor than simply gross ratings points."

CBS/Broadcast Group President Howard Stringer called the baseball franchise "an exotic market we can use and exploit...you can't put a price on it." Added CBS Sports President Neal Pilson: "We bid after a very careful assessment of the baseball package to the entire company."

Whether CBS can make money on the telecasts of the games may ultimately depend on some things yet unknown: the strength of the sports advertising marketplace between 1990 and 1993, the viewer appeal of teams making it to post-season competition, and the length of the post-season series—in the last two years those series have averaged just under six games

each (out of a possible seven). CBS may also be looking for network affiliate stations to help pay for the games by accepting a different compensation rate.

Assuming a 5% inflation rate, the present value of the CBS payments may work out



Tisch and Ueberroth

to less than \$1 billion. To be added to that sum are production costs, assumed to average in the range of \$10 million per season, and any promotional spots CBS gives baseball, an amount Pilson said will be similar to that given other major sports.

CBS can add commercial inventory through extra programming, and Pilson said the network continues to negotiate with Major League Baseball (MLB) for programs related to baseball, such as the Hall of Fame game. The CBS Sports president said the network would probably run 20-minute pre-game shows and, during post-season play, post-game shows.

For ABC and NBC, they will soon lose some promotion capability and also lose portions of their sports programming. The loss of baseball is particularly acute for NBC, which for over 40 years has telecast the games that account for almost one-third

of the network's sports inventory. Said one NBC executive: "It was like a hard kick in the stomach."

Of continuing interest last week was the rest of the baseball telecast rights, which include an estimated 150 to 200 regular season games per year. Four cable programmers—USA, SportsChannel, ESPN and TNT—are actively interested in those rights, said Ueberroth, who added that negotiations will be on "hiatus" until after the holidays. MLB, he added, is also reviewing the status of baseball telecasts by superstations.

The new contract calls for, as did the previous one, broadcast exclusivity during the Saturday or Sunday afternoon times when CBS would run its dozen regular season games. Local cable telecasts of other games would be permitted at the same time, however. CBS itself would likely telecast more than one "regional" game at the same time, Pilson added.

Ueberroth, who reportedly was the only MLB official to see all three bids, briefly described the losing efforts, saying they were "close." He suggested that one of the bids was a higher dollar figure than that of CBS, but may have contained conditions that MLB found unacceptable. Ueberroth did not allow either ABC or NBC to "overbid" the winning bid, and Tisch thanked the baseball commissioner for "creating a level playing field for the bidding."

Recent baseball ratings, according to data from A.C. Nielsen, have presented a mixed picture. Most of CBS's \$1 billion is going to pay for the post-season games, which, except for the American League Championship series, have been relatively flat over the past five years. ALC series ratings have fallen over the last five years, from a 16.7 in 1984 to a 14.5 in 1987, then dropping off sharply for the 1988 four-game series between Boston and Oakland, which garnered only an 11 rating. The National League series have hovered between a 14.9 rating and a 15.9 rating over the past five years. World Series ratings have varied by a greater degree, rising from a 22.9 in 1984 to a 28.6 in 1986, then falling to a 23.9 for the recently completed five-game series won by Los Angeles.

While All Star game ratings have been virtually flat, weekend afternoon games have declined slightly over the past five years. NBC telecasts, which obtained 6.4 and 6.5 average ratings between 1984 and 1986, fell to a 5.9 in 1987 and to a 5.5 for the just completed season. □

CBS fine-tunes its prime time picture

The network wastes no time in rearranging schedule; gone are 'Miranda,' 'Van Dyke,' 'McGuire,' 'Dirty Dancing' and 'Simon and Simon'

CBS pulled the plug on two shows (*Raising Miranda*, *The Van Dyke Show*) and put three others on hiatus (*Annie McGuire*, *Dirty Dancing*, *Simon and Simon*) last week in a reorganization of its prime time schedule. Four of the five—*Dirty Dancing*, *Annie McGuire*, *The Van Dyke Show* and *Raising Miranda*—were half-hour comedies and new to the schedule this season, while the fifth, the one-hour adventure *Simon and Simon*, was in its seventh season.

Last May, when CBS announced its fall schedule, Kim LeMasters, president, CBS Entertainment, said the new schedule would address three major objectives: improving the "critical" 8-9 p.m. time period, increasing the network's half-hour comedies, and broadening CBS's appeal. Much of the burden of achieving those goals fell on the shoulders of CBS's new half-hour comedies, namely *Raising Miranda*, *Annie McGuire*, *The Van Dyke Show* and *Dirty Dancing*. Judging by their ratings performance, and the restructuring, the shows

failed to accomplish any of those goals.

"I think in CBS's case," said Jeffrey Logsdon, media analyst, Crowell Weedon, "they probably didn't realize just how far or fast they were sliding. It's like you only have so many fingers to stick in the dike, and when you run out of fingers, you have to accept the fact there's going to be some leakage, and that's what we're seeing now. It's not like they have at least one new show that's doing well—they're all struggling."

Despite the failed new shows and continued downward slide, it appears that affiliates continue to support LeMasters and the network's efforts. "Kim [LeMasters] and his advisers are going through the same anguish and harassment that we affiliates are going through," said Neil Kuvin, general manager, WHAS-TV Louisville, Ky. "Some of the problems we're experiencing now," he said, "are the effects of decisions made before Kim took over."

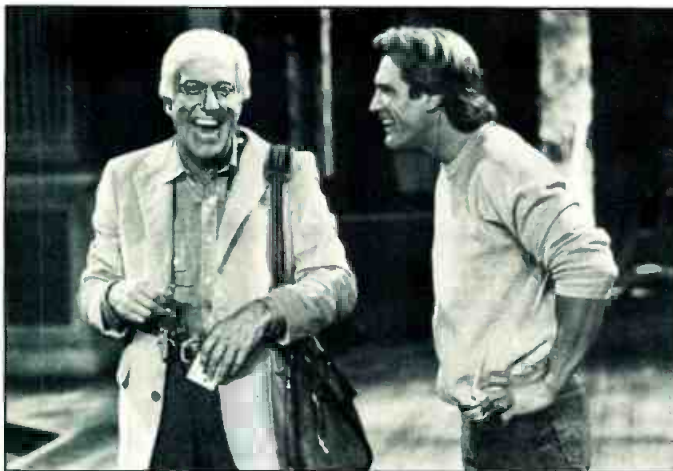
A mistake that Kuvin said has been made this year and in the past is scheduling 10 p.m. shows in the 8 p.m. slot. "I still don't

think that 8 p.m. is being paid enough attention to," he said, adding, "*Van Dyke* was not an 8 p.m. show." Regarding *The Van Dyke Show* and *Annie McGuire*, Kuvin said: "When you want to make some noise, you don't do it with bland, vanilla programming."

The inability to program effectively at 8 o'clock has put a strain on CBS's shows later in the schedule. Without a strong lead-in, many of the traditionally strong shows such as *Dallas*, *Knots Landing* and *Falcon Crest*, which have shown signs of aging, have experienced further ratings slides. "I used to think my late news would always have an impregnable 10 p.m. lead-in," said Kuvin. "Now I'm not so sure that I can count on that." The problems at 8 p.m. have caused "a crumbling at both ends [8 and 10 p.m.]," he said.

One of the difficulties for CBS in developing successful programming at any time stems from a perception among the production community that going to the third-place network will land their show in an unattrac-

Bottom row: critical
Top row: dead



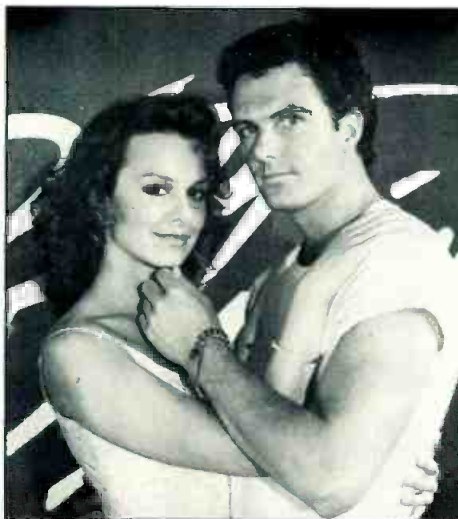
'The Van Dyke Show'



'Raising Miranda'



'Annie McGuire'



'Dirty Dancing'



'Simon and Simon'

time slot, against stiff competition from NBC and ABC programming. In an effort to assuage some of the concerns that producers have, CBS brought in Barbara Corday as the number-two programming executive behind LeMasters. Before coming to CBS, Corday had been president of Columbia-Embassy Television before the merger of that unit with Tri-Star Television last fall. Corday was pegged to improve relations between the network and the Hollywood community, with hopes of higher quality programming coming to CBS.

However, Corday's appointment at CBS has sparked some speculation that the num-

eraging a 6 rating and an 11 share. *The Van Dyke Show* premiered on Oct. 26 and averaged a 7.3/12 for its six episodes, placing it 74th out of 78 shows.

Dirty Dancing, airing on Saturday, 8-8:30, will move to the 9:30-10 slot on Saturday, for two broadcasts on Jan. 7 and 14. It is expected that the show's performance on those dates will determine its future. The *CBS Saturday Movie* will precede *Dirty Dancing* on Jan. 7 and 14 at 8-9:30.

Annie McGuire, starring Mary Tyler Moore, will have its final broadcast in its current Wednesday 8:30-9 slot on Dec. 28. The series, which will have aired eight episodes, then goes on hiatus and has not been given another time slot. The show ranked 73rd, averaging a 7.5/12 through Dec. 11.

Simon & Simon, like *Annie McGuire*, has not been given another time slot, and will have its final broadcast on Saturday, Dec. 31, at 9-10. The show has additional episodes available, and the network has not made a final determination on the show's future, making it, once again, a candidate for mid-season replacement status.

TV 101, highly acclaimed but low-rated, moves to Wednesday, 8-9, beginning Jan. 4. The show has been airing on Tuesday at 8-9, against ABC's *Who's the Boss?* and *Roseanne*, the latter being the highest-rated new show of the fall. *TV 101*, produced by Grant Tinker's GTG Entertainment, has averaged a 6.6/10 in its two episodes.

To fill the gaps, CBS is premiering *Dolphin Cove* and *Tour of Duty*, in addition to bringing back *The Smothers Brothers* for a limited run.

Dolphin Cove, conceived during the writers' strike, stars Frank Converse as an American dolphin researcher who moves to Australia with his two children. The show premieres on Saturday, Jan. 21, at 8-9.

Tour of Duty, a moderate success for

CBS last year, will make its second season premiere on Tuesday, Jan. 3, at 8-9, against ABC's one-two punch of *Who's the Boss?* and *Roseanne*, as well as NBC's *Matlock*. *Tour of Duty's* tour may be brief in that time slot, as it becomes increasingly difficult to find an audience for a show the later it premieres in the season, especially in such a competitive time period.

The Smothers Brothers, used sporadically earlier this season, returns to CBS for four broadcasts, beginning Saturday, Jan. 28, through Feb. 18, at 9-10.

The good news for CBS is that it has decided to pick up the back nine episodes of



Corday

ber-two designation is merely temporary and LeMasters's stay is only slightly more permanent than some of the shows he introduced to the schedule in the fall.

"It seems to be very clear they have hired her as the heir-apparent," said a network programming analyst. "She has a standing in the creative community that the other fellow [LeMasters] does not have." He suggested that most producers these days are taking most of their shows to NBC and ABC first.

A high-level source at CBS, however, discounted any sense of urgency among CBS brass and dismissed the speculation that LeMasters's days were numbered. "We know we're in third place," he said. "We don't expect magic and we're not going to hang anybody. We've got a long road ahead of us and it's one we've got to go on with care and patience." Development next year, he said, "will be more focused than it was this year. We can't expect to make a run at the top with another Dick Van Dyke show leading the way."

With the season's race seemingly set for a repeat of last season (NBC first, ABC second and CBS last), CBS is making the following changes in an attempt to keep from falling deeper into third place than it was last year.

Raising Miranda, airing on Saturday, 8:30-9, will have its final broadcast on Dec. 31, and will not return to the schedule. *The Van Dyke Show* (Wed. 8-8:30) had its final broadcast on Dec. 7. *Raising Miranda*, which premiered on Nov. 5 and will have aired seven episodes before it disappears, ranked last among regular programming, av-



LeMasters

Paradise (Thursday, 9-10), *Murphy Brown* (Monday, 9-9:30) and *Wiseguy* (Wednesday, 10-11). *Murphy Brown*, a new half-hour comedy, has performed the best of the three thus far, ranking 39th and averaging a 14.0/21. *Wiseguy* is ranked 47th with a 12.4/22, and *Paradise*, also new, is 61st with a 10.7/17. □

Fox may unveil third night

Mood at Fox is positive, with strong ratings and growing financial strength

As Fox Broadcasting Co. basked in the glow of a strong November performance, word was last week that the company was targeting a Monday night in early to mid-June as the starting date for its long-expected third night of programming. While denying that the timing of the third night was definite, Kevin Wendle, FBC executive vice president, programming, said the network would announce a definite premiere date at its affiliate meeting immediately following the Association of Independent Television Stations convention in January. Wendle also said the network's late-Friday night "worldwide music lifestyle show," now titled *Revolution*, would debut some time in March.

Because of the company's ratings performance and control of programming costs; it seems more likely that FBC, which lost about \$90 million in the fiscal year ended June 30, is capable of meeting Rupert Murdoch's early-November pronouncement that

the network would cut its losses to \$20 million this fiscal year and end up operating in the black (BROADCASTING, Nov. 7). In an indication of the company's growing financial strength, FBC is now operating at a break-even level, after sustaining losses of about \$1 million per month in the first fiscal quarter, according to Don Galletly, vice president, investor relations, for News Corp., FBC's parent company.

Monday night programming will be launched in 1989 no sooner than June, Wendle said, but no specific date has been set. "We're still trying to figure out exactly when our best opportunity is," he said. Programming has not been set either, but Wendle said FBC has more than 20 projects in development. At the affiliates meeting Jan. 7, he said, the network will announce a launch date and present information about some of its shows in development. He said he had no definite schedule yet, and would not have one by the time the meeting takes place. One company official said last week that he understood the target date was June 19. But Jim Cunningham, associate national broadcast director for Foote, Cone &

Belding Communications, said he understood that the third night would launch the first Monday in June.

One possible Monday night schedule has already been mentioned, according to Martin Colby, chairman of the board of governors of the Fox Television Affiliates Association and vice president and general manager of XETV(TV) Tijuana, Mexico (San Diego): an hour-long action-adventure program at 8 p.m., followed by two half-hour sitcoms, possibly starting the first Monday after the May sweeps. Both Colby and Wendle said such a plan would be one choice among many. "We've been playing with the pieces on the programing schedule," Wendle said.

Wendle said Fox would also announce plans in January for a night of movie and mini-series programing, still under consideration. FBC, he said, is in discussions with Aaron Spelling Productions on the possible launch of the series *Angels '89*, via a two-hour movie.

The mood at FBC and among its affiliates is positive in the wake of the November numbers. *Married...With Children* scored a 10.5 rating and a 15 share on Nov. 27, the highest numbers ever for a Fox show, according to NTI peplemeter data. Saturday night household ratings for the 8-10 p.m. schedule increased from an average 2.5 rating/6 share in May to a 3.3 rating/6 share in November, according to Fox. Sunday night figures for 7-10:30 p.m. went from a 4.7 rating/8 share in May to a 6.8 rating/10 share in November. "The bottom line is that as our ratings go up, so do our profits," Wendle said. As FBC revenues grow, so do compensation payments to affiliates, because they are calculated as a percentage of the network's gross billings.

Bill Viands, vice president and general manager of Fox station KDNL-TV St. Louis, said his station was showing vast improvement in Sunday night ratings in the 18-34 age group, part of the younger audience to whom Fox appeals most. "We're very pleased with the way Fox has performed on Sunday nights," he said.

But Fox's success with young audiences may be working against its Saturday night schedule. "I don't think they're ever going to do well on Saturday night," Cunningham said. "The kind of audience they appeal to just isn't around on Saturday night."

However, Wendle said, "we have no plans to change our Saturday or Sunday schedule in the foreseeable future." He added, "Every one of our programs has been increasing in the ratings, and until they flatten out or drop, there's no reason to replace them."

FBC, which had revenues of about \$105 million-\$110 million in fiscal 1988, is already ahead of last year's revenue figures. Upfront sales for FBC totaled about \$130 million, Galletly said. The network's CPM increases ranged from 6% to 15%, according to BBDO.

Fox sold 80% of this season's advertising inventory in the upfront market, said Pat Mastandrea, FBC's senior vice president, sales. That figure included 85%-90% of

Demographic ratings

November 1988
Sunday, 7-9 p.m.

	Female 18-34	Male 18-34
FOX	8.4	7.7
NBC	8.4	7.9
CBS	7.9	7.1
ABC	6.9	6.4

Source: NTI overnights

availabilities in the fourth quarter of calendar year 1988, and 80% of the inventory in the first quarter of 1989, she said. Fourth quarter scatter market prices averaged a 25% increase over upfront prices, while first quarter scatter prices are averaging 45%-50% increases, she said. "We are way, way over where we thought we'd be," Mastandrea said. Calendar first quarter revenue for 1989 will be 30% higher than FBC projected last May, she said.



The scatter market price is a result both of Fox's success and the demand for advertising time, Cunningham said. Many advertisers, he said, held back on media buys until a month ago, when they decided the outlook for the economy in 1989 looked strong. The rush to buy has resulted in a tight first quarter scatter market, he said, with second and third quarter markets looking tight, too. Cunningham said that since Fox did better than expected this fall, makegoods are not cutting into its inventory.

Regarding the costs of FBC's operations, Murdoch said in November that switching

to the reality-based shows *The Reporters* and *Beyond Tomorrow* on Saturday night had cut programing costs by more than 50% for that evening.

Given FBC's current schedule, the cost of launching a third night of programing would hurt the company's financial performance, while advertising revenues for the third night might not be generated until fiscal 1989. Wendle discounted the possibility that development costs for Monday night programing would make a big negative impact on the network's finances. "We're doing so well on Sunday night that it has enabled us to cover a lot of our development costs," he said.

The programing process at FBC has become more fiscally conservative, Wendle said. "In the beginning, we made a lot of series commitments—which were very costly—and went rolling right into production on a dozen projects.... And when some of those projects failed early, we had to pull them off the air and write off millions of dollars." Because the network is no longer under that same pressure to come up with programing quickly, Wendle said, "we're moving ahead more financially conservatively.... We're looking at more pilots and scripts and limiting our exposure on program development."

Wendle also said that by collaborating more closely with affiliates on promotional spending, the network was not making the inefficient media buys it had made in the network's "chaotic" startup environment.

Summing up, Wendle said the three major reasons the company lost so much money last year were ratings below expectations, the cost of program abandonment and "all those other factors that are a part of launching a new company"—such as the overspending on media.

Galletly said that meeting Murdoch's target of losing no more than \$20 million was "a very safe bet." He added, "It could do a lot better than that." □

There's a tomorrow for 'USA Today'

GTG Entertainment said last week it was firmly committed to producing *USA Today: The Television Show* for a second season (1989-90). And in January, the company will "re-launch" what GTG Marketing President Bob Jacobs described last week as a "new and improved version" of the program.

As a result, substantial changes will occur in the program, including an altered format that will reduce the number of anchors in the main studio set from four to two, a change critics of the show had called for early on. Jacobs reported the intent was to keep anchors Edie Magness and Bill McAtee in Arlington, Va., where the show is based, and move business anchor Ken Walker and "Life" anchor Robin Young to New York.

GTG has hired a new advertising agency to create new on-air and print promotions, and will almost double the promotion budget, adding another \$5 million. In addition, the music and possibly the opening of the

show will be changed. Jacobs even said consideration is being given to shortening the title of the show to just *USA Today*.

In a prepared statement on the renewal of the show for a second year, GTG Entertainment President Grant Tinker said: "All the arrows are pointing in the right direction. The show itself has hit its stride.... The improvements in the show and the audience increase that accompanied those improvements make us more convinced than ever that [the program] is going to have a long and productive life."

GTG cited ratings gains of 22% for the show from October to November. But some rep sources remained skeptical, suggesting those gains were primarily the result of across-the-board increases in television viewing in November that benefited all shows. But Jacobs insisted last week that the ratings gains were real, citing an average 25% tune-out rate in October that was reduced to almost zero the following month. □

NBC and Group W to produce first-run shows

Programs will be developed to answer needs of two groups' stations, which together cover 32% of country; shows will also be available to syndication

NBC Productions and the network's owned stations signed a deal last week with Group W Productions and the Westinghouse-owned stations to develop first-run programming for the two station groups. NBC Productions will produce the programming, which the stations would own if they choose to run it. Group W Productions will acquire the syndication rights from NBC Productions and distribute those programs judged to be viable in the domestic station marketplace.

According to John Agoglia, NBC executive vice president, the deal was designed primarily to give the 12 NBC and Group W stations (all in different cities and covering a combined 32.4% of the country) additional programming options and control in the development process at a considerably smaller cost than programs offered by outside distributors.

"They [the stations] sort of get to control their destiny," said Agoglia. "We deliver the programming, and if it's successful, they own it without having to suffer the pangs of the syndication renegotiation process." With seven NBC stations covering about 22.4% of the country and Group W's five stations covering another 10%, the costs of production could be covered by distributing shows to those two groups alone, said Agoglia.

There are, of course, two very significant secondary benefits to the deal. "It seems like such a perfect marriage," said Agoglia. The arrangement gives NBC a low-risk entry into the syndication program production market. And Group W Productions, with the option to pick up all the rights to programs born of the deal, has another stream of product flowing into its distribu-

tion pipeline. The company would have a considerable advantage going into the national marketplace with programs already being carried by two groups with the coverage of Group W and NBC.

Last week, executives from all the stations and the two production companies met in Los Angeles to discuss their programming



needs. The most common one appeared to be for one-hour programs in early fringe, particularly for programs leading into early news. Programs for daytime also emerged as a common need.

While no specific proposals are yet on the drawing board, development will focus

on the talent already in place at the stations, where many of today's most successful syndication personalities were nurtured, such as Phil Donahue, Oprah Winfrey and Gerardo Rivera.

Al Jerome, president of the NBC station group, said last week he was considering developing early fringe programs for several news, sports and weather personalities at NBC stations, including, among others, Al Roker (WNBC-TV New York), Fritz Coleman and Freg Roggin (KNBC-TV Los Angeles) and Steve Doocy and Arch Campbell (WRC-TV Washington). These projects could be picked up by NBC Productions and produced as part of the agreement with Group W, Jerome said. But not necessarily. That would be a decision to be made by all the participating stations.

"These 12 stations have similar program mixes, including strong news and information programs and community service as the backbone of the operations," said Jerome. "And there are no conflicts among the stations. We are natural partners. With the need to produce, we felt we could make use of NBC Productions and Group W Productions [to distribute in syndication]. There's a nice synergy here."

All parties stressed that each station will decide whether a particular project is right for it. "This deal is station driven and station-by-station driven," Jerome said. "We don't know if any of the program ideas will come to fruition."

Group W Productions President Derk Zimmerman said that with a potential station base of 32% of the country, shows could be launched at just about any time. "We could select two or three projects to develop and nurture," he said. Given the common interests of the two station groups, including news and public affairs programming, Zimmerman described as "natural" the association between the two companies. □

Paramount comes out of closet, confirms 'Tabloid'

Paramount Domestic Television finally confirmed last week its intention to proceed with a new first-run gossip news strip for next fall, entitled *Tabloid*. The show, however, has been perhaps the worst-kept secret of the new syndication development season, with stations including WTVJ-TV Miami, KNBC-TV Los Angeles and WMAQ-TV Chicago confirming some time ago they had picked up the show. Paramount has now cleared more than 45% of the country with the proposed program.

The company has cleared stations without benefit of a pilot (and will not produce one), and has yet to put any of the show's key staff in place. However, an executive close to the program said the company had a "short list" of producers it was considering, as well as a list of on-air candidates. "We're talking to some guys from NBC, former news directors and some CBS people," the executive said.

Paramount is selling the show in a manner similar to GTG's effort to sell *USA Today: The Television Show*. In essence, Paramount officials are asking stations to trust them to know

what they're doing, based on the successful eight-year run of *Entertainment Tonight*. That type of smoke and mirrors approach worked for GTG last year, when it cleared 160 stations for *USA Today* based on the reputations of Grant Tinker and Steve Friedman. However, the strategy came back to haunt them this fall when the show stumbled, failing to meet expectations.

Paramount said last week that a majority of the stations clearing the show have done so for prime access. Privately, a company executive said many of the stations had cleared it for early fringe as well, as a news lead-in. "We feel very strong about early fringe" as a time period for the show, the executive said. Access is getting more intense as a battleground among reality shows, with the ongoing success of *A Current Affair* and *ET*, the apparent determination of *USA Today* to hang tough for a second year (see separate story) and the emergence of new shows, including *Tabloid* and, in January, King World's *Inside Edition*.



Quello

Patrick



Dennis

FCC to relax one-to-a-market rules

Commission will entertain requests for waivers of prohibition against owning TV and radio stations in same city in cases where outlets involved are in larger markets with abundance of media 'voices'

The FCC voted last Monday (Dec. 12) to liberalize its restrictions on common ownership of television and radio stations in the same market, saying it would consider requests for waivers that make certain public interest showings, and "look favorably" upon those involving stations in top 25 markets with 30 separately owned broadcast licensees, or "voices."

Capital Cities/ABC and Great American Broadcasting may be among the first beneficiaries of the FCC's new policy governing waivers to the commission's 18-year-old one-to-a-market rules. Capacities/ABC should have an easier time winning a permanent waiver to keep its radio-TV combinations because they are all in top-25 markets with 30 voices. And the policy may also make it easier for Great American, even though the combinations it needs waivers for are in markets outside the top 25.

Although the National Association of Broadcasters has argued for repeal of the rules in filings with the agency, it has not pushed for FCC action over the past year out of deference to Congress, which has opposed gutting the rules. "Philosophically, NAB was opposed to imposition of the original rules and has favored elimination of the existing rules," said Jeff Baumann, executive vice president-general counsel of the trade association, in a prepared statement. "The FCC action is a step in the right direction and, given the mood of Congress over the issue, we believe the commission went as far as it could."

FCC Chairman Dennis Patrick wanted to do more. "I think this was one of the strongest records the commission has ever compiled," he said after the meeting. "Frankly, I think the commission could have and should have liberalized the rules further, based on the record. However, I did not have a second vote."

FCC Commissioner James Quello supplied the second vote that allowed the FCC to go as far as it did. Commissioner Patricia Diaz Dennis indicated that she may join the majority, but was withholding her vote until she had a chance to review the order, which underwent "substantial" change just 10

FCC was contemplating favorable consideration of combinations in any market with 30 voices.

The top 25-market cap makes a big difference, according to Quello. With the 30-voice standard alone, he said, the FCC would accord favorable treatment to waiver requests involving markets as small as the 50th or 60th. FCC Mass Media Bureau Chief Lex Felker would not release the FCC's count of the number of voices in Arbitron's television and radio markets, but he allowed that there are "lots of markets" below the top 25 with 30 voices. Salt Lake City, the 40th market, has 43 voices, he said.

Quello concedes his insistence on the top 25-market cap stems, in large measure, from the concerns expressed by Congress about any liberalization of the rules. If the FCC goes too far, he said, it leaves itself open to a "legislative...override." The cap may also make the policy acceptable to Dennis, he said, and, with a unanimous vote behind it, it is more likely to withstand court challenge. "When all the factors are considered, it is solid as hell," he said.

It was not clear last week whether the FCC had appeased Congress. Larry Irving, senior counsel to the House Telecommunication Subcommittee, which has been active in trying to shape the new waiver policy over the past two months, had mixed feelings about what finally emerged. Irving said the subcommittee is pleased that the FCC did not abolish the rules, but it is concerned that the new waiver policy is too broad. "The narrower the exceptions, the more acceptable the rules will be to the chairman [Ed Markey (D-Mass.).]"

Irving said he cannot fully assess the new policy until the order detailing the policy is issued. Referring to Dennis's non-vote, Irving said: "How are we supposed to know what they are voting on when they don't even know?"

Nearly two years ago, the FCC "tentatively concluded" that the one-to-a-market rules should be relaxed—that AM-FM-UHF and AM-VHF combinations should be permitted (BROADCASTING, Jan. 19, 1987). The FCC asked for comment on its find-

Dennis under consideration for Cabinet

FCC Commissioner Patricia Diaz Dennis is reported to be the leading candidate to become President-elect George Bush's Secretary of Labor. According to sources close to the Bush team, she is at the top of the list. One source said: "On a scale of one to 10, I would put her at 9.9."

Her appointment would provide the Cabinet with a Hispanic woman. Dennis was appointed to the commission by President Reagan as a Democratic member in 1986. She has a labor law background, gained as a lawyer for Pacific Lighting Corp. from 1973 to 1976, and for ABC in its Los Angeles office from 1978 to 1983. She also served as a member of the National Labor Relations Board for three years before joining the FCC. What's more, she was a leading candidate for the Labor post last year, before Reagan named Ann D. McLaughlin.

Dennis was on vacation in Australia last week and could not be reached for comment. Her staff said that despite the reports, Dennis, in a telephone call last Thursday, said she had not heard from the transition team.

minutes before the 2 p.m. meeting. (What she decides will not be known until she returns from a vacation in Australia; she is due back the second week of January.)

Quello accepts credit for the change. To make the new policy more resistant to congressional and legal challenge, Quello said, he insisted on Monday morning on restricting "favorable" consideration of waivers to proposed combinations in the top 25 markets. Prior to the change, he said, the

ings, as well as on whether FM-VHF combinations should also be allowed. (AM-FM combinations have always been allowed.)

Patrick had wanted to abolish the one-to-a-market rules at least in the largest television markets—the top 25 or top 50—and set up specific waiver criteria for smaller markets, based on the number of voices, media outlets or some other objective standard.

But Quello and Dennis opposed the sweeping changes Patrick had in mind. Quello's objections seemed to be mostly political, reflecting a sensitivity to the concerns of Congress, while Dennis's appeared to be mostly ideological. She argued that the FCC's structural regulations are needed to preserve diversity, especially in light of the FCC's withdrawal from content regulation.

Last week's action is the product of long deliberations among the commissioners and their staff since mid-October. Patrick had wanted to take action at the Oct. 27 commission meeting, but was unable to get a second vote in time. As Quello's 11th-hour change illustrates, the shape of the new policy was in flux right up to the meeting's opening gavel.

Patrick and Quello justified their votes, arguing that the benefits of new radio-TV combinations will far outweigh the harm to diversity in large markets saturated with media outlets.

The record, Patrick said, demonstrates that combinations result in "efficiencies and savings" in all phases of the broadcasting business: administration, sales, promotion, professional services and news. "Equally, indeed more important, those savings result in more...profitable stations, [which] result in more money being spent on programming, especially news and information programming," he said. "So, bottom line, you have benefits being realized by the public as a result of these efficiencies."

Under the new policy, the FCC will "look favorably" at waiver requests involving stations in the top 25 markets with 30 voices and, according to the FCC release, "failed" stations that have been inoperable for a substantial period of time or that are involved in bankruptcy proceedings." According to Felker, all but two or three of the top 25 markets also have the necessary 30 voices. New York has more than 100 voices, he said.

The FCC will consider requests involving markets below the top 25 using a specific set of public interest criteria. According to an FCC release, the criteria include "the types of facilities involved, the potential benefits of the combination, the number of stations already owned by the applicant, the financial difficulties of the station(s) and the nature of the market, including the degree of cable penetration in light of the commission's continuing diversity and competition concerns."

The FCC has been obliged by law to consider requests for waivers of its rules, but it has granted them fairly infrequently in the case of the one-to-a-market rules. And most of the waivers it has granted have

involved AM-UHF combinations in which one or both of the stations were in financial trouble.

With the specific criteria, said FCC Director of Public Affairs John Kamp, it should be easier for broadcasters to win waivers, even for stations in markets outside the top 25 with fewer than 30 voices. Felker was not quite so certain, noting that the exception to the one-to-a-market rule ("Note 4") that formed the basis for the past waivers for AM-UHF combinations is being eliminated under the new policy. He also said the *Astroline* case will force the FCC to give greater consideration to petitions to deny waivers.

Capcities/ABC and Great American Broadcasting have been watching the FCC one-to-a-market proceeding with great in-

terest. Capcities/ABC had to secure temporary waivers to hang on to radio-television combinations in New York, Chicago, Los Angeles and San Francisco; Great American, to keep combinations in Cincinnati and Kansas City, Mo. The combinations lost their "grandfathered" status under the one-to-a-market rules, following ownership changes.

Attorneys for the group broadcasters were reluctant to comment until they had seen the final order, although Gene Cowen of Capcities/ABC allowed, "We are delighted."

The companies' temporary waivers are set to expire six months after the order is released. Because of Dennis's absence, it is unlikely to be released until mid-January at the earliest. □

Cable ads no match for broadcast, says CBS's Poltrack

The second presentation in recent weeks extolling the merits of broadcast network advertising relative to its cable counterpart was made last week by CBS. In a presentation titled "The Cable Fable," David Poltrack, senior vice president, planning and research, CBS Marketing Division, attacked the rationale behind switching advertising dollars to cable.

Among the major points he made were:

- Supplementing a broadcast network buy with cable will do little to increase a campaign's "reach." Rather, it will add frequency to those viewers who are heavy TV watchers. While providing some balance between cable and non-cable homes, cable buys often underdeliver in the top 25 markets. Poltrack said many advertisers could do better by adjusting their network schedules, rather than adding cable.

- Those cable network viewers who are reached are not likely to fit the demographic profile most sought by advertisers. Cable TV subscribers in general, said Poltrack, have an attractive demographic profile because of those who are interested in pay television, which does not accept advertising, not because of those who watch most basic channels. He presented a list of the top 20 cable series in October, predominantly made up of evergreen off-network series, wrestling and children's shows: "not the type of programming that draws discriminating upscale viewers."

- Research shows that most cable channels have poorer demographics—measured in terms of households with \$40,000-plus incomes—than broadcast networks. Said Poltrack: "The broadcast network indices increase and the cable indices decrease as the income break moves higher."

The CBS marketing senior vice president qualified his attack on cable by saying that CBS was not urging advertisers to totally ignore the medium. However, that qualified support did not prevent him from asserting that most recent growth of cable networks has been due to increased cable system penetration, rather than audience growth among existing subscribers. Poltrack also said that nationally measured cable channels have "suffered a little share erosion of their own, declining from 81% of the total cable origination audience (85% if you include WTBS-TV Atlanta) to 74% (79% with WTBS)."

Within one hour of Poltrack's Thursday morning presentation the Cable Advertising Bureau had a response. CAB President Bob Alter accused CBS of being selective in some of the numbers presented, such as cable penetration. Alter said CBS used a 51% penetration number from February, whereas Nielsen had more recent numbers available showing a higher penetration: "They fudge some of the data to make a lot of points," he said. As for Poltrack's arguments on the demographic attractiveness of cable viewers and the effectiveness of the cable buy, he responded: "It is interesting that they aggregate CBS in with ABC and NBC. The fact of the matter is that CBS attracts an older and downscale audience."

Poltrack responded, "Within the total inventory of the CBS schedule you can find a large base of programming that performs well with upscale audiences, such as *60 Minutes* and *Murphy Brown*. The point is that there is no cable network that has a selective audience that you can't target more effectively with the right programs on a broadcast network."

Changing assignments at NBC News

Gartner changes some beats; now has 'Nightly News' and 'Today' shows reporting directly to him

Michael Gartner put his team in place last week, as the new NBC News president reassigned executives and key reporting personnel. Although most of the changes were not expected to be formally announced until early this week, it appeared late last week that Gartner would reduce the number of people reporting directly to him, while at the same time taking direct control of the two shows whose success may determine his own tenure, *NBC Nightly News* and *Today*.

Currently those two shows and all other regularly scheduled news programing report to Tim Russert, vice president, news, who last week found himself with a new title, senior vice president in charge of the Washington bureau. Russert's main charge will be similar to that of the person he replaced, Bob McFarland, although Russert will also have *Meet the Press* and *Sunday Today* reporting to him. Production of *Sunday Today* will move from New York to Washington.

There were many tea leaf readings about what last week's announced change meant. Some suggested that the change in leadership at the 225-person Washington bureau indicated that Gartner was sending Russert to improve the performance of the division's single most important operation, while others opined that it was a way of either rewarding Russert or removing him from New York. Russert, a four-year veteran of the news division, told BROADCASTING that his new three-year contract—he had been working without a contract for over a year—calls for him to return to New York after two years. Last week's release added that Russert would "continue to play a central role in all significant news division decisions on personnel, financial and programing [issues]."

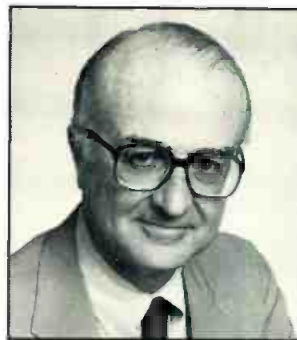
Most of the other news division changes are expected to be announced this week. The scenario most widely expected would have Senior Vice President Tom Ross keeping his title and significantly expanding his role. Ross, who had been a corporate executive when RCA owned NBC, has more recently headed special projects for the news division, and had overseen the analysis of the division done by consultants, McKinsey & Co.

Expected to be named a third senior vice president is Joe Angotti, who in recent months has served as executive vice president for election year coverage and who reported, at least formally, to Russert. Many expect that Angotti will be put in charge of all news coverage, save those shows already reporting directly to Gartner and Russert, and will also have responsibility for NBC's domestic and foreign bureaus.

Having three senior vice presidents just below Gartner would replace the system he inherited from his predecessor, Larry



Russert



Ross



Angotti

Grossman, who had at least five vice presidents and Ross reporting to him. Last week's restructuring still left uncertain the reporting assignments of some of those vice presidents, including Natalie Hunter, vice president, finance and administration, and Tom Wolzien, vice president, editorial services, capital planning and administration. Also unannounced was what new role would be given to McFarland, who headed the Washington bureau for seven years. The switch in Washington is set to take place Jan. 20.

By taking control of NBC's two most important news broadcasts, Gartner is reinstating a structure that existed under Grossman until last January—at which time executive producers Bill Wheatley (*Nightly News*) and Marty Ryan (*Today*) began re-

porting to Russert.

All three network evening newscasts have recently been performing at virtual ratings parity—although *Nightly News* has most often been just below the other two. Undoubtedly some of the burden of improving the *Nightly News* performance will fall on Russert, who left a political career in 1984 to join NBC. He said his top priority would be "placing an extraordinarily high premium on breaking our own news stories." Already there have been reassignments for several key Washington reporters, including Andrea Mitchell, now covering Capitol Hill, and John Cochran, now covering the White House.

Today is still in first place, but has suffered from the erosion of three-network viewing in the morning. □

Conn. broadcasters, cable oppose telcos

The Connecticut Cable Television Association and the Connecticut Broadcasters Association, representing "vigorous competitors" in the marketplace, told the FCC last week that they are one in their belief that permitting telcos into TV "will ultimately stifle—not enhance—competition and programing diversity, threatening important First Amendment principles."

The associations' comments were submitted in response to the FCC's "tentative conclusion" last summer recommending to Congress a lifting of the statutory ban against telephone companies providing cable service in their telephone service areas.

The Connecticut groups were among scores of companies, associations and municipalities to express support for, or opposition to, telco entry.

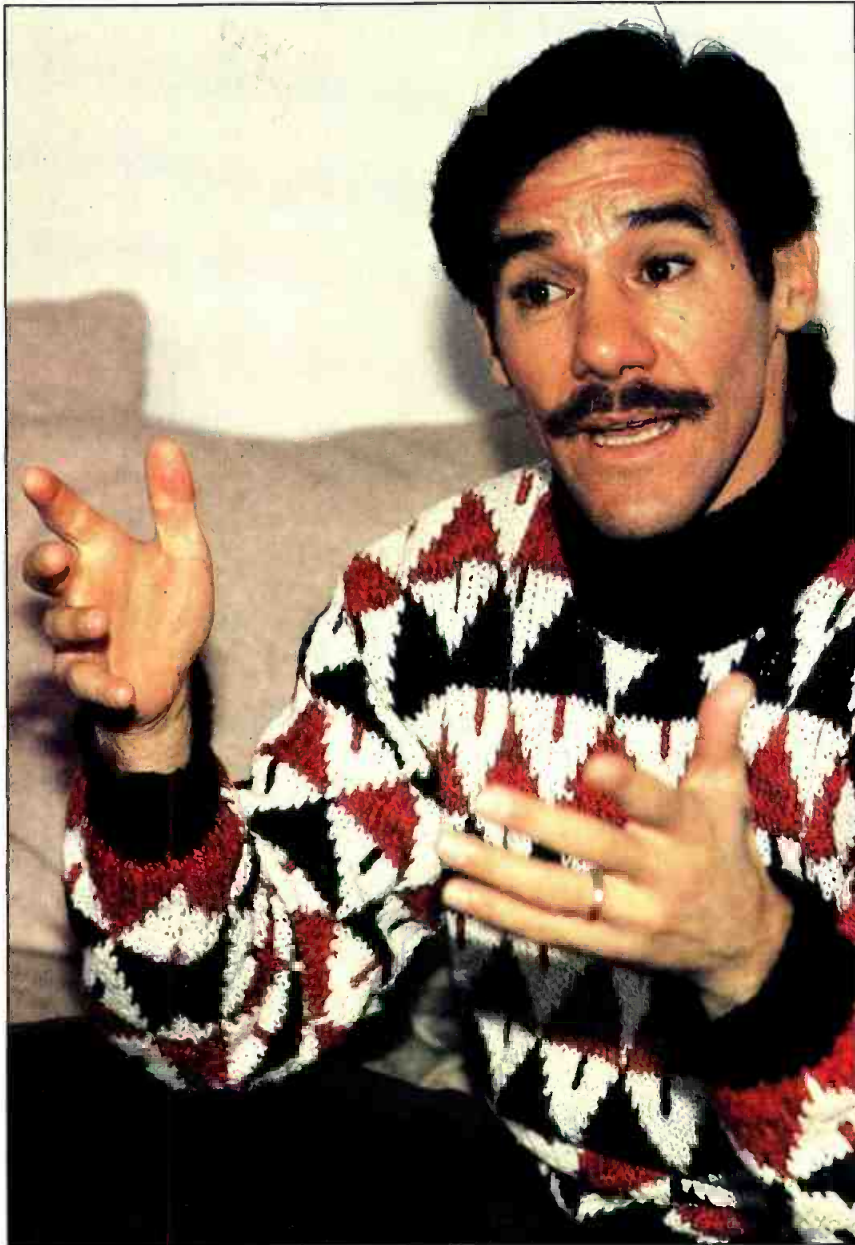
"It would not happen immediately, nor overnight, but allowing telephone companies to provide cable service, including the acquisition of programing, would ultimately lead to the demise of local broadcasting," the Connecticut groups said. They said the competition between telco and cable that the FCC anticipates in its proposals will never develop. The Connecticut groups said they fear that if telcos enter the TV business, "the state being left with a single, monolithic franchise holder requiring...broadcasters to pay for carriage on par with other programing it pipes in."

The Motion Picture Association of America did not file comments. Six of its members did, however—all supporting telco entry, but with the condition that phone companies not be permitted to hold programing interests. Warner Communications (which is a cable programer and system owner) and Columbia Pictures did not file.

The National Cable Television Association argued that little good and much harm would come from allowing the telcos in. Allowing them to become TV programers will "transform what is currently a highly competitive video marketplace into a television industry dominated by telephone companies," it said. The NCTA, which has been trying to convince the broadcasting industry to join with cable in opposing telco entry, said the FCC contemplates requiring telcos to lease video channel capacity on a common carrier basis. If so, the NCTA said, broadcasters and cable services would "have to pay a nondiscriminatory fee to reach television viewers."

The United States Telephone Association, which strongly supports telco entry, delivered on its promise to the National League of Cities to support municipal regulation over telcos that enter the cable business.

Geraldo Rivera:



Bloodied but unbowed

The Peck's Bad Boy of television news is riding a new wave of notoriety for his controversial brand of journalism—and apparently feeling no pain. In this interview with BROADCASTING editors he not only defends what he does so successfully but assails his critics as elitist, jealous or out of step with the people who watch him in such numbers.

Your snobs and specials draw high ratings. What is your appeal to viewers?

That's a very complicated question. To the same degree that I don't know why the critics don't like me, it's very hard for me to pinpoint why the audiences do. My feeling is that they don't get the impression that they so often do in the traditional network documentaries—that they're being lectured down to. There's a kind of feeling of being looked in the eye. Being from a pretty ordinary kind of common background. I think there's a populist aspect to what I do that is important. There's a real connection. I think there's a feeling of almost surrogacy, in a sense—that I represent them. And I say that knowing that, to someone who didn't like me, it might sound presumptuous. But it isn't. I'm an ordinary, reasonable, normal person, not pretentious—and I think that that comes across.

You can never understand the audience when you're dealing in terms of tens of millions of people, as with the devil worship show that got a 21.9 rating. That's 50 million people, more or less. It's impossible to generalize when the universe you're talking about is that vast. That's not a cult audience, that's not a fringe audience, that's the country. It's an audience that's larger than the total population of many countries. So I'm sure that people watch for different reasons. I'm sure that a lot of people watch because they think they're going to be the only people on the bus or the subway

the next day who won't know what happened.

As you know, there are a lot of people in the business who scoff at the notion of you in the ring with a female wrestler, and they scoff generally at topics that you and others address in talk shows these days. Is trash TV a fair label for a certain brand of television, including yours? If not, why not? If so, why?

A better label would be trash critics. Who are these scoffers? What stories do they do? What audiences do they command? What is their constituency? These elitists, drawn as they are from such a narrow slice of American society, sitting up in their ivory towers lecturing down to the masses about what they should or should not like. I'm not a short-term player. I'm not a sprinter. I've been on television for almost two decades, and I started setting ratings records over 15 years ago. At some point it seems to me that the critical establishment has to reassess itself. Why is it that this dispassionate group is so passionate in its negativity about me? What is it about this group that prides itself on its professionalism and its clear vision, that they can be so subjective, so biased and so one-sided. They can be, in short, everything they accuse me of being, when it comes to reviewing my work. I am convinced that on any one of my specials, that if any other reporter had gone on and you had the same visuals and you had the same words being spoken—if it were anybody but me, the reviews would have been far more benign.

Ratings speak louder...

Some people in the broadcasting business do not like Geraldo Rivera. For some viewers, he is the personality they love to hate. Others who have no personal opinion of Rivera make no bones about their lack of respect for his brand of journalism. Even some of his admirers, as well as executives at stations that carry his show, label his programs reality entertainment, as opposed to journalism (a label, among others, that Rivera vehemently rejects in the accompanying "At Large" interview). But no matter how people define Rivera's brand of television, few in the business deny his value as a television property.

That value does have its limits. Rivera's satanic worship special, airing on NBC in late October, suffered a massive defection by advertisers that did not want to be associated with the final project, costing the network at least \$2 million. Rivera does not have any other network projects in the works, and seems content to focus on his daily talk show, *Geraldo!* and some upcoming specials, including one that Tribune Entertainment is using as the pilot to launch a weekly syndication show next fall called *The Investigators*.

Syndication has been good to Geraldo, and vice versa. The talk strip, now in its second season, has already been renewed for year three (1989-90) by stations covering 50% of the country. The October ratings show dramatic growth for the program, both in households and demographics.

According to an analysis of the October ratings by the rep firm, Seltel, time periods occupied by *Geraldo!* were up an average of almost 30% in both household rating and share, compared to a year ago. In terms of demographics, said Seltel program analyst Janeen Bjork, "the show is doing really super." Not all the November books are in, but a first look at the available numbers by Seltel indicate *Geraldo!* is third among men and women, 18-49, for all strips, with double-digit growth gains over a year ago. The show has been upgraded to superior time periods in many markets, including six of the top 10 over the past year.

In New York, WCBS-TV recently picked up the show from WNBC-TV, effective for its third season starting next fall. "He has worked in markets around the country," said WCBS-TV vice president and general manager, Roger Colloff. "People find him engaging and controversial and that's not such a bad thing." No word yet on where WCBS-TV will schedule the show. At WNBC-TV, vice president and general manager Bud Carey said he decided to pass on the show for its third season because in the competitive 9 a.m. slot in New York, it was not showing the kind of strength the station was hoping, despite being "very profit-

able."

In Los Angeles, KCBS-TV airs the program at 4 p.m. where it is in a three-way tie for first with newscasts on the other two network-owned affiliates. "I have not seen a program change the course of a time period so dramatically," said Steve Gigliotti, director, advertising sales. The 4-5 p.m. time period, he said, used to contribute the smallest amount of revenue to the station, but with *Geraldo!*, it is "one of the top contributing time blocks."

The program also turned out to be a great news lead-in, said Gigliotti. Many stations this year, he said, were literally banking on the off-network *Cosby Show* as a lead-in to boost early news numbers and have been disappointed. *Geraldo!* is doing that job for KCBS-TV at a fraction of the cost the station would have paid for *Cosby*.

Bill Baker, vice president and general manager, KDFW-TV Dallas, also noted the program's value as a news lead-in. The station airs the program at 4 p.m., where it is generally second, and beats *The Oprah Winfrey Show* for first place "from time to time," said Baker. While he describes the show as "generally profitable," he has no problem defining its content as entertainment. "But so are *Donahue* and *Oprah*," he said. "It's a program of entertainment that is reality based covering a wide variety of topics."

In Houston, *Geraldo!* is a strong number two at 4 p.m. and closing in fast on *Oprah*. In November, said KPRC-TV general sales manager Dick Daggett, *Geraldo!* closed to within two share points of *Oprah*, gaining eight share points, while *Oprah* lost four share points. "In my book, that's pretty wide acceptance by the viewing audience," said Daggett.

Nevertheless, there is some advertiser resistance on the local level but to a much smaller degree than on the national level. By and large, station officials said last week, objections from some advertisers are far outnumbered by advertisers that want the show. One major agency executive said none of his national clients would be associated with programs Rivera does because of their controversial nature. "They are under pressure from all sorts of religious and special interest groups that local advertisers simply don't feel," the executive said.

Sheldon Cooper, president, Tribune Entertainment, acknowledged that some advertisers avoid *Geraldo!* but he insisted that in the national spot market, both his talk show and specials in syndication sell "very well." "Some clients just don't want to be near argumentative subjects," said Cooper. "But they don't want to go into *Oprah* or *Donahue* either."

I think that there's an [animosity toward me] for reasons I just really can't fathom. Is it jealousy? I'm sure that some of it is sincerely based and I don't mean to suggest that it isn't, but the ferociousness of it all! And the consistent negativity. I saw, for example, reviews of *On Trial: Lee Harvey Oswald*. The same reviewer raved about it when it had been a Showtime program. When we repackaged it and aired it again, evidently this reviewer forgot that he had raved about the Showtime version. He blasted ours.

My point is that what's happening is disproportionate to the programs that we're mounting. Take mud wrestling. I don't pretend that every time out I'm going to do something that's earth-shaking or award winning journalistically or of huge societal importance. That's not what a daytime talk show is about. We do issue-oriented programs, we do very hard news kinds of programs, we do crime and punishment programs, we do human sexuality programs. And occasionally, maybe twice a month, we have pure fun, as we did with the female mud wrestler show, as we did two weeks after that with a lingerie fashion show. We do it, and it's a combination of doing it for fun, doing it for the fact that I, like my audience, experience the full range of human emotions, from tears to laughter, and doing it also because I knew it would be a commercial success. And I don't deny that.

Getting back to your point about the critics...

Oh, about trash TV. Do I think it's a fair label? I think it's an appallingly unfair label. I think that *Newsweek* magazine, which coined the phrase, was guilty of the grossest kind of hypocrisy. During the week of the presidential election, the most important domestic news that happens only once every four years, they put me on the cover. They didn't put me on the cover because I was the biggest news in the country that week. They put me on the cover because they wanted to sell magazines. They wanted to do, in short, exactly what they were accusing me of doing. So I think that the people who point fingers in the journalistic community had better...it goes back to he who has not sinned tossing the first stone.

Critics aside, many of your peers in the television journalism business, at the recent Radio-Television News Directors Association convention, for example, focused on you as a major topic of discussion. They were up in arms about what you do and about its popularity. Does that concern you, what people like that think, and how do you defend your style against attacks that it is non-journalistic and exploitative?

I've never received any kind of consensus peer acceptance—never. I'm still doing the same thing I was doing when I was at *Eyewitness News* [for WABC-TV New York]—the only thing that has changed are the labels. And right now the hip label or the in label is trash TV or tabloid TV. Do you remember "ambush interviewer?" That was the title I bore for awhile. There was "people reporter" before that, and "news punks" several months ago. Geraldo's the same, the labels change. And believe me, if *Newsweek* didn't put me on the cover, I would not have been the hippest or the hottest discussion at the RTNDA. There's great frustration in the professional community. Frustration among people who are on camera as to why they haven't clicked in terms of popularity. There are so many of them who, after years and years and hours and hours of exposure, still wouldn't be recognized by their own grandmothers. So I think there's an aspect of jealousy that happens. I had one reporter tell me not three weeks ago how pissed off they are at me. He happened to be smiling, but I knew that there was a lot of truth. He said: "You went to Willowbrook [a New York-based institution for the mentally handicapped, which Rivera exposed for neglecting and abusing patients] and became a star. I went to Willowbrook and I got hepatitis." So, I think there's a human aspect to what's happening. I think for a local station, particularly, in any big market, to use me as an object of concern, is again, gross hypocrisy. These are the people who do five-part series on teenage prostitutes who sleep with their fathers. It goes back to what I said about he who has not sinned. It's just right now I have such high visibility.

Due to the now famous skinhead brawl on your show?

Yes, the broken nose business and the fight with the skinheads, coming as it did right on the heels of the devil worship show, which had such a vast audience. I think that those things combined to

make me a hot news story.

But your style has not changed? You continue to approach stories the same way you always have?

Yes. And there's remarkable consistency with the audience as well. At some point, the members of RTNDA and other groups have to reassess their evaluation of all those people that watch these programs and have watched me over all these years. Are they so wrong and just the "in crowd," or are they the ones who are correct? Are all these people who watched me over 3,000 times over all these years so distorted in their taste, so perverted in what they want to see, and are just the critics the righteous ones? I think that it's a kind of self-destructive elitism that's the reason behind the deterioration of the network share.

You've said you don't think you pander to your audience. I would suggest that hopping into the ring with a lady mud wrestler or putting on a dress as Donahue did are pretty good examples of pandering.

Why is it pandering and why isn't it just having fun? You know something, people said that the devil worship show was pornography. I will bet my life savings that you could have put two hours of pornography opposite the devil worship show, you could have two hours of pure fornication and people still would've watched my program. Because it's a real issue that, unlike my critics, the real people were very concerned about, and it was done in a professional and responsible and interesting way. Television doesn't have to be boring to be righteous.

The topic of one of your recent programs was "Has TV gone too far?" Did you go too far with the satanic special, aired from 8 to 10 p.m.?

Absolutely not. First of all, the decision to put it on at 8 was not my decision, that was NBC's decision. But the reason I think it was a good idea to air it then is that the target audience was teenagers. The biggest part of the problem is the spread of the scope and the intensity of the interest in Satanism among teenagers. It was probably a good 25% of that program. And we put all that teenage stuff in the first couple of acts. The baby breeding segment [which featured several women who claimed to have borne children for sacrifice at satanic rituals] that everyone's talking about was in the last 15 minutes of the program. That was a program about a topic that obviously tens of millions of people were interested in. It is the highest rated two-hour news documentary special in the history of NBC. It's the highest rated documentary since 1976. I mean, there's something to say about that.

On the other hand, advertisers stayed away in droves from the satanic special. Does that suggest that there is a limit to your value as a television product?

What people overlook when they say that advertisers have stayed away is that five minutes was sold to Michael Dukakis's campaign. So if NBC is crying poverty over that issue, I think hypocrisy is again involved. Five minutes is ten 30-second spots in my calculations. So how much money did they lose, how much money did they make? I think it was probably a wash. But looking at the bigger issue, if there is a trend back toward those days when advertisers said what kinds of programs should get on the air, I think that's dangerous. I think that to some extent it happens but I think that as long as it's a give and take, where the network or the syndicator has a say, the last word, I think that's fine. But if advertisers begin to have the veto power over what programs get on the air, I think that's dangerous.

I don't think that they were necessarily expressing a veto power so much as suggesting that there is a tremendous amount of choice as to the shows they want to be associated with, and the satanic special was not one of them.

But let me suggest this. That program, as far as I know, received about 800 telephone calls to NBC headquarters in both Burbank and New York, about 60 percent of which were negative. That's approximately 500 negative calls, nationally. The letters and other responses I got, certainly the response we got from the people watching, was overwhelmingly positive. In contrast to those 500-odd calls from the entire country, the one station in Louisville, Ky. that attempted to preempt that program received 1,500 calls in protest. Three times that national number protesting the NBC affiliate's attempt to preempt it. [The station reversed its decision at

the last moment.] Where it was successfully preempted in Salt Lake City, the station reported 2,000 calls in protest. They said the highest previous number they had ever received was 200. That's the people talking. And I think the people on Madison Avenue are smart enough to believe that maybe they should give these programs another look.

As to the episode in which your nose was broken during an on-air brawl, Van Gordon Sauter, the former CBS News president who is now in syndication, seemed to suggest that it was your responsibility to contain what he described as the "malevolent" adversaries on the show. Had the set-up been different on the show, he suggested, had [black activist] Roy Innis and [white supremacist] been at opposite ends of the set and kept on their stools, the brawl might not have happened. And you wouldn't have broken your nose or received the avalanche of national publicity that you did.

I think that the one thing people miss in this whole thing is the fact that we have never had anything like this happen before. I've gotten in plenty of scrapes in the field. In the hundreds and hundreds of shows I've done in the studio, I've never had a situation where there was physical violence. I never anticipated that it would become a physical brawl. I believe that Metzger and his cronies in the studio audience had that as their game plan. I believe they came to the studio with a premeditated intent to use the first provocation to declare physical war. I think that that's what their goal was, and that's why it was impossible to anticipate.

So again the answer is TV has not gone too far?

The answer is no. Does it strike you as mere coincidence that the skinheads are getting all the attention now in the last two weeks? Does it strike you as just pure happenstance that the local news stations in New York, for example, are running five-part series on the skinheads?

Let me ask you to define three concepts: (1) responsible journalism; (2) irresponsible journalism, and (3) your own approach to television journalism.

I think that responsible journalism should not be confused with objectivity, because objectivity, in my opinion, is impossible. Objectivity is a phony journalism school word. Everybody, to greater or lesser degrees, on different stories, is subjectively involved. It is impossible for us to divorce ourselves from the stories. Some of us are more up front about it, others do a better job in

covering it up, but everybody brings a subjective bundle of personal experiences to a story. Responsible journalism is fair reporting. Fairness is the real word. It doesn't even mean balance. Fairness is not balance either. Because what does balance mean? Equal time? Does that mean that you give the Nazis 30 minutes and you give the racial minorities 30 minutes? No, that's not balance. Fairness is to give a good honest reporting job, get the facts straight, and try your best not to muck it up with your own personal hang-ups or personal experiences. Irresponsible journalism is distorting the facts, not telling the whole story; it's getting the facts wrong. My style is responsible, it's passionate, it's involved. The bottom line on me when I'm out in the field doing a story is that I'll take the story as far as it goes.

Can journalism be to any degree exploitative and still be responsible?

Sure, sure. I mean what is exploitative? Does that mean you do a hot topic during ratings period? You can still do a hot topic during ratings period and be responsible.

Does the industry have a responsibility to impart what I'll call traditional journalism—useful information in context?

Yes.

Even if viewers would simply rather have the high impact stuff that Morton Downey Jr. delivers all the time and you do occasionally?

Downey is not a mass phenomenon. You have to recognize what Downey's rating is nationally. It's a specialty act. A 2.5 rating nationally is not a phenomenon. It's a phenomenon because he's big here in New York where the media are based. How big a phenomenon is he on the West Coast or in the middle of the country? Be aware of that. It's easy to write about him because he's so intentionally outrageous. But there is...it's different strokes for different folks. Different programs have different responsibilities. The evening news has the job of telling us about the events of the day. That's its mandate. A daytime talk show is not an evening news program. A daytime talk show exists in the milieu that until recently—with the exception of Phil Donahue—has been the exclusive province of soap operas and game shows. You have to judge us in the contexts in which we exist. A daytime show is a different animal than an evening news broadcast.

Do the specials, which have to be addressed separately from the

Week 12 posts 35.3 million households

NBC took week 12 (ended Dec. 11) with a 15.1 rating and a 24 share. ABC followed in second place with a 13.2/21, while CBS trailed with a 10.7/17. In the evening news race, CBS won the week with an 11.2/20, followed by ABC's 10.9/20 and NBC's 10.8/20.

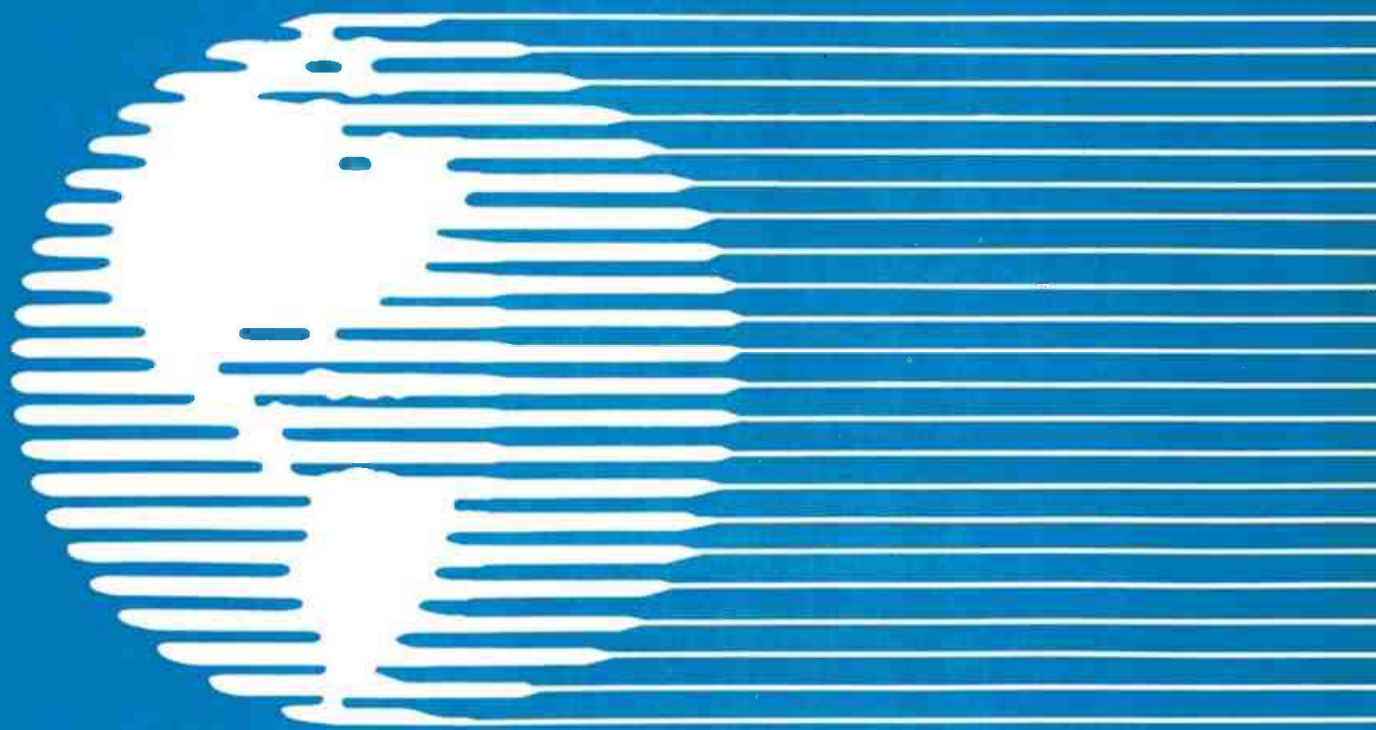
A special broadcast of NBC's *Night Court*, nestled comfortably between *Cheers* and *L.A. Law* on Thursday night, earned a 23.9/39 to rank first for the week. NBC's usual front-runner, *The Cosby Show*, pulled in just behind with a 23.8/38, according to Nielsen.

While the Arbitron Ratings company doesn't have a national ratings service, per se, the company's 14 metered markets give one glimpse at how network programming fares around the country. For example, NBC's *Night Court* special ranked ninth in New York (with an Arbitron 20.4/31), fifth in L.A. (22.1/34) and third in Chicago (29.5/43). In Detroit, the program pulled in an Arbitron 31.4/48 and ranked first for the week. The cities where *Night Court* ranked lowest were Dallas and Houston, according to Arbitron.

Nielsen	□	Net	□	Show	Nielsen	□	Net	□	Show	Nielsen	□	Net	□	Show
1.	23.9/39	N		Night Court Special	28	15.2/25	C		Dallas	55.	9.1/16	C		Beauty and the Beast
2.	23.8/38	N		Cosby Show	29	14.7/25	A		thirtysomething	56.	8.7/14	C		Almost Grown
3.	23.7/37	N		Cheers	30	14.5/22	C		Kate and Allie Special	57.	8.5/15	A		Battle of the Network Stars
4.	23.2/36	N		Different World	31.	14.3/20	N		Hogan Family	58.	8.5/13	C		Paradise
5.	22.2/39	N		Golden Girls	32	14.0/25	C		Knots Landing	59.	8.5/14	N		Sonny Spoon
6.	22.0/33	A		Roseanne	33	14.0/21	C		Murphy Brown Special	60.	8.4/13	F		America's Most Wanted
7.	20.9/33	C		60 Minutes	34.	13.7/24	A		Perfect Strangers	61.	8.2/13	C		48 Hours
8.	20.3/32	A		Who's the Boss?	35.	13.7/21	N		Day by Day	62.	8.2/12	F		Married...With Children
9.	19.4/35	N		L.A. Law	36.	13.7/23	N		Midnight Caller	63.	8.1/14	N		Something Is Out There
10.	19.2/34	N		Empty Nest	37	13.6/20	C		Murphy Brown	64.	7.7/12	C		Equalizer
11.	18.5/31	A		Monday Night Football	38.	13.4/24	A		20/20	65.	7.5/13	N		Tattinger's
12.	18.0/29	A		Growing Pains	39.	13.0/20	A		Hooperman	66.	7.0/11	A		Presidential Conf. Analysis
13.	17.9/27	A		Moonlighting	40.	12.8/19	C		Designing Women	67.	6.8/12	A		Murphy's Law
14.	17.5/28	A		Head of the Class	41.	12.7/19	A		Mission: Impossible	68	6.8/12	C		Simon and Simon
15.	17.5/32	N		Hunter	42	12.7/22	C		Falcon Crest	69.	6.8/11	F		21 Jump Street
16.	17.2/26	N		NBC Monday Movie	43.	12.3/22	A		China Beach	70.	6.7/12	C		West 57th
17.	17.1/25	C		Rudolph-Reindeer	44	11.8/20	A		Mr. Belvedere	71.	6.0/10	A		Knightwatch
18.	17.1/27	N		NBC Sunday Movie	45.	11.8/18	N		Highway to Heaven	72.	6.0/11	C		Dirty Dancing
19.	16.8/25	N		In the Heat of the Night	46	11.7/18	A		MacGyver	73.	6.0/9	C		TV 101
20.	16.6/25	N		Matlock	47.	11.7/21	N		Miami Vice	74.	5.8/9	F		Rock-Roll Xmas Special
21.	16.3/30	N		Amen	48.	11.6/18	C		CBS Tuesday Movie	75.	5.5/10	C		Raising Miranda
22.	16.2/24	N		Family Ties	49.	11.6/20	C		Wiseguy	76.	4.8/8	F		Duet
23.	15.7/24	A		Wonder Years	50	11.4/19	A		Just the Ten of Us	77.	4.7/8	C		Van Dyke Show
24.	15.5/23	N		ALF	51.	11.1/17	C		CBS Sunday Movie	78.	4.4/7	C		Annie McGuire
25.	15.4/24	A		ABC Sunday Movie	52	9.7/15	A		Dynasty	79.	4.3/8	F		Reporters
26.	15.4/28	N		227	53.	9.6/15	N		Magical World of Disney	80.	2.9/5	F		Beyond Tomorrow
27.	15.2/26	A		Full House	54.	9.5/15	A		Incredible Sunday					

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talk show, bring a different brand of journalism to television?

The specials are a place where I can do what I have been doing for these many years at ABC. The talk show I can do to a limited extent. I do an on-location video piece at the top of the program, but it's only three to five minutes long. Basically what you have is a traditional, improvisational talk show. We spend months doing the evening specials, however, and we have some real hard-hitting, investigative stories. And what I resent more than anything is that the original investigative reporting that goes into those specials is so routinely overlooked. True, they're different from *CBS Reports* and *NBC White Papers*, but neither of those vehicles is around anymore. Ours are not much different from *48 Hours* or *West 57th Street*. I can't be the only person in America to recognize the Geraldoids that are going into these new CBS News productions. After I did *American Vice* and ABC News did *A Plague Upon the Land, The Drug Epidemic in America*, I could not have been the only one to recognize the similarity in approach. When *48 Hours* did *Aids Alley* and they interviewed the exact same people in exactly the same neighborhood in central Brooklyn that I did the year before in *Modern Love*, I could not have been the only person to recognize that. When PBS runs a show on narcs and they have

cops busting down doors and running into peoples' houses, I could not have been the only one to recognize that PBS was doing something that I had been condemned for the year before.

You mentioned earlier that you've been on the air almost two decades. How do you account for your longevity and why are you still so controversial?

I think longevity is a function of the audience. I thank them for that. I've been through so many ups and downs in my career. I've gone through so many incarnations in terms of the programs I was doing. I survived the cataclysmic firing at ABC and the reason I did is that my trump card was always that people wanted to watch me. And people believed in me even if the critics didn't.

Why are you still so controversial?

I'm still doing the same thing. I hope that I have evolved as a man, as a professional. I don't know nearly as much now as I used to. There are many more rays in the universe than I used to think there were. I'm getting better at my craft as time goes by. But I'm still the same person. I'm still someone who doesn't believe that because I'm marching to the beat of a different drum that I'm the one who's out of step.

Veteran TV producers form two new companies

Among TV commitments are 13-episode comedy and two-hour movie for NBC

Two new Hollywood production entities were formed last week, including one that will focus primarily on television, while the second will focus at first on film and legitimate theater, expanding into television entertainment within six months.

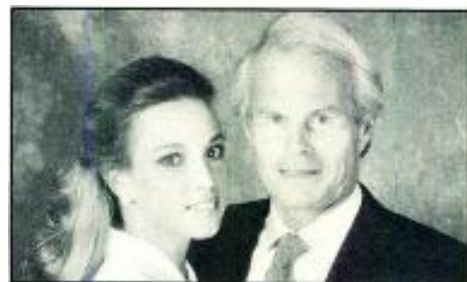
The new television company is being formed by writer-producer Tom Patchett



Kaufman



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(*ALF*, *Buffalo Bill* and *The Bob Newhart Show*) and Kenneth Kaufman, former executive vice president of Telecom Entertainment. Kaufman most recently served as executive producer of the NBC made-for-television movie, *In the Line of Duty: The FBI Murders*.

The new film, theater and television production entity is a partnership of former Norman Lear collaborator Jerry Perenchio and Richard and Lili Zanuck. Richard Zanuck was president of 20th Century Fox in 1962-70. Zanuck and his wife, Lili, recently ended an 18-year film production partnership with David Brown, husband of *Cosmopolitan* editor Helen Gurly Brown.

Patchett-Kaufman Entertainment will be based in Culver City, Calif. Patchett will serve as chairman and chief executive officer of the new company and Kaufman will serve as president and chief operating officer. The two men met in 1984 when Kaufman was serving as co-executive producer for Telecom on an HBO Comedy Playhouse special and hired Patchett to direct the program (*Best Legs in the Eighth Grade*). Subsequent to that project, Kaufman turned again to Patchett to direct a comedy pilot for Showtime, entitled *Washington*, and to produce the following 12-episode series.

The two producers stayed in touch and became good friends, said Patchett. Patchett said that when the new partnership takes effect in January, his hands-on role as co-executive producer of *ALF*, along with Bernie Brillstein, will be reduced to consul-

tant, even though he will keep the executive producer title. *ALF* is expected to be renewed a fourth year next season and will continue as a production of Alien Productions, a partnership among Patchett, his former manager and Hollywood producer, Bernie Brillstein, and producer Tony Fusco.

Patchett said last week that a 13-episode comedy series commitment he has from NBC will be produced under the Patchett-Kaufman banner. That series has not yet taken shape, but will be ready for air by fall of 1989, he said. In addition, NBC has ordered a two-hour movie (also serving as a pilot for a possible series) from the new company, based on characters from the *Archie* comic strip.

At the newly formed The Zanuck Co., Richard and Lili Zanuck will serve as the creative forces behind the new partnership with Perenchio. Perenchio will do the deal making and oversee the company's financial and business affairs, as he did when in partnership with Norman Lear.

The only announced project so far for Zanuck is a film based on the Pulitzer prize-winning play, "Driving Miss Daisy," scheduled for release next spring. As for television projects, Richard Zanuck said last week that expansion to that medium won't occur perhaps for another five to six months. "It is not even in an embryo state," he said of plans for television production. But the thought is to hire one or more seasoned television executives to develop the TV side of the business for the company. □

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MARKETING

Restructured NPR maps 1990's services

Public radio can expand audience without becoming commercial, says Bennet; program churn likely as NPR identifies unserved targets

National Public Radio will form a working group next month made up primarily of NPR outsiders charged with proposing a strategic plan for the 1990's. And two years after radical restructuring of the way it is funded—now by stations at their discretion rather than by the Corporation for Public Broadcasting—reshaping of the national schedule has already begun at NPR, its president, Douglas Bennet, told BROADCASTING last week.

Station programing discretion has been further increased in fiscal 1989 (which began Oct. 1), he said, with the institution of program "unbundling." In the past, NPR members paid a flat fee for all services. Now they have the choice to purchase news programing or performance programing or both. Further unbundling is likely, said Bennet, through "additional services, not further division of the current schedule."

Among potential expanded services, hourly newscasts are on the fast track for launch next July, and, said Bennet, NPR is looking at an additional "alternative morning service" proposed by WXPB(FM) Philadelphia general manager, Mark Fuerst. (NPR currently runs *Morning Edition* followed by *Performance Today* on weekday mornings.)

A shakeout of some current programs is possible next fall, when the changing dues structure will increase station incentive to move from full-time to part-time status. An NPR report on the program planning meetings considering the FY 1990 classical music schedule suggests that "programs that are no longer successful or appropriate will be dropped from the schedule."

Mapping expansion in the 1990's

Since learning last May that it is regularly



Bennet

reaching only 20% of the nation's population (BROADCASTING, May 30), public radio has been wrestling with how to expand its audience. According to Bennet, "The institutional rebuilding process is over" at NPR, which has set a goal of doubling its audience by 1992. "The question," he said, "is 'what are our choices for additional services?'"

Public radio programing, however, need not become more commercial to achieve audience expansion, Bennet argued in excerpts from an otherwise confidential memorandum issued to stations earlier this month.

"First," he said, "we should build the

present service into a national cultural force" by strengthening NPR's programing—exemplified by the intention to bolster NPR's news identity through the launch of top-of-the-hour newscasts next July.

"Second, we should use our present system, energized and reaching more listeners, as a base for developing ways to serve unmet needs of Americans through radio...human needs...not simply the supposed radio needs of people now listening elsewhere."

Noting that "radio is helping millions of men and women in developing countries to learn, to better care for their families and to empower themselves," Bennet suggested that domestic counterparts in the U.S. to those developing countries might provide a major source of new target audiences for "cultural" programing, both on the news and performance sides.

Following the two courses, said the memo, public radio will "probably not [reach] the majority of Americans. We will reach the present and future leaders...and...people whose needs are pressing."

Bennet added: "We could think of pushing out into what commercial broadcasters do," but there is "a real ethical concern about competing with your commercial brethren when you are subsidized."

Inviting outside help

At the conclusion of its Dec. 7-8 meeting, the NPR board adopted a resolution to create a strategic planning working group composed primarily of noncommercial people outside public radio. The group is to submit a strategic plan for the 1990's to the board in December, 1989.

The schedule calls for NPR Chairman Wayne Roth to appoint next month "diverse citizen leaders" to join Roth. Bennet and the board's planning and priorities committee chairman Max Wycisk on the working group of 10 "communications experts, educators, public radio experts outside the NPR membership" and national representatives of various segments of the population that can help NPR "address unmet needs in society."

"Any business not getting outside analysis and guidance these days is making a big mistake," Bennet said last week. "We could get another blue ribbon panel whose findings would not be informed by what we do. Or we could get a plan from within the system without the perspective" afforded by outsiders. "The trick is to try to get the best of both."

The stations—some representatives of which have expressed dismay at the idea of outside dominance of the group—"get final sign-off" on the working group plan, Bennet said.

Little resistance to investing in planning

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and improved national services, however, was expressed at the meeting. "There will be reaction to" an estimated 20%-25% NPR dues increase in FY 1990, said Martin Neeb, general manager, KPLU-FM Tacoma, Wash., who addressed the board. "Most [members] expected a substantial rise," he said, but there is "an overall sense that people feel what NPR produces is essential to local operation. NPR needs to be given room to grow or our audience won't grow.... You must evolve all the time."

Reshaping is underway

NPR hosted a series of program planning

meetings last month in San Francisco, Kansas City, Mo., and Washington. One-hundred twenty-nine managers and program directors from 90 member stations attended the various meetings and, within a focus group format, expressed criticism of current services.

NPR has proposed several actions based on dialogue conducted at those meetings. It will assemble a working group in January to review comments on *Performance Today* and suggest modifications to the series. NPR will also consider consolidating its classical music programs into one strip; consider moving *World of Opera* to a time

other than Saturday afternoons; launch "a major effort to discover more locally produced variety programs" for national distribution; explore the development of new late night programming, and establish a centralized news desk to coordinate coverage of breaking news.

Additionally, the news division will produce pilots, some with member stations and independents, aimed at filling the daytime schedule. And, in response to station requests for greater lead time for program planning, marketing and promotion, NPR said it "will set up a program decision-making cycle." □

FCC approves FM short spacing

Commission says action will give broadcasters more flexibility; NAB is not pleased, thinks it could lead to AM-ization of FM band

Over the objections of the National Association of Broadcasters, the FCC voted 2-1 last Monday (Dec. 12) to give FM broadcasters greater flexibility in choosing antenna sites and plotting coverage by permitting "short spacing" of FM stations on a limited scale.

NAB President Eddie Fritts, echoing concerns raised by the trade association in FCC filings opposing any relaxation of mileage separations between FM stations, called the action "the beginning of the end, or nearly so, of FM broadcasting's reputation for quality."

The NAB's opposition was shared by FCC Commissioner James Quello, who cast the dissenting vote. The decision, he said, could "turn FM into potential AM where you have too much interference among the stations."

But the majority—FCC Chairman Dennis Patrick and Commissioner Patricia Diaz Dennis—said the concerns were unwarranted. "We are not going to AM-ize the FM service," said Patrick. "It is, in fact, a very modest step in the direction of allowing broadcasters to use the technology that exists...to accommodate some of the real problems that they encounter with respect to [transmitter] site selection."

Dennis said broadcasters now "face four regulatory obstacles in selecting a site: zoning restrictions, air safety regulations, our principal city coverage rule and our mileage separation rules. This decision relaxes the mileage separation rules and thereby gives licensees more flexibility."

To prevent stations from interfering with each other, the FCC established distances (in miles) that FM stations operating on the same frequency or adjacent ones had to be spaced from each other. The so-called "mileage separations," set forth in the table of allocation, vary with the class of the stations. Class is determined by the potential reach of the station, which is, in turn, determined primarily by transmitter power and antenna height.

With its decision last Monday, the FCC will allow incumbent FM stations to reduce



FCC Chairman Patrick

their current spacing to that of the next less powerful class. The distance between a Class C station and another station on the same channel could be reduced from the 180 miles specified on the table of allocations to around 160 miles of Class C-1 stations, said Lex Felker, chief of the FCC's Mass Media Bureau. In general, he said, spacing could be reduced between 15% and 20%.

Felker stressed that the FCC would stick to the table of allocation in allotting FM channels to communities. Only after a channel has been assigned to a broadcaster would the FCC consider a request for short

spacing, he said.

Felker also said the agency would continue to require every station to maintain "principal-city coverage over the community of licensee."

To ensure that the FCC's already strained application-processing staff is not swamped by applications for short spacing, Felker said, the FCC initially will consider only requests for reductions of spacings of five miles or less. "I am hopeful in the reasonably near future we will have the automated capability to remove that processing restriction."

The FCC now has pending about 100 requests for waivers of the mileage separations, Felker said, adding: "Only those most egregious hardship cases are even considered favorably by the commission."

Stations that opt for short spacing will have to pay a price. According to Felker, they will no longer be protected from interference to the full extent afforded their class. Rather, he said, they would be protected only to the extent of their actual signal contours.

Under the proposal, the FCC anticipates that short-spaced stations would avoid interfering with other stations by using directional antennas, already widely used in AM and noncommercial FM, or by reducing antenna power or height.

As Patrick and Dennis noted, the action is principally aimed at giving broadcasters greater latitude in selecting a transmitter



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site. But Felker said that it is also intended to give them more freedom in shaping or increasing their coverage. "It...may actually provide some opportunities for licensees to upgrade, run a little bit more power and provide better service," he said.

In a prepared statement, Fritts lamented the FCC's decision to press forward with its short-spacing plan. "Without strict technical safeguards, widespread use of FM directional antennas will lead to increased FM interference and a decrease in service to the listening public," he said. "With current technology it is impossible to determine whether...an FM antenna performs as it was designed," he said. "There is no such device as an FM antenna monitor."

Fritts also said that allowing the use of directional FM antennas "will lead to a contour system of allocating FM stations," he said. "Like the difficult situation faced by AM broadcasting, a change to a contour protection system will increase interference among FM stations. With today's decision we have seen the beginning of the end, or nearly so, of FM broadcasting's reputation for quality."

Quello agreed. Once numerous licensees have taken advantage of the short-spacing opportunity, he said, "you have in effect reallocated much of the existing band. I doubt it will be very long before short spacing becomes an allotment tool."

Rather than "opening the floodgates," Quello said, he would have preferred "to adopt a case-by-case approach where an applicant seeking to short space its antenna would be required to demonstrate that it has lost its site due to zoning changes, loss of land or other circumstances beyond a broadcaster's control."

At Patrick's prompting, Felker denied the NAB's and Quello's charges that allowing short spacing and contour protection would lead to the "AM-ization" of the FM band. The interference problems that plague AM are due not to the use of directional antennas and a contour protection scheme as much as they are to the AM's "long-distance" propagation at night, he said. FM has "more or less" the same propagation, day and night, he said.

At one point during the meeting, after Felker talked of the benefits of the short spacing, Quello used a little sarcasm to express his displeasure: "I'm glad you are doing so much for the broadcasters in increasing their flexibility and all that when an overwhelming majority oppose this."

Although the NAB, which represents more than 5,000 members, opposed short spacing, several broadcasters supported it in their FCC filings, as did the Association of Federal Communications Consulting Engineers (BROADCASTING, Sept. 7, 1987).

Tennessee broadcaster William Barry is among those looking forward to the FCC's relaxation of the mileage separations. He said he has been having trouble maintaining the desired coverage of WQZQ(FM) Dickson, Tenn., because of upgrades on stations to the north and south of it. "This will give us a little maneuvering room," he said. He said he will ask to short space the station and use a directional antenna "so we won't hurt anyone." □



VOA expansion. The Voice of America has opened nine new broadcast studios at its Washington headquarters as part of a comprehensive VOA modernization program launched in 1983. The new studios, which were built by Rockville, Md.-based Grunley-Walsh, are equipped with the latest in broadcast and recording technology, including custom audio consoles from Nashville-based Harrison Systems and telephone systems for interviews, two-way interactive programs and conference calls. The studios will replace ones that have been in continuous use since 1954. A second group of 10 studios will be operational in late 1989.

The total cost of the studio project is \$6.5 million. VOA has already spent about \$365 million worldwide updating its broadcast equipment and relay stations.

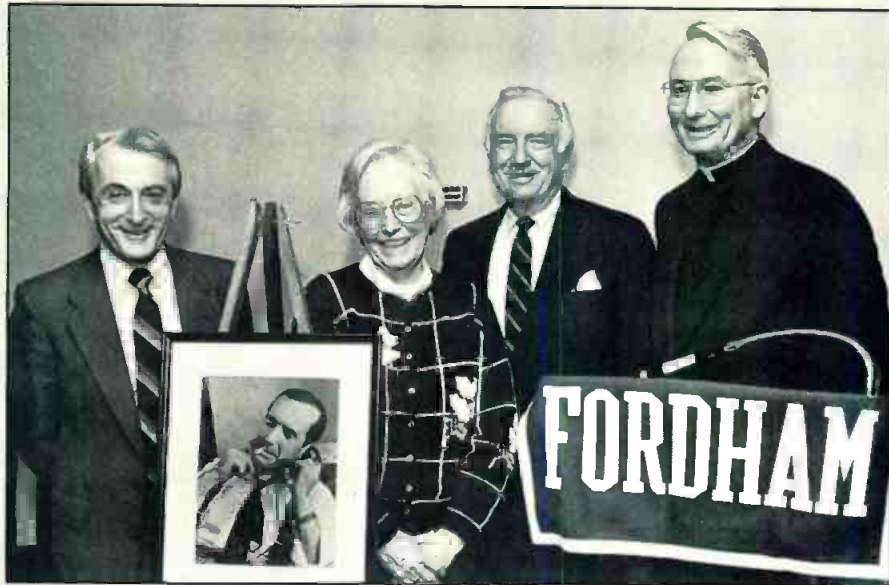
Pictured above: Ali Abbas (l) and Mohammed Nasir Maiwada of the Hausa service of VOA.

Studying Murrow. Beginning next month, Fordham University, New York, will offer a course on the work of Edward R. Murrow. "The Murrow Years: 1938 to 1965" will follow Murrow's career and contributions to broadcast journalism from his accounts of the German bombings of London to his television documentary works, *See it Now* and the *CBS Reports* series.

A reception was held to announce the course at Fordham's Lincoln Center campus. Walter Cronkite was one of the speakers who recalled Murrow's achievements: "What Ed brought to this business is something far greater than any of us have since. Solely and singly and individually, he enunciated a doctrine of fairness, of fair play, of honesty, of integrity, that had not been heard in the broadcast field up to that time."

The four-credit undergraduate course will be taught by Joseph T. Dembo, who was with CBS for 28 years and acted as vice president of news for CBS Radio, New York, until July 1. Dembo joined Fordham last September as a professor.

Pictured (l to r): Dembo; Janet Murrow, Murrow's widow; Cronkite, and Joseph A. O'Hare, Fordham University president.



PacTel's Lee Cox: Sizing up the cable industry from the other side of the fence

Phone company president tells why telcos should be allowed into the cable business

Lee Cox, president and chief executive officer of PacTel Corp., the unregulated arm of Pacific Telesis Group, just wants to enter the cable business as a "plain old cable operator."

In an extended interview with BROADCASTING, Cox said Pacific Telesis—one of the seven regional Bell operating companies created by the breakup of AT&T four years ago—wants to acquire cable systems outside its service areas in partnership with cable operators. And, at least for the foreseeable future, that is all it wants to do.

"We're not interested in entering broadcast television," said Cox. "We're interested in being a franchised cable operator outside the franchise area.... We're not interested in owning movie studios. We're not interested in producing original programming content for broadcasting. We don't want to be like Grant Tinker—although we admire him. We don't want to own NBC, ABC, CBS or the Fox network. We really want to be a cable operator and owner," he said, and, another telephone company, like Centel, "own and operate the system that carries the medium, the entertainment medium."

Many cable operators have been eyeing PacTel warily since its interest in cable became public. It joined with United Artists to take a hard look at Rogers, which eventually sold its systems to Houston Industries. Still, Cox's position on matters relating to cross-subsidization and fiber are similar to those of some cable operators. It would want to see structural and accounting safeguards if telephone companies are allowed to own cable systems inside their own service area. It believes widespread fiber optic delivery is at least a decade away. It wants to get into the cable business because it believes it is a natural extension of its existing businesses, but sees itself as a First Amendment speaker only to the extent that "we carry programming and make decisions as to what goes on or off within the current legal guidelines that exist."

"We believe the rules related to relationships between cable operators who are customers, if they want to be, and telcos, should be relaxed," said Cox, sketching out PacTel's regulatory position, "so that if they wish, they can be in partnerships together."

"Now the FCC has absolutely no other jurisdiction other than in that; they don't have anything to do with the modified final judgment, they can recommend to Con-



Cox

gress—and so it is an advocacy body in that case, not a jurisdictional body."

And, "we're going to say we think there is absolutely no reason—economic or otherwise, why we can't be in the cable business outside our franchise area."

At the same time, Cox said, "We're against any kind of restrictions on our business that would prevent us from meeting customer needs.... And we believe that there will be broadband data applications in the future and other broadband video applications that we want to be able to provide."

"So therefore, we don't want any kind of language and any law that says we may not be able to do that—if the customer wants it and we can provide it. And broadband video services have a lot of business applications, for example, that I don't see cable TV being interested in at all. They're not in the business yet, and they had an opportunity to do that for the last 25 years or so, and they're not in those businesses. But the Bell companies do serve business customers today extensively and would like to fill out their full product line—so I think that's what you'll see."

Isn't that a contradiction?

"There is no contradiction there at all," said Cox. "What I said is that if a cable operator wants to come to us and say: 'You guys dig up the streets and put in your plant, I'd like you to do that for my system here in this new town.' I think the rules should be relaxed so that that kind of a deal is possible. Now we're talking about something completely different when you talk about being a carrier for everybody. And what I'm saying is if at some time in the future, laws change and you have to think about what you do if they did, then there

ought to be structural and accounting safeguards to protect the rate payers from cross-subsidy and whoever it is—the cable operators—from unfair competition.

"I think what they're saying is don't ever change it, and what I'm saying is, yes, but if it's eventually changed, you need to discuss under what terms it would be changed, and I'm saying it would have to have structural and nonstructural safeguards."

Cox said PacTel has been presented with between 20 and 50 deals in the past year, both large and small, domestically and internationally, and systems that both were and were not on the block. It is still likely the company would first enter the business on a joint venture basis with an existing operator, said Cox, before it entered on its own.

While Centel has its cable systems on the block, Cox said "we have no inside track with Centel: they just happen to be in some of the same businesses we're in." System deals are the primary point of discussions between PacTel and other cable operators, Cox said.

Like any other potential cable buyer, Cox said PacTel focuses on the numbers. "This business has good operating cash flow markets," said Cox, "that's what I look for. If you have a lot of revenue, that's nice—and if you have good operating capital margins, that's nicer. And so that's what we're looking for, and the capacity to increase those." Underpenetrated or undermarketed systems are also attractive, he said, as are systems where two-way interactive technology is underutilized or local advertising revenues are unrealized.

Cox also believes that fiber will not play a major role for many years to come. Replacing copper with fiber won't happen until near the end of the century. Cox believes, primarily because of cost reasons. A single fiber into the home operated by the telephone companies and carrying cable programming exclusively? "I don't think that's in the cards," said Cox.

"I think that fiber is an eventual distribution medium that's way into the next century," said Cox. "I think fiber is going to make sense eventually. Because it has more capacity and it's cheaper to maintain and so on, but not yet is it cheaper to put in, and there's no method yet of switching fiber to carry video signals."

Although PacTel is not a strong proponent of fiber, it believes it brings other attributes to the cable industry. "What we bring to the party is a source of cash and liquidity to the cable markets," said Cox, "which would tend to increase the value of current properties for current owners. We

bring a long standing experience in serving customers through a distribution system that goes to their home and connects to our central office...[and] we bring a long 100-year experience of dealing with customers' billing, questions and their service questions."

Overbuilds, long a concern of the cable industry, especially when telephone companies are mentioned, do not make economic sense, said Cox. "We have looked at some of the overbuild situations in the U.S. and so far at least...they haven't made good economic sense. So we're not interested in coming into the business as an over-builder."

Even with all this goodwill, some in the cable industry are wary of PacTel entering the business, even beyond its service area.

Cox has sensed that concern and admits it is there "for probably some good reasons—but I think those reasons are past reasons...I think we ought to look to the future and think of how we can maintain a viable industry for both of us."

Cox points out that PacTel did not object when Comcast entered the cellular radio business. "I don't see any reason why an RBOC outside its franchise area operating as a plain old cable operator presents any threat at all," he said. "It'd be no different than if Ford or General Motors decided to do that or a small company decided to do that."

Cox also foresees the day when cable companies will want to get into the telephone business. "If there were fair competition, I think it's probably inevitable that

they would want to do that," Cox continued.

And although fiber is not in PacTel's immediate plans, Cox believes HDTV, to which fiber is often linked, is a crucial question facing the country. "I'm very worried...that the Japanese will completely dominate it," he said, including the manufacturing of new TV sets, which would exacerbate the U.S.'s trade deficit. "I think that HDTV is coming; the question is when and who will provide it. And I'd like to see American companies at the forefront of that, rather than being one manufacturer... I think the industry in America or the government in America should look at that and say: 'I'm concerned about that, we already have a balance of payments problem. Is it going to get worse?'" □

Jones using fiber-coax arteries in Florida rebuild

Replacement in Broward system will comprise 1,000 fiber miles; current coaxial wiring will be tied in and kept as backup

Jones Intercable plans a \$3 million fiber optic-coaxial cable rebuild in its Broward County, Fla., system, which, the company believes, takes fiber application by cable companies further than it has been taken before. Jones plans to lay 1,000 "fiber miles" and purchase 50 AM lasers and 52 optical receivers, using a configuration not seen elsewhere in the industry, according to Bob Luff, Jones group vice president, technology.

Jones plans to run the fiber several blocks away from, but parallel to, the 800 miles of existing coaxial cable, said Luff. Four strands of fiber will be broken off from the main multifiber artery (there will be eight arteries in all from the headend). Those strands will be interconnected at every fifth amplifier on the coaxial cable plant using the optical receiver. That receiver will convert the signals for transmission over the coaxial distribution systems into the neighborhoods using an A/B switch that Jones has developed. The typical 40-amplifier cascade in the system will be broken into eight, 5 amp cascades, for instance, said Luff. So at amplifier number 10, 15, 20, etc., four strands of fiber will be woven into the coax plant. The coaxial plant will otherwise stay in place as a backup, he said.

One key advantage of this setup, said Luff, is that signal degradation will be greatly reduced, as will maintenance costs, since the signal quality at any point along the fiber will be as good as that at the headend. It will also allow for signal redundancy, so outages can be confined to relatively few customers. "The path redundancy we think is one of the greatest benefits of fiber," said Luff, since outages rank among subscribers' chief complaints. And, as Jones replaces the coaxial amplifiers as part of the rebuild, fewer homes will be without service during the times when the technology is being replaced, said Luff, because fiber allows for further signal isolation.

Another key point, said Luff, is that Jones will limit the number of channels sent on one laser to between 12 and 18, going against an industry trend of one laser, one fiber over five miles or so, said Luff. By using more lasers, Jones has reduced the cost-per-laser from around \$50,000 to around \$30,000, and has also allowed for better performance since each laser is transmitting fewer channels. "If you reduce the number of channels," said Luff, "the laser performance improves dramatically." The cost does rise over all, said Luff, since more lasers are used, but it is made up for by the improved signal quality and expanded channel capacity.

An added benefit to the fewer-channels-per-laser technique, said Luff, is that no signal conversions are needed once the signal reaches the optical receiver. Channels 2 through 12 are on laser A, for instance, said Luff, and channels 13 through 26 are on laser B. The receiver is sequenced the same, so the tubes, transistors and capacitors of coax signal conversions are not needed, said Luff, saving time, space and money. All the equipment can fit inside a Jerrold amplifier housing unit, said Luff, representing another advantage of AM fiber over FM. With FM, an operator has to invest in real estate and a building for fiber installation. "FM comes at a significant cost of real estate and complexity," Luff said.

There will be eight major fiber arteries coming from the headend in the 35,000-subscriber Broward system, said Luff, because the company wanted to avoid having too many fibers in one bundle. Each artery will carry between 42 and 46 individual strands of fiber.

The use of fiber will also eliminate a second headend that had been at the far reaches of the system and was connected to the first headend by microwave link. That second headend will disappear into the fiber-coax rebuild, said Luff. (Eliminating the second headend also simplifies the insertion of commercials on cable networks, which is expected to become more important to operators in the future.) To replace that microwave link as part of Jones's plans

to expand channel capacity and improve reliability, Luff said, would have cost \$1.5 million. The fiber, lasers and optical receivers for the entire system will cost only \$1.5 million, said Luff, pointing to further savings. Jones will kick in another \$1.5 million for replacing amplifiers and other non-fiber portions of the rebuild, making the overall cost about \$3 million for the 1,000 fiber miles, roughly the same per-mile cost for a coaxial rebuild, Luff said.

Another cost savings was realized in Jones not using feed forward amplifiers. "We don't turn the amplifiers around," said Luff. By eliminating the need for high-cost, high-powered feed forward amplifiers, Jones saved \$500,000 on the rebuild, said Luff.

Jones will be buying the fiber from CommScopeAlcatel, said Luff, and the lasers and optical receivers from Catel Communications. Luff said the system has been tested in Catel's labs and "it has outperformed our expectations." Florida weather, with its sometimes violent rainstorms, puts an added pressure on above-ground systems of electronic communications, he noted.

The significance of where Jones is heading in Florida, said Luff, has even greater ramifications for the cable industry. "We have hit a brick wall," said Luff, referring to the industry topping out on channel capacity at 550 mhz. "There is no way of stepping across that barrier," he said. And with overbuilds, the intentions of the phone companies and HDTV, the industry "is going to have significant pressure to expand," he said, and fiber can help solve that dilemma. "The cable industry, through this model, is in the position to double the capacity at a very small capital improvement," Luff said. And it does nothing to make obsolete an operator's existing plant, he said.

Luff said Jones Intercable Chairman Glenn Jones has coined the term CAN, standing for cable area network (like LAN [local area network] in phone company terminology), to describe Jones's fiber application. And CAN may appear elsewhere. Luff said Jones has several other cable systems under consideration for similar deployment. □

MSO's, cities differ over cable technical proposals

Comments find cable operators supporting commission plan for Class I standards on Class II-IV channels; municipalities are against it

The views of cable system operators and local governments clashed in comments to the FCC on proposed changes in the commission's technical standards for cable TV transmission. MSO's wrote in favor of the FCC's proposed extension of the current national Class I channel standards to Class II-IV, while cities and other local governments asked for the flexibility to set their own standards.

Class I channels are retransmitted local broadcast stations. The commission set a standard for picture quality on those stations in 1972, mandating specific picture quality levels. But in the years since, three other classes of cable channels have been established: Class II, satellite-distributed basic channels; Class III, scrambled pay services, and Class IV, nonvideo services, such as data, audio-only and two-way communications. No standards have ever been established for those classes. In a Supreme Court decision, *City of New York v. FCC*, handed down just before the release of the FCC's proposal last August, local governments were denied the authority to set their own standards for Class II-IV.

"To raise the issue of local regulation again only months after approval of federal preemption by a unanimous Supreme Court is unwarranted and most certainly not in the public interest," wrote Western Communications Inc., operator of cable systems in California and New Mexico. "Given the breadth and speed of cable's development in this country, uniform technical standards remain as necessary as ever to preserve technological innovation and reduce the costs of providing cable service." Western joined other system operators and the National Cable Television Association in supporting extension of the Class I regulations to other classes.

NCTA, however, rejected extension of the standard to nonvideo signals. It listed three reasons for leaving those signals unstandardized at this time. "Nonvideo technology remains in its infancy," and setting a standard now could halt technological progress, NCTA said. Because the different nonvideo services are different in nature, it claimed that one set of technical parameters will not fit all of them.

Finally, the association said that in its interpretation of the Cable Communications Policy Act of 1984 and *City of New York v. FCC* the FCC is required to set technical standards for video signals only. Although several local governments wrote that video and nonvideo standards are required to judge a system's "signal quality" during franchise renewal proceedings, NCTA said that nonvideo judgments could be made "on a subjective basis."

New York City's comments not only opposed Class I standards for Class II-IV, but suggested major changes in Class I. "The

commission's present guidelines do not provide a meaningful basis for evaluating a cable operator's signal quality," New York said. Along with changes in four of the current parameters, it listed nine additional parameters that should be regulated. Should the FCC choose to reject New York's numbers, the city suggested formation of a task force made up of cable operators and local franchising authorities to devise new national standards. In case the commission decides against new parameters for Class I, New York asked for the authority to set its own standards for Class II-IV.

"The guidelines which the commission now uses for Class I channels and which it proposes to extend to Class II-IV channels were developed some 16 years ago and do not reflect contemporary technological realities," the National League of Cities wrote. It proposed another set of parameters, developed by the National Association of Telecommunications Officers and Advisors, which was longer than the list submitted by New York City.

A major concern of MSO's was the possibility that diverse standards, would stifle technological advancement. TeleCable Corp., operator of 22 cable systems, listed satellite distribution to headends, addressable decoders and feedforward amplifiers as

advances made possible through the ability of the cable industry to deal directly with a federal authority, which was able to waive its rules on special occasions. "Few of these technologies could have flourished if their deployment was handicapped by thousands of competing franchise restrictions, administered by local authorities," TeleCable said.

The City of Los Angeles has been conducting franchise renewals of its 14 cable systems over the past two years based on standards beyond the FCC's. None of those franchises "have ever asserted that these standards would create impediments to technical innovation or that they had to suffer unnecessary costs as a result of these standards."

General Instruments Corp. had no comment on the extension of the Class I standard to the other channels, but was concerned that the Class I provisions will not be adequate for a possible future channel class, HDTV. "There is no reason to think that the advanced or high-definition TV formats used on cable television systems in the future will be sufficiently NTSC-like that the current specifications would be appropriate," GI said. It asked the commission to specify that the Class I standard does not apply to non-NTSC video signals. □



Soviet salute. Media and business luminaries attended a Washington breakfast honoring Aleksandr Yakovlev (l), a member of the Soviet Union's Politburo and chairman of the Central Committee's International Commission. Among those present were NBC President Bob Wright, Washington Post Co. Chairman Katharine Graham and ABC News President Roone Arledge.

The event was hosted by Charles Wick (r), director of the United States Information Agency, who said that Yakovlev, formerly head of the Central Committee's propaganda department, had helped bring about a "contrast to the old thinking," when the two countries complained to each other without making things work. The Soviet Union several weeks ago agreed to stop jamming Radio Liberty and Radio Free Europe broadcasts throughout the USSR and much of Eastern Europe.

Yakovlev was asked by Ed Ney, chairman of Paine Webber Young & Rubicam Ventures, if the cessation of jamming would be permanent. The Soviet official replied: "The question must be placed within the context of U.S.-USSR relations...and if they improve I have no grounds to think it won't be permanent."

The event came at the end of a visit by Yakovlev and Soviet President Mikhail S. Gorbachev to New York, a visit cut short by their return home due to the earthquake in Armenia.

MSO's, telcos eyeing Europe, Asia

U.S. cable companies are turning their attention—and investment dollars—to systems overseas

U.S. cable companies, which first invested in overseas cable TV systems more than five years ago with less than spectacular results, are now going offshore again in a big way. While their numbers may be few, their apparent commitment is not, with hundreds of millions of dollars in investments planned.

But the rank of investors, among them cable operators United Cable, Jones Intercable and Comcast and regional telephone companies Pactel and USWest (see chart, below), face high risks and returns long in coming, with international cable still facing a broad range of unfriendly regulatory restrictions, competition from other new media, underdeveloped infrastructures and a lack of cable-unique programming, among other problems.

But priming investors' interest is the expanding television market abroad (where cable is said by many to be at the same stage it was in the U.S. a decade or two

ago) with millions of viewers throughout Europe and along the Pacific Rim looking for and finding new programming choices through cable and satellite TV.

Although many of Europe's smaller nations are already densely wired, cable still reaches less than 15% of Europe's TV audiences, and larger nations such as Great Britain, France and West Germany are only beginning to be cabled. Other uncabled nations, such as Spain, also have cable and SMATV (satellite master antenna TV) potential, argue observers, including former FCC cable branch chief Steve Ross, now of the Washington law firm of Fletcher, Heald and Hildreth.

In Asia, as well, there are plans to double Japan's cable viewership from today's 5.3 million to 10 million by 1998, and Hong Kong is still deliberating over what is said will be the world's largest cable franchise, passing 750,000 homes.

Helping to push some U.S. cable operators into the world arena is the state of the domestic cable industry. According to Pat Lombardi, a member of the board of directors of Jones International and president of

the company heading its international investments, Jones Capital Markets Inc., the U.S. cable industry is "maturing," with system prices reaching near record levels, while at the same time, U.S. multiple system operators see the opportunity to invest in developing businesses abroad using marketing and other skills honed in their domestic cable experience.

United Cable's Nimrod Kovacs, group head, United Global Programming, said his company began looking at new growth opportunities more than a year ago and also found prices for U.S. systems rising at such a clip that the company began to question whether further system purchases here would be the best way of reinvesting.

United Cable, subsequently merged with United Artists, has since developed the most extensive international cable system portfolio to date of any U.S. MSO, with franchises covering nearly a million homes in Great Britain, and other interests in Scandinavian cable. Kovacs said the company is seeking another million homes passed in the UK, is pursuing interests in Finland, Denmark, Ireland and the rest of the continent and has targeted one million subscribers internationally within five years.

Jones has also pursued its interest in the UK, where it has a stake in the East London franchise that encompasses the massive Dockland business-residential development project, and in France, where it has a share in the company running the Paris cable system. Among other MSO's with international cable interests, new or long-standing, are Comcast, Cox and ATC.

Interest in overseas cable is not limited to cable operators, however, points out Mark Sena of Communications Equity Associates, a Tampa, Fla.-based cable broker. For Sena, the biggest news lately has been the arrival of U.S. telcos like USWest, Pactel and others onto the international cable scene.

One reason telcos are so interested in international cable, said Sena, is that some nations, most notably Great Britain, foster interest in cable by allowing companies to provide telecommunications services as well.

But both United's Kovacs and others warn against viewing overseas cable as a quick and easy return on investment. Said Kovacs: "This is a very risky deal because there is absolutely no precedent and experience to date has been mixed at best."

Abe Patlove, vice president, planning and development, Comcast Cable, recalled that in 1983-84, the cable industry in the UK, for example, got off to a "false start" because participants saw a surface similarity to the U.S. cable industry and got caught by important differences in subscriber men-

Who owns what where

The chart below lists interests held by U.S. cable companies and regional telephone companies in non U.S. cable franchises or cable companies, with major partnership percentages listed where known. Total households in franchise are listed where systems are not yet built or information on homes passed was not available. Systems not yet built are indicated by an asterisk.

COMPANY	INTERNATIONAL CABLE INTERESTS	HOMES PASSED/SUBSCRIBERS
ATC	Arberdeen, Scotland	NA/NA
COMCAST	Ealing, UK (20%)	15,000/3,000
	North West London, UK (franchise bid pending)	250,000 tot. hh/*
COX	Stofa AS (50%), Denmark	145,000/104,000
JONES INTERCABLE	East London, UK (89% interest with PacTel)	150,000 tot. hh/NA
	Redbridge, UK (89% interest with PacTel)	225,000 tot. hh/*
	Windsor Cable, UK (less than 5%)	NA/NA
	Greater East London, UK (franchise bid pending)	*
PACTEL	East London (89% interest with Jones)	150,000 tot. hh/NA
	Redbridge, UK (89% interest with Jones)	225,000 tot. hh/*
PRUDENTIAL BACHE	Westminster, UK (22.5%)	NA/NA
UNITED CABLE	Bristol, Thames Estuary North, Thames Estuary South, UK	700,000 tot. hh/*
	Croydon, UK	125,000/11,000
	Caswell, UK	125,000/*
	Norkable (30%), Norway	—/90,000
	Svenkakablevision (30%), Sweden	—/40,000
USWEST	Birmingham, UK (25%)	500,000/*
	Camden, UK	70,000 homes,
		10,000 bus./NA
VIACOM	Paris, France (10%)	NA/NA
	Hong Kong (franchise bid pending)	*

ality and sales and timing techniques. Although investors may be more aware of marketing pitfalls, other major impediments remain, especially to Americans, in regulatory constraints ranging from limits on foreign investment to complex local planning procedures.

In the UK, for instance, where the majority of foreign investments appear to reside, ownership rules prevent any non-European Community company from controlling a cable operator. Some new investors, such as United Cable and Jones in its East London partnership with Pactel, have developed innovative trust structures that abide by non-control laws, yet allow American cable companies to provide their expertise to system operators and so protect their investment.

Britain's cable regulation is also in a state of flux pending a wide-ranging government media revamping proposed last month (BROADCASTING, Nov. 14). Ironically, however, the possibility of change after 1991 under the new laws has speeded the British franchising process, so that franchises covering as much as 25%-30% of the UK may be granted under the current, more favorable setup, explained Jon Davey, director general, UK Cable Authority.

In other nations, such as France and West Germany, restrictions on outside investment and public control of most franchises combine with powerful authority exerted by state or local authorities to complicate the process for those seeking to invest in franchises.

Such restrictions have kept ATC, the U.S.'s second-largest MSO, from extending its limited international cable investment. According to a spokesman, the company dislikes investing in operations it cannot manage and is not particularly fond of the high level of government involvement found overseas.

Another formidable challenge to investors is posed by the new delivery technologies competing with cable, particularly the new generation of direct broadcast satellites, exemplified by the Luxembourg Astra satellite launched this month and the British Satellite Broadcasting venture to launch late next year.

In at least one country, France, cable has been partly held up not so much by a new satellite technology as by the young terrestrial pay TV service Canal Plus, whose success on the ground has neutralized one of cable's leading attractions, pay movie services.

American cable backers argue, however, that cable will do well in the competition with Europe's DBS. According to Comcast's Patlove, for instance, while both Astra and BSB will target the UK market with a combination of at least a dozen English-language pay and ad-supported channels, the two satellites use different transmission technologies, forcing consumers not only to buy two dishes or a motorized aerial to receive the signals, but more receiver electronics as well. In combination with satellite program fees, cable becomes a comparative "bargain," he said.

Cable may have little advantage over DBS in infrastructure, however, despite its longer presence in Europe and other re-

gions. According to United's Kovacs, basic industry elements, such as data management, hardware and service industries, are "nonexistent" outside the U.S.

Programming is something cable had not been lacking until new DBS services threatened to shift the leading services toward direct-to-home delivery. A number of American programmers have, in fact, offered Europe satellite channels, such as Viacom's MTV and Turner's CNN. It was cable's slow development in the region, however, that has now led a number of key satellite programmers, like Rupert Murdoch's Sky Channel, to seek the alternative delivery form of DBS.

According to Kovacs, it is imperative for cable to retain competitive programming, and in conjunction with United's system investments, he said, the company will increase its stake in the international programming area. In a joint venture with U.S. cable documentary service The Discovery Channel, for instance, TDC will launch in Europe next spring as an ad-supported, six-hour-a-day service for cable (BROADCASTING, Oct. 17).

United also has interests in UK-based European cable services The Arts Channel and Bravo, and may look into developing a regional sports service, Kovacs said.

Viacom's MTV has also been an active overseas programmer, with some six million cable subscribers in 11 countries of Europe, and, in Japan, an association with Tokyo Broadcasting System that brings about five hours of weekly programming to some 30 million homes, and plans for a 24-hour music service in conjunction with cable TV development there. □

Distant Signals

Amnesty International's Human Rights Now Tour, distributed by **Radio Vision International**, aired Dec. 10 (Human Rights Day) in at least 55 countries, including nations identified by AI as human rights violators. The three-hour rock concert film, including performances by Bruce Springsteen, Peter Gabriel and Sting, aired in the U.S. on Home Box Office.

Independent film sales to television internationally grew to \$224 million for the year ending last June, according to a Peat Marwick survey conducted for the American Film Marketing Association. The previous high for any 12-month period, according to AFMA, was \$107 million in 1986. Europe represented the largest market for independent sales to TV and cable, accounting for \$143.3 million, with sales in France of \$38.4 million; in Italy of \$38.3 million; in the UK of \$20 million; in Germany and Austria, \$17.7 million; Scandinavia, \$9 million, and Spain, \$6.2 million. In other regions, Japan accounted for \$23 million in sales and Australia and New Zealand for \$23.8 million. The results, based on a survey with 38% response from 93 companies, included results from films during the period including "The Last Emperor," "Rambo III," "Dirty Dancing" and "Robocop."



Cable on the continent. Director of UK Cable Authority Jon Davey (second from left) warned the crowd attending a Western Cable show panel in Anaheim, Calif., Dec. 8, that while foreign cable investment opportunities may exist through European nations, there are "very great dangers in assuming that Europe is a single market. It's not a single market and I don't believe it ever will be." United Cable's Nimrod Kovacs (standing, right), panel moderator, also called international investments "a very high-risk business. The jury is still out on the degree of opportunity." But the potential for global networking remains very much on the mind of international programmers such as MTV Networks, whose chief executive officer, Tom Freston (third from left), said his company is "very, very bullish" on international growth potential for services such as MTV, now available in Europe, Australia, Latin America and Japan. From Japan, Yashushige Nishimura (left), of Sumitomo's cable arm, described growth potential for what he described as that country's "underdeveloped" cable industry, and said next year's launch of a satellite available for program distributors may provide opportunities for American and Japanese co-ventures.

Selling time

The USA Network, working with Corinthian Broadcasting, a New York media buying firm, said it has signed more than a dozen advertising clients for an unwired network that has billed almost \$10 million since June.

John Silvestri, USA senior vice president, advertising sales, said the network combines the reach of independent television stations in the top 50 markets with the 46 million homes of the USA Network and aims to take a chunk of national advertising dollars. The broadcast-cable combination represents a clearance of 85% of the country. Categories of advertisers signed include automotive, retailers, packaged goods, beverages and candy products, said Silvestri.

Silvestri said the network concentrates on prime time, late-night and early fringe. USA's prime time schedule of *Murder, She Wrote* and a two-hour movie is matched with movies being carried on the independent stations. Silvestri said USA guarantees an 8 rating in prime time, and will deliver 85% of the country. In late-night, the target is teenagers, while in early fringe it is teens and young adults. USA carries *Miami Vice* on weekdays at 11 p.m., ET, and will premiere a new program from Dick Clark productions on Jan. 2, 1989, which will run from midnight to 1:30 a.m. USA carries *Dance Party* and cartoons in early fringe.

USA's typical prime time ratings are less than 2, but that does not mean that it accounts for a fraction of the 8 rating, said Roger Ingram, partner in Corinthian Broadcasting. Ingram said advertisers buy multiple spots in USA, accounting for roughly half of the rating delivered, with the other delivered by the group of independent stations. Corinthian uses Nielsen data to find which independent in a given market meet the needs of the advertiser. In some markets, several stations may be used. The ads run concurrently on both USA and on the participating independent station, Ingram said.

The broadcaster, Ingram explains, is getting ad dollars from the national pie that would otherwise go to ABC, CBS or NBC. Combining with USA gives them further leverage to pry away those dollars for their own stations. Even a Fox station that may stand to lose money from the national advertising pool could gain the dollars back through the unwired network, Ingram said.

Merger

There is now one less cable overbuild in the country, as Colorado Springs

Cablevision, a 50-50 venture of Century Communications and American Television & Communications, and Colorado Springs Citizen's Cable, a local group, have agreed to combine their cable operations. The MSO-owned system served 45,000 subscribers, it said, and the local group about 5,000.

The companies said the combination would allow for further system improvements estimated at \$25 million. There will be a new combined management team and the companies plan on opening other offices to provide more convenient access to subscribers.

Fiber for Boston

Videocom Teleport, Dedham, Mass., has completed a year-and-a-half old project to provide video fiber optic connectivity to several points in downtown Boston. The service began on election night (Nov. 8), when customers including ABC News, CNN, C-SPAN and Japan's NHK carried signals from Videocom's fiber paths from the campaign headquarters of former Democratic Presidential Nominee Michael Dukakis and Senator Edward Kennedy. As of last week, more than 200 Boston locations were set to send and receive video, according to Videocom President Frank Cavallo.

The project was done in cooperation with NYNEX, which has laid more than 116,000 miles of fiber optic cable throughout New England. Eventually Videocom will be connected with points in Rhode Island, New Hampshire, Maine and Western Massachusetts. At present, fiber feeds are being made in analog using AM modulation with lasers manufactured by the Grass Valley Group. Cavallo said that work is now in progress with NYNEX to provide digital service using the DS3, 45-megabit-per-second system.

Two of Videocom's full-time customers and one of its part-time customers are making all of their transmission to the teleport. Although he expects many conversions to fiber transmission, Cavallo said that microwave links will not be phased out. "From a cost standpoint and from a flexibility standpoint, we don't want to be totally reliant on one or the other," he said. Although fiber optic loops can be placed in several locations, Cavallo said that they will never be as flexible as microwave.

New fiber player

General Instruments Corp., New York, and Alcatel N.V. of the Netherlands have completed an \$80-million deal to form Comm/Scope Inc. ("In Sync," Sept. 5). Formerly a subsidiary of Alcatel,

Comm/Scope manufactured and marketed coaxial TV cable. As a joint venture with General Instruments, the company will now expand into manufacturing and marketing of video fiber optic cable.

Taxing situation

The FCC, in response to a petition by the Connecticut Cable Television Association, has found that the State of Connecticut has imposed its gross earnings tax in a manner that discriminates against cable television systems. The state taxes cable systems and telephone companies at a 9% rate, while other communications companies and utilities are taxed at rates ranging between 2% and 5%. But the commission took no further action. It said the parties had not provided sufficient information. It also noted that CCTA had acknowledged that specific disputes will be resolved in cases pending in state court.

However, in order to facilitate a resolution of the dispute, the commission set forth a structure of analysis necessary for resolution. First, except for the effects of personal property exemption, the class of entities taxed at 9% appeared to be sufficiently narrow that at least some part of the tax should be treated as a fee. Second, that would not be the case if the state could show rough equality among the principal classes after the personal property exemption is considered. And third, assuming the existence of undue discrimination bringing the tax under the fee limit, the commission said it would regard only that portion of the tax that was discriminatory as subject to the limit.

Pick-up games

SportsChannel America said last week that Prime Ticket has agreed to carry five of the 11 U.S.-Soviet hockey matches the network will carry in early January. Thus far, Prime Ticket, along with several other prominent regional sports networks, have not picked up SportsChannel's National Hockey League package.

SportsChannel has had some success in reaching agreement with several cable operators to carry the service. It said it had signed the Scripps-Howard system in Sacramento, Calif., and was close to deals with the Heritage-managed system in Palo Alto and a Lenfest system in the Bay area.

The service also said last week that it had signed to carry the World Basketball League, a league for players under six-foot-five-inches, that debuts next June. SportsChannel will carry 25 games, plus the All Star game, playoffs and league championship games.

Industry buzzing over MSG-Yankee deal

Among questions are how MSG will pay for deal, fallout on MSG-Cablevision dispute and precedent for other sports rights

A number of key issues have been raised in the fallout over the deal by Madison Square Garden Network to televise games of the New York Yankees over the next 12 years (BROADCASTING, Dec. 12) as the basic cable service wrestled the rights away from SportsChannel New York. They concern the relationships between operators and programers, the escalating costs of sports rights and subscriber access to programming.

The deal itself, for 75 games in each of the next two years and the rights to 150 games in the 10 years thereafter, puts MSG on the map in a major way. It carries the NBA Knicks and NHL Rangers, two fall-winter teams, which left the service without a dominant summer anchor sport, since SportsChannel New York carried both the Yankees and Mets.

The price tag, reportedly between \$485 million and \$500 million, outdistances any previous local sports rights agreement. And unlike the Yankee-SportsChannel deal, it's believed there is no buyout clause afforded the Yankees in this contract.

Last week, MSG spokesmen were saying the network would pay for the package through its existing basic service cost structure and was not contemplating shifting the service to pay, even though the deal gives them that right. (It also gives them pay-per-view and home video rights.) MSG, a basic service, charges operators between 60 cents and 80 cents per subscriber per month. At 80 cents per month, MSG's 2.3 million subscribers would give it monthly revenue of \$1.84 million. When MSG adds major events, the fee to operators increases by 6 cents per month, as would be the case with the Yankees. That would give MSG another \$138,000 in revenue per month. WPIX(TV) New York, which will continue to carry 75 games over the air over the next two years, paid around \$16 million for the Yankee rights this year (BROADCASTING, March 7), and has the right of first refusal if MSG chooses to sell some games to a broadcast outlet beginning in 1991. Ad revenue for the Yankees on cable is roughly \$5 million per year. Those revenue sources, plus growth in cable penetration, MSG believes, will pay for the Yankee rights.

Shifting the service to pay is the key point of contention between Cablevision and MSG, since Cablevision dropped MSG from its systems in September. As the New York State Consumer Protection Board held hearings last week on the Cablevision-MSG dispute, Cablevision said in a statement that it was "hopeful that Gulf + Western will now be willing to grant Cablevision a con-

tract for carriage of the MSG network and allow us to return Knicks, Rangers and Yankee programming to our subscribers." That the Knicks and Rangers are near the top of their respective divisions has only heightened the animosity among Cablevision subscribers, who have lost MSG.

But the high price of the contract, Cablevision said, backed up its assertion that "special interest programming should be offered to subscribers as an optional premium service, paid for by those who want it."

Richard Aurelio, president of BQ Cable, said MSG has not contacted him on any new rate structure. "We didn't ask everybody to make these kind of deals," said Aurelio, who believes it will be too hard to defray the cost otherwise. "It's hard for me to imagine how you can keep this on basic," he said, especially since having MSG on basic at the rates quoted was a stretch to begin with.

The industry, which de-tied only several years ago, may be forced back into a two-tier situation, said Aurelio. Part of that pressure may come from regulators. Representative Charles Schumer (D-N.Y.), an aide said, plans to reintroduce a bill that would mandate that half of the Yankee games be carried over the air until 75% of the city is wired. Although Schumer is concerned about cable rates, the aide said access is the key. A spokesman in the New York cable office said penetration will stand at 46% at yearend, but the office expects it will reach 75% by the end of 1990. Ironically, a large portion of that will depend on how fast Cablevision builds its respective franchises in the Bronx and Brooklyn, two areas it has just begun to wire. MSG's exclusive rights to 150 games does not begin until the 1991 season.

Even at that, WPIX is hoping it will still be carrying Yankee games long into the future. Spokesman Marty Appel confirmed

the station was the other bidder besides MSG and SportsChannel, and he indicated WPIX and the Yankees had a number of problems—advertising, legal, financial—that prevented a deal from taking place. Appel said WPIX went to MSG "with a substantial offer for the life of the contract" in the days leading up to the announcement, but MSG put those talks on hold for later. WPIX has the right of first refusal in the area to carry the Yankee games.

Last year, SportsChannel, WPIX and the Yankees were mired in a dispute at the beginning of the season over who would televise which games. Appel said the station's position is that it gets preference based on a 1986 contract, and he believed there would be no problem with MSG.

SportsChannel and the Yankees have battled in court over the number of games it and WPIX were entitled to, but it was unclear last week what part that played in Yankee owner George Steinbrenner's decision. One source pointed out that Steinbrenner believed the Yankees were sharing time and sometimes getting second billing behind the Mets on SportsChannel.

The MSG deal also has fallout for other regional sports networks, in addition to any spillover effect to other team-network contracts. In Florida, Cablevision's SportsChannel Florida had the rights to import Yankee games, of principal interest to former New Yorkers living there. The rival sports service owned by the state cable operators, Sunshine Network, is part of an ad hoc group of non-Cablevision-owned sports networks that share programming, a group that includes MSG. It will presumably have the rights to import Yankee games, giving it another jewel in its sports crown.

In addition to the regular season games, MSG will have rights to preseason games, pre- and post-game shows and a one-hour Yankees report. □

Differing outlooks for 1989

PaineWebber conference generates variety of predictions on how media and advertising will fare

Advertisers were pessimistic, broadcasters were guardedly optimistic and cable operators were bullish at the start of PaineWebber's 16th Annual Conference on the Outlook for the Media last week. One participant in last Monday's session forecast that advertising growth will lag behind the economy in the coming year, while several speakers alluded to the threat that local broadcasters face from growing local

cable advertising.

For the first time since 1975, advertising growth in 1989 will fail to keep pace with the economy, said Robert J. Coen, senior vice president for McCann-Erickson. Growth in national advertising budgets will drop, as is the pattern in post-Olympic years, and continuing "turmoil" among local retailers will result in modest growth at that level. Advertising will grow 6.1% in 1989, to \$125.6 billion, behind total GNP growth (real GNP growth plus inflation) of 6.8%.

National broadcast budgets in 1989 will

work advertising gains will shrink to "near zero," he said in his report, while the smaller cable and syndication advertising shares will grow in double digits.

While making his forecasts, Coen also included figures for 1988 advertising growth (see chart, below). He also pointed out that by the end of 1988, non-U.S. worldwide advertising, up 18% over 1987 to \$121.4 billion, will overtake the U.S. advertising budget for the first time.

Hitting a note that later speakers would touch upon, Arnie Semskey, executive vice president of BBDO New York, said he expected large growth in local cable advertising in the 1990's. Contributing to that growth, he said, would be the assembly of regional cable networks and ZIP code targeting.

Semskey said that the strong \$3.2 billion upfront network television market was due to a post-writers' strike hunger for guaranteed audiences, numerous new car introductions this season and advertisers' concern with placement in good program environments. In general, though, he said that 1989 would be a "tough year" for the media.

In his predictions for worldwide advertising spending for 1988, John Perriss, worldwide media director for Saatchi & Saatchi, said that 52% of world advertising spending would be outside of the United States, roughly the same figure as in Coen's advertising breakdown. Over the next few years, growth would be strongest in Europe, due mainly to "supply-side" forces: television deregulation and increases in satellite capacity and terrestrial stations. In 1988, European advertising expenditures will increase to \$48 billion, a dollar increase of 12.6%, or 7.9% in real terms.

Predicting U.S. advertising growth in 1989, Perriss said that expenditures would grow 6.9%, or 1.8% in real terms.

"I believe that network revenues for 1989 will be 2% higher than for 1988," said David Poltrack, senior vice president, planning and research, CBS Marketing Division. "I recognize that, given the Olympics contribution to 1988 revenues, this represents a relatively bullish forecast," he said. Deducting the impact of Olympics

advertising from 1988, Poltrack said his 1989 forecast represented a "healthy" 6.4% underlying growth, indicated by a strong upfront market, a strong first-quarter scatter market, and a stable 1989 economy. The daytime daypart was weak in the upfront market, he said, but looked as if it was improving in the scatter market, partially because of attractive CPM's at 47% the cost of prime time CPM's. Poltrack said also that the demand for 15-second commercials was running up against a "natural cap" on the number of such spots per commercial pod. Rather than have the number of 15-second spots increase significantly, he said, networks would put a premium price on the spots.

National and local spot advertising in 1989 will be up 3%-8% over 1988, said John McCrory, president of Times Mirror Broadcasting. The figure could even hit 10%, he said. The "underlying premise" of the market is still intact: local stations, especially affiliates, are the "broadest and deepest daily source of consumers for advertisers," according to McCrory. In 1989, the single biggest problem for stations will be the same as in 1988: "Getting enough money for our product—for our audience." Saying it was "almost impossible" to get higher CPM's or cost-per-points, McCrory said that the only way to increase revenues was to steal the audience away from the competition.

The radio advertising outlook for 1989 will be much better than he thought it would be earlier in the year, said Frank Osborn, president of Osborn Communications Corp. Taking the Radio Advertising Bureau's 1989 outlook as a point of departure, Osborn said he thought local advertising would do better than the RAB's growth predictions but national advertising would fare worse. Osborn said that cable was making inroads in radio advertising—not in listenership, but among salespeople, a "large number" of whom are moving into cable sales.

"I'm glad 1988 is over," said Robert Sutton, president of the Media General Broadcast Group. It was a "terrible" year, he said. Looking to 1989, Sutton said he thought the national spot market would be up 6%-8%, and local advertising would be up 9% or more. The future of local television from a revenue standpoint, Sutton said, is local advertising, which is being cut into by cable advertising. Growth rates for stations, Sutton said, while down from 14%-15% to 9%-10%, were still "not so bad."

The cable industry is "quietly bullish," said Tony Cox, chairman of Showtime Networks. Cox emphasized that general unhappiness with the industry was one reason for the industry's reserve. Cox said he expected major cable-bashing in Washington, which started in 1988, to continue, with complaints centering on monopoly power, unreasonable price increases and concentration of ownership. National cable penetration of 70% is achievable, he said, with improvements in customer service possibly generating a 5% increase, while elimination of cable theft could be worth 1% or 2%. Local advertising is a "major, major untapped revenue source"; another

Touchtone information. Associated Press Broadcast Services is now offering AP Audiotex, an information system that enables affiliates to offer its listeners access to updated news, sports, business, financial and weather information via touchtone telephone. Subscribers pay a weekly fee and delivery charges for the system. Hardware and software are not included. The service is available to both radio and television stations.

revenue source is pay-per-view. Because the economics of PPV are "extraordinary," Cox said, he expected the Super Bowl will "absolutely" be a pay-per-view event someday.

Jeffrey Reiss, chairman of Reiss Media Enterprises, said he expected the growth of impulse pay-per-view to outpace industry estimates for its growth. For example, predictions by Paul Kagan Associates that pay-per-view will make up 12% of cable television revenues in 1997 were conservative, he said.

People who have regulated and restrained cable rates in the past have ignored the fact that customers think cable is a "bargain," said Julian Brodsky, vice chairman and chief financial officer of Comcast Corp. With basic rates averaging \$15 a month nationally, Brodsky said he expected the figure to rise to \$20 per month, with no negative reaction to a rise of \$1 per month each year. Brodsky said that he saw a trend toward re-tiering of properties, with broadcast channels alone eventually making up the basic tier.

Telephone companies are trying to spread the fiction that it is necessary for them to get into video distribution to subsidize a fiber optic network of voice and data, said Leonard Tow, president of Century Communications. Tow said that while telephone companies might expand into video delivery, cable systems with fiber optic networks stood to gain much more by, in turn, expanding into the much larger voice- and data-transmission market. □

National advertisers' 1988 budgets

	% chng. from 1987	(\$000,000)
Network TV	+10.5	\$9,395
Cable TV	+20.0	910
Syndication TV	+20.0	915
Spot TV	+5.0	7,190
Network radio	+1.5	420
Spot radio	+7.0	1,425

Local advertisers' 1988 budgets

	% chng. from 1987	(\$000,000)
Local TV	+8.0	\$7,380
Local radio	+8.0	5,900

Source: McCann-Erickson

Large supply exerts slight effect on cable prices

Rise in interest rates seen as more crucial to prices

The abundance of large cable companies currently on the market, along with expected interest rate rises, will hold down cable prices in the near future, say cable observers. Offsetting those factors in the cable market, they say, are high demand and ready supply of investment money.

Interest rates may be as influential as supply, if not more so, in the coming year.

Observers say rising interest rates could lower offering prices and keep properties on the market for longer periods.

With the recent announcement that Centel Cable has joined Cooke Cablevision and New York Times Cable property in the marketplace (BROADCASTING, Dec. 5), more than an estimated \$3 billion worth of subscribers are on the market. Such a number does not include small and medium-sized properties for sale; for example, Narragansett Capital said last Tuesday that it was considering the sale of cable systems serving 90,000 subscribers in five states. Also on the market are suburban Minneapolis properties put up for sale by an affiliate of Hauser Communications, and the Kalamazoo, Mich., system being sold by Cablevision Systems Corp. "Over a dozen properties have been offered to us in the past 60 days," said Alan Gerry, president of Cablevision Industries.

Meanwhile, with the prime interest rate up half a point on Nov. 28 to 10.5%, the increasing cost of borrowed money to make leveraged acquisition of cable systems could have a significant effect on the cable market, observers say. If interest rates shoot higher, "It's got to have an impact in terms of what someone is willing to pay," said William Bell, president of Cablevision Systems Corp.

With the current number of properties on the market, "good quality systems will go for the high prices they have always gone for," said Don Russell, president of New York-based CEA Inc. However, he said, prices will drop on low-end properties requiring a great deal of capital to improve cash flows. This, he said, would be a reversal of the "frenzy" of a couple of months ago, in which prices for low-end systems were approaching those of high-end systems. "The spread between the high-end properties and the not-so-high-end properties will widen a bit...which I think is appropriate," he said. For example, he said that the New York Times system, which he considered a high-end system, would go for a "very high" price, over \$400 million, "even in the face of an overbuild." On the other hand, because "a good many" of the Cooke properties are not high-end, they will probably sell at lower prices than they might have earlier in the year, he said.

Gerry, whose Cablevision Industries was last week attempting to close its acquisition of the Wometco cable properties, said that he thought that cash-flow multiples paid for systems would retreat slightly, as a result of rising interest rates and the number of the properties on the market. From a price in the range of 14 to 16 times the next year's cash flow, he said he expected prices to come down to a 12 to 14 range. Gerry added, though, that he did not envision the price of cable properties to "drastically" fall off. "I wouldn't call it a buyer's market at this point," he said. Highly penetrated systems, with basic penetration at about 60%-70%, would be the first whose prices will level off, he said.

The number of systems on the market right now, said Clifton Gardiner, president of Clifton Gardiner and Associates, might lead one to the "common sense" conclusion that cable prices will soften. But, he

said, "This is not a common sense industry....It hasn't been for a long time."

Prices will rise slightly for systems in the bottom three-quarters of the market, Gardiner said, because of a continued demand for properties. But, he said, system supply and interest rates might keep prices, expressed as multiples of cash flow, from rising on certain systems. "I think people will get a little more discerning about the quality of the property," he said. In valuing potential systems, future buyers will pay more attention to their demographics and capital improvement requirements. "I've been amazed at people giving almost no consideration to those factors," Gardiner said. On lower-quality systems, prices may drop, but "they're not going to nosedive," Gardiner said.

If there was a shortage of buyers anywhere, Gardiner said, it was in the largest properties. Bell, who said he did not think there were more systems on the market than one year ago, said that a shortage of buyers would have an effect on prices in "megabuck transactions" worth more than \$100 million, but not a significant effect.

Andy Armstrong, senior vice president of Waller Capital Corp., also downplayed the effect of system supply on cable prices. "People are always looking for an excuse for prices to come down, but they never have," he said. "We're in the market with very big prices, and we see no resistance at all to people wanting to make acquisitions."

Armstrong and others said there was no shortage of investment money for cable in capital markets. As proof of cable's popularity, Armstrong pointed to the pace of transactions. "It's considered to be a safe, traditional vehicle with upside potential," Russell said.

In one example of capital being raised for cable investments, Shearson Lehman Hutton and Jones Spacelink Cable Corp. said earlier this month that they were offering from \$50 million to \$100 million worth of interests in a limited partnership that would acquire and operate cable television systems.

If the prime rate moves up next year, it could have an effect on cable prices. "I don't think another half a point makes a difference," Russell said. If it rose three or four percentage points, he said, it would have a "very big effect" on the market. Gardiner said the prime rising to 12% would have its greatest effect on what he called "stretch" deals, or those in which prices were not supported by cash flows. On such deals, "the margin for error is very thin. If the prime rises even half a point, it has a significant impact on the performance of the properties."

The quantity of properties on the market will affect the sales process as much as pricing, Russell said. Because sellers will be competing for buyers' attention, they will either have to lengthen the timeframe of the sales process, or face fewer potential buyers examining each transaction. In this environment, he said, the chance for a bidder to win with an early, preemptive offer will be better than in previous deals, in which more buyers had the time to put together such bids. □

SOLD!

WQIS-AM/WNSL-FM, Laurel/Hattiesburg, MS, Robert H. Holladay, President have been sold by Voice of the New South, Inc. for \$3,000,000 to Design Media, Inc., John C. Thomas, President.

Randall E. Jeffery
and
Raymond J. Schonbak,
Brokers

WPLB AM/FM, Grand Rapids, MI, Robert G. Lewis, Sr., President has been sold by Flat River Broadcasting Co. for \$2,800,000 to Robert E. Goodrich.

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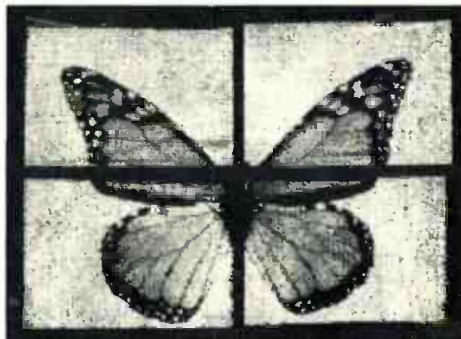
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FiberView: developing fiber optic HDTV receiver

Company hopes technology will lead to resurgence of American manufacturing of television sets

Boulder, Colo.-based FiberView Corp. is developing a technology that it believes will commonly be found in consumers' homes in coming decades. It is developing the prototype of a low-cost flat panel video screen based on fiber optic technology, which it hopes could lead to a resurgence of American manufacturing of TV sets.

As business and government organizations study the various proposals for taping and transmitting high-definition television signals, a major question that remains to be answered is how the new images will be displayed on high-definition receivers. Conventional cathode ray tubes (CRT) built for the typical HDTV receiver, which will have 30-inch and larger screens, will be significantly more bulky, heavy and costly than most sets sold today. An alternative offered by some would be HDTV projection systems for the home. Another would be flat panel displays that could hang on a



First prototype of FiberViews's 8 foot by 6½-foot fiber optic TV screen

wall like a picture. But those screens are believed to be about 10 years away from commercial introduction.

FiberView hopes to have a prototype of an industrial screen ready for demonstration in two years. The year-old company is currently developing the display to replace other large-screen technologies, such as the DiamondVision displays sold by Mitsubishi, which are used at sports arenas. It is

also working on a contract with the Defense Department to build high-resolution screens for computer simulators and mobile command centers. Its central project is development of an HDTV fiber optic screen. FiberView is licensed to use techniques invented by William Glenn, director of the New York Institute of Technology's research center in Dania, Fla. Glenn also sits on FiberView's board of directors.

As it is now envisioned, the standard HDTV screen will be 3 feet by 5 feet, much larger than what is typically provided by a video projection system, according to FiberView President Brett Kingstone. The panel will be three inches deep. The weight of the first prototype demonstrated will be 75-80 pounds, which should be light enough to hang on the wall, Kingstone said, adding: "Of course, the weight will decrease as the technology advances.... When HDTV is actually broadcast in the U.S., we hope to cut the weight by half."

When not in operation, the fiber optic screen will appear black rather than the gray blank screen of a CRT. A black screen, it is believed, improves the contrast quality of the video images. Four-panel modular construction will be used for the standard home receiver. The image on FiberView's first prototype did not reach the ends of the panels, resulting in a black cross in the middle of the display (see picture, above). On the second prototype, now in development, that artifact will be eliminated, Kingstone said. Modular construction will allow the manufacturer to build screens up to any size, he said.

Because a fiber screen uses smaller diameter pixel points, viewers of the large industrial screens now being developed will see a clear picture within a few feet, while other industrial screens must be viewed from several yards. A major flaw with earlier developed fiber optic displays has been unacceptable viewing angles. The good picture is visible if the screen is viewed directly, but color and resolution fade rapidly as one moves to the side of the screen. "We are winding our fibers and slicing it at a certain angle so that you can get an almost 180-degree viewing angle on the horizontal plane.... That is a major breakthrough in fiber optic display," Kingstone said. The viewing angle on the vertical plane will be about 120 degrees, he said.

Other advantages to fiber optic displays, Kingstone claimed, are low power consumption and low maintenance costs. The power consumption of a DiamondVision industrial screen is 20 kw, while the FiberVision screen will be less than .2 kw, he said. Annual maintenance cost of DiamondVision screens is \$70,000 compared to the \$10,000 FiberVision estimates for its screens. Because fiber screens, unlike



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WBEU(AM)-WYKZ(FM) Beaufort, S.C. □ Sold by Specter Broadcasting Corp. to Enzo DeDominicis for \$4.4 million. Purchase price includes \$1.25 non-compete agreement. **Seller** is headed by John Mackin Ade. It also owns WFTW(AM)-WKSM(FM) Fort Walton Beach, Fla. It purchased stations in 1984 for \$1.2 million. **Buyer** also owns WRCQ(AM)-WRCH(FM) New Britain (Hartford), Conn. WBEU is daytimer on 960 khz with 1 kw, and WYKZ(FM) operates on 98.7 mhz with 100 kw and antenna 707 feet above average terrain. **Broker: Americom Radio Brokers.**

WQIS(AM)-WNSL-FM Laurel, Miss. □ Sold by Voice of the New South Inc. to Design Media Inc. for \$2.95 million (\$2.5 million cash and \$450,000 in notes). **Seller** is owned by Robert H. Holladay and Mark D. Jones. Holladay recently sold KTYX-FM Healdton, Okla. ("Changing Hands," Aug. 29) and KWZD-FM Hamlin, Tex. ("Changing Hands," Oct. 17). **Buyer** is principally owned by John C. Thomas. It has no other broadcast interests. WQIS is daytimer on 890 khz with 10 kw, and WNSL-FM operates on 100.3 mhz with 100 kw and antenna 1,100 feet above average terrain. **Broker: Media Venture Partners.**

WKJA(FM) Belhaven, N.C. □ Sold by Winfas of Belhaven Inc. to Belhaven Christian Radio Inc. for \$655,000. **Seller** is Jacksonville, N.C.-based group of one AM and three FM's headed by Thomas Walker. **Buyer** is owned by L.E. Willis Sr. Willis also owns WOWI-FM Norfolk, Va.; WIMG(AM) Ewing, N.J.; WBOK(AM) New Orleans; KFTH(FM) Marion, Ark.; WGSF(AM) Charlotte, WBBX(FM) Edenton, WKWQ(FM) Batesburg, WSRC(AM) Durham, all North Carolina; WAYE(AM) Birmingham, WSFU-FM Union Springs, both Ala-

Changing Hands

bama; WWPD(FM) Marion, S.C.; WPZZ(FM) Franklin, Ind.; WPCE(AM) Portsmouth, WFTH(AM) Richmond, both Virginia; WSVL(AM) Jacksonville, WPDQ(FM) Green Cove Springs, both Florida; WWCA(AM) Gary, Ind.; WESL(AM) East St. Louis, Ill.; WTJH(AM) East Point, Ga., and WGTM(AM) Wilson, N.C. Willis is also 55% shareholder of licensee of WTNC(AM) Thomasville, N.C. WJKA operates on 92.1 mhz with 3 kw and antenna 282 feet above average terrain. It holds a CP to change ERP to 50 kw. **Broker: The Whittle Agency.**

WGHB(AM) Farmville, N.C. □ Sold by Atlantic Coast Communications Inc. of Towson, Md., to Jason Communications Ltd. for \$475,000. **Seller** is owned by J. Thomas Lamprecht. It has no other broadcast interests. It purchased station in 1986 for \$403,750 ("Changing Hands," April 28, 1986). **Buyer** is owned by Garland Dodd, leasing company owner. It has no other broadcast interests. WGHB is on 1250 khz with 5 kw day and 2.5 kw night. **Broker: The Whittle Agency.**

CABLE

System serving Port Angeles, Sequim, and portions of Clallam County, all Washington. □ Sold by Port Angeles Telecable to Northland Communications. **Seller** is principally owned by Ernest Candell, Allen Moller

and Robert Aiken. It has no other cable holdings. **Buyer** is Seattle-based MSO serving approximately 115,226 subscribers in nine states, headed by John S. Wetzell. System serves 12,500 subscribers with 15,500 homes passed and 289 miles of plant. **Broker: Daniels & Associates.**

System serving city of Rusk, and portions of Cherokee County, all Texas. □ Sold by E-Z Vision Inc. to Galaxy Cablevision. **Seller** is owned by E.H. and Marie Whitehead. It has no other cable holdings. **Buyer** is Sikeston, Mo.-based MSO serving approximately 49,000 subscribers in six states, principally owned by Tommy L. Gleason and Tommy L. Gleason Jr. System serves 1,250 subscribers with 1,700 homes passed. **Broker: Daniels & Associates.**

System serving Pomeroy, Wash. □ Sold by Pomeroy Cablevision to Cooke Cablevision Inc. **Seller** is principally owned by Denzell D. Howell. It has no other cable holdings. **Buyer** is Woodland Hills, Calif.-based MSO serving approximately 700,000 subscribers in 18 states. System serves 697 subscribers with 710 homes passed. **Broker: Daniels & Associates.**

For other proposed and approved sales see *For the Record* Page 68.

CRT's, do not emit radiation, they may one day be used for office computer monitors. "Fiber optics only transmit light. They don't transmit radiation," Kingstone said.

The receiver is being built to display 1,125/60 images, in part because that quality will be available to consumers in Japan. Kingstone repeated an earlier statement by Glenn that an ultimate goal of the Fiber-View project is to export TV's to Japan.

Kingstone said that the fiber screen will be competitive with Japanese CRT's for a number of reasons. Estimates of the introductory cost of Japanese HDTV sets have ranged up to \$4,000. A report released last month by the Electronics Industry Association (EIA) predicted that the first advanced TV sets will be sold for \$2,500 (BROADCASTING, Dec. 5). "With a fiber optic light valve and using Dr. Glenn's light valve as our image generator, we project a retail price at \$1,500," Kingstone said. Another advantage, he said, is that the entire manufacturing process is automated and labor will be less than 2% of the price of the product. This will make it easier to set up manufacturing of the screen in the United States, he said.

Fiber technology also compares favorably with other types of flat panel displays, he said. The largest liquid crystal display demonstrated in a lab is about 15 inches diagonally, and most commercially sold LCD's have three-inch screens. There are no inherent limits to the size of gas plasma screens. But laboratory versions with full color have only recently been developed, and none are sold commercially. Kingstone

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predicted that there will be a market for those displays one day. Fiber will never compete "with liquid crystal or gas plasma for the Watchmans and the small portable home television screens....But high-definition is not small screen. It is large screen," he said.

Experts on video displays contacted last week, including engineers at the EIA, TV manufacturers and others, did not comment on the merits or weaknesses of the Fiber-View plan. Many had heard of the project but did not yet have enough details to assess it. □

ATTC up and running

HDTV test center to be ready when proponents are

Broadcasters now have all the money and time they need and are ready to begin testing of hardware for high-definition television transmission systems and are ready to get started, according to the leaders of the Advanced Television Test Center (ATTC). The center's chairman, Joel Chaseman, chairman of the Post-Newsweek Stations, and executive director, Peter Fannon, provided an update of ATTC's progress at a Washington press conference.

ATTC was formed earlier this year by seven broadcast TV networks and associations to provide the FCC's advisory committee on advanced television with test data on proposed transmission systems. Four of the founders, the three major commercial TV networks and the National Association of Broadcasters, pledged \$700,000 each to the project. Fannon said that another \$700,000 has been raised through appeals

to the member stations of two other founders, the Association of Maximum Service Telecasters and the Association of Independent Television Stations, as well as NAB members. The seventh founder, the Public Broadcasting Service, has provided support services.

Both Fannon and Chaseman said the \$3.5 million amassed so far will probably not be enough to complete ATTC's mission. But Chaseman said the founders realized when the center was formed that their contributions were "an initial investment." More money will be provided as it is needed, he said. He stressed that ATTC is an industry initiative and that it would not ask for any government assistance.

The founders had originally set up a two-year budget plan expiring in the fall of 1990. Fannon predicted that two years will not be enough time to test all of the proposed systems. If more time is needed, the ATTC will draw up a new budget and continue its work. "These are deep-pockets

organizations," Chaseman said.

"We're, frankly, ahead of the pack right now," Chaseman said of the ATTC's state of readiness. Much of its activity is stalled because proponents do not yet have prototype hardware to submit and the FCC's advisory committee has not yet completed guidelines for testing. In the meantime, ATTC will complete propagation tests of two-channel systems. Test signals combining channels from the VHF, UHF and SHF (super high frequency) bands will be tested for ruggedness and coverage. Testing of UHF signals on channels 58 and 59, which had been started by the Advanced Television Systems committee in 1987, resumed last week under ATTC.

Some FCC officials have expressed annoyance at broadcasters' insistence on testing SHF channels (The band above 1 ghz) after the commission's tentative decision to restrict additional spectrum for terrestrial HDTV to the allocated TV bands (BROADCASTING, Sept. 5).

"The information we are seeking, we feel, is crucial," Fannon said. Microwave transmission of TV signals in the SHF band will continue to be used in the future and must be studied with HDTV signals, he said. At the same time, there is no guarantee that augmentation channels in the VHF and UHF bands will perform adequately. Chaseman added that the cost of the SHF test equipment was only \$25,000. "It just seemed to us to be foolish, if the equipment was there and the staff was there and these questions existed, not to spend the extra \$25,000 and get it done," he said.

The next level of testing will be laboratory experiments, scheduled to begin after ATTC completes its facility next spring. The design for the lab and decisions on what equipment to buy are completed. An "RF test bed," which will simulate the interference characteristics of each proponent system using signals generated by prototype hardware, will be the most important piece of equipment in the lab. The RF test bed is now being built at ATTC's temporary office in Alexandria, Va., Charles Rhodes, the center's chief scientist, said. Rhodes encouraged system proponents to duplicate the test bed in their own labs to test their systems themselves before transporting their prototypes to Washington.

After the lab tests, the final stage will be over-the-air tests. Other projects for the center will be psychophysical studies, to be held concurrently with the over-the-air tests, and the coordination of some ATTC activities with Cable Laboratories Inc. □

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She's back. Valerie Harper will return to CBS by way of an agreement with MTM Entertainment, AV Productions and Paul Haggis Productions for a new half-hour comedy series. Harper, who starred in *The Mary Tyler Moore Show* and *Rhoda* in the 1970's, has a 13-episode commitment from the network and the series will be filmed at CBS/MTM Studios. Tony Cacciotti, president of AV Productions and Harper's husband, joins Harper and Paul Haggis as coordinating executive producer.

Cameras put followers of Steinberg case in courtroom

Riveting testimony of Hedda Nussbaum in high-profile trial places renewed emphasis on electronic court coverage

The bruised, misshapen face of Hedda Nussbaum, which for months had stared silently out at readers of newspapers and magazines, came to arresting life this month in the television coverage of the trial in New York City of Joel B. Steinberg, charged with the beating death of their six-year-old adopted daughter, Lisa. The effect of Nussbaum's testimony on the prosecution of her former lover will probably not be seen until sometime next month. But it has given renewed impetus to the efforts of broadcast journalists to open all courtroom doors to radio and TV coverage.

Judge Harold J. Rothwax, who is presiding in the case, has not seen the live coverage of the trial that three New York City television stations have provided in varying degrees. But he said the single pool camera, which operates with available light from a position to the right of the bench, and the audio system—strategically and discreetly placed lavalier microphones—have not been "intrusive." Indeed, the camera has become "like a piece of furniture." And the edited pieces he has seen on the evening newscasts, Rothwax said, "have been fine." Of course, "the newspeople take whatever they think is the most important," he said. And they don't have enough time for in-depth reports. Still, he is encouraged. "It seems to be good coverage."

Both sides saw the extended television coverage as a positive development. Said defense counsel Ira D. London: "My co-counsel, Adrian Diluzio, and I think it's a terrific idea. At times, a judge's demeanor and his treatment of various lawyers are clearly delineated in television coverage. Sometimes that needs to be done." And New York District Attorney Robert M. Morgenthau said: "What the public saw was testimony as we see it." The "short clip of testimony" television usually provides, he added, "may not give the public the real flavor of what a trial is about."

The chairman of the New York State Bar Association's Special Committee on Media Law, Richard Winfield, was unrestrained in his enthusiasm. "The Steinberg trial is exhibit A for the effort to perpetuate and improve the right to audio-visual coverage [of trials in New York]," he said. He sees the trial as providing the educational function supporters of cameras in the courtroom have long claimed for them. "We have a powerful weapon to prevent child abuse," Winfield said, given the accounts that have emerged of the beatings Steinberg is alleged to have administered to Lisa. "The same



Steinberg on WCBS-TV



Nussbaum on CNN

with wife abuse," said Winfield. Nussbaum's appearance on television is stark testimony to the kind of abuse some women suffer. Said Winfield: "There has been a quantum leap in the public's understanding of those issues."

Cameras and microphones are no strangers to state courts. (The federal courts remain closed to electronic journalists and still photographers.) Forty-four states permit broadcast coverage of at least some of their courts. The New York Court of Appeals, the state's highest court, authorized broadcast coverage of appellate-court proceedings, effective Jan. 1, 1981. But it was not until last year that the New York legislature was prevailed upon to pass legislation providing for a carefully controlled test of broadcast coverage of the state's trial courts. The 18-month test began last December. Initially, Winfield says, the state's judges and prosecutors were "uncomfortable." But, "no more," he said. "Now it's a fact of life."

In the 12 months the test has been under way, 552 applications for permission to cover trials with cameras and microphones have been filed throughout the state, and 495 (90%) have been approved. In New York City, broadcasters established a mechanism for implementing the pool arrangement required under the law.

A former Associated Press photographer, David Bookstaver, has been retained by the permanent pool of the seven local television stations, Cable News Network and two local radio stations (WCBS[AM] and WINS[AM], both all news) to handle the arrangements, including dealing with the judges, who have the authority to grant or deny permission for broadcast coverage. And while broadcasters have covered other trials, the Steinberg trial is the first high-profile one in the city to which a judge has admitted cameras and microphones other than for sentencing proceedings, as in the Howard Beach case.

Bookstaver says the courtroom was prepared for pretrial proceedings in the Steinberg case as well as for the trial itself, which began on Oct. 25. Besides the regular pool members, two television stations from New Jersey, the all-news cable channel on Long Island (News 12), a French television company, and *USA Today: The Television Show* have been taking the pool feed. So has a company preparing a documentary on battered women for HBO. But it was not until Nussbaum took the stand on Dec. 1 that the three network-owned stations in New York thought the trial sufficiently newsworthy to preempt local programming for live coverage. But the reality of the judicial process dampened the broad-



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cast journalists' enthusiasm.

As Terry Baker, news director of WNBC-TV, said: "There was too much downtime in the testimony to hold attention." The testimony itself could be riveting. But there are discussions between the judge and the attorneys at the bench that are not for coverage. And when the jury is asked to leave the room, the cameras are turned off.

To fill the time, the stations found experts to provide analysis, like political consultants at a presidential convention or ex-football stars at National Football League games. WCBS-TV anchors chatted with Jack Ford, a criminal defense lawyer who is the station's legal affairs correspondent. And WNBC-TV employed Dr. Samuel Klagsbrun, the executive medical director of Four Winds Hospital in Westchester County, N.Y., where Nussbaum has been living since March. "You end up tap dancing," said Baker.

WABC-TV was the first to return to soaps and game shows. It had offered about 2 3/4 hours of live coverage over the first three days. WNBC-TV, over the same time period, was live for about 6 1/4 hours. WCBS-TV despite the downtime problems and the substantial loss of revenue suffered as a result of commercials not carried, provided more than 20 hours of live coverage, returning to regular daytime programming last Tuesday, the last day of Nussbaum's testimony. A special assistant to Morgenthau, Gerald McKelvey, described WCBS-TV's commitment to the live coverage as "extraordinary."

WCBS-TV won editorial praise in some of the press for its public spiritedness. The station's vice president and general manager, Roger D. Colloff, said the coverage "was extremely helpful to women in the same situation [as Nussbaum] and for children who were victims of abuse." He said calls to "hotlines" for battered women had increased by 25%. He also said the coverage demonstrated that stations would not, as members of the judiciary had feared, rely solely on "15-second soundbites" in their trial coverage. And despite the downtime and the anger of soaps fans, the station enjoyed a substantial increase in ratings. Colloff said the ratings were about double those for the regular afternoon programming.

Still, the assessments were not all positive. Said David Friedman, writing in the New York edition of *Newsday*: "What's troubling is not that television is denying Joel Steinberg a fair trial; after all, the jurors who will decide his fate aren't watching the trial on television. It's in the court of public opinion that Steinberg is being victimized." And Dr. Richard N. Atkins, professor of psychiatry and pediatrics and director of the division of child and adolescent psychiatry at New York Medical College, in Westchester County, N.Y., had reservations about the coverage despite his feeling that it was beneficial in "exposing the public to the widespread epidemic of child abuse in this country" and in "letting children who have been abused know they are not the only one suffering." He regarded the "emphasis" he said the stations in their analyses placed on "the legal strategies" of the lawyers involved as unfortu-

ately. Atkins said that the approach should be on "exposing the problem to the public."

For now, at least, the stations in New York are confining their coverage of the trial to pieces on the news shows. But if Steinberg is put on the stand to testify in his own behalf—a long shot—it is a virtual certainty that WCBS-TV, at least, will resume live coverage. Colloff last week also said the station was considering live coverage of portions of the prosecution and defense at-

torneys' summations to the jury. With time off for a Christmas break, that climax should come by mid-January. But regardless of whether the stations provide additional live coverage, and whatever Steinberg's fate, the broadcast coverage thus far has made a believer of at least one judge. "If the other reporters are there," said Judge Rothwax, "I don't see why [broadcast] reporters and cameras shouldn't be there. There is no reason for discrimination." □

More telecommunications policy suggestions for Bush

Among the policy suggestions pouring in on the incoming Bush administration is one prepared by the Freedom of Expression Foundation recommending a continuation of what it says was the Ronald Reagan administration policy of "moving the telecommunications industry from a regulatory model to an economic model." In a word—deregulation. "Policies aimed at enhancing competition and minimizing government intervention would not only promote the economic well-being of the industry and bring greater benefits to the consumer," the paper says, "they would have the significant beneficial effect of enhancing the First Amendment rights of all media speakers."

The paper offers these specific policy suggestions:

■ "Eliminate content controls imposed on news and editorial programming on the electronic media." "Given the explosion of electronic outlets such as cable, direct satellite broadcasts and microwave signals," the paper says, "it is difficult to maintain that the electronic media should not be accorded parity with the print media."

■ "Eliminate the crossownership rules on broadcast entities and newspapers." The paper says that such restrictions "impinge on freedom of expression by determining who may speak and who may not." Eliminating the rules will provide greater diversity of news sources, enhance First Amendment rights and "ensure a higher quality of news programming for consumers," the paper says, adding: "Such a step would also make the current environment more equitable and consistent with the original intent of the founders and protect the free marketplace of ideas."

■ "Eliminate unnecessary government control over the operation and programming of cable television." The paper says the imposition of franchise fees, mandatory access channels and limited franchises on cable systems reflect "an outmoded policy initiated in the late 1970's and codified in the Cable Act of 1984." The act, the paper contends, requires systems to pay "a tax for the right to speak over their own property and to promote the views of others, including the local government." The Act is said to make that possible by authorizing local governments to choose the cable system that will serve the community. Accordingly, the Bush administration is urged "to support the First Amendment rights of cable operators and establish a policy of open competition in the cable market."

■ "Support full participation of the Bell operating companies in the information services industry." The restriction stems from the concern of the U.S. District Court overseeing the breakup of AT&T that BOC's might engage in anticompetitive conduct if permitted to become electronic publishers. But the paper contends that the restriction goes much further than necessary. On the other hand, it says, permitting the telephone companies to enter the information industry "will provide both a greater diversity of information services...and will increase the United States' competitive advantage in the world telecommunications market." The paper notes that the House in the last session was moving toward legislation that would lift the ban on provision of information services by BOC's. The Bush administration is urged to help shape the legislation. □

Anti-Reagan initiative. People for the American Way, government-watchdog group, issued 128-page report charging Reagan Administration with "blatant disregard for fundamental constitutional rights and liberties." Report, "Betraying Our Trust: A Status Report on First Amendment Rights," relates what PAW describes as 225 "large and small" incidents that involve infringement of fundamental rights guaranteed by First Amendment—religion, speech, press and assembly. PAW President Arthur J. Kropp said report offers "record of subtle but sustained challenges to the First Amendment." Among incidents listed as violations of free press were administration's ban on media coverage of early stages of U.S. invasion of Grenada, CIA's complaint to FCC about report critical of agency, same agency's charge that NBC had committed espionage in identifying secret government project on *Today* show in story about accused spy Ronald W. Pelton, Justice Department's issuance of subpoenas demanding access to film and tape shot by four networks during their coverage of hijacking of Trans World Airlines flight, and President Reagan participating in interview on Radio Marti without disclosure being made that apparently spontaneous exchange had been scripted.

Stock Index

	Closing Wed Dec 14	Closing Wed Dec 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC.....	356	360	- 4	- 01.11	21	5,759
N (CBS) CBS.....	169 1/4	168 7/8	-	3/8	00.22	9 3,999
A (CTU) Clear Channel.....	12 3/4	12 7/8	-	1/8	- 00.97	23 49
A (HGT) Heritage Media.....	4 3/8	4 1/8	-	1/4	06.06	-5 49
O (JCOR) Jacor Commun.....	6 1/4	6	-	1/4	04.16	-14 61
O (LINB) LIN.....	60 3/4	59 7/8	-	7/8	01.46	38 3,139
O (MALR) Malrite.....	10 3/8	10 1/8	-	1/4	02.46	-22 141
O (MALRA) Malrite 'A'.....	10	9 3/4	-	1/4	02.56	-14 136
O (OBCCC) Olympia Broad.....	2 1/2	2 1/2	-		00.00	6
O (OSBN) Osborn Commun.....	7 1/2	7 1/2	-		00.00	-6 38
O (OCOAC) Outlet Commun.....	22 1/4	22 1/2	-	1/4	- 01.11	-8 145
A (PR) Price Commun.....	6 1/2	6 3/8	-	1/8	01.96	-5 62
O (SAGB) Sage Broadcasting	3 1/2	3 1/2	-		00.00	-5 13
O (SCRIP) Scripps Howard.....	71 1/2	76	-	4 1/2	- 05.92	57 738
O (SUNNC) SunGroup Inc.....	2 1/8	2 1/8	-		00.00	-3 5
O (TLMD) Telemundo.....	7 3/4	6 3/4	-	1	14.81	-1 59
O (TVXG) TVX Broadcast.....	1 3/8	2	-	5/8	- 31.25	8
O (UTVI) United Television.....	26 1/2	26 1/4	-	1/4	00.95	43 290

	Closing Wed Dec 14	Closing Wed Dec 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo.....	24	24 7/8	-	7/8	- 03.51	9 253
O (ASTV) Amer. Comm. & TV	1/32	1/32	-		00.00	2
N (AFL) American Family.....	13	13 1/2	-	1/2	- 03.70	11 1,052
O (ACCMA) Assoc. Commun.....	33 1/4	33	-	1/4	00.75	317
O (BMAC) BMA Corp.....	29 1/2	29 1/2	-		00.00	79 309
N (CCN) Chris-Craft.....	21 1/4	21 3/8	-	1/8	- 00.58	47 463
N (DNB) Dun & Bradstreet.....	52 5/8	55 3/4	-	3 1/8	- 05.60	20 7,999
O (DUCO) Durham Corp.....	32 1/2	32 1/2	-		00.00	27 273
N (GCI) Gannett Co.....	33 7/8	34 5/8	-	3/4	- 02.16	17 5,485
N (GY) GenCorp.....	16 7/8	17 5/8	-	3/4	- 04.25	1 535
O (GMXC) GMX Commun.....	1/16	1/16	-		00.00	1 535
O (GACC) Great Amer. Comm.....	9	9	-		00.00	9 236
N (JP) Jefferson-Pilot.....	30 1/2	31 5/8	-	1 1/8	- 03.55	13 1,204
N (KRI) Knight-Ridder.....	46 3/8	46 7/8	-	1/2	- 01.06	17 2,637
N (LEE) Lee Enterprises.....	26 1/4	26 1/2	-	1/4	- 00.94	18 652
N (LC) Liberty.....	35 3/4	37 1/4	-	1 1/2	- 04.02	13 331
N (MHP) McGraw-Hill.....	60 3/4	64 1/2	-	3 3/4	- 05.81	18 2,929
A (MEGA) Media General.....	35 1/4	35 1/8	-	1/8	00.35	23 994
N (MDP) Meredith Corp.....	30 5/8	31 7/8	-	1 1/4	- 03.92	12 588
N (MCG) Mich. Energy.....	27 3/4	28	-	1/4	- 00.89	18 75
O (MMEDC) Multimedia.....	71 1/4	71 1/2	-	1/4	- 00.34	69 783
A (NYTA) New York Times.....	27	27 1/4	-	1/4	- 00.91	13 2,213
N (NWS) News Corp. Ltd.....	16	16 5/8	-	5/8	- 03.75	8 4,263
O (PARC) Park Commun.....	27 3/4	28 1/4	-	1/2	- 01.76	22 382
O (PLTZ) Pulitzer Publishing...	24 3/8	25	-	5/8	- 02.50	16 255
N (REL) Reliance Group Hold..	4 1/2	4 3/4	-	1/4	- 05.26	5 337
O (RTSRY) Reuters Ltd.....	26 5/8	26 1/2	-	1/8	00.47	18 22,106
T (SKHA) Seikirk.....	49 1/2	49 1/2	-		00.00	42 401
O (STAUF) Stauffer Commun.....	130	130	-		00.00	43 130
N (TMC) Times Mirror.....	32 3/4	33 3/4	-	1	- 02.96	15 4,237
O (TMC1) TM Communications	3/16	3/16	-		00.00	1
N (TRB) Tribune.....	39 5/8	39 7/8	-	1/4	- 00.62	22 3,023
A (TBSA) Turner Bcstg. 'A'.....	15 5/8	15 1/4	-	3/8	- 02.45	-2 340
A (TBSB) Turner Bcstg. 'B'.....	14 1/4	14 3/4	-	1/2	- 03.38	-2 310
A (WPOB) Washington Post...	198 3/4	198 1/2	-	1/4	00.12	13 2,552

	Closing Wed Dec 14	Closing Wed Dec 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O (SP) Aaron Spelling Prod....	6 3/8	6 1/8	-	1/4	04.08	5 117
O (ALLT) All American TV.....	2 3/4	2 7/8	-	1/8	- 04.34	3
O (BRRS) Barris Indus.....	6	6 3/8	-	3/8	- 05.88	-2 47
N (KO) Coca-Cola.....	44	44 1/4	-	1/4	- 00.56	18 16,517
A (CLR) Color Systems.....	1 5/8	1 7/8	-	1/4	- 13.33	-1 8
N (KPE) Columbia Pic. Ent.....	11 1/8	11 1/4	-	1/8	- 01.11	158 1,220
O (CAVN) CVN Cos.....	15 1/4	15 3/8	-	1/8	- 00.81	12 265
A (DEG) De Laurentiis Ent.....	5/8	9/16	-	1/16	11.11	7
O (dcpl) dick clark prod.....	4	3 7/8	-	1/8	03.22	10 33
N (DIS) Disney.....	65 1/2	65 1/4	-	1/4	00.38	19 8,883
N (DJ) Dow Jones & Co.....	30 1/4	31 1/2	-	1 1/4	- 03.96	14 2,913
O (EM) Entertainment Mktg.....	1 7/8	2	-	1/8	- 06.25	6 23
O (FNNI) Financial News.....	5 1/4	5 3/8	-	1/8	- 02.32	23 63
A (FE) Fries Entertain.....	2 1/8	2 3/8	-	1/4	- 10.52	9 11
N (GW) Gulf + Western.....	40 3/4	40 3/4	-		00.00	7 2,449
O (QNTX) Hal Roach.....	3 1/4	3 1/2	-	1/4	- 07.14	-7 22
A (HHH) Heritage Entertain.....	1 5/8	1 3/4	-	1/8	- 07.14	1 7
A (HSN) Home Shopping Net.....	4 3/4	4 7/8	-	1/8	- 02.56	21 414
N (KWP) King World.....	24	24	-		00.00	15 692
O (LAUR) Laurel Entertain.....	2 1/2	2 1/2	-		00.00	5 6
A (LT) Lorimar-Teletictures.....	11 7/8	11 7/8	-		00.00	-3 550
N (MCA) MCA.....	45 5/8	45 1/2	-	1/8	00.27	25 3,317
N (MGM) MGM/UA Commun.....	14	14 1/8	-	1/8	- 00.88	-8 701
A (NHI) Nelson Holdings.....	1/2	3/8	-	1/8	33.33	-5 13

	Closing Wed Dec 14	Closing Wed Dec 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
A (NWE) New World Enter.....	2 3/4	2 7/8	-	1/8	- 04.34	7 29
O (NNET) Nostalgia Network.....	11/16	5/8	-	1/16	10.00	3
N (OPC) Orion Pictures.....	14 5/8	14 5/8	-		00.00	13 252
O (MOVE) Peregrine Entertain..	1 1/16	1 1/16	-		00.00	-35 2
N (PLA) Playboy Ent.....	11 7/8	12 1/8	-	1/4	- 02.06	13 111
O (QVNC) QVC Network.....	8 3/4	9	-	1/4	- 02.77	-18 88
O (RVCC) Reeves Commun.....	5 5/8	6 1/8	-	1/2	- 08.16	28 71
O (RPICA) Republic Pic. 'A'....	6 1/2	7 3/4	-	1 1/4	- 16.12	72 27
O (RPICB) Republic Pic. 'B'....	6 1/4	7 1/4	-	1	- 13.79	44 4
O (SMNI) Sat. Music Net.....	3 1/2	3 7/8	-	3/8	- 09.67	31 31
N (WCI) Warner.....	35 3/8	36 1/8	-	3/4	- 02.07	18 4,462
O (WONE) Westwood One.....	8	9	-	1	- 11.11	10 115

	Closing Wed Dec 14	Closing Wed Dec 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O (AMEA) A.M.E. Inc.....	10	10 1/8	-	1/8	- 01.23	10 49
O (AGRP) Andrews Group.....	3 1/2	3 3/4	-	1/4	- 06.66	-1 23
O (BSIM) Burnup & Sims.....	18 3/4	18 5/8	-	1/8	00.67	40 299
N (CQ) Comsat.....	26 5/8	26 1/4	-	3/8	01.42	-10 488
N (FCB) Foote Cone & B.....	23 1/4	23 1/8	-	1/8	00.54	11 193
O (GREY) Grey Advertising.....	114 3/8	115	-	5/8	- 00.54	15 139
O (IDBX) IDB Communications	7 3/4	7 3/4	-		00.00	31 31
N (IPG) Interpublic Group.....	34 7/8	35	-	1/8	- 00.35	15 782
O (OGIL) Ogilvy Group.....	25 3/4	26 1/4	-	1/2	- 01.90	12 366
O (OMCM) Omnicom Group.....	20	20	-		00.00	14 491
N (SAA) Saatchi & Saatchi.....	17 3/8	17 3/4	-	3/8	- 02.11	8 2,531
O (TLMT) Telemation.....	1 3/8	1 3/8	-		00.00	5 6
A (TPO) TEMPO Enterprises....	8	7 3/8	-	5/8	08.47	26 46
A (UNV) Unitel Video.....	11 7/8	11 5/8	-	1/4	02.15	17 25

	Closing Wed Dec 14	Closing Wed Dec 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A (ATN) Acton Corp.....	12 1/4	12 5/8	-	3/8	- 02.97	2 14
O (ATCMA) Amer. TV & Comm.....	29 1/8	29 1/8	-		00.00	64 3,168
O (CTEX) C Tec Corp.....	43 1/2	43 1/4	-	1/4	00.57	19 239
A (CVC) Cablevision Sys. 'A'...	29 3/8	27 1/8	-	2 1/4	08.29	-10 617
O (CNCA) Centel Cable.....	37 3/4	37 1/4	-	1/2	01.34	121 943
N (CNT) Centel Corp.....	48 1/4	48	-	1/4	00.52	13 2,098
O (CMCSA) Comcast.....	15 3/8	15 3/4	-	3/8	- 02.38	-69 687
A (FAL) Falcon Cable Systems	19 1/4	19 1/2	-	1/4	- 01.28	-60 123
O (JOIN) Jones Intercable.....	12 1/8	12 1/2	-	3/8	- 03.00	37 154
T (MHRQ) Maclean Hunter 'X'...	12 7/8	13 1/2	-	5/8	- 04.62	35 948
T (RCIA) Rogers Commun. 'A'...	65	62 1/2	-	2 1/2	04.00	-100 804
T (RCIB) Rogers Commun. 'B'...	56 1/2	56 1/2	-		00.00	-86 699
O (TCAT) TCA Cable TV.....	30 3/4	31 1/4	-	1/2	- 01.60	60 371
O (TCOMA) Tele-Commun.....	24 3/8	25	-	5/8	- 02.50	48 3,689
N (TL) Time Inc.....	97 1/2	101 3/8	-	3 7/8	- 03.82	23 5,698
O (UACI) United Art. Commun.....	27	28	-	1	- 03.57	225 1,108
N (UCT) United Cable TV.....	33 3/4	33 5/8	-	1/8	00.37	-177 1,258
N (VIA) Viacom.....	27 5/8	28 1/8	-	1/2	- 01.77	-3 1,474
N (WU) Western Union.....	1 3/8	1 1/2	-	1/8	- 08.33	43
O (WSMCA) WestMarc.....	17 1/2	17 3/4	-	1/4	- 01.40	22 251

	Closing Wed Dec 14	Closing Wed Dec 7	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
N (MMM) 3M.....	62 1/4	62 3/8	-	1/8	- 00.20	15 14,161
N (ARV) Arvin Industries.....	18 1/2	18 5/8	-	1/8	- 00.67	7 352
O (CCBL) C-Cor Electronics...	18 3/4	18 1/2	-	1/4	01.35	31 38
O (CATV) Cable TV Indus.....	5 1/8	5 1/16	-	1/16	01.23	-34 15
N (CHY) Chyron.....	4 1/8	4 3/8	-	1/4	- 05.71	14 42
A (CXC) CMX Corp.....	3/4	13/16	-	1/16	- 07.69	8 6
A (COH) Cohu.....	11 1/2	11 1/4	-	1/4	02.22	11 20
N (EK) Eastman Kodak.....	45 1/4	46 1/4	-	1	- 02.16	12 15,335
N (GRL) Gen. Instrument.....	23	23 3/8	-	3/8	- 01.60	-16 768
O (GE) General Electric.....	45	45 3/4	-	3/4	- 01.63	19 41,190
O (GETE) Geotel Inc.....	5/8	9/16	-	1/16	11.11	-2 2
N (HRS) Harris Corp.....	27 1/4	27 1/2	-	1/4	- 00.90	12 1,115
O (ITEL) Iteq Corp.....	17 3/4	18	-	1/4	- 01.38	41 471
N (MAI) M/A Com. Inc.....	7 7/8	8 1/4	-	3/8	- 04.54	-5 213
N (IV) Mark IV Indus.....	11					

As compiled by BROADCASTING from Dec. 8 through Dec. 14 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

■ **WDLK(AM)** Dadeville, AL (BAL881128EB; 1450 khz; 1 kw-U DA-1)—Seeks assignment of license from Fidelity Broadcasting Inc. to Dale Broadcasting Inc. for \$185,000. Seller is owned by Frank L. Pearson. It has no other broadcast interests. Buyer is owned by Walter K. King, 24.92%; William F. Dodds, 24.92%; Ann W. Gorec, 9.77%; Charles A. Farrow, 7.82%; James R. Dean, 7.81%; Maury J. Farrell, 4.88%; James W. Whatley, 7.50%; and Charles H. Whatley, 7.50%. It has no other broadcast interests. Filed Nov. 21.

■ **WCVS(AM)-WFMB(FM)** Springfield, IL (BAL881109EC; 1450 khz; 1 kw-D, 250 w-N; FM: BALH881109ED; 104.5 mhz; 43 kw; HAAT: 430 ft.)—Seeks assignment of license from Springfield Advertising Co. to Neuhoff Broadcasting Corp. for \$4.25 million. Seller is Washington-based group of five AM's and six FM's principally owned by Roger Neuhoff. Neuhoff is selling group to Robert Tudek, Robert Zimmerman and Everett Mundy ("Changing Hands," Oct. 24). Buyer is owned by Geoffrey H. Neuhoff, Roger Neuhoff's son. It has no other broadcast interests. Filed Nov. 9.

■ **WYRE(AM)** Annapolis, MD (BAL881110ED; 810 khz; 250 w-D)—Seeks assignment of license from Anna-Del Broadcasting Co. to Chesapeake Communications Group L.P. for \$280,000. Seller is principally owned by Neil Heaton. Buyer is equally owned by Leo Mehalic, Ron Szpatura, Samuel Brown. It has no other broadcast interests. Filed Nov. 10.

■ **KRWB(AM)** Roseau, MN (BAL881109EJ; 1410 khz; 1 kw-U DA-N)—Seeks assignment of license from Marlin T. Obie to Robert M. Obie. Assignee shall pay no money or other consideration directly to assignor for assets being conveyed. In consideration, assignee agrees to assume all debts of station as of closing date. Accounts receivables, cash, deposits and prepaid items are also being assigned to assignee. Assignor shall pay all legal and filing fees with respect to this agreement. Seller has no other broadcast interests. Buyer is permittee of KRMB(FM) Roseau, MN. Obie also owns 12.5% of KGCP Co., licensee of KXPO-AM-FM Grafton, ND. Filed Nov. 9.

■ **WGRM(AM)** Greenwood, MS (BTC881128EA; 1240 khz; 1 kw-U)—Seeks transfer of control of Twelve Forty Inc. from Frances G. Ewing to Clay Ewing for no consideration. Buyer has no other broadcast interests. Filed Nov. 28.

■ **WGLH(AM)** Mebane, NC (BAL881123EC; 1060 khz; 1 kw-D, DA)—Seeks assignment of license from Benchmark Communications Ltd. to Triangle Broadcasting Co. for \$145,000. Seller is principally owned by Roger D. Jennings. It has no other broadcast interests. Buyer is owned by John M. Jordan, 47%; Nancy S. Barfield, 15%; Donald W. Curtis, 19%; Roger D. Jennings, 15%; and John M. Jordan Jr., 4%. Curtis is 100% stockholder of licensee of WMBL(AM)-WRHT-FM Morehead City, NC; 83.68% stockholder of licensee of WTAB(AM)-WYNA-FM Tabor

City, NC; 85% stockholder of licensee of WCPS(AM)-WKTC-FM Tarboro, NC. Filed Nov. 23.

■ **WEED(AM)-WRSV(FM)** Rocky Mount, NC (AM: BTC881115HV; 1390 khz; 5 kw-D 2.5 kw-N DA-N; FM: BTCH881115HW; 92.1 mhz; 1.7 kw; HAAT: 380 ft.)—Seeks assignment of license from Radio Station Weed Inc. to Northstar Broadcasting Inc. for \$852,000. Seller is owned by William A. Wynne Jr., William A. Wynne, and Jean L. Wynne. It has no other broadcast interests. Buyer is owned by Charles O. Johnson. It has no other broadcast interests. Filed Nov. 15.

■ **KVLH(AM)-KGOK(FM)** Pauls Valley, OK (AM: BAL881109EA; 1470 khz; 1 kw-D, DA; BALH881109EB; 97.7 mhz; 3 kw; HAAT: 303 ft.)—Seeks assignment of license from Garvin County Broadcasting Inc. to Washita Broadcasting Inc. for \$381,000. Seller is owned by Ronald R. Casey, Mary P. Casey, Jeanne F. Martin, and Luther W. Martin. It has no other broadcast interests. Buyer is owned by Glenn L. Bell, 45%; Stephen M. Rawli and Kelly L. Rawling, 35% jointly held; Forrest J. Mitch and Joan D. Mitchell, 5% jointly held; Kevin M. Potter and Dorea Potter, 5% jointly held; Mel L. Hamblon, 5%; and Michael S. Rawlings, trustee, 5%. Forrest J. and Joan D. Mitchell jointly own 75% of voting stock of Mitchell Broadcasting Co., licensee of WMCW(AM) Harvard, IL. In addition Mr. Mitchell owns 20% of licensee of WMT-AM-FM Cedar Rapids, IA. Kevin M. and Dorea Potter each hold 50% of stock of KCD Enterprises Inc., licensee of WMOI(AM)-WRAM-FM Monmouth, IL. Filed Nov. 9.

■ **WPSC(AM)** Pageland, SC (BAL881123ED; 1510 khz; 500 w-D)—Seeks assignment of license from Sandhill Broadcasting Co. to Michael B. Ginter for \$4,022. Seller is owned by Jack L. Nicholson. It has no other broadcast interests. Buyer owns WTNX(AM) Lynchburg, TN. Ginter is permittee of New AM stations in Atlantic Beach, SC; Gladstone, MO; Fairview, NC; Florence and Blythewood, both South Carolina. Filed Nov. 23.

■ **WSLV(AM)** Ardmore, TN (BAL881109EK; 1110 khz; 2.5 kw-D, DA)—Seeks assignment of license from Bernie Bishop Broadcasting & Advertising Co. to B & E Broadcasting Inc. for \$85,000. Seller is owned by Bernie Bishop. Buyer is equally owned by Ernest B. Ashworth, Elizabeth H. Ashworth and Paul W. Ashworth. Ernest B. and Elizabeth H. Ashworth are shareholders, officers and directors of B & E Broadcasting of Kentucky Inc., licensee of WOAM (AM) Elkton, KY. Filed Nov. 9.

■ **KVKM(AM)** Monahans, TX (BAL881110EA; 1330 khz; 5 kw-D 1 kw-N DA-2)—Seeks assignment of license from Small Business Administration to KLBO Inc. for \$175,000. Seller is receiver for Fluid Capital Corp. Buyer is owned by M.R. (Bob) Batterton. It has no other broadcast interests. Filed Nov. 10.

■ **KGHO(AM)** Hoquiam and KGHO-FM Hoquiam-Aberdeen, both Washington (AM: BAL881114EG; 1490 khz; 1 kw-U; FM: BALH881114EH; 95.3 mhz; 1.15 kw; HAAT: 750 ft.)—Seeks assignment of license from Planck Broadcasting of Washington Inc. to Trinity Broadcasting Network Inc. for \$280,000. Seller is principally owned by James K. Planck. Buyer is owned by Paul F. Crouch, Janice W. Crouch, Norman G. Juggert, Philip A. Crouch, Matthew Crouch, Charlene E. Williams. Principals of buyer are also principals in licenses of: KTVN-TV Santa Ana, CA; WLXI(TV) Greensboro, NC; WDLI(TV) Canton, OH; KPAZ-TV Phoenix, AZ; KNAT(TV) Albuquerque, NM; KTBO-TV Oklahoma City, OK; KTBW-TV Tacoma, WA; WHFT(TV) Miami, FL; WKOI(TV) Richmond, IN; WCLJ(TV) Bloomington, IN; WBTY-TV Poughkeepsie, NY; KDTX-TV Dallas, KMLM(TV) Odessa, KLUJ(TV) Harlingen, KITU(TV) Beaumont, KETH(TV) Houston, all Texas; KTDZ(TV) Portland, OR. Filed Nov. 14.

■ **WCOW-AM-FM** Sparta, WI (AM: BTC881125EA; 1290 khz; 1 kw-D; FM: BTCH881125EB; 97.1 mhz; 50 kw; HAAT: 610 ft.)—Seeks transfer of control of Sparta-Tomah Broadcasting Co. from John D. Rice, Patricia R. Hoffman and James W. Rice to John D. Rice et al. for no consideration. Buyer is principally owned by John D. Rice, Elizabeth R. Ecker, Mary E. Marzolf, James W. Rice, and Patricia R. Hoffman. It has no other broadcast interests. Filed Nov. 25.

■ **KRKK(AM)-KQSW(FM)** Rock Springs, WY (AM: BAL881109EH; 1360 khz; 5 kw-D, 1 kw-N; FM: BALH881109EI; 96.5 mhz; 100 kw; HAAT: 1,680 feet)—Seeks assignment of license from Big Thicket Broadcasting

Co. of Wyoming Inc. to Southwest Wyoming Broadcast Group Inc. Buyer will pay balance then unpaid, and any unpaid accrued interest, under promissory note in original principal amount of \$648,671.82. Buyer shall also assume some of seller's liabilities and obligations. Seller is principally owned by James T. Cullen and Adam G. Polacek. It also owns WAAX(AM)-WQEN(FM) Gadsden, AL; WELO (AM)-WZLQ(FM) Tupelo, MS; WWNC(AM)-WKSF(FM) Asheville, NC. Buyer is owned by Jon Collins, 60%; Estate of Arnold H. Morck, 40%; Howard J. Baker is personal representative of estate. Filed Nov. 9.

Actions

■ **WAYD(AM)** Ozark, AL (BAL880930EI; 1.190 khz; 1 kw-D)—Granted app. of assignment of license from WAYD Inc. to Westley Morgan for \$150,000. Buyer is New York City investor also purchasing WORJ(FM) Ozark (see below). Seller is headed by Harold Smith and has no other broadcast interests. Action Nov. 10.

■ **WORJ(FM)** Ozark, AL (BALH880930EJ; 103.9 mhz; 3 kw; HAAT: 190 ft.)—Seeks assignment of license from MSB Communications Inc. to Westley Morgan Inc. for 400,000. Seller is headed by Steve McGowan and owns WSEL-AM-FM Pontotoc, Miss. Buyer is New York City investor also purchasing WAYD(AM) Ozark (see above). Action Nov. 10.

■ **KLRA-AM-FM** England and KCCL-AM-FM Paris, both Arkansas (KLRA: BTC880531EC; 1530 khz; 250 w-D; KLRA-FM: BTCH880531ED; 96.5 mhz; 3 kw; HAAT: 148 ft.; KCCL: BTC880531EA; 1460 khz; 800 w-D; FM: KCCL-FM: BTCH880531EB; 95.3 mhz; 3 kw; HAAT: 810 ft.)—Granted app. of assignment of license from Lowell S. and Sheila D. Jumper to Willie R. Harris for \$10,000 plus assumption of obligations. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Oct. 12.

■ **KZLR(AM)** Pine Bluff, AR (BAL881005ED; 1270 khz; 5 kw, DA)—Seeks assignment of license from Southern Starr of Arkansas Inc. to Metropolitan Media Group Inc. for \$35,000. Seller is Orlando, FL-based group of two AM's and four FM's principally owned by Peter Starr. Buyer is equally owned by Carl E. Jones and Carlene Jones. Action Nov. 16.

■ **KSPN-AM-FM** Vail, CO (AM: BAL880928EE; 610 khz; 5 kw-D; FM: BALH880928HU; 97.7 mhz; 3 kw; HAAT: 54 ft.)—Granted app. of assignment of license from Vail Broadcasting Co. to Broadcasting Co. of Palm Beach Inc. for \$250,000. Seller is principally owned by David Wood and has no other broadcast interests. Buyer is equally owned by Joseph D. Harnett, Donald P. Scanlon, Robert B. Harkness and George E. West. Scanlon also has interest in WYIC(FM) Charlotte Amalie, VI. Action Nov. 10.

■ **WOYS(FM)** Apalachicola, FL (BALH881005HX; 100.9 mhz; 3 kw; HAAT: 59 ft.)—Granted app. of assignment of license from Broadcast and Communications Services Inc. to Richard L. Plessinger Sr. for \$10,000. Seller is headed by Susan M. Steigler, and has no other broadcast interests. Buyer owns WAXZ-FM Georgetown and WOJF-FM Milford, both Ohio, and WCVG(AM) Covington, KY. Action Nov. 16.

■ **WJTC(TV)** Pensacola, FL (BALCT881005KE; ch. 44; 3289 kw-V; HAAT: 1,493 ft.)—Seeks assignment of license from Carnex TV Inc. to Channel 44 Ltd. for \$750,000. Seller is principally owned by Thomas F. Carney, Martin J. O'Meara Jr., Ralph Renick, Edward J. Keelan, and William J. Roper. It has no other broadcast interests. Buyer is principally owned by TV 44 Inc. TV 44 Inc. is principally owned by Robert Williamson, 1%; Henry D. Vara Jr., 1%; and Cara E. Cameron, 1%. Vara has interest in WRCC(FM) Cape Coral, FL, and WKGR(FM) Ft. Pierce, FL. Action Nov. 7.

■ **WPRY(AM)-WNFK(FM)** Perry, FL (AM: BAL880624EH; 1400 khz; 1 kw-U; FM: BALH880624HM; 105.5 mhz; 345 ft.)—Seeks assignment of license from WPRY Radio to RAHU Broadcasting Co. for \$550,000. Seller is owned by H.S. Hagan Jr., who has no other broadcast interests. Buyer is owned by Jerry C. Rasor, Don W. Hughes, Barbara G. Hughes and Terry Reaves. It also owns WGKR(AM) Perry, FL. Action Nov. 9.

■ **WKEU-AM-FM** Griffin, GA (AM: BAL880930HR; 1450; 1 kw-U; FM: BALH880930HS; 97.7 mhz; 3 kw; HAAT: 300 feet)—Seeks assignment of license from Dominion Marketing Inc. to Design Media Inc. for

\$2,300,000 ("Changing Hands," Oct. 10). Seller is owned by Albert Charles Schmick and Joseph H. Bourdow, and has no other broadcast interests. Buyer is headed by John Thomas and Peter Carpey, New York City investors with no other broadcast interests. Action Nov. 16.

■ WKLY(AM) Hartwell, GA (BAL881011EA; 980 kHz; 1 kw-D; HAAT: 300 ft.)—Granted app. of assignment of license from WKLY Broadcasting Co. to James E. and Billie F. Hicks for \$200,000. Seller is owned by Edna M. Pfander, 100%. pending filing of involuntary transfer of control papers due to death of Max Pfander, 50% owner. Buyer is owned by James E. Hicks, 50%; Billie F. Hicks, 50%. It has no other broadcast interests. Action Nov. 16.

■ WZKS(FM) Jesup, GA (BALH880930HN; 98.3 mhz; 3 kw; HAAT: 300 ft.)—Granted app. of assignment of license from Bohanan Broadcast Association Inc. to Inter-mart Broadcasting Georgia Coast Inc. for \$1,200,000. Seller is principally owned by William J. Brown, Clifton G. Moor, O. Dan Bohanan and Richard S. Graham and has no other broadcast interests. Buyer is owned by James E. Martin Jr., 66.3%; William G. Brown, 16.3%, and Clifton G. Moor, 16.3%. Martin is permittee of new FM in Las Vegas. Action Nov. 16.

■ WAYX(AM) Waycross, GA (BAL881004EB; 1230 kHz; 1 kw-U)—Granted app. of assignment of license from Rowland Radio Inc. to Young Communications Corp. for \$150,000. Seller is headed by Marshall Rowland and has no other broadcast interests. Buyer is owned by Charles P. Young, 51%, and H.C. Young Jr., 49%, and has no other broadcast interests. Action Nov. 16.

■ KIOV(FM) Honolulu (BTCH880816HU; 105.1 mhz; 100 kw; HAAT: 300 ft.)—Seeks assignment of license from Ronayne Hope to Sinclair Telecable Inc. for \$51,000. Seller has no other broadcast interests. Buyer is owned by John L. Sinclair, Virginia L. Sinclair, Jean F. Atteberry, J. David Sinclair, Robert L. Sinclair and Ann S. Adams. It also owns WNIS(AM) Norfolk and WCDX(FM) Mechanicsville, VA. Action Sept. 28.

■ WBIW(AM)-WQRK(FM) Bedford, WBAT(AM) Marion, WKBV(AM)-WFMG(FM) Richmond, WMRR(FM) Van Buren, all Indiana; WABJ(AM)-WQTE(FM) Adrian, MI; WBEX(AM)-WKKJ(FM) Chillicothe, OH. (WBIW: BAL880816EN; 1340 kHz; 1 kw-U; WQRK: BALH880816EO; 105.5 mhz; 2 kw; HAAT: 400 ft.; WBAT: BAL880816EJ; 1400 kHz; 1 kw-U, DA-1; WKBV: BAL880816HX; 1490 kHz; 1 kw-U; WFMG: BALH880816HY; 101.3 mhz; 50 kw; HAAT: 280 ft.; WMRR: BAPH880816EK; 99.3 mhz; 3 kw; HAAT: 328 ft.; WABJ: BAL880816EH; 1490 kHz; 1 kw-D, 250 w-N; WQTE: BALH880816EI; 95.3 mhz; 3 kw; HAAT: 300 ft.; WBEX: BAL880816EL; 1490 kHz; 1 kw-D 250W-N DA-2; WKKJ: BALH880816EM; 93.3 mhz; 22 kw; HAAT: 335 ft.)—Granted app. of assignment of license from Central Broadcasting Group to Mid-America Radio Group Inc. for \$5.6 million ("Changing Hands," Sept. 5). Seller is Richmond, IN-based group with no other broadcast interests. Buyer is principally owned by David C. Keister. It also owns WCB(AM) Lebanon, IN and WMLA-AM-FM Bloomington, IL. It recently sold WMCB(AM)-WCBK(FM) Martinsville and WIFE(AM)-WCNB(FM) Connersville, both Indiana, and WOFR(AM)-WCHO(FM) Washington Court House, OH ("Changing Hands," June 20). Action Sept. 27.

■ WQVR-FM Versailles, IN (BALH881004GN; 103.1 mhz; 3 kw; HAAT: 300 ft.)—Granted app. of assignment of license from B.N. Herlong to Modern Communications Inc. for \$200,000. Seller has no other broadcast interests. Buyer is owned by Bradley S. Reichel, 33.3%; Jerry W. Johnston, 33.3%, and Wayne T. Posz II, 33.3%. Action Nov. 16.

■ KZXL(FM) Great Bend, KS (BTCH881005GH; 107.9 mhz; 100 kw; HAAT: 886 ft.)—Granted app. of assignment of license from Breadbasket Enterprises Inc. to ST Enterprises Ltd. for \$396,200. Seller is principally owned by Lance Saylor and has no other broadcast interests. Buyer is owned by William C. Reppart Jr., 8%; Joseph Ellzey, 1.7%; Patrick Morse, ST Enterprises Employee Stock, 88.09%. William C. Reppart votes shares held by ST Enterprises ESOP, ST Broadcasting Co., subsidiary of ST Enterprises Ltd., owns KGNO(AM)-KDCK(FM) Dodge City, KS. Action Nov. 15.

■ KTPK-FM Topeka, KS (BTCH880928GZ; 106.9 mhz; 100 kw; HAAT: 1,210 ft.)—Granted app. of assignment of license from Shawnee Broadcasting Co. to The Marvin H. Wilson Wealth for no consideration. Seller is principally owned by Marvin H. Wilson. Buyer is owned by Marvin H. Wilson, 30.3%; Arthur A. Glassman, 49%; H. Pat Powers, 10.3%, and Robert V. Bundy, 10.3%. Action Nov. 11.

■ WLWV(FM) Salisbury, MD (BALH880701GE; 105.5 mhz; 3 kw; HAAT: 390 ft.)—Granted app. of assignment of license from HVS Partners Salisbury to Gary Burns Inc. for \$1,250,000. Seller is owned by Gisela Huberman who bought seven stations from Woolfson Broadcasting (BROADCASTING, Dec. 14, 1987). Buyer is owned by Gary Burns, who also has interest in WV1Q(FM) Christiansted, VI. Action Nov. 15.

■ WDFD(AM)-WDZZ(FM) Flint, MI (AM: BAL881004HZ; 910 kHz; 5 kw-D 1 kw-N DA-N; FM: BALH881004GO; 92.7 mhz; 3 kw; HAAT: 260 ft.)—Granted app. of assignment of license from Flint Metro Mass Media Inc. to Erie Coast Communications Inc. for \$6,500,000. Seller is headed by Vernon Merritt Jr., who also owns WTWV(FM) Des Plaines, IL. Buyer is owned by Earle C. Horton, 33.3%; Cheryl A. Wills, 33.3%, and Alva T. Bonda, 33.3%. Action Nov. 16.

■ WITL-AM-FM Lansing, MI (AM: BAL881006HV; 1010 kHz; 500 w-D, DA; FM: BALH881006HW; 100.7 mhz; 26.5 kw; HAAT: 640 ft.)—Granted app. of assignment of license from MW Multicom Inc. to MSP Communications Inc. for \$10,220,000. Seller is principally owned by Charles Melford, Phillip Fisher, and William Walker. It also owns WCHT(AM)-WGLQ(FM) Escanaba, MI. Buyer is equally owned by Jackson W. Smart Jr., Andre J. Bial, and Robert P. Zabel. It has no other broadcast interests. Action Nov. 16.

■ WKLK-FM Cloquet, MN (BALED881004HA; 100.9 mhz; 3 kw; HAAT: 300 ft.)—Granted app. of assignment of license from WKLK Inc. to Minnesota Public Radio Inc. for \$200,000. Seller is principally owned by John Carl, who also owns KCOB(AM)-KLVN(FM) Newton, IA. Buyer is headed by Joanne von Lon, chairman. Minnesota Public Radio holds licenses and CP's for KBPR(FM) Brainerd; KCCM(FM) Moorhead; KCRB(FM) Bemidji; KGAC(FM) St. Peter; KLSE(FM) Rochester; KNSR(FM) Collegeville; KRSW(FM) Worthington-Marshall, KSJN-AM-FM Minneapolis-St. Paul; KJSR(FM) Collegeville; KWMN(FM) Appleton; WIRRF(FM) Virginia-Hibbing, and WSCD(FM) Duluth, all Minnesota; KLCD(FM) Decorah, IA; KRSD(FM) Sioux Falls, SD, and WGGL(FM) Houghton, MI. Action Nov. 16.

■ KTRF Thief River Falls, MN (BAL881006EB; 1230 kHz; 1 kw-U)—Granted app. of KTRF-KSNR Radio Corp. to Woodland Communications Corp. for \$850,000 ("Changing Hands," Oct. 24). Seller is principally owned by Theodore S. Storck, and has no other broadcast interests. Buyer is owned by Steve Glassman and Jack McKain, and also owns KUBC(AM)-KXXK(FM) Montrose, CO. Action Nov. 16.

■ WAML(AM) Laurel and WEEZ-FM Heidelberg, both Mississippi (AM: BAL880930EE; 1,340 kHz; 1 kw-U; FM: BALH880930EF; 99.3 mhz; 3 kw; HAAT: 300 ft.)—Granted app. of assignment of license from Vango Broadcast Stations Inc. to Pine Belt Broadcasting Inc. for \$275,000. Seller is headed by Otto Goessel, and has no other broadcast interests. Buyer is owned by Joe H. Norman and Beverly G. Norman, 100% joint tenants and has no other broadcast interests. Action Nov. 14.

■ WAKK(AM)-WAKH(FM) McComb, MS (WAKK: BTCH880816EP; 140 kHz, 1 kw-D; WAKH: BTCH880816EQ; 105.7 mhz; 100 kw; HAAT: 957 ft.)—Seeks trans. of control from John A. Bomer, et al to John W. Haley and Thomas J. Thornton for no consideration. Seller has no other broadcast interests. Thornton and Haley are 16.67% and 16.66% partners respectively in Media Properties, Alabama General Partnership licensee of KXXW(AM)-KSMB(FM) Lafayette, LA. Haley is also 50% owner of licensee of WWYN McKenzie, TN. Action Sept. 28.

■ WEMJ(AM) Laconia, NH (BAL881004EA; 1490 kHz; 1 kw-U)—Granted app. of assignment of license from Central Broadcasting Services Inc. to Robert J. Tole for \$800,000. Seller is headed by James McCann and has no other broadcast interests. Buyer has no other broadcast interests. Action Nov. 16.

■ KYEE(FM) Alamogordo, NM (BTCH881005GK; 94.3 mhz; 3 kw; HAAT: 492 ft.)—Granted app. of assignment of license from Norman Todd, Bankruptcy Trustee, New West Broadcasting Co. to William F. Burt for \$230,000. Seller is Las Cruces, NM, lawyer with no other broadcast interests. Buyer has no other broadcast interests. Action Nov. 16.

■ KGRT-AM-FM Las Cruces, NM (BAL880930EC; 570 kHz; 5 kw-D; FM: BALH880930ED; 103.9 mhz; 3 kw; HAAT: 150 ft.)—Granted app. of assignment of license from KGRT Inc. to Sunrise Broadcasting Inc. for \$1,700,000. Seller has no other broadcast interests. Buyer is owned by Denton V. Holmes, 35%; Judy H. Richardson, 35%; David C. Richardson, 20%; Virginia M. Ashby, 5%, and David D. Hunt, 5%. It has no other broadcast interests. Action Nov. 10.

■ KOAW(AM) Ruidoso Downs, NM (BAL880913EH; 1490 kHz; 1 kw-U)—Granted app. of assignment of license from James Schilling to Woodrow Michael Warren for \$20,000. Seller has no other broadcast interests. Buyer has

interest in CP for new FM in Maljamar, NM. Action Nov. 10.

■ WDOE(AM) Dunkirk, NY (BAL880901EA; 1410 kHz; 1 kw-D 500W-N DA-N)—Granted app. of assignment of license from Lark 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.

■ WKTC-FM Tarboro, NC (BTCH880929GZ; 104.3 mhz; 100 kw; HAAT: 650 ft.)—Seeks assignment of license from Great American East Inc. to Osborn Communications Corp. for \$3 million and 140,000 shares of Osborn Communications stock. Seller is owned by Donald Curtis and has no other broadcast interests. Buyer is New York-based group of five AM's, seven FM's and one TV, headed by Frank Osborn. Action Nov. 15.

■ WAZU(FM) Springfield, OH (BALH880926GK; 102.9 mhz; 50 kw; HAAT: 160 ft.)—Granted app. of assignment of license from Champion City Broadcasting Co. to Osborn Of Ohio Inc. for \$2.6 million. Seller has no other broadcast interests. Buyer is New York-based group of five AM's, seven FM's and one TV, headed by Frank Osborn. Action Nov. 10.

■ KEBC(FM) Oklahoma City, OK (BALH880729GE; 94.7 mhz; 100 kw; HAAT: 550 ft.)—Granted app. of assignment of license from Van Wagner Broadcasting Okc Inc. to Independence Broadcasting Oklahoma Corp. for \$3.9 million. Seller is owned by Jason Perline and Richard Schaps. It has no other broadcast interests. Buyer is New York-based group of four AM's and four FM's owned by Peter Sulick and John C. Goodwill. Action Oct. 12.

■ WJUN-AM-FM Mexico, PA (AM: BAL881005HY; 1220 kHz; 1 kw-D; FM: BAPH881005GJ; 92.5 mhz; 0.18 kw; HAAT: 397 ft.)—Granted app. of assignment of license from Mid-State Broadcasting Inc. to WJUN Inc. for \$312,500. Seller is owned by Richard C. Lyons and William Berry. It also owns WHHO(AM)-WKPO(FM) Hornell, NY, and WKZA(AM) Kane, PA. Buyer is owned by Douglas W. George, Jimmie C. George, Douglas W. George and Jimmie C. George are 85% and 15% stockholders, respectively of Starview Media Inc., licensee of WOYK(AM) York, and WHTF(FM) Starview, both Pennsylvania. Action Nov. 16.

■ WWPA(AM) Williamsport and WYRS(FM) Jersey Shore, both Pennsylvania (AM: BAL880930HP; 1,340 kHz; 1 kw-D, 250 w-N; FM: BALH880930HQ; 97.7 mhz; 3 kw; HAAT: 300 ft.)—Granted app. of assignment of license from Summit Enterprises Inc. to 5555 Broadcasting Inc. for \$827,000. Seller is headed by William Ott and has no other broadcast interests. Buyer has no other broadcast interests. Action Nov. 16.

■ WJMX(FM) Florence, SC (BALH880818GR; 106.3 mhz; 1.1 kw; HAAT: 505 ft.)—Seeks assignment of license from Atlantic Broadcasting Co. to Forjay Broadcasting Corporation for \$600,000. Seller is Florence, SC-based group of one AM and two FM's owned by Fred C. Avent. Buyer is owned by James N. Maurer, Jennifer J. Welsch, Mary B. Fulton, Pansy P. Morgan, Trel D. Maurer and Paige D. Smith. It also owns WYNN(AM) Florence, SC. Action Nov. 10.

■ WGMB(FM) Georgetown, SC (BALH880715HJ; 97.7 mhz; 3 kw; HAAT: 180 ft.)—Granted app. of assignment of license from Ocean Communications Inc. to Coastline Communications of Carolina Inc. for \$2,500,000. Seller is owned by Howard Wilcox, who has no other broadcast interests. Buyer is principally owned by Gerry Bresnan. It also owns WZLD(AM) Columbia, S.C., and WBUD(AM)-WKXW(FM) Trenton, N.J. Action Nov. 10.

■ KVOL(AM) Big Lake, TX (BAL881006EA; 1290 kHz; 1 kw-D)—Granted app. of assignment of license from Dithot Broadcasting to WMO Broadcasting Co. Seller is owned by Marvin G. Schwartz. It has no other broadcast interests. Buyer is owned by Henry D. Wood, Billye Joyce, and Gwendoline B. Wood. It has no other broadcast interests. Action Nov. 16.

■ KWZD-FM Hamlin, TX (BALH880927GN; 103.7 mhz; 100 kw; HAAT: 985 ft.)—Granted app. of assignment of license from B&D Communications Inc. to MHHF Media Inc. for \$1.3 million. Seller is principally owned by Robert H. Holladay and also owns WQIS(AM)-WNSL(FM) Laurel, MS, and KTYX(FM) Healdton, OK. Buyer is owned by Darryl L. Mobley, 55%; Anne H. French, 15%; Randall S. Henson, 15%, and Karl D. Heller, 15%, and has no other broadcast interests. Action Nov. 9.

■ KERV(AM)-KRVL-FM Kerrville, TX (AM: BAL880914EC; 1230 kHz; 1 kw-D 250W-N; FM: BALH880914ED; 94.3 mhz; 3 kw; HAAT: 105 ft.)—Granted app. of assignment of license from Stiles Communications Corp. to Formby Broadcasting Co. for \$760,000.

Seller is Plano. TX-based group of one AM and two FM's owned by Jerry Stiles and Jim Johns. Buyer is owned by Clint Formby. It also has interest in KPAN-AM-FM Hereford; KLVY(AM) Levelland; KTEM(AM)-KPLE(FM) Temple and KSAM(AM)-KHUN(FM) Huntsville. all Texas. Action Nov. 10.

■ KLGv(AM) Longview. TX (BTC880930EG; 1,280 khz; 1 kw-D)—Granted app. of assignment of license from Pine Tree Media Inc. to Kenneth Tuck for \$225,000. Seller is owned by Earl Jones and Dr. Herbert Wren and has no other broadcast interests. Buyer has no other broadcast interests. Action Nov. 10.

■ KPOS(AM) Post. TX (BAL881005EC; 1370 khz; 1 kw-D)—Seeks assignment of license from James G. Boles to American Indian Broadcast Group for \$300,000. Seller has no other broadcast interests. Buyer is equally owned by Jack W. Bursack, Lynwood Eaton, and Fritz Niggeler. Action Nov. 16.

■ KDLX(AM) St. George. UT (BTC880929EE; 1450 khz; 1 kw-U, DA-1)—Seeks assignment of license from Color Country Broadcasting Corp. to JL Communications Group Inc. for \$350,000. Seller is owned by Joseph A. Kjar, Donald E. Byde and Blaine W. Whipple and has no other broadcast interests. Buyer is owned by Jack London. 45%; Mel Maziar 45%, and Morgan Skinner. 10%. It has no other broadcast interests. Action Nov. 10.

New Stations

Applications

AM's

■ Watertown, MN (BP881122AE)—Northern Tier Enterprises Inc. seeks 1600 khz. Address: 2925 Park Ave. South 2 Up. Minneapolis. MN 55407. Principal is owned by John D. Lensegrav. It has no other broadcast interests. Filed Nov. 22.

■ Durham, NC (BP881101AG)—Benmar Communications seeks 1410 khz. Address: 2306 Bryan Park Avenue. Richmond. VA 23228. Principal is equally owned by Elaine Terretta-Benko and Donald Martin. Filed Nov. 1.

■ Elizabeth City, NC (BP881031AD)—North Carolina Radio Service Inc. seeks 1240 khz. Address: 1608 Corcoran Street. Washington. DC 20009. Principal is owned by James R. Bond. Applicant is licensee of WKJX(FM) Elizabeth City, NC. Bond is 50% stockholder of Kaw Valley Broadcasting Co., licensee of KQLA(FM) Ogdon, KS. Filed Oct. 31.

■ Thomasville, NC (BP881101AF)—Spimar Communications seeks 790 khz. Address: 12012 Dove Circle. Laurel, MD 20708. Principal is equally owned by Joseph Spicer and Donald Martin. Filed Nov. 1.

FM's

■ Mena, AR (BPH881026MI)—The Harlan Family seeks 96.3 mhz; 100 kw (H&V); 295 m. Address: Route 2. Box 384-B. Mena. AR 71953. Principal is equally owned by Douglas S. Harlan and Edythe S. Harlan. Filed Oct. 26.

■ Dalton, GA (BPH881026MK)—Radio Center Dalton Inc. seeks 104.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 682. Dalton, GA 30722. Principal is owned by Gilbert H. Watts Jr., 25%; Valeria W. Watts, 5%; Calvin R. Means, 20%; Clifford K. Watts, 25%, and Virginia A. Watts Hoyt, 25%. Applicant is licensee of WLSQ(AM) Dalton, GA. Applicant, through sister corporation, is 100% owner of WFFA Ft. Payne, AL. Also applicant has 33% interest in WYVY Chattanooga, TN. Filed Oct. 26.

■ Lynnville, IL (BPH881027MH)—Holiday Broadcasting Inc. seeks 107.1 mhz; 3 kw (H&V); 100 m. Address: One Sleepy Hollow. Mount Vernon, IL 62864. Principal is equally owned by Kathy J. Withers and Dana R. Withers. Filed Oct. 27.

■ Homer, LA (BPH881026MJ)—Homer Broadcasting seeks 106.7 mhz; 50 kw (H&V); 80 m. Address: P.O. Box 545, Homer, LA 71040. Principal is equally owned by Bryant Lewis, George Grubbs, Murry Powel, Ralph Huncycutt, June Biggers. Filed Oct. 26.

■ Gregory, TX (BPH881027MG)—Thomas J. Johnson seeks 104.5 mhz; 3 kw H&V; 100 m. Address: 544 Wilson Bridge Dr., #C-1 Oxon Hill, MD 20745. Principal has no other broadcast interests. Filed Oct. 27.

■ Gregory, TX (BPH881027MI)—Gregory Broadcasting Associates Inc. seeks 104.5 mhz; 3 kw H&V; 100 m. Address: 5800 Rittiman Plaza. San Antonio, TX 78218. Principal is owned by Richard A. Wells, 51%, and Joanne Wells, 49%. It has no other broadcast interests. Filed Oct. 27.

■ Gregory, TX (BPH881027MK)—Gary L. Violet seeks

104.5 mhz; 3 kw H&V; 91 m. Address: 331 North Point Lookout. Hot Springs, AR 71913. Principal is applicant is licensee of KSPG(AM)-KBUZ(FM) El Dorado, KS. Filed Oct. 27.

■ Mason, TX (BPH881027ML)—Hill Country Communications seeks 97.9 mhz; 50 kw (H&V); 150 m. Address: 839 Timber Cove, Seabrook, TX 77586. Principal is owned by Roy E. Henderson. It has no other broadcast interests. Filed Oct. 27.

■ Peshtigo, WI (BPH881024MB)—Good Neighbor Broadcasting Inc. seeks 96.1 mhz; 3 kw H&V; 89 m. Address: 413 Tenth Ave., P.O. Box 375, Menominee, MI 49858. Principal is owned by Gary R. Johnson, 46%, and Marshall Harris, 54%. It also owns WAGN(AM) Menominee, MI. Filed Oct. 24.

TV's

■ Los Angeles, CA (BPCT881028T1)—Los Angeles Television, California L.P., seeks ch. 9. Address: 5356 Fairview Blvd., Los Angeles, CA 90056. Principally owned by Rita M. Carr. Filed Oct. 28.

■ Missoula, MT (BPCT881130)—Continental Television Network Inc. seeks ch. 23; 3341 kw-v; 647 m. Address: 118 Sixth Street South, Great Falls, MT 59405. Principal is owned by James M. Colla, 72.5%; Penny L. Adkins, 2.5%, and William A. Cordingley, 12.5%. Filed Nov. 30.

■ Las Vegas, NV (BPCT881128)—Televenture Broadcasting Inc. seeks ch. 15; 5000 kw-v; 354 m. Address: 6013 Vegas Dr., Las Vegas, NV 89108. Principal is owned by Charlene A. Bellofatto, 40%; Sonia Y. Santanilla, 40%; William A. Dimeolo, 10%, and Jorge Santanilla, 10%. Filed Nov. 28.

■ West Point, VA (BPED881128)—Hampton Roads Educational Telecom Association Inc. seeks ch. 46; 2626 kw-v; 1014 m. Address: 5200 Hampton Blvd., Norfolk, VA 23508. Principal is headed by W. Kelly Scott. It has no other broadcast interests. Filed Nov. 28.

Actions

FM's

■ Barstow, CA (BPED870410MD)—Granted app. of RRCC Network Inc. for 91.3 mhz; 3 kw H&V; 4 m. Address: C/O 501 Ave. A, Barstow, CA 92311. Principal is owned by Randall L. Wood, Steven Brinson, Leroy Brinson. Action Nov. 29.

■ Woodlake, CA (BPH850712PK)—Granted app. of Q Prime Inc. for 104.1 mhz; 32 kw H&V; 188 m. Address: 212 11th St., Hoboken, NJ 07030. Principal is equally owned by Clifford N. Burnstein and Peter D. Mensch. Burnstein and Mensch own stock in Josephson International, a publicly traded corporation which owns several broadcast stations. Burnstein and Mensch own stock in six savings and loan associations, stock of which are publicly traded. Q Prime Inc. filed applications for authority to construct New FM broadcast stations at Greenville, CA; Blackfoot, ID; Fargo, ND, and Reno, NV. Burnstein and Peter Mensch each hold 50% of non-voting stock of Ellwood Beach Broadcasters Inc. Action Nov. 29.

■ Panama City Beach, FL (BPH870824MW)—Dismissed app. of Ladies III Broadcasting Inc. for 105.1 mhz; 50 kw; 115 m. Address: 225500 Hwy 98 West #132, Panama City Beach, FL 32407. Principal is owned by Barbara Dill Hoy, 35%; Shirlee Faye Phillips, 49%, and Terralynn Hoy, 16%. It has no other broadcast interests. Action Dec. 2.

■ Honolulu, HI (BPH870910MX)—Returned app. of Echonet Corp. for 105.9 mhz; 100 kw; -60 m. Address: 2500 S. Raritan, Englewood, CO 80110. Principal is owned by Charles Ergen, 40%; David M. Drucker, 20%, and Candy M. Ergen, 40%. It has no other broadcast interests. Action Dec. 1.

■ McKee, KY (BPH870702MC)—Granted app. of Betty J. Rudder for 107.9 mhz; 2 kw H&V; 122 m. Address: P.O. Box 176, McKee, KY 40447. Principal has no other broadcast interests. Action Nov. 22.

■ Newberry, MI (BPH880613MG)—Granted app. of Leon B. Van Dam for 97.9 mhz; 50 kw H&V; 107 m. Address: South Newberry Ave., Newberry, MI 49868. Principal has no other broadcast interests. Action Nov. 29.

■ Itta Bena, MS (BPED870507ME)—Granted app. of Mississippi Valley State University for 91.7 mhz; 3 kw H&V; 89 m. Address: Hwy 82 West, Itta Bena, MS 38941. Principal has no other broadcast interests. Action Nov. 22.

■ Lexington, MS (BPH870709MH)—Granted app. of Fanny Tidwell Cothran for 102.5 mhz; 3 kw H&V; 100 m. Address: Drawer M, Lexington, MS 39095. Principal has no other broadcast interests. Action Dec. 1.

■ Charleston, MO (BPH880323MN)—Returned app. of South Missouri Broadcasting Co. for 106.1 mhz; 1.48 kw H&V; 27 m. Address: 201 E. Commercial, P.O. Box 432, Charleston, MO 63834. Principal is owned by James L. Byrd III. Byrd has interest in KCHR(AM). Action Dec. 6.

■ Hatteras, NC (BPH870904MN)—Granted app. of Pamlico Sound Co. for 97.5 mhz; 50 kw H&V; 150 m. Address: 12 Birchwood Dr., Lockport, IL 60441. Principal is owned by Inez Galermo. It has no other broadcast interests. Action Nov. 30.

■ Upper Arlington, OH (BPH860505MM)—Granted app. of Twin Rivers Communications for 98.9 mhz; 3 kw H&V; 328 m. Address: 4359 Shire Cove Rd., Columbus, OH 43220. Principally owned by Mary S. Mahaffey. It has no other broadcast interests. Action Nov. 14.

■ West Union, OH (BPED871228MA)—Granted app. of Xavier University for 89.5 mhz; 3.2 kw H&V; 114 m. Address: 3800 Victory Parkway, Cincinnati, OH 45207. Principal is headed by James C. King. It has no other broadcast interests. Action Dec. 1.

■ Clifton, TX (BPH870331MY)—Dismissed app. of Spanish Aural Services Co. for 103.3 mhz; 3 kw H&V; 328 m. Address: 17000 El Camino Real, Bld B, Ste. 205, Houston, TX 77058. Principal is owned by Roy E. Henderson. Action Oct. 11.

■ Clifton, TX (BPH870331OF)—Dismissed app. of Prikrly-Hanna Partnership for 103.3 mhz; 3 kw H&V; 96 m. Address: 1209 Parkway, Austin, TX 78703. Principal is owned by Robert W. Prikrly, 51%, and John R. Hanna, 49%. It has no other broadcast interests. Action Oct. 11.

■ Clifton, TX (BPH870331OI)—Dismissed app. of Smith Media Inc. for 103.3 mhz; 3 kw H&V; 100 m. Address: 1515 W. 11th St., Clifton, TX 76634. Principal is jointly owned by W. Leon Smith and Carole Smith. It has no other broadcast interests. Action Oct. 11.

■ Clifton, TX (BPH870325KC)—Granted app. of Lawrence L. Bush Jr. for 103.3 mhz; 3 kw H&V; 328 m. Address: P.O. Box 7307, Waco, TX 76714. Principal has no other broadcast interests. Action Nov. 23.

■ Marlboro, VT (BPH880701MQ)—Returned app. of Route Nine Broadcasting for 101.5 mhz; 0.63 kw H&V; 221 m. Address: Marlboro Rd., P.O. Box 2108, West Brattleboro, VT 05301. Principal is owned by Marrian Akley. It has no other broadcast interests. Action Nov. 30.

■ Tomah, WI (BPH861114MB)—Dismissed app. of General Broadcasting Corp. for 94.5 mhz; 1.3 kw H&V; 495 m. Address: C/O 603 N Water St., Sparta, WI 54656. Principal is owned by Babette L. Rice, 25%; Elizabeth R. Ecker, 50%; Zel S. Rice, 25%. Action Oct. 13.

■ Tomah, WI (BPH861203MB)—Granted app. of Jamie Lee Westpfall for 94.5 mhz; 3 kw H&V; 328 m. Address: RR #4, Tomah, WI 54660. Principal has no other broadcast interests. Action Dec. 2.

TV's

■ Union City, TN (BPCT8703318L)—Granted app. of James Curtis Guthrie for ch. 41; 1000 kw-v, 100 kw-a; 305 m. Address: Rte. 3, Box 201, Fulton, KY 42041. Principal has no other broadcast interests. Action Dec. 5.

■ Mayville, WI (BPCT860804KO)—Granted app. of Pacer Television Co. for ch. 52; 40 kw-v, 4 kw-a; 710 m. Address: P.O. Box 591, Lomira, WI 53048. Principal is owned by Wayne R. Stenz. It has no other broadcast interests. Action Dec. 5.

Facilities Changes

Applications

AM's

■ Pipestone, MN, KLOH 1050 khz—Nov. 28-MP (BP870327AJ) to increase day power to 10 kw; change hours of oper to untd by adding night service with 400 watts and make changes in ant. sys.

■ Mayaguez, PR, WAEL 600 khz—Nov. 28-Application for CP to increase day and night power to 5000 watts.

FM's

■ South Lake Tahoe, CA, KRLT 93.9 mhz—Nov. 15-MP (BPH8512151B) to make changes; HAAT: -5.1 m H&V; TL: atop West end of Harvey's Hotel, Facing Lake Tahoe-Statieline, NV.

■ Apalachicola, FL, WOYS 100.9 mhz—Nov. 14-MP (BPH851218MA as mod) to make changes; ERP: 2.775 W H&V; HAAT: 104.9 m H&V; TL: Island Drive, Eastpoint, FL.

■ Port Arthur, TX, KHYS 98.5 mhz—Nov. 8-Application for CP to change HAAT: 595 m H&V.

■ Springfield, OH, WEEC 100.7 mhz—Nov. 4-MP (BPH870224IG) to make changes; TL: 2.5 miles NW of Springfield, OH.

■ Fort Worth-Dallas, TX, KTXQ 102.1 mhz—Nov. 2-Application for CP to change HAAT: 584 m H&V.

loom field, MI. **WBFH 88.1 mhz**—Nov. 3-Application for CP to make changes; ERP: 0.3555 kw H&V.

■ Le Grand, CA. KEFR 89.9 mhz—Nov. 16-MP (BPE-D860331IG) to change HAAT: 652.9 m H&V.

■ Longview, WA. KJVH 89.5 mhz—Nov. 16-Application for CP to make changes; correct overall height above ground of supporting structure.

■ Delhi, LA. KKRK 93.5 mhz—Nov. 17-MP (BPH8406251G) for changes; TL: 5.83 kilometers 274.54 degrees from Delhi, LA.

■ Wisconsin Rapids, WI. WWRW 103.3 mhz—Nov. 21-Application for CP to make changes; HAAT: 101 m H&V; ERP: 60.53 kw H&V; and to correct coordinates: 44 24 56N 89 50 07W.

■ New Britain, CT. WFCS 97.9 mhz—Dec. 5-Application for CP to make changes; FREQ: 107.7mhz and install new antenna.

■ Elkton, VA. new FM 98.3 mhz—Oct. 3-MP (BPH8406071A) to make changes; HAAT: 490 m H&V; TL: 200 feet N of Massanutten Peak, McGaheysville, VA; change class to C1.

TV's

■ Huntington, WV. WPBY-TV ch. 33—Nov. 30-MP (BPET841228KH) to change ERP-VIS: 1037 kw; HAAT: 378 m; ANT: RCA TFU-30JDAS (DA); TL: Barker Ridge, Cabell, WV; 38 29 41N 82 12 03W.

■ Sacramento, CA. KCMY ch. 29—Nov. 29-MP (BPET820824KN) to change ERP-VIS: 5000 kw; HAAT: 321 m; TL: W of Hwy 49, approx 5.5 kilometers of El Dorado, CA; ANT: Dielectric TFU-25JSM; 38 37 49N 120 51 20W.

■ Dallas, TX. KDFW-TV ch. 4—Nov. 30-Application for CP to change ERP-VIS: 100 kw; HAAT: 511 meters; TL: Cedar Hill at jet of Beltline and Mansfield Rds, approx 1200 feet SW of present KDFW-TV site; ANT: DCATDM-7A4; 32 35 06N 96 58 41W.

■ San Antonio, TX. KHCE ch. 23—Dec. 1-MP (BPET830907KG) to change ERP-VIS: 1800 kw; HAAT: 856 ft; ANT: Andrew ATW30L3HSN-23; TL: FM Rd 1560 at Galm Rd, Helotes, TX; 29 31 25N 98 43 25W.

Actions

AM's

■ St. Charles, MO. KIRL 1460 khz—Dec. 6-Application (BMP880722AF) granted for CP to make changes in ant. sys. augment standard radiation pattern.

■ Syracuse, NY. WNYR 1490 khz—Nov. 30-Application (BMP880804AG) dismissed for MP (BP860922AC) to decrease power to 2.2 kw; change TL to: 401 W Kirkpatrick St, Syracuse, NY; make changes in ant. sys.: 43 03 30N 76 10 00W.

■ Rocky Mount, NC. WKMP 1120 khz—Dec. 6-Application (BMP880513AE) granted for MP (BP860724AC) to change TL: 841 Wesleyan Blvd, Rocky Mount, NC; 35 55 57N 77 49 49W.

■ Trenton, NJ. WIMG 1300 khz—Dec. 6-Application (BMP871231AA) granted for augmentation day and night pattern and correct coordinates to: Gen. Hamilton Rd., Upper Makefield Twp. PA; 40 17 16N 74 52 23W.

■ Portland, OR. KEX 1190 khz—Dec. 6-Application (BMP880805AH) granted for CP to change from DA-1 to DA-N.

■ Dallas, TX. KRLL 1080 khz—Dec. 6-Application (BP880728AG) granted for CP to change specified monitoring radials.

■ Alliance, OH. WFAH 1310 khz—Dec. 7-Application (BP880804AA) granted for Pet for Recon and for reinstatement nunc pro tunc: CP to change hours of oper to unld by adding night service with 500 watts and make changes in ant. sys.

■ Petal, MS. WLJH 1120 khz—Dec. 1-Application (BMP870123AI) granted for MP (BP850228AD) to change city of license to: Denham Springs, LA.

■ Albuquerque, NM. KNUS 1580 khz—Dec 1-Application (BP881012AD) granted for CP to change TL: 301 Los Ranchos, NW, Albuquerque, NM; 35 10 14N 106 37 51W.

■ New Albany, IN. WOBS 1570 khz—Dec. 5-Application (BMP880815AH) granted for MP (BP861125AB as mod) to make changes in ant. sys.; reduce day power to 1.57 kw and change TL: 220 Potters Lane, Clarksville, IN; 38 19 40N 85 46 56W.

FM's

■ Ypsilanti, MI. WEMU 89.1 mhz—Nov. 29-Application (BPED870317KC) granted for CP to make changes; ERP: 15.5 kw H&V; HAAT: 88 m H&V; TL: 830 Clark Rd, near Ypsilanti, MI; change directional pattern; 42 15 48N 83 37 34W.

■ Taylorsville, MS. WBBN 95.9 mhz—Nov. 30-Application (BPH8805051D) granted for CP to make changes; ERP: 31 kw H&V; HAAT: 190 m H&V; TL: 98 degrees, 3.5 miles from Collins, MS; change to class C2 (Per Doc #87-261).

■ Kirksville, MO. KRXL 94.5 mhz—Nov. 30-Application (BPH8807191C) granted for MP (BPH8507111W as mod) to make changes; ERP: 85.4 kw H&V; HAAT: 308 m H&V; TL: 13.7 kilometers ENE of Kirksville, 0.6 kilometers N of SR 11 and 2.2 kilometers W of SR J.

■ Merced, CA. KBCY 106.3 mhz—Nov. 22-Application (BMPH8808091I) granted for MP (BPH8409241D) to make changes; TL: 7.02 miles N 60 degrees E of Merced, CA; HAAT: 145 m H&V; ERP: 1.4 kw H&V.

■ Ringold, GA. new FM 101.9 mhz—Nov. 22-Application (BMPH8808311D) granted for MP to make changes; ERP: 0.65 kw H&V; HAAT: 214 m H&V; TL: 1.3 kilometers E of intersec of Rt 151 and Hollow Rd, 5.2 kilometers NE of Ringold, GA.

■ Odessa, TX. KOCV 91.3 mhz—Nov. 23-Application (BPED8705261A) granted for CP to change TL: 201 University Blvd, Odessa, TX; 31 51 59N 102 22 50W As amended 8/388 and 92088

■ La Grange, GA. WEKS-FM 104.1 mhz—Nov. 25-Application (BPH8604171B) dismissed for CP to make changes; ERP: 50 kw H&V; HAAT: 400.2 m H&V.

■ Plano, IL. WSPY 107.1 mhz—Nov. 25-Application (BPH8703301J) granted for CP to change ERP: 1.66 kw H&V. Amended to change ERP: 1.5 kw H&V and to correct TL and HAAT.

■ Wilmington, NC. WWQQ-FM 100.9 mhz—Nov. 25-Application (BPH8808181K) granted for CP to make changes; FREQ: 101.3mhz; class: C2 (Per Doc #86-27); ERP: 40.2 kw H&V; HAAT: 166 m H&V; TL: Orton Plantation, Brunswick Co, NC.

TV's

■ New Britain, CT. WVIT ch. 30—Nov. 30-Application (BPCT880830KF) granted for CP to change ERP-VIS: 1435 kw; HAAT: 143 m; ANT: RCA TFU-30J; TL: Rattlesnake Mtn, 1.5 miles S of Farmington, CT; 41 42 03N 72 49 58W.

■ Hollywood, FL. WYHS ch. 69—Nov. 30-Application (BMPCT880829KF) granted for MP to change TL: 210th St and NW 3rd Ave; 25 57 59N 80 12 33W.

■ Galveston, TX. KUYA ch. 22—Nov. 30-Application (BMPET880927MG) granted for MP to change ERP-VIS: 5000 kw; HAAT: 571 m; ANT: Andrew Corp ATW30H4-DSC-22 (DA); TL: present site of KZFX(FM), 11600 County Rd 200, Liverpool, TX; 29 17 16N 95 13 53W.

■ Memphis, TN. WMKW-TV ch. 30—Nov. 30-Application (BPCT880908KP) granted for CP to change ERP-VIS: 5000 kw.

■ Houston, TX. KHOU-TV ch. 11—Nov. 30-Application (BPCT880819KF) granted for CP to change ERP(V): 316 kw; HAAT: 570 m; TL: 0.8 kilometers N of Senior Rd near Mustang Bayou, 2.1 kilometers S of Houston Boundary, TX; ANT: Dielectric TCL-12A11; 29 33 40N 95 30 04W.

■ Wolfforth, TX. KLRB ch. 22—Nov. 30-Application (BMPCT881014KI) granted for MP (BPCT850920KM) to change ERP-VIS: 676 kw; HAAT: 100 m; ANT: Bogner BU-O-28; TL: 1220 Broadway, Lubbock, TX; 33 35 07N 101 50 49W.

■ Hammond, IN. WJYS ch. 62—Nov. 30-Application (BMPCT880822KF) granted for MP (BPCT811006KL) to change ERP-VIS: 5000 kw; HAAT: 146 m; ANT: Andrew Corp ATW30H2-DTT-62 (DA).

■ Pelham, GA. WABW-TV ch. 14—Nov. 30-Application (BMPET880929KG) granted for MP (BPET870317KS) to change ERP-VIS: 5000 kw; HAAT: 1240 ft; ANT: Dielectric TFU-23JDAS.

■ Honolulu, HI. KWHE ch. 14—Nov. 30-Application (BMPCT880809KH) granted for MP (BPCT810803KE) to change ERP-VIS: 75.85 kw; HAAT: 8 m; ANT: Bogner B16UHMB16UH-V; TL: Century Square Bldg, 1188 Bishop St, Honolulu, HI; 21 18 49N 157 51 43W.

■ Knoxville, TN. WDCN ch. 8—Dec. 2-Application (BMPCT881011KH) granted for MP (BPCT810615KG) to make changes; HAAT: 1254 ft; ANT: Dielectric TCP-SPO3-3(S)-R(8); TL: 0.3 kilometers NE of Sharp's Ridge Memorial Park, Knoxville, TN; 36 00 35.9N 83 55 56.5W.

one of three mutually exclusive applicants for CP for new FM station on channel 274A (102.7 mhz) at Webster, seeking reversal of ALJ's dismissal of his application. (MM docket 88-83, by MO&O [FCC 88R-65] adopted Nov. 22 by Review Board.)

■ Orlando, FL. In proceeding involving nine applications for new TV station at Orlando (granted to Reece Associates, Limited, in ID earlier this year), directed Central Florida Television to amend its applications to include copy of revised limited partnership agreement within 7 days of release of this order; exceptions to ID will be due 30 days thereafter; granted Central Florida Television's leave to file reply and accepted reply; granted joint petition for approval of settlement agreement by Central Florida and Orlando Television Partners; approved settlement agreement; conditionally granted petition for leave to amend by Central Florida; dismissed application of Orlando Television Partners. (MM docket 85-216, by MO&O [FCC 88R-64] adopted Nov. 22 by Review Board.)

■ Orlando, FL (Marlin Broadcasting of Central Florida Inc., et al.) TV proceeding. Approved settlement agreement between Central Florida Television and Orlando Television Partners and dismissed application of Orlando Television Partners. (By MO&O, Nov. 22) (MM docket 85-216.)

Commission Actions

■ Alascom. Authorized to construct, launch and operate space station in Domestic Fixed-Satellite Service. (By O&A [FCC 88-374] adopted Nov. 17 by Commission.)

■ American Satellite Company. Denied authority to modify license for its ASC-2 satellite so that it could be operated from 99 degrees west longitude. (By order [FCC 88-372] adopted Nov. 17 by Commission.)

■ AT&T. Authorized to construct, launch and operate space stations in Domestic Fixed-Satellite Service. (By O&A [FCC 88-375] adopted Nov. 17 by Commission.)

■ Contel ASC. Authorized to construct, launch and operate space stations in Domestic Fixed-Satellite Service. (By O&A [FCC 88-376] adopted Nov. 17 by Commission.)

■ GE American Communications Inc. Authorized to construct, launch and operate space station in Domestic Fixed-Satellite Service. (By O&A [FCC 88-377] adopted Nov. 17 by Commission.)

■ GTE Spacenet Corp. Authorized to construct, launch and operate space stations in Domestic Fixed-Satellite Service and to modify authorization for GSTAR IV Domestic Fixed-Satellite. (By O&A [FCC 88-378] adopted Nov. 17 by Commission.)

■ Hughes Communications Galaxy Inc. Authorized to construct, launch and operate space stations in Domestic Fixed-Satellite Service. (By O&A [FCC 88-379] adopted Nov. 17 by Commission.)

■ National Exchange Satellite Inc. Authorized to construct, launch and operate space stations in Domestic Fixed-Satellite Service. (By O&A [FCC 88-380] adopted Nov. 17 by Commission.)

■ Orbital Slots. Assigned orbital location to each domestic satellite authorized on Nov. 17 to be launched and made certain adjustments to current orbital assignment plan. (By MO&O [FCC 88-373] adopted Nov. 17 by Commission.)

■ Dispute Concerning State of Connecticut Gross Earnings Tax on Cable Systems Resolved (Report MM-358, Mass Media Action). In response to petition by Connecticut Cable Television Association, FCC has found that State of Connecticut has imposed its gross earnings tax in discriminatory manner. Cable television and telephone companies are taxed at 9 percent rate, while other communications companies and utilities are taxed at rates between 2 and 5 percent. Action by Commission Dec. 2 by MO&O (FCC 88-395).

■ FCC Resolves Outstanding Cost Allocation and Rate Issues in Comsat Investigation - CC docket 85-268, PHASE II (Report DC-1298, action in docket case) Commission has resolved outstanding cost allocation and rate development issues designated for investigation arising from Communications Satellite Corporation Transmittal Nos. 507, 510, 546, and 565. Action by Commission Dec. 5 by MO&O (FCC 88-396).

■ FCC Revokes KKZU(AM) Mountlake Terrace, WA, license - MM docket 88-107 (Report DC-1299, action in docket case) Effective immediately, Commission has revoked license of KKZU(AM), Mountlake Terrace, WA, licensed to Radio Northwest Broadcasting Company. Action by Commission Dec. 6 by order of Revocation (FCC 88-397).

■ Erratum to NPRM, FCC 88-348, correcting dates on which comments and replies are due in matter of amending Commission's rules regarding modification of FM and TV authorizations to specify new community of license, corrected dates are January 9 and January 24, 1989, respectively. (MM docket 88-526 [DA 88-1887].)

Actions

By Review Board

■ Webster, NY. Denied appeal by Anthony E. Trimble.

■ Hughes Communications Galaxy Inc. Granted, in part, Hughes request for authority to make available channels of communication via Hughes Communications Galaxy Inc. satellites Galaxy II and Galaxy III for transmission to various transborder locations; and deferred until further action by FCC those portions of Hughes's applications involving: 1) two-way services to points other than Canada and Mexico; 2) use of Galaxy II satellite for service to Canada, and 3) service to locations not previously consulted. Article XIV(d) of IntelSat Agreement. (By MOO&A [DA 88-1836] adopted Nov. 22 by chief, International Facilities Division.)

■ Blackfoot, ID. Granted application of Richard P. Bott II for new FM station on channel 268C (101.5 mhz) at Blackfoot, and denied applications of Radio Representatives Inc.

and Clare Marie Ferguson. (MM docket 87-223 by ID [FCC 88D-41] issued Nov. 30 by ALJ Luton.)

■ Bedford, NH (Colonial Communications Inc., et al.). FM proceeding. Granted request by Benjamin Macwan and dismissed his application with prejudice. (By order, Dec. 1; MM docket 88-3.)

Allocations

■ Ogdensburg, NY. Effective Jan. 2, 1989, amended FM table by allotting channel 254A (98.7 mhz) to Ogdensburg as its second local FM service. filing window opens Jan.

24, closes Feb. 23, 1989. (MM docket 88-67 by R&O [DA 88-1865] adopted Nov. 8 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Manchester, OH. Effective Jan. 23, 1989, amended FM table by allotting channel 267A (101.3 mhz) to Manchester as its first local FM service. filing window opens Jan. 24, closes Feb. 23, 1989. (MM docket 88-71 by R&O [DA 88-1862] adopted Nov. 8 by deputy chief, Policy and Rules Division.)

■ Lincoln City, OR. Effective Jan. 23, 1989, amended FM table by substituting channel 244C2 (96.7 mhz) for channel 244A at Lincoln City, and conditionally modified license of KCRF-FM to specify operation on C2 channel. (MM docket 88-70 by R&O [DA 88-1863] adopted Nov. 8 by deputy chief, Policy and Rules Division.)

■ Riverside, PA. Effective Jan. 23, 1989, amended FM table by allotting channel 222A (92.3 mhz) to Riverside as its first local FM service. Filing window opens Jan. 24, closes Feb. 23, 1989. (MM docket 88-68 by R&O [DA 88-1864] adopted Nov. 8 by deputy chief, Policy and Rules Division.)

Call Letters

Applications

Call	Sought by
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New FM
KCCN Lee Optical & Associated Companies Retirement and Pension Fund, Honolulu, HI

New TV
WTNK Emerald Coast Broadcasting, Destin, FL

Grants
Existing AM
WTNI WSDC Bell Broadcasting Co., Hartsville, SC

Existing FM
WBYP WKSD WERT Radio Inc., Van Wert, OH

Grants
New FM's
WCCT-FM Cape Cod Regional Technical High School, Harwich, MA
KWSM KTXO Inc., Sherman, TX

New TV
WKXT-TV Knoxville Channel 8 Limited Partnership, Knoxville, TN

Existing AM's
WDAK WSTH Solar Broadcasting Co., Alexander City, AL

KFNI KFIG KLOK Radio Ltd., Fresno, CA
KRSO KFXM C.H. Buckley Inc., San Bernardino, CA

WFLK WNAQ Sage Broadcasting Corp. of Naugatuck Connecticut, Naugatuck, CT

WSTH WSTG Solar Broadcasting Co., Columbus, GA

WCGA WGMM Cox Broadcast Group Inc., Woodbine, GA

WCMI WKQI First Communications Inc., Ashland, KY

KKGR KRDR Gresham Radio Inc., Gresham, OR

Existing FM's
WZRR WLTB Dick Broadcasting Co. Inc. of Alabama, Birmingham, AL

KFFN KTAZ-FM GCS Broadcasting Co., Sierra Vista, AZ
WCMI-FM WCMI First Communications Inc., Ashland, KY

WGMF WQLZ Fabiano-Strickler Communications Inc., Cheboygan, MI

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 * 1986 Readership Survey showing 3.5
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 Association of
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 Washington, DC 20036
 (202) 659-3707

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

RADIO

HELP WANTED MANAGEMENT

Sales manager: Excellent list, growing economic area. Looking for experienced salesperson. Beautiful Marysville, CA. Send resumes to Mr. Leary, KRFD FM&AM, PO Box 631, Marysville, CA 95901. EOE.

Shirt sleeve GM to take control of NC daytimer, financed purchase possible. 804-685-3128, 9AM to 4PM, Monday-Friday EOE.

Sales manager. Mid-Atlantic AM/FM combo in search of individual with strong local sales management history to lead a staff of eight. Experience a must. Base salary plus override. Resume and references to Box P-9. EOE.

General manager sought by major group for highly competitive, large West Coast market. Must have previous general manager experience, strong sales background, and good expense control and budgeting background. Submit letter with employment and salary history to Box P-5. EOE.

General sales manager: Mid-Atlantic state, competitive market. Must have experience over FM/AM operation. Must possess training skills. Stations are sold separately. Will also handle regional account list. Fantastic opportunity for a success driven person. Great company, first rate compensation. Equal opportunity employer. Send resumes to Box P-3.

General manager for small Rocky Mountain market. Want strong sales oriented individual who will get out and lead sales effort. Send reply to Box P-34. EOE.

Crown Broadcasting, a young, dynamic radio group with stations in California and Colorado is expanding. Want to interview experienced people for programming, sales, administrative and management positions. We offer great benefits and opportunity for advancement. Needed immediately, an experienced sales manager for medium market AM/FM. Send to Crown Broadcasting, 5721 Magazine Street, Suite 143, New Orleans, LA 70115. EOE.

General sales manager for Mid-Western full-time Gospel station. Must carry a list and develop sales force. Ratings are up. Our competition does 2 million. Complete resume and salary requirements. EOE. Box P-30.

Excited about 1989? You could be as general sales manager of rapidly growing AM-FM in attractive Connecticut market! We seek a leader with enthusiasm, intelligence, creativity and street-smarts to achieve sales potential of new facilities. Connecticut and New York agency relationships an asset. Stock options on table. Please send more than resume to Box P-36. EOE M/F.

Business manager: FM in Jacksonville, FL (will not relocate). Accounting degree and 3+ years industry experience required. Candidate should have management skills and be self-motivated. Box P-43. EOE.

Sales manager: Exceptional opportunity for experienced sales professional. 100,000 Watt Easy Listening station in the Southeast. Metro 500,000 plus. Experience in local direct sales management required. Must be promotion minded. Base salary plus commission. Company offers profit sharing and pension plan. Send resume outlining accomplishments, salary history and availability to: Box P-46. EOE.

Local sales manager. Number one rated C.H.R. seeks leader for six person staff. Growing group. Good benefits. Resume to Doug Stalker, KQIZ Radio, P.O. Box 7488, Amarillo, TX 79114. EOE.

Director of broadcast sales: Senior management position in sales for group of stations. Duties include providing leadership, creativity, and motivation to stations' sales staff. Position requires broadcast sales and management experience, willing to relocate and travel on regular basis. If you are this person, and want to work for aggressive, fast-growing company, send resume: Earl Judy, Tschudy Communications Corporation, 15 Campbell Street, Luray, VA 22835, 703-743-3000. EOE.

Station manager: New acquisition by growing Southern group provides immediate opening for sales driven manager. We are results oriented. If you are too, come grow with us. Resume today to: Charisma Communications Company, P.O. Box 1414, Meridian, MS 39302. EOE.

General sales manager needed for Charleston's #1 CHR combo. WVSR AM/FM, a division of Ardman Broadcasting. If you are aggressive with a strong retail sales track record and a proven ability to motivate and train a sales staff, send resume or call: Mr. Jack Alix, VP/GM, P.O. Box 3697, Charleston, WV 25336. 304-342-3136. EOE.

Underwriting/sales director: Responsible for underwriting and sales of on-air programs and program magazine; management of volunteer staff. Degree and three years professional sales experience required. Public broadcasting background preferred. Salary with full benefits package. Send resume and salary history to: Florida Institute of Technology, Office of Human Resources, 150 West University Blvd., Melbourne, FL 32901. EEO/AA employer.

General manager for exceptional AM/FM combo located in competitive medium size Great Lakes market. We're ready to talk if you've proven yourself as a successful GM or GSM, understand how to build a sales staff and develop local direct business and can demonstrate an ability to be a high energy leader. We offer excellent pay/benefits and an opportunity to work within a successful group atmosphere. Submit letter giving complete career/salary history with current references. Box P-60. EOE.

Local salesmanager for Orlando's leading Rock radio station. Strong retail sales background, ability to train, lead experienced sales team, maintain local account list and maximize revenue. Send resume, salary history to: Ralph Salierno, Station Manager, WDIZ Radio, 2180 Sandalwood Center, State Road 434, Suite 2150, Longwood, FL 32779. EOE. M/F.

General manager: Christian AM with FM-CP seeks VP-GM for small, Upper Midwest market. Good salary and benefits with equity based on performance. Managers and GSM's considered. Replies confidential. Box P-62. EOE.

HELP WANTED SALES

Radio sales and sales management positions available. Excellent potential. Positions in NH, VT, and Upstate NY. Terrific quality of life. Resume to Ray Garon, Box 1010, Newport, NH 03773. EOE.

Now accepting applications for sales, programming and sales management. TK West, 5217 Ross Ave., Dallas, TX 75206. Attn: Bob Reich. EOE.

Urban Contemporary leader in Louisiana looking for experienced sales consultant. Management potential preferred. Must have excellent track record and desire a career with growth oriented company. Call John Wilson, General Manager, 318-322-1491. EOE.

Immediate opening for top sales manager AM/FM combination in beautiful Southwest. Must have proven track record. Good salary and override. Send resume and references to Albert Johnson, P.O. Box 1725, Lake Charles, LA 70602. EOE.

Local sales manager - for California Central Coast A/C FM in market of 175,000. Solid track record in radio retail sales. Strong leadership abilities required. Management growth potential. Resume to KBOX-FM, P.O. Box 518, Santa Maria, CA 93456. EOE.

General sales manager & account executive: Santa Barbara, California: Considering a change in '89? Consider joining a growing radio group as general sales manager of a new adult contemporary FM in California's most desirable city. Candidate must have a proven track record in all phases of sales management. Both positions require medium market radio experience a must! Career advancement...excellent working environment and benefit package commensurate with experience. Contact: KLIT-FM, P.O. Box 41030, Santa Barbara, CA 93140-1030. EOE/M-F.

Sales superstar wanted for Charleston's #1 CHR combo, WVSR AM/FM as we expand our sales department. Results are hot...the market is ready for your professional, aggressive and proven sales approach. Send resume or call: Mr. Jack Alix, VP/GM, P.O. Box 3697, Charleston, WV 25336. 304-342-3136. EOE.

New broadcast group seeks aggressive person experienced in programming Religious format and selling radio time to Religious program producers. If you are currently employed and want to establish substantial second income source - send complete resume/information to: GPE Radio Division, 13308 Southwest 108 Street Circle, Miami, FL 33186. EOE.

Account executive: Excellent opportunity - sales experience preferred. Strong written, verbal, and presentation skills a must. Remuneration negotiable. Resume to Bruce Mughmaw, WWWK, 519 N. Main, Nokomo, IN 46901. WWWK is an equal opportunity employer.

HELP WANTED ANNOUNCERS

AM/PM drive Talk hosts: Major market. Excellent opportunity for proven ratings achiever. EOE. Box P-33.

Once in a lifetime radio opportunity. Need that special person who can do it all. Experience, education, + talent required. Ft. Myers-Naples, FL area. New youth oriented station with excellent working environment. 813-597-2675.

Semi-retired or just looking? MOR/Personality AM powerhouse in Fairfield County seeks talent for part-time, weekends, fill-ins. Contact PD. Bob Lasprogato at 850/WREF in Ridgefield, CT. 203-438-1211. EOE M/F.

Aggressive, growing group is searching for top-notch telephone talk personalities. We are an organization dedicated to Talk radio, and are interested in only the best. If you are looking for a growth opportunity in the top 20 markets, with people who know the Talk business, we are looking for you. E.O.E. Send tape, resume, photo, to: Atlantic Coast Radio, 5108 Belair Rd., Baltimore, MD 21206.

Virginia AM/FM in Shenandoah Valley in need of announcer immediately. Great place to live and work with benefits. Just over one hour from Washington, D.C. area. Tape and resume to WLCC-FM/WRAA-AM, P.O. Box 387, Luray, VA 22835. EEO.

Vermont city station seeking Adult appeal up-tempo AC communicator. Lots of remotes, lots of public service, lots of fun! No beginners please. T & R to Mark Esbjerg, WVMT, Box 620, Colchester, VT 05446. Burlington metro. EOE.

A/T needed for Hartford County, MD, FM country station. All shifts plus PD & news. Prod. ability a plus. T & R: PBC. Box 909, Salisbury, MD 21801. EOE.

American D.J.'s wanted. Fluent in French, Italian, or German. To host Country-Western and other music programs. Send resume and demo-tape to: P.O. Box 19351, Washington, D.C. 20036. EOE.

Wanted: Aggressive - dependable announcer. Some experience required. Announcing-production. 314-586-8577. EOE.

WSBY/WQHQ. Experienced announcer/disc jockey needed fulltime. Send tapes and resumes to Ed Hunt, Operations Director, WSBY/WQHO Radio, P.O. Box "U", Salisbury, MD 21801. E.O.E.

Announcer for medium market leader, full service, A/C, T&R: Douglas Lane, WHBC, Box 9917, Canton, OH 44711. EOE. No phone calls.

HELP WANTED TECHNICAL

Chief engineer wanted for Lebanon, Missouri. Full Class C FM and 5KW AM. Excellent salary plus benefits in good-living Ozark country. This is part of a group operation with the facility and understanding a chief needs. Contact J.A. Shepherd, PO Box 430, Moberly, MO 65270. 816-263-5800. EOE.

The Daytona Group is rapidly expanding and needs motivated CE for McAllen/Brownsville TX combo. Excellent opportunity to work with new studios & supervise new FM site installation. Candidates should possess a strong desire to succeed, good organizational skills, and the ability to relate well to others. 3 yrs. electronics exp w/1 yr. min. in radio maintenance required. Promotionally oriented stations and major resort area with beaches combine to make this position enjoyable. Ultra low cost of living make salary range of \$19-22,000 spend very well. Excellent opportunity for growth and advancement with our company. Resume to: Kyle Magrill, The Daytona Group Inc., 770 W. Granada Blvd., #206, Ormond Beach, FL 32074. EOE.

Assistant Engineer for 100KW FM and 50KW AM in South. Experience preferred. An Equal Opportunity Employer. Please send resume to Box P-47.

Chief engineer - for television/radio combo. This position requires good management skills and "hands-on" experience. Good salary and benefits, plus opportunity to advance. Send resume to Box P-31. EOE, M/F.

HELP WANTED NEWS

Morning news anchor-Eastern Long Island radio station looking for a morning news anchor, reporter with experience in production. Tape and resume to WBAZ, PO Box 1200, Southold, NY 11971. Attn: Jeff Fisher. EOE.

News director: Aggressive news hound, muckraker, who can gather, write and deliver the news. Degree plus an understanding of how local government works required. Send tape, copy samples and resume to Mr. Leary, KRFD FM/AM, PO Box 631, Marysville, CA 95901. EOE.

News reporter/PM anchor needed for AM/FM combo in growing Southwestern N.H. market. Strong writing, interviewing and on-air skills. T&R to Leslie Doppler, WKNE, Box 466, Keene, NH 04431. EOE.

News director needed. This is real broadcast journalism, not rip and read. Resume/tape to: Cliff Somers, KARS, Box 860, Belen, NM 87002. EOE M/F.

Experienced news anchor with strong delivery wanted for top news station in New York's Hudson Valley. Excellent pay and benefits. Mail tape, resume and salary requirements to Hank Silverberg, News Director, WGHO/WBPM, PO Box 1880, Kingston, NY 12401. EOE.

Christian format, EastCoast major market FM with commitment to news seeks news professional. EOE. Box P-48.

News reporter/PM anchor needed for AM/FM combo in growing Southwestern N.H. market. Strong writing, interviewing and on-air skills. T & R to Leslie Doppler, WKNE, Box 466, Keene, NH 04431. EOE.

Midwestern Country music station needs experienced broadcast journalist for award-winning news department. Not just a news-reading job. Resume to Box P-59. An equal opportunity employer - minorities and females encouraged.

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 JMcCullough, WLPO/WAJK, PO Box 215, LaSalle, IL 61301. EOE.

Weekend anchor/weekday reporter - immediate opening at top rated network affiliate in the Midwest. Previous experience necessary. Send resume to Box P-32. EOE. M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director needed for Midwest AOR. Must have an understanding of sales and the Bottom Line. Minimum 3 years commercial on-air work. Will head up a staff of 7 to 10. Send resume and salary history to Box P-14. EOE.

Program director needed for northern Illinois/southern Wisconsin Country station. Must have 3 to 5 years as Country PD. Excellent starting salary plus benefits. Send resume to Box P-15. EOE.

Program director: For full-time Christian radio station. Must have considerable experience with an Inspirational/MOR format. Supervisory skills a must. Must be able to work an air-shift. Public relations skills desirable. Send resume to Box P-55. An equal opportunity employer.

FM production/operations director for regional public radio stations. Must work well with students. Technical expertise in maintenance of audio equipment desirable. Base salary \$14,925 plus good benefits. Degree plus minimum two years experience or equivalent work experience. Send letter, resume, transcripts, names/addresses/phone numbers of three references. KENW/KMTH-FM, Search Committee, Station #21, Portales, NM 88130. Eastern New Mexico University is an AA/EO employer. Closes January 9.

Possible opening for detail oriented traffic director. Columbia experience a must. Send resume to Lee Zapis, WEKS-FM, 1447 Peachtree Street, Atlanta, GA 30309. EOE.

SITUATIONS WANTED MANAGEMENT

General manager. Creative. Aggressive. Bottom Line/Sales oriented. Wants rapport with major broadcasters or experienced investors. PO Box 15343, Fort Lauderdale, FL 33318-5343.

General manager: Experienced in station turnarounds, looking for new opportunity in top 100 market. Preferably Southeast. Strong on sales, programming, station visibility. Dynamic people-person, catalyst for enthusiasm. Call Jack at 502-585-4545.

Major market pro, sales management experience, seeks management opportunity. Market size unimportant. Excellent references. 305-386-5225.

General manager available today! Sales and Bottom-Line driven former owner. Very experienced in start-ups and turn-arounds in All size markets. Call me today! David C. Weinfield, 508-394-4041.

SBE Senior engineer with FCC General and 25 years major market radio and TV technical management. "Downsized" out of number one O&O. Seeks CE or group staff, Transmitter and studio installation specialist. Box P-11.

I want to manage and turnaround your small/medium Florida station. Listen to me! Using my past separate marketing experiences in radio, direct mail, and interactive telemarketing, we'll tie together new profit centers and make ours a "wanted" station with advertisers. Send me your situation report and I'll send you complete details about the plan and me. Box P-19.

Highly qualified management team seeks management contract/equity position with quality investor. Box P-28.

Experienced station starter. Get on the air fast. I have the experience and the equipment. 802-394-7858.

Manager/sales manager position wanted in 12,000-20,000 market. Attention owners seeking to revitalize or maintain operation. Let's talk! I'll give realistic, achievable goals. Not miracle worker or street fighter, but have sold successfully for 3 profitable stations and have 2 years management experience. I have developed good overall system, including sales, and believe I can do the job--or I won't take it! Interested in Iowa, Nebraska, nearby states. Box P-49.

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.

Professional with 18 years experience in management, sales, station construction, ownership available immediately due to sale of station. Call 817-865-5215.

SITUATIONS WANTED ANNOUNCERS

Please hire me! General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Bocock, 3502 Ted Ave., Waukegan, IL 60085. 312-623-6997.

Paul Van Scott. I'm smart, creative. A C.S.B. graduate and ready to dedicate myself to radio. Any format. 9207 Park Ave., Manassas, VA 22110. 703-361-4262.

All format experienced pro and family seeking central Indiana. Call Gregg, 904-732-8000 days, 904-351-1932 evenings.

New York sports talk guy is original, no replays. You make the call. All markets considered. Jim, 718-836-5046. ;

Experienced/degreed radio broadcaster seeks permanent position on-air board or news producing/reporting. Excellent references. Call/write Dennis, Box 537, Farmersburg, IN 47850. 812-696-2425.

Seeking entry level DJ position. Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Contact Charles Urnie, PO Box 3055, Waterbury, CT 06705.

Enthusiastic & reliable announcer/sports nut looking for a change! 4 years experience behind the mike. PBP. Will relocate. Robert, after 5, 319-652-6640.

Versatile D.J. with 4 years experience in news & production. Broadcast graduate. Dave, 303-278-0106.

Experienced, colorful witty sports announcer and current sportswriter, seeking sports position in PBP, anchoring or reporting. Resume, tapes available. Please call Jeremy 215-896-6195.

Country DJ seeking full-time position, 10 yrs exp., some college, ex-military. Fred - 216-755-6749.

SITUATIONS WANTED TECHNICAL

20 yr. veteran chief seeks small market. Wizard with satellite, automation, processing, and can make old equipment sing. Can pull air shift. Will relocate. 802-394-7858.

SITUATIONS WANTED NEWS

Creative, major market news pro seeking challenging opportunity in top 20 market, 10-years experience in news sports, and innovative features/series. TV talk-host background as well. David, 401-431-1161.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Versatile Talkradio pro - 16 years experience, including 3 medium Midwest markets, as host. PD, OM, ND. Box P-12.

Veteran PD/OM available now! CHR/AC/AOR. Top 150 markets only. Ask for Doc, 205-546-7745.

Spring book might need something new. Dramatically creative personality looking for a place to happen. Ability to make most any guest interesting. Articulate nature, quick with strong writing skills and entertaining presentation. Mountains of live experience. Seeking personality oriented talk show or feature position. Box P-2.

CONSULTANTS

AM in the red? Get into the black. Tried and true methods. Knock on doors - make sales. Call Roger Petrik 800-321-2349.

Down and out in the East? Make \$ with great programming and good street wise sales programs. Call Roger Petrik, 800-321-2349.

Executive search: Radio, TV and cable. General managers, sales managers recruited confidentially. Corporate and individual inquiries invited. George Ponte, VP, Executive Recruited, Bornholdt Shivas & Friends, 295 Madison Ave., Suite 1206, New York, NY 100917. Tel 212-557-5252. FAX, 212-557-5704. EOE.

Affordable consulting & Arbitron reviews. New format ideas! Contact: Consultant, PO Box 2741, Laurel, MD 20708.

It's working! Successful, experienced broadcast professionals can start their own unique communications business in explosive advertising growth industry. Limited dealerships. Act now! Call Ty Bryant, Marketing Director, Audio Quest, 614-486-7700.

Sales and programming. 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.

AM in trouble? Expert program consultant will provide one-time analysis of your market and station. Have excellent 35 year track record of up-grading stations for top owners. For credentials and information call Ev Wren 303-798-3907.

MISCELLANEOUS

Troubled AM? Need programming to generate sales? Need sales to make bucks? Call Thomas Hall, 213-969-8559.

Look out, Jack and Vanna! Here's radio's letter guessing game. Word For Word, 4743 South 575 West, Riverdale, UT 84405.

Attention: owners/owner operators. Small/medium radio markets only! #1 problem -NEED MORE SALES? Fully documented track record VP-AE, 100% guaranteed! 512-494-8274306 Bluffknoll, San Antonio, TX 78216.

Attention satellite networks and program syndicators. Selling Big Band-MOR music tape library, 200 hours, catalogued, highest quality stereo professionally designed for AM or FM, live or automation. Huge profit potential. Call Bob Langkamp 303-798-3907.

TELEVISION

HELP WANTED MANAGEMENT

Director of broadcast operations and engineering. Senior management position reporting to Pres/CEO of rapidly growing, dynamic top 25 market public station with major programming 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.

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.

Local sales manager: NBC affiliate seeks goal oriented manager with BA/BS and 3-5 years TV sales experience. Strong research/results and analytical skills, experience with vendor marketing, Marshall Marketing or Leigh Stowell a must. Resume to: Lyie Banks, GSM, KXAN-TV, P.O. Box 490, Austin, TX 78767. No phone calls, please. Application deadline December 16, 1988. EOE, M/F.

General sales manager - To expand and oversee national and local sales of Univision network (Spanish language) television station in top ten United States market. Job requires minimum of 5 years experience in both selling and managing sales and will preferably be bilingual. Compensation based on experience and performance. CBP, 9442 Kirby Dr., Houston, TX 77054. EOE.

Local sales manager: Raleigh's #1 Indy, Fox affiliate is seeking an experienced sales leader. Must have 3-5 years broadcast experience. Send resume to: Tom Hartman, General Sales Manager, WLFL-TV, 1205 Front St., Raleigh, NC 27609. EOE.

Local sales manager—ABC affiliate in 33rd market needs strong individual to lead sales staff. Sales management experience desired. Please send resume to Rob Wagley, WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718. EOE, M/F.

Independent television group broadcaster, acquiring middle-market stations, seeks aggressive sales and bottom-line oriented general managers and general sales managers to operate newly acquired stations in Southeast and Upper Midwest. Some station start-ups, some with proven cash flow. Ground floor opportunity with excellent compensation package for the right people. Independent experience helpful. An equal opportunity employer. No telephone calls please. Send complete resume to: President, Krypton Broadcasting Corporation, 5401 W. Kennedy Blvd., Suite 1031, Tampa, FL 33609.

General manager: Manage the operations of KCSM-TV/FM stations owned and operated by San Mateo County Community College District, San Mateo, California. Educational stations broadcasting telecourses, community affairs, PBS & NPR programming, located in the Nation's fourth largest market. Salary range: \$52,907 - \$64,000. Requirements: Minimum BA degree, or equivalent, in related field. Demonstrated leadership in educational or commercial broadcasting. Several years of successful growth experience in television/radio station operations. Knowledge of FCC rules/regulations. Applicant should have demonstrated competence in programming, promotion, budget planning, staff development, fostering teamwork, ability to work in a collegiate environment, expertise in engineering/technical and public relations. Information: 415-574-6555. EOE.

Traffic manager for network affiliate in 100+ market. 5 years minimum traffic experience. Columbine and management experience preferred. Must be organized. Salary commensurate with experience. EOE. Send resume to: Box P-50.

General sales manager. Sunbelt top 10 market looking for an experienced GSM (top 30 market preferred). Heavy in both national and local sales, total sales manager experience 3+ years. Skilled in inventory control, pricing, strategy planning, negotiation, interpersonal communication, motivation and detail/organization. Must be experienced at dealing with rep firms and top caliber managers on a one-to-one basis. EOE. Submit resume to Box P-51.

Promotion director job opportunity: The South's leading Independent is seeking a creative, highly motivated person with experience in all phases of image, on-air, sales and advertising. Must have good writing and production skills and the ability to handle a 4 person staff and the budget. Willingness to work on community affairs and sales/station promotion projects a must. College graduates with a minimum of two years management experience. Come join the winning team in the 44th market. Send tape and resume to WTOO TV, Attn: General Manager, 2021 Golden Crest Dr., Birmingham, AL 35209. EOE, 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.

HELP WANTED SALES

Top biller in market is retiring. CBS ranks KNOE in its top three (3) affiliates. Ranked as the 114th market. KNOE performs and dominates like a top 75. If you are a professional who wants to grow while living in one of America's prettiest cities, we want to talk with you. Send your resume and letter to Lloyd Voorhees, Local Sales Manager, KNOE-TV, P.O. Box 4067, Monroe, LA 71211. No phone calls, please. We are an equal opportunity employer.

26 KMPH, Fresno/Visalia needs a creative, experienced broadcast marketing strategist who is strong on new business development, highly motivated, detail-oriented and desires a rewarding challenge. Established list and excellent growth opportunities with one of America's strongest Independents, a Pappas Telecasting Company. Send resume and references to Steve Vourakis, Retail Marketing Manager, 26 KMPH, 5111 E. McKinley Ave., Fresno, CA 93727. Phone calls welcomed. 209-255-2600. Applications will be accepted until January 15, 1989. An EOE, M/F/H.

CBS affiliate in WV is seeking account executives. Established list, modern facility, good earning potential. Send resume to: Mel Kolod, General Manager, WDTV, P.O. Box 480, Bridgeport, WV 26330. EOE. No phone calls.

Ambitious, eager local account executive needed for top 25 market, Post-Newsweek owned, CBS affiliated station. Candidates must have one to two years selling experience. Prefer experience in new business development, vendor, sales promotion. Please contact Kathleen Keefe, Local Sales Manager at WFSB-TV, 3 Constitution Plaza, Hartford, CT 06115. EOE.

KTRV-TV, Boise, Idaho seeking experienced salesperson. Must be career oriented with a successful background in broadcast sales. Resumes to Jack Bolton, KTRV-TV, Box 1212, Nampa, ID 83651. EOE.

WTWS Television is looking for innovative, energetic, salespeople. We offer a high spirited atmosphere and earning potential to 45K, plus benefits. Ad sales background a plus. Please contact Bruce Fox, Sales Manager, and enclosed current resume and mail to WTWS, TV-26, P.O. Box 991, New London, CT 06320. Phone 203-444-2626. EOE.

Sr. AE needed to handle big \$ loc/reg list at strong Fox affiliate. Big directs and nat. agencies. Must be killer toe to toe closer and a numbers magician. Only veteran broadcast street warriors used to earning \$50K+ need apply. FAX or mail resume or call R. Mark Cortner, GSM, KOKI-TV, 7422 E. 46th Pl., Tulsa, OK 74145, (phone) 918-622-2300, (FAX) 918-664-5504. EOE.

Sales rep. Southeast top 30 network affiliate. Must have previous experience in TV sales and must be willing to travel. Send resume to Box P-56. EOE.

Sales cable TV advertising: Career opportunity now available in Palm Springs market. Seeking an aggressive pro with exp. in cable, TV or radio ad sales. Send resume to: Palmer CableVision, P.O. Box 368, Palm Desert, CA 92261. 619-340-1312. EOE.

Account executive. Must have at least two years sales experience working with agency accounts. Applicant should be self-motivated, well versed in ratings, research and marketing resources. A strong background in account development is required. Please send resume to Michael Funk, LSM, WTEN-TV, 431 Northern Blvd., Albany, NY 12204. EOE.

HELP WANTED TECHNICAL

Traffic manager with Columbine 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.

Assistant chief engineer. Electronics training and extensive broadcast maintenance experience required. Resume and salary requirements to: Chief Engineer, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

Maintenance technician - California network affiliate. Knowledge of Sony 3/4" and 1" VTR's, RCA TCR-100's, Ampex ADO and Grass Valley switchers essential. UHF transmitter experience a plus. Send resume to Robert Banks, Chief Engineer, KBAK-TV, P.O. Box 2929, Bakersfield, CA 93303. EOE.]

Assistant chief engineer-TV: The National Technical Institute for the Deaf, a college of Rochester Institute of Technology has an immediate opening for an engineer with a BS plus four years, or an AAS plus six years related experience with broadcast quality TV production, recording, and editing systems. Will assist chief engineer, supervise student assistants, and perform maintenance. Requires proven ability to diagnose, repair, and modify broadcast video tape recorders, computer-based editors and intelligent interfaces, broadcast video cameras, terminal equipment, high quality video monitors and large screen projectors, digital circuitry, audio amps, audio mixers, and video/pulse distribution amplifiers. Responsible for maintenance of \$1.5 million worth of TV equipment, including Ampex VPR-1, Sony Beta-Cam, Grass Valley switcher, 3/4" editor and CMX editor. Exceptional interpersonal skills and ability to make quick decisions independently and under pressure. Proven ability to relate positively to internal and external clients, vendors, and service reps, students, hearing impaired individuals, and people with special needs. Willingness to learn sign language required. Experience with deafness preferred. NTID is the world's largest technological college for the deaf. More than 1,200 college age deaf students from all 50 states study with 12,000 full and part time hearing students. Search extended. Previous applicants remain under consideration and need not reapply. Use reference number 6018254 when applying. Send resume and salary requirements to: Rochester Institute of Technology, Ms. Geri Curwin, Personnel Office, P.O. Box 9887, Rochester, NY 14623-0887. Rochester Institute of Technology is an equal opportunity employer. Minorities are encouraged to apply.

Post production editor, Atlanta, GA. Looking for editor with 3-5 years of retail background. Must be personable and have agency references. ACE-200 editor, AVC-33 switcher, 2-channel ADO, ESS still-store, AVA-3 paint system, Chyron-IV, 3-VPR 6's, 3-BWV 75's. Start date January 1st. Hours would be 3-11. Send resume, tape and salary requirements to: Doug Furce, PM, WATL 36, One Monroe Pl., Atlanta, GA 30324. EOE.

ENG maintenance engineer - Top rated affiliate in Sunbelt has an opening for an ENG maintenance engineer. General FCC license or SBE certificate preferred. Must have excellent knowledge of ENG cameras, VCR's, microwave and newsroom computers to the component level. Experience in broadcast maintenance and technology is required. Competitive salary. Benefits a big plus. Send resume and cover letter to WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

Television maintenance engineer: Fox Television, KRIV in Houston is seeking a qualified television maintenance engineer. 3-5 years prior television maintenance experience with component level repair skills a must. Primary responsibilities include maintenance of Ampex 1" and Sony 1/2" videotape equipment. Send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227, Attn: Personnel Dept. No phone calls. EOE.

TV transmitter maintenance engineer: Fox Television, WFXT, Boston is seeking a qualified transmitter engineer with strong background in RF. Previous experience with RCA-TTU110 UHF transmitter and studio equipment preferred. FCC lic. or SBE certification required. Send resume/references to: Moses Primo, CE, WFXT-TV, 100 2nd Ave., Needham, MA 02194. Equal opportunity employer.

Television maintenance engineer: Lifetime Television seeks an experienced maintenance engineer for its new broadcast facility in Astoria, Queens, NY. Knowledge of Sony 1", 3/4", Beta SP and Betacart desired. Familiarity with GVG switchers, editors and FX a plus. Position will involve custom construction and routine maintenance. Available to work evenings. Salary commensurate with experience. Full benefits, 401K savings plan, discounts. Send resume with salary history to: Lifetime Television, 36-12 35th Ave., Astoria, NY 11106. Attn: Personnel Department. EOE.

TV shift supervisor: TV shift supervisor sought for KPBS-TV master control. Responsible for the technical quality and timely execution of KPBS-TV on-air operations; performs video and audio editing; operates TV broadcast equipment and transmitter in compliance with FCC requirements. Minimum 6 months experience in on-air broadcast operations required. Equivalent to graduation from a four year college required. Knowledge of videotape equipment, production techniques, signal requirements, and FCC guidelines is strongly desired. FCC General Class license and/or SBE Certification preferred. Salary range: \$1919-2296 per month. Excellent benefit package. Obtain employment application along with supplemental Media Production Specialist I application (specify KPBS-TV Announcement #8116) directly from: San Diego State University Employment Office, Third Floor-Administration Bldg., San Diego, CA 92182. Submit completed applications to above address no later than January 4, 1989. EEO/AA/Title IX Employer.

Assistant chief engineer, central Michigan mid 50 market, CBS affiliate. Experienced maintenance person. UHF tx, studio equipment. FCC license and SBE certificate preferred. Send resume to CE, WEYI-TV, P.O. Box 250, Clio, MI 48420. EOE.

Master control operator: Great Lakes area network affiliate/production house needs experienced, reliable, technically oriented, quality minded person proficient in all aspects of master control operations. Must be able to work well under pressure and have FCC license. Send resume and salary history to Box P-52. EOE.

ENG truck operator: Two years experience in the operation and maintenance of live microwave trucks. Must be willing to work nights and weekends. Must have a clean driving record. Send resume to Allison Amron, Chief Photographer, WTNH, 8 Elm St., New Haven, CT 06510. EOE. No phone calls, please.

Chief engineer: Excellent opportunity with small market affiliated UHF station for individual who is highly hands-on. UHF transmitter experience a must, good opportunity for person to move up. Prospects should forward resume, references and salary requirements to: Box P-58. All inquiries confidential. EOE.

TV maintenance engineer: South Texas network affiliate. Strong RF and transmitter experience. Harris BT-35L transmitter. Maintenance of studio equipment desired; Sony Beta, Beta Cart, Ampex AVC-23, ADO, Harris ESP11, Vidifont Viditext II. Send resume to: KGBT-TV, P.O. Box 2567, Harlingen, TX 78551, Attn: Chief Engineer. EOE.

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.

Weekend sports anchor/reporter. Experienced. Immediate opening. Send tape, resume and salary requirements to: Don Hickman, News Director, WICS-TV, 2680 E. Cook St., Springfield, IL 62703. EOE

Assignment editor. Aggressive high-energy take-charge person needed to back up our managing editor in all phases of desk operations. We have all the tools - uplink, live ENG, helicopter. BA plus 3 years experience. Resumes to Billye Gavitt, KWTV, P.O. Box 14159, Oklahoma City, OK 73111. EOE. M/F.

News anchor: 6 & 10 newsgights. Some reporting required. Minimum 2 years reporting experience. Mature. Position to compliment female anchor. Open immediately. Tape, resume to: Kathy Nelson, WCBI, Box 271, Columbus, MS 39703. No calls. EOE.

News reporters and photographers: WCBI, Columbus, MS is taking applications. Send tapes and resumes to: Kathy Nelson, WCBI, Box 271, Columbus, MS 39703. No calls. EOE.

TV news photographer/editor: Minimum two years experience shooting and editing TV news. Must be willing to work nights and weekends, must have clean driving record. Please send tape and resume to Allison Amron, Chief Photographer, WTNH, 8 Elm St., New Haven, CT 06510. EOE. No phone calls, please.

Sports anchor-Midwest network affiliate looking for aggressive weekday sports anchor. A people person...an interest in local sports coverage a must. Respond by Dec. 24th. Resumes only to Box P-29. EOE.

ENG videographer: With 2-4 years experience. Need a creative, energetic person. Good editor. Live ENG experience. Send tape and resume to Assistant News Director, WLOS-TV, 288 Macon Ave., Asheville, NC 28804. Equal opportunity employer.

News writer/associate producer - KCRA-TV seeks a news writer/associate producer who can write clear, concise and conversational copy under a time pressure deadline. Prior experience mandatory. Applicants with experience producing newscasts will be given preferential consideration. Person hired for this position will receive additional training qualifying him or her to produce newscasts for KCRA-TV. Send writing samples and resume to Bob Jordan, News Director, KCRA-TV, 3 Television Ct., Sacramento, CA 95814-0794. No calls, please. EOE, M/F. Deadline for applications: December 31, 1988.

Top 20 station seeks part-time videotape editors, previous news editing experience required. Successful candidate must be very fast! EOE. Send resume and non-returnable tape to: Will Harbeson, News Operations Manager, WSVN-TV, 1401 North Bay Causeway, Miami, FL 33141.

Video production company seeking reporter/producer w/strong background in human interest; motivational; feature reporting. Tape/resume only to: Barber, c/o TAKE-OFF, 240 Sovereign Ct., St. Louis, MO 63011. EOE.

Wanted- Experienced shooter for night time spot news as well as daytime production and editing. Need ASAP. Send resume to Miami TV News, c/o Tina, 7400 N. Kendall Dr., #617, Miami, FL 33156. EOE.

News Producer with strong organizational and people skills needed for top 10 market. Send two, recent non-returnable airchecks, along with resume and salary history to: Newspeople, 20300 Civic Center Dr., Suite 320, Southfield, MI 48076. EOE.

Reporter/producer: Statewide public television network needs experienced journalist. Must possess demonstrated writing skill. Experience in broadcast television, government and legislative reporting preferred. Send resume, tape and salary history to Personnel, P.O. Box 20066, Tallahassee, FL 32316 by January 9, 1989. EOE.

Reporter/writer. Freelancer wanted for video health magazine show based in the NY area. Must have good writing skills, on-camera look, and be a team player. Send reel/resume to: NYCC Media, P.O. Box 167, Glen Head, NY 11545. EOE.

Chief editor: Supervise TV news editing, schedule editors. Edit video tape for news, documentaries, station projects. Requires at least five years broadcast video editing experience. Excellent organizational skills needed. Supervisory and management experience required. Send resume to Bobbie Slaughter, WSOC-TV, P.O. Box 34665, Charlotte, NC 28234. EOE.

Senior reporter - Three years experience required. Need an aggressive, self-starter. Individual must possess gut-level news instincts. Live skills and on-set debriefs essential. Gannett ownership and NBC affiliation assure commitment. Those who applied before need not apply again. Resumes & tapes to Paul Baldwin, News Director, WTLV, 1070 E. Adams St., Jacksonville, FL 32202. Women and minorities are encouraged to apply. EOE.

Photographer. We are looking for an energetic news photographer to replace an award winner who is going to a larger market. Resume, non-returnable tape to Lewis Gardner, Chief Photographer, WTVQ-TV, Box 5590, Lexington, KY 40555. EOE.

Wanted: Aggressive, eager, knowledgeable sports anchor/reporter. Medium to small market. Major college city. Local, area sports emphasized. Send tape and resume to: Ms. Linda Broussard, Audition Clearing House, 12 Greenway Plaza, Suite 1100, Houston, TX 77046. EOE.

Anchor wanted...Southwest small market affiliate seeks mature anchor to compliment an outstanding female co-anchor. Experience producing 6 and 10 newscasts essential. Photo and salary history must accompany resume. Mail to Box P-61. EOE.

Small station in Kansas has excellent opportunity for up-coming sports anchor. Must be able to write, edit, shoot high school PBP. Interest in news desired. Must love hard work, long hours and want to learn. Send resume/tape/salary wishes to Robert Raff, TV6, 222 W. Sixth St., Junction City, KS 66441. EOE.

KMOT-TV has an immediate opening for the position of sports director. Duties include managing a two-man sports department, anchoring the six o'clock sports broadcast and shooting sports events. A minimum of two years television sports reporting and anchoring is required. Send tape and resume to: Keith Darnay, News Director, KMOT-TV, Box 1120, Minot, ND 58702.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

EFP supervisor: Creativity stressed, strong background writing, shooting, editing, directing. On location 3/4", 1" experience... Deal closely with staff, ad agencies. Salary DOE. Send resume and tape to: Bruce Sloan, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE.

Senior crew member at PBS station. Required: minimum four years hands-on experience in broadcast television production, with emphasis on EFP, post production and studio operations. BA or BS in radio/television preferred. Salary: \$22,000 annually (some overtime available). Send resume and demo tape to Crew Chief, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004. No calls accepted. EOE.

Videographer: Statewide public television network needs videographer for documentaries, news programs and live events. Must have knowledge of state-of-the-art broadcast systems, and a demonstrated track record as a creative member of a photo-journalistic team. Send resume, tape and salary history to Personnel, P.O. Box 20066, Tallahassee, FL 32316 by January 9, 1989. EOE.

Producer/director: Responsible for all phases of the creation and execution of local and national television series and specials. Bachelor's degree plus two years producing and directing experience. Competitive salary and excellent benefit package. Resume, cover letter and salary requirements to: WXXI, Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

Videographer to shoot commercials and outdoor show. Must have demonstrated ability to shoot creatively and efficiently. Rush resume, tape and salary history to Jack McGee, KDEB, 3000 East Cherry, Springfield, MO 65802. EOE.

Producers/directors (2) needed for regional public television station. Need expertise in all aspects of production. Good equipment. Productions for local, statewide, and national audiences. Degree plus minimum two years experience or equivalent work experience. Must work well with students. Base salary \$17,193 plus good benefits. Send letter, resume, transcripts, names/addresses/phone numbers of three references: KENW-TV, Producer/Director Search, Station #21, Portales, NM 88130. Eastern New Mexico University is an AA/EEO employer. Closes January 9.

WGBO-TV 66, Combined Broadcasting, Inc. in Chicago is seeking a promotion writer-producer with a minimum of two years of hands-on experience. Knowledge of Independent TV promotion a must. If you are energetic, creative and have great ideas, send your resume and reel to darlene Chan, WGBO-TV, 875 N. Michigan Ave., Chicago, IL 60611. No telephone calls, please. EOE, M/F.

Editor/director to post commercials on ACE editor. Familiarity with ADO desired. Some studio shooting involved. Must be able to work creatively under tight schedule. Rush tape, resume, and salary history to Jack McGee, KDEB, 3000 East Cherry, Springfield, MO 65802. EOE.

Promotion writer/producer: Midwest NBC affiliate is looking for a capable and effective writer/producer. Requirements are 2 years experience, strong writing, 3/4 editing, and a working knowledge of production. A history of news promotion is a plus. Send resumes to Box P-57. EOE.

Graphics and effects producer: Needed to work with art director in the production of graphics and animated effects for news, promotion and production. Minimum 2 years experience, knowledge of ADO, AJA-3 paint system, switcher keyer, Chyron and editing and production processes. Send resume to: Curtis Cruz, KSTP-TV, 3415 University Ave., St. Paul, MN 55114. Equal opportunity employer.

Operations manager/program director: Local cable programming facility with heavy emphasis on news and sports seeks a hands-on individual with supervisory experience and video production expertise. Must be promotion oriented, community spirited and able to motivate people to perform at their best. Send tape and resume to: Lew Scharfberg, Cable 6 TV, Industrial Dr., Middletown, NY 10940. EOE.

Associate producer for Seattle ABC affiliate #1 daily talk show. Required: proven ability to aggressively identify and book shows; experience in remote and field production; and two years producing. Send tape and resume to Personnel Department, KOMO-TV, 100 Fourth Ave. North, Seattle, WA 98109. EOE.

Promotion manager - California's fastest growing independent in one of America's fastest growing markets seeks a creative and knowledgeable leader to ignite the excitement. Skilled professional must be well grounded in independent television promotion and production and enjoy the challenges of producing good radio, event promotion, and agency relations. If you have distinguished yourself in these areas, we should hear from you. Our great facility and energetic environment is only surpassed by the beauty of the Sacramento area. Resumes to: Leilani Le Blanc, KSCH TV-58, Pegasus Broadcasting, Inc., P.O. Box 2258, Rancho Cordova, CA 95741. EOE. No calls, please.

Producer/writer/director with 2+ years experience in documentary and commercial production needed. Excellent environment, benefits, salary. Call Mike Clark, 515-472-3800. 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.

General sales manager available... self-starter with strong leadership and management skills. Extensive background covering local, national, and regional sales management and development-with strong rep experience! Sales management success with major group-owned stations and knowledgeable with all areas of station operations. Reply Box P-54.

SITUATIONS WANTED TECHNICAL

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

Weathercaster-certified, 14 years experience tornadoes, hurricanes, ice, snow & drought. Science and technology reporting, remote weathercasts. Colorgraphics and Kavouras graphics. Quality individual for a quality operation. Box P-53.

Young, take-charge ND who puts ratings 1st. Medium or small market. 701-235-2597.

Experienced, colorful, witty sports announcer and current sportswriter, seeking sports position in PBP, anchoring or reporting. Resume, tapes available. Please call Jeremy 215-896-6195.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Design director - Experienced graphic communicator seeks creative opportunity. Strong contemporary designer in collateral, print and video. Box O-66.

Seeking AP position with talk show. Perform network-level warm-ups if audience formatted. O/C, production experience. Dynamic personality, creative, well-organized. Prefer medium market. Box O-65.

Rescue me! Young, creative female seeks video production position. BS/Telecommunications, 2 years experience. Enjoys editing. 215-275-4025.

Florida position sought by producer experience in movie and program promotion, documentary, magazine and talk show production. Currently in Florida for interviews. 407-369-8083.

MISCELLANEOUS

Looking for New Year opportunity? Climb aboard The Hot Sheet--broadcasting's leading job listings publication! Money-back guarantee. Media Marketing, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

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.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast Journalism. The University of Wisconsin-Milwaukee is seeking a fulltime, tenure track assistant professor beginning August 1989 to teach advanced courses in broadcast news, and conduct scholarly broadcast journalism research. Ph.D. in related field essential; broadcast news experience desirable. The Department has 13 full-time faculty teaching more than 200 majors and 30 MA candidates. Send letter with resume, and list of 3 references to Dr. Don Le Duc, Search Committee Chairman, Department of Mass Communication, Box 413, University of Wisconsin-Milwaukee, Milwaukee, WI 53201. Application deadline: February 15, 1989. UWM is an AA/EEO employer.

Marquette University, Department of Broadcast and Electronic Communication, College of Communication, Journalism and Performing Arts, seeks an assistant professor for a full-time, tenure track position in the Department of Broadcast and Electronic Communication, to begin August 1989. A Ph.D. is preferred, MA acceptable; significant professional experience in broadcast journalism required. Minorities and women are especially encouraged to apply. Send a letter of application, curriculum vitae and three letters of recommendation by January 15, 1989 to: Chair, Search Committee, Department of Broadcast and Electronic Communication, College of Communication, Journalism and Performing Arts, Marquette University, 1131 W. Wisconsin Ave., Milwaukee, WI 53233. Screening of applications will begin on January 15, 1989 and continue until the position is filled. Marquette University is an Equal Opportunity Affirmative Action Employer.

Journalism-Mass Communication: Broadcasting faculty positions: University of Oklahoma. One tenure-track position is open at the School of Journalism and Mass Communication, University of Oklahoma, in the broadcast area. Rank is assistant or associate professor. A Master's or J.D. degree is required; candidates with a Ph.D. will be given special consideration, but all qualified candidates are urged to apply. Starting date is August, 1989. Teaching speciality sought is television/video production. It is desirable that the successful candidate have a secondary emphasis in a related broadcasting area, or experience in management. The successful candidate will teach primarily production. Other opportunities exist in management courses at both undergraduate and graduate levels including courses in station management, sales, promotion and programming. At least five years of substantial quality broadcasting experience within the past 10 years is preferred. Salary competitive for rank. The School seeks candidates dedicated to providing quality professional education within a liberal arts context. The successful candidate must demonstrate a capacity of potential to teach well, to develop funding opportunities, to be productive in creative activities or traditional scholarship in order to merit full standing as a member of the Graduate College faculty, and to build ties with the broadcast industry. The University is located in Norman, a community of 100,000, just 20 miles south of Oklahoma City, the state capital and largest business and cultural center in the state. The School, which is celebrating its 75th anniversary this year, also is well situated to take advantage of other major South Central and Southwest media markets. Programs include undergraduate sequences in advertising, news communication, professional writing, public relations, and radio/television/film, and an M.A. program. Undergraduate majors number more than 1,100; graduate majors number 125. Applications must be received on or before January 10, 1989. Applicants must provide a letter of application and curriculum vitae. Three letters of reference also should be provided. All materials should be sent to: Chair, Broadcast Search Committee, School of Journalism and Mass Communication, The University of Oklahoma, 860 Van Vleet Oval, Norman, OK 73019. The University of Oklahoma is an Equal Opportunity/Affirmative Action Employer. Women and minorities are especially encouraged to apply.

Broadcast and Mass Communication: Senior rank tenure track position in the Communication Studies Department beginning September 1, 1989. The successful candidate will promote the growth of the Broadcast and Mass Communication area through grantsmanship and professional activities. The preferred candidate should have an earned doctorate and a record of scholarship in an appropriate field; substantial experience in broadcasting; five years teaching experience; a commitment to undergraduate education; and sensitivity to the interdisciplinary nature of communication. The successful candidate will teach courses in broadcasting and mass media communication. Salary dependent on qualifications and experience. Women and minorities are encouraged to apply. Send letter, vita, transcripts and three letters of recommendation by January 1, 1989 to: Marcia Moore, Communication Studies Department, State University of New York at Oswego, Oswego, NY 13126. EOE.

Assistant professor, Department of Telecommunications, Henry W. Grady College of Journalism and Mass Communication, University of Georgia, beginning Fall 1989. Qualifications: Ph.D. in Broadcasting, Telecommunications or related field. Candidates nearing completion of the degree are invited to apply. Salary: Competitive. Primary responsibilities: Teach undergraduate and graduate courses in electronic media and mass communication including audio/radio production, television production (studio and/or EFP) and writing for radio-TV-film. The successful candidate will have additional teaching opportunities on the undergraduate and graduate levels depending on his/her interest and expertise. The candidate is expected to present evidence of scholarly productivity, which will be supported by release time and travel. The Department of Telecommunications includes 11 faculty plus adjunct and doctoral teaching associates and roughly 200 upper division majors. It is one of 3 departments in the Grady College. The department offers two majors: (1) Telecommunication Arts (which concentrates in writing, production and management/sales), and (2) Broadcast News. The department is home of the George Foster Peabody Awards and the Peabody Archives of Radio and Television which offer opportunities in teaching, research and service. Additional teaching support includes: The Himan Brown Audio Production Center, the Thomas C. Dowden Center for Telecommunication Studies and the Arbitron Master Library. Current enrollment at the University of Georgia is nearly 25,000. Athens is a pleasant university community located 75 miles northeast of Atlanta, one of the nation's fastest-growing media markets. Send vita, including three references by February 1, 1989 to: Professor Allan E. MacLeod, Chair, Search Committee, Department of Telecommunications, College of Journalism, University of Georgia, Athens, GA 30602. The University of Georgia is an affirmative action, equal opportunity employer, and invites and encourages applications from women and all minorities.

Executive director of Tele-Education and Educational Technologies. Ball State University, Muncie, Indiana: In September, 1988, Ball State University dedicated its new 8 million dollar Ball Communications Building. The only facility of its kind in the country, this state of the art learning and communication center is part of a University-wide fiber optic infrastructure designed to transmit voice, video and data among classroom buildings. A major commitment of the University involves the application of sophisticated educational technologies for use by faculty within the classroom and in the delivery of live interactive television classes throughout the State of Indiana. Ball State University seeks an experienced individual to provide administrative and creative leadership for the continuing development and application of cutting-edge instructional technologies within the classroom environment; the expansion of live interactive television programming; the preparation and training of faculty to teach live television courses; and the general administration of the Office of University Media Services. The Executive Director of Tele-Education and Educational Technologies reports to the Associate Provost and will work closely with Media Services in faculty development and course design; with Continuing Education in the delivery of telecourses; and with various professional and technical staff in the application of educational technology to instruction both on and off campus. Minimum qualifications: Masters degree, preferably in the fields of telecommunications, educational systems technology, instruction design, television production or related fields involving the application of educational technology (years of verifiable creditable service may be substituted for educational requirements). At least five years of recent leadership and management experience in higher education involving the supervision of both technical and professional staff. Knowledge of and in-depth understanding of the application of voice and video technologies to the instructional process, including development and design of live interactive television courses. Knowledge of TV production and engineering principles and formats, as well as state of the art communication and instructional technologies. Continuing contract twelve-month position. Send letter of application specifically addressing position requirements, vita, and three names and addresses of references to Dr. Thomas A. Kaluzynski, Associate Provost, Room 206, Administration Building, Ball State University, Muncie, IN 47306. Position will remain open until appointment is made. Ball State University practices Equal Opportunity in education and employment.

Assistant professor (tenure-track), electronic reporting. Teach broadcast news, field reporting, videography, videotape editing, plus other courses as need arises. Ph.D. in Mass Communications preferred. Master's required. Tv news experience essential, prior college teaching desirable. Salary range \$24,000-\$28,000. Start Aug. 20, 1989. Submit vita, transcripts, names of three references by Jan. 20, 1989 to David Clark, Chair, Department of Technical Journalism, Colorado State University, Fort Collins, CO 80523. 303-491-6310. EO Employer

HELP WANTED MANAGEMENT

Public relations director: National non-profit membership organization seeking a dynamic self-starter to assume responsibility for directing, planning and implementing programs of our public relations division. Candidates must possess a strong management background with (2) to (3) years national media experience. Degree and experience in public relations. Previous military experience desired. Excellent working conditions and benefits. Mid-west location. Send resume and qualifications to: Human Resources, P.O. Box 1055, Indianapolis, IN 46206. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHER

Sports/operations director L.I. based broadcast facility seeking a director with experience in personnel management and sports programming. Candidates must possess solid skills in the areas of office organization, sports knowledge, analysis, budgeting and interpersonal management. Prior broadcast management experience required. Send resume to Box P-55. EOE.

SITUATIONS WANTED NEWS

Money keeps score. But quality living, challenge, travel and perks mean more. For thirty years I've written, reported, produced, edited and managed newscasts. Now it's time for an interesting change. Overseas okay. Any ideas? Box P-63.

EMPLOYMENT SERVICES

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.

Airlines now hiring. Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1-805-687-6000 Ext. A-7833.

EDUCATIONAL SERVICES

Talent coaching: For TV reporters. Polish anchoring, standups, interviewing, writing, Teleprompter. Learn from former ABC Network News correspondent/New York local reporter. Demo tapes. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

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 1950 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.

Microphones: RCA models 30A, 77A, BK-6A, BK-10, SK-39, SK-46; Electro Voice models 644, 645, 731 Jim. 212-496-6054.

Transmitters: Want to Buy: Late model 20KW, 25KW or 30KW FM transmitter. Must be in perfect operating condition. Call David Dovich at 314-721-1247 or write Totalcom, 8229 Maryland, St. Louis, MO 63105.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom 215-884-0888. Telex 910-240-3856.

50KW AM ** CCA-AM 50,000D (1976), excellent condition ** Transcom Corp. 215-884-0888. TELEX 910-240-3856.

FM Transmitters ** CSI T-25-F (1985) ** RCA BTF20E1 (1975, 1976, 1974) ** Harris FM10H3 (1974), RCA BTF10D (1968), CCA 5000DS (1972) Gates FM-1G (1967) Transcom Corp. 215-884-0888. TELEX 910-240-3856.

1KW AM Transmitters ** Collins 820D2 (1981) ** CSI T1A (1981), Sparta SS1000(1981) ** Collins 20V3 (1967) ** Bauer 707 ** Gates BC-1T ** Transcom Corp. 215-884-0888. TELEX 910-240-3856.

AM Transmitters ** CCA AM 10,000D (1970), Collins 820F (1978) ** Gates BC-5P2 (1966) ** Collins 21E ** McMartin BA 2.5K (1981) ** Transcom Corp. 215-884-0888. TELEX 910-240-3856.

RCA UHF TV transmitter: Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen. 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 Klystron 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 GE4TT6E24TF4A1 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.

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.

LPTV one stop, we have it all to get you on the air. 10, 20, 100 watt, 1 kilowatt transmitters available, also v.deo 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. Broad-Cast 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

Equipment financing: New or used 36-60 months. no down payment. no financials required under \$25,000 Refinance existing equipment Exchange National Funding 214-422-5487.

Year-end inventory sale! Ampex Betacam demo equipment at drastically reduced prices! Includes new equipment warranty Contact your nearest Ampex representative for availability and delivery California 415-367-2202. 818-365-8627. Massachusetts 617-932-6201. Maryland 301-530-8800. Texas 214-960-1162. Illinois 312-593-6000. New Jersey 201-825-9600. Georgia 404-491-7112

The BroadCast Store announces its' New York location. America's #1 used equipment co now has locations in New York and Burbank to serve you Production + post-production sales Service Consign Buy. Ikegami - 79 EAL. Sony BUV 800. Sony BVH 1000. Crosspoint 6119. and much more 522 W. 36 St. New York, NY 10018 NY-212-268-8800. Burbank-818-845-7000

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

50 KW Continental 317-C - on air until Jan 1st - Full time service - many spares major market use. Also 76 other FM & AM trans Call Rob Malany. 214-226-8967. BESCO Intl. 5946 Club Oaks Dr. Dallas. TX 75248

3/4" and 1" blank videotape. Evaluated tape broadcast quality guaranteed Sample prices UCA/KCA-5 minutes. \$4.95 each. KCS-20 minutes \$6.49. KCA-60 minutes. \$10.99. 1"-60 minutes \$37.99 Eicon evaluated. shrink wrapped. your choice of album or shipped and delivered free Almost one million sold to professionals. For more info call 1-800-238-4300. in Maryland, call 301-845-8888.

Copper! #8 & #10 ground radials. 2,3,4,6,8" strap. fly screen. ground screen 800-622-0022. Ask for Copper Sales.

Complete FM radio station with 25KW Collins transmitter will be auctioned by mail bid. write for details Box O-39

M-Format equipment. Low prices on Plumbicon cameras. editing VTRs. field VTRs. TBC's. edit controllers and more Call WNEV TV. 617-725-0814

Grass Valley 300 loaded, special price 1600-1X. 1600-3D. 1600-7G. Several other switchers of all sizes available. Ikegami HL-355. HL-95B and others. BVW-75. BVW-10s. BVW-40s. RCA TCR-100s and film islands at low prices. Call now for used equipment or to list your surplus equipment Media Concepts 919-977-3600 or FAX 919-977-7298

BCS = BroadCast Store buys transmitters VHF UHF FM. AM. satellite. microwave Any power level/frequency Translators wanted VHF. UHF 818-845-7000.

LPTV one stop, we have it all to get you on the air 10 20. 100 watt. 1 kilowatt transmitters available Design and installation also available Michael Jaymen. BCS = Broad-Cast 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

Complete R.C.A. UHF, high band 30KW transmitter with Klystrons. also antenna and trans. line. Call 803-244-1616. Ask for Dir Eng.

LPTV permit holders! Call us for TTC transmitters. Bogner/Scala antennas. M/A-Corn Microwave. Save time and dollars. place your complete RF order with us today for March delivery Kidd Communications 916-961-6411

Close out on Video Brokers odds and ends: Fairchild Audio DA 1X8. \$200.00 (2). Video DA 1X6. \$150.00 (2). DBX 140. \$150.00 (10). Sony VO 4800. \$500.00 (2) Ampex audio recorder - 2 ch (PR-10). \$250.00. delay lines \$200.00 (6). Shure SF-30-2E audio mixer. new. list \$750.00 - close out \$300.00 Tektronix 1480 Wave Form monitor. \$2500.00 (2) Misc hard shipping cases \$50.00 (10). Call Video Brokers 407-851-4595

1 inch VTR's in stock. Sony BVH 1100. Ampex VPR-2B Ampex VPR-80. Save at year end on these fully refurbished machines Call Video Brokers 407-851-4595.

VIDIFAX is coming. Send us your FAX number to be included in our new FAX network. You will receive listings of exceptional equipment deals before any national ads or news letters publicize it Hear it first with VIDIFAX. FAX us your FAX number Video Brokers FAX 407-851-7497

Ampex VPR 80's 10 units available at time of this ad All are with TBC's AST rack mount or table top. new heads (R/P and AST) These machines have 100% Video Brokers 30 day warranty. Save now on 1 inch VPR 80's Call Video Brokers 407-851-4595.

Sony Beta in stock. ready for same day shipment All units are X-demo with low hours and new condition. Some units are new. with zero hours use. Choose from: BVW-10. BVW-15. BVW-25. BVW-35. BVW-40. All with 100% warranty. Save with year end prices Call Video Brokers 407-851-4595.

Ampex/Nagra 1" VPR-5. Close out on the last of the demo units we have in stock This VTR is in new condition and priced at just \$10K Only one left and we want to close it out by year end. Call Video Brokers 407-851-4595

Grass Valley 1680 switcher. Save big \$\$ on this loaded switcher with year end pricing Also. Grass 1600-3G with 3ME and full E-MEM. \$22.5K Call Video Brokers 407-851-4595

Ampex ACE micro, with touch screen and all accessories This demo unit is ready to ship. Also. Sony BVE 5000 editor with dynamic motion control Like new. with BVH. BVU. and Beta interface Save up to 70 per cent Call Video Brokers 407-851-4595.

Heads for Ampex and Sony 1" VTR's. Save on new AST. DT. and Rec/play heads These are new heads Call Video Brokers 407-851-4595.

New Betacam Sony BVW-3A complete system; Cam. recorder. lens and case all for 159K These units have zero hours Save with year end prices Call Video Brokers 407-851-4595.

PLEASE NOTE:

When answering a Blind Box ad, **DO NOT** send tapes.

BROADCASTING does NOT forward tapes or other oversized materials to Blind Boxes.

RADIO

Help Wanted Management

**EXPERIENCED SALES MANAGER
TOP 75
CENTRAL CALIFORNIA MARKET**

KTHT-FM, Fresno. seeks a proven Sales Manager with a record of achievement in developing local direct sales professionals. Successful candidate will have the ability to advance to a GM position with an expanding group. EOE.

**Walter Koschnitzke
K-HIT 102.7
2775 E. Shaw
Fresno, CA 93710**

**SALES MANAGER
MAJOR MARKET LEADER**

Major group owned FM in major market looking for a seasoned street fighter Candidates must have solid radio. sales management experience with a track record that is second to none Local sales successes are a must This is a serious career opportunity Equal opportunity employer

Box P-64.

Situations Wanted Management

**General Manager.
Major market top biller.
Turnaround experience.
Polished professional.
Strong leadership, people,
sales, research skills.
PO Box 15343
Fort Lauderdale, FL 33318-5343**

IMMEDIATE OPENINGS EXIST

TM COMMUNICATIONS HAD CREATED A GROUND FLOOR OPPORTUNITY IN THE BROADCASTING SERVICE INDUSTRY.

IMMEDIATE OPENINGS EXIST IN TM'S LIBRARY DIVISION AND NEW TELEMATX DIVISION.

A BACKGROUND OF SUCCESSFUL BROADCAST SALES EXPERIENCE AND HARD WORK WILL EARN SIX FIGURES.

SEND RESUME TO: DAVE TYLER
TM COMMUNICATIONS
1349 REGAL ROW
DALLAS, TEXAS 75247

TM - WHERE THE FUTURE OF BROADCASTING IS HAPPENING NOW!

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.

Miscellaneous

**We obtain Radio
Construction Permits
the old fashioned way...
we buy them!**

Cash for C.P.'s write:
RadioActive Group
314 Ivy Place. 100 Wolf Road
Lebanon, NH 03766

TELEVISION

Help Wanted Production

**PROMOTION
WRITER/PRODUCER:**

CBS affiliate in Nashville seeks creative and imaginative individual to promote our local and syndicated programming.

Splashy graphics, strong writing skills, and a sense of humor will get you this job at a high tech station in a very competitive market. Rush tape and resume to:

**David Earnhardt
WTVF
474 James Robertson
Pkwy.
Nashville, TN 37219**



EOE. No phone calls please.

VIDEO TAPE EDITOR

KING 5 Television's Tracey and Company seeks a creative magazine-style video tape editor. This position requires a clear understanding of sequencing, audio mix-downs and production effects. A demonstrated ability to edit Beta or 1/4" video format using BVE 900, BVE 600 or comparable computer editor is essential. Two-to-five years television experience is required. College degree or equivalent.

Send two copies of your cover letter and resume, and a tape to:

Human Resources Director
KING 5 Television
333 Dexter Avenue North
Seattle, WA 98109

NO PHONE CALLS PLEASE

An Equal Opportunity Employer
M/F/H



California

Broadcast Job Bank

For application information call
(916) 444-2237

California Broadcasters Association



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

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.

G S M - TELEVISION

Network Affiliate in fast growing East Coast market needs an aggressive, innovative sales leader. Five years sales experience a must. Local Sales management a plus. Great compensation package - \$100,000 + ... and equity potential. EOE.

Send resume to:

Box P-42

BUSINESS MANAGER

Business Manager for Sunbelt Network Affiliate. Minimum 5 years experience, prefer CPA. BS/BA or equal combination of education and experience. Demonstrated communication and planning skills. Proficient in all phases of financial management and broadcasting. Computer literacy a must. Send resume and salary requirements to:

BOX P-66
EEO M/F

VICE PRESIDENT, TELECOMMUNICATIONS

The Corporation for Public Broadcasting, a private non-profit corporation, is seeking a VP to be responsible for the initiation, development, management, and systematic evaluation of policies, budgets, and activities designed to carry out CPB's mandate to promote the growth and development of public telecommunications nationally. Will also serve as CPB's primary liaison with national, regional and local public radio and television organizations and stations and other organizations associated with public telecommunications.

Requires: Bachelors degree in communications, business admin, public or educational admin (Masters degree desired); at least 5 years senior broadcast mgt experience, w/demonstrated public radio and tv senior mgt experience preferred; effective oral and written communications skills; demonstrated ability in public policy analysis and development; and demonstrated knowledge and/or experience working with regional and national membership organizations and government agencies. Knowl/exp in new broadcast technologies and related policy issues affecting public telecommunications, and in working with public broadcasting organizations also helpful. Excellent benefits. Resumes must be received by close of business December 30, 1988. EOE.

The Corporation for Public Broadcasting
1111 16th Street, NW
Washington, DC 20036
Attn: Marcia Grossman



Help Wanted News

HELICOPTER PILOT/REPORTER

KCRA-TV seeks an experienced helicopter pilot/reporter to fly its live news helicopter. Unblemished safety record mandatory. If you're a level-headed pilot who believes that safety is more important than the story, send a non-returnable tape and complete resume with professional references to:

Bob Jordan
News Director
KCRA-TV
3 Television Circle,
Sacramento, CA 95814-0794
No calls, please. EOE, M/F.

Help Wanted Technical

FORT LAUDERDALE

WFUN-TV Ch 27, new Indie April '89 sign on, now accepting resumes for all positions: GSM, Acct. Execs., PD/PM, Production Mgr., Chief Engr., Operations Mgr., Copy Writer, and staff positions. Exciting, challenging environment with room to grow with only TV station in County of 1.5 million! Equal Opportunity Employer - M/F. No phone calls, please. Resume, tape, references, photo.

Skinner Broadcasting, Inc.
WFUN-TV 27
Executive Offices
450 N. Park Road, Suite 580
Hollywood, FL 33021



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

VIDEO PRODUCTION SPECIALIST

Responsible for the writing, production and taping of video productions on career programs to be used in college awareness programs for prospective students and their families. Minimum qualifications include Bachelor's degree in Radio/Television/Film, Video Communications or a closely related field required. Master's preferred. Minimum of three years experience in writing, producing and taping of video productions. Starting salary range \$28,000 - \$30,000. Send resume and cover letter for application materials. Completed applications must be received by January 13, 1989. Personnel Department, BURLINGTON COUNTY COLLEGE, Pemberton, NJ 08068, 609-894-9311, Ext. 390. Equal opportunity employer/affirmative action employer. M/F.

ALLIED FIELDS

Help Wanted Sales

JOIN THE NATION'S FASTEST GROWING MEDIA BROKER

BROKERS WANTED

CHICAGO NEW YORK
DALLAS SAN FRANCISCO
DENVER BOSTON
S. or N. CAROLINA
OTHER AREAS



the millar company u.s.a., inc.
1905 S. 25th St., Suite 102
Ft. Pierce, FL 34957
407-466-5086

Foundation Director

Executive Director for private foundation (\$11.5 assets; 3.5 staff) that funds and undertakes communications projects of regional and national significance. Interests include public policy issues, innovative uses of media for public affairs education, and provision of communications training to non-profit groups.

Responsibilities: Researching areas of potential foundation interest, reviewing grant proposals, carrying out foundation-initiated projects, advising nonprofits on use of technologies, and day-to-day foundation management.

Qualifications: The successful candidate will have a passion for communications as a subject of inquiry and practice, broad knowledge of communication technologies, familiarity with the policy-making process, and ability to provide leadership to others who have common objectives. Graduate degree desirable and professional achievement in a communications-related field essential.

Salary: \$50-60,000

Interested persons should send letter and resume to: Benton Foundation, 1776 K Street, NW, Suite 605, Washington, D.C. 20006.

Deadline: January 30, 1989.

Help Wanted Technical

CUSTOMER SERVICE REPRESENTATIVE

Detail oriented, self-starter needed for a career with software vendor for the broadcasting industry. Will be responsible for software installation, planning, and client training. Involves extensive travel in the US and Canada. Broadcast experience required. Enterprise Traffic System knowledge preferred. Competitive compensation package. Send resume and salary history to:

Personnel Dept.
Enterprise Systems Group Inc.
2790 N. Academy Blvd., Suite 210
Colorado Springs, CO 80917

Employment Services

To get the first word on the best jobs call

MediaLine
THE BEST JOBS ARE ON THE LINE
800-237-8073 CA: 408-296-7353

Programing Services



Lum and Abner Are Back

... piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

For Sale Stations

MERRY CHRISTMAS and HAPPY HOLIDAYS

Hogan - Feldmann, Inc
MEDIA BROKERS • CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 960-3201

For Sale Stations Continued

TEXAS

Dallas FM/AM Combo - \$8.5 Mil.
San Antonio FM - \$7 Mil.
Terms possible

Details from BOX P-38

SPOKANE, WASHINGTON FM

\$800,000/terms
Principals only

BOX P-39

- Powerful fulltimer in Phoenix-Tucson area. Good billing and real estate. Bargain at \$760,000. Terms.
- 100,000 watt FM plus powerful fulltimer. City in Colorado. \$1.5 million. Terms.



Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
615-756-7635 — 24 Hours

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

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3125 Maple Leaf Dr. • Glenview, IL 60025
312-272-4970



PRIME ROCKY MOUNTAIN RECREATION AREA PROPERTY FOR SALE. HAS EXCELLENT CASH FLOW HISTORY. LOCATED IN EXCELLENT GROWTH MARKET. GOOD UP SIDE POTENTIAL.

BOX P-35

**FOR SALE
CLASS A - FM**
Midwest. Only station in 2 city market.
Excellent equipment. Building and real estate worth \$100,000. First 16 months after purchase, station went from \$2,000 a month to \$30,000 a month. Non radio people then took over and it buckled and went to \$10,000 a month. Manager left. Last 90 days with pros back in charge station running \$24,000 to \$25,000. All figures can be verified. Presently absentee owned & supervised. Owner operated cinch to do \$35,000 to \$40,000 if you are a pro. Must give bank officer reference on first call or nothing will be released. Station history is fascinating to a radio pro.
Call 414-235-2625.

**VENTURE CAPITAL
DEBT FINANCING**
For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

MIDWEST AM
Daytimer in good growth area. 125,000 metro population with good total coverage. College town, major commercial center with interstate access. 39 acres on site studios with newly remodeled building. \$250,000 with some financing possible.
Box P-65

Happy Holidays!
and a special thanks
to all our clients and friends
who helped make 1988
our best year ever!
Here's to a better 1989 for all of us!
BARRY SKIDELSKY
Attorney at Law
655 Third Avenue
Suite 1100
New York, NY 10017
(212) 818-0990

FCC PROBLEMS?
Contact
BROADCAST MEDIA LEGAL SERVICES
a service of McCabe & Allen
FOR IMMEDIATE LEGAL ASSISTANCE CALL
1-800-433-2636
(In Virginia, call 703-361-6907)
QUALITY, FLAT FEE LEGAL SERVICES.
AMEX MC VISA CHARGE

**EARLY DEADLINE
NOTICE**
For the January 2 issue, the
deadline is December 23.
For the January 9 issue, the
deadline is December 30.
Material must be received by
Noon, EST.

**BROADCASTING'S
CLASSIFIED RATES**
All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.
Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.
Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.
When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted; Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.
Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.
Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.
Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.
Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.
Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.
The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.
Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy

Writing
**BROADCAST
NEWS**
**Shorter,
Sharper,
Stronger**
A professional
handbook
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.

Media



Cook

Appointments at Tribune Company, Chicago: **Stanton R. Cook**, president and CEO, Tribune Company, named chairman. Cook had been president and CEO since 1974 when Harold Grumhaus retired. Cook will remain publisher, *Chicago Tribune* newspaper;

Charles T. Brumback, president and CEO, Chicago Tribune Company, which produces and distributes newspaper, named president and CEO, Tribune Co.; **John Madigan**, executive VP, Tribune Co., will succeed Brumback as president and CEO.



Kirby



Price

Appointments at Gannett: **Tom Kirby**, VP and general manager, KOCO-TV Oklahoma City; **Hank Price**, VP and general manager, WFMV-TV Greensboro, N.C.; **Al Brady**, VP and general manager, KKQB-AM-FM Houston, and **Marc Kaye**, VP and general manager, KNUA-FM Seattle, all named president and general manager of respective stations.

John G. (Gil) Rosenwald, executive VP and president-radio division, Malrite Communications Group Inc., Cleveland, named president and chief operating officer. Malrite operates 10 radio and six television stations.

Joe Dorton, president, Dorton Communications, Detroit, joins Financial Broadcasting Network, Beverly Hills, Calif., as president. Dorton will also be member of FBN board of directors. **John Darin**, anchor, Financial News Network, Los Angeles, joins FBN as executive VP, network operations.

Gary R. Chapman, group manager and senior VP, Freedom Newspapers television group, Providence, R.I., joins LIN Television Group, New York, as president. LIN owns seven television stations.

H. Gwen Marcus, VP, counsel, Showtime Networks Inc., New York, named senior VP, chief counsel.

Robert B. Morin, president, founder and CEO, New Century Telecommunications, New York, joins CST Entertainment, Marina

del Ray, Calif., as chairman and CEO.

Peter A. Leone, VP and general manager, WWOR(TV) Secaucus, N.J., joins Price Communications Corp., New York, as general executive, broadcasting.

Steven W. Terry, VP and general manager, AME Inc., Burbank, Calif., videotape post-production and duplication company, joins Mediatech West, Hollywood, as chief operating officer.

Richard H. Williams, VP and general manager, WCAV-TV Nashville, joins WDCA-TV Washington in same capacity.

DeAnne Sheehan, sales representative, KENO-AM-KOMP-FM Las Vegas, joins KUDA-FM there as general manager.

Thomas G. Kennedy, VP and general manager, KXXY-AM-FM Oklahoma City, joins NewMarket Media Corp., Winston-Salem, N.C., as regional VP. Kennedy will oversee NewMarket's WSJS(AM)-WTQR(FM) Greensboro, N.C., in addition to his Oklahoma City duties.

Jane E. Bartsch, VP and general manager, KOMA(AM)-KRXO(FM) Oklahoma City, joins KEBC(FM) there as VP and general manager.

Appointments at WANS-AM-FM Greenville, S.C.: **Ron Thompson**, sales consultant, RKO Network, Los Angeles, joins stations as VP and general manager; **Bill McCown**, program director, named operations manager.

Joel Grey, program director, WENS(FM) Indianapolis, named operations manager.

Scott J. Hooper, program director, WHEB(AM) Portsmouth, N.H., joins WBOQ(FM) Gloucester, Mass., as operations manager.

Marketing

Jeri Sacks, VP, pay cable and ancillary sales, Lorimar Telepictures, Los Angeles, joins Samuel Goldwyn Television there as VP, cable and ancillary sales.

Appointments at Lifetime Television, New York: **Douglas McCormick**, VP, sales, named senior VP, sales; **Seymour Kaplan**, VP, affiliate relations, named senior VP, affiliate relations. **James Wesley**, controller, Group W Satellite Communications Inc., New York, joins Lifetime as director, strategic planning.

Paul M. Danylik, VP, central division manager, Worldvision Enterprises Inc., Chicago, named Western division manager, Los Angeles. **Gary F. Butterfield**, account executive, Midwest, Twentieth Century Fox Television, Chicago, joins Worldvision there as VP, central division manager.

Appointments at Turner Cable Network, Atlanta: **Linda Hudson**, account executive, Superior Holding Corp., Atlanta, and **Neil Hoyt**, salesman, Norandex Inc., Utica, N.Y., consumer products company, named account executives.

Appointments at Showtime, New York: **Matthew A. Riklin**, VP, business development,



RTNDA recognition. Larry Christopher (r), former reporter-editor for BROADCASTING magazine who has served as pressroom director at the annual Radio-Television News Directors Association convention for the past 10 years, was awarded the 1988 Rob Downey Award at the association's 43rd conference in Las Vegas (BROADCASTING, Dec. 5 and 12). Christopher, shown receiving the award from Bob Brunner, WSAZ-TV Charleston-Huntington, W. Va., RTNDA's outgoing chairman, was honored "for exceptional service to the RTNDA board of directors."

Christopher began his career with BROADCASTING in 1943 and in 1972 joined the Alliance of American Insurers as director of communications. He retired last year as VP of corporate communications.

Harvard bound. Lawrence K. Grossman, former president of NBC News, will be a visiting lecturer at Harvard's John F. Kennedy School of Government in the spring semester. He will occupy the Frank Stanton chair on the First Amendment and will teach a graduate course called "Controversial Decisions: Television News and the Limits of the First Amendment." Grossman will also write a paper on the effects of television news coverage on the nation's political priorities.

Grossman, who headed NBC News for four years until his departure last summer, had previously served as president and chief executive officer of the Public Broadcasting Service from 1976 to 1984. Grossman has formed a public affairs production company, Brookside. Details about the new company remain to be disclosed, although Grossman said its programming will be distributed both to cable systems and television stations.

named senior VP, special markets and business development; **Joan Coyne**, director, corporate affiliate marketing, Showtime Networks Inc., New York, named VP, point of sale marketing.

Appointments at CBN Family Channel, Chicago: **Shirley Hill**, Midwest regional manager, named director, Western affiliate relations; **Tim Larson**, Northeast affiliate representative, Boston, named Midwest regional manager; **Kathryn Hutchinson**, account executive, Blair Television, Los Angeles, joins CBN as manager, Western advertising sales.



Simon

J. Mathy Simon, director, advertising and publicity, Orion Television Syndication, Los Angeles, joins Twentieth Century Fox Television Syndication there as director, creative services.

Mitch Turner, VP and general sales manager, National College Television (NCTV),

New York, joins Genesis Entertainment there as VP, advertising sales development.

Appointments at Prime Ticket, Inglewood, Calif.: **Mike Kincaid**, sales manager, KABC-TV Los Angeles, to president, sales; **Lisa Laky** and **Bill Williams**, account executives, KABC-TV, to same capacity.

Appointments at Playboy Channel, Los Angeles: **Michael Feinner**, director, Western region, sales and affiliate relations; **Brian Quirk**, director, sales and affiliate relations, Midwestern states, and **Jack Matthews**, director, Eastern region, named regional VP's, sales and affiliate marketing, in their respective regions.

David J. Pleger, general sales manager, TeleRep, New York, joins Group W Television there as general sales manager.

Michael Auerbach, account executive, Camclot Entertainment, New York, named VP,

Eastern sales manager.

William H. Featherstone, Southern regional sales manager, Blair Entertainment, Dallas, joins LBS Communications there as Southwestern regional sales manager.

Mary Collins, manager, Central region, American Movie Classics, Chicago, named director, Central region.

C. Bruce Pfander, director, marketing, CBS/Fox Video, New York, named VP, marketing.

David P. Tomick, senior corporate banker and VP, First National Bank, Chicago, joins Falcon Holding Group Inc., Los Angeles, as VP, finance.

Appointments at the Travel Channel: **Sally Stiffelman**, marketing manager, STL Cablevision, St. Louis, joins Travel Channel there as affiliate marketing and sales manager, Midwest region; **Joe Liska**, account executive, Marketures Inc., marketing firm, Albuquerque, N.M., named affiliate marketing and sales manager, Western region, Travel Channel, Los Angeles.

Appointments at BBDO, New York/Chicago: **Melissa Goldsmith**, VP, program development, BBDO, New York, named director, program development; **Gerald Kalvelage**, VP, creative director, Marstrat Inc., full-service agency, joins BBDO, Chicago, as VP and general manager, business communications; **Kitty Rothschild**, senior producer, broadcast production, Zwiren & Partners, Chicago, joins BBDO there as broadcast business manager; **Karen McCarthy**, account supervisor, Margeotes/Fertitta & Weiss, New York, joins BBDO, Chicago, in same capacity.

Appointments at J. Walter Thompson, New York: **Ronnie Beason**, **Michael Gross** and **Emily Swartzentruber**, associate media directors, to senior VP's.

Appointments at DDB: **Tom Scharre**, VP, Chicago, named group creative director there; **David Fearnley**, managing director, DDB Needham Sydney, named VP-Europe. Fearnley will be based in London. **Wayne Kingston**, managing director, Mojo-MDA, advertising agency, London, named chairman and chief executive, DDB Needham Sydney, and vice-chairman, DDB Needham Australia.

Sherri Wolfe, sales manager, Durpetti & Associates, Chicago, named regional manager.

Wendy Johnson, traffic and media controller, Donaldsons Advertising, Minneapolis, joins Duncan, Nelson, Lambert, marketing group, Bloomington, Minn., as traffic manager.

Programing

Appointments at NBC Entertainment, Burbank, Calif.: **Tom Gabbay**, director, children's programing, named director, current comedy programs; **Shan Tabor**, manager, media services, drama programs, named senior manager, media services.

Appointments at Columbia Pictures Television, Los Angeles: **Philip Segal**, assistant, international creative management, named program executive, drama; **Rick Jacobs**, VP, casting, CBS, East Coast, New York, joins

Columbia as VP, talent and casting; **Lori Forte**, associate, comedy programs, NBC, Los Angeles, joins Columbia as manager, comedy development.



Rhodes

Michael Rhodes, supervising producer, ABC's *Mariah*, Phoenix Entertainment, Los Angeles, joins Quintex Entertainment Inc., Los Angeles, as VP, development.

Robert Conte, director, creative affairs, Home Box Office, New York, named VP, creative affairs.

Appointments at Imagine Films Entertainment Inc., Los Angeles: **Joyce Brotman**, VP, network television development, Walt Disney Television, Los Angeles, joins Imagine as senior VP, Imagine Television; **David Mirkin**, executive producer, CBS's *Newhart*, named producer, television projects.

Carolyn Pesce, reporter, *USA Today*, Rosslyn, Va., joins *USA Today: The Television Show* there as coordinating editor.

Appointments at Showtime Networks Inc.: **Matthew Duda**, VP, program planning, Showtime, Los Angeles, named VP, program planning and film acquisitions; **Harry Bernstein**, VP, film acquisitions, Showtime Networks Inc., Los Angeles, named VP, film acquisitions, Showtime's Comsat Video Enterprises Inc. and Satellite Television Network; **Richard Keatinge**, production director, Vestron Pictures, Stamford, Conn., joins Showtime, New York, as VP, production operations.

Jerry Leider, president, ITC Entertainment Group, Los Angeles, named chairman; **Chris Gorog**, senior executive, VP, named president.

Mary D. Silverman, director, programing, Lifetime Television, New York, named VP, program acquisitions.

Bill O'Reilly, correspondent, ABC News, New York, joins King World's *Inside Edition* as senior reporter

Anne Sweeney, director, acquisitions, Nickelodeon/Nick at Nite, named VP acquisitions.

Stu Black, commentator, ESPN, New York, joins Madison Square Garden Network there as producer, *Coors SportsNight with Dave Sims*.

Appointments at The Discovery Channel, Landover, Md.: **Greg Moyer**, VP, marketing and communications, named senior VP, programing; **Clark Bunting**, VP, program acquisitions and development, named senior VP, program enterprises; **Tim Cowling**, VP, production, named senior VP, production.

Lucy Salenger, founder, Illinois Film Office, and consultant, Governor James Thompson (R-Ill.), joins Harpo Productions, Chicago, as senior consultant.

Robert Lerch, coordinator, program acquisition and strategy, Warner Cable Communications, Bluebell, Pa., joins Continental Cablevision Inc., Boston, as director, programing.

Gordon Bossin, interim president, Pickwick Entertainment, Stamford, Conn., resigned to form Gordon Bossin Associates Inc., New York, video and music marketing company; **Myron (Mickey) Hyman**, president, Tomorrow Entertainment Inc., New York, joins Pickwick as president and chief operating officer. **Norman Soloman**, president, Marketing International Inc., New York, joins Pickwick as vice chairman and chief financial officer.

Dan Price, media services director, Baker Sound Studios, Philadelphia, joins Radio-Band of America Inc., New York, as executive producer, radio division.

Ellie Kanner, agent, Irvin Arthur Talent and Literary Agency, New York, named head, motion picture and TV talent.

Karen Richardson, general assignment reporter, NEWS 12, Long Island, N.Y., joins New Jersey Network, Trenton, as host/producer, *Another View*, weekly minority public affairs program.

Kay Colby, reporter, KCEN-TV Temple, Tex., joins Medstar Communications, Allentown, Pa., as medical reporter/producer.

Appointments at Select Media Communications, New York-based syndication company: **Marc Juris**, VP and creative director, G.M. Communications Ltd., advertising, New York, named VP; **Michael Haigney**, senior producer and writer, G.M. Communications, named manager.

Arnold Labaton, deputy director, production and VP, noncommercial WNET(TV) New York, named director, production center.

Luis Ruiz, independent producer, Los Angeles, joins noncommercial KCET(TV) as director, Latino Consortium. Latino Consortium provides Latino-themed programming to public television.

Dan T. Smith, production manager and education services manager, named director, programming, Ohio Educational Broadcast Network Commission, Columbus, Ohio.

Margie Hogan, staff pediatrician, family intervention project, Minneapolis Children's Medical Center, joins WCCO(TV) Minneapolis as host, *4 Your Child*, medical show.

John Jamilkowski, art director, News 12, Long Island, N.Y., joins WABC-TV New York in same capacity.

William Lowery, production manager, WISN-TV Milwaukee, joins KSCI(TV) Los Angeles in same capacity.

Barbara Hendrickson, art director, KDVR-TV Denver, joins KTVD-TV there in same capacity.

Jeffrey W. Ulrich, promotion manager, WROC(TV) Rochester, N.Y., named program manager.

Greg Saunders, director, KFSN-TV Fresno, Calif., named creative services director.

Michael Riddle, promotion manager, WITN-TV Washington, N.C., named program director.

Brenda Buratti, production manager and executive producer, KGW-TV Portland, Ore., named program director.

News and Public Affairs



Stahl

Appointments at CBS News, Washington: **Lesley Stahl**, national affairs correspondent, named White House correspondent; **Wyatt Andrews**, State Department correspondent, named White House correspondent; **Bill Plante**, White House correspondent, named State Department correspondent; **Phil Jones**, Capitol Hill correspondent, named national correspondent; **Bob Schieffer**, chief Washington correspondent, adds Capitol Hill duties to current position; **Terrence Smith**, White House correspondent, named Washington correspondent.

Appointments at ABC News, New York: **Milt Weiss**, senior producer, Los Angeles, *World News Tonight with Peter Jennings*, named senior producer, New York; **Susan Aasen**, associate producer, named producer; **Beverly Jackson**, producer, CBS's *West 57th*, New York, joins *World News Tonight* as producer.

Bob Berkowitz, former correspondent, NBC's *Today Show*, New York, joins Financial News Network there as host, *FNN Focus*.

Pat Hazen, marketing executive, Associated Press Broadcast Services, Washington, named director, station services.

Tom Rosenbaum, news director, WXYZ-TV Detroit, joins NIWS Productions Inc., Culver City, Calif., as VP, news service. Rosenbaum will oversee company's syndicated news services.

Steven Bell, anchor, KYW-TV Philadelphia, joins USA Network as weekday anchor, *USA Updates*.

Carol Thomas, anchor, KLBK-TV Lubbock, Tex., joins KDFW-TV Dallas as co-anchor, *Five O'Clock Report*.

Gerry Grant, 6 p.m. weekday anchor, KENS-TV San Antonio, Tex., joins KPIX(TV) San Francisco as reporter, *Eyewitness News Nightcast*.

Marilou Johaneck, reporter-anchor, WJW-TV Cleveland, joins WTOL-TV Toledo, Ohio, as co-anchor, 6 and 11 p.m. newscasts.

Bob Jacobs, 11 p.m. news producer, WTSP-TV St. Petersburg, Fla., named 6 p.m. producer.

Gordon Barnes, meteorologist, WUSA(TV) Washington, joins WEVU(TV) Naples, Fla., in same capacity.

Brad Edwards, anchor, weekday morning and noon weather reports, WTVX(TV) West Palm Beach, Fla., joins KTKA-TV Topeka, Kan., as weekday meteorologist.

Laurel Lucas, associate producer, WJAR(TV) Providence, R.I., named general assignment reporter.

Mike Turner, photographer, University of Nebraska, Lincoln, joins KTKA-TV Topeka, Kan., in same capacity.

Marilyn Thomas, news producer, *Morning*

CNN shuffle. Ed Turner, executive VP, has been named executive VP for news-gathering. Turner will be responsible for all national and international newsgathering by the network's 20 domestic and international news bureaus. As executive VP, Turner was responsible for CNN's coverage of the space shuttle Challenger explosion, both the 1984 and 1988 Democratic and Republican conventions and the gavel-to-gavel coverage of the Iran/contras hearings. Paul Amos, VP, CNN's Headline News, has been named executive VP, responsible for all news programming on CNN and CNN International, the network's 24-hour European feed. Jon Petrovich, CNN news consultant, has also been named executive VP, CNN. Petrovich will oversee Headline News, CNN's companion news service offering half-hour news reports around the clock.

Show, WNUA(FM) Chicago, named public affairs director and news director.

Chris Carlisle, news director, KGEE(FM) Monahans, Tex., and production assistant, KOSA-TV Odessa, Tex., joins Business Radio Network, Colorado Springs, as news anchor/reporter.

Jim Campagna, assistant news director, WHEN-AM-WRHP-FM Syracuse, N.Y., named news director.

Kimberly Pentecost, news anchor/director, KXXY-FM Oklahoma City, joins KQZY(FM) Dallas in same capacity.

Wanda Reese, producer, reporter/anchor, Cox Cable's *Headline News*, Pensacola, Fla., joins noncommercial WUWF(FM) there as local host during National Public Radio's *Morning Edition*.

Jodi Chapman, news director, KEZT(FM) Ames, Iowa, joins WHO(AM) Des Moines, Iowa, as news reporter.

Carol MacKenzie, news reporter, WLAN(AM) Lancaster, Pa., joins WLYH-TV there as evening reporter.

Appointments at noncommercial WBYU-TV Provo, Utah: **Norma Collett**, broadcast media coordinator, Brigham Young University, Provo, Utah, named associate news director; **Julie H. Walker**, news anchor, KFMV-AM-FM Provo, named radio media coordinator; **Dennis May**, producer, *OTC Newslines*, Financial News Network, Spokane, Wash., named TV media coordinator.

Technology

John J. Brockman, senior VP and general manager, Microband Wireless Cable of New York Inc., joins Choice Cable Corp., Cherry Hill, N.J., as president and chief operating officer.

Linda Murray, manager, audio operations, IDB Communications Group Inc., named director, operations. IDB supplies satellite transmission service for radio, television and data-voice communications.

Richard Moore, VP, engineering, Zilog Inc.,

computer development company, Campbell, Calif., joins Dynatech Computer Systems, Mountain View, Calif., as VP, product operations. Dynatech produces microcomputers.

Appointments at GTN, Oak Park, Mich., video production/post-production facility: **Paul Stelly**, duplication technician, named audio post engineer; **Tim Heslip**, duplicating technician, named assistant editor; **Bill Julian**, duplication technician, named videotape operator; **Dean Dolce**, intern, and **Sue McDonald**, audio and electronic graphics technician, NBC, New York, named duplication technicians.

Allen Dunkin, director, WBMG(TV) Birmingham, Ala., joins WAGA-TV Atlanta as technical director.

Ted Pine, communications manager, New England Digital Corp., post-production company, White River Junction, Vt., named marketing communications manager.

Promotion and PR

Burt Berliner, director, public relations, Arts & Entertainment Cable Network, New York, announced his resignation Dec. 1 to become freelance writer, specializing in cable television.

Steve Jacobson, manager, on-air promotion, NBC Entertainment, Burbank, Calif., joins CBS/Broadcast Group, Los Angeles, as VP, on-air promotion.

Mary Stevens, manager, corporate public relations, MGM/UA, Beverly Hills, named director, corporate public relations.

Rick C. Paul, independent media consultant, Houston-Dallas, joins Petry Inc., New York, as national promotion director.

Sharon Baker, publicist, KCBS-TV Los Angeles, joins Columbia Pictures Television there as program publicist.

Spencer Mains, recent graduate, San Diego State University, joins Broadcast Promotion and Marketing Executives Association, Los Angeles, as resource center assistant.

Robert D. Schultz, former VP, management supervisor, Ammirati & Puris advertising, New York, joins Ad Council there as coordinator, campaign development.

Patricia Stiphout, promotion director, KTXA(TV) Fort Worth, Tex., joins KTVD-TV Denver as promotion manager.

Leanne Bunas, sales marketing director, KTZZ-TV Seattle, named promotions director.

Suzanne M. Tavani, account supervisor, Lewis, Gilman and Kynett Public Relations, Philadelphia, joins KYW(AM) there as regional affairs council director.

Diana Linn, special events supervisor, Gi-

braltar Savings, Houston, joins KODA(FM) there as promotion manager.

Allied Fields

William S. Rubens, VP, research, NBC, New York, will retire Dec. 31 after 10 years in that position. Rubens will continue his association with NBC as consultant.

Carolyn Sachs, executive director, Benton Foundation, Washington-based grant-making foundation that fosters research on communications policy issues, joins National Public Radio there as special assistant to president, planning and research coordination.

Wilma S. Tisch, board member, WNYC Foundation, New York, named chairman, WNYC Foundation.

John C. Shapleigh, associate administrator, policy analysis and development, National Telecommunications and Information Administration, Washington, announced his resignation Dec. 7. Shapleigh is returning to St. Louis to form new company, TCX Inc. He will advise investor groups on telecommunications issues.

Leonid P. Kravchenko, first deputy chairman, State Television and Radio Committee, Moscow, appointed head, official press agency Tass, Moscow (BROADCASTING, Sept. 26). Kravchenko replaces **Sergei A. Losev**, who died in October.

Appointments at MGM/UA, Beverly Hills: **Nancy Niederman**, VP/legal division, named VP/studio legal affairs; **Chris Ann Maxwell**, senior counsel, named VP-senior production counsel.

Patrick Falco, senior research analyst, Paramount Pictures Corp., Los Angeles, joins Worldvision, New York, as research manager.

Arthur J. Gregg, former VP and general manager, Cox Cable, New Orleans, joins Cable Television Association of Maryland, Delaware and the District of Columbia, trade association, Annapolis, Md., as VP, government relations.

Anthony J. Jay, chief accounting and financial officer, Hadid Development Co., international real estate development firm, Arlington, Va., joins National Captioning Institute Inc., Falls Church, Va., as VP, finance.

Sterling C. (Red) Quinlan, member, executive committee, Chicago's Museum of Broadcast Communications, named to board of directors, American Children's Television Festival, Chicago.

Deaths

Richard Castellano, 55, stage, film and television actor, died Dec. 11 of heart attack at

his home in North Bergen, N.J. Castellano worked in construction until 1961 when he started studying acting. His most noted performance was that of Mafia lieutenant Clemenza in Francis Ford Coppola's 1972 film "The Godfather." Castellano was Tony and Academy award nominee for his performances in stage and film productions of Renee Taylor and Joseph Bologna's comedy *Lovers and Other Strangers*. On television, Castellano starred in 1972 situation comedy *The Super*. He also starred in the 1975-76 situation comedy *Joe and Sons*. He played Giuseppe Masseria in 1981 series *The Gangster Chronicles*. Survivors include his wife, actress Ardell Sheridan, and daughter, Margaret.

Anne Seymour, 79, stage, radio, film and television actress, died Dec. 8 of respiratory failure at Hospital of Good Samaritan, Los Angeles. Seymour began her career in theater. She also wrote, directed and performed in radio, appearing in several productions, including *Mr. Keene*, *Tracer of Lost Persons*, *The F.B.I. in Peace and War* and *The Theater Guild of the Air*. Seymour's television appearances included *The Kraft Television Theater*, *Perry Mason* and *Cagney and Lacey*. Seymour is survived by her brother, William.

Lisa B. Endig, 36, Emmy award-winning television and print journalist, and producer, noncommercial KCET(TV) Los Angeles, died Dec. 4 of cancer at her home in Venice, Calif. Endig was producer for *The MacNeill/Lehrer NewsHour* and, later, KCET's daily news program *7:30*. Endig won Emmy for mini-documentary *Rajneesh: A Promise or a Threat?* She was also nominated twice in 1985 for investigative reporting for her stories "Rockhouse" and "Animal Rights or Wrong," at KTTV(TV) Los Angeles. Endig is survived by her husband, Don; mother, Muriel; sister, Joan, and son, Micah Adler.

Karin Wimberger, 29, freelance reporter-photographer, died of injuries sustained in accident in Afghanistan. Wimberger's health at time of accident was weakened from affects of hepatitis, which she had contracted there. Wimberger was working with producer-photographer-reporter **Mike Hoover**, who was filming series on war in Afghanistan for *CBS Evening News*.

Ralph S. Mason, 75, former mayor of Princeton Township, N.J., founding partner, law firm Mason, Griffin and Pierson, and co-founder Nassau Broadcasting Co., licensee of WHWH(AM) Princeton, WPST(FM) Trenton, both New Jersey, died of cancer at his Princeton home. Survivors include his wife, Jean, two sons and one daughter.

Bill Bircher, 56, former morning personality, WHWH(AM) Princeton, N.J., died of cardiac arrest at his home in Levittown, Pa. Survivors include two daughters and two grandchildren.

Jerry R. MacLean, 17, copywriter, WHWH(AM) Princeton, WPST(FM) Trenton, both New Jersey, died Nov. 6 of injuries sustained in automobile accident in St. Johnsbury, Vt. MacLean, freshman at New York University, was one of creators of award-winning campaign, *Operation Prom Graduation Class Act '88*, cited by National Commission Against Drunk Driving and Jersey Shore Public Relations and Advertising Association. Surviving are his parents and two sisters.

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Dan Enright: Back on top of his TV game

It's difficult to imagine Dan Enright ever being at the center of scandal. Soft-spoken and controlled, the creator and producer of numerous television series and specials was one of the central characters involved in the quiz show scandals of the late 1950's.

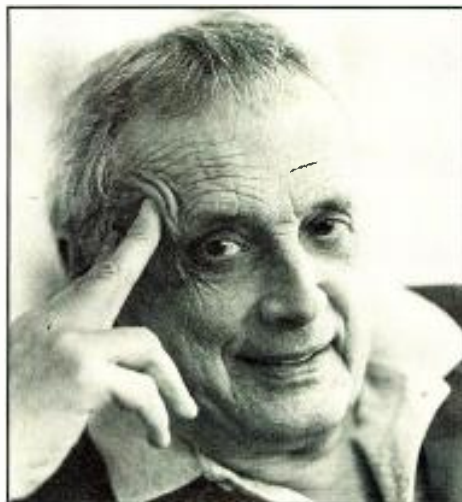
As co-producer, with Jack Barry, of the highly rated game shows *Concentration* and *Twenty-One* (the highest rated game show of 1958), Enright found himself defending the integrity of himself and *Twenty-One* when, in September 1958, the New York state district attorney's office began investigating allegations that contestants on his show and others—*Dotto* and *The \$64,000 Question*—were coached and the final outcomes were rigged.

"My attitude is very different now from what it was before the scandal," he says. "At the time, I was incredibly driven as far as reaching my goals. The success that we had achieved—it seemed like everything that we touched turned to gold—gave me a feeling of invincibility." At the time, game shows such as *Twenty-One* and *\$64,000 Question* were at their peak with incredible audience loyalty. Enright offers no excuses or alibis for his part in the quiz show scandal, only explanations for how ambition and a relentless drive toward success led to his involvement.

"Actually, the rigging took place not to ply the contestants with information, but to develop the dramatic moments, to develop the suspense," he says. "These people had to be knowledgeable, because after each show they were ushered into another studio where a coterie of reporters, who had sat through the entire show with almanacs, would ask the contestants additional questions. Therefore, the press became convinced that these people were on the up and up, and I think that was why, in part, the press reacted so vehemently when it came out," Enright says.

In the case of Barry & Enright's *Twenty-One*, it was discovered that a contestant had deliberately missed a question at the behest of the show's producers. The scandal and ensuing investigation forced Enright to find employment outside the country. "There was no justification for what we did," he says. "As a result, I couldn't get work in this country for about 15 years."

Enright was given an opportunity at Columbia Pictures Television in the international production division, known as Screen Gems at the time. Eventually rising to the position of vice president of that division, Enright was responsible for the creation of more than 30 talk, debate, game and dramatic series in Canada, Australia and Germany. "I owe them such a debt, I felt such an obligation to them that I would have done anything for them," he says.



DANIEL ENRIGHT—partner, Barry & Enright Productions, Los Angeles. b. Aug. 30, 1917, New York; raised in Palestine. Attended City College of New York and New York University; engineering degree, RCA Institute, New York, 1939; audio engineer, WNYC(AM) New York, 1939-40; engineer, WOR(AM) New York, 1940-41; commissioned as lieutenant in Royal Air Force signal corps, 1942-43 (as part of Lend-Lease Act); Office of War Information, Washington, 1943-44; production manager, WOR(AM), 1944-48; partner, Barry & Enright Productions, 1948-59; partner, Aladan Productions, Los Angeles, 1959-63; vice president, Screen Gems division of Columbia Pictures, Los Angeles, 1963-75; current position since 1975; separated, with two children—Erica, 40; Don, 38.

"One of the nice things about working around the world is that people who had heard what had been happening in the U.S. [with the scandal]—especially in Australia, which has sort of a roguish culture—would come up to me on the street and welcome me. That did wonders for my confidence and self-assurance, especially after walking on the streets of New York with the collar of my coat up so that I wouldn't be recognized."

Enright made his way into television production by way of WNYC(AM), the New York City-owned radio station, as an engineer, and later moved to WOR(AM) there in a similar capacity. It was at WOR that Enright moved into production. "I found engineering to be stultifying so I got out of that and into production." While at WOR, Enright became production supervisor and eventually production manager.

It was at WOR that the Barry & Enright partnership was conceived. In 1945, Enright hired Jack Barry as a staff announcer. In 1946, the two developed *Juvenile Jury* for radio, which would later become the first television show of the partnership. In 1948, Barry and Enright resigned from WOR

with two shows on radio and *Juvenile Jury* on television.

Enright's globetrotting started in 1951 when, at the request of the Israeli government, he spent three months in Jerusalem restaffing and reprogramming the country's radio network. He returned to Israel, this time in 1971 at the request of then-Prime Minister Golda Meir, to conduct a survey of Israel's television network.

After 15 years with Screen Gems, Enright resigned to resume his partnership with Jack Barry, who had become well established. At the time, "Jack and I talked, and I told him that if we were ever to get together again, that would have to be the time, because my next situation would be my last," he says. Their new partnership lasted until Barry's death in 1984.

Enright credits Bud Grant, who was vice president of daytime programming at CBS, and Fred Silverman, who was vice president in charge of programming at NBC in 1975, with giving the two of them needed support when they resumed their partnership. "Before we decided to become partners again, we went to talk to Bud Grant and Fred Silverman and asked them if a Barry & Enright game show would be acceptable to the networks. They looked at us and said: 'Pick your price.' If it weren't for Bud and Fred, we never would have gotten together.

"We were very fortunate in that when we became partners again, syndication had really just gotten started," he says. Since that time, Enright sees several major changes affecting the syndication marketplace. One of the biggest, he says, is the onslaught of new suppliers today. "The King brothers should be congratulated for doing what nobody else could do, what with the success of *Wheel of Fortune*. However, because of their success, they opened up the road for everybody else, and so now there's this onslaught."

Barry & Enright Productions currently produces *Bumper Stumpers*, for USA Cable, and *Secret Lives*, which is seen only in Canada. In the works at B&E is a board game, *Personal Preference*. Actor Dick Van Patten, who brought the idea to Enright, will be creative consultant. In addition, airing next month on NBC is *The Beauty and Denise* (working title), a made-for starring Julia Duffy and David Carradine.

During the grand jury investigation into the quiz show scandals, Enright says that one particular congressman on the grand jury would ask whether he had ever heard a voice from above telling him to think about what he was doing. "Some years ago, during the Abscam investigation, I happened to notice that the same grand jury investigator was now being investigated by the government. I was really tempted to send him a telegram asking him the same question he had bellowed at me." □

WSFA(TV) Montgomery, Ala., has been sold by Cosmos Broadcasting Corp. to RSA Media Corp. of Montgomery, Ala., for \$70 million. Seller is headed by Macon G. Patton, chairman-CEO. It is wholly owned subsidiary of The Liberty Corp., whose principals are Frances M. Hipp, W. Hayne Hipp and families. It purchased station in 1959 for \$2.225 million ("Changing Hands," Sept. 7, 1959). It is Greenville, S.C.-based group that also owns KAIT-TV Jonesboro, Ark.; WFIE-TV Evansville, Ind.; WAVE-TV Louisville, Ky.; KPLC-TV Lake Charles and WDSU-TV New Orleans, both Louisiana; WTOL-TV Toledo, Ohio, and WIS-TV Columbia, S.C. Buyer is headed by Dr. David G. Bronner, chairman. It is affiliated with the Retirement System of Alabama, pension fund for state employees. It has no other broadcast interests. WSFA is NBC affiliate on ch. 12 with 316 kw visual, 63.2 kw aural, and antenna 2,000 feet above average terrain. Montgomery is part of Montgomery-Selma ADI No. 107. Broker: Blackburn & Co.

CBS Inc. signed letter of intent to purchase WWJ(AM)-WJOL(FM) Detroit from Federal Broadcasting Co. for undisclosed amount. Sources estimate value of deal at around \$60 million. Action dispels rumors that CBS had been looking to sell its radio division. Observers speculate, however, CBS purchase may be explained more by desire not to let tax certificate expire. Company obtained certificate from sale of KMOX-TV St. Louis in 1986 (BROADCASTING Oct. 28, 1985), in which it broke up its grandfathered AM-FM-TV group in market. Some analysts speculate that part of certificate was used up earlier this year with purchase of WCIX(TV) Miami (BROADCASTING Aug. 15). Analysts assume value of remainder of certificate, which may expire at year's end, is in tens of millions of dollars. Seller is wholly owned subsidiary of Federal Enterprises Inc. It purchased stations in 1986 for approximately \$38.5 million. It is Detroit-based group that also owns WMCA(AM) New York; WLUC-TV Marquette, Mich., and KTVO(TV) Kirksville, Mo. Buyer is publicly owned, New York-based television network and station group of seven AM's, 11 FM's and five TV's headed by Laurence Tisch, president. Broker: The Mahlman Co.

Negotiations appear to be underway for JAG Communications station group. According to sources, Keymarket Communications Inc. appears to be likely buyer. **Price is estimated at \$44 million.** JAG is principally owned by John A. Gambling Enterprises Inc., Retirement Trust, Morton Hamburg and The Flemington Fur Co. Gambling is 27-year host of WOR(AM) New York's *Rambling with Gambling* in New York. Stations in group: WFBR(AM)-WLIF(FM) Baltimore and WFOG(FM) Suffolk, Va.

Syndication snippets announced last week: Phil Donahue has renewed contract with Multimedia to continue his talk show through 1992, with option for additional two years if both parties agree to extension...Network version of *Wheel of Fortune* has found host to replace Pat Sajak, who moves to own talk show in January—former San Diego Chargers football star Rolf Benirschke...Viacom's *Double Dare* is getting new name—*Super Sloppy Double Dare*...Columbia Pictures Television's fourth-quarter barter presentation, *About Last Night*, averaged 10 rating in overnight metered markets, as company executives prepare to renew barter package (known as *Columbia Night at the Movies*) for another two-year cycle starting first quarter 1989...D.L. Taffner reports clearances for new *Mystery Wheel of Adventure* series of made-fors now total over 36% of country.

Alfred Sikes, head of Commerce Department's NTIA, released inquiry last Friday (Dec. 16), **requesting public comment on "what the U.S. government position should be on the adoption of an HDTV production standard or standards."** State Department has supported worldwide adoption of 1,125/60 standard before International Radio Consultative Committee since 1985. But since 1986 CCIR assembly in Dubrovnik, Yugoslavia, where decision on 1,125/60 adoption was tabled until next meeting in May 1990, "it has become evident that a single, worldwide HDTV

production standard will not be agreed upon," document said. NTIA cited rise of rival production proposals, such as Europe's Eureka system and NBC-proposed 1,050/59.94. Inquiry asks for comments on whether U.S. should support standard or standards, merits of alternatives to 1,125/60, criteria to be used in deciding what standard to support and what to expect if multiple standards are marketed.

Two new shows were being offered in syndication last week. Turner Program Services announced that it will launch *The Last Word* in syndication for fall 1989. Wink Martindale will host half-hour strip that is described as "high-tech computerized word game." Pilot is expected to be ready for NATPE. Also, Viacom Enterprises will distribute weekly first-run version of MTV's *Remote Control* for fall 1989.

King World's Inside Edition has been cleared in 11 additional markets, bringing total coverage of country to 71%. Premiering Jan. 9, 1989, show is cleared in nine of top 10 markets and 28 of top 30.

Hour Magazine, hosted by Gary Collins, will end its nine-season run on Jan. 20. Group W, producer of daytime talk show, has decided to reallocate resources. Show premiered in September 1980 and is carried on 104 stations.

Jeopardy!, TV's number-two syndicated game show is scheduled to make radio debut on March 20, 1989. *Jeopardy! On Radio* is being offered to top 100 markets by Jeopardy! Partners Inc., Washington. John Chanin, executive producer, *Jeopardy! On Radio* and Peter Bloom, who recently left Mutual/Westwood to form his own sales organization, are in charge of sales.

CBS News will provide Rupert Murdoch's 24-hour UK satellite service Sky Television News with hard news feed and programs including 60 Minutes and West 57th. CBS has similar deal with Murdoch rival UK direct broadcast service British Satellite Broadcasting that brings BSB *CBS Evening News with Dan Rather*. Sky last week also announced signing of news supply deal with WTN, news service part-owned by ABC. Earlier agreement had been reached as well with agency Visnews, of which NBC has just bought one-third share.

NBC has signed second overseas affiliation agreement with New Zealand's TV3, country's first private commercial TV network. NBC made first such affiliation deal in Australia last month, providing programming in return for cash compensation with Australian commercial Seven Network, and according to NBC executive J.B. Holston III, has similar arrangements under discussion in other regions. NBC's New Zealand deal involves equity stake in TV3, with NBC taking 40% in conjunction with New Zealand partner Metro Media Investments, whose largest shareholder already has biggest single stake in TV3. NBC equity is initially limited by law to 5%, but is expected to expand next spring to 15% after new media legislation is passed. Financial terms were not disclosed, but deal is expected to bring NBC several million in payments following network's launch mid-1989. Network, which covers Denver-size market, will use NBC programming extensively at start-up, Holston said, and is "going to look a lot like an NBC station."

Biggest romantic news among Washington's Fifth Estaters last week was disclosure that **James P. Mooney**, president of National Cable Television Association, **will marry Louise Rauscher**, NCTA's VP for industry communications, in May. Rauscher, who joined association in February 1987 after five years running own public relations firm in California, will leave NCTA March 1 to avoid any appearance of conflict of interest; search for her successor has begun. Rauscher has been widely credited with advancing cable industry's public posture during her NCTA tenure.

Howard Grafman, founder and 23-year president of **Century Broadcasting Corp.**, has made **\$58 million offer for privately held, six-station radio group**. Proposal was in form of letter dated Dec. 9 to other 14 shareholders of company. However, at least one shareholder, executive VP Rick Bonick, did not find out about offer until speaking with reporter on Dec. 14. Grafman said about 88% of Chicago-based company's stock was evenly split among three shareholders: himself, chairman Anthony C. Carlos and Century's president-CEO, George A. Collias. Century owns WXEZ-AM-FM Chicago; KMEL(FM) San Francisco; WLFF(AM) St. Petersburg, Fla., and KYBG(AM) Aurora and KADX(FM) Castle Rock, both Colorado.

Lorimar Telepictures Corp. announced last Thursday (Dec. 15) that it had **entered into definitive agreement to sell its two Puerto Rico TV stations** to investor group led by Timothy Brumlik of Orlando, Fla. Lorimar said deal would remove last barrier to its expected January merger with Warner Communications (BROADCASTING, Dec. 12). Price for stations, WLIH(TV) Caguas and satellite WSUR-TV Ponce, was not disclosed. According to Lorimar, Brumlik will purchase Lorimar's beneficial interest in trust holding stations by end of December. Brumlik will have to gain FCC license after sale or resell interest in trust, according to Lorimar spokesperson.

Due process questions lingered following bankruptcy court order last Tuesday to award Heritage Ministries, formerly PTL, to Toronto real estate developer Stephen Mernick for \$65 million. Bids initially made at court auction last Monday by Mernick, another Canadian developer, Michael Karas; Heritage satellite TV subsidiary and commercial broadcaster, Cy Bahakel, failed to reach \$37 million, said Heritage President Samuel Johnson. Johnson and other source said that bidders were told Monday morning that bidding was closed and holdings would go into Chapter 7 auction, piece by piece. However, Monday night, "backroom deal," apparently among ministry trustees, creditors and Mernick, led to Mernick raising bid Tuesday morning. "Due process was not the order of the day," said source close to transaction, who also said that Bahakel (owner of eight TV, seven AM and six FM stations in 11 states) might appeal decision. Presiding U.S. Bankruptcy Judge Rufus Reynolds was reportedly hospitalized later last week with pneumonia.

TCI is taking proposal to Dubuque, Iowa city council this evening (Dec. 19) in which it would agree to broad rate regulation and not contest city's efforts to have FCC determine that market does not meet agency's "effective competition" standard. Agreement calls for limit on basic rate increases each year of 5%, or inflation rate, for as yet unspecified length of proposal. TCI would also be allowed extra 10% increase for "pass-through" programming costs over two years, which would effectively give company right to raise rates 10% each year. City cable commission has approved measure but called for city to examine "pass through" programming costs. For moment, TCI has taken stand that present "formula is fair to all concerned."

NBC Operations and Technical Services will lay off 56 technicians at its Burbank, Calif., studios in 1989. Action follows cutbacks announced earlier this year of 130 technical employees from NBC-owned stations and bureaus in New York, Chicago, Washington and Cleveland. In memo to Burbank employes, Crawford McGill, VP, technical operations, said layoffs are due to reduced manpower needs because of advances in technology, especially new half-inch videotape recorders and automated MII multicassette systems. NBC plan is to lay off 30 Burbank employes, based on seniority, by Feb. 17, 1989, and lay off another 26 by June 16. Voluntary layoff plans are being offered before the involuntary cutbacks go into effect. Under plan, employes with one to two years with NBC will be paid 19 weeks severance pay. Employes with 25 years experience would be eligible for 58 week's pay. Up to \$3,500 will be provided for tuition in retraining programs.

Satellite Music Network said last Thursday (Dec. 15) it had received an "expression of interest" from undisclosed party to **acquire all of company's outstanding stock at \$5.40 per share** in cash. Deal would be worth \$48.8 million. Satellite Music Chairman John Tyler said he did not expect formal offer before company board meeting convenes to discuss matter early next week. On news of offer, Satellite Music stock rose \$1 Thursday to close at \$4.50.

Advertising and marketing panel at last week's Drunk Driving Workshop sponsored by Surgeon General is calling for restrictions on beer and wine advertising. Workshop has been subject of considerable controversy (BROADCASTING, Dec. 12) and focus of lengthy battle between NAB and SG's office. NAB objected to workshop because association felt panel was "unbalanced" and predisposed to making such recommendations. Panel is not only pushing for advertising restrictions but it suggests eliminating tax deduction for beer and wine advertising expenses and says warning labels on alcoholic beverage containers should "also be required to appear clearly and conspicuously on all alcohol advertising." NAB, advertising and alcoholic beverage industry groups had been pressuring Surgeon General Everett Koop to postpone workshop. Group was able to make some inroads last week when U.S. District Court Judge Royce C. Lambert granted temporary restraining order which forced SG to make all workshop proceedings open to press and public. NAB decried these preliminary findings of panel but says it is pleased that SG "under pressure by courts and concerned citizens, has agreed to extend the comment period to allow those parties who were excluded from this workshop to provide a complete record." Final report is due Feb. 28.

Republican Representative Dan Coats of Indiana is on his way to Senate. Last week, Indiana Governor Robert D. Orr appointed Coats to fill out Vice President-elect Dan Quayle's Senate term. Coats's departure creates vacancy on House Telecommunications Subcommittee. Quayle's term expires in 1992, but Coats, according to Indiana law, must run in 1990 and again in 1992. Coats, who will be sworn in Jan. 3 when 101st Congress convenes, will sit on Armed Services and Labor and Human Resources Committees. In other Hill news last week, **presidential advisory commission unanimously recommended that salaries for members of Congress be raised** from \$89,500 to \$135,000. Also affected would be executive branch and judicial salaries. Proposal now goes before President Reagan who then must make recommendations to Congress when he sends up the annual budget in January.

Bush transition team last Friday (Dec. 16) named five contacts for nine regulatory agencies, including FCC. Team also announced that C. Boyden Gray, who heads office of transition counsel and will be White House counsel in Bush White House, will oversee transition effort involving most of same agencies, with exception of FCC. Gray, long-time Bush aide, is chairman of family-owned Summit Communications Group, which owns cable TV systems in North Carolina and Georgia and AM-FM combinations in eight cities, has said he would recuse himself from telecommunications matters. Contacts for regulatory agencies, including FCC, FTC and Interstate Commerce Commission, are Robert Pettit, associate deputy secretary of Transportation; Marshall Breger, head of Administrative Conference of U.S.; Timothy Muris, former official with Office of Management and Budget and currently consultant to OMB; Lee Liberman, lawyer in transition's counsel's office, and Nancy Mitchell, senior economic analyst for Republican National Committee.

President-elect George Bush last week declared there would be new order in his relations with press. Once past inauguration, on Jan. 20, there will be no more shouted questions at photo opportunities. He says they are "demeaning." But as tradeoff, he told reporters at photo opportunity with transition advisers, he will make himself available for questioning in other forums.

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Editorials

Vive la difference

All's fair in love, war...and politics. Thus one need not be surprised by the skirmishing taking place between the Congress and the FCC, as most recently evidenced in the Hill's attempts to "micromanage" the agency's decision in the one-to-a-market docket (page 40). It's not an unknown phenomenon, even if it appears to be taking place at an accelerated pace these days.

What's in danger of getting lost in all this tugging and pulling between the agency and the Hill are the merits of the policies that started it all. Essentially, it began almost eight years ago with the appointment of Mark Fowler to the FCC chairmanship—by far the most deregulatory-minded chief in the agency's history. The Democratic leadership was regularly dismayed by what issued from the FCC during that remarkable tenure, and vowed that his successor would be kept under tighter rein.

So what did Dennis Patrick do? He, with his colleagues, struck down the fairness doctrine. Acting under a court mandate, with no statutory encumbrance (President Reagan had vetoed Congress's recodification of the doctrine), and observing every nuance of the law, the Patrick FCC in one stroke emancipated the broadcast media and incurred the everlasting wrath of a Congress bent on making the world safe for incumbents. Thus began an epic conflict that will not end until the Supreme Court speaks on the issue—and then may not, if Congress continues to put its interests ahead of the country's.

But as we were saying, what's in danger of getting lost is that the Fowler-Patrick policies, in the main, have been not only correct but just what the media needed. Where would broadcasting be now, caught up as it is in the most competitive environment of its lifetime, if it were still weighted down by the regulations and policies of the 1970's (and earlier)? Indeed, where will broadcasting be five and 10 years hence if it does not shake the regulations and policies that continue to inhibit its equal participation in the media revolution?

That's what the Bush administration must keep its eye on. It has so far given but one clue to its posture on telecommunications policy: a confirmation to BROADCASTING that it would follow the Reagan lead in opposing the fairness doctrine ("Closed Circuit," Sept. 19). There could have been no more promising a beginning. Now it's up to the President-elect and his transition team to follow through, realizing that behind all the rhetoric that divides Dennis Patrick and the Congress there lies a fundamental difference about how to govern. That difference should animate the Bush administration and its FCC.

Could versus should

The debate over whether to admit telephone companies into the television universe will occupy policymakers for months/years to come. The stakes couldn't be higher, inasmuch as they involve not only "betting your industry" but "betting your nation's telecommunication system." Thus a rush to judgment is ill-advised.

This page nevertheless confesses to some questions, if not some doubts, about the wisdom of undoing an altogether excellent broadcast/cable system in favor of a massive public utility whose instincts are for operating in a regulated—as opposed to a free—environment. The last thing our policymakers want to create is a giant telecommunications monolith in partnership with Big Brother.

Moreover, we increasingly wonder what the telcos bring to the party. The way we heard it, for years, was that they would bring optical fiber, and with it virtually infinite capacity not only for programing but for a format of high-definition televi-

sion that would outrival all others. Now it appears that fiber, as far as telephone companies are concerned, is somewhere off in the next century. (This issue's interview with PacTel's Lee Cox [page 53] is but the most recent testimony on that score.)

And then there's that talk about information services the telcos might offer. Two things about that: (1) such offerings failed miserably when tried by cable and others in the past, producing little more than tax losses; (2) if telephone companies want to provide such services, they can do so now, using existing plant, without broadband capacity.

What has the cable industry to gain from telco entry? The possibility of an escalation in asset values as telcos run up offering prices, followed by early retirement—unless, of course, the telcos decide to overbuild America, installing a new fiber plant at ratepayers' expense.

What have broadcasters to gain? That question has yet to be answered.

A great deal of the current discussion concerning telco entry is over how it *could* be done (to protect against cross-subsidization and discrimination, or whether to admit them as programers as well as common carriers). The eventual debate must center on whether it *should* be done.

By their ratings shall you know them

One has to get in line to pick on Geraldo Rivera these days. From the cover of *Newsweek* to the inside of your favorite tabloid to the speaker's rostrum of the Radio-Television News Directors Association convention, his exploits—and those of a few others who share the genre labeled by detractors "trash TV"—have occasioned the outrage of an industry and a nation. Not *all* in the industry, mind you, nor *all* in the nation, but enough that one has to pay attention.

As readers will have noticed, beginning on page 43, our editors interviewed Rivera on the subject of his notoriety, and his journalistic approach, at some length. None will be surprised that he responds as aggressively in his own defense off-camera as on, and that he feels it is the rest of the world, not he, that should look to its practices. All those ratings can't be wrong, he seems to say—a sentiment with which many in TV agree.

Bottom line. His critics may be right when they fault his professional approach but they're wrong in suggesting it will be the end of the medium. You can fool some of the people some of the time but not even those same some all of the time. If Geraldo continues to win over his audience, he deserves his place on the air. If they abandon him, so will the medium. Television, after all, is the ultimate democracy.



Drawn for BROADCASTING by Jack Schmidt

"Around here you're one of our slow, blockheaded salesmen, but out there, you're an 'account executive'!"