

Broadcasting May 2



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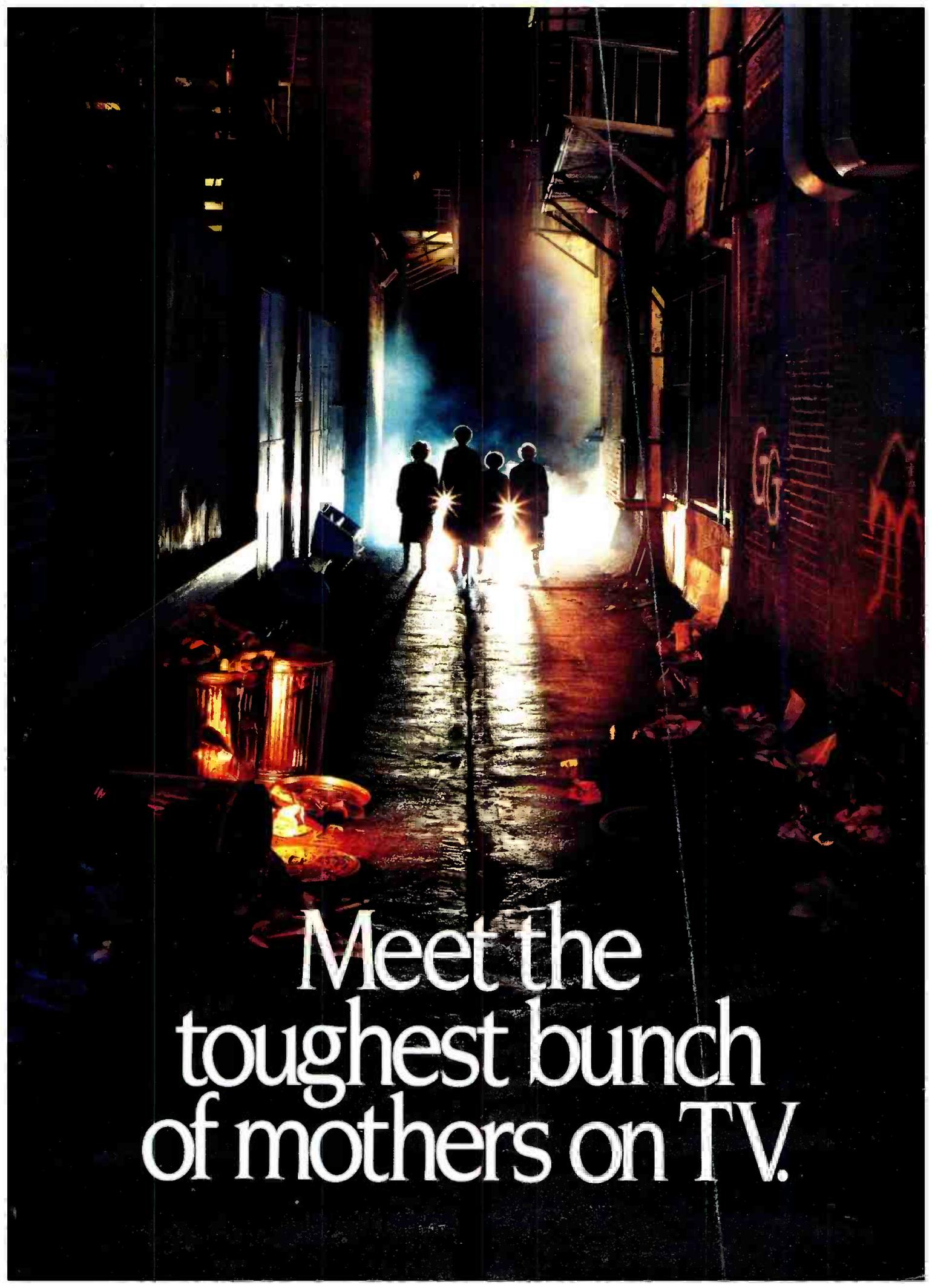
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THE GOLDEN GIRLS

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OF MOTHERS ON TV.





Meet the
toughest bunch
of mothers on TV.

Broadcasting May 2

Cable 88: Heady but cautious times...page 35

Jim Mooney's vision of cable's future...page 38

TV networks turn in house for product...page 40

WIRED □ With cable penetration at 52%, new programming services launching and new highs for cable companies in revenue and cash flow, industry's future seems to have arrived. But in this interview with BROADCASTING editors, National Cable Television Association President Jim Mooney tells why cable is not "anywhere near peaking."

PAGE 38.

RKO APPEAL □ Three FCC commissioners hear oral arguments in RKO General's appeal of FCC administrative law judge finding that RKO was unfit to hold licenses for its 14 stations. **PAGE 41.**



Attorney Timothy Dyk (l) argues on behalf of RKO before FCC Chairman Dennis Patrick.

NCTA 88 □ More than 13,000 cable executives and 307 exhibiting companies were expected at National Cable Television Association's annual convention in Los Angeles April 30-May 3, which will include examination of programming and business issues, Hill concerns and industry's "odyssey into 1990's." Preview, agenda and list of exhibitors

begins on **PAGE 43.**

STORER DEAL □ Tele-Communications Inc. and Comcast sign definite agreement to buy Storer's cable properties, owned by Kohlberg Kravis Roberts & Co., for \$1.55 billion. **PAGE 60.**

LEAVING FOX □ Derk Zimmerman resigns as head of Fox Television Stations. **PAGE 64.**

STRATEGIC OUTLOOK □ Top network, cable, studio, radio and technology figures examine future of broadcasting. **PAGE 64.**

ALMOST LIVE IN MOSCOW □ KING-TV Seattle reporter Jean Enersen's daily reports on events in Soviet Union appear live and uncensored—with one exception—on Soviet TV. **PAGE 71.**

REMOTE BOOM □ Giant portable radio remote studios provide high visibility for growing number of radio stations. **PAGE 74.**

KING AND I □ MCA Television and King World Productions form partnership to develop and produce programming. **PAGE 79.**

SAFE BET □ Since his initial move into cable 18 years ago, Jim Cownie has bet on industry's future. As outgoing NCTA chairman and president of Heritage Communications, it is with assurance that he says it was decision that has paid off. **PAGE 103.**

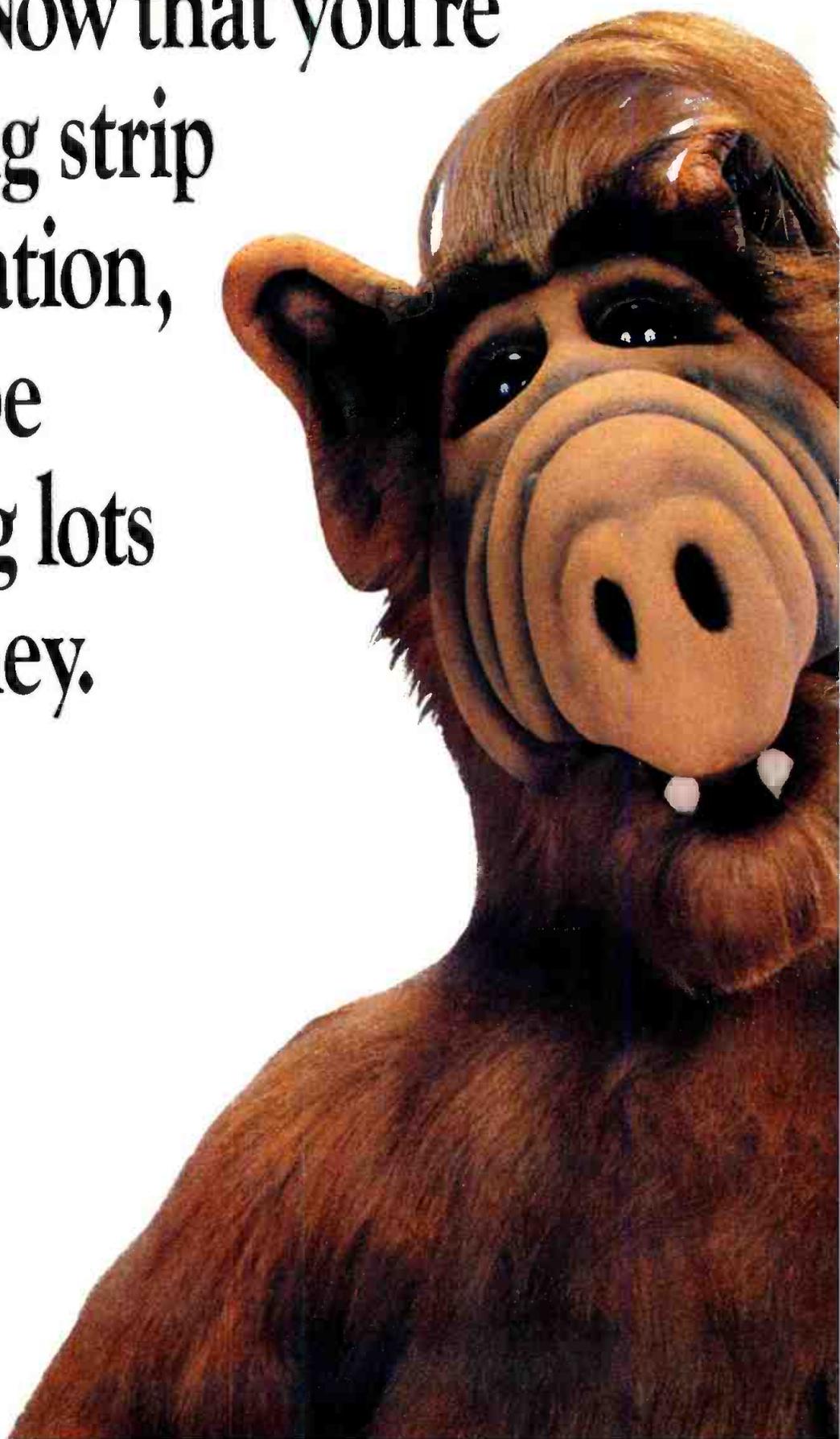
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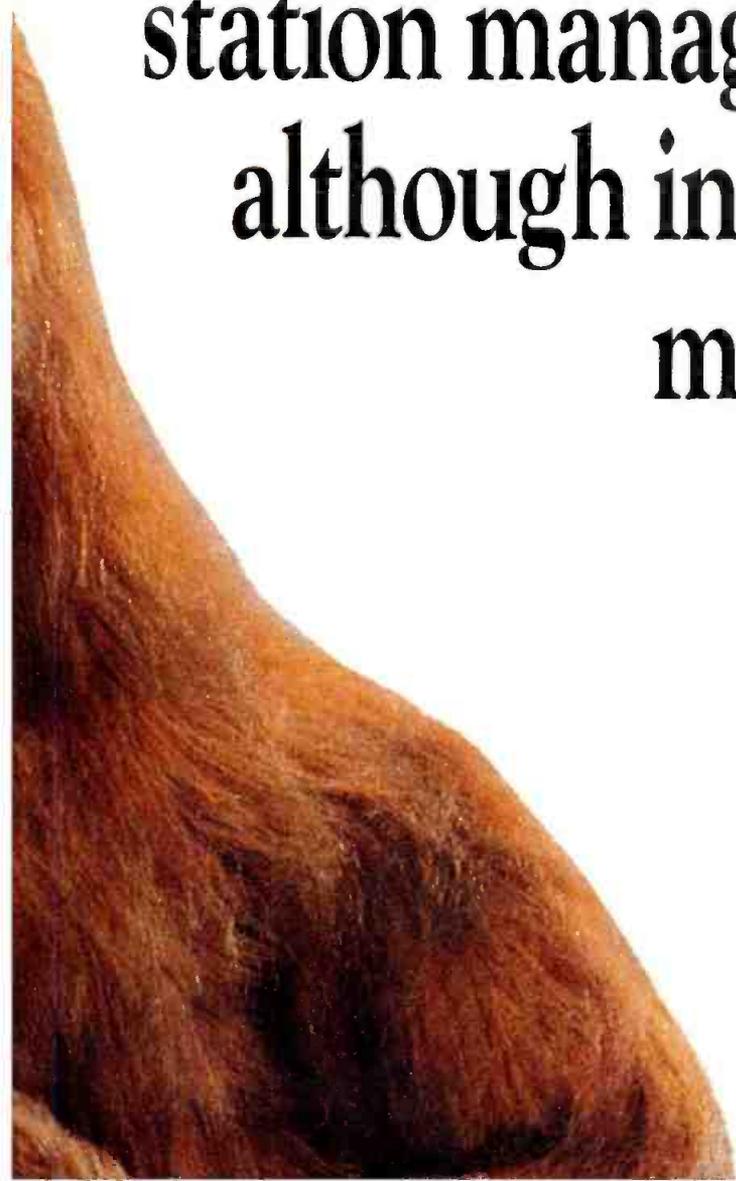
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Host
**John
Byner**

Finally?

Cloud hanging over nominations of communications attorney Susan Wing and FCC staffer Bradley Holmes to FCC commissioners may be lifting. Last week Senator Daniel Inouye (D-Hawaii), chairman of Senate Communications Subcommittee, told BROADCASTING that he would discuss nominations with White House. He also indicated that announcement ("something will be scheduled") would be made when Senate returns from recess next week.

On verge

National Telecommunications and Information Administration's wide-ranging study of cable television service, expected to be released in late May or early June, is likely to have good news and bad on issue of concentration of control. Study reportedly contains figures indicating concentration is probably well below level at which Justice Department's antitrust division would feel compelled to act to bar new mergers. That could be considered good news. Bad news is that level of concentration is rising rapidly, heading toward point at which new mergers might trigger action by antitrust division.

Cable's antitrust lawyers may be aware that they could have more work if Massachusetts Governor Michael Dukakis, current front runner for Democratic presidential nomination, is next President. He has criticized Reagan administration for what he says is Justice Department's lax enforcement of antitrust laws.

Big spender

USA Network will spend some \$200 million over next two years to acquire new programming. Network will announce at this week's national cable convention in Los Angeles acquisition of two major pre-syndication film packages, from Warner and Samuel Goldwyn, which follows similar deal struck with Tri-Star/Columbia. At this week's MIP festival in Cannes, France, network president Kay Koplovitz and other network executives were said to be putting together co-venture for production of package of first-run, made-for-cable movies. Also on drawing board are plans to develop one or more original half-hours and hours for network over next two years.

Public response

Tele-Communications Inc. is asking its subscribers what they think of company.

Although MSO has polled subscribers before, present exercise will be most comprehensive and systematic and is expected to produce benchmark data. Main use will be internal, to guide operations and marketing. Information should prove whether subscribers are as critical of company's operations as some of its critics are.

Public relations

Radio Advertising Bureau's board of directors, during biannual meeting at Hilton Head, S.C., this week, will be asked to vote on final appropriations to mount pro-radio public awareness campaign. Cost projections have been revised by Warwick Advertising, agency organizing campaign, from \$800,000 to \$1,100,000. RAB and National Association of Broadcasters, which already contributed \$75,000 each as "seed" money for campaign ("In Brief," March 7), have also agreed to split remaining cost evenly, if full project meets respective board approvals. Some debate is expected, but RAB board is expected to approve funding. NAB board will vote on NAB's share during June meeting in Washington. If approval is given, new campaign will be launched next September during NAB Radio '88 convention in Washington.

Broad Street back

Sales of ABC affiliate WTVW-TV Evansville, Ind., and CBS affiliate KLBK-TV Lubbock, Tex., expected soon. Owner, Woods Communications Group, Springfield, Mo., has reached agreement in principle to sell to Broad Street Communications, former group owner that sold out to Clear Channel Communications in 1984. Broad Street is owned by Richard Geismar and Fred Walker, veteran broadcasters. Though no price was forthcoming, word on street is that deal may hit \$50 million.

It's a scramble

So-called superstation scrambling bill (H.R. 2848) before House Copyright Subcommittee (see 42) has potential to cause split in broadcast community. Tension was high between independent and network lobbyists in Washington last week as subcommittee considered new version of measure (although it never came to vote) that would differentiate between network affiliate and independent signals, idea that has Association of Independent Television Stations up in arms. (Networks

say revisions do not go far enough and are opposed to bill.) Meanwhile, caught in middle is National Association of Broadcasters, which decided after meeting with network and independent representatives that it would write Subcommittee Chairman Robert Kastenmeier (D-Wis.) and encourage him to respond to both groups' concerns. Association felt it was best to pursue that course rather than sign on to letter sent by INTV, Motion Picture Association of America, National Cable Television Association and National Association of Public Television Stations that stated strong objections to measure.

In the clear

Test results in reply comments to be filed today (May 2) at FCC by TV Answer Inc., McLean, Va., should answer questions about possible interference with VHF-TV channel 13 from its proposed interactive TV system, according to executive vice president and chief executive officer, Steven J. Symonds. In comments responding to TV Answer's request for 5-mhz of spectrum between 216 mhz and 222 mhz (between VHF and UHF bands) to operate system, which could be used by either terrestrial broadcasters or cable operators, National Association of Broadcasters and other organizations complained that proposal did not include test results assuring that system would be free of adjacent interference with TV channel 13 and intermediate frequency interference with channel 10 (BROADCASTING, March 28).

TV Answer has been in operation in Fairfax, Va., in cooperation with Media General Cable TV there, for several months, with 250 homes now participating. Test results so far show no interference with channel 13 and "channel 10 is a non-issue," Symonds said.

One done, maybe

RKO General hopes to reach settlement with competing applicants for its KFRC(AM) San Francisco at meeting in San Francisco this Thursday (May 5). Ormond Beach, Fla.-based Daytona Group, principally owned by Norman Drubner and Carl Corno, has offered \$8 million for station. RKO is proposing to keep \$5.6 million and divvy up remaining \$2.4 million among five competing applicants. It is same 70%-30% deal RKO has made in tentatively settling other cases. According to purchase agreement, if competing applicants have not agreed to deal by May 23, either RKO and Daytona can back out.

Where Things Stand

■ Solid box indicates item has changed since last issue.

AM-FM Allocations

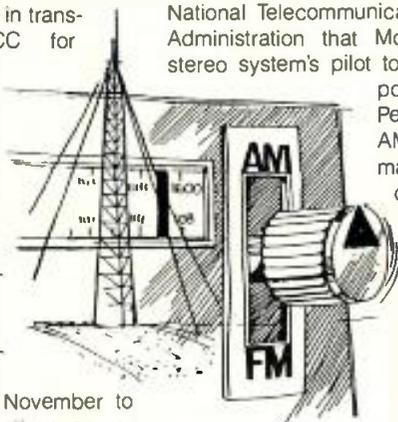
■ During April meeting, FCC changed its rules to allow Class A FM stations moving to elevated antenna sites to reduce power below 100 w minimum to maintain size of their coverage areas.

National Association of Broadcasters has submitted plan to FCC to allow 60% of class A stations to double power from 3 kw to 6 kw. Plan is contained in comments opposing proposal of New Jersey Class A FM Broadcasters to allow more than 60% of class A's to double power. NAB opposes New Jersey plan because of possible interference with class B and C FM's where band is crowded. FCC has released rulemaking authorizing FM's to use directional antennas, permitting allocation of stations in what would currently be short-spaced positions. NAB opposed rulemaking, saying it would lead to AM-ization of FM band. However, several FM broadcasters commenting disagreed, contending directional antennas would benefit FM radio and public. Commission said it had no plans to change table of FM allotments.

FCC launched inquiry March 24 into FM translator service—FM translators rebroadcast signals to areas where terrain, distance or obstructions weaken original signal—and in meantime, froze applications for new translators. National Association of Broadcasters, alleging widespread abuses in translator market, petitioned FCC for changes in rules; others pressed for expansion of service to allow for local origination.

FCC initiated inquiry on extension of domestic AM band by 10 channels from 1605 khz to 1705 khz with target for implementation July 1, 1990. Commission proposed that some new channels could be reserved for national AM radio services.

FCC amended its rules last November to allow approximately 800 AM stations on regional channels and 940 khz and 1540 khz to operate at night with 500 watts. Earlier, commission had authorized 21 of 41 AM's on foreign clear channel 1540 khz to operate at night. Actions are part of steps to allow nighttime service near lowest post-sunset power for 1,600-1,800 of country's 1,900 daytime-only AM stations. According to commission, further actions will be taken to clear several hundred more AM's to operate at night. In July 1987, NAB filed comments at FCC supporting authorizations but saying FCC should authorize new nighttime service on interim basis until comprehensive review of AM interference standards in separate proceeding is



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completed. Others said FCC should defer action until review is completed and new interference standards are adopted. NAB board has called for freeze on additional AM allocations, except where such allocation provides relief from interference from foreign stations, especially Cuban.

AM Stereo

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

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

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—C-Quam and Kahn Communications' single-sideband. NTIA report said that although there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of C-Quam system in international marketplace. In filing with FCC in December 1987, Kahn Communications

charged that in 1985 Motorola improperly blocked Sony from selling multisystem radios by asserting two AM stereo patents. Kahn further alleged that patents in question were improperly obtained by Motorola. Motorola dismissed Kahn's charges and said that new integrated circuits in radios to be released this year will solidify C-Quam and stereo in general in AM marketplace.

Cable Regulation

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

Motion picture industry and independent broadcasters, concerned that cable industry has become too big too fast, have been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes.

Opposing industries have generated much heated rhetoric in Washington, especially between cable and motion picture industry. But cable and Hollywood executives are holding meetings to try to resolve differences.

Cable industry is coming under increased congressional scrutiny. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has asked Government Accounting Office to study cable rate increases. Comments from lawmakers expressed during Telecomsubcom hearing in March indicate industry's problems on Hill may go beyond battle with home satellite industry (BROADCASTING, April 4). It was first of three oversight hearings subcommittee plans to hold on status of cable industry three years after passage of Cable Act. Second is scheduled next week (May 11).

Allegations that cable industry has been anticompetitive were subject of congressional hearing in March by Senator Howard Metzenbaum (D-Ohio), chairman of Senate Antitrust Subcommittee. Metzenbaum warned industry that unless situation changes, he may offer legislation to curb what he sees as cable's growing anticompetitive behavior.

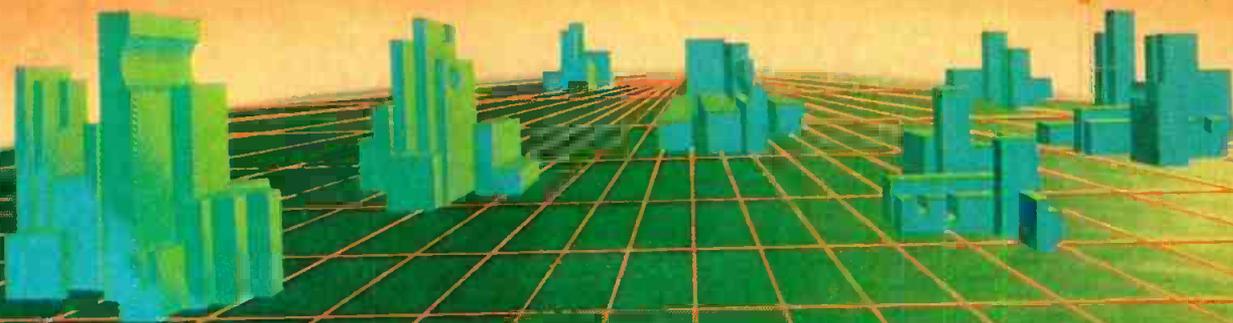
FCC has adopted new rules defining more narrowly those television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that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

Parameters of local cable regulation are also being reset outside Washington. Two federal judges in northern district of California, in decisions issued in September 1987, ruled cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-art cable systems violate cable operators' First Amendment rights.

"We've doubled our power with no increase in power costs"



Thomas A. Oakley, President
WSJV Television, Inc.
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"With our new Harris 120 kilowatt external cavity UHF transmitter, we've doubled our power without increasing our power costs," says Thomas A. Oakley, president of WSJV-TV, South Bend/Elkhart, Indiana.

"Not only have we expanded our broadcast area, but we're providing a much stronger signal to our fringe viewers. And, by feeding a stronger signal to the cable systems, we expect to pick up an additional 50,000 television households," Oakley adds.

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"We see Harris as the industry leader in transmitters," says Don Fuller, WSJV's general manager, "and, of course, 'Made in America' is important, because we know we can count

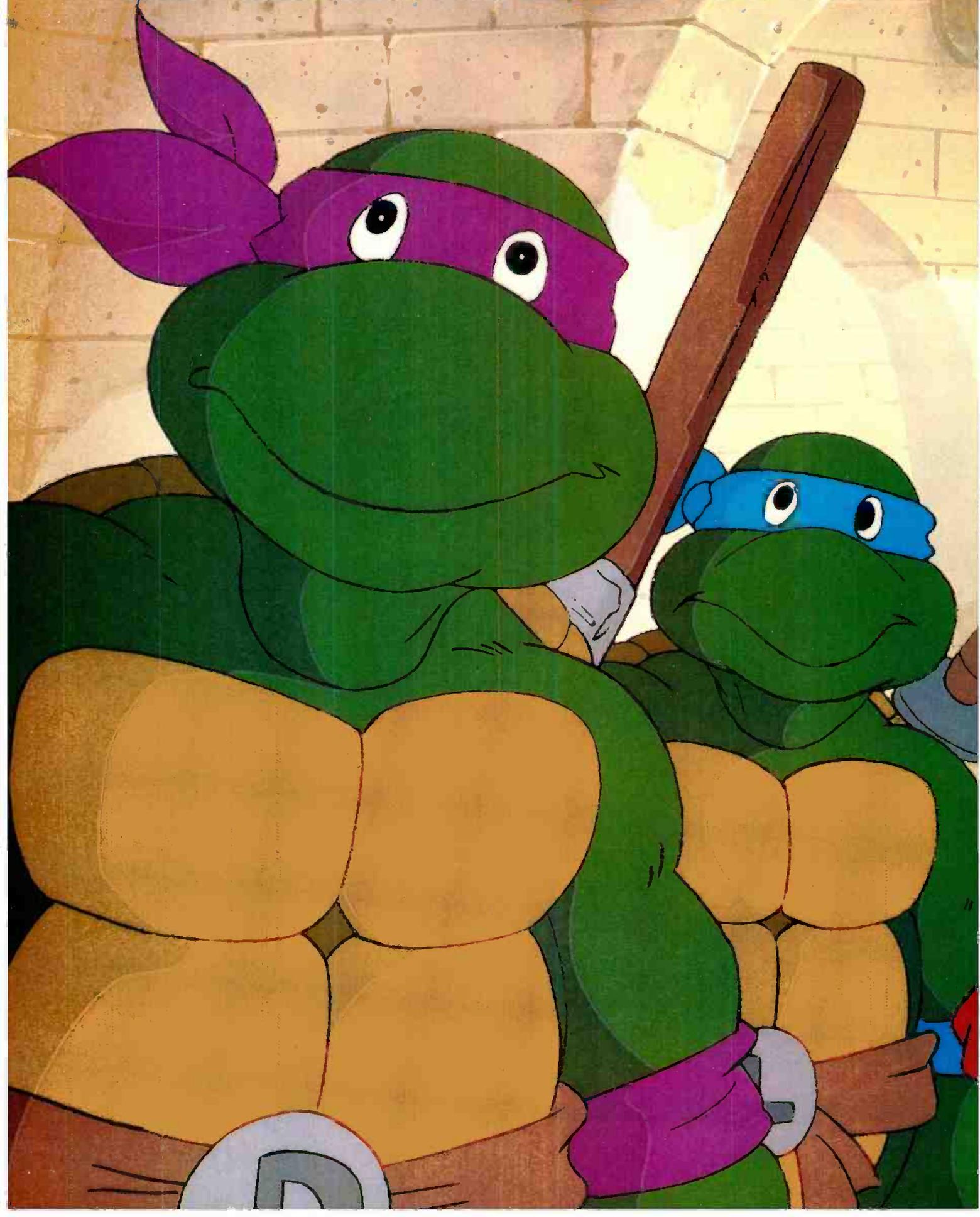
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BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
■ Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
■ Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
■ Total LPTV	351	210	561
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

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

* Includes off-air licenses.

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

Children's Television

■ House Telecommunications Subcommittee Chairman Ed Markey is seeking compromise with broadcasters on children's television bill. He is proposing legislation limiting commercial time in children's programs, but would not include original requirement that broadcasters air one hour per day of informational and educational programming. Bill would require FCC to review children's programs for educational and informational content as part of license renewal process. Broadcasters appear willing to accept commercial time limits, but balk at programing standard as part of renewal. Advertising industry has registered its concerns with measure. Association of National Advertisers in letter to Markey says limits on commercials would be "counterproductive," and "straightjacket the ability of advertisers and programers to respond to the marketplace and the public they serve."

Bill introduced by Representative Tom Tauke (R-Iowa) would eliminate antitrust re-

strictions and let industry arrive at code to govern children's advertising. Children's television legislation is also pending in Senate, but no action is imminent.

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

NAB has presented survey indicating that advertising in children's programing is currently under proposed 9.5-minute limit.

Comparative Renewal

FCC is moving ahead with plans to revamp comparative renewal process. At National Association of Broadcasters convention, FCC Chairman Dennis Patrick called for changes to curb use of process to force broadcasters into lucrative settlements and to establish

"clearly articulated standard" that, if met, would assure broadcasters "a reasonable expectation of renewal."

Assuaging concerns of NAB, Patrick indicated FCC would stop short of adopting changes that would virtually assure license renewal. NAB feared that such an approach could cause congressional backlash.

Reform has some support on Hill, particularly from Republicans. Seventeen Republican members of House Commerce Committee sent letter to FCC Chairman Dennis Patrick urging him to reform comparative license renewal procedures.

Leibowitz & Spencer, Miami-based communications law firm, has asked FCC to expedite its earlier petition for reform rulemaking to put potential challengers on notice that applications may be subject to more stringent scrutiny than in past.

Compulsory License

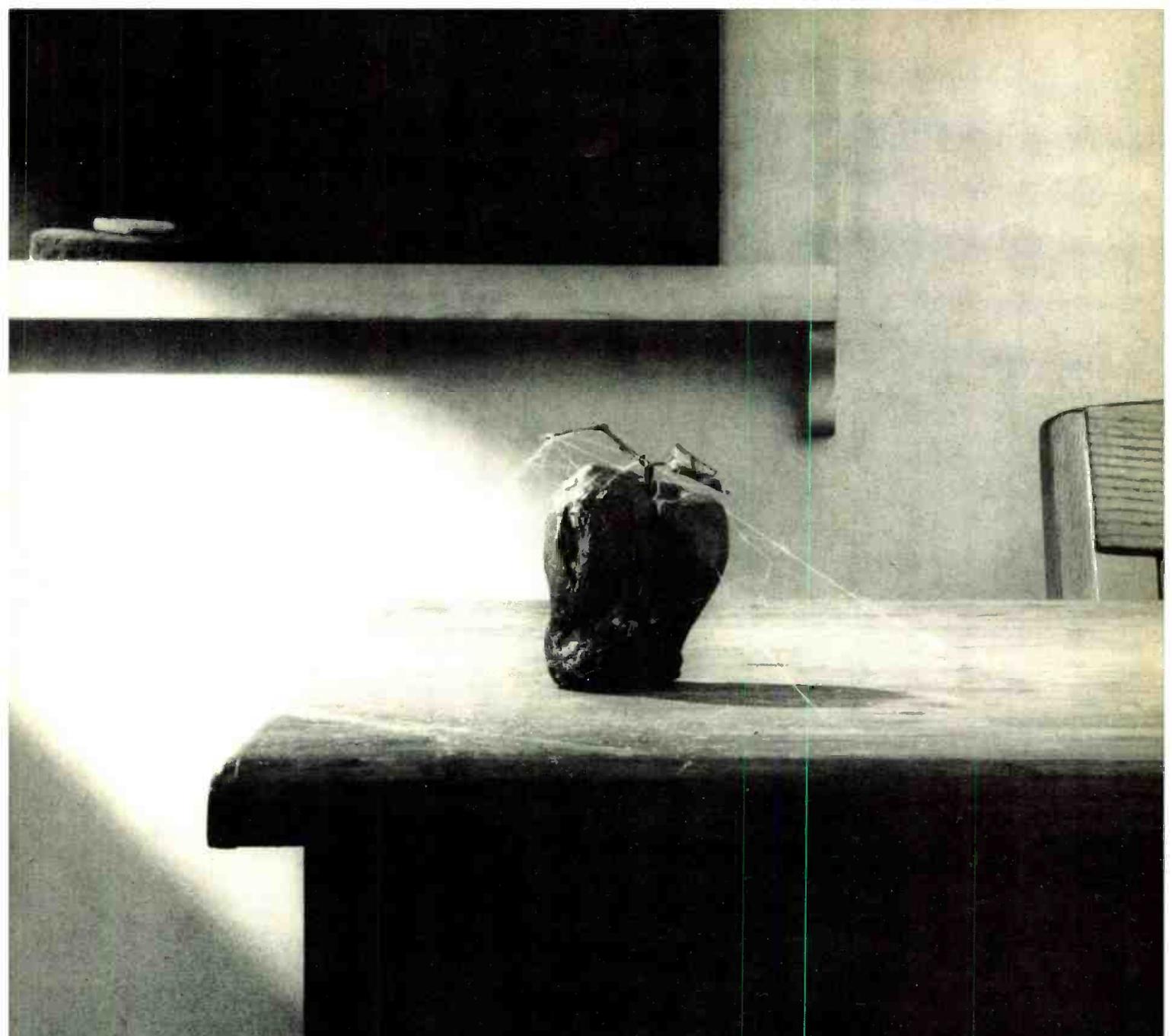
FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license. At Association of Independent Television Stations convention in January, Patrick said world in which cable can refuse to carry independent's signal while enjoying right to carry any signal it pleases is intolerable. Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) that would condition compulsory license on whether cable operator is carrying local broadcast signals. NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

Crossownership

■ **Telco-cable**—On April 12, FCC Common Carrier Bureau issued waiver of its Cabletelco crossownership rules, allowing GTE to build cable system in Cerritos, Calif. Cable groups, including National Cable Television Association and California Cable Television Association, had objected to decision and plan to fight ruling in courts.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to FCC proceeding that could lead to dropping of FCC rules barring such cross-ownership and recommendation to Congress to eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban. Nielson said measure could make headway in next Congress.

Even if FCC and Congress drop cross-ownership prohibitions, seven Bell operating companies would still be prevented from en-



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But now the profession of education must compete with other professions on an even field.

As things stand right now, it can't. A teacher with a master's degree and 15 years' experience can expect to earn only \$26,000 a year, on a national average.

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National Education Association

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The new TBC-7 extends performance for all Ampex Type C VTRs.

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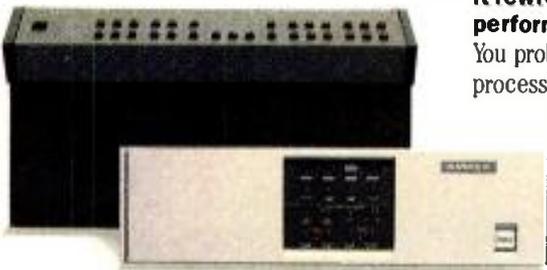
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Compare. Except for the Zeus processor, there's no better time base correction anywhere. And it's available as an upgrade for all Ampex Type C studio VTRs—including the VPR-2 and 2B.



Zeus processor (left), TBC-7 (front)

Status At A Glance operational display. It's like having a full-time assistant.

As VTRs gain more and more features, operating them gets more and more involved. For Ampex VTR owners, the Status At A Glance display simplifies complex operations.

Its unique on-screen menu eliminates cumbersome reference cards by displaying operational setups and non-standard conditions in plain English.

And it's interactive, so you can check and quickly change setup parameters—without getting lost.

Status At A Glance display capability means fewer operator errors.



Multi-Gen Setup. Better quality video over more generations.

Operational setup errors are the major source of degradation in multi-generation video. Multi-Gen Setup provides a solution.

When teamed with a Zeus processor, it lets you easily do setups that are ten times more accurate. And better setups mean superior video quality, for both multi-generation and low-generation work.

It's another example of how we make our newest technology available to our current customers. And how we help keep them competitive.

The Zeus advanced video processor. It rewrote the book on Type C performance.

You probably already know how the Zeus processor revolutionized variable speed

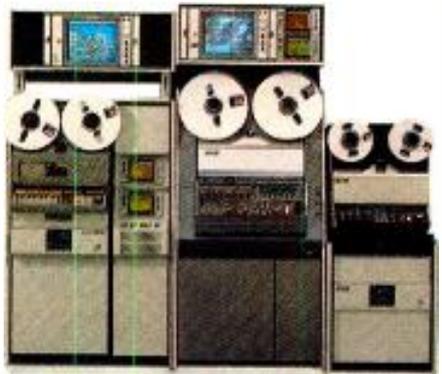
playback and multi-generation performance. And how it provided Ampex customers with frame store capability, serial remote control, and a host of other unique features.

But did you know that it's designed to operate with older Ampex VTRs as well as new ones? So all Ampex Type C customers can increase their creative flexibility—and profits—without having to buy new VTRs.

Ampex technology. It's designed to enhance your investment in Type C, not obsolete it.

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(left to right) VPR-6, VPR-3, VPR-80

So if you're looking at Type C VTRs, look hard at the options. Then choose a machine you can grow with.

You can find out more about Ampex Type C products by contacting your nearest Ampex Sales Engineer today.

AMPEX

tering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, including cable. And President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

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

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Action came too late to enable Murdoch to retain *New York Post*, which he sold in February to real estate developer Peter Kalikow for \$37 million so that Murdoch could keep WNYW(TV) New York. Ruling gave Murdoch opportunity to retain *Boston Herald* and WFX(TV) Boston, but Murdoch announced April 21 that he would sell station, saying: "There remains great uncertainty as to the FCC's position regarding waiver extensions."

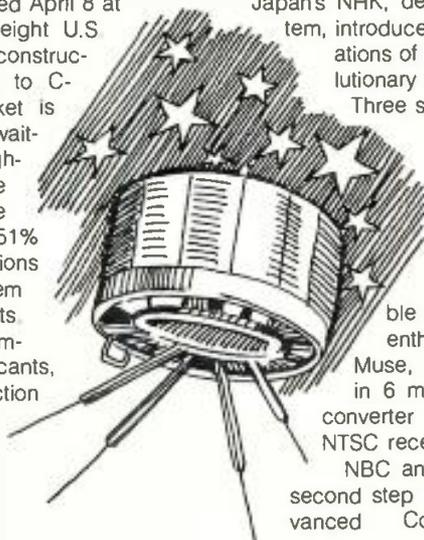
Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Senator Edward M. Kennedy (D-Mass.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) had attached measure to catch-all spending bill just before Christmas recess. Court, which heard oral arguments Feb. 11, has granted stay of Kennedy-Hollings measure until 45 days after it issues decision.

Direct Broadcast Satellites

Latest round of applications filed April 8 at FCC brings current total to eight U.S. firms holding or seeking DBS construction permits. Although threat to C-band cable distribution market is cited as major reason for wait-and-see stance in U.S. on high-power DBS—which would use Ku-band spectrum set aside for it—Tempo Satellite, 51% owned by Telecommunications Inc., largest U.S. cable system operator, is among applicants. FCC now awaits industry comments on mix of four new applicants, three requests for construction permit modifications and one request for four-year extension.

TCI backing may indicate that Ku-band direct-to-home



delivery of entertainment programming, already dominant mode of program distribution in Japan and moving fast in Europe, may be on verge of becoming reality in U.S. DBS's value rests on ability to receive high-power signals with very small earth stations.

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

High-Definition Television

■ Planning subcommittee of FCC's ATS Advisory Committee is completing first interim report to commission involving spectrum needs and outlines for future transmission system testing. During April 26 meeting of subcommittee, conclusions of report were announced. Polished version of report should be ready by mid-May for submission to parent "blue ribbon" panel. Second meeting of blue ribbon panel, where report will be discussed and approved for submission to FCC, has been set for June 3.

Advanced Television Test Center (ATTC), project cosponsored by seven organizations—NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations—is seeking executive director to oversee engineering and management aspects of facility. Center will provide place for Advanced Television Systems Committee (ATSC) and FCC's ATS Advisory Committee to test HDTV and ATV systems. Funding for center's first two years will come from \$700,000 donations each from NAB, NBC, CBS and ABC and from fund-raising drives by other partners. New executive director will decide where to locate facility and when testing will begin.

New twists to proposed advanced television transmission systems were on display at NAB convention in Las Vegas (April 9-12).

Japan's NHK, developer of Muse system, introduced seven different variations of Muse as possible evolutionary steps toward system.

Three systems will use 6 mhz and will be compatible with NTSC TV sets. Another three will employ 9 mhz with augmentation channel and will also be compatible with NTSC sets. Seventh system, Narrow-Muse, would be transmitted in 6 mhz, but would require converter to be received on NTSC receivers.

NBC announced its proposed second step in development of Advanced Compatible Television

(ACTV). ACTV-I, announced last fall, would transmit enhanced-definition signals over 6 mhz channel. New ACTV-II would be implemented sometime after establishment of ACTV-I. It would deliver full high-definition television via augmentation channel.

ATSC and Society of Motion Picture and Television Engineers have approved HDTV production standard setting parameters at 1,125 scanning lines, 60 hertz field and 16:9 aspect ratio. It has been sent to American National Standards Institute for approval as American national voluntary standard.

Indecency

■ FCC dismissed early in April five indecency complaints against two TV stations and three radio stations. But coalition of broadcast groups and citizen groups are pressing ahead in federal appeals court with First Amendment challenge of FCC's anti-indecency policy. In court brief defending policy, FCC said it is "lawfully and reasonably" enforcing anti-indecency statute affirmed by Supreme Court in 1978 *Pacifica* case.

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

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

In deciding to crack down on broadcast indecency last April, FCC adopted standard based on broader definition of indecency than seven dirty words at issue in 1978 *Pacifica* Supreme Court decision. At same time, FCC sent warning letters to three radio stations. At open meeting last November, FCC reaffirmed indecency policy, but, in doing so, created midnight-6 a.m. safe harbor during which "indecent" programming can be broadcast because of perceived minimal risk of children in audience.

Group of broadcasters joined Action for Children's Television and People for the American Way in petitioning U.S. Court of Appeals in Washington to review, in light of First Amendment, FCC enforcement of tougher broadcast indecency standard.

Mergers

■ Tele-Communications Inc. and Comcast have entered into definitive agreement to buy Storer cable properties from Kohlberg Kravis Roberts & Co. for \$1.55 billion. Deal will be structured similar to previous cable consortium offer that had included American Television & Communications. Companies will operate Storer as separate entity. TCI and Comcast will assume debt load and put up securities to gain access to so-called "restrict-



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Revolving Credit Term Loan Facility

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Limited Partnership

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ed cash." ¶ Merger talks between Lorimar Telepictures and Warner Communications Inc. have broken off. Lorimar still has on table offer from financier Marvin Davis to discuss possible \$17-per-share bid. ¶ United Cable in March agreed to merge with United Artists Communications Inc. into new company, United Artists Entertainment Co. (UAE). Tele-Communications Inc., which holds 45.9% of United Cable Television and 65.5% of UACI, will have at least 52% in new company. Merger is expected to be completed in second half of year and will create third largest cable system operator in U.S., with 2.3 million-subscriber cable systems (including UACI's recent purchase of Daniels's cable interests) to be operated under United Cable name. ¶ U.S. Cable Television Group has closed approximately \$225 million acquisition of 135,000-subscriber cable systems of Essex Communications Corp.

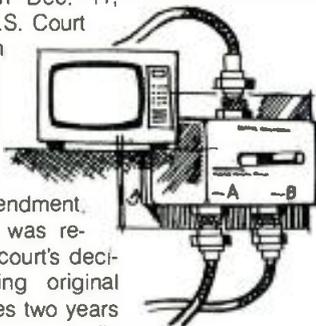
Must Carry

National Cable Television Association President James Mooney had good news for public television audience in Washington April 11. "If you think it's essential to your welfare," he told them, "that Congress have a crack at overcoming the constitutional difficulties, and put on the statute books rules similar to those promulgated by the FCC last year to require cable systems to carry the signals of local public stations, we'll cooperate in helping you do it."

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

FCC, responding to congressional pressure, launched inquiry into local broadcast signal carriage on cable systems in wake of Appeals Court decision. As part of inquiry, FCC is surveying broadcast industry. Last month, Dingell and others asked FCC to collect data on cable carriage of broadcast signals to create record that could justify resurrection of rules. In speech before broadcasters, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) restated his strong support for rules, although he said any action on item is dependent on broadcasters' willingness to accept codification of fairness doctrine (BROADCASTING, March 7).

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



Association will also record and catalog all "cable abuses" that occur following demise of must carry.

Public Broadcasting

■ Annual public television meeting in Washington in April featured NCTA President James Mooney offering cooperation in resolving issues surrounding carriage and channel placement of public TV stations on cable systems. PBS board April 13 approved \$24.7-million fiscal 1989 budget. NAPTS board approved \$1.9-million budget that same day.

Reauthorization hearing April 13 in Senate appropriations subcommittee featured Senator Dale Bumpers (D-Ark.) saying he would not "go along with" OMB recommendations that CPB authorizations be frozen at \$214 million for 1989-91. However, during April 19 House Labor Appropriations Subcommittee CPB hearing, Chairman William Natcher (D-Ky.) said, "It will be right difficult" for House to appropriate beyond two percent increase ceiling mandated by last December's House budget resolution. CPB is asking increase from \$232 million in 1990 to \$395 million—plus one-time \$200-million appropriation for replacement of satellite—in 1991. Senate and House proposed CPB authorizations of \$304 million for FY 1991 (plus \$200 million for satellite), \$353 million for FY 1992 and \$404 million for FY 1993.

National Public Radio and American Public Radio will each hold annual meeting at public radio conference May 18-22 at Adams Mark hotel, St. Louis. Stephen Salyer, senior vice president, marketing and communications, WNET(TV) New York, is new American Public Radio president. APR had been without full-time president since July 1987.

Scrambling

Legislation pending in Senate that would regulate home satellite marketplace, mandating that cable programmers permit any qualified third party to distribute their services to backyard dish (TVRO) owners is expected to hit Senate floor sometime in May, according to aide to Senator Al Gore (D-Tenn.), S. 889's chief sponsor. With Gore's decision to withdraw from race for Democratic presidential nomination, senator will be back in Washington full-time and able to devote time to moving bill.

Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose bill. If Senate passes bill, TVRO measure in House could pick up momentum. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has said matter is "front burner" issue for many subcommittee members and indicated discussions are under way on bill's fate (BROADCASTING, April 4).

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

Syndex

FCC is moving toward adoption of new syndicated exclusivity rules that would require cable systems to delete syndicated programming on superstations or other distant signals for which local television stations have exclusive local rights (BROADCASTING, March 14). FCC had hoped to take action at April meeting, but the complexity and politics of issue have pushed date back to May or June.

Principal question still unresolved is whether rules should apply retroactively. Cable and superstation owners are opposed to rules, but say that if FCC is determined to adopt them, it should do so prospectively, allowing impact of rules to be felt gradually. Most broadcasters, led by National Association of Broadcasters and Association of Independent Television Stations, argue that rules should apply retroactively, so that local exclusivity provision contained in rights contracts written since repeal of original syndex rules in 1980 can be enforced.

NAB and NCTA are expected to engage in discussions on possibility of syndex compromise (BROADCASTING, April 18). Idea that has surfaced would enable cable operator to substitute programming from distant signal for that of local station that has claimed exclusivity. Broadcasters would qualify for syndex as long as they guarantee same series of programs carried on local station is made available to cable operator.

Unions

Negotiating teams for the Writers Guild of America and the Alliance of Motion Picture and Television Producers—whose strike is into its second month—met with three networks April 18, but talks broke off after only 20 minutes. Industry observers suggest that strike will be extended one that delays start of fall season. WGA has signed two interim agreements, however, one with producers of *Smothers Brothers Comedy Hour*, enabling that mid-season project to complete its run through May 25. Other was with film producer Ivan Reitman Productions.

Victims of strike to date include one highly prepublicized episode of ABC-TV's *Moonlighting* that was to have been shot in 3-D and partly funded by Coca-Cola, which planned to place 3-D commercials in program and distribute 3-D glasses in fast-food chains. Other casualty is CBS's planned midseason, half-hour comedy, *The Dictator*.

Twenty-six-day-old Screen Actors Guild and American Federation of Television and Radio Artists strike against advertising agencies ended April 15. Unions received new three-year contract providing for residual payment for commercials carried on cable television, strikers' principal grievance. Contract provides 10% increase—to \$366—for initial studio appearance fees. Cable residual provision compensates actors for spots that run on broadcast networks and then cable. They receive flat fee of \$366 for each 13-week cycle that commercial runs on cable. Fee will increase to \$385 after 18 months.



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Mike Seagly, Program/Operations Manager, WZZM-TV, Grand Rapids

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ATLANTA	WAGA	JACKSONVILLE	WJXT	OKLAHOMA CITY	KOCO
TAMPA	WTSP	MOBILE	WALA	GRAND RAPIDS	WZZM
SEATTLE	KIRO	WICHITA	KAKE	GREEN BAY	WLUK
MINNEAPOLIS	WCCO	ALBUQUERQUE	KOB	MADISON	WMTV
MIAMI	WPLG	ROCHESTER	WOKR	WEST PALM	WPTV
PITTSBURGH	KDKA	ROANOKE	WSET	PEORIA	WEEK
ST. LOUIS	KSDK	CHAMPAIGN	WAND	DAVENPORT	KWQC
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SAN DIEGO	KGTV	LAS VEGAS	KLAS	ALBANY, GA	WFTG
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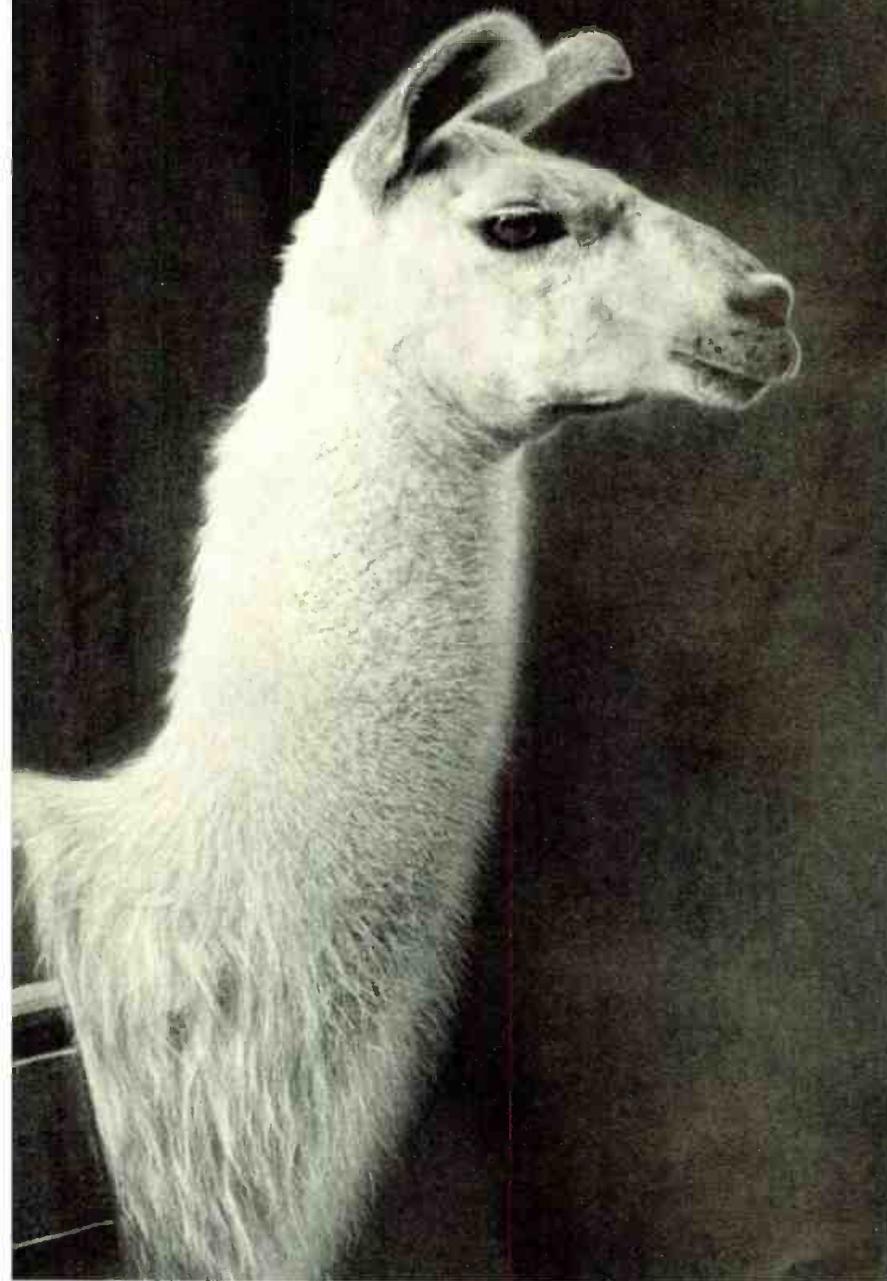
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And when Alexander Haig dropped out of the GOP race, Dave endorsed him.

On the campaign trail, Dave joined the enormous press pack covering Rep. Richard Gephardt. Dave Barry wrote at one stop, "Also on hand were some members of the actual public, but not many. The public, unfortunately, cannot be relied upon to show up at Lutheran churches in the middle of the working day to hear Congress persons from Missouri give speeches about Nicaragua."

Dave attended an Iowa reception for Vice President Bush at the home of a woman named Margaret Swanson. "I arrived at about 6:30 p.m. and since the temperature was 175,000 degrees below zero, I elected to spend an hour outside with other reporters engaging in typical journalism shoptalk such as:

'Hey, I think this journalist is dead!'

Around 7:30 the vice president arrived. The surviving journalists went inside and watched from a discreet distance as Mr. Bush smiled at Mrs. Swanson. We recorded this news event in our cameras and notebooks with an intensity normally associated with lunar landings."

And sometimes Barry's fiction opens your eyes to facts. Which is why he won the 1988 Pulitzer prize for commentary. He uses humor, according to the Pulitzer panel of judges, as a device to present "fresh insights into serious concerns."

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A commentary on tax law changes from Devin Jones, Broadcast Investment Analysts, Washington

How 1988 tax changes will affect station trading

Major opportunities still exist in 1988 for buyers and sellers of broadcast properties to benefit from the 1986 Tax Reform Act and greatly reduce future income tax liabilities. The two-year transition window in effect throughout the remainder of this year can be used by sellers of deals under \$10 million to avoid the punitive corporate-level tax associated with the sale of assets under the new law. By structuring their transactions properly, buyers can minimize future tax liabilities, while certain smaller corporations can sell or restructure their ownership this year and take advantage of the transitional rules contained in the tax code.

There are three major aspects of the Tax Reform Act affecting station trading. First, the so-called General Utilities Doctrine (embedded within Sections 336 and 337), which provided for nonrecognition of gain, except for certain recapture items on in-kind distributions of assets or upon sale of appreciated assets in complete liquidation, was repealed. Second, the preferential treatment accorded to long-term capital gains, taxed at a maximum rate of 28% for corporate taxpayers and 20% for individual taxpayers, was repealed. The rates for long-term capital gains have gone up for both corporations and individuals. Third, the top corporate tax rate was lowered to 34% (effective July 1, 1987), which is now greater than the top rate of 28% for individual taxpayers (effective Jan. 1, 1988). In other words, individual rates were lowered proportionally more than corporate rates: a strong incentive to move away from traditional corporate forms of holding broadcast and cable properties.

With the repeal of General Utilities, traditional C corporate structures are now faced with a corporate-level tax liability at the time of sale. In addition to being subject to a corporate-level tax on earnings and proceeds upon resale, there is no longer any advantage to cashing out earnings as capital gains through a qualifying redemption or through a sale of stock. To make matters worse, a new corporate alternative minimum tax was imposed to tax corporations showing profits for financial reporting purposes. Under the new law, it is generally more attractive to structure broadcasting ventures as partnerships, proprietorships, or S corporations (flow-through entities). The major advantage of flow-through entities is that they are subject to tax only once, at the owner's personal tax rate.

Under the standard corporate structure, distributed earnings are subject to taxes at both the corporate level and at the shareholder level. When compared to the identical taxable transaction of the flow-through entity, the standard corporate entity faces an



Devin Jones is a financial analyst with Broadcast Investment Analysts Inc., a Washington-based firm specializing in fair market valuations, asset appraisals, publications and acquisition consulting.

additional tax burden of 24.5%, $[(\text{gain} \times \text{corporate rate}) + \text{gain} \times (1 - \text{corporate rate}) \times \text{personal rate}] \text{ v. } [\text{gain} \times \text{personal rate}]$, assuming maximum corporate and individual rates.

Flow-through entities are taxed once, regardless of whether a distribution is made. In structuring a venture to avoid C corporation status, however, the advantage of limited liability may be lost unless the venture can be formed to comply with the requirements of Subchapter S of the Internal Revenue Code, or be structured as a limited partnership.

Other aspects that the buyer must consider relate to the manner in which the deal is structured. In situations where large unrealized gains are involved, there may be more transactions structured as stock purchases with a carryover basis in the acquired assets. The major disadvantage of a stock purchase to the purchaser is the loss of a tax shield associated with an asset write-up and the possibility of acquiring known and unknown liabilities along with the assets of the business. In most situations, it may still be advisable for the buyer to structure the transaction as an asset purchase in order to recapitalize acquired tangible assets and amortizable intangible assets, maximize depreciation deductions, and produce a higher after-tax return on investment. Without the significant tax shield savings associated with an asset purchase, a lower purchase price should be negotiated to produce an equivalent return on investment when compared to an assets deal.

From the seller's point of view, major opportunities exist for taking advantage of the transitional rules that will remain in effect throughout the remainder of 1988. The primary remaining transitional benefit

is the General Utilities Doctrine (GUD) exemption for small businesses that meet the requirements of a "qualified corporation". The GUD was essentially the codification of a case law precedent that allowed a corporation to avoid corporate level tax on a gain resulting from its sale and subsequent liquidation.

A qualified corporation that will benefit from the transition rules is a corporation that, as of Aug. 1, 1986, and at all times prior to liquidation, has been more than 50% owned by 10 or fewer individuals who have held stock for the five-year period prior to the adoption of the plan to liquidate or the time the corporation has been in existence, if less than five years (this definition may be subject to minor changes under the proposed Technical Corrections Act). The fair market value (FMV) of the stock of the qualified corporation may not exceed \$10 million. This value is based on the greater of the stock's fair market value as of Aug. 1, 1986, or its fair market value at the date of adoption of the plan to liquidate. Full transition relief is available for qualified corporations having an FMV of \$5 million or less, with a phase-out for corporations with an FMV of between \$5 million and \$10 million.

If a broadcast or cable corporation is closely held and meets the requirements established for a qualified corporation, it can avoid the corporate-level tax on the sale of appreciated property, if liquidated before the end of 1988. For example, a qualified corporation with a certified FMV of \$5 million and expecting a \$2.0 million gain over adjusted basis upon sale would be able to avoid the 34% corporate tax. This results in a tax saving of \$489,600, or 24.5% of the gain.

Because of the attractive tax advantages available by divesting a qualified corporation in 1988, it may be time to investigate these advantages for your own particular circumstances with a qualified tax planner. In terms of determining the value of your qualified corporation, a defensible fair market value appraisal by an independent consulting firm is the best means to establish the value of the broadcast or cable TV property.

For both the buyer and seller of a fully qualified C corporation in 1988, an assets deal provides the most attractive tax benefits to each. The purchaser can step up the basis in the acquired assets, while the seller is able to avoid the corporate-level tax associated with the sale of property under the tax code.

The current tax law provides great incentives to buy and sell properties in 1988 and the level of activity should be strong throughout the remainder of the year. Careful planning of a sale or purchase of a property in 1988 is the best way to avoid future tax-related problems. ■

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April 30-May 3—*National Cable Television Association* annual convention and exposition. Theme: "Cable '88: Seeing is Believing." Los Angeles Convention Center, Los Angeles. Information: (202) 775-3629.

May 1—Deadline for entries in *National Association of Broadcasters'* Crystal Awards for excellence in local radio achievement. Information: (202) 429-5417.

May 1—Deadline for entries in *Prix Jeunesse Internationale* for "children's or youth program which most convincingly demonstrates how children anywhere in the world can be helped to lead a decent life and fully develop their potentials." Information: 59-00-20-58.

May 1—Presentation of Genii Awards, sponsored by *American Women in Radio and Television, Southern California chapter*. Beverly Wilshire, Los Angeles.

May 1-4—Advertising financial management conference, sponsored by *Association of National Advertisers*. Pointe at South Mountain, Phoenix. Information: (212) 697-5950.

May 1-8—International Public Television Screening Conference, Input '88, sponsored by *Philadelphia Input '88 Alliance*, "annual forum for exchange of program ideas among producers, programmers and others interested in making quality television to serve the public." Annenberg School of Communications, Philadelphia. Information: (215) 351-1200.

May 2—Deadline for entries in News and Documentary Programming Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Information: (212) 586-8424.

May 2—"The Breakup of the Network News Monop-

oly," forum luncheon sponsored by *Academy of Television Arts and Sciences*. Speaker: Geraldo Rivera of syndicated talk show, Beverly Wilshire hotel, Los Angeles. Information: (818) 953-7575.

May 2-3—*North American National Broadcasters Association* hosts Inter-Union/Intelsat/Signatories meeting. National Press Club, Washington. Information: (613) 738-6553.

May 3—*National Association of Minorities in Cable* fifth annual awards breakfast (during NCTA convention). Westin Bonaventure, Los Angeles. Information: (212) 304-3264.

May 3—Press conference and exhibitors workshop of *International Broadcasting Convention* (Sept. 23-27). Metropole hotel, Brighton, England. Information: (01) 240-1871.

May 3-4—Discussion of role of journalists in reporting medical ethics, sponsored by *Case Western Reserve University*. Cleveland. Information: Robert Daniels, (216) 368-3635.

May 4—*Broadcast Pioneers* George Foster Peabody Awards luncheon. Plaza hotel, New York. Information: (212) 586-2000.

May 4—*New Jersey Broadcasters Association* sales seminar. Quality Inn, Route 1 South, North Brunswick, N.J.

May 4—*New York Television Academy* luncheon. Speaker: Que Spalding, president, Playboy Programming Distribution Co. Copacabana, New York. Information: (212) 765-2450.

■ **May 4**—*Academy of Television Arts and Sciences* panel discussion of movie, "Broadcast News," featuring journalists and executives of Los Angeles TV stations. Directors Guild Theater, Los Angeles. Informa-

tion: (818) 953-7575.

May 5-7—*New Mexico Broadcasters Association* annual convention. Doubletree hotel/convention center, Albuquerque, N.M.

May 6—32d annual Tom Phillips *UPI* New England Broadcasting Awards banquet. Cambridge Marriott, Cambridge, Mass. Information: Maureen Rooney, (617) 542-4708.

May 6-8—"Economics and the '88 Elections, conference for journalists co-sponsored by *Foundation for American Communications* and *Gates Foundation*. Cheyenne Mountain Conference Resort, Colorado Springs, Colo. Information: (213) 851-7372.

May 7—"Children's Television: How to Produce It on a Budget," seminar sponsored by *American Film Institute*. Peat Marwick Executive Education Center, New York. Information: (800) 221-6248.

Also in May

May 9—*North American National Broadcasters Association* news and current affairs committee meeting. NBC, New York. Information: (613) 738-6553.

■ **May 10**—*North American National Broadcasters Association* sports committee meeting. ABC, New York. Information: (613) 738-6553.

May 10—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

May 10-13—Communications '88, supported by *International Telecommunications Union* and *European Economic Community*. National Exhibition Center, Birmingham, England. Information: (301) 657-3090.

May 11—"Starring in Your Own Show: Owning and Operating a Broadcast Station," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

May 11-18—28th Golden Rose of Montreux, festival for light entertainment television programs. Maison des Congres, Montreux, Switzerland. Information: (212) 223-0044.

May 11—*New York Television Academy* luncheon. Speaker: Squire Rushnell, VP-late night and children's television. ABC Entertainment, Copacabana, New York. Information: (212) 765-2450.

May 12—Entertainment and sports conference, sponsored by *Foundation for Accounting Education*. Among speakers: Sumner Redstone, chairman, Viacom, Nikko Essex House, New York. Information: Nancy Fagan, (212) 697-7162.

■ **May 12**—*Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences* announcement of nominations for 15th annual daytime Emmy Awards. Waldorf-Astoria, New York. Information: (Los Angeles) (818) 763-2975 or (New York) (212) 586-8424.

May 13-14—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Stouffer Harbor Place, Baltimore. Information: Catharine Rice, (202) 626-3250.

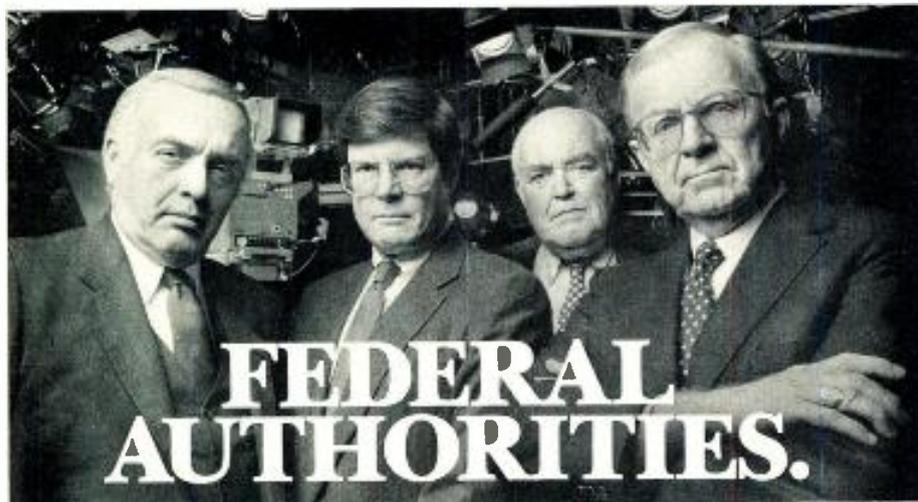
May 13-15—*Federal Communications Bar Association* annual seminar. Hotel Hershey, Hershey, Pa. Information: (202) 457-8654.

May 14-15—*National Academy of Television Arts and Sciences* chapter presidents programing meeting. Marriott hotel, Nashville, Tenn. Information: (212) 586-8424.

May 16—*Action for Children's Television's* 20th birthday celebration. Speakers include Congressmen Ed Markey (D-Mass.) and Al Swift (D-Wash.). Host: Comedian Jay Leno. Tavern on the Green, New York. Information: (617) 876-6620.

May 16-17—"Media Mergers and Acquisitions Technical Conference," sponsored by *Executive Enterprises Inc.* Los Angeles Hyatt. Information: (800) 831-8333.

May 16-19—*Pacific Mountain Network* annual meet-



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And a special salute to WTAJ-TV, Altoona, PA winner of this year's Post-Newsweek Award for "Action News for Kids."

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ing. Coeur d'Alene, Idaho. Information: Ruth Baxter, (303) 980-1411.

■ **May 17**—"Doing Business with Advertising Agencies," breakfast seminar sponsored by *Producers Council of International Communications Industries Association*. Gangplank restaurant, Washington. Information: (703) 273-7200.

■ **May 17**—*Cabletelevision Advertising Bureau* media research workshop. LAX Hilton, Los Angeles. Information: Nancy Gomez, (212) 751-7770.

■ **May 17**—20th World Telecommunication Day, commemorating the founding of the *International Telecommunication Union* in 1865, under the name "International Telegraph Union." Theme: "The transfer of technological know-how in the age of electronics." Information: 41-22-99-59-69/99-51-92.

■ **May 18**—*Cabletelevision Advertising Bureau* media research workshop. DFW Airport Harvey hotel, Dallas. Information: Nancy Gomez, (212) 751-7770.

■ **May 18**—*New York Television Academy* luncheon. Speaker: Phil Donahue, host of nationally syndicated *Donahue*. Copacabana. Information: (212) 765-2450.

■ **May 18-19**—Sports Conference. New York Marriott Marquis hotel. New York. Information: (212) 213-1100.

■ **May 18-19**—*Direct Marketing Day in New York*. New York Hilton, New York. Information: (212) 362-6642.

■ **May 18-21**—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

■ **May 18-22**—Public Radio Conference, annual meeting of *National Public Radio* and *American Public Radio*, coordinated by *National Public Radio*. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

■ **May 19**—*American Women in Radio and Television*, Washington chapter, presentation of Esther Van Wagner Tufty Award to local woman broadcaster. Sheraton Washington hotel, Washington. Information: Betsy White, (703) 276-1261.

■ **May 20**—*Women in Communications, D.C. chapter*, annual Matrix luncheon. Capital Hilton, Washington. Information: (202) 525-2226.

■ **May 20**—*Cabletelevision Advertising Bureau* media research workshop. O'Hare Hyatt Regency, Chicago. Information: Nancy Gomez, (212) 751-7770.

■ **May 20-22**—*Radio Advertising Bureau* radio sales university. Washington. Information: (212) 254-4800.

■ **May 20-22**—"Economics and the News," conference for journalists co-sponsored by *Foundation for American Communications*, *Gannett Foundation* and *KARE11*. Scantion Minneapolis Executive Conference Center and hotel, Plymouth, Minn.

■ **May 21**—40th annual Los Angeles Area Emmy Awards presentation, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

■ **May 21**—*Michigan Associated Press Broadcast Association* annual meeting and seminars held in conjunction with *Michigan Association of Broadcasters* and region eight of *Radio-Television News Directors Association*. Clarion hotel, Lansing, Mich. Information: Carol Riha, (313) 259-0650 or Karole White, (517) 694-4977.

Errata

In April 18 "Syndication Marketplace," *AIDs Lifeline* was attributed to Group W Productions. *AIDs Lifeline* is actually product of **Group W Television Sales**, Group W unit responsible for sales of national spot time on Group W television stations, as well as sales of certain other productions, including *P.M. Magazine*.

April 25 box on national rollout of **R.D. Percy peoplemeter system**, said system differed from those of Nielsen and Arbitron; it should have said it was **different** from those of Nielsen and **AGB**.

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Taking a 'Stand'

EDITOR: Your "Where Things Stand" section is outstanding. I find it very difficult to stay current on all the major issues in our complex and rapidly changing environment.

This section of your magazine compresses a lot of information into brief and understandable summaries.

My compliments and thanks.—*Christopher J. Rohrs, vice president, marketing, and station manager, WDIV(TV) Detroit.*

Domestic vs. foreign

EDITOR: A D. Pieri, freelance international broadcast consultant, was published in your April 18 "Open Mike" column taking a wide roundhouse at Charles Giddens's opinion that foreign ownership of our broadcast system would be a mistake. Mr. Pieri stepped into it up to his Rolex.

This country has put up with trade restrictions from other countries for decades at the expense of taxpaying Americans. Mr. Pieri's comment about our car manufacturers being happy if they were able to block foreign imports has touched a nerve. Foreign countries do just that with restrictions, import fees and the like. Now he would have us divest American broadcasting outlets to for-

eign ownership. The reason given by Mr. Pieri is that our stations are predictable and boring while European stations somehow "hit one in the face like a hot, wet towel." Indeed they do. I've listened to methods used to make my dog sit, how to keep parasites off one's tulips and the proper use of turpentine after which it was indeed necessary to be hit in the face with a hot, wet towel just to remain ambulatory. This while Europeans were going to great extremes to pick up pirate signals of our "predictable" programming.

European programming would not fly here and Mr. Pieri knows it. If allowed to own stations here they would compete for available dollars with programming dictated by the community just as we do now and not with creative, unpredictability that Mr. Pieri claims is the benchmark of European broadcasting. Could it be that it is the slapping in the face with a hot, wet towel that the gentleman misses most?—*Tom Joyner, president, Joyner Communications Inc., Cary, N.C.*

Conventional praise

EDITOR: I'd like to salute BROADCASTING magazine for the outstanding coverage of the National Association of Broadcasters

convention in Las Vegas. While in attendance, it's virtually impossible to be everywhere, but it's not a problem. Your publication fills in the gaps. Nice job.

Kudos, also, to the NAB for the wonderful convention and for allowing the Community Broadcasters Association to piggyback an LPTV session on Sunday, which was a total success—250 in attendance, a fine and productive session. Speakers included Congressmen Tauke, Tauzin, and Morehead, former Mutual Broadcasting Network President Martin Rubenstein, CBA President John Kompas and yours truly. Thanks NAB!—*Lee Shoblom, chairman, Community Broadcasters Association, London Bridge Broadcasting Inc., Lake Havasu City, Ariz.*

Rush reaction

EDITOR: Your April 18 "Fifth Estater" of Warner Rush brought back many memories. Our careers criss-crossed all over the place back in the 1960's and '70s. In an industry full of extraordinary people, Warner is extra extraordinary. Your profile came close to describing his talents and energies but words fail to do him justice.—*Ron Gilbert, vice president, general manager, WENGLAM) Englewood, Fla.*

Major Meetings

April 30-May 3—National Cable Television Association annual convention. Los Angeles Convention Center.

April 28-May 3—24th annual MIP-TV, *Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

May 18-21—American Association of Advertising Agencies 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

May 18-22—Public Radio Conference, annual meeting of National Public Radio and American Public Radio, coordinated by National Public Radio. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

June 6-9—ABC-TV annual affiliates meeting. Century Plaza. Los Angeles.

June 8-11—American Women in Radio and Television 37th annual convention. Westin William Penn, Pittsburgh.

June 8-12—Broadcast Promotion and Marketing Executives/Broadcast Designers Association 32d annual seminar. Bonaventure. Los Angeles. Future meeting: June 21-25, 1989. Renaissance Center, Detroit.

June 12-15—CBS-TV annual affiliates meeting. Century Plaza. Los Angeles.

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

June 18-21—American Advertising Federation annual convention. Century Plaza, Los Angeles.

July 31-Aug. 3—Cable Television Administration

and Marketing Society annual conference. Westin Copley Place. Boston.

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

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

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

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

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

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

Oct. 17-19—Television Bureau of Advertising annual meeting. Bally's, Las Vegas.

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

Nov. 30-Dec. 3—Radio-Television News Directors

Association annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510.

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

Jan. 4-8, 1989—Association of Independent Television Stations annual convention. Century Plaza, Los Angeles.

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

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

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

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

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

April 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.

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

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Los Angeles County

officials have found that after several services were contracted out, 90% of those laid off were Black, Hispanic or Asians.

Across the country minority and women workers who first found employment equality with government are losing their jobs and benefits because of contracting out.

Proponents of contracting out are always saying that privatization costs less and provides better services to the public.

But the truth is contracting out usually ends up costing more, not less.

After all, private companies are in the business of making a profit and don't have to answer to taxpayers.

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So, what many officials are finding out is that while contracting out may look good on paper, it doesn't work in practice.

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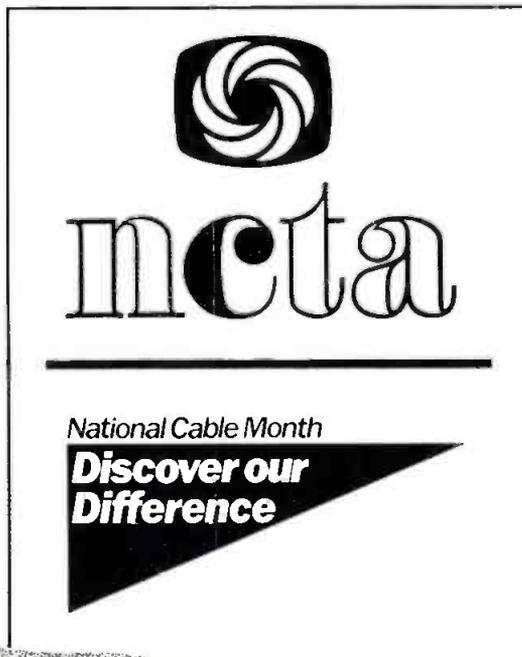
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The 2nd National Cable Month was a successful way to increase viewers' awareness of the diversity of cable programming. And I look forward, as I'm sure you all do, to next year's National Cable Month.

Terry Rich
Vice President/Sales & Promotions
Heritage Communications, Inc.
Executive Producer
National Cable Month Kick-off Weekend

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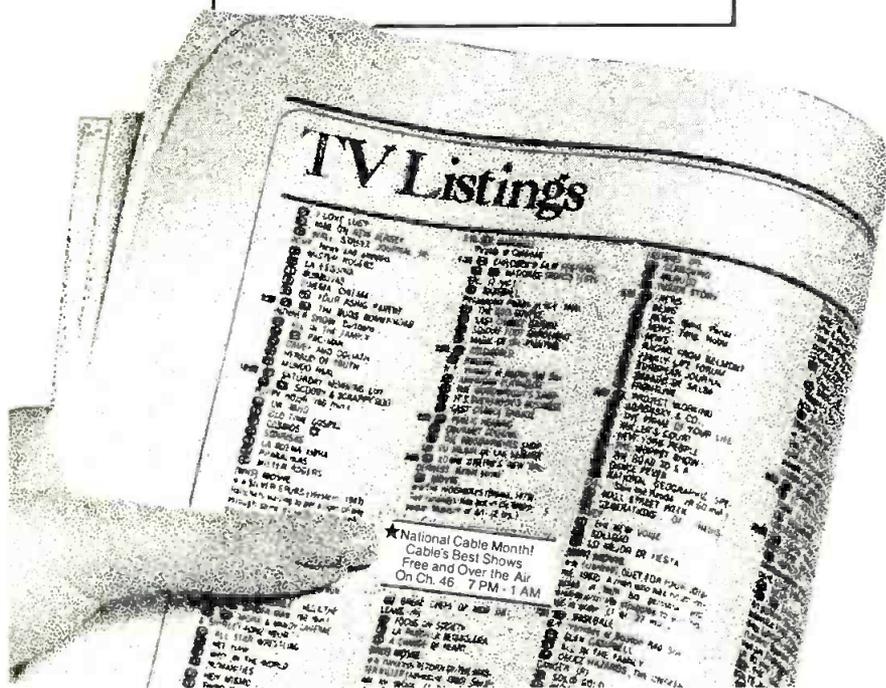
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Vol 114 No. 18



Cable 88: fiscally upbeat, governmentally concerned

As industry gathers in Los Angeles for NCTA convention, business outlook is very good, but many are worried about reregulation from Congress

If the cable industry had a list of economic indicators, most of the them would be pointing to the sky. It is a heady time for an industry that is gathering in Los Angeles for the National Cable Television Association annual convention this week.

Each quarter companies report new highs in revenue and cash flow. Viewing of cable networks continues to increase, largely at the expense of the broadcast networks. And cable continues to be accepted by a growing portion of the population.

If the industry has a main worry, it is the prospect of reregulation. The focal point has become Senator Albert Gore's (D-Tenn.) home satellite legislation, which threatens cable operators' exclusive hold on cable programming. S. 889 has become cable enemy number one. As the bill moves toward action on the Senate floor, possibly this month, the industry has intensified its lobbying to defeat it. (A reading taken last week in Washington indicated the outcome on the bill was "too close to call.") Also of concern is the probable return of syndicated exclusivity, which could force cable systems to black out popular programs on imported superstations. Cable executives have been

making the rounds at the FCC in the hope the agency will, at a minimum, provide for an orderly phase-in of the rules.

Senator Howard Metzenbaum (D-Ohio), concerned about what he feels is cable's growing anticompetitive behavior and increases in subscriber rates, told cable representatives at a March hearing the industry had 60 days to clean up its act. Last week, Metzenbaum was still holding to that timetable (see page 37).

□

Cable may get a better idea where it stands with Congress next week (May 11) when the House Telecommunications Subcommittee holds its second cable oversight hearing. The industry was on the defensive at the first hearing, where the issues of access to programming for dish owners, rates, must carry and channel repositioning were raised. Chairman Ed Markey (D-Mass.) has asked the Government Accounting Office to conduct a study of rate hikes (BROADCASTING, April 4).

□

High-definition television and fiber optic technology figure heavily in the thinking of top-level cable operators, but the industry is exploring those issues with deliberate speed. Both issues raise numerous complex technical and economic questions. "Cable has a lot of unanswered questions in the

transmission of HDTV," said John Goddard, president of Viacom Cable. "I realize it's not going to go away, but it's not going to be here tomorrow."

Much of the fiber optic discussion falls into the same category of questions needing to be answered. (The experimental systems of GTE in Cerritos, Calif., and Irving Kahn in southern New Jersey could go a long way in answering some of them.) "We need to be configuring our systems so we're postured to deliver more than television," said Glenn Jones, chairman of Jones Intercable. "But there's plenty of time to react."

Likewise, the competition from new delivery mechanisms such as direct broadcast satellite and wireless cable or MMDS does not appear imminent. And their introduction in the marketplace may serve to complement cable more than compete with it. Indeed, several cable companies are moving to be a part of that business. Tele-Communications Inc. has filed a DBS application in the commission. John Sie, TCI senior vice president, said at the National Association of Broadcasters convention that the principal market for DBS will be the four to five million homes in the low-density outskirts of cable franchises. Goddard does not see DBS as a competitive threat because of "the tremendous requirement for an infrastructure for servicing that industry on the ground." Sie pointed out that DBS could

evolve as a complementary service to cable because cable operators have the necessary infrastructure.

At least three cable MSO's—Jones, Warner and Cablevision Systems—have recognized the potentially complementary nature of MMDS. "MMDS complements cable where cable doesn't reach," said Jones. He added, "We wouldn't look at it as competitive to cable."

By most accounts, the cable business had a strong first quarter of 1988. The nation's

largest MSO, Tele-Communications Inc., better known for its system acquisitions than marketing prowess, added 100,000 subscribers in internal growth alone in the quarter. American Television & Communications added 80,000 basic subscribers and 100,000 pay units in the first quarter. Trygve Myhren, chairman and chief executive officer of ATC, told the company's annual meeting of shareholders last week. "That puts us in almost 58% of the homes ATC systems pass, he said, "and puts us right on target to

achieve 70% penetration by 1993."

Lost in the background of the sale of Storer's cable properties has been that company's continued growth. It added 30,000 subscribers in the first quarter, said Ken Bagwell, president of Storer's cable division, but more important, it became the first top five MSO to break the 60% penetration barrier. The reason, he said, "is plain, dogged marketing.... We're spending solid marketing dollars and it's paying off very, very well."

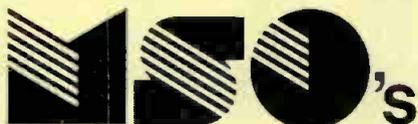
Comcast Cable President Robert Clasen said the company added 25,000 basic subscribers and nearly 35,000 pay units in the first quarter. Viacom Cable added 17,000 basic and 17,000 pay subscribers in the quarter.

The pay services, as reflected in the MSO numbers, continue to thrive. Michael Fuchs, HBO chairman, will tell analysts at the NCTA convention today (May 2) that the first quarter was one of the best HBO and Cinemax have had. The company undertook its most extensive marketing campaign earlier this year, an HBO spokesman said, and had "terrific participation" by operators.

Frank Biondi, president and chief executive officer of Viacom International, said its Showtime/The Movie Channel group had "a very good quarter." Showtime was responsible for most of the growth, but The Movie Channel "grew each month," said Biondi, which he took as a good sign considering "virtually nothing has been spent on it." In 1987 The Movie Channel lost 300,000 subscribers, and the company this week will present plans to accelerate The Movie Channel's recovery. Said Ken Bagwell: "Everything in that pay area seems to have turned around from a year ago."

The subscriber increases are driving increases in viewership of cable programming. According to an analysis by the Cabletelevision Advertising Bureau, cable viewing (including that of superstation WTBS-TV Atlanta) in total TV households in prime time has

CABLE'S TOP 50*



Company	Basic subs	Homes passed	Pay units	Basic penetration
1. TCI	9,516,244	17,133,036	7,668,215	55.54%
2. ATC	3,700,000	6,480,000	3,030,000	57.09%
3. Continental	2,169,000	4,050,000	2,446,000	53.55%
4. Comcast	2,094,000	3,693,000	1,779,500	56.70%
5. Cox	1,441,849	2,497,387	1,303,712	57.73%
6. Warner	1,343,584	2,485,285	1,116,796	54.19%
7. Newhouse	1,098,072	1,661,470	1,060,023	66.09%
8. Viacom	1,080,400	1,820,000	776,700	59.36%
9. Cablevision Systems	1,042,508	1,827,869	2,149,296	57.03%
10. Jones Intercable	1,012,602	1,546,733	772,470	65.46%
11. Times Mirror	918,480	1,616,724	631,225	56.81%
12. Sammons	831,615	1,341,110	629,512	62.00%
13. Century	690,000	1,300,000	502,000	53.07%
14. Paragon Cable	670,000	1,277,000	494,000	52.46%
15. Adelphia	651,268	1,017,468	472,348	64.00%
16. Cooke Cablevision	621,595	997,609	310,000	62.30%
17. Cablevision Industries	597,650	933,828	428,745	64.00%
18. Telecable	547,776	848,897	572,000	64.52%
19. Centel	535,952	896,306	374,763	59.79%
20. Rogers	525,000	1,000,000	500,000	52.50%
21. Falcon Cable TV (Choice)	488,440	810,272	307,243	60.28%
22. Scripps-Howard	460,000	898,000	374,000	51.22%
23. Wometco	429,139	727,072	249,027	59.02%
24. Prime Cable	418,134	921,563	484,753	45.37%
25. Post-Newsweek	389,251	583,643	266,143	66.69%
26. Multivisions	381,398	626,568	237,797	60.87%
27. TCA Cable	340,714	432,000	150,187	78.86%
28. Maclean Hunter	315,702	633,917	429,608	49.80%
29. Multimedia	307,014	571,172	253,745	53.75%
30. Telemedia	300,384	448,396	145,080	66.99%
31. Rifkin	295,000	478,000	163,400	61.71%
32. Colony	256,145	452,413	245,954	56.61%
33. Western	253,924	345,687	133,072	73.45%
34. Simmons	226,611	402,818	168,603	56.25%
35. Star Cablevision Group	224,471	343,582	120,828	65.33%
36. Service Electric	213,000	300,000	76,000	71.00%
37. Hauser	197,304	496,051	218,347	39.77%
38. Greater Media	163,924	268,443	165,147	61.06%
39. Media General	163,791	254,073	230,254	64.46%
40. Harron	161,779	228,320	148,556	70.85%
41. Sutton Capital Group	160,133	285,950	165,081	56.00%
42. NYT Cable	155,063	256,378	146,967	60.48%
43. Palmer Communications	151,400	193,130	70,526	78.39%
44. Armstrong Utilities	144,737	188,368	94,239	76.83%
45. U.S. Cable Corp.	142,126	285,688	132,553	49.74%
46. The Cable System (Blade)	132,378	225,000	69,983	58.83%
47. Summit	127,965	203,878	97,998	62.76%
48. Cable Systems USA	127,374	178,640	43,019	71.30%
49. Sonic Communications	116,503	240,481	109,217	48.44%
50. King Videocable	115,846	168,994	67,757	68.55%

*TCI figures include both consolidated and unconsolidated numbers, which include subscriber counts for United Artists, Heritage, United Cable, Lentest, Cencom, Communications Services, Tatt Cable Partners, TKR Cable, Columbia International and Bresnan Communications. Figures also include TCI's portion of Storer and UA's portion of Daniels purchase. Comcast's figures include its portion of Storer properties. Paragon is joint venture of ATC and Houston Industries. Figures compiled by BROADCASTING and from industry sources.

◀ Cable's shrinking world

The purchase of Storer's cable properties by Tele-Communications Inc. and Comcast (see page 60) is the latest example of the growing concentration of ownership in the cable industry. With two other companies on the market, Wometco and Rogers U.S. Cable-systems (see "In Brief"), that consolidation is expected to continue.

BROADCASTING, at left, has compiled a prospective list of the top 50 MSO's; subscriber counts include pending acquisitions. TCI, counting both the parent company and subsidiary interests, plus its pending purchases, will reach 21% of the nation's 45.5 million cable subscribers. The top five companies collectively reach 42% of cable subscribers, and the top 10 reach 54%.

jumped from a 13 share to an 18, from October 1986-March 1987 to October 1987-March 1988, while the TV broadcast network share has dropped from 77 to 72.

In cable homes in prime time, cable viewing in the same period has increased from a 25 share to a 31, while network viewing has dropped from a 69 to a 64. Ratings of independent stations and public broadcasting have remained stable, CAB said.

The same thing is happening on a 24-hour basis, according to CAB. For the same six-month periods, cable viewing in all households is up from a 16 to a 20 share, while network viewing is down slightly, from a 66 to a 63. In cable homes, the shares have increased from 30 to 34, while the networks' share has dropped from 56 to 54.

The larger basic cable networks are the chief beneficiary of the shift. WTBS's prime time first-quarter rating hit a record 3.1 this year, up from a 2.7 a year earlier (BROADCASTING, April 11), buoyed by its National Basketball Association package. USA Network had a sizable increase, from a 1.3 to a 1.6, made even larger because the homes-reached figure climbs faster than the ratings as cable signs up customers faster than the television set base expands.

□

In Washington, the objective is to maintain the status quo. "The problem with some of our relationships is that Congress is too often swayed by anecdotes as opposed to facts," said Bagwell. The Gore bill has come out of this environment, he said, and its passage would "hurt them [the satellite industry] as much as it will hurt us," he said. "Most of the cable companies are acting responsibly in terms of rates and programming and carriage of broadcast stations," maintained Bagwell.

"Syndex is going to be a big deal," said Bagwell, and it is "looming larger and larger." If the rules return, "all hell will be raised by the public," he said, and "I think it will open up a greater division between broadcasters and cable operators, which we don't need. We won a lot of battles," said Bagwell, and "we need to keep those battles won."

Glenn Jones brings a longer term perspective of cable's chief problems, which he said are "lack of vision to see what can be done and the loss of nerve to go do it. We need to reach and get this technology that's in front of us and embrace it...like TVRO, VCR and fiber. That all logically needs to be a part of what we're doing."

Jones doesn't think telephone companies are better positioned or have more desire to provide fiber to the home than cable operators. Telephone companies created coaxial cable, Jones said, yet cable companies were the first to implement it residentially.

Although the wiring of America is nearly complete, cable operators feel there is plenty of revenue growth available in increased penetration and ancillary revenue streams, such as advertising, pay-per-view and home shopping. The principal revenue growth "will come from increased penetration," said Goddard. Added Bagwell: "That increased penetration is added to the fact that

in the markets where we operate, we're seeing between 2% and 3% per year of our residential dwelling units increasing." Bagwell said Storer's New Jersey systems are growing faster than its Florida operations, because the farmland in New Jersey is being turned into housing developments.

And cable operators are setting their penetration sights even higher. ATC's announced goal is to hit 70% by 1993, and Glenn Jones goes even further. "Instead of looking up from 50%," said Jones, "we should be working down from 100% saturation." Penetration in Canada, for instance, is 80%. "The cable business isn't mature in any sense of word," said Jones, both on penetration grounds and on the amount of

data, information, two-way services and entertainment it can deliver.

□

Advertising is increasingly seen as having significant growth potential. "Advertising revenue is growing extremely fast," said Bagwell. At Storer, it is currently 3% of gross revenue, but he expects it to hit 10% within five years. Clasen said Comcast believes that "national spot sales is going to be the next big area of growth."

"The important message," said Goddard, "is the continuation of how the industry is focusing on quality customer service and quality programming and that is driving increased viewership and satisfaction." □

Metzenbaum keeps eye on cable

Senator who threatened legislation to correct what he saw as concentration of control is still studying situation; NCTA's Mooney sends letter

Senator Howard Metzenbaum's ultimatum to the cable industry in March that it had 60 days to shape up or he might take legislative action is still alive. The senator is assessing the situation and will decide his course of action in mid- or late May, according to a Metzenbaum aide. "Our plan is to do a survey and send letters to people in the industry (cable competitors as well) to get an idea of what is happening out there," the aide said. The survey will serve as the basis for the senator's next move, the staffer said. Metzenbaum, who chairs the Senate Antitrust Subcommittee, issued that warning at a hearing he convened on the growing concentration of ownership within the industry.

In the meantime, National Cable Television Association President James P. Mooney has written the senator to "complete the record." He sent an eight-page letter with three attachments that touch on some of the more sensitive issues raised at the hearing, including cable carriage of broadcast signals, subscription rate increases, backyard dish owners' access to cable programming and vertical integration within the industry. For starters, he challenged reports concerning a Columbus, Ohio, cable system's (Coaxial Communications) carriage and later its deletion of an independent station signal, WWAT-

TV Chillicothe, Ohio. Wrote Mooney: "As Mr. Rudich's letter explains (he included a letter from Coaxial President Joel S. Rudich), WWAT-TV had never been a must-carry signal, and carriage of WWAT-TV would create a substantial copyright liability for Coaxial that WWAT-TV acknowledges but fails to address satisfactorily."

The NCTA president's letter also challenged assertions made concerning rate increases of 50% or more at 93 cable systems in 1987. He cited several problems with the list: "At least 13 of the 93 increases on the list are duplicates insofar as the same system is listed twice [such as Denver, where the price increase for two different tiers are listed]," he said "or multiple communities served by the same system are listed." And, Mooney noted, "in a number of the remaining 80 instances cited on the list, the rates did not increase either by the amount or the percentage stated on the list."

Additionally, the letter argued against government intrusion into the home satellite marketplace and it maintained that dish owners do have access to cable programming. "NBC-TV has the right to decide who will carry its signal in the local market, just as Chevrolet has the right to choose who distributes its cars in each city. And the government does not tell J.C. Penney who will distribute its products," Mooney stated.

As for the issue of vertical integration: "Historically the cable industry has had to invest in and create its own programming because the traditional broadcasters seldom departed from their standard fare of sitcoms and cops and robbers. In order to meet the goal of offering cable viewers greater choice and improved quality in programming, cable began investing in programming," he wrote.

Mooney summed up his correspondence to Metzenbaum by asserting cable's positive effect on television. He quoted a *TV Guide* article to drive home that point: "In one key sense, cable has made it possible to deliver the fare that could not find a place on broadcast outlets but that is immensely appealing to minority audiences. Taken together, those minorities add up to millions of viewers for whom cable has become a leisure time lifeline." □



Metzenbaum



The wide wired world of Jim Mooney

The NCTA president and the cable industry have been on a roll. Their medium has passed the half-way mark in penetrating the U. S. television marketplace, and has virtually completed the plant that will take it as far as wires will reach. A bonanza of new program services has cropped up to fill the new capacity. Cable has won impressive legislation in the Congress and victory after victory in the courts. But neither leader nor industry is leaning on its laurels, as is clear from this interview with BROADCASTING editors. Its scope, and its perception, embrace not only the future of the wired nation but that of all the Fifth Estate as well.

A state of the industry question. We keep coming across the suggestion that cable will peak in the next five years. Is that true? And would that be good enough?

The best description of the cable industry at this point is that the competition between cable and broadcast is deepening and that the results are good for the adrenalin level within both industries. And most of all, good for the viewing public. As for the industry peaking, that prediction has been made, perhaps a little wistfully, by some of our detractors roughly once every five years. I don't think we're anywhere near peaking.

What is the national penetration level now?

It's close to, or at, 52%. I would not be surprised to see it at 65% within the next five years.

But at some point, you're just going to run out of homes. Cable doesn't reach everywhere. Do you think it's inevitable that cable operators will launch some kind of DBS service to extend their lines to that last 10 million or 20 million homes?

If cable operators don't, somebody will. I think DBS is inevitable. **Do you think it will be a complementary business or a competitive business?**

Oh, I think it will be both a complementary business and a competitive business. But my essential premise in all of this has been and continues to be that the primary competition going on in the television world is, and will continue to be, between subscription television in general and broadcast television, which is to say, between television supported primarily by subscriber fees and television supported altogether by advertising.

I believe that as people in the broadcasting industry become more acclimated to the fact of intermodal competition, there will be more emphasis placed on business competitive strategies as distinguished from political competitive strategies. I also believe that as this process of acclimatization occurs, these industries will also come to see that they have a fair amount in common in the sense that they will be less willing to urge the government to impose regulatory restraints on each other for fear that those regulatory restraints might become a precedent for the imposition of similar restraints on themselves.

The broadcasting industry and the cable industry have been curiously intertwined for the last 40 years or so, and seem locked into a partnership that is at times unwelcome—or at least seems held in that light by the broadcasting industry. Broadcasters fear—or a number of broadcasters fear—that their survival is at stake. I wonder if you feel that way, or if you feel that there will be an ultimate coexistence with broadcasting that will be mutually receptive and relied upon.

There will always be some in the broadcasting industry who resent cable's very existence. But overall, I think there is a growing acceptance in the broadcasting industry, not only as to the legitimacy of cable as a television medium in its own right, but also as to the legitimacy of the new competitive world in which we live. One of the characteristics of that realization is a renewed willingness on the part of the principal trade association representing the broadcasters—the National Association of Broadcasters—to try to work things out with cable rather than merely throw brickbats. There has been a discernible and consistent policy during the last two years or so to try to reach peaceful, mutually tolerable, accommodations with us—and if empirical evidence means anything in these things, I think the evidence is encouraging.

I get encouraged when people get off their rhetoric and, in private discussions, are willing to begin talking about essential interests.

What about the Association of Independent Television Stations? How would you characterize your relationship with INTV?

I can't say there is much of a relationship.

What about syndex? Will you be able to report to your membership that syndex will not enormously disrupt the service they offer to the public?

Well, it certainly has been our position to oppose syndex as both unnecessary and anticonsumer, yet, as you suggest, it does seem that, notwithstanding our objection, the government—which is to say, the FCC—is going to go ahead and impose it. But I certainly am not in a position to give my members any indication of how bad it will be, because nobody I know has the faintest idea of precisely

what it is the FCC is going to impose. And I should add that, to my mind, it is both fundamentally unfair and an abuse of the FCC's authority, that it should even contemplate issuing a rule on a subject so controversial and complex as this one without going through a separate NPRM [notice of proposed rulemaking] in which a specific rule is proposed.

How many years would that delay things?

I don't think it has to delay anything that anybody insists on doing for any unreasonable period of time. But it is at the heart of the Administrative Procedures Act, and it is at the heart of fundamental concepts of due process in American law, that before government does something to you it at least gives you the opportunity to comment on the specifics of what is being proposed.

All we know is that the FCC seems intent on imposing some form of syndicated exclusivity, picking and choosing among literally dozens of possible variants, and unless opportunity is given, not only to us but to the public, to comment on exactly what it is the FCC proposes to do, I think that the agency will be engaged in pursuing an unjust procedure. And that, of course, is only a procedural comment. It doesn't even go to the substance. But then we can't go to the substance, because we don't know what the substance is, do we?

Let us give you some substance. If there were a syndex decision that said the rules would not apply retroactively, and that cable operators would be allowed to substitute programs that had to be deleted...

The old rule allowed you to substitute whatever you pleased, including last year's home movies. I can't imagine that the FCC would make a rule that actually required you to leave a blacked-out screen. I don't believe that to be a serious issue.

Well, what is a serious issue is whether the rules are applied retroactively or prospectively.

That's one of them.

What are the others?

As you know, this is an ongoing matter, and I think it's appropriate for me to make some observation about the procedure in order to send a signal, having to do with the fundamental concepts of fairness and procedural due process. I am not, however, going to get into the substance in the sense of what we can accept and not accept. At the moment, we don't want any of it.

Let's talk about something we can talk about: your negotiations with Hollywood. What are the general prospects of your accomplishing your wish list?

There is, without question, a desire on the part of principals in both industries to resolve their political and regulatory differences and to stop chewing each other up in public, and that desire has been repeatedly manifested by a genuine attempt at these meetings to identify each side's essential interests and to try to devise ways of protecting those interests. In the final analysis, I think it's quite conceivable that there could be a meeting of the minds. But I can't say that it's certain.

Can you give us some idea of where it stands? I know these things have their ups and downs, but on a scale of one to 10, how optimistic are you at this moment?

The vibes are positive.

I'd like to address some other policy issues that are very evident in Washington, and certainly the Metzenbaum hearing [Ohio Senator Howard Metzenbaum] is among them. There's a great deal of concern about what is called cable's vertical integration into programming. What is your own feeling?

Vertical integration is characteristic of all these industries. There is a great deal of vertical integration, for example, in the broadcasting industry; the easiest example is the ownership by the broadcast networks of broadcasting stations in major markets. In fact, if you look at some of the major markets—take Chicago as an example—you will see that broadcast stations there are almost entirely owned by vertically integrated companies, starting with ABC, NBC and CBS and running through Tribune, Fox and, I think, Cox as well as some of the newer entrants, like Home Shopping Network.

Similarly, a great deal of the Hollywood studios now are vertically

Continues on page 46.

the FCC denied the renewal of all three stations. The U.S. Court of appeals affirmed the WNAC-TV action, and the FCC later awarded the license to another broadcaster. But the court remanded the other two cases to the FCC for a second look. WOR-TV was granted a short-term renewal for agreeing to become New Jersey's (Secaucus) first VHF television station and was later sold to MCA. The FCC decided to resolve the KHJ-TV case and eight other comparative renewal proceedings involving 13 stations and 69 competing applicants in a two-step process. In the first step, Kuhlmann was to consider the basic character qualifications of RKO.

During the oral arguments, it quickly became clear that FCC Commissioner James Quello was disinclined to take any action that would deprive RKO of its licenses. In his opening remarks, he recalled that he voted against denying the renewal of WNAC-TV Boston, calling it "the most harsh and unwarranted punishment in the history of communications." He said the station that RKO lost was worth \$400 million.

In his later questioning, he seemed to be looking to put distance between the RKO stations and the fraudulent billing of the networks and misrepresentations by corporate executives. "The stations weren't involved" in misconduct, Quello said at one point. "[But] the person that was involved was apparently...[head] of both divisions. That makes it kind of a tough call as far as the individual stations are concerned." Timothy Dyk, the attorney who argued on behalf of RKO, tried to drive a wedge between the stations and the misconduct. "There was this terrible problem [fraudulent billing] at radio networks," he acknowledged. "But I think it is very significant that the station operations have not had any significant violation of the commission's rules and regulations for the last 23 years."

During the morning break, Thompson

said: "Quello's ballot is almost cast....I think Quello has indicated that he believes the case is a matter of second-guessing RKO's judgments....It's very hard to read the other two. They asked good questions. They were very well prepared."

Throughout the hearing, Patrick and Dennis interrupted arguments to clarify a point or test an argument.

"What continues to trouble one as you review this record is the series of problems and the seemingly chronic inability or unwillingness to exercise effective management in these different areas," Patrick asked Dyk. "Do you believe that is an accurate characterization of the situation?"

"No, I don't think so at all," Dyk responded. RKO has been "under a microscope for 23 years" and there have been only two alleged instances of lack of control or mismanagement, he said. As far as the financial reporting is concerned, he said, "the evidence is overwhelming that the company was approaching [the problem] in the right way and that it wasn't negligent...." As for the fraudulent billing, he said, "That was unfortunate and regrettable, but things like that do happen sometimes when there are dishonest employees."

Patrick asked Brian Kilbane, who argued to affirm Kuhlmann on behalf of the FCC's Mass Media Bureau, for the best examples of "misconduct of such blatant and unacceptable dimension that its existence cannot be denied," noting that the court of appeals has ruled the FCC must meet such a standard before it can strip a broadcaster of its license.

"I think it occurs throughout this record," Kilbane said. "You have seven officers of RKO and Gencorp who have come in and lied on the record. That is probably the easiest determination to make.... Of course, the fraudulent conduct is also equally egregious." □

Fading signals on House superstation bill

Proposed revisions to the so-called superstation scrambling bill (H.R. 2848) pending before the House Copyright Subcommittee have ignited widespread opposition and are endangering the measure's future. The changes are so controversial that subcommittee members failed to reach a consensus during a markup last Friday and postponed final action until this week.

However, there are those close to the proposal who feel it will not surface any time soon, and, as one source said: "We're writing this off." Even the bill's key sponsor, subcommittee Chairman Robert Kastenmeier (D-Wis.), was not optimistic about H.R. 2848's future. He told reporters after the markup that the legislation's prospects are "not altogether that good."

Under the measure, a compulsory license would be granted to satellite carriers for the distribution of broadcast signals—superstations—to backyard dish (TVRO) owners. At one time it enjoyed the support of the carriers, superstations, TVRO interests, the National Cable Television Association and Motion Picture Association of America. But now the parties are divided over the so-called substitute amendment to H.R. 2848, and essentially only the home satellite groups are backing it. Broadcasters don't like it either. (Two weeks ago the subcommittee was supposed to move on the bill but didn't because of growing concern over amendments [BROADCASTING, April 25].)

A day prior to the markup, Kastenmeier received a letter from MPAA President Jack Valenti, NCTA President Jim Mooney, Preston Padden, president of the Association of Independent Television Stations, and Baryn Futa, vice president and general counsel of the National Association of Public Television Stations saying that the parties could not support the new version of the bill.

For starters, the compulsory license would apply to Ku-band as well as C-band feeds. MPAA is especially interested in limiting the license to C-band. Carlos Moorhead, from California, the ranking Republican on the subcommittee, was poised to offer such an amendment and another that would delete language on price discrimination (a section cable dislikes). Pricing is another area cited in the letter.

And they objected to the bill because it "discriminates between the signals of, and the programs carried on, the network stations on the one hand and the public and independent stations on the other. With regard to this bill, we support evenhanded treatment of all broadcasters. This provision clearly is not," the letter said.

Network versus independent signals was debated by Kastenmeier and Representative John Bryant (D-Tex.), who was prepared to offer an amendment that would accord independents the same treatment as network affiliates. Bryant, at the behest of independents, would amend the bill to include syndicated exclusivity protection. □

Message from MIP

The problems ahead for international barter syndication, the expanding Japanese demand for American and European television programs and the new potential of high-definition television were among early topics of the 25th MIP-TV international program market that opened in Cannes, France, last Thursday (April 28). The barter debate, the subject of the first-ever symposium at the fair, centered on the apparent concern among Europeans that despite the rapid emergence of new channels and a hunger for new programs, the common U.S. devices of barter and sponsorship could lead to a loss of control of commercial time and program content.

In a potential boon to U.S. program suppliers, Japan's largest broadcaster, NHK, outlined plans to expand the international content of its terrestrial and satellite channels in the next several years, allocating from 30% to 50% to non-Japanese shows and increasing the foreign program acquisition budget to upwards of \$50 million annually. NHK is also building ties to Soviet TV, completing a deal to co-produce a documentary series, *Arctic*, and to broadcast a daily Soviet news program. The chairman of Soviet TV is to visit Tokyo next month, and NHK is examining a Soviet proposal to experiment with a Japanese HDTV production system. Also considering HDTV is American producer Jim Henson, who will visit Tokyo in June as well.

In other news, Viacom was expected to announce three more *Perry Mason* specials for NBC. ESPN signed an agreement to supply 1,000 hours of sports programming each year to an Arab satellite channel launching next fall in 22 countries. Also, Bernard Chevry, head of the group running MIP-TV, resigned last week, handing over the reins to two show veterans named as successors earlier this year. Chevry is said to be contemplating running for mayor of Cannes.



Los Angeles Convention Center and The Harbor Freeway

California, here it comes—NCTA 88

The National Cable Television Association kicked off its 1988 convention in Los Angeles on Saturday, April 30, with a series of association-related meetings and closed-door public policy roundtable sessions with congressional leaders. The convention's opening session is slated for Sunday, May 1, officially beginning the three-day show. In all there will be 37 track and technical sessions for the more than 13,000 attendees who are expected. Registration continues to track last year's, with NCTA officials expecting significant turnout from the Hollywood production community. Three hundred and seven companies have signed up for 162,000 square feet of exhibit space at the Convention Center, matching last year's figures.

The theme of this year's show is "Seeing is Believing," which will open and close with examinations of programing and business issues. The opening panel will feature a roundtable discussion with Ralph Baruch, chairman of the National Academy of Cable Programing; Frank Biondi Jr., president and chief executive officer of Viacom; Michael Fuchs, chairman and chief executive officer of Home Box Office; Bruce Christensen, president of the Public Broadcasting Service, and James Cownie, outgoing NCTA chairman and president of Heritage Communications. Moderating the session will be ABC News correspondent Jeff Greenfield.

The convention's closing luncheon session will feature leading cable figures addressing "Cable's Odyssey in the 90's." I. Martin Pompadur, partner in ML Media Partners, will moderate the session that will include Time Inc. President and Chief Operating Officer Nick Nicholas Jr., Warner Communications Chairman Steven Ross and Viacom Chairman Sumner Redstone.

High-definition television and fiber optics are expected to figure prominently in convention sessions and on the exhibit floor. A Monday morning session on fiber optics will feature William Brinkerhoff, a project engineer at Ohio Bell; Larry Nelson, executive vice president, General Instrument Corp.; David Pangrac, director of field engineering and support, American Television & Communications; Perry Rogan, senior CATV project engineer, ATC, and Herman Gysel, vice president of engineering, Synchronous Communications.

There will be several sessions on HDTV, one on transmission design considerations, another providing a technical and regulatory overview and a third a forum on transmission systems. An overall primer session, moderated by Richard Roberts, president, Telecable, will feature Allen Ecker, vice president, Scientific-Atlanta; James Chiddix, senior vice president, ATC; Edward Horowitz,

senior vice president, Home Box Office, and Charles Dolan, chairman and chief executive officer, Cablevision Systems Corp.

NHK, Mitsubishi and RCA's Sarnoff Labs will be demonstrating their respective high-definition television systems on the floor. Corning Glass Works, a first-time exhibitor, joins Mitsubishi and Graycor Laser Systems in exhibiting fiber optic technology.

To date six congressmen have been scheduled for sessions. An undetermined number of representatives and senators will meet with cable operators behind closed doors on Saturday afternoon. FCC Chairman Dennis Patrick is scheduled to address the NCTA board in closed session on Wednesday, May 4.

Representatives Mike DeWine (R-Ohio), Hamilton Fish (R-N.Y.), Robert Kastenmeier (D-Wis.) and Mike Synar (D-Okla.) will be on a Sunday panel on cable and copyright. Concurrent with that session will be one featuring Senators Howell Heflin (D-Ala.) and Alan Simpson (R-Wyo.) discussing the Cable Communications Policy Act of 1984.

Among the programming panels will be a Monday session on programming business strategies with Robert Harris, president, MCA Television; Michael Lambert, executive vice president, 20th Century Fox; Gerald Hogan, president, Turner Entertainment; Thomas Burchill, president and chief executive officer, Lifetime; John Sie, senior vice president, Tele-Communications Inc., and Geraldine Laybourne, senior vice president, Nickelodeon.

Daniels & Associates President Phillip Hogue will moderate a

session on "Taking Stock: Cable on Wall Street," with Luis Rinaldini, general partner, Lazard Freres & Co.; Steven Rattner, vice president, Morgan Stanley; Nancy Peretsman, director, Salomon Brothers, and Robert Johnson, senior vice president, Donaldson Lufkin & Jenrette.

Telephone company issues will be high on the list of public policy sessions. One session will feature state telco deregulation, another will focus on national issues. The latter, moderated by Trygve Myhren, chairman, ATC, will feature FCC Commissioner Patricia Diaz Dennis; James Gray, president, Warner Cable; Mark MacCarthy, staff member, House Energy and Commerce Committee; Gina Kenny, staff member, Senate Commerce Committee, and Philip Verveer, the Washington-based law firm of Willkie Farr Gallagher.

In addition to the 37 management and technical sessions, the Wall Street firm of Donaldson, Lufkin & Jenrette will be holding a series of security analysts meetings at the Los Angeles Hilton on Sunday and Monday. Companies participating include Turner, Centel Cable, Financial News Network, WestMarc Communications, Comcast, United Artists Communications, TCI and Time Inc. (ATC and HBO).

On Monday night, May 2, the system ACE celebration will take place in the California ballroom of the Bonaventure hotel at 6 p.m. Tuesday's national ACE awards and dinner dance will also take place in the California room of the Bonaventure at 6:30 p.m. □

Day by day in L.A.

Sunday, May 1

(All sessions at LA Convention Center, unless noted.)

Press Coverage: Perspectives from Hollywood to Washington, D.C., 11 a.m.-12:15 p.m. Rm. 211. *Moderator:* Mike Pohl, Douglas Communications. *Speakers:* Paul Wilson, Wilson Communications; Greg Schneiders, Hamilton, Frederick & Schneiders; Warren Cowan, Rogers-Cowan; Dick Lippin, The Lippin Group.

The Bottom Line of Pay Per View, 11 a.m.-12:15 p.m. Rm. 212A. *Moderator:* Lowell Hussey, Warner Cable Communications. *Speakers:* Dave Edwards, Rogers Cable; Barry Babcock, Cencom Cable Associates; Franklin Bowers, Cox Cable; George (Rusty) Hutton IV, Centel Cable TV Co. of Florida.

Winners of NCTA Management Papers Competition, 11 a.m.-12:15 p.m. Rm. 212B. *Moderator:* June Travis, Rifkin & Associates. *Winners:* James Kingsdale, Paradigm Communications (*Quality Assurance/Sales Program*); Jon Scott, American TV & Communications Corp. (*The Possible Dream: An Overview*); Jack Olson, Adelpia Communications Corp. (*Turning Cable Theft to Profit*); Michael Schenker, Rogers Cable Television (*Cable is Valuable*); Kathryn Skinner, San Mateo, Calif. (*Achieving Above Average Penetration in a New Build*); Robert Sebbly, Cox Cable (*Instant Install*).

Cable and Copyright: It's Not Just the Compulsory License Anymore, 11 a.m.-12:15 p.m., Rm. 214A. *Moderator:* Edward Allen, former chairman and CEO, Western Communications. *Speakers:* Mike DeWine (R-Ohio); Hamilton Fish (R-N.Y.); Robert Kastenmeier (D-Wis.); Mike Synar (D-Okla.).

Cable and the United States Senate, 11 a.m.-12:15 p.m., Rm. 214B. *Moderator:* Decker Anstrom, NCTA. *Speaker:* Alan Simpson (R-Wyo.).

Money to Grow On: Acquisition Financing for the Small Operator, 11 a.m.-12:15 p.m., Rm. 214C. *Moderator:* Colin Clapton, Fleet National Bank. *Speakers:* James Kuzemchak, CIGNA Investment; William Collatos, TA Associates; Brion Applegate, Burr, Egan, Deleage & Co.; Katherine Marien, Bank of New England; Walter Corcoran, Philips Credit Corp.

Wireless Signal Distribution—Satellite and Terrestrial, 11 a.m.-12:30 p.m., Rm. 217B. *Moderator:* Matthew Miller, Viacom International. *Speakers:* John Berry, Group W Satellite Communications (*Audio Considerations in Satellite Transmission to Cable Television Systems*); Bruce Elbert, Galaxy Systems-Hughes Communications (*Next Generation C-Band Satellite Systems for Cable Program Distribution*); George William Harter III, General Electric Comband Division (*Wireless or Wired Cable: Comparable Technologies?*); Thomas Straus, Hughes Aircraft Co. (*Optimization of Subscriber Signal Quality Through Local Distribution Microwave*); Norman Weinhouse, Norman Weinhouse Associates (*A Unique Cable Advertising Interconnect*).

Impulse Ordering Technologies, 11 a.m.-12:30 p.m., Rm. 202. *Moderator:* Larry Lehman, Cencom Cable Associates. *Speakers:* Jefferson Corbett, Business Systems (*ANI as a PPV Ordering Tool*); David Woodcock, Centel Cable TV Co. of Michigan (*Launching a Statewide ANI Passing Impulse PPV System*); Thomas Neville, Viewer's Choice (*The Application of National ANI to Pay-Per-View Ordering*); Robert Dattner, TV Answer (*Wireless TV Viewer Response*); Dom Stasi, Telaction Corp. (*Interactive Electronic Home Shopping: An Update on the Telaction Approach*).

Seeing is Believing: Television—Today & Tomorrow, 2 p.m.-3:30 p.m. Petree Hall, LA Convention Center. *Speakers:* John Goddard, Viacom Cable; James Mooney, NCTA. **Roundtable.** *Moderator:* Jeff Greenfield, Capital Cities/ABC. *Panelists:* Ralph Baruch, Ralph M. Baruch Inc., National Academy of Cable Programming; Frank Biondi Jr., Viacom International; Bruce Christensen, Public Broadcasting Service; James Cownie, National Cable Television Association; Michael Fuchs, Home Box Office.

Monday, May 2

Service with Style: Sharing the Secrets of Service Pros, 9-10:15 a.m., Rm. 211. *Moderator:* Joel Fleming, Vision Cable Communications. *Speakers:* Jean Otte, National Car Rental Systems; Harvey Boyd, Post-Newsweek Cable; Sheila Sheehan, Viacom Cable Communications; Jerry Presley, Daniels & Associates; Donna Mason, Cable TV Office, Vancouver & Clark Counties, Wash.

Taking Stock: Cable on Wall Street, 9-10:15 a.m., Rm. 212A. *Moderator:* Phillip Hogue, Daniels & Associates. *Speakers:* Luis Rinaldini, Lazard Freres & Co.; Steven Rattner, Morgan Stanley & Co.; Nancy Peretsman, Salomon Brothers; Robert Johnson, Donaldson, Lufkin & Jenrette.

Promotion to Subscribers: How Do We Get the Next 20%? 9-10:15 a.m., Rm. 212B. *Moderator:* Dean Gilbert, Paragon Communications. *Speakers:* Virginia Westphal, Viacom Cable; Terry Rich, Heritage Communications; Stu Ginsburg, Showtime/The Movie Channel; Ruth Otte, The Discovery Channel; Terry Materese, The CableGuide.

The New Breed: Business Strategies in Programming, 9-10:15 a.m., Rm. 214A. *Moderator:* Dick Block, consultant, Santa Monica, Calif. *Speakers:* Robert Harris, MCA Television Group; Michael Lambert, 20th Century Fox Domestic Syndication; Gerald Hogan, Turner Entertainment Networks; Thomas Burchill, Lifetime; John Sie, Tele-Communications; Geraldine Laybourne, MTV Networks.

What's in Store for the Living Room Store: The Future of Home Shopping, 9-10:15 a.m., Rm. 214B. *Moderator:* Edward Bennett, Viacom Cable. *Speakers:* Edward Merlis, Teleaction Corp.; Theodore Deikel, CVN Companies; Lowell Paxson, Home Shopping Network; Greg Liptak, Jones Intercable; Brian Rob-

erts, Comcast Cable Communications.

Washington Insiders on Cable. 9-10:15 a.m., Rm. 214C. *Moderator:* Katherine Meier, NCTA. *Speakers:* Ed Baxter, Senate Subcommittee on Patents, Copyright & Trademarks; Ralph Everett, Senate Committee on Commerce, Science & Transportation; Larry Irving, House Subcommittee on Telecommunications; Walter McCormick, Senate Committee on Commerce, Science & Transportation; Larry Rasky, House Subcommittee on Telecommunications; Lawrence Sidman, House Subcommittee on Telecommunications; Paul Smith, House Committee on Energy and Commerce; Charlene Vanlier, legal counsel, House Republican leader; Wallace Henderson, administrative aide, Senator John Breaux; Lawrence Sidman, House Subcommittee on Telecommunications; Ed Baxter, Senate Subcommittee on Patents, Copyright & Trademarks; Ann Harkins, Senate Subcommittee on Technology and the Law; Roy Neel, legislative aide, Senator Albert Gore Jr.

Discussions on Unique Applications in Signal Transmission. 9-10:30 a.m., Rm. 217B. *Moderator:* Bert Henschel, Texscan Corp. *Speakers:* Gregory Davis, Oceanic Cablevision (*Commercial Insertion Technology: What to Do When Your Ad Sales Staff Becomes Really Successful*); Roy Ehman, Jones Intercable (*Improved Outage Control Using a New and Unique Transient Eliminator*); Luis Rovira (*FM Demodulators for BTSC Stereo*); William Woodward (*Agile Modulator Characteristics and Their Effects on CATV Systems*); Joseph Stern, Stern Telecommunications Corp. (*Multi-Channel Compact Disc Digital Audio on Cable*).

Fiber Optics and Cable: Present and Future Trends. 9-10:30 a.m., Rm. 202. *Moderator:* Edward Callahan, United Cable Television Corp. *Speakers:* William Brinkerhoff, Ohio Bell Telephone Co. (*A Point-to-Multipoint Fiber Optic CATV Transport System for the City of Cleveland, Ohio*); Larry Nelson, General Instrument Corp. (*Fiber Optic Cables Installation and Maintenance*); David Pangrac, American TV & Communications Corp. (*Fiber Backbone: A Proposal for an Evolutionary CATV Network Architecture*); Perry Rogan, American TV & Communications Corp. (*A Technical Analysis of a Hybrid Fiber/Coaxial Cable Television System*); Hermann Gysel, Synchronous Communications (*Composite Triple Beat and Noise in a Fiber Optic Link Using Laser Diodes*).

Cable '88 Infomart—Lunch with the Experts. 12:30-2 p.m., Petree Hall, LA Convention Center. *Property Taxation on Ownership Changes:* Michael Robertson, Paragon Cable; Richard Keenan, Folger & Levin. *Pole Attachment Negotiations:* Stanley Singer, Pennsylvania Cable TV Association. *FCC EEO Compliance and Audits:* Bruce Gillman, Viacom Cable. *Control and/or Reduction of Construction Costs in Rebuilds and Upgrades:* Peter Smith, Rifkin & Associates. *MDU's and SMATV's: How to Market:* Bruce Massey, Warner Cable Communications. *Promoting Cable on Broadcast:* Frank Hosea, Storer Cable Communications. *Data Processing in Cable TV Companies:* Art Wald, IBM Cable TV Industry Support Center; Brent Midland, IBM Cable TV Industry Support Center. *Signal Leakage:* Robert Dickinson, Dovetail Systems. *Copyright:* Robert St. John Roper, LeBoeuf, Lamb, Leiby & MacRae. *Franchise Renewals:* Wes Hepler, Cole, Raywid & Braverman. *Public Policy Issues of the '90's:* Antonette Cook, Senate Subcommittee on Communications; Terry Haines, House Subcommittee on Telecommunications; Deborah Leavy, Senate Subcommittee on the Constitution.

Signal Security Ideas. 12:30-2 p.m., Rm. 211. *Moderator:* Robert Astarita, Cablevision Systems Corp. *Speakers:* William Dunderdale, Cablevision; R.C. Snively, Cox Cable.

Winning Community Productions: Understanding the Elements. 12:30-2 p.m., Rm. 212B. *Moderator:* Joseph Willoughby, Continental Cablevision. *Speakers:* Shary Hoffman-Meadows, American Cablevision (ATC); David Liddell, Rogers Cable TV Vancouver; Jayne Gerdeman, Kenton-Boone Counties Cable TV Board, Covington, Ky.; Mark Pease, Tacoma Municipal TV; Andrew Orgel, A&E Cable Network.

Providing Good Service Doesn't Cost... It Saves! 12:30-2 p.m., Rm. 217B. *Moderator:* Ron McMillan, Warner Cable Communications. *Speakers:* Fritz Baker, Viacom Cablevision (*Using a Billing Computer to Improve Operating Efficiencies*); Donald Dworkin, UA Cablesystems Corp. (*What You See is What You Get, or, How to Make a Proper F-Connector*); Ian MacFarquhar, CUC Broadcasting Limited (*Preventative Maintenance—A New Look*); Larry Richards, Magnavox CATV Systems Co. (*Keeping Maintenance Records*).

Transmission Design Considerations For Advanced Television Systems. 12:30-2 p.m., Rm. 202. *Moderator:* Nick Hamilton-Piercy, Rogers Cablesystems. *Speakers:* Walter Ciciora, American TV & Communications Corp. (*The Trend to Digitization*); Rezin Pidgeon, Scientific-Atlanta (*Oscillator Phase Noise and Its Effects in a CATV System*); Clyde Robbins, General Instrument Corp. (*High Quality Television Delivery Systems*); Archer Taylor, Malarkey-Taylor Associates (*The Vestigial Sideband and Other Tribulations*).

Your Lineup and the Bottom Line: What Is Valuable Programming. 4:30-5:45 p.m., Rm. 211. *Moderator:* Robert Miron, Newhouse Broadcasting Corp. *Speakers:* Gordon Herring, TeleCable Corp.; Nimrod Kovacs, United Cable TV Corp.; Lloyd Werner, Group W Satellite Communications; Robert Johnson, Black Entertainment Television; Kay Koplovitz, USA Network; Roger Williams, ESPN.

Special Delivery: Cable and the New Technologies. 4:30-5:45 p.m., Rm. 212A. *Moderator:* Richard Roberts, TeleCable Corp. *Speakers:* Allen Ecker,

Scientific-Atlanta; James Chidcix, American TV & Communications Corp.; Edward Horowitz, Home Box Office; Charles Dolan, Cablevision Systems Corp.

Meet the FCC: An Afternoon with the Staff. 4:30-5:45 p.m., Rm. 214A. *Moderator:* Michael Schooler, NCTA. *Speakers:* Brian Fontes, Special Assistant to Commissioner James Quello; John Haring, Chief, Office of Plans and Policy; Bradley Holmes, Chief, Policy and Rules Division; Lisa Hook, Legal Assistant to Chairman Dennis Patrick; John Kamp, Director, Office of Public Affairs; Diane Killory, General Counsel; Sherrie Marshall, Director, Office of Legislative Affairs; Stephen Ross, Chief, Cable Television Branch; John Wong, Engineering Advisor, Mass Media Bureau.

State Telco Deregulation: The Right Connection or the Wrong Number? 4:30-5:45 p.m., Rm. 214C. *Moderator:* James Robbins. *Speakers:* Gene Kimmelman, Consumer Federation of America; Dale Hatfield, Dale Hatfield & Associates; Steve Kniffen, Mile Hi Cablevision.

Accurate, Usable System Tests and Measurements. 4:30-6 p.m., Rm. 217B. *Moderator:* Henry Cicconi, Sammons Communications. *Speakers:* Mark Adams, Scientific-Atlanta (*Composite Second Order: Fact or Fantasy?*); John Huff, Times Mirror Cable (*Time Selective Swept Return Loss—A New Look at Coaxial Cable*); David Large, Gill Industries (*The Gillcable Precision True Noninterfering Sweep System*); Frank McClatche, FM Systems (*TV Audio Deviation: How to Measure It, Set It Right, and Keep It That Way*); John Staiger, Magnavox CATV Systems (*Composite Beat vs. Single Beat Distortion Testing*).

HDTV and Cable: A Review of the Possibilities. 4:30-6 p.m., Rm. 202. *Moderator:* Chris Bowick, Scientific-Atlanta. *Speakers:* Gerald Robinson, Scientific-Atlanta (*Proposed HDTV Systems and Some Implications for Cable*); William Thomas, American TV & Comm. Corp. (*HDTV: Cable's Opportunity for the Future*); Yves Faroudja, Faroudja Laboratories, Sunnyvale, Calif. (*Super NTSC for Super Cable*); Alex Felker, FCC (*FCC Overview on Advanced TV Systems*).

Tuesday, May 3

The \$2,000 Sub: What Price Acquisition? 9-10:15 a.m., Rm. 211. *Moderator:* Leo Hindery Jr., InterMedia Partners. *Speakers:* Alan Gerry, Cablevision Industries; Tim Rigas, Adelphia Communications Corp.; David O'Hayre, American TV & Communications Corp.

Playing to Pay: New Subscriber Trends. 9-10:15 a.m., Rm. 212A. *Moderator:* Doug Wenger, Storer Communications. *Speakers:* Frederick Livingston, Continental Cablevision; Larry Carleton, Tele-Communications; Lawrence Higby, Times Mirror Cable Television; John Billock, Home Box Office; Mark Handler, The Disney Channel; Jack Heim, Showtime/The Movie Channel; Joshua Sapan, Rainbow Program Entertainment.

Tuning in to Audiences: Building Viewership Through Program Value. 9-10:15 a.m., Rm. 212B. *Moderator:* Robert Clasen, Comcast Cable Communications. *Speakers:* Mark Capalini, Claritas; Robert Alter, Cabletelevision Advertising Bureau; Gerard Maglio, Daniels & Associates; Thomas Freston, MTV Networks; Kenneth Hartmann, MetroMail Corp.

Rating Today's Rates: The Effects of Deregulation. 9-10:15 a.m., Rm. 214A. *Moderator:* Barbara Silkworth, Storer Cable. *Speakers:* William Bradley, City & County of Denver; Senator Thomas Norton, Massachusetts Legislature; William Schleyer, Continental Cablevision of New England; Kevin Leddy, Warner Cable Communications.

Cable and Telephone: The Federal Perspective—What's Up? What's Next? 9-10:15 a.m., Rm. 214B. *Moderator:* Trygve Myhren, American TV & Communications Corp. *Speakers:* Philip Verveer, Wilkie Farr & Gallagher; James Gray, Warner Cable Communications; Patricia Diaz Dennis, FCC commissioner; Gina Keeney, Senate Committee on Commerce, Science & Transportation; Mark MacCarthy, House Committee on Energy and Commerce.

HDTV Transmission Systems Proponents' Forum. 9-10:30 a.m., Rm. 217B. *Moderator:* Wendell Bailey, NCTA. *Speakers:* Richard Iredale, Del Rey Group; William Glenn, New York Institute of Technology; Arpad Toth, North American Philips Corp.; Yves Faroudja, Faroudja Laboratories; Masahiko Ohkawa, NHK; James Carnes, David Sarnoff Research Center.

If You Think CLI is a New Pay Service, We're in Big Trouble. 9-10:30 a.m., Rm. 202. *Moderator:* Ted Hartson, Post-Newsweek Cable. *Speakers:* Robert Dickinson, Dovetail Systems Corp. (*CATV Leakage Aerial Surveys*); Martin Eggerts, Blonder-Tongue Labs (*Radiation Measurements—Complying with the FCC*); Victor Gates, MetroVision of Livonia, Mich. (*CLI—A Total Proven Approach*); William Park, Cablesystems Engineering (*A Practical Approach to Airborne Signal Leakage Testing [CLI]*); Richard Shimp, ComSonic (*Correlating Measurement Results Made with a Horizontally Polarized Dipole and a Vertically Polarized Monopole in a Cable Television Environment*).

Towards 2001: Cable's Odyssey in the '90's. 1-3 p.m., Petree Hall. *Moderator:* Martin Pompadur, ML Media Partners. *Speakers:* Sumner Redstone, Viacom International; Steven Ross, Warner Communications; N.J. Nicholas Jr., Time Inc.

integrated. Fox is the most pronounced example, but you could also make that observation of Universal and to some degree—with respect to the cable business—Warner.

To take another industry as an example, a great deal of the controversy currently surrounding telephone companies is the consistent and insistent desire of the telephone companies to break out of their traditional regulatory restrictions and become much more vertically integrated in terms of service offerings than they are now.

In this context, it should not be surprising that there also is a pronounced pattern of vertical integration in the cable industry and I would comment on that by observing that vertical integration of cable has, to some extent, been a necessity because once we got beyond the rural areas and into the more urban areas, if we were going to distinguish ourselves from broadcasting and to offer something to people which they couldn't get free off the air, we had to have distinctive programming and distinctive formats. If the cable operators didn't invest in it, nobody else would.

Moreover, I think that vertical integration in cable has brought about results that are socially beneficial. The Discovery Channel, which is devoted almost entirely to documentaries; Bravo, which is a cultural and arts channel; Nickelodeon, which is a children's channel, and the best example of all, C-SPAN, which has revolutionized the coverage of public affairs in this country, are all products of vertical integration in the cable industry.

What we're talking about here is competition through the delivery of cable programs. As the programming gets better, the pressure to reregulate rates, or to create a second source of cable programming, is going to get greater and greater. What are you going to do to relieve that pressure? As ESPN gets better and better sports programming, isn't the pressure just going to mount?

Well, ESPN, of course, is owned by CapCities/ABC—decidedly not a cable company. But I grant you that vertical integration in the communications industries, including cable, is going to be a topic to which Congress will pay increasing attention. But when they get into it in a more serious way, a couple of things are going to happen. One will be a broader realization that vertical integration—per se—is not necessarily harmful to the public interest, but in many instances is efficient.

Another thing that will happen—and I'm going to pick up on your example of ESPN—is that what is being sought here by the dish people and the multichannel MDS people and so forth is not really access to programming, but access to brand names. ESPN does not own the original rights to the sporting events it carries. It merely buys the transmission rights, some of them exclusive and some of them not exclusive. And there isn't any entry bar to engaging in the sports programming business because anybody can come along who has the wherewithal, and will, and go into competition with ESPN.

That question of whether there's a bar to market entry is going to be more important and will play a very significant role as this debate matures and it becomes increasingly plain that it is not so much the access to programming as access to brand names that people are trying to legislate themselves into.

We haven't talked about must carry. As far as the broadcasters are concerned, this is their major concern. How do you think that is going to shake out?

There's probably more unanimity in the broadcasting industry on that question than there is on anything else. And all I can tell you is that in the interests of making peace with the broadcast groups as we did before, Eddie Fritts [president of the NAB] and I are holding conversations on that subject.

You've gone a little bit beyond that, it appears with the public broadcasters. As I read it, you're saying that if they come back with the FCC compromise, you'll support it on the Hill. Is that true of all aspects of the compromise, not just the public broadcasting section?

I've said that with respect to public broadcasting. I don't want to anticipate myself too much on this issue with respect to commercial broadcasters, but I will tell you it is not something about which we want to have a war with the broadcasting industry.

I should further observe, however, that this is a matter about which Congress appears to have its own ideas, and I would not presume to assume that John Dingell [D-Mich.; chairman of the House Energy and Commerce Committee] may not have his own ideas on this subject.

Now that Al Gore [D-Tenn.] has pulled out of his race for the Democratic nomination, do you anticipate some time in May, perhaps, or June that there will be a battle on the Senate floor on his home satellite bill?

I don't assume anything—that there necessarily will or will not be a battle. I imagine that after having spent six months in a vigorous campaign for the Presidency and discussing major issues of war and peace all over the country, he may not have the dish bill in the forefront of his mind.

You don't see that as a threat, then? S-889.

Sure I see it as a threat. We're trying to persuade the Senate that the bill addresses a nonexistent problem. If anything, we've accelerated our efforts over the past few months.

What about the issue of telephone company entry?

I don't see that as an imminent problem. I see it as a long-range problem. There is a statute on the books that prevents telephone companies from entering the cable business and I see no inclination on the part of Congress to alter or repeal that restriction.

Turning to technological areas. First, fiber optics. Is it a technology that may threaten the cable industry in any way? And the other is HDTV. How rapidly do you think you may be able to move to embrace that

technology?

I have always thought of fiber optic as merely a different kind of wire, and if it is both technologically suitable and cost-effective, we'll use it for our transmissions, even as telephone companies will use it for their business. And I regard it as neither wondrous nor frightening. Its utility, frankly, is as much an economic question as it is a technological one. Of course, fiber optics is primarily a digital technology, and one thing we have to consider is that in television we still live in an analog world and probably will continue to live in an analog world for some time.

It obviously is just another wire, but it seems to take on a life of its own.

Oh, in some people's minds it seems to take on almost magical dimensions.

But it suggests a one-wire pathway into the home, which quite often is assumed to preempt cable.

All that means is that it has a lot of bandwidth. You can make the same case for coaxial cable, although the latter doesn't have as much bandwidth or as much potential bandwidth, as fiber optic. On the other hand, if bandwidth were the answer to everything, then the

The wide wired world of Jim Mooney

(Continues from page 39)



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introduction of coaxial cable would have wiped out twisted pair, wouldn't it?

As to HDTV, I think—in a broad sense—HDTV represents the second generation of television, the first generation being the NTSC system, which uses a technology invented in the 1930's. And I sense it is inevitable that the television industries in the United States will want to go to some form of HDTV within the lifetime of even those of us who are deep into middle age. But precisely when that will happen, and how high high definition actually will be is, at this point, very much open to speculation and not really susceptible to any kind of scientific prediction.

Is it possible that you might embrace it ahead of the broadcasting industry?

It's possible, but whether we employ it before the broadcasters do is dependent not only on how fast we employ it, but on how fast the broadcasters employ it. But I don't have any good reading at the moment with respect to either side of the equation.

I think that a very important question in all of this is what is going to drive market acceptance of the receiver. Can market acceptance of the receiver be driven by high-definition VCR's? What about the software question? Is there going to be software sitting there on the shelf awaiting the arrival of the high-definition VCR? Because it will be difficult to sell VCR's for which there is no good supply of software.

But there is. Movies. Movies are the original HDTV product.

Do you think that the movie companies are going to invest a great deal of money in the manufacture of high-definition cassettes or disks in the absence of a well-established beachhead by high-definition-capable receivers?

It's obviously a chicken and egg question. But they sure did it in the original generation of VCR's.

No, I don't think that's right. I don't think that's how the sequence occurred. I think that originally the VCR was used by a lot of people for taping programs off-air and for time-shifting. It wasn't until you got a certain critical mass of VCR's actually in the home that the movie companies began to make a real effort to stock the shelves of the tape rental stores. In fact I think the first thing they tried to do to the VCR was to kill it, in the *Betamax* case.

HBO has a scenario that the Japanese will make sure the cassettes are there, or the disks are there. They'll also make sure that there's an ATV [advanced television] channel there, perhaps by DBS. Somehow they'll insure that there's plenty of software available for their hardware.

All I can tell you is that the deputy president of Sony, who is the number three man in the company worldwide, told me that he did not believe that the VCR, the high-definition VCR, would find significant acceptance in this country as the initial delivery system, and his reasons were the same as the ones I just described.

It's not merely a matter of resolution. It's also very much a matter of software. But I certainly didn't mean to denigrate it. When you put together high resolution with the wide aspect ratio and movies, you have got something that is potentially market shaking. And then you add large screen. Let's take it another step. Let's say high resolution, wide aspect ratio, big-screen, movies and pay per view. I think that you're going to see the creation of a very important business, and I think that you may revolutionize the way movies are distributed in this country, even beyond the revolution which has already occurred as a result of pay television.

Could that be a stand-alone medium? Could you, for example, leave conventional television over here doing what it's doing, and have a second set in the house for pay per view, that conventional television would never get to.

Conceivably, sure.

But could pay per view drive HDTV into being?

I think it not only could, I think it might.

Is cable part of that?

Sure.

And it would be DBS?

Yes, it could be DBS and cable. It could be anything that allows a cash transaction per view.

And I think it's worth pointing out that there are different pay-per-view formats that are possible. You can have literal pay per view, in which you choose not A or C but B and that's all you get and that's all you pay for, or alternatively you could have a kind of pay per view that features several hot movies per week or per month, or several hot events per week or per month, and you charge a bundled fee for access to that service. And that kind of format could have a variety of effects, one of which—and only one of which, of course—is to reduce the risk involved in program creation. To be very blunt about it, it could reduce the risk involved in the creation of theatrical movies because in effect you've got a presold box office.

It's been said—up on the Hill and within the industry—that the root of the cable industry's problem is Tele-Communications Inc.

Just the root? [Laughter.]

I think it is natural that when an industry draws fire, the largest companies in that industry should tend to draw fire proportionate to their size. That's just the way the world works.

TCI is a company with very skilled, imaginative and aggressive leadership. I think that John Malone is not only one of the smartest people in the industry; he's one of the smartest people I've ever met. At the same time, you know, I can't say that I approve of the phrasing of all comments that every official in the industry has ever made in public or to the press, and I think that we would all sometimes be better off observing Lord Acton's injunction to swallow our little witticisms, because sometimes they merely serve to get you in trouble.

Is cable in trouble on the Hill?

We seem to be fairly controversial, but that's not something new. I can remember when we did this interview last year, we talked about many of the same things. There does not seem to be any real change since then, either in terms of the degree of controversy surrounding the cable industry or the readiness of Congress to decide that the controversy is meritorious and needs to be addressed in the legislative sense.

You're not hearing more people up on the Hill saying: "Cable is an unregulated monopoly?" I mean, you had Howard Metzenbaum giving the industry 60 days to clean up its act.

The most striking thing I've heard in recent weeks was a number of members of the House Telecommunications Subcommittee saying, in an oversight hearing on cable, that a lot of the criticism of cable was, in their judgment, "overblown," "exaggerated," "unfair." At the same time, they obviously felt there were some problems and that the industry would be well-advised to address them. In my book, I think that is healthy, balanced and intelligent criticism to which we all would be best advised to pay attention.

This issue will be distributed among your members in Los Angeles. I wonder what you have to say to the cable industry at this point in time? Is this the time to stay the course? Is it a time for dramatic, new adventures or initiatives? Do you think that the industry is keeping up?

I think that one of the inescapable companions to success, especially if you're a communications industry in a democratic society, is that as you become more successful you are scrutinized ever more carefully by public policy makers, as well as the public itself. I would go so far as to say that there is a direct relationship between success as a communication industry in a democratic society and the standards of performance you're held to.

It follows from that, in assessing the industry's political situation, that we have to be concerned not only with coldly objective readings of how much or how little trouble we actually have, but also of our obligations to our customers and to the society at large. And I think, so far as the cable industry is concerned, there are some areas in which we must do a better job than we have been doing.

One is simply explaining ourselves in terms of both our aspirations and our actions to government at all levels. Another is explaining ourselves to the public. Another is seriously devoting resources to customer service. Maximizing cash flow is important, but it's not everything. And still another is being generous and

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civilized and statesmanlike, not only in our national policy activities, but in our day-to-day relationships with other industries and especially our critics.

You know, I really don't like using the metaphors of warfare to describe relationships between these industries because those metaphors conjure up images of brutality and violence which have no real place in the business world. My view, and I think that of a great many people in responsible positions in this world, is that it is each company's obligation and in each company's interest not only to run a good shop but to proselytize the importance of running a good shop to other companies in the industry, because we will be judged that way. We will be judged by aggregate industry performance in each relevant area rather than as individuals, and it's in everybody's self-interest to make sure that the level of behavior for the entire industry is as high as it can be.

Ted Turner commented the other day—speaking about whether there were any quantum leaps left in cable—that cable was now a \$100-billion industry in terms of asset values, but that when it goes to 70% penetration, it will be a \$200-billion industry. Is it conceivable that the difference between 52% penetration and 70% penetration could mean that much?

Yes, it could. Because as penetration increases so would the efficiencies. But let's get off quantum leaps for a minute and just talk about strong, sustained growth.

I think the first thing that's going to propel growth is an increased consciousness among the public of what cable has to offer, and that is to some degree a function of marketing but to at least an equal degree it is a function of penetration. As penetration increases, so will the consciousness of the public at large with respect to what's on cable. It simply is a matter of people talking to each other in their office and so forth.

I think the second thing that's going to propel cable growth is continuing and, indeed, increased investment in original cable programming. I think I've probably worn this out, but to make the point one last time, we are living in a consumer economy that is increasingly characterized by market segmentation and I see no reason to believe that market segmentation will not continue to be a major phenomenon in the television business as well as in all kinds of other consumer goods.

Third, I think—and I should say I believe rather than think—that we have not yet come to the end of the line in terms of new television formats. Now, if I knew what new formats there were to be invented, I would go out and do it myself and make a pile of money. But there are all kinds of people out there who are capable of dreaming up new formats, some of which will be successful, just as MTV and CNN and other new formats invented by cable have been successful.

Fourth and finally, I think this industry is very conscious of the possibilities that exist, the possibilities that may be there, as a result

of improvements in video technology. And this is something I'm very interested in and we are working very hard not only to find out more about but to reach some conclusions about. And ultimately to go ahead and do it.

Once penetration does reach 70%—and given that HDTV may require more bandwidth than broadcasters have available—at what point might it make sense for broadcasters to rely upon cable for coverage? And what might cable do to facilitate rather than take advantage of that arrangement? Might you, for example, offer universal must carry without charge?

I think what you're positing is that cable could become the broadcasters' transmission medium of choice. I guess that's conceivable. I think it's highly unlikely within the foreseeable future. If that did happen, I think it would happen only on a very gradual basis. And I reach that conclusion in part because I don't think HDTV is going to be an all-of-a-sudden thing in a universal sense. I think it's going to come in incrementally.

As to what the relationship would be under your scenario between cable and broadcaster, I guess you'd have to say that to some degree the broadcaster would become more of a programmer than a last-mile distributor, for lack of a better phrase.

At that point, I believe that the local broadcaster's ability to distinguish himself from other programmers would rely entirely on what was special about him with respect to the local community. To the degree that the broadcaster genuinely was serving some special role with respect to serving the local community, and to the degree that his role in that respect was tangible in terms of governmental policy, then he might well have some kind of a claim to free carriage on the cable system. To the degree that such was not the case, I don't know what claim he would have.

But, you know, as a matter of simple history, there's no such thing as a perpetually anointed technology.

Perhaps not. But on the other hand, there is no such thing as a medium dying. They all seem to find a new place in the spectrum. Radio found a new place, the newspapers found a new place, nothing has gone away.

But there used to be upwards of 20 daily papers in New York City and now there are three. And there also used to be canal boats.

Among the media not anointed by history is cable. Do you have a sense of what kind of a window cable may have?

I think cable can be in control of its own destiny. I think that to the degree that cable takes advantage of and employs new technologies to improve its plant—which is just a different way of saying improving the services it is capable of offering to the public—cable will do just fine. Wire transmissions are a highly efficient way to deploy electronic communications. But to the degree that cable rests on its laurels and lets the world pass it by, then the world will do so. Nobody is immune. 

Who's who on the exhibit floor

**indicates new product*

Access Media 1538N
945 Front St., San Francisco 94111

ACTS Satellite Network 1313N
6350 West Freeway, Fort Worth 76150

Ad Systems 1626N
6138 South, 380 West, Murray, Utah 84107

Adams-Russell Electronics Co. Arvis Division 800N
300 Second Ave., Waltham, Mass. 02154

A.D.S./Linex 1816N
3130 Gateway Dr., #400, Norcross, Ga. 30071

A.F. Associates/Pegasus 3724Y, 3725
100 Stonehurst Ct., Northvale, N.J.

07647

Pegasus automated commercial compilation system for assembling tapes used for sequential insertion. **Staff:** Marc Bressack, Phil Jones, Vince Jakimzak; John Pannaman.

AGB Television Research 1510N
540 Madison Ave., New York 10022
Peoplemeter television ratings service.

Alpha Technologies 1100N
3767 Alpha Way, Bellingham, Wash. 98226-8302

American Isuzu Motors 6322Y
2300 Pellissier Pl., Whittier, Calif. 90601

American Medical Association 1638N
535 N. Dearborn, Chicago 60610

American Movie Classics 6100Y
150 Crossways Park West, Woodbury, N.Y. 11797

Cable programming service with films. **Staff:** Marc Lustgarten; Josh Sapan; Katie McEnroe; Noreen O'Loughlin; Mary Murano.

American Uplinks 1820N
Box 699, Idaho Springs, Colo. 80452

Transportable uplink service for sports, news, entertainment events. **Staff:** Tom Sheddan; Aimee Sheddan; Shaun Johnson; Terri Johnson.

Anixter Communications/Raychem 6500Y
4711 Golf Rd., Skokie, Ill. 60076

Antenna Technology Corp. 3314Y

Performance in Media and Communications

\$2.2 Billion funded in just 12 months

\$145,000,000
Senior Debt
\$90,000,000
Subordinated Debt
Star Midwest, Inc.
(an affiliate of Star Midwest, Inc.)
has acquired
**North American
Communications Corporation
Combined Cable Corporation
Columbia Cable Corporation
Cable Properties of Illinois**
(all owned and operated by
James Communications, Inc.)

\$190,000,000
Senior Debt
\$80,000,000
Subordinated Debt
**Georgia Cable Holdings
Limited Partnership**
(a limited partnership of Prime Cable Of Georgia, Ltd., Atlanta, Georgia, and Cable Atlanta, Limited, Atlanta, Georgia)
has acquired the assets of
Cable Atlanta, Limited
and
Prime Cable Of Georgia, Ltd.

\$110,000,000
Senior Debt
\$20,000,000
Preferred Stock
**Cablevision Systems
Corporation**
(a subsidiary of Cablevision Systems Corporation)
has acquired
Adams-Russell Co., Inc.

\$180,000,000
Senior Debt
\$103,100,000
Subordinated Debt
Adams Television Corporation
(a subsidiary of Adams Television Corporation)
has acquired existing debt and acquired
**Forward Communications
Corporation**

\$251,000,000
Senior Debt
\$127,000,000
Subordinated Debt
U.S. Cable Television Group, L.P.
(a limited partnership formed by U.S. Cable Television Group, L.P. and Essex Cable Companies)
has acquired the assets of the
C4 Media Cable Companies
and the
Essex Cable Companies

\$38,000,000
Senior Debt
\$18,000,000
Subordinated Debt
\$12,000,000
Preferred Stock
**Crump Communications
of Charleston, Inc.**
(a subsidiary of Crump Communications, Inc.)
has acquired
WCSC-TV
(The CBS affiliate in Charleston, South Carolina)

\$14,500,000
Senior Debt
\$5,300,000
Preferred Stock
CEA Acquisition Corp.
(has acquired)
**Consolidated Theatres
Incorporated**

\$130,000,000
Senior Debt
\$75,000,000
Senior Notes
Edgell Communications
(has acquired)
HBJ Publications, Inc.

\$87,000,000
Senior Debt
**Northeastern Cable
Limited Partnership**
(an affiliate of the parent U.S. Cable Group, Inc.)
has acquired a 50% interest in
Taft Cable Partners
Financing provided by
GE Capital

\$57,000,000
Senior Debt
AMC of Delaware, Inc.
(an affiliate of American Movie Company, Inc.)
has acquired
WLOS-TV
(The ABC affiliate in Asheville, North Carolina)
Financing provided by
GE Capital

\$200,000,000
Senior Debt Participation
National Amusements, Inc.
(has acquired)
Viacom International, Inc.
Financing provided by
GE Capital

\$21,250,000
Senior Debt
(with a net net net on the debt)
\$17,000,000
Subordinated Debt
TVSM Acquisition Company
(has acquired)
**TVSM, Inc., Publisher of
The Cable Guide**
Financing provided by
GE Capital

CABLE

BROADCASTING

ENTERTAINMENT

PUBLISHING

GE Capital

 **A GE Financial Services Company**

Corporate Finance Group
Media & Communications
GE Capital (formerly GE Credit)
New York 212 826-5959

1140 E. Greenway St., #2, Mesa, Ariz. 85204

Anvil Cases 1819N
4128 Temple City Blvd.,
Rosemead, Calif. 91770

Arts & Entertainment Cable Network 3700Y
555 Fifth Ave., New York 10017

Basic cable programming network.

Associated Press/TMS Information Services 3110Y
1825 K St., N.W., #615, Washington 20006

AP News Plus; AP Business Plus; AP Sports Plus; CopyShop. **Staff:** Greg Groce; John Strachan; Annabella Riccio; Susan Burgstiner; Carol Sherman; Kurt Rossi; Tim Brennan; Byron Yake; Robert Reed; Mike Argirion; John Kenney; Rosie Oakley

Astro Marketing 1123N
5445 N. 103rd St., Omaha, Neb. 68184

AT&T 1500N
55 Corporate Dr., Bridgewater, N.J. 08807

Atlantic Video 1103N
150 S. Gordon St., Alexandria, Va. 22304

Augat/Broadband 3720Y
Box 111, Horseheads, N.Y. 14845

Authorized Parts Co. 3312Y
200 Berg St., Algonquin, Ill. 60102

Automated Phone Exchange 1726N
4931 S. 900 East, Salt Lake City 84117

Automation Electronics Corp. 1824N
11501 Dublin Blvd., Dublin, Calif. 94568

Belden Wire and Cable 6711Y
2200 U.S. Highway 27 South, Richmond, Ind. 47374

Biddle Instruments 1815N
510 Township Line Rd., Blue Bell, Pa. 19422

Black Entertainment Television (BET) 2922Y
1232 31st St., NW, Washington 20007

Blonder-Tongue Laboratories 2010Y
One Jake Brown Rd., Old Bridge, N.J. 08857

Brad Cable Electronics 3122Y
1023 State St., Box 739, Schenectady, N.Y. 12301

Bravo Co. 6100Y
150 Crossways Park West, #200, Woodbury, N.Y. 11797

Broadband Engineering 3720Y
1311 Commerce Way, Jupiter, Fla. 33458

Budco 6320Y
Box 3065, Tulsa, Okla. 74101

Business Systems 5914Y
One Marcus Dr., Greenville, S.C. 29615

Cable Business Associates 6416Y
1944 N. Narragansett, Chicago 60639

Cable Connector Corp. of America 3715Y
Box 87, Atkinson, N.H. 03811

Cable Converter Service Corp. 2026Y
54 E. Market St., Box 407, Spencer, Ind. 47460

Cable Investments Biltmore
8400 E. Prentice Ave., #1115, Englewood, Colo. 80111

Cable Link 3414Y
280 Cozzins St., Columbus, Ohio 43215

Cable Preview 5123Y
1130 E. Cold Spring Lane, Baltimore 21239

Cable Publications 6905Y
322 Congress St., Boston 02210

Cable Security Systems 3410Y
Box 2066, 459 N. Dean Rd., Auburn, Ala. 36830

Cable TV Supply Co. 2006Y
5922 Boucraff St., Los Angeles 90016

Cable Value Network 1111N
5655 S. Yosemite, #105, Englewood, Colo. 80111

Cable Video Entertainment 2325Y
111 Eighth Ave., New York 10011

CableCom Specialists 1611N
Box 5013, 14 Steeplechase Rd., Wilmington, Del. 19808

CableData 2700Y
Sacramento, Calif. 95873-1070

Cablestar 700N
2075 Trinity, #100, Los Alamos, N.M. 87544

CableTek 1619N
Box 11908, Lexington, Ky. 40578

Cabletek Center Products 3422Y
850 Taylor St., Elyria, Ohio 44035

Cabletelevision Advertising Bureau 6719Y
757 Third Ave., 5th floor, New York 10017

CableView Publications 2325Y
111 8th Ave., New York 10011

Cadco 6708Y
2706 National Cr., Garland, Tex. 75041

Calan 3315Y
R.R. #1, Box 86T, Dingmans Ferry, Pa. 18328

Catel Telecommunications 6113Y
4050 Technology Pl., Fremont, Calif. 94537

CATV Subscriber Services 1210N
808 Summit Ave., Greensboro, N.C. 27405

CBN Cable Network 4107Y
CBN Center, Virginia Beach, Va. 23463

C-COR Electronics 206N
60 Decibel Rd., State College, Pa. 16801

Certified Investments 3420Y
223 S. Sixth St., Griffin, Ga. 30223

Channel Master 5316Y
Division of Avnet, Box 1416, Industrial Park Dr., Smithfield, N.C. 27577

Channell Commercial Corp. 6122Y
620 W. Foothill Blvd., Glendora, Calif. 91740

Channelmatic 3500Y
821 Tavern Rd., Alpine, Calif. 92001

Citizens Fid. Bank & Trust-PNC 3726Y
Citizens Fidelity Financ. Serv., Citizens Plaza, Louisville, Ky. 40296

Cinemax 2110Y
1100 Avenue of the Americas, New York 10036

Pay programming service of movies, music and comedy programming.

CNG Energy Co./C-ARDS 1829N
1201 E. 55th St., Cleveland, Ohio 44130
C-ARDS (Computer-Aided Radio Dispatch System). **Staff:** John Thiery; Martin Gareau; Jackie Rivera.

ComSonics 6306Y
Box 1106, Harrisonburg, Va. 22801

Window FSM; sniffer leakage detection; coaxial relay. **Staff:** Dennis Zimmerman; Richard Shimp; J. Wayne Bruffy; Lora C. Nelson.

CommTek Publishing 3716Y
Box 53, Boise, Idaho 83707

Communications Equity Assoc. 4100Y
5401 W. Kennedy Blvd., #851, Tampa, Fla. 33609

CompuLink 700N
5600 S. Quebec, B-156, Englewood, Colo. 80111

Computer Utilities of the Ozarks 1627N
103 Industrial Park Rd., #C, Harrison, Ark. 72601

Comsat Video Enterprises 4103Y
22300 Comsat Dr., Clarksburg, Md. 20817

Pay-per-view service for hotels and motels. **Staff:** Fred Del Toro; David Beddow; Pat Bohanna.

ComSonics 6306Y
Box 1106, Harrisonburg, Va. 22801

Window field strength monitor; Sniffer leakage detection systems; coaxial relay. **Staff:** Dennis Zimmerman; Richard Shimp; J. Wayne Bruffy; Lora C. Nelson.

Consumer Guide/Publications International Ltd. 1818N
7373 N. Cicero Ave., Lincolnwood, Ill. 60646

Rating the Movies; Flatten Your Stomach for Men Only; Flatten Your Stomach for Women Only. **Staff:** Peter Girolamo; Susan Girolamo.

Converter Parts 1828N
Route 20, Box 278, Esperance, N.Y. 12066

Corning Glass Works 1216N
Telecommunications Products Division, MP-RO-3, Corning, N.Y. 14831

Optical fiber. **Staff:** Scott Esty; Dennis Taets; Mary Beth Jamison; Scott Partington; Dee Graham; Matti Hopiavuori; Mark Robinson; Bill Morris; Wally Bartlett; Ray Lovell; Herb Charles; Susan Klinder.

Cosmo Graphics 1305N
3201 N. Loop 820, #150, Fort Worth 76137

Program guides. **Staff:** Chris Stark; Larry Rosenberg; Dana Wilson; Robert Crowell; Dave Aver; Scott Phillips.

Country Music Television 5622Y
704 18th Ave. South, Nashville 37203

24-hour country music video programming. **Staff:** Jim Giuercio; Stan Hitchcock; Michael Abney; Nan Olson; Rene Ray.

Creative Management Services 3520Y
213 Washington St., Toms River, N.J. 08754

Subscriber management and billing system. **Staff:** Gilbert Jacobs; John Jonopoulos; Rj Smith; Rich Alfonso; Lee Mixson; George McGuire; Virginia Minor; Mac Ader; Gina Marucci.

Credit Protection Association 2907Y
14001 Dallas North Parkway, #1050, Dallas 75240

Cable collection service; credit reporting; physical recovery service. **Staff:** Doc Guerrero; Nate Levine; Doug Bridges; Ann Levine; Bob McAllaster; Robert Adonailo; Stan Jones.

C-SPAN 1219N
444 N. Capitol St., N.W., #412, Washington 20001

Cable Satellite Public Affairs Network covering House and Senate and other Washington events; election '88 coverage. **Staff:** Brian Lamb; Rob Kennedy; Susan Swain; Bruce Collins; Kate Hampford; Brian Lockman; Gary Klepper; Lori McFarling; Martha Galahue; Lori Fee; Molly Breeden; Gregg Hill; Barkley Kern.

Daniels & Associates 2707Y
2930 E. Third Ave., Denver 80206

Cable brokerage and financial services firm. **Staff:** Bill Daniels; Phil Hogue; Brian Deevy; Tim David; Greg Ainsworth; Trevor Brown; Chip James; Richard Bridgforth; Dan Forey; Greg Islan; Bruce Godfrey; Bruce Dickinson.

Data Broadcasting Corp. 2520Y
8300 Old Courthouse Rd., #200, Vienna, Va. 22180

DEL Compu-Cable 6713Y
#6-301 45th St. West, Saskatoon, Saskatchewan, Canada S7L 5Z9

Character generators. **Staff:** Bob Hodgins; Mark Coppack.

Di-Tech 3310Y
44 Jefryn Blvd., Deer Park, N.Y. 11729

AF-TV routing switchers; Pace 2000 seven day computer controller; telephone control systems; video detectors. **Staff:** Tony Bolletino; Dan Mazur.

Digital Equipment Corp. 1522N; Bonaventure
Continental Blvd., MK02-1C11, Merrimack, N.H. 03054

Digital Radio Laboratories 110N
Box 1256, Longita, Calif. 90717

The Digital Radio Network* music program service. **Staff:** Norm Hogarth.

Digitrace 3423Y
2040 S. Saginaw, Flint, Mich. 48503

Cordless remote transmitter; converter and transmitter repair; converter repair parts. **Staff:** Paul Hales; Al Winter.

Discovery Channel 712N
8201 Corporate Dr., #1200, Landover, Md. 20785

Nature, adventure, documentary, sci-

ence, history and technology programming service. **Staff:** Ruth Otte; John Hendricks; Sandy McGovern; Valerie Grady; Greg Moyer; Eric McLamb; Nancy Stover; Bill Goodwyn; Dawn McCall; Tom Grams; Jody Haas; Milt Underwood.

Disney Channel 5509Y
3800 W. Alameda Ave., Burbank, Calif. 90402

Family pay programming service. **Staff:** Mark Handler; Charles Nooney; George Leitner.

Ditch Witch 5116Y
Box 66, Perry, Okla. 73077

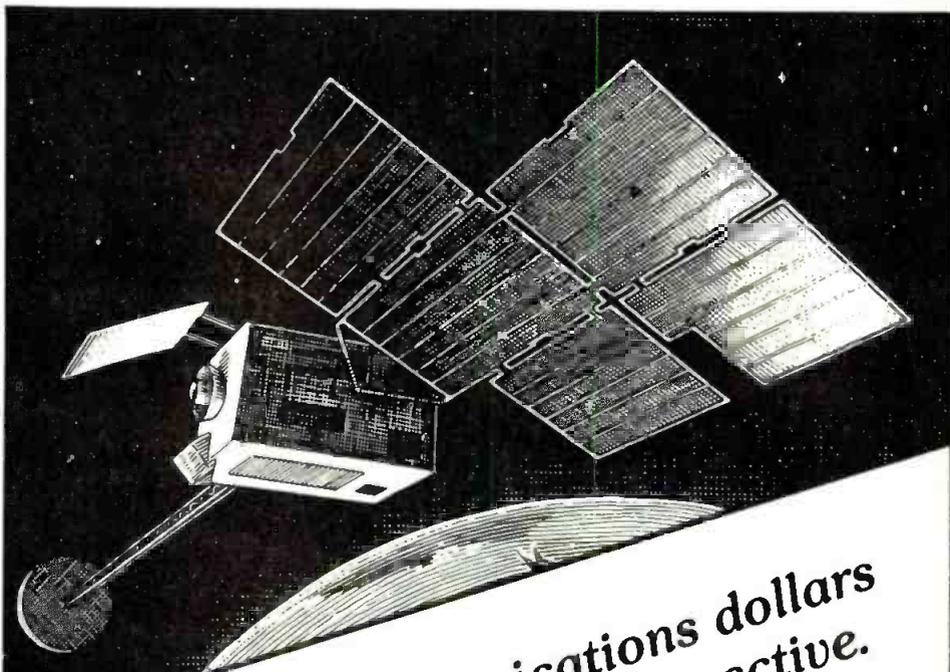
Dow, Lohnes & Albertson

Bonaventure
1255 23d St., N.W., #500, Washington 20037

Law firm. **Staff:** Leonard Baxt; Stanley Bloch; John Davis; Laurie Jo Erdman; Donna Gregg; Leslie Levinson; J. Christopher Redding; Henry M. Rivera; Michelle Rusk; David Wittenstein.

DX Communications 803N
10 Skyline, Hawthorne, N.Y. 10532

Dyatron Automated Services 3727Y
210 Automation Way, Birmingham, Ala. 35210



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Barclays Bank  **BARCLAYS**

Laser statement printing and mailing services. **Staff:** Wayne Fisher; Linda Spears.

Eagle Comtronics 5013Y
4562 Waterhouse Rd., Clay, N.Y. 13041

Micro series and super traps; decoding filters; directional taps; encoders. **Staff:** Alan Devendorf; Joseph Ostuni; Chet Syp; Thomas Malson; John Tekach.

Eastern Microwave 5714Y
112 Northern Concourse, Syracuse, N.Y. 13221

Transmits signals of superstations WWOR-TV New York and WSBK-TV Boston. **Staff:** Art Perkins; Gil Korta; Laurie Prouty-Silverman; Donna Patane; Deborah Kaffka; Andrea Roy; Tom Ringcamp; Kathleen McCall; M. Lisa McCarthy.

Electroline TV Equipment 3717Y
8750 8th Ave., Montreal, Quebec, Canada H1Z 2W4

Encyclopedia Britannica USA 3322Y
310 S. Michigan Ave., Chicago 60604

Staff: Ralph Alleman; Ellen Christ; Stella Escario; John Pouba; Gwen White.

EPD Electronics 106N
16921 S. Western Ave., #110, Gardena, Calif. 90247

ESPN 2910Y
ESPN Plaza, Bristol, Conn. 06010

Sports programing network. **Staff:** J. William Grimes; Rosa Gatti; Bill Ketcham; Roger Williams; Al Wieder; George Bodenheimer; Keno Thomas; Bill Zaccheo.

Eternal Word Television Network 5319Y
5817 Old Leeds Rd., Birmingham, Ala. 35210

Catholic programing network. **Staff:** Marynell Ford; Matt Scalici; Dee Park; Nancy Gilmore; Bill Steltemeier; Ed Morrow.

Barry Evans 1830N
2600 Camino Ramon 4S250A, San Ramon, Calif. 94583

Information resource products, list service*; list upgrade*. **Staff:** Barry Evans; John Dosler; Jim Strinz.

Extra Extra Daily 3412Y
50 E. 42d St., New York 10017

Fashion Channel 5909Y
22351 S. Wilmington, Carson, Calif. 90745

Festival 2110Y
1100 Avenue of the Americas, New York 10036

HBO's family programing service.

Financial News Network 2520Y
6701 Center Dr. West, Los Angeles 90045

FNN; FNN/Score; FNN/TelShop; DBC. **Staff:** David Meister; Mike Wheeler; John Berentson; Arnie Rosenthal; Gil Faccio; A. Scott Hults; Christopher Taylor; George Monaster; John Fagan; Bill Schweizer; Bob Regan; Tom Lucas.

First Data Resources 700N
10825 Farnam Dr., C-46, Omaha 68154

Billing and management systems; Cable Control System; Cablestar; CompuLink. **Staff:** Jay Oxtan; Larry Long; Jim Per-

kins; Mark Borngrebe; Rusty Rau; Ed Dowd; Eldon Pequette; Donna Pennington; Michael Carpino; Paul Simon; Jeff Johnson; Bob Huerter.

FM Systems 5022Y
3877 S. Main St., Santa Ana, Calif. 92707

ALM672 audio level master*; ADM-1 audio deviation meter*; FMT633 MTS stereo TV modulator; FMT691Y SCPC modulator*; FMR691Y SCPC demodulator*. **Staff:** Frank McClatchie; Donald McClatchie; Richard Rogers; Yvon Carron; Derek Henry.

FNN/Score 2520Y
2525 Ocean Park Blvd., Santa Monica, Calif. 90405

FNN/TelShop 2520Y
2525 Ocean Park Blvd., Santa Monica, Calif. 90405

Foresight Products 1132N
10780 Irma Dr., #22, Northglenn, Colo. 80233

Monta Ray utility pole*; anchoring system. **Staff:** David Chandler; Robert Tyler; Earl Kipp.

Fort Worth Tower 5006Y
Box 8597, Fort Worth 76124

Guyed and self-supporting towers; prefabricated equipment buildings; mobile communications building*. **Staff:** Tommy Moore; Betty Moore; Fred Moore; Carl Moore.

Fox Broadcasting Co. and Affil. 200N
10201 W. Pico Blvd., Los Angeles 90035

21 Jump Street; Married...with Children; America's Most Wanted; It's Garry Shandling's Show; Duet; The Tracey Ullman Show; Family; Double Dare; Boys Will Be Boys; The Dirty Dozen; Angels '88; Werewolf; The Late Show; The Emmy Awards. **Staff:** Jamie Kellner; Andy Fessel; David Ferrara; Greg Gush; Bob Mariano; Kevin Wendle; Marty Colby; Terry Brown; Joe Young; Robert Hamacher; Bill Camfield; Bruce Kaufman.

Franey & Parr 3719Y
8540 Ashwood Dr., Capitol Heights, Md. 20743

Galactic Radio Mind Extension University 6418Y
(Subsidiaries of Jones International Ltd.), 9697 E. Mineral Ave., Englewood, Colo. 80112

FM stereo satellite service; college telecourses for credit. **Staff:** Jeffrey Hansen; James Krejci.

Galavision 6313Y
9200 Sunset Blvd., #1105, Los Angeles 90069

Gamco Industries 104N
19 Walnut Ave., Clark, N.J. 07066

Clifton Gardiner & Assoc. 2925Y
433 Park Point Dr., #200, Golden, Colo. 80401

Brokerage, investment banking and appraisal services. **Staff:** Clifton Gardiner; Rex Miller; Gary Jaeckel; Stephen Lindberg; Charles Mills; Tom Reddell; Margaret Yunker.

GE American Communications 6109Y
Four Research Way, Princeton, N.J. 08540

Domestic satellite communications services. **Staff:** Kevin Sharer; Eugene Murphy; Kurt Thoss; Gerry Kaplan; John Cusick; William Berman; Fred Horowitz; William Aicklen; Thaddeus Mazurczyk; Michael Sweeny.

General Electric Capital Corp., Media and Communications Group Bonaventure

535 Madison Ave., #2700, New York 10022

Cable acquisitions and recapitalization financing. **Staff:** George Grune; Michael Cummings; Tom Crowley; Peter Keenoy.

General Instrument 2100Y
Jerrold Division, 2200 Byberry Rd., Hatboro, Pa. 19040

General Instrument Comm./Scope 5100Y
1375 Lenoir Ryne Blvd., Hickory, N.C. 28603

Gilbert Engineering 2122Y
5310 W. Camelback Rd., Glendale, Ariz. 85301

Graycore Laser Systems 1125N
5021 N. 55 Ave., #2, Glendale, Ariz. 85301

Great Lakes Cable Expo '88 6910Y
601 E. Grand River Ave., East Lansing, Mich. 48823

Charles Greene Associates Hyatt Regency
1117 Perimeter Center West, #E-319, Atlanta 30338

Cable TV brokerage, financing and appraisal services. **Staff:** Charles Greene; Jeffrey Miller.

Group W Satellite Communications 5918Y
250 Harbor Dr., Box 10210, Stamford, Conn. 06904

The Nashville Network (TNN) family entertainment programing service. **Staff:** Kathleen Canavan; Paul Corbin; Cheryl Daly; Steven Donahue; David Hall; Tom Hawley; Roy Mehman; Don Mitzner; Lynn Price; Altan Stalker; Lloyd Wehner.

Grumman Corp. 6519Y
1111 Stewart Ave., Bethpage, N.Y. 11714

GTE Main Street 3708Y
One Stamford Forum, Stamford, Conn. 06904

Interactive video service in test market phase.

Hardesty, Puckett, Queen & Co. Hilton
2917 Wanamaker Dr., Suite D, Topeka, Kan. 66614

Broker services. **Staff:** Tom Puckett; Jim Queen; Jim Faircloth; Phil Bruce; Hiram Powell; Tom Billingslea; Doug Judd; Rich Warkell; Steve Scheiwe; Jim Hall.

Health Television Corp. 3903Y
900 Porter Building, Pittsburgh 15219

Heart of the Nation 1207, 1208
2525 N. Naomi St., Burbank, Calif. 91504

Forum; A New Beginning; Search; In-
nervation. **Staff:** Mary Jane Hopkins; Ray
Seager; Barbara Valentine.

Hewlett-Packard Co. 3321Y
*Signal Analysis Division, 1212 Valley-
House Dr., Rohnert Park, Calif., 94928*

Portable CATV analyzer; portable RF and
MW spectrum analyzers. **Staff:** John
Cecil; Mary Jane Pahls; Jeff Thomas.

High Resolution Sciences 3525Y
*726 N. Cahuenga Blvd., Los Angeles
90038*

Home Box Office 2110Y
*1100 Avenue of the Americas, New York
10036*

Pay programming services including mov-
ies, music, comedy, sports, series and
documentaries. **Staff:** Michael Fuchs;
Peter Frame; Joe Collins.

**Home Premiere Television Bonaven-
ture**
*800 Third Ave., 16th floor, New York
10022*

PPV programming service offering films,
sports, specials and family entertain-
ment. **Staff:** James Heyworth; J. Robert
Bedell; James English; William Futera;
Peter Claudy; Cheryl Simon; Sharon Si-
dello; Hilda Chazanovitz; Paula Sullivan;
Daniel Cohen.

Home Shopping Networks 5109Y; Hilton
*12000 25th Ct. North, St. Petersburg,
Fla. 33716*

Cable shop-at-home services. **Staff:** Roy
Speer; Lowell (Bud) Paxson; Charles Bo-
hart; Alex Job; Scott Campbell; David
Intrator; Dotty Ewing; Larry Smith; Cindy
Sartori; Frank Strangis; Wendy Sikora;
Robert Montgomery; Ginger Smith;
Yvonne Borrowdale; Judy Ludin; Jared
Hechtkopf.

Home Sports Entertainment 6705Y
*2080 N. State Hwy. 360, Box 13, Grand
Prairie, Tex. 75050*

Regional sports network. **Staff:** Ed Fra-
zier; Dick Barron; Jack Stanfield; Joe
Gagliardi; Diana Karol; Jane Cotropia;
Cindy Harrington; Sherry Adams; Jay
Finogold.

Home Team Sports 6705Y
*1111 18th St., NW, #200, Washington
20036*

Home Team Sports, serving Mid-Atlantic
region. **Staff:** Jeff Wagner; Jim Bates;
Maria Puglisi; Joe Felperin; Mark Feld-
man.

Horizon Cable Supply 6419Y
*934-E Calle Negocio, San Clemente,
Calif. 92672*

Gilbert connectors; Brooks vaults; instal-
lation material; heat shrink; Tyton cable
products; moulding; tools. **Staff:** Brian
Dickey; Dennis Hibdon; Kevin Coldani;
Kathleen Horst.

Hughes Aircraft Co. 6106Y
*Microwave Communications Prod., Box
2940, Torrance, Calif. 90509*

Hughes Communications 2914Y
Box 92424, Los Angeles 90009
Satellite transponder channels and time;

international TV service. **Staff:** S.J. Pe-
trucci; J.F. Farrell; B.R. Elbert; J.B. Ramo;
R.C. Waldron; P.A. Longbottom.

IBM 6509Y
*360 Hamilton Ave., White Plains, N.Y.
10601*

ICT-CD/8: The Digital Music Net 3907Y
*342 Madison Ave., #505, New York
10173*

DM Tuner; CD/8: The Digital Music Net-
work. **Staff:** Thomas Oliver; Thomas
Shemo; Jerry Rubinstein; Molly Sea-
grave; Joe Stern; Chuck Klein.

**Information Systems
Development 6509Y**
*(exhibiting with IBM), 3773 NW 126th
Ave., Coral Springs, Fla. 33065*

Customer management and accounting
computer software systems. **Staff:** Paul
Barre; Peyton Lake; Steve Reiss; Jim
Cayo; Marc Jazvac.

Interface Technology 5024Y
1850 Borman Ct. St. Louis 63146

Cable-IT for ppv, subscriber information
service. **Staff:** Dave Young; Gary Lowe.

Internal Revenue Service 1124N
*1111 Constitution Ave., N.W.
Washington 20224*

International Thomson Comm. 5017Y
*432 Park Avenue South, #1109,
New York 10016*

ISS Engineering 1605N
*104 Constitution Dr., #4, Menlo Park,
Calif. 94025*

**Fred S. James & Co./Frane
& Parr 3719Y**
*VRG Tower, 2000 S. Colorado Blvd.,
Denver 80202*

Cable bonds; property and liability insur-
ance; employe benefit programs. **Staff:**
Bruce MacDonald; Jeff Carrington.

**Jerrold Division,
General Instrument Corp. 2100Y**
2200 Byberry Rd., Hatboro, Pa. 19040

Advanced definition TV; fiber optics; en-
hanced scrambling; digital audio; inter-
active response (impulse). **Staff:** Hal
Krisbergh; Ed Breen; Bob Cromack;
Dave Del Beccaro; Tony Aukstikalnis;
Geoff Roman; Larry Fry; George Safiol;
Lem Tarshis; Lou Corvo; George Fletch-
er; Bob Young.

Juvenile Diabetes Foundation 220N
432 Park Ave. South, New York 10016

**JVC Professional
Productions Co. 5119Y**
41 Slater Dr., Elnwood, N.J. 07407

Kanematsu-Gosho/Sprucer 6513Y
*400 Cottontail Ln., Somerset, N.J.
08873*

Kennedy Cable Construction 6318Y
*Box 760, Highway 28 West, Reidsville,
Ga. 30453*

Kidder Peabody & Co. 1514N
101 Park Ave., New York 10178

Lake Systems 6519Y
287 Grove St., Newton, Mass. 02166

Leaming Industries 6316Y
180 McCormick Ave., Costa Mesa,

Calif. 92720

MTS-2 series BTSC stereo generators;
MTS-3 BTSC stereo generator*; SAP
generator. **Staff:** James Leaming; Robert
Leaming; Keith Rauch; Kim Litchfield.

Learning Channel 2725Y
*1525 Wilson Blvd., #550, Rosslyn, Va.
22209*

Educational programming. **Staff:** Hal
Morse; Rob Shuman; John McLaurin;
Ferne Barrow; Joanna Harbert; Patricia
MacEwan; Jaak Vikati; Jay Barchus;
Maro Caparian.

Lectro Products 2322Y
420 Athena Dr., Athens, Ga. 30601

Liberty Broadcasting Network 1506N
*2220 Langhorne Pl., Lynchburg, Va.
24514*

Lifetime 2715Y
*1211 Ave. of the Americas, New York
10036*

Entertainment and information program-
ing for women, dramatic series and fea-
ture films. **Staff:** T. Burchill; D. Alda; P.
Baughman; P. Brickman; K. Burleson; J.
Crowell; P. Fili; S. Fouts; J. Ganley; M.
Hotz; S. Kaplan; B. Kresch; D. Lieber-
man; R. Lorenti; D. McCormick; S.
McQuoid; B. Padalino; D. Rosenthal; M.
Sandwick; J. Schifffauer.

Lindsay Specialty Products 5019Y
50 Mary St. W., Lindsay, Ont. K9V 4S7
Low-power TV; transmit antennas; ampli-
fiers; line extenders. **Staff:** David Atman;
Bill Bellamy.

Long Cable Electronics 1822N
*1228 Albany St., Schenectady, N.Y.
12304*

Converter repair. **Staff:** Long Tran; Ned
Zibro; Kathleen Zibro.

LRC/Vitek 3720Y
Box 111, Horseheads, N.Y. 14845

M/A-Com MAC 1131N
5 Omni Way, Chelmsford, Mass. 01824

**Madison Square
Garden Network 6705Y**
2 Penn Pl., #1800, New York 10121

Sports network. **Staff:** Robert Gutkowski;
James Cavazzini; Lee Berke; Martin
Brooks; Paul Schneider; Edward
Stecher; Marianne Weiss.

Magnavox CATV Systems Co. 2500Y
*100 Fairgrounds Dr., Manlius, N.Y.
13104*

High efficiency power supply*; online
monitor*; status monitoring; headends;
passives; taps; subpassives; lans. **Staff:**
Dennis Horowitz; Dieter Braver; Al
Kernes; Keith Weil; Bob Finnerty; Jay
Staiger; John Caezza.

Main Line Equipment 6723Y
1650 W. 180th St., Gardena, Calif. 90248

Malarkey-Taylor Associates 5900Y
*1130 Connecticut Ave., NW, #700,
Washington 20036*

Financial investment, engineering, re-
search management, expert testimony
and financial renewal consulting. **Staff:**
Martin Malarkey; Archer Taylor; Robert
Jones; Samuel Book; Clark Madigan;
Barry Culman; Charles Hookey; James
Kearney; Anthony Kern.

Melita Electronic Labs 102N
6611 Bay Circle, #220, Norcross, Ga.
30071

Mico 109N
1911 Lee Blvd., N. Mankato, Minn.
56001

Microdyne Corp. 112N
Box 7213, 491 Oak Rd., Ocala, Fla.
32672
1100 CKR CATV satellite receiver; 1100
BKR broadcast satellite receiver; 1100
LPR CATV satellite receiver. **Staff:** Leo
Riddle; Brett Swigert; Ron Posner.

Midwest CATV/Midwest Corp. 6119Y
Box 271, Charleston, W.Va. 25321
Matrix system*; fiber optic splice block*;
metal products*; Jerrold power-doubled
line extender and trunk station; Power-
guard power supplies*. **Staff:** Jerry
Thompson; Chris Sophinos; Elijah Mid-
kiff; Jack Crouse; Bill Dancy; Bill Whitely;
Jim McCauley; John Johnson; Terry
French; Alice Soltysiak.

Midwest Cable Services 119N
310 N. Michigan St., Plymouth, Ind.
46563

Midwest Communications Corp. 1119N
One Sperti Dr., Edgewood, Ky. 41017

Mitsubishi Elec. Sales. Am. 1122N
110 New England Ave. West,
Piscataway, N.J. 08854

Mobile Data International 1825N
11411 Number Five Rd., Richmond,
B.C., Canada V7A 4Z3
Computer aided dispatch system. **Staff:**
Bob Campbell; Rob Weiss.

Moore Diversified Products 3311Y
1441 Sunshine Lane, Lexington, Ky.
40505
Steel security enclosures, hinged lid
box*; locking mechanisms; protective
molding, metal riser guards. **Staff:** Dario
Santana; Eric Adams.

Morris Media 5323Y
2730 Monterey St., #105, Torrance,
Calif. 90503

Motorola Comm. & Elec. 1316N
1301 E. Algonquin Rd., Schaumburg,
Ill. 60196

The Movie Channel 3100Y
1633 Broadway, New York 10019

Movietime Channel 708N
6611 Santa Monica Blvd., Hollywood,
Calif. 90038

MPCS Video Industries 3319Y
514 W. 57th St., New York 10019
Video buyer's guide. **Staff:** Jay Dorman;
Howard Stein.

MTV Networks 3100Y
1775 Broadway, New York 10019

Muscular Dystrophy Assoc. 3419Y
810 Seventh Ave., New York 10019
Marketing and promotional material.
Staff: Molly Karnitz; Sandy Freeman.

The Nashville Network 5918Y
Box 10210, 250 Harbor Dr., Stamford,
Conn. 06904

Basic cable country music network.
Staff: Kathleen Canavan; Paul Corbin;
Cheryl Daly; Steven Donahue; David
Hall; Tom Hawley; Roy Mehlman; Don
Mitzner; Lynn Price; Lloyd Werner.

**NAPTS (National Association of
Public TV Stations)** 816N
1818 N St., N.W., #410, Washington
20036

Noncommercial TV programs; research
information; educational materials.

Staff: David Brugger; Richard Ottinger;
Bernadette McGuire; Nancy Neubauer;
Kelly Siegel; Bruce Christensen; Neil
Mahrer; Peter Downey; Dan Agan; Mary
Jane McKinven.

**National Cable TV Center
and Museum** 6908Y
Penn State University, 104 Sparks
Building, University Park, Pa. 16802

Cable oral history project. **Staff:** Mar-
lowe Froke; Bob Dudley; Ben Conroy;
Sandford Randolph; Alec Nisbet.

National Computer Print 3415Y
5200 E. Lake Blvd., Birmingham, Ala.
35217

National Guard Bureau 3718Y
ANGSC/DPRA, Stop 18, Andrews
AFB, Md. 20331-6008

Public service announcements. **Staff:**
Ken Wiggins; Randy Scholze; Tom Free-
man.

Nationwide Cablerep 1516N
A.M. Pena Building, #350, 270801 Eu-
clid Ave., Euclid, Ohio 44132

Netlink USA 3712Y
5808 Lake Washington Blvd., NE, #101,
Kirkland, Wash. 98033

Home satellite TV programming packages:
One Stop Package; Netlink Super Six;
Skyline Silver; American Movie Classics;
cable affiliate TVRO marketing program.
Staff: Brian McCauley; Sally von Barga-
n; B.J. Raynes; Sue Aigner; Bill Gum; Tom
Keeney; Craig Howard.

Nexus Engineering 1607N
7000 Lougheed Hwy., Burnaby, B.C.
V5A 4K4

SG-1 BTSC stereo encoder*; headend
equipment. **Staff:** Steve Comrie; David
Reid; Gary Rogalski; Alan McInnes; Ken
Czakoff; Rochelle Depaolis.

**NHK (Japan Broadcasting
Corp.)** 1426N
1-10-11 Kinuta, Setagaya, Tokyo, Japan

NICE Corp. 3421Y
4357 S. Airport Park Plaza, Ogden,
Utah 84405

Inbound, outbound telemarketing and
fulfillment services. **Staff:** Opal Single-
ton; Bonnie Hill.

Nielsen Homevideo Index 409N
1290 Avenue of the Americas, New York
10104

Cable Conquest*; Nielsen cable audi-
ence profiles for cable systems (CAP);
Nielsen C.O.D.E. (cable on-line data ex-
change); Nielsen on-line marketing infor-
mation system; VCR usage study; tele-
phone coincidentals; other special

research for the home video market.
Staff: Julie Aquan; Kathryn Creech; Jer-
ry Gabert; Michael Gourley; Janet
Granger; David Harkness; Paul Lind-
strom; Arlene Schlegel; Sara Schwartz;
Kyle Vallar; Susan Whiting; Andy Paul;
Gary Hill; Kathleen Chronister; Larry
Frerk.

Nielsen Media Research 409N
Nielsen Plaza, Northbrook, Ill. 60062

Northeast Filter Co. 1827N
14 Corporate Cr., E. Syracuse, N.Y.
13057

Northern CATV Sales 209N
Arcom Labs, Box 6729, Syracuse, N.Y.
13217

Northern Satellite 216N
107 South St., Hopkinton, Mass. 01747

Nostalgia Channel 3705Y
71 W. 23rd St., #502, New York 10010
Basic cable entertainment channel with
Hal Roach Comedy Shorts*; AARP con-
sumer segments*. **Staff:** Robert Weis-
berg; Lori Sue Meyers; Katherine Frink;
Nicholas Gentile; Chip Harwood; Lynn
Hamilton.

NuCable Resources 3507Y
Washington Harbour, 3050 K St., NW,
#370, Washington 20007

NuStar 819N
384 Technology Dr., Malvern, Pa. 19355
Daily cross channel tune-in service.
Staff: Wayne Bullock; Doug Dexter; Bill
Baker; Peter Mondics; Ed Gordon; Scott
Weeker.

Oak Communications 2510Y
16516 Via Esprillo, San Diego 92127
Addressable set top units; Sigma 500
and Micro 550 converters. **Staff:** John
Donohue; Tony Wechselberger; Carl
Brown; Theresa Knutson; Ron Ducces-
chi; LeRoy DeVries; Steve White.

Ortel Corp. 1831N
2015 W. Chestnut St., Alhambra, Calif.
91803

Pacific Bell 1830N
2600 Camino Ramon Rd., 45750, San
Ramon, Calif. 94583

Panasonic Industrial Corp. 704N
Video Communications Division, One
Panasonic Way, Secaucus, N.J. 07094

Payview Ltd. 6714Y
3 Broadcast Dr., G.P.O. Box 3000,
Hong Kong

Scrambling system and components.
Staff: George Ho; John Thompson; Mi-
chael Boyd; Gary Dean; K.K. Leung; Cur-
tis Hunting; William Cheung; Michael
Blewett; William Phippos; Christa Ward;
Steve Raynesford.

Phoenix Cable/Lease 6710Y
100 Colony Sq., #200, Atlanta 30361

Financial services; acquisition and oper-
ation of cable systems. **Staff:** Ronald
Demer; Leslie Sorg; James Feeney;
Gemma Wells.

Photon Kinetics 1513N
9350 S.W. Gemini Dr., Beaverton, Ore.
97005

Pico Products 120N
103 Commerce Blvd., Liverpool, N.Y.
13088

Trapping systems; notch filters; parental control locks; security accessories.
Staff: Jim Quigley; Mike Conrad; Jim Rommel.

Pioneer Communications 6700Y
600 E. Crescent Ave., Upper Saddle River, N.J. 07458

BA-6000 multi-vendor compatible addressable converter system*; BA-5000, BC-4500 IR and BC-2000 converters; SmartRemote. **Staff:** Pete Imamura; Jerry Nelson; David Nicholas; Michael Hayashi; Fae Kopacka; Jeff Gardner; Ivan Dieu; Larry Cooper; John Unverzagt; Glenn Sigler; Rich Annibaldi; David Bourne.

The Playboy Channel 6900Y
8560 Sunset Blvd., Los Angeles 90069

Playboy programming, including Playboy On Demand weekend ppv service*. **Staff:** Mary Beth Callahan; Vanita Cillo; Michael Feinner; Michael Fleming; Mike Hale; Beverly Hutten; Melanie Lipman; Dan MacKenzie; Jack Matthews; Jeff Ophime; Brian Quirk; Dick Sowa; Que Spaulding; Steve Weed.

Power Guard 3410Y
Box 1389, Auburn, Ala. 36831

Precise Mfg. 1539N
2143 E. Fifth St., Tempe, Ariz. 85281

Prime Ticket Network 6705Y
401 S. Prairie Ave., #104, Inglewood, Calif. 90301

Regional sports network. **Staff:** Tony Acone; John Jackson; Tim Krass; Tom Feuer; David Forier; Mat Tinley; Brent Imai; Keith Harris.

Pro Am Sports System (PASS) 6705Y
500 Stephenson Hwy., #204, Troy, Mich. 48063

Midwest sports programming network. **Staff:** William Moren; Jillaina Harbaugh; William Wischman Jr.

Production Products Corp. 3416Y
One Mezz Ln., Manlius, N.Y. 13104

Professional Cable Contractors 1537N
300 Muriel NE, Albuquerque, N.M. 87123

Installation, construction services; fiber optics. **Staff:** Rosemary Pedersen; Ed Pedersen; Lars Rodal; Geary McConnell; Julie McConnell.

PTL-The Inspirational Network 1126N
WOC Building, Charlotte, N.C. 28279

Pyramid Industries 1205N
3700 N. 36th Ave., Phoenix 85019

Qintar Inc. 3713Y
Box 6570, Westlake Village, Calif. 91359

QVC Network 400N
Goshen Corporate Park, West Chester, Pa. 19380

Cable shopping network. **Staff:** Amy Bennett; Denise Kelly; D. Bruce Sellers; Peter Flint; Richard Ross; Michelle Sweeney; Terry Harmon; Joseph Segel; Albert Ulozas.

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Rainbow Network Communications 6100Y

35 N. Tyson Ave., Floral Park, N.Y. 11001

Downlinking; production; program origination; space segment coordination; uplinking; videoconferencing; video transmission. **Staff:** Gregg Burton; Roy Liemer; Doug Keck; Tom Greco; Jack Morse.

RCH Cable Marketing 1612N

119 River Rd., Riverside, N.J. 08075

Regional Sports Networks 6705Y

2 Pennsylvania Pl., New York 10121

Reid Psychological Systems 1826N

#900, 200 S. Michigan Ave., Chicago 60604

Reliable Electric 5003Y

11333 Addison St., Franklin Park, Ill. 60131

Request Television 2116Y

140 E. 45th St., 40th floor, New York 10017

Pay-per-view television service; marketing and technical support services. **Staff:** Jeffrey Reiss; Len Fertig; Bruce Karpas; Bruce Allen; Colleen Cahill; Tina Clarke; Mark Cutten; Greg DePrez; Andy Ferraro; Stuart Jacob; Carter Maguire; Ron Norberg; Jay Rubin; Jim Schmeiser; Lori Sherman; Kathy Strachan; Terry Taylor; Charles Ward; Craig Wilson.

Resource Recovery Systems 1133N

8610 Broadway, #220, San Antonio, Tex. 78217

Disassembling and removal of scrap cable and reels; purchase scrap system electronics. **Staff:** Tom Wood Sr.; Tom Wood Jr.

Right Image 3119Y

Division of Riverside Mfg. Co., 4665 Frederick Dr., S.W., Atlanta 30336

RMS Electronics 6116Y

50 Antin Pl., Bronx, N.Y. 10462

R.M.T. Engineering 1637N

625 E. Taylor Ave., Sunnyvale, Calif. 94086

Rohn 1307N

Box 2000, Peoria, Ill. 61656

David Sarnoff Research Center/ RCA/NBC 1106N

Route 1 & Washington Rd., Princeton, N.J. 08543

Satellite Consultants International 1820N

Box 1509, Idaho Springs, Colo. 80452

International satellite communication services for broadcast, cable, data, phone and teleports. **Staff:** Terri Johnson; Shaun Johnson; Aimee Sheddan; Tom Sheddan.

Scientific-Atlanta 5500Y

One Technology Parkway, Atlanta 30092

Distribution products; subscriber products; headend/earth. **Staff:** William Johnson; J. Larry Bradner; Perry Tanner; Jay Levergood; Steve Necessary; Solomon Webb; Steve Havey.

Secagraphics 3514Y

350 Indiana Ave., #200, Golden, Colo. 80401

Mapping and graphic integrated computer system (MAGIC). **Staff:** Regis Frank; Terry Hulseberg; Mead Noss; Michael Shafts; Les Brown; Judy Moore; Lisa Halloran; Jeffrey Miller; William Weiskopf; Donna Inouye.

Sencore 6722Y

3200 Sencore Dr., Sioux Falls, S.D. 57107

Electronic test instruments: FS74 channelizer RF/CATV/MATV signal analyzer; LC77 "auto Z" cap/coil cable analyzer; SC61 100 mhz waveform analyzer; ST66 MTX TV stereo signal analyzer. **Staff:** Don Multerer; Glen Kropuenske.

Shop Television Network 5516Y

5842 Sunset Blvd., Bldg. 11, Hollywood, Calif. 90028

Video retailing and entertainment service. **Staff:** Michael Rosen; Rene Aiu; Jackie Bradley; Robert Mason; Craig Ellins; Jan Pearce; Lori Kline; Peter Tinkham; Joe Naughton; Sydney Carpenter; Marianne Seiler; Bill DeLany.

Showtime/The Movie Channel 3100Y

1633 Broadway, New York 10019

Showtime; The Movie Channel; Viewer's Choice.

Siecor Corp. 6716Y

489 Siecor Park, Hickory, N.C. 28603

Fiber distribution center; wall-mountable splice center; wall-mountable and cabinet-mounted interconnect centers; CME 1000 attenuation test set; SeeSplice mechanical splice; M68 fusion splicer; cable assemblies (pigtailed/jumpers). **Staff:** Gary Lyons; Sandy Lyons; Peter Goessing; Bob Pollock.

Signal Vision 3517Y

3 Wrigley, Irvine, Calif. 92718

CATV connectors; enclosures; pedestals; underground equipment; drop material. **Staff:** Neil Phillips; Laura Madigan; Mike Thatcher; John Gilbert.

Society National Bank Nova Venture Communications Lending Division, 800 Superior Ave., Cleveland 44114

Financial services. **Staff:** Charles Coon; Kathleen Mayher; Kenneth Keeler; Kevin McGinty.

Society of Cable TV Engineers 1213N

NCTA Engineering Committee, 669 Exton Commons, Exton, Pa. 19341

Southern Cable TV Assoc. 6914Y

6175 Barfield Rd., #220, Atlanta 39328

Southwest General Industries 1836N

2245 Camino Vide Roble, Carlsbad, Calif. 92008

SportsChannel Network 6100Y

150 Crossways Park West, Woodbury, N.Y. 11797

SportsChannel New York; SportsChannel New England; SportsChannel Florida; SportsVision Chicago, and Prism regional sports pay services. **Staff:** Tom Chestnut; Mitchell Freund; Ron Ryan; Don Heller.

Standard Communications 2024Y

Box 92151, Los Angeles 90009

Satellite receivers, including Agile Omni Pro C/KU band satellite receivers. **Staff:** Keith Peterson; Warren Davis; Mason Truluck; Diane Hinte; Clayton Dore; Larry Labayen; Jay Ragopol; Rick Rice; Karen Martinez; Armand Shazad.

Straight From Hollywood 406

Box 429, Excelsior Springs, Mo. 64024

Tape rental/sales operation. **Staff:** Rodney Weary; Ron Foster; F.G. Weary; Rick Magee; Trent Stigall.

Stromberg-Carlson Corp. 1125N

400 Rinehart Rd., Lake Mary, Fla. 32746

Stantel Components 1729N

7799 Leesburg Pike, #401, Falls Church, Va. 22043

Sylvania Audio/Video 419N

I-40 and Straw Plains Pike, Box 14810, Knoxville, Tenn. 37914

Synchronous Communications 3325Y

1885 Lundy Ave., #102, San Jose, Calif. 95131

Syrcoits International 1609N, 1610Y

111 Monarch Dr., Liverpool, N.Y. 13088

Matrix, outdoor addressable security system; addressable add-on scrambler/descrambler system for CATV, SMATV, MDS and MMDS. **Staff:** David Baranu; Mario D'Arrigo; Jack Weller; David Deyo.

Tailgater 1134N

627 Brunken Ave., Salinas, Calif. 93901

TBN (Trinity Broadcasting Network) 5722Y

Box A, Santa Ana, Calif. 92711

TEAC Corp. of America 5322Y

7733 Telegraph Rd., Montebello, Calif. 90640

Telecorp Systems 1613N

5825-A Peachtree Corners East, Norcross, Ga. 30092

Telecrafter Products Corp. 3418Y

Box 21475, Billings, Mont. 59107

Cable markers; enclosures and locking and security devices; drop fastening tool. **Staff:** Peter Mangone Jr.; Dorit Herman; Carol Gordon.

Tele-Engineering 3413Y

2 Central St., Framingham, Mass. 01701

Upgrade and rebuild services; insertion equipment; video/audio computerized routing switches; automated studio program control systems. **Staff:** Ernest Tunmann; Nora Donelan; Linda Tunmann; David Cattle; Dan Deguire.

TeleQuest 101N

6301 Airport Freeway, #110, Fort Worth 76117

Telmak PTY. Ltd. 219N

Unit 12, 126-130 Queens Rd., Five Dock, Sydney, Australia 2046

Tempo Television 2525Y

6918 South Yorktown, Tulsa, Okla. 74136

Texscan Corp. 2506Y

Communications Products Division,

10841 Pellicano Dr., El Paso, Tex.
79935

William H. Lambert; William Firestone; Ray Pastie; William Dawson; Dave Keller; Denny Campo. **Staff:** CATV transmission equipment; MMDS; taps and passives; test instruments; character generators; commercial insertion.

Texscan Instruments 2506Y
3169 N. Shadeland Ave., Indianapolis
46226

Texscan MSI 2506Y
124 Charles Lindberg Dr., Salt Lake
City 84116

Time Manufacturing 3113Y
Box 20368, Waco, Tex. 76702

Times Fiber Communications 5700Y
358 Hall Ave., Box 384, Wallingford,
Conn. 06492

Toner Cable Equipment 3503Y
969 Horsham Rd., Horsham, Pa. 19044

Toner Cable Computer Systems 3503Y
969 Horsham Rd., Horsham, Pa. 19044

Toyota Motor Sales USA 2720Y
19001 S. Western Ave., Torrance,
Calif. 90509

Travel Channel 1622N
605 Third Ave., New York 10158

Travel-related programing service. **Staff:** Allan Goldstein; Michael Hanafee; Francie Leader; Patty McCaskill; Mark Dempsey; Jean Glass; Amy Weisman; Luann Simpson.

Trilogy Communications 2125Y
2910 Hwy. 80E, Pearl, Miss. 39208

Triple Crown Electronics 2019Y
4560 Fieldgate Dr., Mississauga, Ont.
L4W 3W6

Turner Broadcasting System 2515Y
One CNN Center, Atlanta 30303

Cable News Network; Headline News; superstation WTBS Atlanta; Turner Network Television (TNT)*. **Staff:** Terry McGuirk; Ted Turner; Burt Reinhardt; Robert Wussler; Gerry Hogan; Ron Harris; Arthur Sando; Doug McGinnis; Mark Henderson; Julia Sprunt; Robert Thalman; Peter Gochis.

Tuxedo Network 3125Y
419 Park Ave. South, 4th floor, New
York 10016

Adult movie channel. **Staff:** Paul Klein; Janet Klein; Jeff Younger; B. Michael Klein; Gibi Brown; Colette Connor; Jeanne O'Grady; Lee Rosenthal.

TV Answer 412N
8201 Greensboro Dr., #210, McLean,
Va. 22101

TV Decisions 3116Y
1819 Peachtree Rd., N.E., Atlanta
30309

TV Guide 5719
4 Radnor Corporate Center, Radnor,
Pa. 19088

TV Guide magazine. **Staff:** William Deitch; Herb Zucker; Lawrence Moore; Debra Roberts; Kathleen Klag; Elyse Landsman.

TV Host 5522Y

3935 Jonestown Rd., Harrisburg, Pa.
17109

TVSM 2918Y
309 Lakeside Dr., Horsham, Pa. 19044

Monthly cable guide. **Staff:** Irv Kalick; Joe Goldshear; Mark Edmiston; Neil Heller; Alan Wragg; Bruce Wolff; Bob Dallas; Jay Gissen; Terry Materese.

UEC Skyvan 1833N
100 N.E. 53rd, Box 54979, Oklahoma
City 73154

Van mounted aerial lift. **Staff:** Ron Rowland; Jim Miller; William Barry; Peter Middlemiss; Doug Arnell; Lori Hardy.

Unisys Corp. 6522Y
Mercede Plaza, 19 Old Kings Hwy.
South, Darien, Conn. 06820

Cable information business system (C.I.B.S.). **Staff:** Paul O'Brien; Thor Cheyne; Cindy Scotti; Bill Sulcius; Kevin Antisdale; Mark Vose; Cheryl Crumpton; Norm Rich; Pat Garon; Ken LaFrancios.

United Video 5705Y
3801 S. Sheridan Rd., Tulsa, Okla.
74145

WGN Chicago; WPIX New York; KTVT Dallas/Fort Worth; KTLA Los Angeles*; network services/Cancom; WFMT Chicago Fine Arts SuperRadio; KKGQ Los Angeles Jazz SuperRadio. **Staff:** Roy Bliss; Jeff Treeman; John Hawkins; Anne Wilkerson; Reuben Gant; Sandy Neuzil; Rhonda Olsen; Carol Harper; Leisha Haworth.

University of Denver 1821N
Center for Management Development,
2020 S. Race, #122, Denver 80208

Univision/Galavision 6313Y
9200 Sunset Blvd., #1100, Los Angeles
90069

Spanish language programing. **Staff:** Susan Catapano; Andrew Goldman; Vilma Ortiz; Starrett Berry; John Figueroa; Daniel Huertas; Yazmin Sanchez; Manuel Perez.

U.S. Cable 3723Y
2911 N. Ballard Rd., Appleton, Wis.,
54913

USA Cable Network 3510Y
1230 Avenue of the Americas, New York
10020

Variety programing network, including Murder, She Wrote*. **Staff:** Kay Koplovitz; Andrew Besch; Barbara Kirbach; Betsy Dirnberger; Carolyn McCrory; Doug Holloway; Jody Crabtree; John Silvestri; Susan Schulman.

Vermeer Manufacturing 105N
Box 200, Pella, Iowa 50219

OCC-135 offset concrete cutter with cleanup system and truck loading conveyors. **Staff:** Doug Terpstra; Frank Lambert; Steve Sage; David Parra; Lynn Wendell; Marv VanWyk; Paul Hugen; Mark Krueger.

Video Data Systems 3318Y
30 Oser Ave., Hauppauge, N.Y. 11788

System 2000; machine controls; networking; personnel computer interface. **Staff:** Stephen Seiden; Paul Seiden; Logan En-



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right; David Fahrback.

Videoplex 116N
Two World's Fair Dr., Somerset, N.J.
08873

Viewer's Choice 3100Y
1633 Broadway, New York 10019

Vision Interfaith Satellite Network (VISN) 1116N
8500 Menaul Blvd., N.E., #A121, Albuquerque, N.M. 87112

Interfaith cable TV network. **Staff:** David Ochoa; William Airy; Nelson Price; Daniel Matthews; Bruno Caliandro; Linda Smith.

Visionbase Plus 3320Y
674 Route 202-206N, Bridgewater, N.J.
08807

LACS (local advertising channel system) for creating PC-based classified ads.

Wavetek 6720Y
5808 Churchman Bypass, Indianapolis
46203-6109

SAM 1000 digital service tech. meters; MicroSAM agile installer meter; 1882 sweepless sweep system. **Staff:** Jack Webb; Greg Marx; Mike Berry; John Batin; Bob Hynes; Steve Murray; Larry Dolan; Jay Smith; Tony Shortt; Terry Bush; Jim Walcutt.

Weather Channel 2710Y

2840 Mt. Wilkinson Pkwy., Atlanta
30339

Weather Connect 1727N
405 N. Wabash, #1509, Chicago 60611

Web Broadcasting Systems 1519
420 Pompton Ave., Cedar Grove, N.J.
07009

ATV: Advertising Television. **Staff:** Paul Salerno; Thomas Collins; Gerard Frech.

Wegener Communications 5922Y
11350 Technology Cr., Duluth, Ga.
30136

CATV audio and data transmission products: BTSC encoders, FM stereo modulators, automatic gain control modules. **Staff:** Ken Leffingwell; Lisa Andrews; Ned Mountain; Bob Placek; Neil Kohnr.

Western CATV Distributors 5122Y
3430 Fujita St., Torrance, Calif. 90505

Products, microwave engineering services. **Staff:** Bill Ewing; Chris Ewing; Ed Harmon; Bill Moylan; Chris Carroll; Kathie Avey; Mark Merrill; Chris Gibbons; Pam Martin; Joan Ewing; Cicely Gainer; J.D. Kobayashi.

World Wide Bingo 420N
7950 S. Lincoln St., Littleton, Colo.
80122

World Wrestling Federation 716N

1055 Summer St., Stamford, Conn.
06905

WWF pay-per-view wrestling events; Prime Time Wrestling; All American Wrestling. **Staff:** James Troy; Ann Bojack; Andrea McEvoy; Chester English.

X-Press Information Services 3900Y
4643 S. Ulster St., #340, Denver 80237

X-Press X-Change service; X-Press executive. **Staff:** Jerry Bennington; Cheryl Grund; Elizabeth Cole; Rosetta Rogers; Guy Larson; Gary Clark; Kimberly Gordon; Charlene Hill; Sue Gunn.

Jim Young & Associates 118N
1235 Ranger Highway, Weatherford,
Tex. 76086

Cable TV salary survey*; personnel recruitment. **Staff:** Jim Young; Peter Froehlich; Jim Callahan.

Z Channel Hilton
2939 Nebraska Ave., 2d floor, Santa
Monica, Calif. 90404

ZAP Movies 6516Y
1900 Avenue of the Stars, #2500, Los
Angeles 90067

Zenith Electronics Corp. 5709Y
1000 N. Milwaukee Ave., Glenview, Ill.
60025

Business

TCI, Comcast and KKR kiss and make up

MSO's sign \$1.55-billion deal for Storer cable systems, similar to one that fell apart last year

The end of the Storer cable saga may be in sight. Tele-Communications Inc. and Comcast, two of the bidders in a cable consortium that made a play for Storer late last year, announced early last week they had signed a definitive agreement to purchase Storer's cable properties, owned by Kohlberg Kravis Roberts & Co., for \$1.55 billion.

The 50-50 buyout will be similar to the terms Taft Cable Partners (in which Tele-Communications owned a 50% interest), Comcast and American Television & Communications accepted when the group signed a letter of intent to buy Storer's cable properties last year (BROADCASTING, Jan. 4). But that deal fell through in late February over disagreements concerning potential tax, copyright and debt liabilities (BROADCASTING, March 7). (TCI's partner in Taft, the Bass Group, chose not to participate in this negotiation.)

TCI and Comcast will pay between \$8.75 and \$9.25 per common share of stock in SCI Holdings, which is about 50 cents less than the terms of the earlier deal. At that time there were 212 million shares outstanding. But sources said that does not necessarily translate into significant savings due to other factors. In addition to the \$1.55 billion, TCI and Comcast will assume the debt of the company, which stands at \$2 billion now, according to Julian Brodsky, Comcast vice chairman and senior vice president. Brodsky said the debt may be higher by the time the deal closes, scheduled for the fall, because of additional preferred stock payments. Most of the debt is in junk bonds carrying an average interest rate of between 13% and 15% and scheduled for payment between 1990 and 1997.

It is expected that TCI and Comcast will put up securities to gain access to the so-called "restricted cash." That amounts to more than \$1.3 billion, \$800 million from cash on hand and another \$500 million-plus of additional debt the company can take on. Like the earlier proposed deal, TCI and

Comcast will continue running SCI Holdings as a separate venture "for the foreseeable future," said Brodsky. That is expected to be at least five years because of tax liabilities should a breakup occur earlier. Whether present management will stay with Storer has not yet been discussed, the buyers said. One securities analyst said that although the operating styles of TCI and Comcast differ, they both run "fairly lean" operations, and he indicated there was discussion by the parties that \$10 million in overhead could be cut from Storer.

The deal caps a quest for Storer begun separately by TCI and Comcast three years ago. Comcast had gone the farthest, battling KKR unsuccessfully in a bidding contest for Storer in 1985. When KKR put Storer on the block last year, it hired three investment banking firms to handle the bidding. Eventually KKR disengaged the firms, but an executive at one of them, Steven Rattner of Morgan Stanley, played a key role in the negotiations this time around.

Last Christmas Eve, TCI, ATC and Comcast announced they had signed a letter of

intent to buy the Storer stock for \$1.7 billion, but talks to reach a final accord were abandoned. Sources say talks between TCI, Comcast, ATC and KKR rekindled in the past two weeks, spurred somewhat by the interest of Cablevision Systems in the KKR properties. The original consortium members had in essence a right of first refusal, however, and began negotiating in earnest the week of April 18. ATC dropped out of the discussions, and by week's end, an agreement had been reached.

"The deal is not a whole lot different than before," said Robert Lewis, vice president, acquisitions, at TCI, but he said "there have been some changes and some restructuring." Lewis would not speak directly to some of the issues that caused the deal to come unglued the first time, except to say: "We got a little more satisfied with some of those things.... There was some adjustment to the price but it was not a real significant adjustment. "We're pleased with the deal."

Brodsky said the last time the parties were negotiating for Storer, the deal was very close "and it was our view it should not have fallen apart." Once the issues were focused, negotiations picked up where they left off in February, explaining the speed with which the definitive agreement was reached. Said Brodsky: "It's a pretty straightforward deal, as complicated deals go."

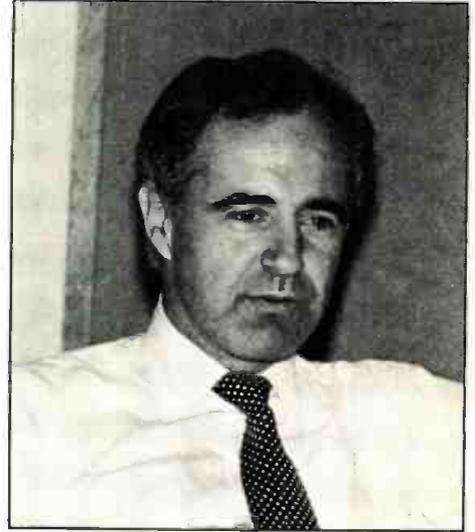
David O'Hayre, ATC senior vice president, investments, said the company pulled out because it "was not the deal we wanted." ATC continued to have problems with the lack of a depreciable tax base and the need for Storer to continue operating as one unit for an indefinite period, he said. "It is essentially the same deal" as before, he said. Storer serves 1,480,000 subscribers in 12 states and is the fourth largest MSO. TCI is the largest MSO with 5.16 million wholly owned subscribers. If TCI's partnerships, including United Artists and Heritage, are added, TCI reaches 8.4 million homes. United Artists has contracted to buy systems serving 380,000 subscribers from Daniels & Associates. Adding those to TCI's half of Storer (740,000 subscribers), the company will have more than 9.5 million subscribers. TCI President John Malone told the Cabletelevision Advertising Bureau several weeks ago that TCI picked up 100,000 subscribers in internal growth alone in the first quarter of 1988. Should that pace continue, the company could hit 10 million subscribers by the end of the year.

Comcast will move from seventh to fourth on the list of the top 10 MSO's. It has 1,354,000 subscribers, and would join TCI, ATC (3,700,000 subscribers) and Continental (2,169,000 subscribers) as the only MSO's above two million.

KKR is expected to purchase Storer Communications Inc.'s investment in SCI Television (45%), which is 55% owned by George Gillett. Storer Communications invested \$222.5 million in debt and equity securities in SCI Television, which purchased six of Storer's TV stations for \$1.3 billion last year. The \$225 million is an indication of the possible purchase price KKR would pay for that interest in SCI Television. □

Biondi positive on merger talks

He sees progress on Showtime/TMC deal with MSO's and Viewer's Choice negotiations; tells Washington Cable Club he doesn't see much abuse of concentration of control, sees PPV as area of possible cooperation with Hollywood



Biondi

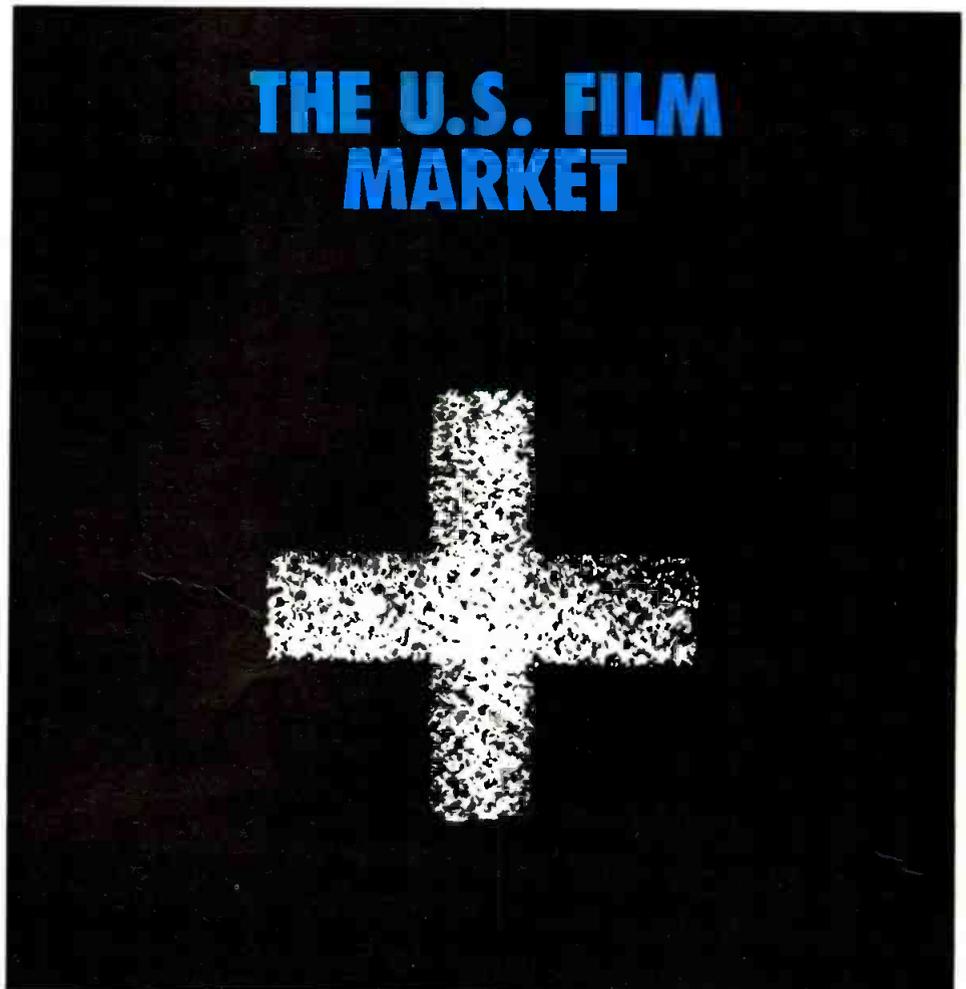
Frank Biondi, president and chief executive officer of Viacom International, said last week that negotiations between Viacom and cable MSO's for an equity interest in Showtime/The Movie Channel, and separate talks on the merger of Viewer's Choice with another pay-per-view service, are "well on the way" to being resolved. Biondi, who in late March suggested a 30-to-60-day timetable for a deal involving Showtime, said last week that time frame was still accurate. He said, however, that there would not be an announcement about Showtime at the National Cable Television Association show now under way in Los Angeles.

Biondi made his remarks after a speech last week to the Washington Metropolitan Cable Club. In it he covered a wide range of issues, from concentration of ownership to vertical integration to syndicated exclusivity to cable program exclusivity.

Biondi said it was "hard to find real abuse

out there" relating to concentration and vertical integration concerns. Most of the rhetoric, he said, seems to be coming from competitors. Although he said it may be a one- or two-company issue, cable is less concentrated than many other businesses.

He said the vertical integration argument



seems to be less compelling because there is "less and less concern in antitrust circles." He also said there are "as many benefits as...potential downside issues" with vertical integration. Operators owning programmers provide more dollars for production and more efficient use of resources. Vertical integration, he said, "is a mechanism for flow capital" to reach programming networks. There may be a fairness issue, he said, because it is harder to get into the business. "But it's never easy to launch a network," he said, regardless of the general market circumstances. Still, all the attention to the matter perplexes Biondi. "I'm not quite sure why [it has occurred] except for the politics of the times," he said.

"The presumption of eminent domain over cable networks" is another area that "defies the logic and history of program distribution," Biondi said, in indirect reference to the Gore bill, S. 889. The cable industry has a right to protect the programming it helped nurture, said Biondi.

Because of Viacom's many businesses, Biondi said he had "a variety of positions" on syndicated exclusivity. He said the cable industry is beginning to see the logic to objections about having programming lifted by another industry. At the same time, he said, there should be "some orderly transition" if the syndex rules reappear.

On high-definition television, Biondi said he was not sure "the guy with the most

bandwidth will be the winner." Cable has a problem, he said, because it would have to bump services to free channel space for HDTV. He thought programmers may be in a better position to initially take advantage of HDTV—through movies and sports programming—than cable operators. And putting on his broadcaster's hat for a moment, Biondi said it was important that broadcasters not be "disenfranchised" when it comes to HDTV.

DBS will become a reality, Biondi said, but "I don't think there's any particular emergency" to rush into the business. DBS will likely be "controlled by companies in the cable industry." There will be no DBS without programming, said Biondi, and "they all want our networks," a remark he did not confine to DBS aspirants. "We have a very nice backyard business," Biondi said of Viacom's C-band ventures, which will probably be "a model for what higher powered DBS can deliver."

Cable will continue to pick up shares from broadcast network erosion. One of the problems the networks face, he said, is that their share erosion is coming from shows on the bottom of the chart. The top 10 shows in aggregate are just as strong as they were years ago, he said. But for networks like CBS and ABC that have few hit shows, it is more difficult to launch new shows because there are fewer successful shows behind which they can launch new ones. "It's a

terribly difficult problem," he said. He predicted reality-based and informational programs that are cheaper to produce will begin showing up on the networks' prime time schedules.

Pay-per-view is one business where Hollywood could "truly be our partners." It's a business that could bring the two industries closer together, he said, and is destined for success because there is a critical mass of believers on both sides now, unlike several years ago. "Now the question is splits," which Biondi said has always been there but is now "elevated to a higher level," he said. □

Checking out the hotel market for PPV

Reiss Media, Comsat Video announce plans for pay-per-view services to be marketed by cable systems

Competition to provide pay-per-view movie services in hotels and motels is likely to heat up in the months ahead, judging from announcements from Reiss Media Enterprises and Comsat Video Enterprises last week.

Reiss, a New York-based supplier of PPV services for cable homes, announced it will launch two new PPV services on July 1 for hotels and motels and market them through cable operators and "independent distributors" ("Closed Circuit," April 25).

Comsat Video, Washington, an established provider of programming to the lodging industry, announced Cable Ventures, a plan for marketing its three existing PPV services to hotels and motels through cable operators. Comsat Video President David Beddow told BROADCASTING that American Television & Communications, the second largest MSO, has already signed up; several other MSO's are preparing to follow American's lead.

Both companies plan press conferences this week at the National Cable Television Association convention in Los Angeles, where they hope to recruit cable affiliates to market their services.

According to Beddow, the hotel/motel market comprises some 46,000 hotels and motels of all sizes, with 2.8 million total rooms. But, he said, the prime market is the 9,000 large hotels (more than 100 rooms each) with 1.2 million total rooms. Much of the prime market has already been gobbled up by its two largest players: Spectradyn Inc. and Comsat Video.

According to Dan Owen, executive vice president and chief operating officer, Spectradyn, the Dallas-based firm provides six channels of PPV to 1,236 hotels with 460,000 rooms and "free-to-guest" cable programming—a mix of HBO, ESPN, CNN, CNN Headline News, superstation WTBS(TV) Atlanta or the Disney Channel—to 672 hotels with 260,000 rooms. Most of the rooms that receive the PPV service also receive the free-to-guest service, Owen said. The PPV service is provided through

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
CVN Companies	Second	\$165,000	268	\$6,500	400	\$0.07
Financial News Network	Second	\$12,945	51	\$1,102	44	\$0.07
Gannett	First	\$757,944	8	\$73,971	41	\$0.46
King World	Second	\$61,941	10	\$15,739	139	\$0.59
LIN Broadcasting	First	\$60,248	24	\$13,231	53	\$0.25
New York Times	Year	\$1,689,598	8	\$160,333	21	\$1.96
Park	First	\$35,997	12	\$3,021	49	\$0.22
Pulitzer	First	\$90,546	8	\$2,474	64	\$0.24
United Cable	Third	\$66,165	18	(\$1,936)	NM	(\$0.05)
Westwood One	First	\$27,956	75	\$1,416	(2)	\$0.12

CVN's second-quarter results include full operating results of Cable Value Network, which became wholly owned unit last August. Prior to full ownership, financial results included only 50% equity interest in network. ■ **Gannett** said it realized \$45-million pretax gain during quarter from \$128-million sale of its stock in Cowles Media. Broadcasting revenues were up 9% in quarter, including operating results of WFMV-TV Greensboro, N.C., and WTUV(TV) Jacksonville, Fla., acquired Feb. 1. On pro forma basis, not including stations, broadcast revenue would have increased 5%. ■ **LIN Broadcasting** said net income was down by \$3.4 million, or six cents per share, because investment was reduced with market price decline in adjustable rate preferred stocks in first quarter. Revenue from media segment increased 2%, while cellular phone revenue rose 73%. ■ **New York Times's** broadcast/cable operations reported 1987 operating profit off 1% at \$14.2 million on revenue 7% higher at \$99 million. Company attributed decrease to "continued softness in national spot advertising, the absence of election advertising and increased depreciation expense in connection with new facilities offset, in part, by an increase in subscribers at NYT Cable TV." ■ **Park Communications** said operating cash flow was up 21% to \$6.2 million for quarter. Company said higher income and revenue were attributable in part to lower federal corporate tax. ■ **Pulitzer** operating cash flow (after agency adjustment) was \$11.5 million, up 8% from year-ago period. Broadcasting cash flow was flat at \$6.1 million, with 10% hike in TV station cash flow offset by a 68% drop in Phoenix radio station cash flow. Radio revenues also dropped 16.9% for quarter. ■ **United Cable** operating income was up 20% for quarter to \$27 million. Cable operator had 1987 third quarter loss of \$6 million. Current quarter loss included extraordinary loss of \$422,000 for premium and costs written off in repurchase of subordinated debentures.

proprietary computerized videotape systems, while the free-to-guest service is downlinked at the hotels by C-band earth stations, he said.

Spectradyne has also begun using its PPV technology to offer interactive nonentertainment services. In 223 of the hotels (134,000 homes) where Spectradyne offers PPV, Owen said, guests can now use their PPV converter keypad and their television sets to check their hotel bills and check out, call messages left with the hotel operators and order breakfast.

According to Beddow, Comsat Video, a subsidiary of Communications Satellite Corp., now serves about 310,000 rooms, providing, via Ku-band satellite, four free-to-guest cable services (Showtime, CNN, ESPN and WTBS) in addition to the three PPV channels.

More than half of the Comsat Video rooms are in "Holiday brand" hotels (Holiday Inn, Embassy Suites, Harrods and Hampton Inn) owned or franchised by Holiday Corp., Beddow said. Comsat Video began as Hi-Net Communications, a 50-50 joint venture of Holiday and Comsat. But Comsat bought out its partner in March 1987 for \$25 million in cash and the assumption of \$25 million in liabilities.

Reiss Media is now a small player in the market. It is the parent of Request Television, purveyor of Request, a PPV service aimed primarily at the cable home market. According to Lori Sherman, director of business development, Reiss Media, Request is available in 35,000 hotel rooms as well as to 2.8 million addressable homes.

Executives at the three companies viewed last week's announcements in different ways. Sherman said: "There is plenty of room for everybody out there." But Beddow has doubts. "As far as I'm concerned, there is never enough to go around."

Owen was interested, but undaunted by the announcements. "You have to watch everything, but we expect to have competition. If we didn't, we would suspect we were in the wrong business." He called Comsat Video's plan to market through cable operators "a logical step."

Comsat Video began developing a plan last summer to market through cable operators to reach individual hotels and motels that could not be reached efficiently through its direct sales force, Beddow said. The direct sales force will continue to concentrate on making deals with the major chains, he said.

Under its plan, participating cable operators will receive the rights to market Comsat Video services within their cable franchises. Comsat Video will provide operators with 4.5-meter earth station to receive the PPV services, computerized auditing and control systems for each hotel and in-room addressable PPV converters.

For marketing the services and distributing the signals to hotels, operators will retain all revenue from the sale of free-to-guest services and share in PPV revenues. The hotels pay for the free-to-guest service, but share in PPV revenues.

"Not only will this service offer a significant entry vehicle for the CATV operator not currently in the hotel market but it is also a

means of generating incremental revenue to the operator presently providing free-to-guest programming to hotels," said Pat Bohana, director of Cable Ventures.

Satellite Cinema, as Comsat Video's PPV service is called, comprises two channels of "early release" major motion pictures and one channel of adult programming.

Comsat Video distributes all its programming via SBS III, a medium-power Ku-band satellite, downlinking and retransmitting the cable programming on the C-band satellites. It uses Scientific-Atlanta's B-MAC system to scramble Ku-band feeds.

Reiss Media's two yet-unnamed PPV services will be distributed via Satcom IV, a C-band satellite. Cable affiliates may pick up the programming at their headends and distribute it to hotels along with the rest of their programming, or they, like noncable distributors, can use C-band earth stations installed at the hotels. The Satcom IV feeds will be scrambled using General Instrument's Videocipher II system.

The services will contain major motion pictures and adult fare. The services will each offer four to six titles a month with staggered start times.

Cable operators and others that affiliate with Reiss will not only be able to market the two new PPV services to hotels and motels, but also Request and Request II, a second cable PPV service announced two weeks ago (BROADCASTING, April 25).

According to Sherman, there will be no territorial restrictions on Reiss distributors. "It will be an open market," she said. And there will also be no help in meeting capital expenses, she said. Distributors will have to pay for any satellite reception equipment as well as for all distribution equipment and in-room converters, she said. But distributors will be allowed to keep more than half the revenues, she said. The Reiss Media plan "will provide cable operators and independent distributors with the competitive edge they need to tap [new] revenue opportunities," she said. □

Southern Baptists sell ACTS

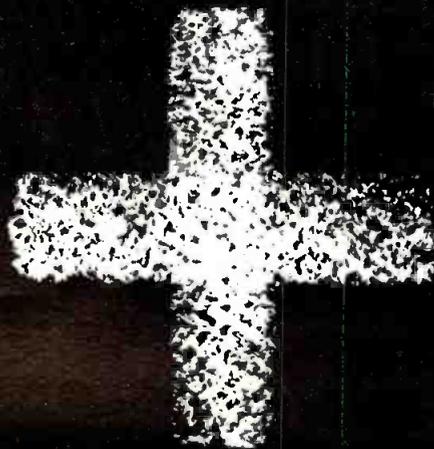
Cable service goes for about \$170 million in cash and program time; switching to Galaxy III

The Southern Baptist Radio and Television Commission has sold its ACTS Satellite Network, a cable service that reaches six million homes, to a nonprofit entity owned by a San Antonio, Tex., advertising execu-

tive. Chip Atkins, who currently sells time on the network. The deal is a combination of cash and program time valued at roughly \$170 million, said Dr. Richard McCartney, SBRTC executive vice president.

McCartney said the sale occurred for two reasons. One was the need to expand the reach of the network by getting on a primary cable satellite, Galaxy III. The second, said

THE INTERNATIONAL FILM MARKET



McCartney, was the concerns of MSO's who he said liked the programming but were uncomfortable with it being under the direct control of a denomination. "Our concern is that we get the message out," said McCartney. The MSO's, he said, were more sympathetic to a venture not under a single denomination.

The Friends of ACTS, as Atkins's group is called, will pay \$11 million for the assets of the network plus \$2 million a year for 12 years for program production. The Baptists will continue to supply a large portion of programming to the network. The sales contract calls for 35 hours per week for 30 years. The Baptists also receive 3% of certain revenues—advertising time and service fees—for the next 30 years. Those figures, said McCartney, add up to roughly \$170 million.

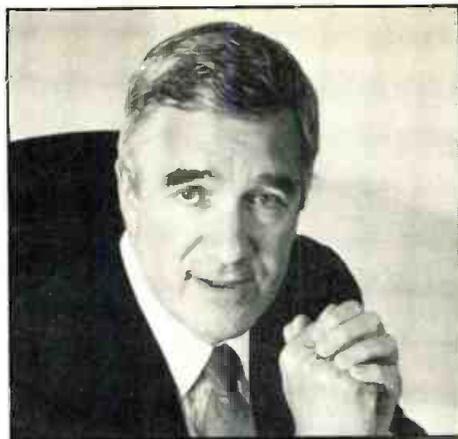
Friends of ACTS is buying the assets and program library from ACTS, which remains a nonprofit entity. The new service will continue to use the ACTS name. Yesterday (May 1), the service switched satellites, from Spacenet to Galaxy III, transponder seven.

Among the programs that will be retained will be ACTS's *Baptist Hour* and *Cope*, a telephone counseling show. The barter arrangement will permit the for-profit entity to keep its 97% of the advertising revenue. It will not pay SBRTC for the programming. The new owners also plan to develop new programming formats for inclusion on the network.

Atkins is no stranger to ACTS, having

been involved in selling advertising and in some program production, said McCartney. His desire to reach more homes, said McCartney, contributed to ACTS's decision to explore ways to extend its reach. Although the network had operated in the black, said McCartney, for-profit owners would be better able to compete in the marketplace. McCartney said Atkins and company plan to spend "several million dollars" on more family-oriented programming, in a business plan that shows ACTS turning a profit in four years.

Operators will still retain one minute per hour for local advertising avails, said McCartney. He said there are no plans to allow operators to cherry-pick programming from the service. □



Zimmerman

ing on his next endeavor. Zimmerman said he could not offer any insight on his next career move.

He exits the Fox stations after more than two years as the head of nation's largest group of independents. During his tenure, Zimmerman was noted for his public declaration to hold down combined program costs at the stations to a maximum of \$375,000 for a half-hour show.

That has led to an increased reliance by the stations on local production. Fox is now noted for using its station group as a testing ground for shows that, if successful, can be spun out in syndication or integrated in the Fox network.

Zimmerman's responsibilities at the Fox-owned station will be spread among executives now working in the division, including the executive vice president, Bob Kreek.

Zimmerman leaves Fox Stations

Derk Zimmerman resigned as head of the Fox Television Stations last week to pursue other business interests. The exit follows rumors that he had been interested in leaving the job and that he had turned down an offer to become president of Group W Productions, syndicator of programming including *P.M. Magazine*.

Zimmerman said last week he had informed Fox's management of his desire to leave the company two-and-a-half months ago. He said he wanted to place himself at some remove from his Fox job before focus-

The Media

Future talk

Turner says cable value will double in five years; Wright says gaining footholds in production and cable distribution are 'smart things to do'; fiber optics seen as delivery medium for high-definition TV

Top network, cable, studio, radio and technology figures gathered in New York last Monday morning (April 25) to dispute the future of television and radio at a breakfast seminar entitled "Strategic Outlook of the Communications Industries," sponsored by the Center for Communications and the New York City Office of Business Development.

Although approximately 240 attendees heard the panel focus and disagree on how video will get into homes in the future, the panelists reached near unanimity on the pre-eminent roles of programming quality and advertiser interests in the battle among broadcast TV, cable TV, fiber optics and direct broadcast satellites for control of that future.

Moderated by First Boston Equity Corp.



Wright, Turner, Pattiz, Rich, Negroponte, Brack

research director, Rich MacDonald, and BROADCASTING managing editor, Don West, the seminar featured panelists NBC President Robert Wright, Turner Broadcasting System President Ted Turner, MGM-UA Communications Chairman Lee Rich, MIT

Media Laboratory's Nicholas Negroponte, Westwood One Inc. Chairman Norm Pattiz and Time Inc. Magazine Group Vice President Reginald Brack Jr.

"The future is by far the brightest for cable," said Ted Turner. Only one of the four

cable," said Ted Turner. Only one of the four broadcast networks is currently profiting, he said, while the top nine cable networks, "even at only 50% penetration [of U.S. homes]...are all reported to be profitable." With 80% of the country's homes already wired, said Turner, "it costs very little to hook...up" new subscribers. In the next five years cable penetration will make a "huge quantum leap," he said, "to, say, 70% to 75%," adding "tremendously to the cash flow to cable. The value of the cable industry, when it gets to 70%," he said, "will double again," from \$100 billion to \$200 billion (including the value of the cable networks).

Asked if he had "dreamed up" the number, he said, "Yeah, just now. But remember, we dreamed this whole industry up."

"We should not be overly consumed by all the changes" in technology and in the market, said NBC's Wright. Advertisers, he said, "are going to be out there for a long, long time, trying to make an impression on audiences." At NBC, he said, "We have to deal with advertising and...programming that is meaningful and contemporary. Arguably, the reach that [the three networks] have is without any comparison.... I don't think there's any immediate danger of total collapse."

Despite his optimism for the networks, Wright acknowledged broadcasters' sensitivity to emerging audience alternatives. As audience patterns change, he said, network involvement in cable and other forms of distribution and deeper involvement in their own production, he said, "are the smart things to be doing." Broadcast TV may be in some difficulty coming into a period of "tremendous ups and downs, 1989-1990," he said. "The even sailing aspect of the business certainly isn't there." Whether a network can survive in "such a volatile marketplace as a standalone public corporation probably had something to do with the transfer" during this decade of NBC and ABC ownership into larger corporate hands, he said.

Like Turner, Negroponte addressed dreams now in the works, though of the technical variety. Citing laboratory successes in transmitting programming with fiber, he projected that the telephone industry, establishing fiber optic links to homes throughout the country, would ultimately become the dominant force in the communications industry. "The notion of broadcasting has very few years left to it as we know it," he said. "The driving factor will be the infrastructure of fiber being laid in this country [at the] same cost of copper and at the same price of digging a ditch, and everybody is throwing fiber into a ditch these days." Negroponte also said current high-definition television system technologies "aren't good enough" to justify the extensive cost and effort of rebuilding physical plants and outfitting homes with new TV sets.

Ten years from now, he said, broadcasting will be to machines, not people, "and it will not be in real time." Viewers will have the ability to "turn down the violence knob" on their sets, making current conceptions of programming and formats outdated.

Turner concurred with Negroponte on the

how of future program distribution, but not on the who. Fiber is "probably the best way to deliver" HDTV, he said, but "even if the phone companies lay down the trunk lines, the cable industry is strong enough with the consumers and in the regulatory areas" to provide the service using the phone lines. As the owner of 3,000 movies, Turner said of TBS, "we're in good shape no matter where the software business is.

"Every time there has been a technological advance like satellite," Turner said, "it's only a few million dollars to get the transmission capability. Any technological advance...will make television better, number one, and probably help us in cable."

Turner did not include Ku-band-delivered direct broadcast satellite (DBS) technology, regarded in some circles as the best way to deliver HDTV, among those advances easily adapted by the distribution industry. He warned that those who have invested "millions and millions of dollars" in C-band equipment would be "disenfranchised." Referring to his own home satellite dish receiver experience, he said: "You almost have to have a live-in engineer" to receive an acceptable picture and a number of programs. Cable, he said, "is much simpler." DBS, he said, will remain "just an adjunct...for people who don't have cable available to them." As for HDTV, said Wright, the government and the consumers want adoption of a system to allow enhancement of picture quality, "but not to disenfranchise the 89 million homes that have already purchased sets. The vast number of [signal] compression

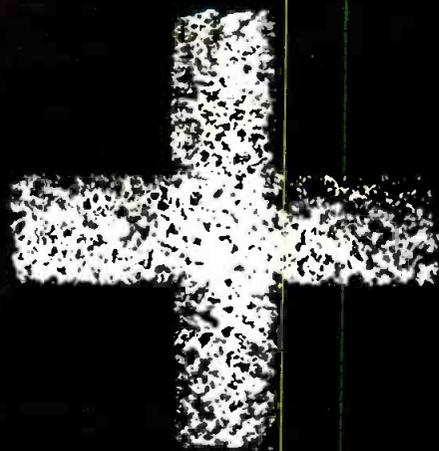
schemes out there," he said, "have been developed without particular regard to the consumer. It's hard to believe that...the development of a system that is incompatible with existing television is going to meet with a great deal of success." Broadcasters, he said, must insist on adoption of a standard that will offer an enhanced picture within the 6 mhz bandwidth currently allocated to broadcast TV.

"I don't think you attract people at all with advanced technology," said MGM/UA's Lee Rich. The cable systems have "wonderful techniques" for delivery, he said, "but they are nothing without programming." He objected to a suggestion that the cable industry's growing investment in producing its own programming might be the result of a failure by the Hollywood studios to respond to cable's initial demand for programming. "We will provide [programming] for any medium that comes along...like a good tailor prepares a suit, for what they want. And," he said, "we will charge them for it," despite cable's attempts to produce at lower costs than competing broadcasters.

The studios are, however, "going through a terrible time in the form of costs." Rich admitted, "something we are all going to have to address," with methods including the making of nonunion productions and "finding partners to take overages."

Pattiz, concurring with Wright, also emphasized the importance of the advertisers. The development of emerging technologies, he said, "is going to depend entirely on how willing advertisers are to embrace [them]

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and focus their dollars."

In any case, said Turner, "the most important thing" is programming—"the reason I bought the MGM-RKO libraries. *Tom and Jerry* and *Bugs Bunny*," he said, "are going to be running long after everybody in this room is long dead and gone."

Pure technology "has always been a bystander" to the communications industry, never a driving factor, said Wright. Because of financial, political and expediency considerations, and due to the process of selecting standards and modes of distribution, broadcast television and cable television have "never been as high tech as technology would have permitted," he said. "The type of world we're thinking of is a long way away." □

Intelsat gets some competition

Orion and British Aerospace combine to offer special satellite services

The breach in the dam holding back competition to the International Telecommunications Satellite Organization is widening. Last week, Orion Network Systems, a Rockville, Md.-based concern, and British Aerospace, the largest manufacturer of aerospace systems, including satellites, announced plans to collaborate on the construction, launch and operation of a satellite-based telecommunications system across the Atlantic.

The system would be following in the tracks of PanAmerican Satellite Corp. PAS has already gone through a difficult consultation process with Intelsat to serve Peru. And its persistence in seeking to open markets in Europe led the United Kingdom last month to open the door to international

separate systems to serve customers in that country.

The ONS-BAe announcement said that ONS plans to offer specialized satellite service to major national and international companies. BAe will apply for a license from the British Department of Trade to operate specialized satellite services under the new, easier entry policy. It will also petition the British government to enter consultations with the U.S. and Intelsat under Article XIV(d) of the Intelsat Agreement to insure technical compatibility and avoid undue economic harm.

John G. Puente, 20% owner, chairman and chief executive officer of ONS, acknowledged a debt to Rene Anselmo, chairman of PAS. "The dam has broken," he said of the British action, the first of its kind in Europe, where governments have resisted the emergence of competition for Intelsat and their own domestic telecommunications systems. "Rene Anselmo did a good job of breaking the dam. We wish him the best of luck."

But the ONS-BAe proposal offers something new in the way of beating down national barriers. It will be owned by an ONS subsidiary, Orion Satellite, which would retain control, and a group of European interests, as yet unidentified, led by BAe. The BAe connection is seen as facilitating the system's entry into the UK, and the other European interests would presumably help ease the system's entry into their respective countries. The State Department has long urged separate systems to enter into joint ventures with foreign partners as a means of gaining that kind of access.

ONS is the successor to Orion Satellite Corp., which was the first party, in March 1983, to apply to the FCC for authority to launch a separate satellite system. The bureaucratic problems involved in sorting out national policy on such a service, compounded by Intelsat's resistance to the emergence of separate systems and the difficulty

in lining up the foreign correspondent that U.S. policy requires of a separate-system hopeful, were factors preventing Orion, and then ONS, from moving ahead. Christopher Vizas, one of the two original principals in Orion, remains associated with ONS as vice chairman and as the owner of a small percentage of stock. His associate, Thomas McKnight, dropped out several years ago.

The FCC two years ago granted Orion authority to establish a separate system, conditioned on its securing a foreign correspondent and achieving consultation with Intelsat. Orion's application proposed a 24-transponder, Ku-band satellite. Puente said ONS will probably collaborate with BAe on a redesign of the satellite the British company would build. He said the two companies this year would sign an agreement covering the construction of two orbiting satellites and a spare that would cost an estimated \$350 million, including launch and insurance. Current plans call for a satellite launch in 1991.

ONS plans to target private line service, which Puente described as the fastest growing area of international telecommunications business, and private networking. The announcement said the proposed system would offer companies with widely dispersed operating locations the prospects of improved service at a reduced cost. "The system will provide U.S. and British corporate customers access to state-of-the-art satellites to permit them to institute new communications facilities not currently available," Puente said. "The satellites will be specifically configured to interconnect separate groups of sites to form a large number of private line networks with low installation costs and flexibility to respond rapidly to changing needs."

Although the ONS-BAe enterprise is several years from being operational, ONS has plans for an early entry into business. It said it would inaugurate trans-Atlantic service through its subsidiary, OrionNet. It will provide SouthernNet, a major regional fiber optic carrier in the southern and eastern U.S., with private line services and public switched telephone network interconnection to Europe. Initially, the traffic will be transported across the Atlantic by the Intelsat system, by way of an uplink at the Houston teleport. When the ONS system is in operation, the private line traffic will be switched to it. But because of the U.S. policy ban on separate systems providing public switched network interconnection—a ban imposed to protect Intelsat against a drain from its most important source of revenues—OrionNet would continue to use Intelsat for that service.

Besides Puente, the only other owner of a major share of stock in ONS is the Centennial Fund, a venture capital group specializing in investments in cable television, which owns 12%. The remainder of the stock is spread in small amounts among a number of individuals, including several prominent in the cable television business. One is John Saeman, a former chairman of the National Cable Television Association, who is chief executive officer of Daniels & Associates. Another is Gustave Hauser, chairman of Hauser Communications, another investment firm in the cable field. □

Capcities posts first-quarter increase. First-quarter income at Capital Cities/ABC Inc. more than tripled, going from \$23,926,000 in the first three months of 1987 to \$70,345,000 in the first three months of 1988. The first-quarter results were accompanied by the prediction that the business outlook for the rest of the year "is not as encouraging" given weak advertising demand for both television and the company's specialized publications.

An accounting change that reduced the rights fees for the television network's entertainment programming and sports events from their historic costs to their fair market values was responsible for a benefit to per-share earnings of \$3.35. The "historic" assessment of the entertainment and sports costs were made by network's management prior to its sale to Capital Cities Communications. During the first quarter of 1987 the company had net income of \$1.43 per share and during the first quarter of 1988 it had net income per share of \$4.16.

A 44% growth in first-quarter broadcasting revenues was attributable mainly to the network's broadcast of the winter Olympics, the Super Bowl and the continued strong performance of ESPN. Broadcasting revenues were up 44%, going from \$721,872,000 in the first quarter of 1987 to \$1,042,576,000 in the first quarter of 1988.

But Capcities/ABC said that although the winter Olympics and the Super Bowl were big first-quarter revenue producers, there were also big first-quarter expenses. Cost control efforts that helped the performance of the Super Bowl were not mirrored in the winter Olympics, which accounted for reported losses of more than \$65 million.

Publishing revenue was up 4%, from \$237,329,000 in 1987 to \$246,231,000 in 1988. The publishing group's newspapers and shopping guides experienced modest gains, while its specialized publications continued to perform weakly.

Consolidated net first-quarter revenues totalled \$1,288,807,000 in 1988, versus \$959,201,000 in 1987. Operating first-quarter income went from \$97,343,000 in 1987 to \$166,961,000 in 1988. Average shares outstanding in the first quarter of 1987 were 16,680,000, compared to 16,900,000 in the first quarter of 1988.

Different strokes on syndex

FCC panel finds TBS's Carp willing to agree to modified version of rules, NCTA's Fox against new regulations, MPAA's Attaway opposed to any rules weaker than old ones; FCC's Pitsch says right new rules should benefit consumers above all else

A representative of Turner Broadcasting System said last week the owner of superstation WTBS(TV) Atlanta is willing to accept scaled down syndicated exclusivity rules, but not the sweeping set of rules now being advocated by independent broadcasters and program producers and reportedly being considered by the FCC.

On an FCC-sponsored panel on syndex—part of the FCC's National Consumer Week activities—Bert Carp, TBS vice president, government affairs, said he accepts the proposition that “something needs to be done, especially in these post-must-carry times, to design a system that provides greater local market exclusivity rights for local broadcasters. I am certainly willing to proceed along a line of discussion to that objective.

“On the other hand...reimposition of syndex rules...designed to be even broader and more intrusive than the old rules...is a system that doesn't make sense. I think intelligent people who are addressing this set of policy issues ought to be able to reach a result which doesn't involve the kind of consumer disruption that I see coming down the road here.”

Carp said he fears that the FCC may take a “wrecking ball” to the issue of exclusivity when all that is needed is a “little remodeling.” And, he warned, “Poorly crafted rules will be politically controversial,” costing cable subscribers money and causing a “truly wrenching disruption” in their viewing patterns.

Following the panel, Carp declined to say how far he would be willing to go in reaching a compromise.

Syndex rules would empower television stations to enforce exclusivity provisions of their syndicated programming contracts against cable systems in their markets. At the stations' request, cable systems would have to delete programs on imported distant signals such as WTBS for which the stations have exclusive local rights.

The FCC dropped its original set of syndex rules in 1980, but last year it launched a rulemaking to bring them back. FCC Chairman Dennis Patrick has made it clear that he favors reimposition of the rules, and it is believed he has the second vote—that of Commissioner James Quello—to do it. Action is expected within the next two months.

Unlike Carp, Brenda Fox, general counsel of the National Cable Television Association, took a hard line during the panel discussion: “I don't think there should be



L-r: Attaway, Carp, FCC's Barbara Moran, Pitsch, Padden, Fox

any rules adopted. I don't think consumers are served by any syndex rules.” What's more, Fox said, she does not believe the FCC has the jurisdiction to impose syndex.

Since the FCC launched its rulemaking to reinstate the rules, the NCTA has maintained that they would violate provisions of the Cable Communications Policy Act of

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1984 prohibiting the FCC from regulating program content.

Despite Fox's public posture, NCTA's position may be close to Carp's. At a House Telecommunications Subcommittee hearing March 30, NCTA President Jim Mooney indicated that NCTA would be willing to accept some form of syndex as part of a comprehensive compromise with the motion picture industry on the regulatory and legal issues that divide them. Also, BROADCASTING reported three weeks ago (April 18) that the NCTA and the National Association of Broadcasters are working on a syndex compromise.

Conceding that the FCC will bring back the rules, the NCTA has been trying to convince FCC officials to apply the rules prospectively only—that is, allow broadcasters to enforce only exclusivity provisions of contracts signed after the rules are adopted. NCTA believes such an approach would allow for a natural phase-in of the rules, mitigating the impact on cable and its subscribers.

Fritz Attaway, vice president and counsel, Motion Picture Association of America, and Preston Padden, president of the Association of Independent Television Stations, strong proponents of syndex rules, gave no indication of a willingness to accept watered down rules. Attaway ridiculed Carp's call for "carefully crafted rules." "Carefully crafted" is a euphemism for "the best interest of Ted Turner," he said.

Peter Pitsch, chief of staff to FCC Chairman Dennis Patrick, avoided any comment on the particulars of the rules being cooked up by the agency, but talked about the philosophical underpinnings for them.

"Our discussion of syndex should focus on what its effects would be on consumers," Pitsch said. "Consumers are what count, period. The effects on cable, independent television stations, superstations or the production community...are important only to the extent that they ultimately benefit or harm consumers."

As the FCC came to recognize the "value of the market," the FCC sought to eliminate cable regulations that had been imposed to protect broadcasters "except where there might be evidence of grievous harm" to broadcasters, Pitsch said. "Unfortunately, this approach was inaptly extended to the old syndicated exclusivity rules.

"The issue here is not whether to add or delete a regulation nor is it whether broadcasters can survive in the absence of syndicated exclusivity," Pitsch said. "The issue is whether the presence of syndicated exclusivity can strengthen competition and provide viewers with more choices."

According to Pitsch's analysis, "syndicated exclusivity might well foster richer and more varied programming...on broadcasting and cable systems."

If broadcasters are able to contract for "true" exclusivity, they may be willing to invest more in new syndicated programming and to promote it more aggressively to the "ultimate benefit of consumers," he said. The return of syndex would also encourage the establishment of ad hoc programming networks that make it possible to spend more on programming, he said.

Syndex would also produce positive changes in cable programming, Pitsch said. Cable would have a "strong incentive" to substitute programming for the programming it had to delete, he said. "I don't think they are going to act economically irrationally and simply black out programming to cause turmoil."

Pitsch also suggested that a cable system might replace superstations with other cable networks that will add new choices to the marketplace. Some cable systems may be carrying superstations not because they offer the best programming available, but because their value is far greater than their cost (the combination of compulsory license fees and satellite carrier fees), he said.

Pitsch acknowledged that there may be a downside to reimposing the rules. "It is true that such a system may impose costs on cable systems that would ultimately have to be borne by cable subscribers."

Taking their lead from Pitsch, Carp and Fox argued that the syndex was not in the best interest of consumers. Carp said the blackouts and the program substitutions that syndex would require would generate a consumer backlash that would make the outrage expressed by backyard earth station owners over the scrambling of cable programming "look like small potatoes." He said that there are 45 million cable subscribers and only two million dish owners.

If cable systems are forced to replace programs on superstations, viewers will be unsure when and where to find their favorite programs, Fox said. The superstations' on-air promotions may advertise *M*A*S*H*, but the cable system may deliver *Mr. Ed*, she said. "If you are a *M*A*S*H* fan, you may not care about a talking horse."

Syndex "is a great theoretical concept that we can willy nilly substitute all this programming around and, sure, maybe that provides for a lot more diversity in terms of new programming," Fox said. "But if it isn't satisfying what you want...when you turn on the television, then what's the good of it?"

If the FCC's intention is to cause cable systems to drop distant signals, it is undermining the will of Congress, which adopted the compulsory copyright license in 1976 to encourage the importation of distant signals. Adoption of syndex, she said, sends a message to Congress: "We, the FCC, know better than you.... We are going to make sure it doesn't work because we are going to make those stations worthless so they will get dropped." That's an interesting approach for one agency of government to take.

Fox was not the only panelist to employ sarcasm. "It is absolutely heartwarming to see the cable industry's new-found embrace of consumers' interest," said INTV's Padden. "I am left to wonder, however, where the concern was when they were busy scrambling all the distant signals that they don't own so people could not steal from them what they had stolen from local broadcasters."

Padden said he also wondered about where the interest was in cable's "battle to the death" to prevent alternative delivery services such as wireless cable from distributing cable programming and in the industry's successful 1984 campaign to persuade Con-

gress to pass a law that allows them to "raise rates at will without oversight.

"It is just as clear as it could be that the cable industry has no sincere interest in consumer welfare on this issue," Padden said.

Padden said the public has an interest in "maximizing" the number of "free" broadcast stations. "And if local stations are not going to be able to enforce programming rights...they are not going to be able to survive."

When viewed from the public's perspective, there is no reason not to reimpose syndex, Padden said. "The public is not going to lose anything," he said "All they are going to gain is the opportunity to see more diverse programming."

After listening to Carp and Fox, Attaway said cable's "big gun" in its antisyndex rhetoric is the threat of a consumer backlash that will hit the FCC and Congress if cable systems are forced to delete programming.

Instead of scrambling to find substitute programming, he said, cable operators are preparing to show blank screens and blame Congress and the FCC for the lack of programming. "I think there is cause for concern.... I'm afraid cable can make good on that threat."

Cable systems can get away with such tactics because they are monopolies. "What's a subscriber going to do? Subscribe to another cable system? There ain't no other cable system."

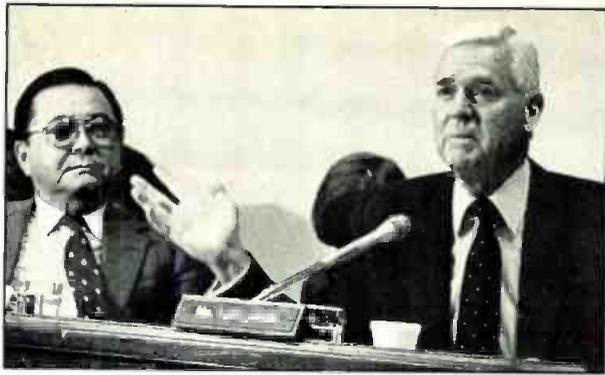
Attaway issued his own warning. If cable systems cause consumers to strike out at the FCC and Congress, he said, "then maybe the issue...should be what is this country going to do about the monopolization of video programming? Should cable continue to enjoy a monopoly position or should it be forced to compete with other communications outlets?" □

Transfer fee gets going over on Capitol Hill

Key senators push for 2%-4% tax on sale of broadcast properties

Broadcasters' use of the spectrum is under assault on Capitol Hill, where key Senate leaders are pushing a bill (S.1935) that would impose a 2% to 4% tax on the transfer of station licenses. The industry must defend its free use of the airwaves while Congress is hard pressed to find additional revenues to help offset the federal deficit. The measure is also aimed at curbing what Congress perceives as inordinate trafficking in broadcast licenses (4% would be levied for a station transferred within three years of the last sale).

The tax would go toward the establishment of a public broadcasting trust fund, which has put the commercial and noncommercial sectors of the industry at loggerheads. (Technically, the fees would apply to all users of the spectrum. It is broadcasters, however, who are apt to feel the brunt of the legislation [although groups offering land



Inouye (l) and Hollings



Fritts

mobile and cellular services protested the measure at the hearing]. The idea surfaced last year, but the National Association of Broadcasters was able to repel the initiative.

Last week at a Senate Communications Subcommittee hearing, the stage was being set for yet another confrontation. The inevitability of some form of a tax levied on spectrum users was underscored by Senator Bob Packwood (R-Ore.). Packwood voiced strong opposition to the transfer tax but, he warned that some sort of tax was likely. He suggested that broadcasters help Congress "formulate a rationale approach."

Packwood described himself as a supporter of public TV, but was troubled by the establishment of a trust fund that would give the medium an "elevated and preferred status." The senator's arguments against the tax led to a debate over whether the spectrum is a scarce resource, with witness Fred Friendly, Edward R. Murrow professor emeritus, Columbia University Graduate School of Journalism. Packwood has long held that the spectrum is not scarce, while Friendly contended that broadcasters are a "monopoly." (Friendly was supporting the transfer tax proposal and the trust fund for public TV as long overdue.) "I keep hearing people bring up the First Amendment. I hope nobody says there is anything in the First Amendment that prevents this," said Friendly. Rather, he felt that the current appropriations process for public TV is more of a "violation of the First Amendment." Said Friendly: "I'd like to keep you and your kind out of the process," he told Packwood.

The bill's chief sponsors, Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and Subcommittee Chairman Daniel Inouye (D-Hawaii), vowed to move the measure. Said Hollings: "The users of the spectrum should pay the American public, one way or the other, for the right to use this public resource, and one valuable way is to assist a service that we have already deemed to be in the national interest. It is that simple." He indicated they will "move forward as quickly as possible."

NAB's opposition to the transfer tax was unequivocal. It tried to steer the committee away from the idea by suggesting there were other ways Congress might collect revenues. NAB President Eddie Fritts indicated the association was willing to discuss the possibility of a tax on equipment used by broadcasters as part of a larger proposal calling for an excise tax on the sale of TV and radio receivers and videocassette recorders. "We would be willing to pay our

fair share," Fritts told the lawmakers. Later he told BROADCASTING that NAB was not officially endorsing the concept, but that the association is interested in exploring other options. "We want to get away from spectrum-based taxes," he said.

Fritts's testimony emphasized that broadcasters' use of the spectrum is conditioned on their public service obligations. "We embrace unique public interest obligations as a condition of our licenses. This is what sets us apart, not merely from these other spectrum users, but from other businesses in general. It is the essence of why we should not be subjected to an additional fee for our use of the spectrum," said Fritts. A "white paper" (see "In Brief") lauding the virtues of commercial broadcasting was issued by NAB as part of its testimony.

Inouye acknowledged the argument "has some merit, but it also has limits." He believes the airwaves belong to the public

and are not for sale. "I can assure everyone that this legislation will not alter this concept," he promised. "At the same time, if there was a direct relationship between the cost of using the spectrum and public interest obligations, spectrum licensees would then pay a more or lesser amount depending on the rules and regulations then in effect. In light of recent actions by the FCC, the cost today would be very high. I should add that the auction approach would also impose an unduly high fee."

The Reagan administration's opposition to S.1935 was expressed by Al Sikes, head of the National Telecommunications and Information Administration. Instead of a tax, the administration is proposing the establishment of auctions for nonbroadcast spectrum. He estimated such auctions could raise roughly \$800 million.

Initially, S.1935 would have revived the fairness doctrine and added a 1% fee for any seller violating fairness. (President Reagan has promised to veto any legislation resurrecting the doctrine.) Also, the money would have first gone to the public treasury and two years later into a trust fund. But that was altered so that the fees would go directly to the trust fund.

The subcommittee heard from others who endorsed the fee as a means to fund public broadcasting. Former FCC Chairman E. William Henry, a Public Broadcasting Service director and attorney with Ginsburg, Feldman & Bress, spoke in favor of the idea. Another proponent was Henry Geller of the Washington Center for Public Policy. □

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Stock Index

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Apr 27	Apr 20	Change	Change	Ratio	(000,000)	
BROADCASTING							
N (CCB) Capital Cities/ABC....	329	332	- 3	-00.90	19	5,322	
N (CBS) CBS.....	151 3/4	152 7/8	- 1 1/8	-00.73	8	3,585	
A (CCU) Clear Channel.....	11 7/8	13 5/8	- 1 3/4	-12.84	17	38	
O (INFTA) Infinity Broadcast..	23 1/4	22 3/4	1/2	02.19	-178	195	
O (JCDR) Jacor Commun.....	5 1/4	5 1/8	1/8	02.43		29	
O (LINB) LIN.....	59 3/8	56 5/8	2 3/4	04.85	31	3,183	
O (MALR) Malrite.....	7 1/4	7	1/4	03.57	-10	98	
O (MALRA) Malrite 'A'.....	7	7		00.00	-10	95	
O (OBCCC) Olympic Broad.....	4	4		00.00		10	
O (OSBN) Osborn Commun.....	6 1/2	6 1/2		00.00	-5	33	
O (OCOMA) Outlet Commun..	17 1/2	16 1/4	1 1/4	07.69		114	
A (PR) Price Commun.....	9 3/4	8 3/8	1 3/8	16.41	-7	83	
O (SAGB) Sage Broadcasting	4 1/2	4 1/2		00.00	-6	17	
O (SCRIP) Scripps Howard.....	79	77 3/4	1 1/4	01.60	26	815	
O (SUNN) SunGroup Inc.....	1 3/8	1 1/8	1/4	22.22	-1	3	
O (TLMD) Telemundo.....	7 1/4	8	- 3/4	-09.37	-1	41	
O (TVXG) TVX Broadcast.....	3 1/4	3 1/2	- 1/4	-07.14	-2	19	
O (UTVI) United Television.....	27 1/4	26 1/8	1 1/8	04.30	45	298	

BROADCASTING WITH OTHER MAJOR INTERESTS							
N (BLC) A.H. Belo.....	56	55 1/2	1/2	00.90	22	591	
O (ASTV) Amer. Comm. & TV	3/32	3/32		00.00		7	
N (AFL) American Family.....	15 1/4	15 3/8	- 1/8	-00.81	13	1,234	
O (ACOMA) Assoc. Commun.	22 1/4	21 1/2	3/4	03.48		212	
O (BMAC) Bus. Men's Assur..	32 1/2	32	1/2	01.56	87	340	
N (CCN) Chris-Craft.....	18 3/8	18 3/4	- 3/8	-02.00	40	400	
N (DNB) Dun & Bradstreet....	47 1/2	46 1/4	1 1/4	02.70	19	7,222	
O (DUCO) Durham Corp.....	27	26 1/4	3/4	02.85	15	230	
N (GCI) Gannett Co.....	32	31 1/2	1/2	01.58	17	5,170	
N (GY) GenCorp.....	18 1/4	17 3/8	7/8	05.03	9	1,223	
O (GMXC) GMX Commun.....	1/8	3/32	1/32	33.33	9	1,223	
O (GACC) Great Amer. Comm..	11 1/2	11 1/2		00.00	11	267	
N (JP) Jefferson-Pilot.....	30 7/8	30 5/8	1/4	00.81	11	1,240	
N (KRI) Knight-Ridder.....	41 3/4	40 3/4	1	02.45	16	2,395	
N (LEE) Lee Enterprises.....	26 5/8	28	- 1 3/8	-04.91	16	662	
N (LC) Liberty.....	44 1/8	45 1/4	- 1 1/8	-02.48	15	422	
N (MHP) McGraw-Hill.....	52 7/8	53 3/8	- 1/2	-00.93	17	2,671	
A (MEGA) Media General.....	48 1/2	43 5/8	4 7/8	11.17	71	1,367	
N (MDP) Meredith Corp.....	29 1/4	26 3/4	2 1/2	09.34	15	561	
O (MMEOC) Multimedia.....	67 1/2	66 1/2	1	01.50	6750	742	
A (NYTA) New York Times.....	28 3/4	29 1/4	- 1/2	-01.70	15	2,355	
N (NWS) News Corp. Ltd.....	21 1/4	21 3/8	- 1/8	-00.58	13	2,693	
O (PARC) Park Commun.....	29 1/2	29 1/4	1/4	00.85	25	407	
O (PLTZ) Pulitzer Publishing...	31	31		00.00	25	324	
N (REL) Reliance Group Hold..	5 3/4	5 3/4		00.00	6	431	
O (RTSY) Reuters Ltd.....	26 3/4	28 1/2	- 1 3/4	-06.14	25	22,210	
T (SKHA) Selkirk.....	19	18 1/4	3/4	04.10	41	154	
O (STAUF) Stauffer Commun.	148	150	- 2	-01.33	24	148	
N (TMC) Times Mirror.....	33 1/4	30 1/2	2 3/4	09.01	13	4,289	
O (TMC) TM Communications	5/8	3/4	- 1/8	-16.66	3	4	
O (TPCC) TPC Commun.....	3/16	3/16		00.00		2	
N (TRB) Tribune.....	39 1/4	38 3/4	1/2	01.29	14	3,092	
A (TBSA) Turner Bcstg. 'A'....	15	14 3/8	5/8	04.34	-2	326	
A (TBSB) Turner Bcstg. 'B'....	14 3/4	14 1/2	1/4	01.72	-2	321	
A (WPOB) Washington Post....	224	214 1/2	9 1/2	04.42	24	2,877	

PROGRAMING							
A (SP) Aaron Spelling Prod....	6 1/4	6 1/2	1/8	02.04	5	114	
O (ALLT) All American TV.....	1 5/8	1 1/8	1/8	08.33		1	
O (BRRS) Barris Indus.....	11 1/8	9 3/4	1 3/8	14.10	-5	87	
N (KO) Coca-Cola.....	38 1/4	37	1 1/4	03.37	15	14,359	
A (CLR) Color Systems.....	5 1/2	5 7/8	- 3/8	-06.38	-3	29	
N (KPE) Columbia Pic. Ent....	7 3/4	7 7/8	- 1/8	-01.58		850	
O (CAVN) CVN Cos.....	14 7/8	14 3/4	1/8	00.84	12	258	
A (OEG) De Laurentiis Ent.....	1	15/16	1/16	06.66		11	
O (dcp) dick clark prod.....	4 3/4	4 3/4		00.00	12	39	
N (DIS) Disney.....	57 7/8	55 1/2	2 3/8	04.27	20	7,602	
N (DJ) Dow Jones & Co.....	32	31 1/4	3/4	02.40	15	3,098	
O (EM) Entertainment Mktg....	3 1/2	3 7/8	- 3/8	-09.67	11	43	
O (FNNI) Financial News.....	7 3/4	7 3/4		00.00	48	91	
A (FE) Fries Entertain.....	2	2		00.00	8	10	
N (GW) Gulf + Western.....	76 3/8	75 1/2	7/8	01.15	17	4,640	
O (HRIGV) Hal Roach.....	4 1/4	4 1/4		00.00	-9	29	
A (HHH) Heritage Entertain....	2 1/2	2 1/2		00.00	2	11	
A (HSN) Home Shopping Net..	5 3/8	5 1/2	- 1/8	-02.27	14	461	
N (KWP) King World.....	20	18 5/8	1 3/8	07.38	20	598	
O (LAUR) Laurel Entertain....	1 1/2	1 5/8	- 1/8	-07.69	3	3	
A (LT) Lorimar-Telepictures....	12 1/2	11 3/4	3/4	06.38	-9	571	
N (MCA) MCA.....	44 3/4	44 1/2	1/4	00.56	21	3,400	
N (MGM) MGM/UA Commun....	16 5/8	14 3/8	2 1/4	15.65	-21	831	
A (NHI) Neison Holdings.....	9/16	9/16		00.00	-5	15	

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Apr 27	Apr 20	Change	Change	Ratio	(000,000)	
PROGRAMING							
A (NWE) New World Enter.....	2 1/8	2 1/8		00.00	1	22	
O (NNET) Nostalgia Network...	1 1/4	1 1/8	1/8	11.11	-1	7	
N (OPC) Orion Pictures.....	16	16 1/2	- 1/2	-03.03	25	275	
O (MOVE) Peregrine Entertain.	1 7/8	2	- 1/8	-06.25	-62	4	
N (PLA) Playboy Ent.....	14 3/8	14 5/8	- 1/4	-01.70	-9	135	
O (QVCN) QVC Network.....	9	8 3/4	1/4	02.85		58	
O (RVCC) Reeves Commun.....	5 3/4	5 5/8	1/8	02.22	575	72	
O (RPICA) Republic Pic. 'A'....	5 7/8	5 3/4	1/8	02.17	65	24	
O (RPICB) Republic Pic. 'B'....	5	5		00.00	35	3	
O (SMNI) Sat. Music Net.....	4 1/2	3 7/8	5/8	16.12	-12	40	
N (WCJ) Warner.....	31 7/8	31 3/4	1/8	00.39	19	3,986	
O (WWTVE) Western World TV..	1/8	1/8		00.00		0	
O (WONE) Westwood One.....	22 1/2	23 1/2	- 1	-04.25	30	279	

SERVICE							
O (AMEA) A.M.E. Inc.....	11 1/4	11 1/4		00.00	11	55	
O (AGRP) Andrews Group.....	5 3/4	5 3/4		00.00	-2	37	
O (BSIM) Burnup & Sims.....	12 1/4	12 1/8	1/8	01.03	26	195	
N (CQ) Comsat.....	29 1/4	29 1/8	1/8	00.42	-11	536	
N (FCB) Foote Cone & B.....	24 1/2	24 1/4	1/4	01.03	7	102	
O (GREY) Grey Advertising....	104 1/2	108	- 3 1/2	-03.24	15	126	
O (IDBX) IOB Communications	9	9		00.00	36	36	
N (IPG) Interpublic Group.....	31	31 7/8	- 7/8	-02.74	15	688	
O (OGIL) Ogilvy Group.....	27 3/4	27 3/4		00.00	14	383	
O (OMCM) Omnicom Group....	21	20 3/8	5/8	03.06	-95	514	
N (SAA) Saatchi & Saatchi....	22 1/8	22	1/8	00.56	11	3,223	
O (TLMT) Telemation.....	1 7/8	1 7/8		00.00	7	8	
A (TPM) TEMPO Enterprises....	9	9 1/4	- 1/4	-02.70	30	51	
A (UNV) Unitel Video.....	8 5/8	8 3/4	- 1/8	-01.42	12	18	

CABLE							
A (ATN) Acton Corp.....	15 3/8	14 3/4	5/8	04.23	2	18	
O (ATCMA) Amer. TV & Comm.	24 1/4	25 1/8	- 7/8	-03.48	53	2,638	
A (CVC) Cablevision Sys. 'A'.	37 1/8	31 1/2	3/8	01.19	-10	670	
N (CNT) Centel Corp.....	47 1/4	47 3/8	- 1/8	-00.26	13	2,054	
O (CCCOA) Century Commun.	18 1/2	18 3/4	- 1/4	-01.33	-66	535	
O (CMCSA) Comcast.....	15 7/8	15 1/2	3/8	02.41	-72	709	
A (FAL) Falcon Cable Systems	18 1/4	18 3/8	- 1/8	-00.68	-57	116	
O (JOIN) Jones Intercable....	12 1/2	12 3/4	- 1/4	-01.96	39	159	
T (MHRQ) Maclean Hunter 'X'	22 7/8	23	- 1/8	-00.54	31	842	
O (TCAT) TCA Cable TV.....	32	28 1/2	3 1/2	12.28	65	346	
O (TCOMA) Tele-Commun.....	25 1/8	24 3/4	3/8	01.51	41	3,645	
N (TL) Time Inc.....	89	85	4	04.70	14	5,283	
O (UACI) United Art. Commun.	30	29 1/4	3/4	02.56	250	1,232	
N (UCT) United Cable TV.....	33 3/4	33 5/8	1/8	00.37	-562	1,275	
N (VIA) Viacom.....	23 5/8	22 1/2	1 1/8	05.00		1,259	
N (WU) Western Union.....	3 1/4	3 1/4		00.00		79	

ELECTRONICS/MANUFACTURING							
N (MMM) 3M.....	60 1/8	58 7/8	1 1/4	02.12	14	13,677	
O (AMCI) AM Communications.	11/32			-08.02		1	
N (ARV) Arvin Industries.....	22 1/4	21 3/4	1/2	02.29	9	423	
O (CCBL) C-Cor Electronics....	8 1/2	8	1/2	06.25	14	17	
O (CATV) Cable TV Indus.....	3 1/4	3 1/2	- 1/4	-07.14	-21	9	
A (CEC) Cetc.....	10 5/8	9 5/8	1	10.38	31	19	
N (CHY) Chyron.....	4 3/4	4 3/4		00.00	16	48	
A (CXC) CMX Corp.....	15/16	1	- 1/16	-06.25	10	8	
A (COH) Cohu.....	10 1/4	10 3/8	- 1/8	-01.20	9	18	
N (EK) Eastman Kodak.....	41	40	1	02.50	10	9,263	
N (GRL) Gen. Instrument.....	31 1/4	30 1/4	1	03.30	-13	1,017	
N (GE) General Electric.....	40 3/4	39 1/4	1 1/2	03.82	15	37,246	
O (GETE) Geotek Inc.....	5/8	5/8		00.00	-2	2	
N (HRS) Harris Corp.....	30	29 5/8	3/8	01.26	16	880	
N (MAI) M/A Com. Inc.....	10 1/8	9 3/4	3/8	03.84	4	326	
O (MCDY) Microdyne.....	4	3 7/8	1/8	03.22	-2	17	
N (MOT) Motorola.....	49 1/8	46 5/8					

KING-TV reporter appears live and uncensored (almost) in USSR

In cooperation with Gosteleradio, reporter's commentaries air live on Soviet television, with exception of Afghanistan piece deemed 'too painful'

Jean Enersen added miles—and a new wrinkle—to the developing trend of local anchors and correspondents traveling considerable distances to report on national and international events. She was in Moscow last week, reporting daily on events in the Soviet Union, and not only for KING-TV. She and her pieces appeared on the Soviet television morning show, *120 Minutes*. With one exception, that is. The Soviet producers pulled the piece she had prepared for Wednesday, one on Soviet army troops returning from the war in Afghanistan. She said she was told the piece was "too soon and too painful for the Soviet people."

Enersen's visit and the cooperation she was given in Moscow in the production of an unprecedented series of broadcasts were elements of an ongoing relationship KING-TV has developed with Gosteleradio, the Soviet state broadcasting system, since 1985, when the Seattle station participated in one of the early television Spacebridges between the U.S. and the Soviet Union. The idea of a KING-TV journalist appearing on Soviet television was developed in talks between KING-TV and Gosteleradio officials last spring; it would provide some balance for the appearances Soviet journalists, notably Vladimir Pozner, had made on KING-TV broadcasts.

Nancy Bergquist, a spokeswoman for the station, said Gosteleradio had been informed in advance of the subjects Enersen planned to cover in each of five scheduled appearances on *120 Minutes*. And Enersen had been assured, according to the station, that her reports would air live and uncensored. The reports, sent by satellite to Seattle, were to be aired by KING-TV on the day of broadcast in Moscow.

There were no problems with the first two pieces, on *glasnost* and the Soviet education system. But after the show's producers on Tuesday saw the piece that was to run on Wednesday on the return of Soviet soldiers from Afghanistan, she was told, according to the station, that the piece was "too painful." They were also said to have told her that the Soviets "don't want to hear it from an American reporter first" and that the "Soviet people are not ready to discuss the war in Afghanistan yet."

The piece featured an interview with a Soviet veteran whose account of his experiences in Afghanistan echoed the reports that Soviet news media, until recently at least, provided for local consumption. He said his was "a peaceful mission. We com-



L to r: Co-hosts Maya Seedorova and Yergeny Kiselev with KING-TV's Jean Enersen on Soviet television's '120 Minutes' program

municated with the Afghan people." But Enersen, in her commentary, quoted Western sources as having reported the Soviets had suffered 35,000 casualties and said those who returned got no heroes' welcome, no monuments. She also said the war contributed to alcohol and drug abuse. What's more, the piece included an interview with an American Vietnam veteran, Glen Web-

ster, who expressed sympathy for his Soviet counterpart: "You're gonna have to understand this young man. He grew up too quickly. He saw the horrors of war."

So the Soviet producers pulled the report and moved up the two that had been scheduled for Thursday (*perestroika*, or restructuring) and Friday (on private initiative). KING 5 News, however, aired all five reports

THE INTERNATIONAL VIDEO MARKET



■ scheduled. And on Wednesday, in advance of the piece that was not seen on Soviet television, Enersen appeared live from Moscow, along with Pavel Korchagin, a producer for Gosteleradio, to discuss the cancellation of the report.

Enersen said the incident demonstrated "the limits of *glasnost*." "They thought our story would cause Soviet viewers pain," she added, "and they didn't want an American journalist to be the one to report it."

Still, Korchagin, who said the Enerson broadcasts marked the first time an American had broadcast to the Soviet people on events in their country, described the broadcasts as "a great experiment." And when he was asked by KING-TV anchor Mike James, in Seattle, who had made the decision to pull the report, Korchagin said: "Mr. Time. The time has not come yet for that kind of approach." □

ABC, NBC News go to Europe

Anglovision, the European start-up satellite news service, hopes to reach European hotel rooms as early as this summer, following its agreement last month to carry ABC News programs ("In Brief," April 25).

The service, with backing from American Express and Independent Newspapers of Ireland, expects to be on the same Intelsat V satellite that carries the rival Turner Broadcasting's Cable News Network throughout Europe. CNN has been marketed to the region's hotels, cable services and broadcasters since the mid-1980's.

NBC, which had originally signed on with Anglovision in late 1986, withdrew from the deal earlier this spring after the broadcast network began negotiations to buy equity in Turner Broadcasting Service.

Anglovision plans to begin broadcasting with some 13 hours of programs each day, including two to three hours daily of ABC News programs such as *World News Tonight*, *Nightline*, *World News This Morning* and *This Week with David Brinkley*.

Some ABC news shows, among them the highly rated *20/20*, will not be carried by the service, however, since they are already presold to terrestrial broadcasters throughout the region.

Also on the English-language service will be public television news product including *The MacNeil-Lehrer News Hour*, *Washington Week in Review*, *Adam Smith's Money World*, *Wall Street Week with Louis Rukeyser* and the series *Currents* and *Innovation*.

According to Anglovision principal Andrew Mulligan, the company is currently negotiating for additional programming with U.S. cable channel Financial News Network and with the UK's Independent Television Network, which has just broken off negotiations to supply news to that country's direct satellite broadcasting venture, British Satellite Broadcasting.

NBC, meanwhile, has announced its own plans to join other international broadcasters in producing a weekly news magazine for sale overseas, as well as to U.S. cable and broadcast television.

The NBC project *Globe TV: A Ticket to the World* will be sold domestically to cable and local stations by a syndicator yet to be named. The network said there will be 26 half-hour weekly episodes available for 1989.

For overseas buyers, NBC will offer five

one-hour episodes for airing next fall and planned to show the pilot program, with reports from France's TFI network, Italian private channel Reteitalia and NBC News, at the MIP-TV international program conference beginning last week in Cannes, France. □

BOOK REVIEW

Inside CBS News, from the outside

Book by 'New York Times' reporter looks at 'undoing' of division

Peter Boyer, a television correspondent for the *New York Times*, has written a treatise on CBS News, "Who Killed CBS: The Undoing of America's Number One News Network" (Random House, \$18.95). The release (May 5) comes at the same time as another book, by former CBS News President Ed Joyce, looking at CBS News from the inside ("Prime Times, Bad Times: A Personal Drama of Network Television" [BROADCASTING, April 25]. Where Joyce betrays bitterness toward his last days at CBS, Boyer takes a more detached view of larger conflicts at CBS. With a well researched insight into the individual characters, Boyer shows how those conflicts caused "the undoing of America's number one news network."

Boyer looks at CBS News's past and the shadow of Edward R. Murrow and illustrates the trauma that passing the torch caused. Boyer describes Walter Cronkite, in his last years as anchor, as the personification of the Murrow spirit at CBS and the "book of record" aspect of *The CBS Evening News* as his patronage to that spirit. But with Cronkite's retirement and the ascent of Dan Rather, Boyer says, a change was in the wind. Boyer shows a quick succession of CBS News presidents after the retirement of Dick Salant and a slow dying of the Murrow spirit as concerns over declining ratings of

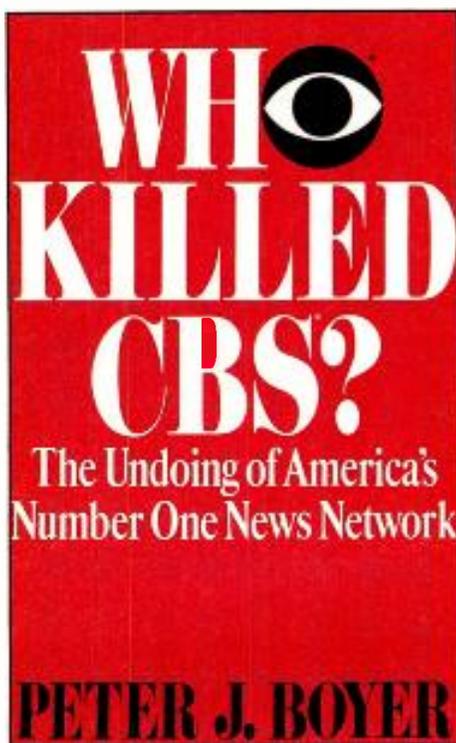
CBS News programs fostered insecurity, among the ranks and at the top.

The new era at CBS News, Boyer says, came with Van Gordon Sauter's appointment to the presidency of CBS News in the fall of 1981. Boyer says Sauter turned CBS News "upside down, rejecting as old-fashioned, elitist and simply irrelevant, the very styles and philosophies that many had thought had set CBS apart in broadcasting." Boyer says Sauter's publicized theory of "moments" was the focal point of the clash between the "old CBS" and the "new." The theory was that a broadcast should convey evocative "moments" that would create an emotional response in viewers. Boyer tells the story of a CBS News staffer who was asked to defend the broadcast of a story. When the staffer said, "We chose it because it was news," Sauter replied, "I don't think anyone out there understands the slightest thing about that story. That didn't reach out and touch me."

Boyer says Sauter's desire to change the face of CBS News turned into a conflict between the "old" and "new" CBS. The writer also says the polarization was used by Sauter to segregate reporters into an "A" list and a "B" list, depending on whether the reporter's vision of CBS coincided with Sauter's. Those on the "A" list would get the most air time while others were almost relegated to producers for the "A" list correspondents. Boyer also says the "B" list became a hit list when layoffs came later. When the polarization turned from philosophy to a matter of employment, Boyer said, the mood at CBS became angry.

Boyer describes the financial maelstrom that engulfed CBS when Ted Turner and Jesse Helm's group, "Fairness in Media" both launched takeover attempts and the panic that seized the company. While not directly imputing former CBS Chairman Tom Wyman's decision to buy back much of the company's stock—loading it with debt and making it a less attractive takeover target—he writes about the derisive effects of that debt in the need to cut costs and fire employees, and implies the cost cutting had an effect on the quality of CBS news.

Boyer says the financial woes of the company led it to seek a "white knight" to help prevent a takeover. That savior for many, said Boyer, was Laurence Tisch, present CBS chairman. But Boyer, reflecting the mood of many in CBS, paints Tisch in a suspicious light. Pointing to Tisch claims that he was not a corporate raider who would break up the company and sell it, Boyer then points to a list of CBS businesses Tisch said the company would not sell and then did. With the back biting and deviousness at CBS that Boyer describes, and it is a picture of decline he paints at CBS. □



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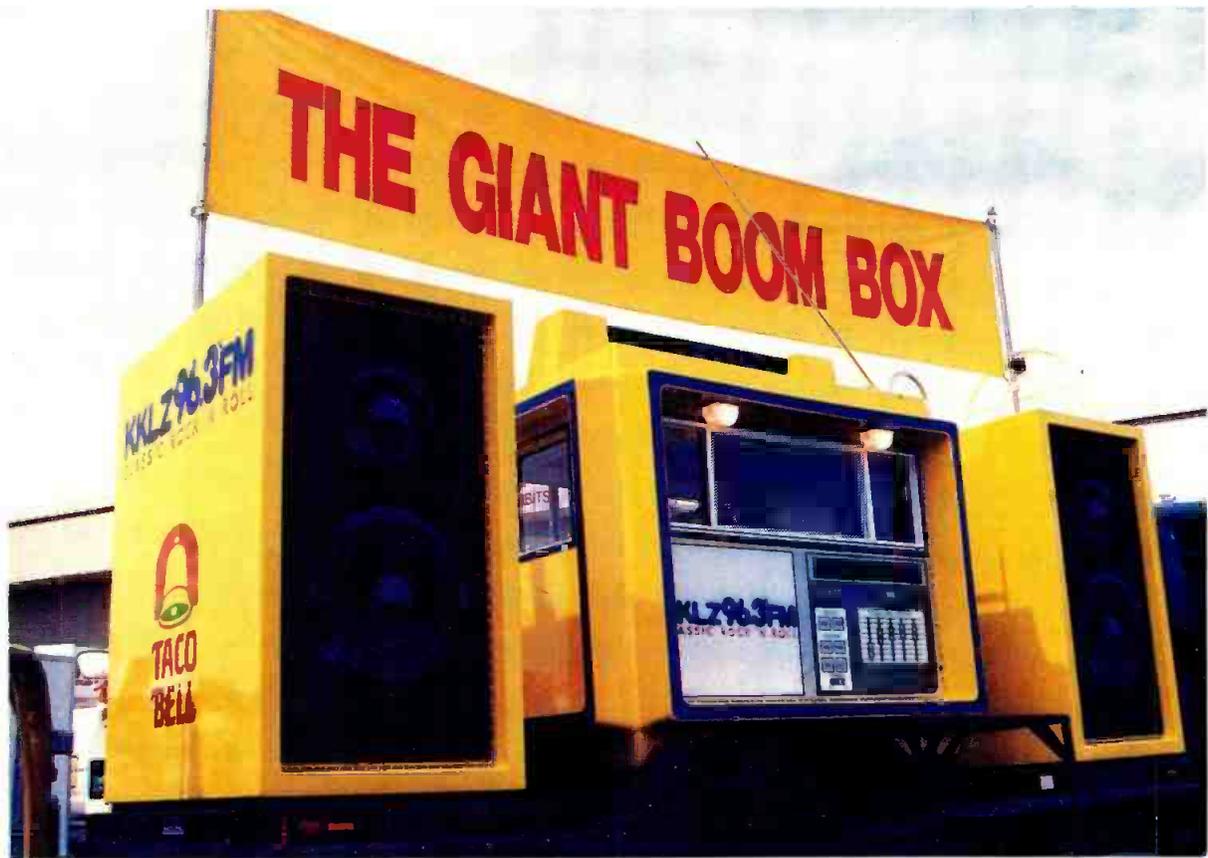
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The booming business of boom box remotes

Giant-sized portable radio mobile studios are gaining in popularity since their introduction year ago

Radio is still big business. Just ask Eric Rhoads, chairman of the year-old Giant Boom Box Industries, North Palm Beach, Fla. How big? Twenty seven feet long, 16 feet high and 8½ feet wide. That's the size of the large fiberglass studios in the shape of giant radio receivers that Rhoads and company originated. The studios have been increasing in popularity among radio stations as an eye-catching promotion.

To some radio executives, Rhoads, the former president of Equivox, a Salt Lake City-based, three-station radio group that was sold two years ago, has, in effect, created a new industry: the marketing of slickly designed remote studios modeled after so-called "boom box" radios. "This concept creates a tangible, memorable image for radio," said Rhoads. The studios are offered on a market-exclusive basis.

The first such remote studio was sold by Giant Boom Box Industries to KRBE-FM Houston nearly a year ago. (The design was unveiled during the Radio Advertising Bureau's Managing Sales Conference in Atlanta in February 1987.) Although the idea of

taking the "studio to the streets" is not new, the boom box remote concept quickly caught the imagination of program directors and general managers. The Giant Boom Box remote studio is used by stations in more than 100 markets with stations in another 60 markets awaiting arrival of the units. Rhoads said his company is also selling the portable remote studios to radio outlets in several other countries including Japan, West Germany and Guam.

In most cases, said Rhoads, stations first sign for the remote studio and then obtain one or two sponsors who help underwrite its \$29,995 cost. Stations can pay for the unit outright or through a lease/purchase option of monthly installments over a one-to-five-year period. In return for underwriting the cost, a sponsor will typically receive billboards on the sides of the unit and promotional spots on the station.

Thus far, said Rhoads, four national advertisers—Pepsi, Coca-Cola, Budweiser and Miller Brewing—are participating in local boom box remote station sponsorships through their local and regional bottlers and distributors. Local sponsors include McDonald's, Burger King, Pizza Hut, TDK Tape and Dairy Queen.

"This concept is boosting radio sales over

all because stations have been selling more sales promotion packages," said Rhoads. "It also gives stations something different to offer to advertisers." Rhoads also said that in a September 1987 survey of his clients, stations are reporting receiving 44% higher prices for spots in remotes.

The "Giant Boom Box," which is a registered trade name, appeals to stations in a variety of different music formats, ranging from top 40 to country to urban, Rhoads said. Rhoads's client station roster includes major-market outlets KPWR(FM) Los Angeles, WKQX(FM) Chicago and KDWB-AM-FM Minneapolis and smaller-market stations such as WKAK(FM) Albany, Ga., and WAYI(FM) Glens Falls, N.Y.

In addition to the boom box design, the company introduced a giant compact disk player studio at the National Association of Broadcasters convention in Las Vegas. "We wanted to come up with a different design," Rhoads said.

Rhoads's partner is Steve Butler, former president and general manager of KGLD(AM)/KWK(FM) St. Louis, who is the company's president.

Once they opened their doors in early 1987, Rhoads and Butler were not alone in the portable radio design remote arena for

very long. Super Roving Radio, Fort Wayne, Ind., entered the field last fall. Its large remote radio studio—20 feet long, 11 1/2 feet high and 6 feet wide—also sells for \$29,995. On that company's growing client

station list are KGFJ(AM) Los Angeles and KMJQ(FM) Houston, according to Doug Clark, an executive with the company who was displaying one of its units at the NAB convention. □

er's WNBC(AM) Binghamton, N.Y. Leslie was based at National Public Radio's Washington studios. Serving as anchor in the Soviet Union was Gosteleradio host Yvgenyi Pavlov, who was in Moscow. According to Tom Stoner, chairman of Stoner Broadcasting, the Washington and Moscow studios each had two interpreters who translated the interaction among the callers.

"We were flooded with so many calls [in the U.S.] it was a virtual phone melt-down," said Stoner. "That [phone overload] just demonstrates an enormous interest that Americans have in the lives of citizens in the Soviet Union," he said, adding that the exact number of calls registered by AT&T for the toll-free 800 number will not be known for about a month.

The show attracted two national sponsors: Vivitar Cameras and the Travel Committee, which plans tours to the Soviet Union. Stoner said that half of the 60-second Vivitar spot that was aired in both countries was produced in Russian.

Overseeing the program's circuitry between the Soviet Union and the U.S. was National Public Radio's satellite services division, which contracted with British Telecom International for an audio link between London and New York. The broadcast was delivered to U.S. stations over Satcom I-R, transponder 23.

"We are in discussions with Gosteleradio for two more live, U.S.-Soviet call-in shows for August and November," said Stoner. That possibility, he said, "looks promising."

This was not the first U.S.-Soviet broad-

Radio reaches to Russia

U.S. group owner and syndicator set up live two-hour show with USSR radio exchanging phone calls; carried in 100 markets here

"It's remarkable that two small, independent companies were able to pull off a major broadcast project that brought together Soviet Union's Gosteleradio and the best stations in America," said Pegge Goertzen, president of The Broadcast Group, a radio program syndicator headquartered in Washington. That project was a live, satellite-delivered, two-hour, telephone call-in radio show linking citizens of the U.S. with citizens of the Soviet Union. It was carried on an ad hoc network of 100 stations in this country, covering 60 of the top 65 markets, and on more than 200 affiliates of Gosteleradio, the Soviet Union's national radio network, on Sunday morning, April 24, at 10 a.m. NYT.

Called *Worldtalk*, the program was organized by Stoner Broadcasting, an Annapolis, Md.-based group operator of 13 radio stations. Marketing and station clearances were handled by The Broadcast Group.



John Leslie, 'Worldtalk' host

Among the stations that aired the special live hookup were WOR(AM) New York, KFI(AM) Los Angeles, WGN(AM) Chicago, KGO(AM) San Francisco, WMAL(AM) Washington, WINZ(AM) Miami, WGST(AM) Atlanta and KMOX(AM) St. Louis. "This is the first live U.S.-Soviet call-in show to air nationwide in both countries," said Chris Lauterbach, executive producer for The Broadcast Group.

The program on the U.S. side was hosted by John Leslie, morning personality at Ston-

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cast set up by Stoner Broadcasting. Last fall, Stoner aired what was to be the pilot show for last month's nationwide special; a two-hour call-in show between the U.S. and Gosteleradio that aired over three Stoner stations in New York state: WYRK(FM) Buffa-

lo, WCMF(FM) Rochester and WNBF Binghamton ("Riding Gain," Sept. 28, 1987). Stoner said he and John Leslie traveled to the Soviet Union last April to initiate talks with Gosteleradio for a live, two-way program. □

RAB enters 'phase two'

Bureau reorganizes its senior staff as part of long-range marketing plan

"What got us here, won't get us there." Bill Stakelin, Radio Advertising Bureau president and chief executive officer, said last week in announcing a reorganization of the association's senior staff. The reorganization, said Stakelin, corresponds to a new set of priorities, which he termed "phase two" of RAB's long-range plan. Stakelin and a new management team assumed their positions at RAB in July 1983.

"Our first priorities were to 'reinvent' the RAB by making its programs, sales tools, research and policies more responsive to the needs of member stations and clients," said Stakelin. "With our house in order, we can now shift more staff and resources to the battle for greater market share," the RAB president said. "The changes in staff responsibilities correspond directly to our evolving

game plan."

Those changes primarily involve two of RAB's senior staff and two new appointments. Danny Flamberg, senior vice president for communications, will become senior vice president for marketing and communications, assuming added responsibilities for RAB's national sales and marketing staff (including the retail and co-op departments). Joan Voukides, director of advertising and promotion for the NBC Radio Networks, will join RAB as vice president of communications in mid-May. She will be responsible for RAB's monthly retail marketing kits and for the association's advertising, publicity and promotional programs. Voukides will report directly to Flamberg.

Wayne Cornils, RAB executive vice president, will become senior vice president for meetings and special projects. Cornils will be the coordination officer for RAB's

sales advisory and small market advisory committees and the liaison between RAB and state and local "grassroots" marketing associations, according to Stakelin. Cornils will retain his duties as director of RAB's meetings and training programs.

Ray Holbrook moves from the post of RAB regional director for the Northeast to the newly created position of vice president, station relations. Holbrook will be responsible for member services, regional directors and membership solicitation. "We have positioned our manpower for greater collaborative tactics [broadcasters and RAB] in presenting radio's case to clients and agencies," Stakelin said.

Leaving the organization is Henry Hayes, the former director of media for PepsiCo who joined RAB in early 1987 as senior vice president of sales and marketing.

Top RAB staffers who have been unaffected by the recent changes are Bob Galen, senior vice president for research, and Sal Sabatino, senior vice president for finance and administration.

The staff changes occurred on the eve of RAB's biennial board meeting, which is slated to begin today (May 2) at the Inter-Continental hotel, Hilton Head Island, S.C. Stakelin will announce the staff changes to attending board members and highlight the association's new "phase two" marketing plan during the meeting. □

Technology

Closing in on ATS recommendations

FCC advisory committee is getting close to deadline for suggestions for transmission systems

Deadlines are quickly approaching for the planning subcommittee of the FCC's Advanced Television Services (ATS) Advisory Committee. Six months of meetings and document drafting are coming to an end as the group readies its final version of the committee's first interim report. Early indi-

cations are that the report, although not answering all the questions the commission may ask on how much spectrum TV broadcasters will need to transmit high-definition or improved-definition television, will provide some guidance for transmission system proponents.

"There will be quite a crunch to get this report in a shape acceptable to our bosses [the FCC]," said the planning subcommittee's chairman, Joseph Flaherty, CBS vice

president, engineering and development. The group had hoped to have final drafts of contributions to the report from the subcommittee's six working parties and two advisory committees ready before its meeting last Tuesday (April 26) at National Association of Broadcasters headquarters in Washington. Instead, the meeting revealed that some of the groups have more to do. Flaherty was confident, however, that the subcommittee will be able to stay on schedule.

The group's next deadline is May 11, when the ATS steering committee will review and approve the planning committee's polished report. The steering committee, which is presided over by ATS Chairman Richard Wiley of the Washington law firm of Wiley, Rein & Fielding, will then distribute the report to members of the parent "blue ribbon" committee. The blue ribbon committee, which kicked off ATS activity when it met for the first time last November, is made up of the top executives of the three commercial networks, 20 cable system operators, consumer manufacturing, group broadcasting and other companies. Wiley said that comments from the blue ribbon committee members will be due to him on May 27, before a second meeting of the group convenes on June 3. After that meeting, the final draft will finally be placed in



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the hands of the three FCC commissioners.

The planning committee's report was originally to have been the tool the commission would use to decide on future allocations of channels in the UHF-TV band to land-mobile radio users and other services by providing an exact amount ATV spectrum broadcasters will need in the future. But recent comments by Mass Media Bureau Chief Alex Felker have indicated that the first interim report will not serve that purpose. At the subcommittee meeting, Felker restated his view that more work "pinning down with some specificity the additional [spectrum] capacity that should be made available for broadcasters."

But Flaherty said, based on the preliminary working party drafts, he could see that "a few trends are developing." Breakthroughs in signal compression, he said, are making it conceivable that high-definition signals could be transmitted in a conventional 6 mhz TV channel. The report will break all known transmission proposals into three categories—one-channel, one-and-a-half-channel and two-channel systems—and will examine the two basic approaches of NTSC compatible and incompatible advanced TV implementation, Flaherty said.

The possibility of a system incompatible with NTSC being implemented "has become practical" since the breakthroughs in bandwidth compression, Flaherty said. A one-channel incompatible system could be simulcast with standard NTSC broadcasts during a transition era. This would require re-severation of the same amount of spectrum as would be needed for a two-channel or one-and-a-half-channel compatible system. Systems that augment the NTSC channel, he argued, will perpetuate NTSC's flaws in the transmission system that will serve the U.S. in the next several decades.

Chairmen of five of the six planning working parties reviewed the details of their parts in the report. Flaherty acknowledged working party 3 on spectrum utilization and alternatives as the most important of them all. The group's chairman, Dale Hatfield of Dale Hatfield & Associates, Boulder, Colo., said that while the findings he is submitting do not answer the FCC's spectrum questions, they do give transmission system proponents a better idea of what will be expected of them. An unsurprising conclusion of working party 3, Hatfield said, is that systems that require more than 6 mhz will be accommodated more easily if the additional spectrum does not have to be from an adjacent channel.

More effort was required for the group to come to conclusions on the levels of interference tolerance an advanced TV system should have. "There are combinations of co-channel dbu [interference] ratios and adjacent channel protection which might allow for utilization of extra spectrum for all existing stations and allotments to apply to ATS service," Hatfield said. Based on computer analysis, it was determined that ATV systems requiring additional spectrum with 6 db to 12 db co-channel dbu ratios should be able to cover 95% of current TV households. However, he stressed that performance may depend greatly on the terrain. He used as an example the heavily urban-

ized Northeastern part of the country where the spectrum is more crowded than in most other areas. At 6 db all TV sets would be covered, he said, while eight out of 178 of those households would be lost if interference tolerance was 12 db. All of the calculations were made assuming the elimination of UHF taboo restrictions. "I think this gives some proponents an idea of what performance would be required and also gives receiver manufacturers some indication of what performance they would need to meet," Hatfield said.

Hatfield recommended several directions in which working party 3 testing should continue after the interim report is completed. Studies of Canadian and Mexican spectrum assignments should be done to determine the levels of international interference that would be created by ATV implementation. More analysis is needed on potential adjacent channel interference, interference in major urban areas, land-mobile sharing possibilities and UHF taboos, Hatfield said. He asked for the further assistance of the FCC and the National Telecommunications and Information Agency in the refinement of computer software to continue the spectrum studies.

Another key portion of the report will be provided by working party 2 on testing and evaluation specifications, which is led by Richard Green, PBS vice president, broadcast operations and engineering. The recommendations of Green's group have been designed to be a blueprint of the procedures to be carried out by a counterpart group in the ATS systems subcommittee, which will oversee the actual testing of proponents' systems. Three types of terrestrial broadcast tests will be performed Green said. Propagation tests are now being done by the Advanced Television Systems Committee for transmissions with augmentation channels from the VHF, UHF, 2 ghz, 12 ghz and ENG satellite bands. Those tests are scheduled to be completed by the end of 1988. Then laboratory tests of specific systems will begin in early 1989. Finally, each system will undergo over-the-air tests which are "envisioned to be environmentally located, simulating actual broadcasting" under different types of terrain," Green said.

Green alerted the subcommittee that the timetable for completion of the systems tests could take up to a year past September 1989, when the charter for the ATS committee runs out. He predicted that a great deal of time would be consumed by the lab tests. There will be two phases to the lab tests, base-band and RF band testing. "Many of these tests are novel and they go well beyond NTSC methodology," Green said.

A list of systems attributes that will be tested has been completed by working party 1 on attributes and assessment. That group's chairman, consultant Renville McMann, said that over 200 aspects of terrestrial transmission were compiled. Some, he said, are more important than others although the committee did not attempt to place them in any order of priority. Instead, he said, "we hope that this list is a useful tool" for the systems subcommittee when it decides what needs to be tested in a particular system.

At the last meeting of working party 1, a

SOLD!

The Rusk Corporation, J.H. Jones, President, has acquired KSMG-FM, San Antonio, TX for \$8,000,000 from American Media; Art Kern, Chairman and Alan Beck, President.

Elliot B. Evers and Charles E. Giddens, Brokers

KTDY/KPEL, Inc., Mike Mitchell, President, has acquired KTDY-FM and KPEL-AM, Lafayette, LA for \$3,500,000 from Lafayette Broadcasting, Inc., Ronald J. Gomez, President.

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controversy arose, McMann said. In earlier meetings, he said, the group had decided that attributes should be compared on the low end to the best possible NTSC transmission and on the high end with the quality the 1,125/60 HDTV studio standard. Some working party members complained that the 1,125/60 standard was not an adequate comparison. Instead, McMann said, the committee decided to allow the systems subcommittee to decide for itself whether to use high-definition video or a film system as the high-end reference. Flaherty, however, requested that the group meet again to set a specific reference system before the report is submitted to the ATS steering committee.

"Fortunately, most of the work moves to others" after the interim report is completed, Flaherty said. Emphasis will now shift to the systems subcommittee. Most of the membership of planning working parties 1 and 2, which are directly involved in terrestrial testing, will now become active in systems working parties, he said. The activities of other working parties, including Hatfield's group, will probably continue in the planning subcommittee. Flaherty will make recommendations for the planning group's future role in the ATS process at the May 11 steering committee meeting, Flaherty said.

□

The day before the planning subcommittee meeting (April 25), the ATS implementation subcommittee also met in Washington. The implementation group's meetings at this point are mostly used to plan for the inputs

that will be coming from the systems subcommittee. It will take the systems data and use it to determine what legal and regulatory changes would be necessary for each of the systems to be approved. "This group will work most closely with the FCC," ATS Chairman Richard Wiley said.

So far, only one of the subcommittee's two working parties has done substantial planning. The transition scenario group (represented at the meeting by its vice chairman, Merrill Weiss, managing director, systems engineering, NBC) has defined its objectives and working method. After sorting the various proponents into seven generic categories (broken down according to NTSC or non-NTSC compatibility, bandwidth requirements and signal processing),

the working group will construct transition scenarios for each system and analyze the impacts they would have on terrestrial and alternative transmission technologies.

To construct the scenarios, the working party will send questionnaires to each proponent that returns a letter of intent to participate in the ATS process. Proponents have until June 1 to send word to the systems subcommittee that they intend to submit their systems (BROADCASTING, April 18). The group will also survey other parts of the TV industry, including cable system operators, equipment suppliers, consumer equipment manufacturers and retailers and production companies, for their opinions on how advanced television transmission can be most smoothly introduced. □

Changing Hands

WWBA(FM) St. Petersburg, Fla. □ Sold by Metropolitan Broadcasting Corp. to Cox Enterprises Inc. for \$17.1 million. **Seller** is New York-based group of two AM's and five FM's headed by Carl Brazell. It recently announced merger with Sillerman Acquisition Corp. (BROADCASTING, April 11), and will have no other broadcast interests. **Buyer** is Atlanta-based group of six AM's, five FM's and eight TV's headed by James C. Kennedy, chairman and principally owned by Ann Cox Chambers and Barbara Cox Anthony. Broadcasting divi-

sion is headed by Stanley G. Mouse. WWBA is on 107.3 mhz with 100 kw and antenna 620 feet above average terrain.

WYNR(AM)-WPIQ(FM) Brunswick, Ga. □ Sold by Suburban Radio Group Inc. to Silver Star Communications for \$5 million. **Seller** is Belmont, N.C.-based group of four AM's and four FM's, principally owned by Robert Hilker and William R. Rollins. **Buyer** is Tallahassee, Fla.-based group of two AM's and two FM's, principally owned by Dr. John Robert E. Lee. It is also buying WXIL(FM) Parkersburg, W.Va. (see below). WYNR is on 790 khz with 500 w day. WPIQ is on 101.5 mhz with 100 kw and antenna 245 feet above average terrain. **Broker: H.B. LaRue, Media Broker.**

WXIL(FM) Parkersburg, W.Va. □ Sold by Burbach Broadcasting Group to Silver Star Communications for \$2,814,000. **Seller** is Pittsburgh-based group of three AM's and four FM's headed by John Laubach, Robert Burstein and Larry Garrett. **Buyer** is also buying WYNR(AM)-WPIQ(FM) Brunswick, Ga. (see above). WXIL is on 95.1 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: H.B. LaRue, Media Broker.**

WDCQ(AM) Pine Island Centre, Fla. □ Sold by Jerry J. Collins to CR Investment Partners for \$2.2 million. **Seller** has no other broadcast interests. **Buyer** is owned by Randall Blair and Carl Fazio, who also own WINW(AM)-WRQK(FM) Canton, Ohio, and WLNZ(FM) St. John's, Mich. WDCQ is on 1200 khz with 10 kw day and 1 kw night. **Broker: Donald K. Clark Inc.**

KHTN(FM) Placerville, Calif. □ Sold by Foothill Broadcasting Corp. to Spectrum Broadcasting Ltd. Inc. for \$925,000. **Seller** is owned by Dr. Joseph Smith, who has no other broadcast interests. **Buyer** is owned by N. John Douglas and W. John Grandy. It is former owner of KATY-AM-FM San Luis Obispo, Calif. KHTN is on 92.1 mhz with 1.2 kw and antenna 446 feet above average terrain.

WTIF(AM) Tifton and WJYF(FM) Nashville, both Georgia □ Sold by Clifton G. Moore and William Brown to David G. Handy for \$900,000. **Sellers** have no other broadcast interests. **Buyer** is former vice president for radio at WSPA-AM-FM-TV Spartanburg, S.C. He has no other broadcast interests. WTIF is on 1340 khz full time with 1 kw. WJYF is on 95.3 mhz with 1.8

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KVFD(AM) and KFTX(FM), both Fort Dodge, Iowa □ Sold by, respectively, Fort Dodge Broadcasting Inc. and Webster Broadcasters Inc., to Dodge Broadcasting Inc. for total consideration of \$875,000, with \$475,000 for Kvfd and \$400,000 for Kftx. **Seller** of kvfd is group of six investors headed by Max Landes, president, and Ross Martin, executive secretary. It has no other broadcast interests. **Seller** of KFTX is owned by Ron Hamilton and John Hurley. Hamilton also owns KCFI Cedar Falls, Iowa. Hurley has no other broadcast interests. **Buyer** is owned by Dean Sorenson, who owns Sioux Falls, S.D.-based group of five AM's and five FM's, and Raymond Lamb, owner of KBRK(AM)-KGKC(FM) Brookings, S.D. Kvfd is on 1400 khz full time with 1 kw. KFTX is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: R.A. Meador & Associates.*

KLDR(FM) Delta, Colo. □ Sold by Donrey Inc. to Monument Broadcasters for \$625,000. **Seller** is Fort Smith, Ark.-based group of two AM's and one FM owned by Donald W. Reynolds. It publishes newspapers in 16 states and operates cable systems in four states. **Buyer** is principally owned by James G. Spehar, former executive with Associated Press, who has no other broadcast interests. KLDR is on 95.3 mhz with 3 kw and antenna 37 feet above average terrain.

WHOF(AM) Wildwood, Fla. □ Sold by James Patrick to William C. Crews for \$450,000. **Seller** has no other broadcast interests. **Buyer** is real estate developer in Longwood, Fla., who has no other broadcast interests. WHOF is on 640 khz full time with 1 kw. *Broker: Hadden & Associates.*

WJOZ(AM) Troy and WKAD(FM) Canton, both Pennsylvania □ Sold by Vanguard Communications to Cantorair Communications Co. for \$250,000. **Seller** is Geneva, N.Y.-based group of two AM's and two FM's owned by Leonard Ackerman and Leonard Marcus. **Buyer** is owned by Stanley I. Buller and David Bernstein. Buller is York, Pa.-based accountant with no other broadcast interests. Bernstein owns WYGL(AM) Selinsgrove, Pa. WJOZ is on 1310 khz with 500 w-D. WKAD is on 100.1 mhz with 3 kw and antenna 652 feet above average terrain. *Broker: Kozacko-Horton Co.*

CABLE

System serving Lancaster, Pa. □ Sold by Cable Associates Inc. to Lenfest Communications for approximately \$92 million. **Seller** is owned by families of late brothers, James and John Steinman, who also own Lancaster *Intelligencer Journal* and *New Era* daily newspapers. **Buyer** is Pottstown, Pa.-based MSO headed by H.F. Lenfest. It owns systems in two states serving over 200,000 subscribers. System passes 63,000 homes with 48,250 subscribers and 663 miles of plant. *Broker: Communications Equity Associates.*

Systems serving Urbana, Ohio, and Manchester, Bulan and Williamsburg, all Kentucky □ Sold by ACI Management Inc. to Warner Cable Communications Inc. for approximately \$28-\$35 million. **Seller** is Brentwood, Tenn.-based MSO headed by William Pitney, chairman. It also owns systems in Mechanicsburg and West Liberty, both Ohio. **Buyer** is publicly traded. Dublin, Ohio-based MSO with systems in 21 states serving over 1.4 million subscribers. It is headed by James L. Gray, president. Systems serve 14,050 subscribers.

Systems serving Evant; Goldthwaite; Lometa; Richland Springs, Johnson City and Spicewood Beach, all Texas □ Sold by Yaloo Cable Co. to Post Communications for approximately \$2 million-\$3 million. **Seller** is owned by Scott Witcher, who has no other cable interests. **Buyer** is headed by John

Post, founder and president of Multicom Inc., Denver-based consulting and engineering firm. Systems pass 2,190 homes with 1,510 subscribers and 65.2 miles of plant. *Broker for seller: Communications Equity Associates. Broker for buyer: Fanch Communications Inc. and John Barber & Co.*



MCA-King World form 'major partnership'

Companies will 'remain competitors' despite new deal for joint development and production of programing

MCA President Sid Sheinberg and King World Productions President Michael King announced last week what both described as a "major partnership" to develop and produce programing principally for broadcast and cable networks and first-run syndication. The partnership will take the form of a separate joint venture company, owned equally, with initial start-up funds of \$20 million.

Programs created by the venture will be distributed by either King World or MCA Television, depending on the project and

which company the partners feel is best suited to clear and sell it. All profits from the venture will be split equally.

The new company, as yet untitled, will be based in Los Angeles. The executive team that will manage the new company is not yet in place, and Al Rush, chairman of MCA's television group, said the two partners are looking outside their own companies to fill those positions. The venture will report to a board made up of three representatives from both MCA and King World, including, King, Sheinberg, Rush and Stephen Palley, chief operating officer, KWP.

Both companies bring specific strengths to the venture. King World is the current leading supplier of game shows to the syndication market, and its Camelot Sales, a

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subsidiary, has one of the most aggressive barter sales organizations in the business. MCA has its fingers in most areas of the media pie, including broadcast and network cable and first-run syndication program production, off-network television sales, home video, publishing and merchandising.

There is one restriction that applies to King World resulting from the announced alliance. It would not be allowed to distribute any game shows that emerge from the venture on a first-run, strip basis, as long as it continues to distribute Merv Griffin's *Jeopardy!* and *Wheel of Fortune* in syndication. But, according to Palley, there is nothing in KWP's agreement with Griffin that prevents the company from producing game shows or any form of programing. Indeed, the venture could develop a game show that could be distributed by MCA.

The seeds of the new venture, said KWP's King, were sown last fall when he and MCA's Rush discussed the possibility of developing a program as a joint venture. The talks concerning that one show evolved into last week's announcement. That program, characterized only as a strip, will probably be the first program the venture produces. For competitive reasons, no further details were provided about the program or any of the projects the venture may develop. The partners are shooting to have at least one show from the venture on the air within the next year.

The new company will be a lean operation, composed of a small "senior staff" that will rely almost entirely on its two

New morning. NBC announced its Saturday morning lineup for next fall, including two new programs, one of them a combined live-action/animated project in which Martin Short will reprise his role of Ed Grimley, the nerdy character he created on *SCTV* and reprised on *Saturday Night Live*. The other new program announced for the network's Saturday morning lineup, debuting Sept. 10, is a live action "teen comedy and dance-club program" entitled *2 HIP 4 TV*. NBC also said it was bringing back its own show, *Kissyfur*, a half-hour animated series that aired during the 1986-87 season.

Leaving the network's Saturday morning lineup are the live action *I'm Telling*, from Saban Productions, *Foofur* (Hanna-Barbera), *New Archies* (DIC/Alien Productions), and *Fraggle-rock* (Jim Henson).

The Misadventures of Ed Grimley is a half-hour project from Hanna-Barbera and Sepp International. *2 HIP 4 TV* is from Saban. The latter will feature rock music, games, skits and special guest stars in a nightclub-like setting.

Other returning series include Disney's *Adventures of the Gummi Bears* and *Smurfs*. The latter is being pared back from 90 minutes to one hour. *ALF*, the animated series, is returning for year two in an expanded one-hour form. Also returning is the animated *The Chipmunks*, which last season was called *Alvin and The Chipmunks*.

The new lineup: 8-8:30 a.m., *Kissyfur*; 8:30-9, *Disney's Adventures of the Gummi Bears*; 9-10, *Smurfs*; 11-11:30, *The Chipmunks*; 11:30-noon, *The Misadventures of Ed Grimley*; noon-1, *2 HIP 4 TV*.

parents for administrative resources and production facilities. It will be housed in offices currently owned or leased by KWP and MCA in Los Angeles. Thus, said Sheinberg, just about all the \$20 million in start-up money "is to be put on the screen."

The venture is motivated in part as a way to share risks in an increasingly complex program development environment. "MCA brings to the table the ability to maximize and exploit any given property," said Sheinberg. "We're a force in books, characters, toys, home video, and broadcast and cable networking." KWP executives, he said, "are

great marketers. They have the drive, enthusiasm, marketing ability and the desire to be number-one on the best station in every market."

He further described the venture as an "open fluid game. King World and MCA will remain competitors." The venture, he said, could conceivably develop a talk show "in competition with [KWP's] Oprah Winfrey and [MCA's, through Quantum Media] Morton Downey." Such relationships are simply the "way of the world" in the ever changing program development community, Sheinberg said. □

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Cable eyed as program buyer

Hollywood is priming to take advantage of \$750 million to be spent by cable services on original production this year

Executives in the cable business are now going through what one studio official described last week as a "changing self-perception." They see themselves as very much a part of the mainstream television business, and as a primary cause of the continuing erosion of network audience viewing levels. They also realize that to create larger audiences they have to spend more money on original programing. The best estimate is that cable will spend perhaps \$750 million this year on original programing, and the Hollywood community is preparing to tap the increasing opportunities on the cable side of the TV production business.

Some producers contacted last week were looking forward to this week's NCTA convention, seeing it as an opportunity to mingle with cable executives and discuss future plans. But many others had no plans to go.

One executive at Paramount last week said he was encouraged that cable networks—the high-definition issue aside—"seem less concerned about how they deliver and more than ever about the programing they deliver." Paramount has a number of cable program development deals in the



ACT turns 20. Action for Children's Television celebrated its 20th anniversary at Harvard University's Graduate School of Education in Cambridge, Mass. The program included a panel on home video for children, dedication of Harvard's new ACT Collection of videotapes and printed material—to be housed in Harvard's Gutman Library—and a birthday luncheon featuring the presentation of the annual ACT Achievement Awards. Pictured are Peggy Charren (foreground), president of ACT, and the award winners: Kate Taylor, noncommercial WGBH-TV Boston, *Degrassi Junior High*; Faith Michaels and Tom Bergeron, WBZ-TV Boston, *Rap-Around*; Tish Rabe, Children's Television Workshop, *Be Smart! Don't Start!*; Ralph Bakshi, Bakshi-Hyde Ventures, *Mighty Mouse: The New Adventures*; Ruby-Spears, *The Day They Came to Arrest the Book*; Judith Garodnick, Storytel Enterprises, *American Storytelling Series*; Carolyn Ceslik, CBS, *Mighty Mouse: The New Adventures*; Kathy Gagne and Cecelia Lang, Continental Cablevision of Western New England, *Kids & Books*; Tom Epstein, The Disney Channel, *Anne of Avonlea*; Sandra Peabody, KATU(TV) Portland, Ore., *Popcorn*; Judith Foy, WCVB-TV Boston, *Don't Be Pushed*; Carol Rosenstein and Bruce Gowers, Together Again Productions, *The Kidsongs TV Show*; Tish and Bill Henslee, KPAL(AM) North Little Rock, Ark.; Lucy Chudson, Home Box Office, *First Offender*; Judy Allensworth, Agency for Instructional Technology, *Equal Protection of the Laws*; Paul Culberg, New World Video, *Where Did I Come From?*; Julie Weissman, Playhouse Video, *Kids in Motion*; Nancy Glauberman, Showtime, *Children's Storybook Classics*; Constance Murray, WTTG(TV) Washington, *Newsbag*; Betsy and Bob Behrens, Behrens Productions, *Young Universe*; Dave Connell, CTW, *Square One TV*; Sharon Lerner, Random House, *Sign-Me-A-Story*, and Tania Steele, Walt Disney Home Video, *Sing Along Songs: Heigh Ho*.

works. Its most successful cable-produced program to date is Showtime's *Brothers*.

Paramount this year took the program into syndication, where the reception has been poor. But the company remains undaunted and believes the lack of interest in that program by local stations has more to do with its controversial nature (one of the main characters is gay) than anything else.

Still, the syndication marketplace continues to be soft for many programs, in large part because of the continuing success of a handful of hit programs that have created a shortage of available time periods. Producers see cable as part of the solution. "There's no reason why we can't be as effective in developing shows for cable as we have in first run syndication or on the networks," said one studio executive.

Randy Blotky, senior executive vice president, MGM/UA Telecommunications, reported last week that the Disney Channel had ordered 13 more episodes of *Kids Inc.*, a variety show for children. MGM/UA has already produced 52 episodes of the show for Disney Channel. "By and large," said Blotky, original cable program production "is really a future, but the future is becoming today very quickly." He suggested that

as "the effective number of seats in the cable theater grows, it will present some very interesting opportunities." Not only for cable networks, but for MSO's as well, he said, and pay-per-view.

The Disney company continues to increase in-house production of its own cable network while tapping new sources of pro-

duction. Two weeks ago it announced the deal that will have NBC produce a sitcom called *Good Morning Miss Bliss*, scheduled for next fall. In-house, Disney is doubling the number of made-for-cable movies it will produce for its cable channel from four last year to eight this year. The company is also producing the *New Mickey Mouse Club* for the channel for debut next fall.

At Lorimar, interest in producing shows is on the rise after a dormant period. Leslie Moonves, executive vice president, creative affairs, Lorimar Television, reported that the company has separate pilot and series commitments with HBO and Showtime for comedy projects. He said the company has also discussed bringing back *Eight is Enough* in a half-hour form with USA Network. The company also has some made-for-cable movies in development.

Cable, said Moonves, has become a "legitimate other market...They will pay for the high quality series." But just how high is up in terms of cable original programming remains unclear in the minds of many producers. Moonves and others said at this point it was hard to determine because the track record of cable-originated series simply is not long enough. □

LBS, Casablanca joining forces

LBS Communications and Casablanca IV are putting their heads together to produce as many as 10 to 15 program projects that will try to make it on the air by the fall of 1989.

The nonexclusive arrangement between LBS Communications and Casablanca is described as a method of sharing production costs as well as dividing the tasks involved in putting the proposed programming on the air. That means that Casablanca's sales force will be responsible for clearing the programming, while LBS will sell the barter time in the shows.

Deciding on the joint venture's programming projects will be a committee consisting of Casablanca's Dick Gold, Chuck Gerber and Jim McCallum, and LBS executives Henry Siegel, Phil Howart and Paul Siegel. LBS Communications' current offerings in-

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First week of 'summer season' goes to NBC

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Nielsen	Net	AGB	Nielsen	Net	AGB				
1.	23.6/39	N Different World	2.	23.6/39	38.	11.8/19	A Moonlighting	44.	11.0/18
2.	22.9/40	N Cosby Show	1.	24.2/41	39.	11.6/19	C Kate and Allie	33.	12.6/21
3.	22.1/36	N Cheers	3.	22.8/37	40.	11.5/18	C Eisenhower and Lutz	43.	11.3/18
4.	19.7/36	N Golden Girls	4.	21.1/37	41.	11.4/21	A Full House	31.	12.8/24
5.	18.6/31	N NBC Monday Movie	6.	18.6/31	42.	11.2/19	N Aaron's Way	34.	12.3/21
6.	18.5/35	C 60 Minutes	5.	20.2/37	43.	11.1/20	A Mr. Belvedere	41.	11.7/21
7.	18.0/30	N ALF	9.	17.5/29	44.	11.1/18	C Jake and the Fatman	42.	11.3/18
8.	17.6/27	A Wonder Years	8.	17.9/28	45.	10.7/17	A Just in Time	51.	9.5/15
9.	17.4/29	N L.A. Law	15.	15.7/28	46.	10.6/21	A Perfect Strangers	37.	12.2/24
10.	17.2/28	A Who's the Boss?	7.	18.6/30	47.	10.6/21	N Facts of Life	38.	11.8/23
11.	16.7/30	N Amen	11.	17.0/30	48.	10.5/18	A Thirtysomething	47.	10.0/18
12.	16.2/26	N Valerie's Family	14.	16.0/25	49.	10.4/18	C Cagney and Lacey	49.	9.8/17
13.	16.1/26	N Days, Nights of M. Dodd	16.	15.4/25	50.	10.3/17	A ABC Monday Movie	48.	9.9/17
14.	15.7/25	N Matlock	12.	16.6/26	51.	10.3/16	C Flashbeagle, C. Brown	58.	8.7/13
15.	15.6/25	A ABC Sunday Movie	17.	14.9/24	52.	10.2/16	N St. Elsewhere	39.	11.8/19
16.	15.6/26	C Murder, She Wrote	13.	16.5/27	53.	10.0/16	C Bugs Bustin' Out All Over	61.	8.5/14
17.	15.2/26	A Growing Pains	21.	14.4/25	54.	9.7/19	C Beauty and the Beast	57.	9.0/17
18.	15.2/24	C CBS Sunday Movie	10.	17.0/27	55.	9.5/16	A Supercarrier	54.	9.3/15
19.	15.1/24	A Head of the Class	23.	13.9/23	56.	9.5/17	N Miami Vice	60.	8.6/16
20.	15.1/25	C CBS Special Movie-Thu.	19.	14.7/25	57.	9.4/17	N Bronx Zoo	55.	9.2/17
21.	15.0/27	C CBS Special Movie-Fri.	20.	14.5/27	58.	9.2/17	A Family Man	50.	9.7/18
22.	14.8/28	N Hunter	18.	14.8/28	59.	9.2/18	A Spenser: For Hire	53.	9.3/17
23.	14.5/23	N J.J. Starbuck	25.	13.8/22	60.	9.2/17	A Disney Sunday Movie	68.	7.7/14
24.	14.0/22	N NBC Sunday Movie	22.	14.0/23	61.	9.0/16	N Night Court	59.	8.6/16
25.	13.8/23	N Family Ties	24.	13.9/23	62.	8.8/15	A Heartbeat Special	67.	7.9/14
26.	13.7/22	N Day by Day	30.	12.9/21	63.	8.6/17	C High Mountain Rangers	62.	8.3/16
27.	13.7/24	N NBC News Special	28.	13.4/24	64.	8.6/17	N Highwayman	64.	8.3/16
28.	13.4/24	C Equalizer	27.	13.6/25	65.	8.4/14	A Peter Beard in Africa	52.	9.3/16
29.	13.2/21	C Newhart	29.	13.3/21	66.	8.0/14	A Ohara	63.	8.3/15
30.	13.0/21	A MacGyver	32.	12.8/21	67.	8.0/14	C Tour of Duty	72.	7.5/13
31.	13.0/22	C CBS Tuesday Movie	40.	11.8/20	68.	8.0/15	N Beverly Hills Buntz	66.	8.0/15
32.	12.8/25	N 227	26.	13.8/25	69.	7.5/15	A Dolly	56.	9.2/17
33.	12.4/22	A Heartbeat	46.	10.6/20	70.	7.8/13	C Smothers Brothers	69.	7.7/13
34.	12.3/23	A 20/20	36.	12.2/23	71.	7.8/15	C West 57th	71.	7.6/14
35.	12.2/19	A Hooperman	45.	10.7/17	72.	7.2/12	C 48 Hours	70.	7.7/13
36.	12.0/19	C Designing Women	35.	12.3/20	73.	6.9/13	N Our House	65.	8.3/15
37.	12.0/19	N Decision '88: N.Y. Primary			74.	6.6/11	A Hotel	73.	6.4/10

clude *Family Feud* (debuting this fall) and *American Bandstand*. Offerings from Casablanca IV, formed in May 1987, include *Hit Squad*, a late night strip that debuted in January, and *Speaking of Everything*, a recently canceled late night talk show.

Currently LBS is responsible for international sales of Casablanca IV programming, as well as the sale of barter time in *Hit Squad*.

Casablanca President Dick Gold said that the partnership is designed to allow the companies to handle more product. LBS Chairman Henry Siegel said the partnership should result in 25% growth in LBS revenue, to about \$150 million.

Turner eyes '88 summer Olympic events for TNT, WTBS

NBC says other cable interests have broached same subject and that it has taken idea 'under advisement'

Ted Turner said last week that TBS has had discussions with NBC about acquiring some events of this summer's Olympics in Seoul, South Korea, which TBS would run on superstation WTBS(TV) Atlanta or on Turner's proposed basic cable service, Turner Network Television (TNT), which is scheduled

to make its debut on Oct. 3.

NBC "is a lot leakier place than we are," said Turner, in answer to questions during a speech for the New York chapter of the National Academy of Television Arts and Sciences. "The story," he said, in confirming discussions "must have gotten out over there" at NBC.

"It is difficult to see how [such a deal] could be done at this point," said Tom Rogers, NBC vice president of policy planning and business development, "but it is not theoretically impossible." As no detailed talks with Turner have occurred, Rogers said, NBC "knows no more than the broad brushes of [Turner's] proposal. Turner obviously has a lot of hours to fill [on TNT], and he's obviously looking for premium product, which the Olympics certainly are." Other cable interests have broached the subject as well, Rogers added. "We have taken the idea under advisement. We haven't said, 'No,'" he said.

"As a practical matter," said one network source, "a deal with Turner would not be done without full protection for advertisers signing with NBC." Some advertisers, for example, sign on as the exclusive manufacturers of a product sponsoring the Olympics. Separate deals between manufacturers of the same type of product and a nonnetwork



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programer, he said, would threaten that exclusivity.

Shifting to TNT, Turner said the prime purpose "is to get people to sign up for cable," as well as provide an outlet for advertisers. Saying that half of the backing for TNT will come from the cable industry, Turner said: "We're going into production, big time...going for the highest common denominator, not the lowest like the networks. I've got billions behind me," he said, naming Time Inc. and the nation's top MSOs, TCI and ATC, as among TNT backers. The networks "are throwing around nickels and dimes," Turner said, noting reports that CBS's "answer to all the red ink" is to cut back on its program production budget. "Good luck," said Turner.

TBS's TNT, he said, will eventually develop action, adventure and comedy series, although "not at first." Although he has purchased off-network rerun *Medical Center*, the syndicated *The Muppets* and reruns of HBO's *Fraggle Rock*, Turner said "most" of TNT's budget will go toward "new, showcase productions." Plans are in the works, he said, to make "an anti-nuke film" for TNT with Kris Kristofferson and a movie on homeless with Martin Sheen. Most of TNT's nonprime time hours, Turner said, will be filled with motion pictures, the "strongest kind of programing on television. I own thousands of them," he said, "and I'll buy more."

TNT, Turner also hopes, will eventually be the home of national major league baseball coverage. "We're going to try to get the baseball package" when current rights contracts expire in 1990" (BROADCASTING, March 7), he said. As for talk of an all-baseball cable channel (BROADCASTING, April 25), Turner said, "I don't think much of it."

The TBS president also briefly addressed syndicated exclusivity. "We have talked with the [FCC] commissioners, all three of them, two times" about the potential demise of transmissions of distant signals like WTBS, "and we have asked them to grandfather our contracts." If that request were denied, he said, TBS would be "damaged to the tune of several million dollars, given no compensation for our losses, and we'll have to sue," he said. If the grace period were allowed, the superstation would have time to "phase in" to become a cable network, he said.

After touting *CNN World News* as the first alternative to seeing the rest of the world "only through the eyes of American newsmen"—indigenous news organizations in 70 countries are contributing—Turner also addressed colorization. He has proposed colorizing *Casablanca*, he said, "to crank up some controversy" when, in his judgment, the issue has cooled. "I'll probably colorize *Citizen Kane* just to piss some people off," said Turner. Asked about colorization as a "desecration" of art, he said that reduction of films made for the big screen to the much smaller television screen and the insertion of commercials are already desecrations. TBS, unlike many broadcasters, does not edit films, he said. "Besides," said Turner, "I don't tell Woody Allen what color to paint his house." □

Rukeyser joins Tinker. As anticipated, Grant Tinker brought another NBC executive into his GTG Entertainment fold last week by hiring former NBC spokesman M.S. (Bud) Rukeyser Jr. as senior vice president. Rukeyser joins GTG May 16 in the company's New York office.

The former executive vice president of corporate communications at NBC said that since announcing his retirement from the network at the end of March, he has received a number of job offers, as well as inquiries from companies that were interested in becoming his clients if he started a consulting firm. Among those interested was Tinker.

But, as he said when Rukeyser elected to take early retirement from the network, Tinker was more interested in having Rukeyser as an employe, rather than working for him (BROADCASTING, April 4).

Rukeyser said last week that when Tinker made an offer "no intelligent person would refuse" to become a "general television production executive" at GTG, he took it.

Rukeyser said that his initial duties will include helping "to get *USA Today* off to the best possible start." The fall debut in syndication, produced by former *Today* show producer Steve Freidman, "will need a lot of attention. I will help as I can."

Rukeyser said that he informed NBC President Bob Wright of his move to GTG last week and that he will continue his offer to "lend whatever counsel to NBC that is needed. I'll be at their beck and call," he said.

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June 1, 1988

Westin Hotel, Washington, D.C.

PROGRAM

9:00 a.m. - 6:00 p.m.

RECEPTION

6:00 - 7:00 p.m.

Introduction and Overview
West and Wiley

Keynoting for the Congress

The Honorable John Dingell (D-Mich.)
Chairman, House Energy and
Commerce Committee

Keynoting for the FCC

The Honorable Dennis R. Patrick,
Chairman, Federal Communications
Commission

Independent Voices

A Dialogue with FCC Commissioner
James H. Quello and NTIA Administrator
Alfred C. Sikes

Speaking for the Industries

Decker Anstrom, Executive Vice
President, NCTA

David Brugger, President, National
Association of Public TV Stations

Steve Effros, President, Community
Antenna Television Association

Eddie Fritts, President, National
Association of Broadcasters

Preston Padden, President, Association
of Independent Television Stations

LUNCHEON

**A Network President
Looks to the Future**

Robert Wright, President, NBC

**Point/Counterpoint:
Broadcasting vs. Cable**

Robert Clasen, President, Comcast
Cable Communications

George Gillett, Chairman, Gillett Group,
Inc.

James T. Lynagh, President, Multimedia
Broadcasting

Dr. John C. Malone, President,
Tele-Communications, Inc.

Trygve Myhren, Chairman, American
Television & Communication Corporation

Derk Zimmerman, President,
Fox Television Stations, Inc.

**HDTV and Beyond:
The Media Futurists**

Paul Bortz, Browne, Bortz, and
Coddington

Joseph Flaherty, CBS

Irving Kahn, Choice Cable

Donald Jansky, Jansky Barmat
Telecommunications, Inc.

William F. Schreiber, MIT

Patrick White, Bell Communications
Research

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George Shapiro, Arent, Fox, Kintner,
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Andy Schwartzman, Media
Access Project

**In Conclusion:
A View from the Hill**

The Honorable Tom Tauke (R-Iowa)
House Telecommunications
Subcommittee

RECEPTION

For the Record

As compiled by BROADCASTING April 20 through April 27 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&B—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; MEOC—maximum expected operation value; mhz—megahertz; mi.—miles; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—prestunrise 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

■ WGIV(AM) Charlotte, WPEG(FM) Concord, both North Carolina; WNYR(AM)-WEZO-FM Rochester, both New York; WCZY-FM Oak Park, MI; KSKY(AM) Balch Springs, TX and WBMX-FM Oak Park, IL (WGIV: BTC880407GQ; 1600 khz; 1 kw-U; WPEG: BTC11880407GR; 97.9 mhz; 50 kw; HAAT: 500 ft.; WNYR: BTC880407GS; 990 khz; 1 kw-D, 250W-N; WEZO-FM: BTCH880407GT; 101.3 mhz; 27 kw; HAAT: 640 ft.; WCZY-FM: BTCH880407GV; 95.5 mhz; 100 kw; HAAT: 428 ft.; KSKY(AM): BTC880407GU; 660 khz; 100 kw; HAAT: 428 ft.; (BTCH880407GW; 102.7 mhz; 6 kw; HAAT: 1170 ft.)—Seeks assignment of license from Dorton Broadcasting to Ardman Broadcasting for approximately \$30 million to \$35 million. Seller is Bloomfield Hills, MI-based group of three AM's and three FM's principally owned by Betty Puzdernik and Paul (Dick) Purian. It is headed by Joe Dorton, president. It will spin-off WNYR(AM)-WEZO-FM Rochester, both New York, to Atlantic Ventures for \$7,315,000 ("Changing Hands," April 18). Buyer is Washington-based group of seven AM's and eight FM's headed by Myer Feldman, president. Filed April 7.

■ WCOU(AM)-WAYU-FM Lewiston, ME (AM: BAL880401E1; 1240 khz; 1 kw-U; FM: BAL1880401EM; 93.9 mhz; 27.5 kw; HAAT: 640 ft.)—Seeks assignment of license from Long Lake Broadcasting Corp. to Airborne Broadcasting Co. for \$1 million. Seller is owned by Phillip M. Lowe, who also owns WCNI-AM-FM Newport, NH, and WHIM(AM) Providence, RI. Buyer is owned by David O. Dulac, John J. Pineau, who also owns WKIT-AM-FM Brewer, ME. Filed April 1.

■ WANQ(AM) Delmar, NY (BAP880407EA; 1040 khz; 1 kw-D; HAAT:)—Seeks assignment of license from Creative Broadcasting Co. to R Broadcasting Stations Inc. for \$200,000. Seller has no other broadcast interests. Buyer is owned by Roland O. Reed and his wife, Linda. It has no other broadcast interests. Filed April 8.

■ WATN(AM) Watertown, and WTOJ(FM) Carthage, both New York (AM: BAL880408GZ; 1240 khz; 1 kw-D, 250W-N; FM: BALH880408HA; 103.1 mhz; 3 kw; HAAT: 363 ft.)—Seeks assignment of license from A.P.A. Communications Inc. to Clancy-Mance Communications Inc. for \$1,675,000. Seller is owned by Frank Penny and Dean Aubol, who also own WEBO(AM)-WQXT(FM) Oswego, NY. Buyer is owned by John Clancy and David Mance, who also own WQKA(AM) Penn Yan, WCOO-AM-FM Sydney and WSCM(AM)-WACS(FM) Cobleskill, all New York. Mance is also general manager of WDNV(AM) Dansville, NY. Filed April 8.

■ WJNS-FM Yazoo City, MS (BALH880406GO; 92.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Gateway Broadcasting Co. Inc. to St. Pe Broadcasting Inc. for \$312,500. Seller is owned by Joel Netherland, who has no other broadcast interests. Buyer is owned by Edward St. Pe, investor from Baton Rouge, with no other broadcast interests. Filed April 6.

■ KHTN(FM) Placerville, CA (BALH880407GF; 92.1

mhz; 1.2 kw; HAAT: 446 ft.)—Seeks assignment of license from Foothill Broadcasting Corp. to Spectrum Broadcasting Ltd. Inc. for \$925,000. Seller is owned by Dr. Joseph Smith, who has no other broadcast interests. Buyer is owned by N. John Douglas and W. John Grandy. It is former owner of KATY-AM-FM San Luis Obispo, CA. Filed April 7.

■ KPUR(AM) Amarillo, TX and KATT-FM Canyon, TX (BAL880408EC; 1440 khz; 5 kw-D, 1 kw-N; FM: BALH880408ED; 107.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Alfred Broadcasting Inc. to Holder Broadcast Services of Texas Inc. for \$1.1 million. Seller is owned by A. W. Lair, who has no other broadcast interests. Buyer is publicly traded. Tampa, FL-based group of five AM's and five FM's headed by Harold Holder, chairman, and Bruce Singleton, president. Filed April 8.

■ KLDK(FM) Delta, CO (BALH880401EN; 95.3 mhz; 3 kw; HAAT: 37 ft.)—Seeks assignment of license from Donrey Inc. to Monument Broadcasters for \$625,000. Seller is Fort Smith, AK-based group of two AM's and one FM owned by Donald W. Reynolds. It publishes newspapers in 16 states and operates cable systems in four states. Buyer is principally owned by James G. Spehar, former executive with Associated Press, who has no other broadcast interests. Filed April 1.

■ New FM Sartell, MN (BAPH880401GM; 1 kw-U; HAAT:)—Seeks assignment of license from Broadco of Texas Inc. to Tyler Broadcasting Co. for \$1.4 million. Seller has no other broadcast interests. Buyer is owned by Carolyn G. Vance, William R. Vance and Ben D. Downs. It also owns KEEE(AM)-KJCS(FM) Nacogdoches, TX. Filed April 4.

Actions

■ KEY1-FM San Marcos (Austin), TX (BAPLH880226HO; 103.5 mhz; 100 kw; HAAT: 1260 ft.)—Granted assignment of license from Hicks Communications Partners L.P. to Degree Communications for \$15.5

million. Seller is Austin-based group of four AM's and four FM's owned by brothers Steven, William, and Thomas O. Hicks. Buyer is owned by Ken Burkhardt, who also has interest in WLNZ-AM-FM St. Johns, MI, and WINW-(AM)-WRQK(FM) Canton, Ohio, and recently bought WANS-AM-FM Anderson, S.C. ("Changing Hands," Feb. 15). Burkhardt is chairman of Burkhardt/Abrams/Douglas/El-liot & Associates, Atlanta-based radio consultant. Action April 14.

■ WOTT(AM)-WNCQ(FM) Watertown, NY (AM: BAL880225HQ; 1410KHZ; 5KW-D, 1KW-N; FM: BALH880225HR; 97.5 mhz; 41 kw; HAAT: 285 ft.)—Granted assignment of license from R.B.G. Productions Inc. to North Star Broadcasting for \$1,550,000. Seller is headed by Jack Birnberg. It has no other broadcast interests. Buyer is owned by Jeffrey Shapiro, Bruce Danziger and William Goddard. Shapiro and Goddard own WTSV(AM)-WHDQ(FM) Claremont, N.H. Danziger is former investment banker who will be involved in management of station. Action April 11.

■ WIVY-FM Jacksonville, FL (BAPLH880302GF; 102.9 mhz; 100 kw; HAAT: 984 ft.)—Granted assignment of license from Gilmore Broadcasting Corp. to J.J. Taylor Companies Inc. for \$8,130,000. Seller is Kalamazoo, MI-based group of two FM's and two TV's owned by Jim Gilmore Jr. Buyer is owned by John J. Taylor and family. It owns WCOD(FM) Hyannis, Mass.; WGAN-AM-FM Portland, ME, and WEAT-AM-FM West Palm Beach, FL. Action April 12.

■ WDA(AM)-WHRK(FM) Memphis (AM: BAL880212GZ; 1070 khz; 50 kw-D, 5 kw-N; FM: BALH880212HA; 97.1MHZ; 100KW; HAAT: 530 ft.)—Granted assignment of license from Adams Radio Corp. to Ragan Henry National Media Associates Inc. for \$13 million. Seller is subsidiary of Adams Communications, Tampa, FL-based group of four AM's, five FM's and 10 TV's, principally owned by Stephen Adams. Buyer is

Nationwide Media Brokers Chapman Associates

Douglas Broadcasting, Inc.

has acquired

WLLL/WGOL Lynchburg, Virginia

for

\$1,450,000

from

C. G. S. Communications

Chapman Associates is pleased to have assisted in this transaction.

*subject to FCC approval

owned by Ragan Henry, who also has interest in WXTR(FM) La Plata, Md., and recently purchased KCWV(AM) Leavenworth and KCWV-FM Fairway, both Kansas ("Changing Hands," Nov. 9, 1987); WKSG(FM) Detroit ("Changing Hands," Nov. 23, 1987) and WEZS-FM Richmond, Va. ("Changing Hands," Dec. 21, 1987). Tax certificate is involved. Action April 12.

■ **KAAR(AM) Portland, OR (BAL880126ED):** 1480 khz; 1 kw-U—Granted assignment of license from Gemy Inc. to Christopher Bennett Broadcasting for \$450,000. Seller is owned by Pat Patten, who has no other broadcast interests. Buyer also owns KRIZ(FM) Renton, WA. Action April 12.

New Stations

FM's

■ **Ft. Rucker, AL (BPH880407NA)**—Sky Way Broadcasting Ltd. seeks 93.1 mhz; 3 kw H&V; 100 m. Address: 205 Walnut Drive, Enterprise, AL 36330. Principal is owned by Cheryl Clark Swaim, who has no other broadcast interests. Filed April 7.

■ **Ft. Rucker, AL (BPH880407MJ)**—Rucker Radio seeks 93.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1537, Columbus, GA 31994. Principal is owned by George Herring; Robert W. Bishop, and F. Keith Brown. Brown has interest in WCHK-AM-FM Canton; WRCG(AM)-WCGQ(FM) Columbus, and WAGQ(AM) Athens, all Georgia. Filed April 7.

■ **Beebe, AR (BPH880407MH)**—Collen M. Allard seeks 101.5 mhz; 3 kw H&V; 100 m. Address: Rt. 1, Box 353, Beebe, AR 72012. Principal is owned by Judith A. Davis and Barbara J. Faith, who have no other broadcast interests. Filed April 7.

■ **Malvern, AR (BPH880407MW)**—Harbour Enterprises seeks 101.5 mhz; 3 kw H&V; 100 m. Address: 317 South Main St., Malvern, AR 72104. Principal is owned by Donald C. Harbour; Alene O. Harbour; Michael H. Harbour; Julie H. Williams, and William C. Harbour, who have no other broadcast interests. Filed April 7.

■ **Big Bear City, CA (BPH880405ME)**—Bear City Broadcasting seeks 93.3 mhz; 1.7 kw H&V; 123 m. Address: P.O. Box 2911, 618 Pine Knott St., Big Bear City, CA 92315.

Principal is owned by Joseph J. Felice; Loralee A. Bollingmo and her husband, Kristofer; John A. Winn; Sandra D. Acosta; Joseph D. Felice; Randal S. Bookasta, and Daniel S. Felice. It also owns KBBL(TV) Big Bear Lake, CA. Filed April 5.

■ **Gridley, CA (BPH880407MY)**—Robert Michael Peppercorn seeks 101.5 mhz; 3 kw H&V; 100 m. Address: 633 Darrough Drive, Yuba City, CA 95991. Principal has no other broadcast interests. Filed April 7.

■ **Edgewater, FL (BPH880407MN)**—Edgewater Communications Inc. seeks 93.1 mhz; 3 kw H&V; 100 m. Address: 225 Umbrella Tree Drive, Edgewater, FL 32032. Principal is owned by Deborah J. Belz; Charles Barnes; Wesley R. Dunn; T. Wayne Bailey, and Horace Smith Jr. Belz has interest in WCCZ(AM) New Smyrna Beach, FL. Filed April 7.

■ **Edgewater, FL (BPH880407MZ)**—Rosalie Van Zandt seeks 93.1 mhz; 3 kw H&V; 100 m. Address: 2549 La Linda Drive, New Smyrna Beach, FL 32069. Principal has no other broadcast interests. Filed April 7.

■ **Fort Branch, IN (BPED880407MX)**—Music Ministries Inc. seeks 101.5 mhz; 1 kw H&V; 171 m. Address: 5708 Spring Lake Dr., Evansville, IN 47724. Principal is owned by Donald L. Chagle, Randall L. Chagle and Shirley L. Chagle. It has no other broadcast interests. Filed April 7.

■ **Buffalo, MO (BPH870331NR)**—School District No. 1, Dallas county, seeks 99.9 mhz; 3 kw; 81 m. Address: Ramsey at Commercial St.'s, Buffalo, MO 65622. Principal is educational institution headed by Tom Darnell, superintendent. Filed April 12.

■ **New Durham, NH (BPED880406MO)**—Morning Star Academy seeks 91.7 mhz; 0.3 kw H&V; 151 m. Address: 289 Portland St., Rochester, NH 03867. Principal is owned by John F. Dabrowski; Fenton Groen; Ronald R. Malone; Sharon E. Malone, and Laren Whaley, who have no other broadcast interests. Filed April 6.

■ **Kill Devil Hills, NC (BPH880407MR)**—First Flight Broadcasting L.P. seeks 104.1 mhz; 100 kw H&V; 141 m. Address: 2234 Criston Dr., Newport News, VA 23602. Principal is owned by Vianne Webb; Robert B. Kelly; Albert Catalano, and Edward M. Quinto, who have no other broadcast interests. Filed April 7.

■ **Kill Devil Hills, NC (BPH880407MQ)**—Barco FM Partnership seeks 104.1 mhz; 100 kw H&V; 300 m. Address: P.O. Box 384, Columbia, NC 27925. Principal is owned by Jerry L. Barco, who has no other broadcast interests. Filed April 7.

■ **Kill Devil Hills, NC (BPH880407MP)**—Ocean Communications Inc. seeks 104.1 mhz; 100 kw H&V; 299 m. Address: 7 Pickering Court, #202, Germantown, MD 20874. Principal is owned by Vickie Allen Gilliam and Jean Allen who have no other broadcast interests. Filed April 7.

■ **Lima, OH (BPH880407ML)**—Western Ohio Broadcasting Co. seeks 93.1 mhz; 3 kw H&V; 100 m. Address: 2815 Lakeshore Place, #305, Dayton, OH 45420. Principal is owned by Caroline F. Kempff and Linda Drake, who have no other broadcast interests. Filed April 7.

■ **Lima, OH (BPH880407MM)**—Ottawa Broadcast Partnership seeks 93.1 mhz; 3 kw H&V; 100 m. Address: 2600 W. Market, Apt. A, Lima, OH 45805. Principal is owned by Sadricka Thomas, who has no other broadcast interests. Filed April 7.

■ **Jackson, TN (BPH880407MO)**—Jackson Broadcasters L.P. seeks 101.5 mhz; 3 kw H&V; 100 m. Address: 351 N. Royal St., Jackson, TN 38301. Principal is owned by Murinell Huntspon; Robert G. Blow; Robert B. Blow, and Raymond J. Strong, who have no other broadcast interests. Filed April 7.

■ **Hornsby, TX (BPED880401MG)**—Texas Educational Broadcasting Cooperative Inc. seeks 91.7 mhz; 3 kw H&V; 100 m. Address: 2500 Nueces St., Austin, TX 78705. Principal is owned by Michelle L. Bensenberg; Hunter D. Ellinger; Mary S. Marcus; Olive M. Graham; Robert R. Klein, and David Rodriguez, who have no other broadcast interests. Filed April 1.

■ **Green Bay, WI (BPED880406MK)**—Lakeshore Communications Inc. seeks 88.5 mhz; 3 kw H&V; 100 m. Address: 2737 Woodale, Green Bay, WI 54303. Principal is owned by Kenneth M. Hettinga; Brian Hettinga; Phillip Ransom; Joseph Urcavich, and Jan Hettinga, who have no other broadcast interests. Filed April 6.

Actions

AM's

■ **Ft. Pierce, FL (BP880111AA)**—Returned app. of Linda S. Adams for 1030 khz; 5 kw-D; 1 kw-N. Address: 4358 Greenholme Dr., #10, Sacramento, CA 95842. Principal has no other broadcast interests. Action April 13.

■ **Palm City, FL (870326AE)**—Returned app. of KMO Inc. for 760 khz. Address: P.O. Box 1277, Tacoma, WA

98401. Principal is owned by James L. Baine, who also owns KAMT(AM) Tacoma, WA. Action April 14.

■ **Eagle, ID (BP861229AH)**—Granted app. of Radio Representatives Inc. for 1000 khz. Address: P.O. Box 420, Santa Ynez, CA 93460. Principal is owned by G. Dawn Delgatty; Sharon A. Patterson; Myrlyn C. Patterson; N.J. Patterson, and Sherwood Patterson II. It also owns KGDP(AM) Orcutt, CA. Sharon A. Patterson and N.J. Patterson own KIRV(AM) Fresno, CA. Action April 12.

■ **Bow, NH (BP870610AE)**—Returned app. of Joyce Carberry-Scott for 1390 khz. Address: 32 Parkway Crescent, Milton, MA 02568. Principal has no other broadcast interests. Action April 13.

■ **Chuckatuck, VA (BP870331BY)**—Returned app. of Michael Venditti and Alan C. Swan seeking 1200 khz. Address: 321 Cliff Ave., Beverly, NJ 08010. Principal has no other broadcast interests. Action April 13.

■ **Dayton, VA (BP880126AC)**—Returned app. of Dayton Radio for 880 khz; 1 kw-U. Address: 5742 Rivermill Circle, Portsmouth, VA 23703. Principal is owned by Larry W. Cobb, who has no other broadcast interests. Action April 13.

FM's

■ **Kearny, AZ (BPH861209ME)**—Granted app. of Jack Weidner for 105.1 mhz; 1 kw H&V; -958 m. Address: P.O. Box 1954, Sun City, AZ 85372. Principal has no other broadcast interests. Action April 14.

■ **Quincy, CA (BPH861020TC)**—Granted app. of New Life Broadcasting for 103.1 mhz; 3 kw H&V; -152 m. Address: Box 117, 440 Lawrence, Quincy, CA 95971. Principal is owned by Ronald E. Trumbo, who has no other broadcast interests. Action April 19.

■ **Santa Barbara, CA (BPH880301MH)**—Returned app. of Juancy Lynn for 107.7 mhz; 25 kw (H&V); 100 m. Address: 1834 Neely Ave., East Point, GA 30344. Principal has no other broadcast interests. Action March 23.

■ **Cuthbert, GA (BPH860129MH)**—Granted app. of Daniel Roy Limitone for 100.7 mhz; 3 kw H&V; 328 m. Address: P.O. Box 161, Richland, NC 28574. Principal has no other broadcast interests. Action April 14.

■ **Kaneohe, HI (BPH850712RG)**—Granted app. of Kaneohe Radio for 104.3 mhz; 81 kw H&V; 2127 m. Address: 240 Kuuhale St., Kaula, HI 96734. Principal is owned by Sally A. Blanchard; Anthony P. Digiovanni, and Franklin J. Dimino, who have no other broadcast interests. Action April 13.

■ **Waipahu, HI (BPH840928ID)**—Granted app. of Loew Broadcasting Corp. for 102.7 mhz; 100 kw H&V; 1893 m. Address: 94-1088 Farrington Hwy, Waipahu, HI 96797. Principal is owned by Robert M. Loew; Katherine M. Loew; Donna L. Shleffar; Daniel F. Savino; Franklin M. Tokioka; David N. Loew; Linda C. Loew, and Cathy Loew Halper. It also owns KDEO(AM) Waipahu, HI. Action April 19.

■ **Charlestown, IN (BPH880303MM)**—Returned app. of Charlestown Broadcasting Co. for 104.3 mhz; 3 kw H&V; 100 m. Address: 1038 Neilson St., Albany, CA 94706. Principal is owned by Nicholas Henderson and Raveesh Kumra, who have no other broadcast interests. Action March 17.

■ **Hyden, KY (BPH870506KG)**—Granted app. of Joey L. Dick for 92.3 mhz; 2.42 kw H&V; 111 m. Address: P.O. Box 181, Stinnett, KY 40868. Principal has no other broadcast interests. Action April 15.

■ **Hyden, KY (870504MB)**—Dismissed app. of Tri-Star Communications Inc. for 92.3 mhz; 3 kw H&V; 100 m. Address: Box 707, Hyden, KY 41749. Principal is owned by Ayers Shortt, who also owns WSLK(AM) Hyden, KY. Action April 15.

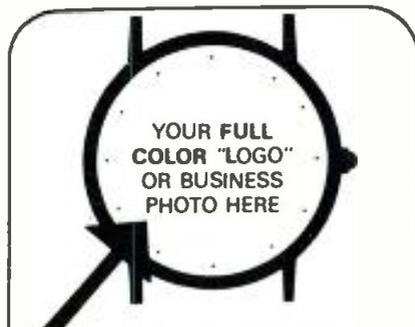
■ **Turners Falls, MA (BPH880301OZ)**—Returned app. of Reid Broadcasting Inc. for 93.9 mhz; 3 kw H&V; 100 m. Address: 5420 Fieldgreen Dr., Stone Mountain, GA 30088. Principal is owned by Eric W. Reid. Action March 30.

■ **Atwater, MN (BPH870909MG)**—Granted app. of Crow River Broadcasting Inc. for 94.1 mhz; 3 kw H&V; 100 m. Address: 424 South Davis, Litchfield, MN 55355. Principal is owned by Norman Jones and Chris Lenz, who have no other broadcast interests. Action April 19.

■ **Crosby, MN (BPH871224MK)**—Returned app. of First Radio Station Of Crosby Inc. for 101.7 mhz; 3 kw H&V; 100 m. Address: 3509 Margin Rd., Duluth, MN 55810. Principal is owned by Steven P. Hasskamp; Margaret A. Hasskamp, and Lawrence J. Harvey, who have no other broadcast interests. Action April 11.

■ **University, MS (BPH851017MB)**—Granted app. of Student Media Center of the University of Mississippi for 92.1 mhz; 3 kw H&V; 328 m. Address: University Lane, University, MS 38677. Principal is educational institution with no other broadcast interests. Action April 12.

■ **University, MS (BPH850925MG)**—Dismissed app. of



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Oxford Radio Co. for 92.1 mhz; 3 kw H&V; 328 m. Address: P.O. Box 73, Batesville, MS 38606. Principal is owned by J. Boyd Ingram and John Pelham Ingram, who also have interest in WBLE(AM)-WJBI(FM) Batesville, and WTGY(AM) Charleston, both Mississippi. Action April 12.

■ Kalispell, MT (BPH870527MD)—Granted app. of KOFI Inc. seeks 103.9 mhz; 3 kw H&V; 47 m. Address: P.O. Box 608, Kalispell, MT 59901. Principal is owned by William H. Patterson; Lois S. Patterson, and W. Bruce Patterson, who also own KOFI(AM) Kalispell, MT. Action April 12.

■ Sweet Home, OR (BPH861205MD)—Granted app. of Galaxy Broadcast Partners seeks 107.1 mhz; 2.238 kw (H&V); 114 m. Address: 33692 Santiam Hwy, Lebanon, OR 97355. Principal is owned by Heather McDaniel and James D. McDaniel. It also owns KFIR(AM) Sweet Home, OR. Action April 15.

■ Sweet Home, OR (BPH861208MC)—Dismissed app. of M-P-M Broadcasting seeks 107.1 mhz; 3 kw H&V; 275 m. Address: C/O 9235 N.E. 175th, Bothell, WA 98011. Principal is owned by Duane Pollich and has no other broadcast interests. Action April 15.

■ McConnellsburg, PA (BPH870820MS)—Granted app. of Wilton Ronald and Lois Jane Smith seeks 103.7 mhz; 3 kw H&V; 85 m. Address: 104 Hunter Hill Drive, Hagerstown, MD 21740. Principal has no other broadcast interests. Action April 15.

■ McConnellsburg, PA (BPH870820MV)—Dismissed app. of Fulton County Radio Inc. seeks 103.7 mhz; 3 kw H&V; 70 m. Address: P.O. Box 303, Shippensburg, PA 17257. Principal is owned by Arthur K. Greiner and William P. Bernton, who also own WVFC(AM) McConnellsburg and WSHP(AM) Shippensburg, both Pennsylvania. Action April 15.

■ Wenatchee, WA (BPE850424MA)—Dismissed app. of Joy Educational Broadcasting Foundation seeks 91.1 mhz; 145 w; 397 m. Address: 753 Blocking Circle, Clayton, CA 94517. Principal is owned by Darrell D. Collard, who has no other broadcast interests. Action April 12.

Facilities Changes

AM's

■ Newburgh, IN. WJJN, 1180 khz—April 7-Application for CP to correct coordinates to: 1180 Maple Lane, just north of SR 662, Newburgh, IN; 37 57 16N 87 25 07W.

■ Lewistown, PA. WIEZ, 1490 khz—April 12-Mod of CP (BP860522AE) to reduce power to 5.4 kw daytime.

■ Ponce, PR, WEUC, 1420 khz—April 6-Application for CP to change frequency to: 650 khz; increase power to 2 kw; install DA-1.

■ Cypress, TX, KYND, 1520 khz—April 11-Application for CP for experimental synchronous AM station at Houston to operate simultaneously with primary KYND facility at Cypress, TX on same frequency, 1520 khz, but with 1000 watts DA-D.

■ Danville, VA, WNDD, 1180 khz—April 6-Mod of CP (BP861030AS) to increase power to 7 kw and change proposed daytime DA antenna pattern.

FM's

■ Bethel, AK, KYKD, 100.1 mhz—March 29-Application for CP to change HAAT: 22 meters H&V; TL: NW corner of intersec of Ptamigan St. and Cemetery Rd.; make changes in antenna support structure: 60 48 20N 161 47 14W.

■ Apple Valley, CA, KAVR-FM, 102.3 mhz—April 5-Application for CP to change ERP: 3 kw H&V; change TL: Oro Mountain, near Juniper Flats, San Bernardino Co, Apple Valley, CA; 34 24 42N 117 10 57W.

■ Cambria, CA, KOTR, 94.3 mhz—April 6-Application for CP to change frequency: 94.9 mhz (per Docket 87-117); change ERP: 25 kw H&V; change to Class B1.

■ Los Osos-Baywood Par, CA, KLZZ, 101.3 mhz—April 7-Application for CP to change TL: KSBY-TV Tower, Cuesta Ridge, 7.2 km N of San Luis Obispo, CA; change HAAT: 520 m. H&V; change ERP: 3.3 kw H&V; 35 21 37N 102 39 18W. Req: waiver of Section 73.3520.

■ Sacramento, CA, KQPT, 100.5 mhz—April 5-Application for CP to replace directional antenna.

■ Glenwood Springs, CO, KMTS, 92.7 mhz—April 6-

Application for CP to change ERP: 25 kw H&V; change HAAT: -71 meters H&V; TL: S of 19th St. W of Grand Ave..., Glendwood Springs, CO; change to class C2 per Docket 87-214; 39 31 58N 107 20 30W.

■ Georgetown, DE, WSEA-FM, 93.5 mhz—April 8-Application for CP to change TL: Rt 26, 4 km SW of Dagsboro (at Rt 113), Sussex Co, DE; change HAAT: 148 m. H&V; change ERP: 11.2 kw H&V; change to class B1 (per Docket #87-230); 38 31 24N 75 17 55W.

■ Panama City, FL, WILN, 106.3 mhz—April 7-Application for CP to change frequency: 105.9 mhz (per Docket #86-409); change TL: Hwy 98 W, Panama City, Bay Co, FL; change ERP: 50 kw H&V; change HAAT: 120 m. H&V; change to class C2; 30 11 00N 85 46 34W.

■ Elgin, IL, WJKL, 94.3 mhz—April 4-Application for CP to change TL: Spaulding Industrial Park, Elgin, Cook Co, IL; 41 59 54N 88 14 33W.

■ Danville, IN, WGRT-FM, 107.1 mhz—April 11-Mod of CP (BPH8711131K) to change ERP: 0.883 kw H&V; HAAT: 184 m. H&V; TL: 175 feet W of Rt 236, 3.7 mi. NW of Danville, IN.

■ Alpena, MI, WATZ-FM, 93.5 mhz—April 6-Application for CP to change frequency: 99.3 mhz (per Docket 86-517); change TL: 250 meters S of Hubert Rd, approximately 1.3 km W from intersec of Hubert Rd. and Lytle Rd., Hubbard Lake area of Caledonia Township, Alcona Co, MI; change ERP: 17 kw H&V; change HAAT: 257 m. H&V; change to class C2; 44 51 25N 83 32 34W.

■ East Jordan, MI, WIZY, 100.9 mhz—April 13-Mod of CP (BPH850903MC) to change ERP: 1.31 kw H&V; HAAT: 149 m. H&V; TL: 1.9 mi. N 40 degrees E of East Jordan, MI; 45 10 40N 85 05 57W.

■ Starkville, MS, WSMU-FM, 106.3 mhz—April 11-Application for CP to change frequency: 106.1 mhz (per MM Docket 86-480); ERP: 40 kw H&V; HAAT: 153 m. H&V; TL: 1.25 mi. W of Crawford, MS, just off Starkville Rd., Lowndes Co; change to class C2.

■ St. Louis, KYKY, 98.1 mhz—April 7-Application for CP to change TL: McKenzie Rd., 0.8 km N of Hege Ave., change HAAT: 313 m. H&V; 38 34 24N 90 19 30W.

■ Lincoln, NE, KUCV, 90.9 mhz—April 11-Application to change ERP: 16 kw H&V; change HAAT: 225.5 meters H&V; change TL: 1.2 mi. SE of Hallam, off County

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- Dover, NJ, WDHA-FM, 105.5 mhz—April 5-Application for CP to change TL: Horse Hill Rd, 0.5 mi. N of Hanover Ave., Morristown, NJ; change HAAT: 66.5 m. H&V; change ERP: 1.17 kw H&V; 40 48 45N 74 27 36W (for auxiliary purposes only).
- Boonville, NY, WBRV-FM, 101.5 mhz—April 7-Mod of CP (BPH851204MB) to change TL: Jackson Hill Rd, 4.5 km S of Boonville, Oneida Co. NY; change HAAT: 104 m. H&V; change ERP: 0.45 kw H&V.
- Charlotte, NC, WEZC, 104.7 mhz—April 7-Application for CP to change HAAT: 376 m. H&V; replace directional ant.
- Lancaster, OH, WHOK, 95.5 mhz—April 8-Mod of CP (BPH860402ID as mod) to replace directional ant.
- Abilene, TX, KEAN-FM, 105.1 mhz—April 4-Mod of CP to change HAAT: 388.7 m. H&V.
- Rockdale, TX, KRXT, 98.5 mhz—March 31-Mod of CP (BPH870430DI) to change TL: approx 0.75 km W of Rockdale, 200 meters S of I-79. Milam Co. TX; 30 38 32N 97 02 13W.
- Colonial Beach, VA, WGRQ, 95.9 mhz—April 12-Application for CP to change TL: 1600 feet S of Rt 3 at Weedons Fork, King George Co. VA.

- Tacoma, WA, KPLU-FM, 88.5 mhz—April 12-Application for CP to change ERP: 57 m. H&V; change HAAT: 714 m. H&V; change TL: 3.75 mi. SE of Issaquah. WA. on West Tiger Mtn; 47 30 14N 121 58 29W.
- Schofield, WI, WESD, 89.1 mhz—March 18-Application for CP to change TL: 1942 Grand Ave., Wausau, WI: 44 56 11N 89 37 02W.

Actions

AM's

- Seminole, FL, WGNB, 1520 khz—April 15-Application (BP880113A1) granted for CP to make changes in ant. sys.: change from DA to non-DA and change TL: 9700 82nd Ave. H, Pinellas Park, FL; 27 50 45N 82 46 21W.
- Columbus, GA, WEAM, 1580 khz—April 11-Application (BP870817AG) granted for CP to increase day power to 2.3 kw.
- Baltimore, WCAO, 600 khz—April 14-Application (BMP871222AB) granted for MP (BP870327AC) to make changes in ant. sys.: to specify shorter towers than specified in BP870327AC.
- St. Cloud, MI, WJON, 1240 khz—April 8-Application (BP871113AD) granted for CP to make changes in ant. sys.: increase radiation efficiency and correct coordinates: 45 33 36N 94 08 20W.

- Carolina Beach, NC, WMYT, 1180 khz—April 7-Application (BMP880107AE) granted for Mod of CP (BP851223AD) to make changes in ant. sys. and change TL to: on Rte 1521 approx. 0.62 km E of junction of Rtes 1521 and Hwy 87, Town Creek, NC. 34 09 03N 78 04 48W.
- Hamlet, NC, WKDX, 1240 khz—April 11-Application (BP870102AA) dismissed for CP to change frequency: 1240 khz.
- Wake Forest, NC, WFTK, 1030 khz—April 7-Application (BMP871026AJ) granted for Mod of CP to make changes in ant. sys and change TL: on west side of Rte 1004, 1.4 mi. N of junction of Rtes 1004 and 1112: 36 10 43N 78 45 30W.
- Durant, OK, KSEO, 750 khz—April 11-Application (BP871211AC) granted for CP to change TL: University Blvd. 2.65 mi. W of Bryan County Courthouse, Durant, OK; 34 00 07N 96 25 19W.

- Oklahoma City, OK, KOMA, 1520 khz—April 7-Application (BP870217AO) granted for CP to augment nighttime standard ant. pattern.
- Parkrose, OR, KKUL, 1410 khz—April 13-Application (BP870306AF) granted for CP to make changes in ant. sys. (including increase in height of tower).
- Loris, SC, WLSC, 1240 khz—April 15-Application (BP870831A1) granted for CP to make changes in ant. sys; change TL to: 0.3 mi. S of Loris, SC on County Rd. 400 feet S of its intersec. with SC Hwy S26 762, Loris, SC; 34 02 41N 78 53 39W.

- Houston, KCOH, 1430 khz—April 13-Application (BMP880209AC) granted for MP (BP870105AA) to make changes in TL to: 8232 Karr St, Houston; 29 45 22N 95 16 37W.
- Kerrville, TX, KXXT, 1290 khz—April 15-Application (BMP880104AH) granted for Mod of CP to make changes in ant. sys and change TL: 0.6 km W of intersec of I-10 and SR 783, near Kerrville, Kerr Co. TX; 30 05 20N 99 09 26W.

- Moab, UT, KCNY, 1450 khz—April 15-Application (BP880111AJ) granted for CP to make changes in TL and correct coordinates: 635 1/2 North 5th West, Moab, UT; 38 35 06.9N 109 33 44.16W.

FM's

- Kenai, AK, KCZP, 91.9 mhz—April 12-Application (BMPED870511ID) denied for Mod of CP (BPE850923MA) to change TL: Beaver Loop Rd., near race track, Kenai, AK; change ERP: 4.9 kw H&V; change HAAT: 22 m. H&V: 60 34 03N 151 07 25W.

- Carrollton, AL, WAQT, 94.1 mhz—April 19-Application (BMPH871211IA) granted for Mod of CP (BPH850712JA) to change ERP: 99kw (H); change HAAT: 307 m. H&V.

- Chico, CA, KFMF, 93.7 mhz—April 19-Application (BPH880114IB) granted for CP to change frequency: 93.9 mhz (per Docket #86-473); change TL: Mountain area NE of Chico, Butte Co. CA; Cohasset Rd., 0.5 mi. N of Mud Creek Rd.; change HAAT: 344 m. H&V; change ERP: 2 kw H&V: 39 56 46.2N 121 43 17.1W.

- Hemet, CA, KHYE, 105.5 mhz—April 12-Application (BPH870609MA) granted for CP to change frequency: 105.7 mhz; ERP: 0.17 kw H&V; HAAT: 312 meters H&V; TL: Polly Butte, SW corner of Section 31, T 5 S, R 1 E, approx 7 km SE of Hemet, Riverside Co. CA; SL/RC: T.B.D. 33 41 17N 116 55 32W.

- King City, CA, KRKC-FM, 102.1 mhz—April 11-Application (BMPH871210IB) granted for Mod of CP to change TL: Lockwood Army Communications Facility at Williams Hill; change ERP: 2.6 kw H&V; change HAAT: 554.8 m. H&V: 35 57 06N 121 00 03W.

- Loveland, CO, KLOV-FM, 102.3 mhz—April 12-Application (BPH880301IA) granted for CP to change frequency: 102.5 mhz (per Docket #87-180); ERP: 50 kw H&V; HAAT: 125 m. H&V: TL: 3.02 km 218 degrees true from Windsor, CO, and make changes in ant. sys.; change to Class C2: 40 27 19N 104 55 25W.

- Fort Pierce, FL, WFET, 21 khz—April 13-Application (BMPET880129KL) granted for MP to change ERP vis.: 5000 kw; HAAT: 497 feet (151 m.); TL: S 37th St N Whiteway Dairy Rd., St. Lucie/Ft. Pierce, FL.

- Gainesville, FL, WYFB, 90.5 mhz—April 13-Application (BPE871105IF) granted for CP to change ERP: 100 kw H&V; change HAAT: 203 m. H&V.

- Key West, FL, WETV, 13 khz—April 13-Application (BMPET880201LU) granted for MP to change ERP vis.: 316 kw; HAAT: 449 feet; ant.: Dielectric THP-P2-8-1 (DA); TL: 30 km E of Key West on Cudjoe Key, 1.4 km N of US #1; 24 40 35N 81 30 41W.

- St. Petersburg, FL, WQYK-FM, 99.5 mhz—April 14-Application (BPH870227NC) granted for CP to change TL: 0.35 km SE of I-4 and 0.3 km E of 56th St, Extended, East

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Allocations

Lake Orient Park, FL; change HAAT: 300 m. H&V; and make changes in ant. sys; 27 58 18N 82 23 28W. Petition to Deny dismissed April 14.

■ La Grange, IL, WTAQ, 1300 khz—April 12-Application (BP861106AA) granted for CP to increase night power to 4 kw and change night TL: Austin and 119th Sts. Alsip, IL; 41 40 29N 87 45 45W.

■ Wichita, KS, KEYN-FM, 103.7 mhz—April 11-Application (BPH870220IA) granted for CP to change TL: 1 mi. N of Colwich, Colwich, KS; change HAAT: 315 meters H&V and make changes in ant. sys; 37 47 47N 97 31 59W.

■ Lake Charles, LA, KYKZ, 96.1 mhz—April 15-Application (BPH870226IG) granted for CP to change TL: on LA State Rt 379, 9.5 km NW of Ederly, LA; change HAAT: 1411 feet H&V; 30 17 26N 93 34 35W.

■ Shreveport, LA, kwKH-FM, 94.5 mhz—April 13-Application (BMPH871119II) granted for Mod of CP (BPH8509251C) to change HAAT: 333.52 meters H&V.

■ Annapolis, MD, WHFS-FM, 99.1 mhz—April 11-Application (BMPH871106ME) granted for Mod of CP (BPH8507121B) to change TL: Mt. Tabor Rd., 3 km E of Davidsonville Rd., 3 km NW of Rutland, Anne Arundel Co, MD; change HAAT: 150 m. H&V; 38 59 45N 76 39 27W.

■ Baltimore, WXYV, 102.7 mhz—April 13-Application (BPH8703301 m.) granted for CP to change TL: near Pikesville Reservoir, Pikesville, MD; change HAAT: 133 m. H&V; 39 23 11N 76 43 52W.

■ Prince Frederick, MD, WMJS, 92.7 mhz—April 13-Application (BMPH880125ID) granted for Mod of CP (BPH8603251C) to correct geographic coordinates: 38 30 52N 76 37 03W.

■ St. Louis, WIL-FM, 92.3 mhz—April 19-Application (BPH870227MQ) granted for CP to change ERP: 98.5 kw H&V; HAAT: 984 feet H&V and make changes in type of ant. (reduce no. of bays).

■ Manchester, NH, WGIR-FM, 101.1 mhz—April 11-Application (BPH870225IH) dismissed for CP to change ERP: 13 kw H&V.

■ Hornell, NY, WKPQ, 105.3 mhz—April 12-Application (BPH870226IE) granted for CP to change ERP: 43 kw H&V.

■ Rochester, NY, WKLX, 98.9 mhz—April 11-Application (BMPH880314IG) granted for Mod of CP to change TL: South side of Rte 251, 0.35 mi. W of intersect with SR 15, near West Henrietta, NY; HAAT: 150 m. H&V; 43 00 08N 77 40 24W.

■ Cincinnati, WAKW, 93.3 mhz—April 12-Application (BPH870330IH) dismissed for CP to change ERP: 50 kw (H) and 49 kw (V); install directional antenna.

■ West Carrollton, OH, WQRP, 88.1 mhz—April 13-Application (BPED860418MC) granted for CP to change ERP: 1.6 kw H&V; HAAT: 88 m. H&V.

■ Sweet Valley, PA, WRGN, 88.1 mhz—April 12-Application (BPED870518IE) returned for CP to change HAAT: 92.3 meters H&V.

■ Conroe, TX, KJOJ, 106.9 mhz—April 11-Application (BPH861003IE) granted for CP to change TL: Scott Rd., approx 0.9 km N of intersect with Rt 105, near Security, TX; change HAAT: 344 m. H&V; 30 20 02N 95 12 51W.

■ Lebanon, TN, WYHY, 107.5 mhz—April 13-Application (BPH880125IB) granted for CP to change TL: 517 Brick Church Lane, Whites Creek, Davidson Co, TN; change HAAT: 376 m. H&V; change ERP: 57.5 kw H&V; 36 15 50N 86 47 38W.

■ Anson, TX, KTCE, 98.3 mhz—April 13-Application (BMPH880210IE) granted for Mod of CP (BPH830314AT) to change ERP: 50 kw H&V; (per Docket 87-95; RM 5648); change frequency: 98.1 mhz; change HAAT: 89 m. H&V; 32 39 47N 99 51 13W.

■ Monahans, TX, KWES, 102.1 mhz—April 13-Application (BPH880308IE) granted for CP to change HAAT: 298 m. H&V; change ant. supporting structure height; change TL: 3.5 mi. N of Norees, TX on Oil Rd.; 31 57 55N 102 46 10W.

TV's

■ Panama City, FL, WDGH, ch. 28—April 11-Application (BMPCT871214LJ) granted for MP (BPT820122KE) to change ERP vis.: 1936 kw (32.87dbk); Ant: BASC, Inc/SW-30-DA; HAAT: 149.97 meters; TL: approx 400 feet W of Florida State Rd 2301, 1/4 mi. N of intersect with Florida Hwy 388; 30 23 42N 85 32 02W; location of main studio: Panama City Bay, FL.

■ Kotzebue, AL—Allotted channel 280A (103.9 mhz); filing window June 7-July 7. (MM Docket 87-183, March 28, DA 88-522.)

■ Los Banos, CA—On request of Ethnic Radio Inc., proposed amending FM table by allotting channel 295A (106.9 mhz) as its second local FM service; comments due June 12, replies June 27. (MM Docket 88-147, by NPRM [DA 88-486]; adopted March 10 by deputy chief. Policy and Rules Division, Mass Media Bureau.)

■ Osage City, KS—At request of Osage Radio Inc., proposed amending FM table by substituting channel 225C2 (92.9 mhz) for channel 224A (92.7 mhz) at Osage City, and modifying license of KZOC(FM) to specify operation on C2 channel. Comments are due June 16, replies July 1. (MM Docket 88-163 by NPRM [DA 88-533]; adopted March 25 by deputy chief. Policy and Rules Division, Mass Media Bureau.)

■ L'Anse, MI—Effective June 9, amended FM table by allotting channel 291C2 to L'Anse as its first FM broadcast service. Filing window opens June 10, closes July 11. (MM Docket 87331 by R&O [DA 88-551]; adopted March 28 by deputy chief, Policy and Rules Division.)

■ Litchfield, MN—Substituted channel 235C2 (94.9 mhz) for channel 237A (95.3 mhz); modified license of KLFDFM to reflect operation on new channel. (MM Docket 87-412, March 30, DA 88518.)

■ Thief River Falls, MN—Allotted channel 257A (99.3 mhz) as its fourth FM channel; filing window June 7-July 7. (MM 87-380, March 30, DA 88-523.)

■ Socorro, NM—Substituted channel 255C1 (98.9 mhz) for channel 224A (92.7 mhz) and modified license of KHBN-FM to specify operation on higher powered channel. (MM Docket 87-308, adopted March 28, DA 88-524.)

■ Conklin, NY—On request of Programmed Communications Inc., proposed amending FM table by allotting channel 227A (93.3 mhz) to Conklin as its first FM channel; comments due June 13, replies June 28. (MM Docket 88-166, by NPRM [DA 88-537] adopted March 25 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ St. Joseph, TN—Allocated channel 268A (101.5 mhz) to St. Joseph. Filing window June 7-July 7. (MM Docket 87-277, adopted March 25, DA 88-525.)

■ Woodbury, TN—On request of Bart Walker, proposed amending FM table by allotting channel 285A (104.9 mhz) to Woodbury as its first FM allotment; comments due June 13, replies June 28. (MM Docket 88-164, by NPRM [DA 88-534] adopted March 25 by deputy chief, Policy and Rules Division.)

■ Bryan and College Station, TX—Amended TV table by allotting channel 50 to College Station. (MM Docket 87-179, by R&O [DA 88-521] adopted March 30 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Morton, TX—Dismissed request by James S. Bumpous to amend FM table by allotting channel 249C1 (97.7 mhz) to Morton as its first local FM service. (MM Docket 87-240 by R&O [DA 88-535] adopted March 25 by deputy chief, Policy and Rules Division.)

■ Canaan, VT—Allocated channel 231A (94.1 mhz) as its first FM allotment; filing window June 7-July 7. (MM Docket 87-293, adopted March 29, DA 88-520.)

■ Staunton, VA—On request of Ogen Broadcasting of Virginia Inc., proposed amending FM table by substituting channel 232B1 (94.3 mhz) for channel 232A at Staunton; proposed modifying Ogen's to specify operation on higher channel; comments June 13, replies June 28. (MM Docket 88-167, by NPRM [DA 88-538], adopted March 30 by chief, Policy and Rules Division.)

■ Rhineland, WI—Effective June 9, amended FM table by substituting channel 262C1 (100.3 mhz) for channel 262C2 at Rhineland, and conditionally modifying license of WRHN(FM) to specify operation on C1 channel. (MM Docket 87-280 by R&O [DA 88-550], adopted March 29 by deputy chief, Policy and Rules Division.)

Actions

Commission Actions

■ Santa Isabel, PR—Upheld dismissal of proposal to allot FM channel 258B (99.5 mhz) to Santa Isabel over objections of Pablo Rodriguez and Amor Family Broadcasting Group. (MM Docket 85-211 by MO&O [FCC 88-97], adopted March 8 by commission.)

■ Grant of Austin, TX, UHF permit to Balcones Broadcasting upheld—MM Dockets 84-923, etc. (Report DC-1156, Action in Docket Case.) Upheld grant of application of Balcones Broadcasting Limited for new UHF television station on ch. 54 at Austin, TX, and dismissed petition by Frontier Southwest Broadcasting Inc., to deny all applications for ch. 54 at Austin since to do otherwise would nullify Frontier's pre-existing grant of low-power television station on ch. 55 at Austin. Action by commission April 15 by MO&O (FCC 88-145).

■ Petitions for reconsideration of channel swapping policy denied—MM Docket 85-41 (Report DC-1157, Action in Docket Case). Denied three petitions for reconsideration and/or clarification of rules adopted in 1986 which provide procedure whereby licensees and permittees of commercial and noncommercial educational television stations can exchange channels. Action by commission April 15 by MO&O (FCC 88-147).

■ FCC approves settlement agreement; conditionally grants Community Action Communications new TV station at Kannapolis, NC—BC dockets 82-259/260 (Report DC-1154, Action in Docket Case.) Approved settlement agreement between Kannapolis Television Co., A Joint Venture and Community Action Communications Inc., and conditionally granted Community's application for new television station on ch. 64 at Kannapolis. Action by commission April 18 by MO&O (FCC 88-148).

■ FCC upholds staff action in new FM station proceeding at Fargo, ND—MM docket 87-177 (Report DC-1155, Action in Docket Case) Upheld Mass Media Bureau action dismissing applications of Q Prime Inc., and Howard G. Bill for new FM station at Fargo. Action by commission April 18 by MO&O (FCC 88-149).

■ FCC grants reconsideration of class A FM minimum power requirement—MM docket 86-144 (Report DC-1158, Action in Docket Case). Granted Eric R. Hilding's petition for reconsideration of action in Second Report and order concerning minimum power requirement for Class A FM broadcast stations. Action by commission April 19 by MO&O (FCC 88-152).

■ Two "dial-a-porn" operators apparently liable for forfeitures totaling \$1.2 million for failing to restrict access by children (Report CC-263, Common Carrier Action). By Notices of Apparent Liability (FCC 88-158, FCC 88-159).

■ Low power television service (LPTV)—FCC has established limited waiver policy regarding consideration of terrain shielding in LPTV. This revised policy should provide opportunity for additional LPTV, translator and booster services in areas of country where terrain shielding is significant factor. (By Policy Statement [FCC 88-160], adopted April 21 by commission.)

■ La Crescent, MN—Designated for hearing applications of La Crescent Community Broadcasters; Gwendolyn M. Gutzel; Sateline Broadcasting; White Eagle Broadcasting Inc., and Steven B. Courts for new FM station on channel 275A (102.7 mhz) at La Crescent. (MM Docket 88-181 by order [DA 88-545], adopted April 13 by commission.)

Review Board Actions

■ Marco, FL—On request of all parties, stayed procedural dates in proceeding involving mutually exclusive applications for new FM station on channel 224A (92.7 mhz) at Marco. (MM Docket 87-244, by MO&O [FCC 88R-22], adopted April 5 by Review Board.)

■ Minden, LA—Upheld decision by Administrative Law Judge Miller dismissing applications of John Jones, Jr. and Carl M. Fisher for new TV station on ch. 21 at Minden, over objections of John Jones Jr. (MM Docket 87-496 by MO&O [FCC 88R-24], adopted April 8 by Review Board.)

■ Charleston, SC—Dismissed appeal by L.B.C. Inc., from order dismissing both application of Radio Charleston Partners and petition to intervene with respect to Radio Charleston's application filed by L.B.C. in proceeding involving competing applications for new FM station on channel 264A (100.7 mhz) at Charleston. (MM Docket 87-573, by MO&O [FCC 88R-23], adopted April 8 by Review Board.)

ALJ Actions

■ Los Angeles, RKO General—Choose Future Broadcasting Inc., to compete with RKO General Inc., in proceeding involving RKO's renewal of license for KRTH, Los Angeles. (MM Dockets 84-1184, et al., by Partial ID [FCC 88D-11], issued March 29 by ALJ Richard L. Sippel.)

■ Corning, NY—Granted application of Rural New York Broadcasting to operate new TV station on ch. 48 at Corning. (MM Docket 88-61, by summary decision [FCC 88D-13], issued March 31 by ALJ Sippel.)

■ El Paso, TX—Granted application of UN2JC Communications Limited for new TV station on ch. 65 at El Paso. (MM Docket 85-392, by ID [FCC 88D-12], issued March 30 by ALJ John Frysiak.)

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

The Museum of Broadcasting seeks enthusiastic professional with management skills for associate radio curator position. Knowledge of historical and contemporary radio programming essential. Knowledge of radio industry preferred. Excellent opportunity \$25,000 salary with excellent benefits. Send resume immediately to A Halper, Museum of Broadcasting, 1 East 53rd Street, New York, NY 10022. No phone calls.

Growing group needs strong, experienced, successful general managers for excellent stations in A rated southern markets. Please send resume to Box G-86.

General manager: Northern California class B FM offers great opportunity to imaginative leader with proven sales ability. Box G-116.

Honolulu AM needs experienced and qualified general manager to head existing AM and help construct FM. Must have prior experience in Hawaii, and must have enthusiasm, sales ability, be profit motivated, and understand budgets and financials. Salary, commission, profit sharing, incentives. Send resume to Box 12469, Dallas, TX 75225.

Southeast group seeks general manager for 100,000 population, South Carolina market (AM/ FM combo). Call 912-264-6251 for more information.

Rapidly expanding broadcast group needs take-charge, sales driven general manager for top-50 market stations in Connecticut. Excellent growth opportunity for energetic sales-wise candidate. Send resume to Gerald LeBow, EVP, Sage Broadcasting Corporation, One Dock Street, Stamford, CT 06902. EOE.

General manager for new startup AM/ FM at Lake of the Ozarks, Missouri, one of the USA's finest resort areas. Must have strong retail sales experience, able to hire, train and lead staff. Prior management/ sales experience required. Excellent salary package. Send resume, goals, and requirements to Lake Broadcasting, Box 459, St Charles, MO 63302. EOE/ MF.

Growing group seeks selling general manager with record of medium market turnaround successes and stable employment. Resume to Box H-5.

General manager, Z-93, the Texas Panhandle's leading CHR, is looking for experienced, sales-oriented general manager. Resume and references to Jack McSorley, First Sierra Communications, 800 Hearst Building, San Francisco, CA 94103. EOE.

Station manager: Growing Southwest based group owner seeks station manager for newest acquisition in dynamic Colorado Springs market. Excellent potential for right individual. Must have strong administrative and sales skills with solid track record of management success along with ability to make your plan work. Send detailed resume including references and salary history to Box H-19. EOE.

Assistant manager for development and promotion. Experienced fund raising professional wanted for Philadelphia's only 24 hour jazz station, WRTI-Jazz 90, the public radio voice of Temple University. A minimum of three years' fundraising experience necessary, preferably in the non-profit sector. BA required, master's preferred. Strong idea person needed who can execute projects as well. Will supervise two full-time and one part-time staff, employed as membership coordinator (FT), sales associate (FT) and program guide editor (PT). Must be able to work with large numbers of volunteers and students in a pressure packed environment. Will be responsible for supervising an area now producing in excess of \$300,000 annually that should be producing close to one million within five years. This is an exciting opportunity for a seasoned high producer to join a dynamic professional broadcast team of eight in the country's 11th market. Women and minorities are encouraged to apply. Salary in the upper 20's to low 30's with generous university benefits. Send letter of application with three professional references and resume to Wayne Lamb, Temple University, 201 University Services Building, Broad and Oxford, Philadelphia, PA 19122. Temple University is an equal opportunity employer. Applications received by May 1, 1988, will be screened and initial interviews arranged at the Public Radio Conference. Deadline for applications is June 1, 1988. Position will be filled by July 15, 1988, with start date August 15, 1988.

HELP WANTED SALES

Exceptional opportunity selling New Hampshire's hottest stations, WFEA/ WZID. Established list for experienced sales pro. Live and work in a great environment, and reach your fullest potential. Call Pete Leonard at 603-669-5777. Sunshine Group Broadcasting, an equal opportunity employer.

Midwest Broadcast Group looking to expand sales operation. We're looking for aggressive, professional sales people with strong verbal and presentation skills to join our team. Excellent income and benefits. EOE. Box G-92.

Northern California 100,000 watt #1 rated FM station 40 plus shares seeks aggressive, self motivated, experienced sales person with management potential. Direct selling knowledge and creative skills. Salary, commission, bonus and incentives. #1 in all day parts. Send resume including track record, salary history immediately to Carlos Casarez, KXGO, P.O. Box 1131, Arcata, CA 95521. 707-826-9393. EOE/ MF.

Account executive: Great opportunity for May graduates at WKKD AM/ FM Aurora-Naperville, Illinois. Sell radio in Chicago's hottest suburb with unlimited earning potential. Many benefits...contact Bill Baker 312-898-6668. EOE.

Account executive: - Eastern Connecticut shoreline leading AM/ FM combo needs marketing professional with agency and direct selling experience. Substantial list available. Growing group. Send letter and resume to: Andy Russell, Sales Manager, WNLC/ WTYD, P.O. Box 1031, New London, CT 06320. EOE.

CRMC, who can develop, lead productive sales staff (4-10) Great California suburban market. Compensation open. Box G-117.

Account executive: WGMX/ WNLC Stamford-Norwalk, Connecticut. Rapidly growing AM-FM combo in dynamic suburban market has an immediate opening for an experienced, aggressive account executive with 1-2 years media sales experience. Excellent list. Earn over \$45,000 in first year. Call Don Lacerenza or Howard Klarman at 203-838-5566. EOE.

Experienced account executive needed to take over producing account list in the Upper Rio Grande Valley (McAllen, Texas). Areas only adult contemporary station. Send resume to Personnel, KELT, Box 711, Harlingen, TX 78551, or call 512-423-3910.

Sales opportunity. Class C FM/5K AM in beautiful east Texas seeking top producer with desire to make money and grow with company. Quality living near lakes. Send resume to Roy Faubion, KTBB/ KNUU, Box 7935, Tyler, TX 75711. 214-581-0606.

Account executive; Monterey (75th market) AOR top-rated. Needs aggressive, positive attitude. Contact Chet Tart, KMBY, 1271, Monterey, CA 93940. 408-394-9000.

Dynamic Carolina market. Dynamic group Dynamically positioned format. Dynamic sales position for someone with all the right stuff - creative, competitive and goal oriented. Call Roger Matney, General Sales Manager, 704-335-1029, collect. EOE.

Southern California medium market CHR FM needs experienced aggressive salesperson with management potential. Contact Rick Hoffman, PO Box 5192, Ventura, CA 93003. 805-656-1106. EOE.

HELP WANTED ANNOUNCERS

If you are talented, unusual, creative, fun-loving and a little bit whacko... come to the Gulf Coast to work and play at a hot rock station on the rise to be #1 in the market. You get paid for having fun and putting on a great show. We all get talked about in the market. Send resume to Box G-106. EOE.

Major market TV forecaster to join your radio wake up team. Live forecasts, any market, reasonable cost. Box H-9.

Young, personable announcer with sales and production experience looking to relocate near Southeast coast. Looking for long term. Box H-6.

Alaska: Announcer/ newscaster, 2 yrs minimum experience, \$1400 start. KSRM/ KWHQ, HC#2-Box 852, Soldotna, AK 99669.

PD/ morning person needed. WOHQ, Salisbury/ Ocean City, Maryland. A leading 50 KW A/C Outlet. Excellent benefits. Tapes and resumes to ED Hunt, P.O. Box "U", Salisbury, MD 21801. EOE.

HELP WANTED TECHNICAL

Vacation relief (full time) and part time positions with attractive wages available at WBAL-AM in Baltimore. Experienced board operators with a good sense of program flow, send a resume to Robert A. Van Buhler, WBAL, 3800 Hooper Avenue, Baltimore, MD 21211. No phone calls please. EOE.

Wanted: Chief engineer for AM/ FM combo in Las Vegas, Nevada. We want a pro who gets things done to keep us operating at peak efficiency. We offer a good salary, excellent benefits and growth opportunities within rapidly expanding group. Send resume and references to: Craig R. Hodgson, General Manager, KKLZ/ KMTW, 925 East Desert Inn Road, Las Vegas, NV 89109. EOE.

Number one-rated Philadelphia AM/ FM combination seeks assistant chief engineer to join first class department. A successful candidate for this position should have at minimum two year's engineering experience in a top 25 market, which should include significant work in installing and maintaining modern audio equipment, extensive maintenance of AM and FM transmitters, knowledge of computers and microprocessors, varied experience in remote broadcasts, and a general or first class FCC license. Excellent salary and benefits. Replies in confidence to Larry Paulausky, WPEN-WMGK Radio, One Bala Plaza, 3rd Floor West, Bala Cynwyd, PA 19004. EOE/ MF.

Chief engineer, general class license. South Florida FM soon to be 50,000 watts. New state of the art facility to be built. Station part of group. Excellent salary, benefits, call Len Hart Mon-Fri 9-5, 407-335-9748. EOE.

Chicago's metrowest leader AM/ FM combo is currently accepting applications for chief engineer. This department leader must possess experience and excel in studio maintenance, transmitter maintenance and people skills. Solid background in high power FM and AM directional. Must possess very neat construction habits, organizational skills and general class license. Resume to Chuck Williams, General Manager WYSY/ WMRO P.O. Box 2010, Aurora, IL 60507. A Beasley Broadcast Group station. Equal opportunity employer.

Sales/ engineer: Are you underpaid and unappreciated? Looking for flexible hours and growth determined by your own ambition? Our expanding nationwide firm is seeking ambitious sales people with good radio engineering background that would like to supplement their income and establish a regional territory. Send your resume and references to P.O. Box 8782, BWI Airport, MD 21240.

HELP WANTED NEWS

News director. High-profile local news operation in beautiful Alaskan island community. Minimum three years broadcast news; outstanding production, writing, delivery; knowledge legal, ethical aspects; community radio experience training, supervising volunteers; knowledge SE/ Alaskan issues. \$20-25,000 yearly DOE, liberal benefits. Submit resume, statement of smalltown news philosophy, cassette demonstrating delivery/ writing/ production/ newscast organization by Friday, May 6 to News Hire, KCAW-FM, 102-B Lincoln St., Sitka, AK 99835. More info call Jake, Rich, Brian at 907-747-5877. AA/ EOE.

Alaska: News director, 2 yrs experience minimum, \$1400, start. KSRM/ KWHQ, HC#2-Box 852, Soldotna, AK 99669.

Combo play-by-play sportscaster and salesperson or newscaster for medium market southern California FM. Send tape and resume to Mike Thomas, KMYX, PO Box 5192, Ventura, CA 93003.

HELP WANTED MANAGEMENT

What if...you learned that a top rated, Class C FM, a CHR, in a Midwest market of 100,000+ that's in the first stages of an economic recovery, was looking for a general manager? A station with a good sales staff, looking for a general manager who has proven that he/she can make things happen? What if the position offered a good salary, a percentage of the increases, and a potential option to acquire an equity interest? What would you do? Send your answer to Box H-17.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

I'm the chief executive officer of a class C FM 100,000 watt stereo radio station and a sparkling little 1,000 watt AM station in a good market. Better than that, one of the nicest places to live in the country. I am looking for someone to be my assistant. The person I am seeking must be a know-how broadcaster. The person will be able to write effective copy for any client, service all types of advertising accounts, go out and sell a promotion, take care of the internal operation of the station, pull an announcing shift in case regular announcer gets snakebit on day off, schedule announcers, and be a program consultant to me. There may be other things I will think of in passing. This is opportunity. If you hear it knocking, don't mess around! Get in touch with me with complete information now. We'll keep it confidential to protect your present situation. Box G-108.

SITUATIONS WANTED MANAGEMENT

Major market pro, local/ GSM/ national experience, seeks metro-medium GM or large market SM opportunity. Excellent references. 305-437-5839.

I find good people and lead them to create great radio stations. Medium and major market G.M. and former owner. Experienced with start-ups, turnarounds and improvement of already successful facilities. Put my wealth of experience and skill to work for you. Box G-105.

Management involves more than just sales! Country programming expert, 18 year professional, seeking small market station management position. Reply Box H-8.

Current G.M. - 22 years experience - 8 as G.M. Prefer southern rated market as G.M. or group V.P. programming operations. Small, medium, major market experience in programming, sales, engineering - FM construction - up-grades. Well rounded pro - would consider right smaller market. 912-273-4657.

General manager: Large market combo. Background, experience, abilities, skills. People, bottomline oriented. Seeks relocation. All market sizes considered. Box H-3.

Transition management: Bonded, will operate station 90 to 120 days, until management is in place. Will travel. Expenses plus. Great motivator, people skills. 20 years broadcasting, ownership, group management. Call H.C. 716-884-6497.

Experienced GM/ GSM looking for position in the New England area. Contact Bob Mooney, 9 Connolly Drive, Groton, MA 01450 617-448-2614 (Call after 6 p.m.).

SITUATIONS WANTED SALES

I sell radio! I took four months out to write a book. Now I'm back. I prefer urban, country or AM information. Call Don. 301-742-1345. Will relocate.

SITUATIONS WANTED ANNOUNCERS

Major market TV forecaster to join your radio wake up team. Live forecasts, any market, reasonable cost. Box H-9

Young, personable announcer with sales and production experience looking to relocate near Southeast coast. Looking for long term. Box H-6.

SITUATIONS WANTED TECHNICAL

CE, with big production voice. Over 10 years hands-on engineering experience. Strong maintenance, repair and installation skills. Seeks CE position with production in a competitive top 100 market. 704-563-8676.

SITUATIONS WANTED NEWS

Sports play-by-play position is wanted. 5 years sales experience. Will relocate anywhere. Combo sports-selling position can be accomplished. Call Bill at 803-223-4755.

Experienced sportscaster wants to re-locate to your Midwest or Western collegiate market. Excellent PBP, award winner. Call Bob at 712-274-7332.

8 A.P. awards for best PBP. Your coverage can sound like more than just another game. 303-241-6452.

Wheeling news/ talk ND, talk experience, seeks larger market anchor/ reporter job. Prefer East, surrounding states. After 4 pm, 412-225-0969.

PROGRAMMING

Exciting new format!!! Confidentially contact: Consultant, Box 2741, Montpelier Station, Laurel, MD 20708 -- "Where the numbers live".

MISCELLANEOUS

Great call letters available, that actually say something. They will work for any format. Serious inquiries call 619-454-3099

TELEVISION

HELP WANTED MANAGEMENT

Program manager: An outstanding opportunity is now available for an experienced independent station program manager. If you have proven success with an independent TV station and are looking for advancement, write to General Manager, WDRB-TV, Independence Square, Louisville, KY 40203 (no phone calls). EOE.

Traffic manager-For Midwest independent station. Three years management, including Columbine experience required. Competitive salary. Reply in confidence to Box G-112.

Sales manager-Midwest independent desires experienced professional with proven track record to lead and direct a staff of eight. Excellent growth opportunities. Reply in confidence to Box G-113. EOE.

General sales manager. SW major market independent. Must have 3-4 years local sales, 2 years rep/NSM, 2 years as LSM, knowledge of retail development, co-op, vendor, media research, traffic systems & inventory control. Resume to Julio Bermudez, 8950 Kirby, Houston, TX 77054. TVX is an equal opportunity employer.

Local sales manager for group owned affiliate in fast growing market. Must possess strong sales track record with ability to train and motivate. Send resume to GSM, WBKO, Box 13000, Bowling Green, KY 42102. No phone calls. EOE.

General sales manager of market size 100+. Western network affiliate. Applicants must be aggressive, self starter, people and leadership skills, possess strong marketing abilities and be a motivator. This is an ideal position for a sales manager with a proven track record to move into general manager position. Applicant must be presently employed and have minimum of 5 years in television sales management. Send resume and details to Box H-24. EOE.

HELP WANTED SALES

Sales manager: For UHF network affiliate in Midwest. Strong television sales background required. You may be an account executive now but feel you are ready to lead. Please send resume to: Box H-13.

Television syndicate salespersons: Experienced salespersons for major market sales of television program to broadcast stations. Draw against substantial commission. All travel expenses paid. Contact Telstar, Inc., P.O. Box 388, Westport, CT 06881. Telephone 203-226-3379.

Los Angeles non-profit organization seeks sales rep to develop sponsors for local broadcast programs. Must be aggressive self starter. Commission only. Resumes to: Cindy McCahon, 433 So. Vermont, L.A., CA 90020.

Pacific Northwest network affiliate is looking to fill a newly created position of sales and marketing director. The candidate selected must have proven creative sales and presentation skills and possess the ability to coordinate special events for client/dealer groups. Send resume and letter of introduction to: GSM, KREM-TV, P.O. Box 8037, Spokane, WA 99203. EOE, M/F/H.

HELP WANTED TECHNICAL

Maintenance engineer needed for industrial video repair business. Must be extremely familiar with 3/4" and three tube cameras. Excellent salary and working conditions. MVS, 8025 Anderson Rd., Tampa, FL 33634.

Experienced maintenance engineers needed for major, state-of-the-art sunbelt facility. Production, ENG, SNG. Competitive compensation and excellent benefits. We are looking for highly skilled people to maintain the most sophisticated facilities in the area. EOE. Box H-1.

Maintenance technician: Installation and repair of studio equipment. Some design, planning, and training responsibilities. Rotating shift including nights and weekends. Requires associate's degree in electrical technology or equivalent formal training, plus experience in electronic repair/troubleshooting. FCC license or SBE certification. Send resume: Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

Maintenance technician. Aggressive New England independent station seeking a maintenance technician. If you are self-motivated with an extensive technical background, looking for a challenging opportunity to join a fast-growing team, please send your resume in confidence to Box H-16. EOE.

Transmitter maintenance supervisor. Minimum 10 years experience maintaining and operating VHF and/or UHF transmitters and related microwave equipment. Familiar with installation and maintenance of translator equipment helpful. Send resumes to: Ralph Lee, Chief Engineer, KSTP-TV Engineering Dept., 3415 University Ave., Minneapolis, MN 55416. Equal opportunity employer. M/F.

Technical director for cable access corp. 5 years experience, BS required. Salary: \$21,000 to \$25,000, negotiable. Planning, budgeting for new installation. Send resume, 3 references to: Bruce Goodwin, Suite 6A, 380 Sunderland Rd., Worcester, MA 01604.

Chief engineer: WMCC TV-23, Indiana, is seeking a chief engineer, must have 5 years experience as chief or as assistant chief, in medium to large market station. Send resume to: Dave Turner, 2250 Seymour Ave., Cincinnati, OH 45212. WMCC TV-23 is an equal opportunity employer.

Broadcast engineer. Bradley University is seeking applications for a vacant position in the Center for Learning Resources Engineering Department. Responsibilities include electronic equipment installation, maintenance and support for WCBU, a 50 kilowatt public FM radio station, WTVP, a 1.4 megawatt public UHF TV station, university television studios, CCTV/CATV systems, ITFS, and satellite communications systems. A minimum of three years of audio and video broadcast electronics maintenance experience, FCC general class or SBE certification, and a two year degree in a related field is required. Competitive salary plus university benefits. Applications should be received by May 11, 1988. Apply to: Keith Turcot, Chief Engineer, Bradley University, WCBU-FM/WTVP-TV, Peoria, IL 61625. 309-677-2767. An affirmative action/equal opportunity employer.

VT editor: Prefer experience with AMPEX VPR3's and ACE MICRO. Send resume: Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

Remote truck supervisor: Florida based firm has an immediate opening for a remote truck supervisor/maintenance engineer in the Chicago area. Must have 5 years broadcast television experience. Must be a self starter, motivator, highly organized and possess excellent client relations. Travel required. M/F EOE. Send resume to: Bill McKechney, F&F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702.

Maintenance technician: Installation and repair of studio equipment. Some design, planning, and training responsibilities. Rotating shift including nights and weekends. Requires associate's degree in electrical technology or equivalent formal training, plus experience in electronic repair/troubleshooting. FCC license or SBE certification. Send resume: Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

HELP WANTED NEWS

Three openings in mid-sized, upper-Midwest television news department: 1) Aggressive assignment editor who thinks like a producer and can motivate people. 2) Co-anchor for early and late weeknight newscasts. Writing, editing and reporting skills required. 3) Sports journalist to anchor early and late shows and head-up three person team. Salaries negotiable. Resumes and references to Box G-43.

Morning-noon anchors, general assignment reporters for medium market Sunbelt station. Resumes: Box G-51.

Assignment editor: Small market, Southeast; aggressive number 2 person to run the show. 29 person department. Reply Box G-65.

Evening anchor. Aggressive small market news team seeks seasoned reporter with solid producing skills and camera charisma to join top male anchor for 6 & 11 casts. No beginners. No phone calls. Letter, videotape, resume and salary hopes to: ND, WVR-TV, P.O. Box 769, Charlottesville, VA 22902. EOE.

Executive producer: Aggressive network affiliate in Southern coastal city is seeking a sharp executive producer to oversee daily operations. Should possess excellent writing and production skills as well as the ability to help motivate and direct a talented staff. Send resume and references to Michael Sullivan, News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE. M/F.

Anchor: Experienced weekend or small market? Medium market Midwest affiliate looking for co-anchor to complement our male. EOE. Box G-101.

Reporter - We are looking for the best. If you are a strong writer, aggressive, independently motivated and streetwise, you should apply for this reporter position. Send tape and resume to Billy Gavitt, KWTW-9, P.O. Box 14159, Oklahoma City, OK 73113. M/F. EOE.

Producer for 10 PM news Monday through Friday. 2-3 years experience required. Send tape, resume and salary requirements to John Vigeland, Executive Producer, WICS-TV, 2680 E. Cook St., Springfield, IL 62703. EOE.

General assignment reporter. Looking for a television news reporter who can generate his/her own stories and has the ability to tell them effectively. A college degree and two years experience as a reporter at a commercial television station required. Experience must include live reports, on set reports as well as packages. Send resume/tape to the News Director, WJKS, Box 17000, Jacksonville, FL 32216. Tapes will not be returned. WJKS is an equal opportunity employer. M/F.

News director: Number one station looking for the best. If you have superb managerial skills along with the aggressiveness that it takes to be with the number one station in the market...then you should apply. We already have all the top tools and technology and the best newspeople going. If you're the person we're looking for then rush resume and philosophy outline to A.R. Sandubrae, Station Manager, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. All replies will be handled confidentially. EOE. M/F.

Reporter: We are looking for a uniquely talented individual who can turn the ordinary into the extraordinary. In addition to general assignment reporting this individual will be responsible for producing and reporting an annual documentary on a minority issue. Minimum of three years experience. College degree preferred. Tapes and resumes to Perry Boxx, ND, KOCO-TV, P.O. Box 14555, OKC, OK 73113. AAE.

WFSB, a Post Newsweek station in Hartford is looking for a first rate producer for a 5:00 p.m. broadcast that blends a hard news segment with news-driven interviews and features. The person we seek has newscast producing experience, but also knows how to produce exciting and provocative talk segments. If you have strong journalism background, understand television, have eclectic tastes, and know how to manage and lead, are very organized, and are looking for an exciting challenge with a top notch television station, please send letter and resume to Deb Johnson, Executive Producer, WFSB, 3 Constitution Plaza, Hartford, CT 06115. We are an equal opportunity employer.

6 PM producer. Looking for a 6 PM producer. Applicants must demonstrate good news judgement, a working knowledge of production technique including live microwave and satellite reports, and the ability to manage a group of talented professionals. Send resume to News Director, WJKS, 9117 Hogan Rd., Jacksonville, FL 32216. Tapes will not be returned. WJKS is an equal opportunity employer, M/F.

Travel reporter: We need an excellent writer/talent/producer for news & magazine style TV features. Extensive worldwide travel. Hands-on offline editing experience a plus. San Francisco company. Send resume and tape to: Reporter, Prod Dept., 1160 Battery, Suite 100, SF, CA 94111.

Top 50 market newscaster looking for aggressive reporter/photographer for one-person bureau operation. Must be able to shoot own tape and hustle to keep ahead of the rest. If you're ready to work, send tape and resume to Bill Cummings, News Manager, WSAZ-TV, Box 2115, Huntington, WV 25721.

News photographer wanted by 60's market NBC affiliate looking at expansion. Must have 2 years experience. No beginners. Send tape with resume to: Jon Jones, News Director, WHO-TV, 1801 Grand Ave., Des Moines, IA 50308.

Large, Southeastern net affiliate continues its search for the best newscast producers around. Experience, creativity and the ability to lead and motivate people are the requirements. We're equipped with SNG, Newstar and Beta. We offer excellent compensation and a commitment to award-winning television news. Send resume and brief writing sample to Box H-21. EOE.

Reporter: Is your reporting a "cut above"? Your writing and producing "special"? If so, and you have minimum five years television news experience, I'd like to see your work. Send non-returnable tape, resume, references to Ken Middleton, WTSP-TV, (Tampa-St. Petersburg) P.O. Box 10,000, St. Petersburg, FL 33733 EOE.

Photographer/editor: Daily news assignments. Good equipment, great travel. Send tape to Pat Murphy, KTUU-TV, 630 W. 4th Ave., Anchorage, AK 99501.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

LESEA Broadcasting Corporation, A Christian broadcaster with television stations in South Bend, Indianapolis, Tulsa, Honolulu and construction permits for Denver as well as Kenosha, Wisconsin, currently has openings in operations, traffic, engineering, production and sales. Send your confidential resume to: Peter Sumrall, GM, LESEA Broadcasting, P.O. Box 12, South Bend, IN 46624.

Computer graphics artist. CBS affiliate/top ten market seeks a qualified artist with hands-on experience in news-oriented computer graphics. Will operate Aurora 280/3-D system. Quality conceptualization and execution a must. Send resume/tape to: Design Director, KHOU-TV, 1945 Allen Parkway, Houston, TX 77019 EOE.

Senior editor. Growing facility in Pittsburgh seeks person with 3-5 years experience in 1" editing. Must have ADO experience. Send resume to Box G-97.

The Travel Channel. Interviewing for promotion producer/writers and magazine style travel show producers. Positions require excellent knowledge of studio and field production, off and on-line editing and good client relation skills. Also, researcher and production coordinator positions available. No calls. Send resume and/or demo reels to Production Manager, The Travel Channel, 605 3rd Ave., 36th Floor, New York NY 10158

Editor: Southern based cable production company looking for self-motivated individual to join rapidly growing company. Must be experienced videotape editor with good on-air voice. Experience with Convergence 195+ and EDL management helpful. Send resume and salary requirements to, Box H-18

KTVN-TV, Reno, is looking for a creative person who is highly organized, a good writer, producer, and possesses good managerial skills to run its promotion department. Individual must be able to balance creative and administrative details, be a good writer with visual sense, have a strong working knowledge of current video production and post production technology, and experience in designing print, radio and outdoor advertising. Send resume and salary requirements to Dennis Siewert, KTVN-TV, P.O. Box 7220, Reno, NV 89510. Equal opportunity employer

Commercial producer. Creative, hands-on commercial producer needed. At least one year's experience in all aspects of commercial production. Send resume and salary requirements to Box H-15 EOE

TV producer/director: No Calif station expanding into advertising production needs energetic person to manage production dept including sales. Must have technical directing, lighting and engineering experience. Salary and comm. Send resume only Box H-10

Director. We need a creative, experienced director to join our team for the market's number one newscast. One year directing experience a must. Send resume and salary requirements to Box H-7. EOE.

Graphic artist. Top indie in 31st market has opening for the position of art director. Skills must include extreme creativity in illustration, paste-up, type "specing", ability to work stat camera, set design, all with good turnaround time. Please send resume to: Box H-22. EOE.

Promotion writer/producer: Write, produce and walk on water for top NBC affiliate. Must have 1-2 years promotion experience. Send your best writing, video and radio samples. Jim Thomas, WOTV, 120 College Ave., SE, Grand Rapids, MI 49503. EOE.

News promotion producer: Dominant CBS affiliate with strong news commitment is searching for an outstanding producer who is a self starter and possesses the skills to effectively promote a journalistic, content-driven news product. Must be able to create, write, produce, and coordinate news and informational promotions. Working knowledge of broadcast equipment required. Above average oral and written communication skills. Degree in broadcasting, journalism, or advertising in addition to minimum one year experience in either broadcast promotion or journalism. Equivalent advertising or news experience will also be considered. Send resume to: Personnel Department, WDBJ Television, Inc., P.O. Box 7, Roanoke, VA 24022-0007. EOE. No phone calls.

SITUATIONS WANTED MANAGEMENT

Experienced network news editor, camera, and sound tech. looking for management position in British Columbia or the Pacific Northwest. Well rounded 15 year career in news and TV production. Did all for 5 years in local 70's market station, assistant production manager and director for news and commercial production. Let's talk. Box G-90.

General/group manager! Extensively experienced all aspects! Outstanding track-record! Producer of spectacular ratings, sales, profits, prestige; station-values! Also, group-builder, outside-director; consultant. Box H-2.

SITUATIONS WANTED TECHNICAL

Engineering/operations manager. Currently at #1 station in #1 market. Looking for next challenge. Box G-93.

Free lance mobile video/transmission/maintenance engineer 15 years staff or free-lance experience with all major networks and mobile production facilities. For resume and information: 412-264-4756.

Technical EIC/video engineer: 15 years television experience including major television network and nationwide production facility. FCC licensed/SBE senior television certified. For resume and information: 412-264-4756.

SITUATIONS WANTED NEWS

Meteorologist! Looking for someone in tune with today's audience? Look no further! Attractive male; recent college grad.; lots of positive energy. Call Jason 318-396-7330

Award-winning news producer, 6 years experience in 50's market, looking for a new challenge. Versatile, creative, good judgement, people person. Box G-114.

Black female, reporter/anchor. Aggressive, enterprising, experienced, attractive, smooth delivery, articulate. Serious and dedicated. Call 616-375-8532.

Reporter: Aggressive female and talented writer with telecommunications degree. Radio and video editing experience. Leslie 214-907-1987

Sportscaster: Charismatic & knowledgeable personality in #150 seeks mid market opportunity. Will make a lucky news director very happy. Box H-26

Seasoned meteorologist: If weather is important to your market, then I'm your man! A.M.S. seal yes, but so much more. I believe in much community involvement as well as dedication to delivering a solid on-air performance. 10 years major market experience. Available soon. Box H-25.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Director/producer: Currently doing evening and late in top 15 market. 11 years experience. Proven pro with extensive track record. Looking for that special new challenge. Box G-109.

MISCELLANEOUS

Primo People needs specialists... investigative, consumer, medical and feature reporters. Send tape and resume to Steve Porcellini or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

The Hot Sheet-broadcasting's most comprehensive source for employment listings nationwide! Television, radio, corporate communications. Published by innovative industry leader for job-hunting assistance! Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Be on TV. Many needed for commercials. Casting info. (1) 805-687-6000 Ext. TV-7833

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistantship in radio/television/film (stipend plus tuition waiver). Also five undergraduate degree options. Contact: Dr. William Ramin, Department of Communication Arts, Northeast Louisiana University, Monroe, LA 71209, 3'8-342-2144. EOE/AA.

HELP WANTED SALES

Sales reps...Val-Pak, the leading co-op direct mail company has top paying commission sales positions available in many cities nationwide. Radio, TV or print sales experience preferred. All replies confidential. For brochure call Ivan Rich 1-800-237-6266 (in Florida 1-800-832-4265).

HELP WANTED TECHNICAL

Videotape editor. Full service post-production company seeks full time post editor for CMX 3600, ADO, A-62, VPR-3, on-line and off line. Computer graphics experience helpful. Resume to: Scene Three, 1813 Eighth Avenue South, Nashville, TN 37203; Attn: Joe Askins, 615-385-2820.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright: 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

EMPLOYMENT SERVICES

Government jobs. \$16,040 - \$59,230/yr. Now hiring. Your area. 805-687-6000 ext. R-7833 for current federal list.

Hiring! Government jobs - your area. Many immediate openings without waiting list or test. \$15,000 - \$68,000. Call 602-838-8885. ext. 8435.

EDUCATIONAL SERVICES

FCC General Radiotelephone license cassette recorded instruction. July schedule includes seminars in Boston, Washington, New York. Our twentieth year. Bob Johnson Telecommunications 213-379-4461.

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.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

FM transmitters **Harris FM 25K (1983), AEL 25KG (1977)** Harris FM-20H3 (1976), RCA BTF20E1S (1983)** Harris FM10HK (1974), RCA BTF10D9 (1968)** Collins 830E (1965)**/ Sintronics / SF35 (1986) CCA 3000DS (1968) Transcom Corp. 215-884-0888, Telex 910-240-3856.

AM transmitters **Continental 315F (1975), Collins 820E (1978)**Gates BC-50C (1966)**Harris MW1A (1983), Harris BC-1h1.CSI TIA, Gates BC-1T, Gates BC-1** Transcom Corp. 215-884-0888, Telex 910-240-3856

50KW AM **Gates BC-50C (1966) on air w/ many spares. in STEREO ** Transcom Corp. 215-884-0888, Telex 910-240-3856.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw klystron transmitter. Bill Kitchen or Dirk Freeman, Television Technology, 303-665-8000.

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

FM antennas. CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Over 100 AM-FM transmitters in stock. All powers - all manufacturers - all spares. AM - 1Kw thru 50Kw FM 1Kw thru 40Kw. World leader in broadcast transmitters. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967, 214-630-3600.

For sale: RCA TTU60B transmitter with TTUE44 exciter-tuned to Ch. 22. Call GM 912-925-0022.

Kline tower: Overall height is 645 feet with two platforms. Tower will be dismantled by June 30th. Excellent condition. Ready for sale. WBRC-TV 205-322-6666.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214-578-6456.

SMC 3060 automation system, complete in good working order. 4 Revox A77, 3 Carousel 350s, 3 RSC-50 random access controllers, control-switcher, 1 721 double play, 1 time announcer, power supply, 1 record deck, English logging encoder and printer, 4 racks, spare parts. Instant station! \$9500 or best. 916-842-4158. Gary Hawke.

Plate transformers for RCA 25AL and General Electric 4TT50A1 Wilkinsons Electronics solid state rectifier plug in stacks, 7. Replaces 673 tubes. 215-878-9700, ext 261.

Used videotape 2 in. Scotch 420-2x4950-R150B, \$27.50 ea. 1 in. Scotch and Ampex reels, \$19.50 ea., in stock; 417-887-1970.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/ KCA-5 minutes, \$4.99 each; KCS-20 minutes \$6.49; KCA-60 minutes, \$10.99; 1"-60 minutes, \$37.99. Eicon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888

Channel 3 antenna. 5 bay Superturnstile, RCA-TF5CL. On ground ready to ship. Will need feedlines and sails. Negotiable. WPSX-TV, Penn State University, 814-865-1423.

Grass Valley 100 switcher. Chyron 4100 EXB single channel, Otari MX-70 1" eight-track ATR, Evertz emulator to interface Otari with Grass Valley editor. All equipment like new 314-533-1777.

Sony 3/4" editing system. Mint condition, virtually new. Priced for immediate clearance --- \$10,800! Includes player (5800), recorder (5850), control unit (RM-440), and two 12" receivers/ monitors (CVM-1271). Contact J.M. Ragan, P.O. Box 5146, Clearwater, FL 34618-5146.

We have M-format, AU-300s, AU-100s, AX-100s, AU-200s, Beta BVW-10s, BVW-40s, TK-29 film island, VPR-20s, New Ike TM-14-2RHA/N color monitor, 2 new Hitachi SC-500s with lenses, CCU, & cable only 13.5K each. 2 TCR-100s for 5K. Vital squeezezooms as low as 7K, vital 114s as low as 6500. Grass Valley 1600-1As, 1600-1Xs, 1600-7K w/ EMEM & DVE. Call Media Concepts 919-977-3600 ext. 45

Channel 8 transmitter and antenna GE4TT6E2/4TF4A1 Good condition available immediately. Bill Kitchen 303-665-8000, ext. 101.

RADIO

Help Wanted Management

GENERAL MANAGER

Group owner is selling a solid medium market FM powerhouse and the new owners will assume G.M. duties. We have a great G.M. with no place at our other stations for him. Strong sales background, excellent with people, been through the battles and ready for a challenge with a quality owner. We'd move him if we could. For references and to arrange an interview contact Box H-4.

Help Wanted Sales

Travelling Sales Rep

Strata is looking for a sales rep with previous radio sales or sales management experience and proven presentation skills. You will market the leading micro software ratings analysis system to major market broadcasters. Send resumes to Strata, 540 N. Lake Shore Drive, Chicago, IL 60611.

Help Wanted Announcers

Major Market Morning Music Anchor

The format is FM soft adult contemporary. The need is for an intelligent, articulate and interesting male or female performer with presence. Talented only. Mindless card readers need not apply.

LCD Associates
Suite 452
301 North Harrison Street
Princeton, NJ 08540

Help Wanted News

WRC Radio, Washington, D.C., invites qualified journalists to apply for an anchor/writer position in the news department. Strong newsgathering skills are required, as well as an authoritative air sound. An all-news background would be helpful. Please send resume and tape to Rita Foley, News Director, WRC Radio, 8121 Georgia Avenue, Silver Spring, MD 20910. No calls, please.



A GREATER MEDIA STATION
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Situations Wanted Management

EXPERIENCED GM/GSM seeks opportunity with urban contemporary FM. Successful track record in turnaround situations, exceptional skills in budgeting, cost control, strong in strategic management and concept selling, enthusiastic motivator and trainer. Currently employed with major market urban AM. Excellent references from major market group owner. 18 years broadcast veteran with 9 years as GM/GSM. Box G-94.

VICE PRESIDENT/GENERAL MANAGER MAJOR MARKET

Currently employed manager looking for his next challenge in a major market. Highly dedicated professional (industry name) with a great background of success in all areas of radio management. I am looking for a situation that will provide me both stability and long term growth. I provide employees with a winning atmosphere and my excellent people skills and personality enable me to attract the best and most talented people for my staff. If you can meet my needs and you have a major market property that needs a winning manager please reply to:

BOX G-108

I promise total confidentiality with all replies.

I CAN TURN IT AROUND!

An aggressive, well-organized, people-oriented leader seeks a new challenge. Strong in sales, programming and promotion. Peerless in team-building. Top 100 market preferred. Box H-11.

For fast
Action Use
BROADCASTING'S
Classified Advertising

Situations Wanted Management Continued

STATION AND GROUP OWNERS

Currently employed, successful, experienced, Broadcast Manager with a real understanding of the needed balance between station, community and profit. I am a team player who loves to WIN and knows how to build and motivate a WINNING STAFF. Box H-14.

Situations Wanted Announcers

Looking for TV or Radio Talk Show Pos., Anchor or Health Related Show in Top 50 mkt. Ted Smith, 97 Rte. 202, Suffern, N.Y. 10901. 914-356-7060, 914-357-9425. Video & Audio Aircks. Avail.

Miscellaneous

**WE ARE CHANGING
CALL LETTERS!
HAVE GREAT ONES
AVAILABLE.
SERIOUS INQUIRIES
CALL:
619-454-3099.**

TELEVISION

Help Wanted Technical

MAINTENANCE ENGINEER PBS

The Public Broadcasting Service has an immediate opening for a person to service, maintain and troubleshoot broadcast electronic equipment down to the component level. Qualifications are: A.A.S. degree in Electronics Technology or equivalent training; minimum two years full-time successful work experience in electronic maintenance of broadcast equipment. Must be current and competent in the operation, troubleshooting, general repair, and installation/ construction of state-of-the-art broadcast equipment. Must have experience with 1 inch tape machines: VPR-3 or BVH-2000. Other areas of responsibilities: Sony VTRs 800, 200, 5600; Editors ACE, BVE 5000, 800; Bosch router, automation systems, and production switchers. PBS offers a salary commensurate with experience and an excellent benefits package. Please send letter of interest, resume, and salary requirements to.



Attn: Carla A. Gibson
1320 Braddock Place
Alexandria, VA 22314
AA/EOE

Help Wanted News

TV NEWS DIRECTOR

Sunbelt small-market affiliate needs a news manager with the right stuff!!! Group-owned station has news expansion plans requiring an experienced, "hands on" leader at the helm. If you have television news credentials surpassed only by your desire to run your own news department, let us know. Send resume and salary requirements to Box G-59. EOE.

DIRECTOR OF CREATIVE SERVICES

KPLR-TV one of the top 5 independents in America seeks a dynamic leader for its creative team and promotional efforts. We have the finest in syndicated comedies, feature films, News, and a lock on all sports in our market. This year we have added St. Louis Cardinal baseball, the No. 1 television sports franchise in America to our line up.

If you're a PRO
come join our
team.



WE ARE AN EQUAL
OPPORTUNITY EMPLOYER

Send resume and
tape in strictest
confidence to:

Barry Baker
Sr. V.P. & GM
4935 Lindell Blvd.
St. Louis, MO 63108

WORK ON CAPITOL HILL

C-SPAN, America's Network, is seeking an Assignment Desk Editor for our Programming Department. Manage a staff of three, evaluate upcoming events for coverage, maintain commitments calendar, monitor AP wire copy, and act as liaison to other departments. Qualifications include a college degree in Journalism, Political Science or related field, 3-5 years experience, and good managerial skills. Television background is essential, a strong knowledge of politics with one year Capitol Hill experience, and the ability to work well under pressure. Send resume with cover letter & salary requirements to: Personnel, 444 N. Capitol St., Suite 412, N.W., Washington, D.C. 20001.



MARKET RESEARCH ASSISTANT

An opportunity for someone skilled in quantitative data analysis and interpretation to join a major market leader. Successful candidate must be familiar with MS.DOS/Apple Applications, as well as broadcast ratings and supplementary products. Will be involved in sales and total station marketing efforts. A BA, preferably with Quantitative experience desired. Send resumes to:

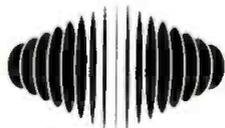
Research
P.O. Box 4861
Baltimore, MD 21211
Equal Opportunity Employer

CONTROLLER

Are you a highly motivated, self-directed individual looking for a new company to dig into and help get it running? If so, we have an excellent opportunity for you! Adlink is a partnership of 6 cable television entities formed for the purpose of interconnecting the Southern California cable television systems to sell regional and national advertising on basic cable networks.

Ideal candidate will have a BS/BA in Accounting and a minimum of 5 years accounting experience with 3 of those years in management. Excellent interpersonal skills and a strong computer background are essential. AN MBA or CPA is desirable as is broadcast or cable advertising experience.

Adlink offers a very competitive salary and benefits package. For immediate consideration, please send your resume along with salary history/requirements to Adlink, 1900 Sepulveda Blvd., Suite 308, Los Angeles, CA 90025. We are an equal opportunity employer.



ADLINK

DEPARTMENT HEADS

Denver's Newest Independent Station is now accepting applications for the following positions:

Program Director
Promotion Director
Traffic Manager
Art Director
Film/Tape Manager

Excellent benefits. EOE. Qualified applicants send resume, references, and salary history to:

Jack Moffitt
V.P./Manager
Channel 20
11203 E. Peakview Ave.
Englewood, CO 80111

Help Wanted Programing Production & Others

Director of Creative Services needed for ABC affiliate in Columbus, Ohio, (34th television market.) This manager will direct station in-house advertising agency and answer directly to General Manager. Applicants must have 3-5 years broadcast advertising management and a proven track record in media placement, production techniques and total station promotion.

Send resume, tape and writing samples to:
General Manager, WSYX
P.O. Box 718
Columbus, Ohio 43216-0718
NO PHONE CALLS PLEASE!
An AnchorMedia Station

GRAPHIC DESIGN DIRECTOR

NBC affiliate, top 35 market, needs creative artist to direct, implement all phases including on-air, print, outdoor. Strong management/leadership ability. Four-person department. AWA-3, Vidifort V, ADO 2000, Liveline V. Experience necessary; NO BEGINNERS. Send samples/tape/resume to: Linda Nix, WDSU, 520 Royal St., New Orleans, LA 70130. No calls. EOE.

ALLIED FIELDS

For Sale Equipment

NEW 60kw
UHF Transmitter
FOR SALE
MUST SACRIFICE!
Box G-49

JOB HUNTING?

If you need a job, you need MediaLine. MediaLine gives you instant access to jobs in news, weather, sports, production, promotion, programming, radio news and announcing. Access a daily report by phone or computer for less than 90 cents a day. To get the first word on the best jobs, call 1-800-237-8073



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CHIEFS, ASST. CHIEFS, MAINTENANCE TECHNICIANS, EDITORS, GRAPHICS
America's Leading Source for a Decade
ITV STATIONS, PRODUCTION FACILITIES, CORP. TV, MFG.

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479 Northampton Street
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Employer Paid Fees

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Programing

ATTENTION AM STATION OWNERS!

Is there a format:

- 1) that generates cash from the first day and never stops?
- 2) that fills a vital community need, assuring positive listener and advertiser response?
- 3) that is virtually "ratings-proof"?
- 4) that requires only minimum staff and overhead?
- 5) that works for daytimers, directionals, and less-dominant signals?

The answer to all these questions is "YES"! Let us show you how it can work for you.

Call:

Joel Rose
Flagship Communications Inc.
Cleveland, Ohio
216-526-6017

Blind Box Responses:

BOX ???

c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

Attention TV, Radio Medical/Science Editors, Producers, Reporters

We'll send you free, professionally produced medical/science video research news from one of the nation's top research universities. TV: Split audio, superb video, 3/4" cassettes. RADIO: Open reel tapes, separate nat sound, actualities.

Send name and address to:

Washington University Broadcast Service
Campus Box 1070, One Brookings Drive,
St. Louis, MO 63130, (314) 889-4570



Miscellaneous



THE DALLAS FORT WORTH TELEPORT

**GREAT SERVICE!
GREAT RATES!**

- C/KU BAND UPLINK
- TURNAROUNDS
- PRODUCTION
- TRANSPONDER

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Our collection services are tailored to your industry's requirements.

- Personalized/Professional Service
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- RESULTS



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7100 Hayvenhurst Ave.
Van Nuys, CA 91406.
818-785-5500

Consultants

**AM! AM! AM! AM! AM! AM!
AM! AM! AM! AM! AM!**

If your numbers are slipping, we can help! Talk to:

MARK W. MASON

Now available to consult your station on a market exclusive basis. His last success? Making WABC America's Most Listened-To Talk Station!

Exclusive representation of Mr. Mason:
HANOVER COMMUNICATIONS, INC
928 Broadway, N.Y., N.Y. 10010
Call us. 212-260-6090

BOSTON SCA CHANNELS FOR LEASE

Class A Boston FM Station Planning new transmitting site. Excellent coverage entire metro area. SCA Channel(s), starting 1989. Long term lease available. Call M. Rubin 802-223-7141.

For Sale Stations

Cash price In escrow - \$162,000. Local bank will consider \$81,000 loan.

45 day transfer of both licenses. KUVR-AM (500w) and KKTY-FM (3,000 w).

Positive cash flow. First quarter 1988 sales - \$59,373. "Record of sales and cash received" ledgers available.

Two level studio building in downtown business district. All real estate, personal property, and vehicle included much of radio equipment is old, but functional. 60 year old engineer with us since 1957 will stay.

Only property not owned is 5 1/2 acres. 300' tower and transmitters located there assignable lease (\$1,000 annual prepay) thru 3/1/90.

Unbelievable? No. 76 year old owner.

Call 308-995-4020 M-F until 4:30 PM CDT.

Rex Ragan, Vice President
WW Broadcasting Company, Inc.
615 West 4th Avenue
Holdrege, Nebraska 68949

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

AM/FM COMBO

in very good New Hampshire City. Everything about this one is very good, including the price: \$4,200,000.

Connecticut

AM has had very good growth over the last four years. \$550,000 cash is just 1.2 times sales.

TWO

Northern Maine AM's with nearly no competition can be simulcast or split. \$200,000 cash takes both ...slightly more on terms.

GREAT COASTAL

Massachusetts AM. \$425,000 is a great price.

Central Connecticut

Excellent market AM Stereo. \$600,000 on good terms.

8 DRISCOLL DR., ST. ALBANS, VT. 05478
802-524-5963



FLORIDA AM

Beach market w/growth triple US average. Good owner/operator facility. \$275k-terms

**JIM BREWER
904/730-2522**

Nationwide Media Brokers
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GREAT PLAINS

Serving a market of 100k+,
Class C, profitable. Asking
\$1.4M with terms available.

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RADIO • TV • LPTV
A Confidential & Personal Service

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312-272-4970



AM & FM in NORTHWEST

Class IV AM with Class C FM in busy,
growing market. Profitable, real estate
included. \$240,000. Min. down, seller,
will carry contract for responsible buyer.
Box H-20.

AM-FM COMBO

Texas Resort Market
\$1.2 million
liberal terms, small
cash down payment
Box H-23

**SOUTHEAST SUNBELT
CAPITOL CITY
CLASS C**

\$1,700,000.00 CASH
Box H-27

**SW FLA COASTAL
FM/AM COMBO
TREMENDOUS GROWTH
POTENTIAL**

813-334-3439

**CASPER, WYOMING
AM/FM Class C**

**Bargain priced to sell
immediately.**

Inquiries 402-475-5285

For Sale Stations Continued

South Carolina AM -Aiken	\$170,000
Mississippi Combo	360,000
Tennessee Full-time AM - very profitable	450,000
GA Combo	750,000
Alabama Urban Combo	800,000
South Carolina Class A Frequency and Transmitter	800,000
Massachusetts FM CP's	1,000,000
South Carolina Class A Suburban FM	1,100,000
Georgia Suburban Combo	1,500,000
4 Low Power TV Stations	From 250,000-
	750,000
Louisiana Network TV	6,000,000

The Thorburn Company
290 Boulder Dr.
Roswell, GA 30075
Phone: (404) 998-1080

**OWNER
MUST SELL**

**MIDWEST AM/FM COMBO
(1,000 W. AM — 3,000 W. FM)**

**GOOD AREA—GOOD REAL ESTATE
GOOD EQUIP.—GOOD POTENTIAL**

OZARKLAND ENTERPRISES

Box 529, Camdenton, MO 65020,
314-346-3366

- AM/FM within 160 miles of Reno \$450,000. Terms.
- AM/FM within 100 miles of Lincoln \$250,000 Terms
- AM/FM within 150 miles of Bismarck. \$1.8 million Terms



Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
615-756-7635 — 24 Hours

CLEAR CHANNEL AM

Low frequency - 10,000 watts
Available in Central Southwest
Asking 7 1/2 times cash flow plus
Valuable real estate \$575,000
**CALL CATHY DRENNEN
JOHN L. PIERCE ASSOC.
606-727-8323**

Established Sunbelt fulltime AM Stereo with class C-2 FM application. Grossing \$212,000. Net cashflow \$55,000. Illness sacrifice sale \$155,000. Call Linda, 800-525-5202.

Michigan FM/AM - Cash flow/terms
Northwest FM/AM -
\$100,000 down/terms

Jerry Dennon
THE MONTCALM CORPORATION
206-622-6236

MICHIGAN

AM - 1kw D - Pre/post. Metro Capitol Area.
\$250K/\$75 Down.
FM - Class A - Appl. 50,000. Great Year Around
Resort Area. \$375K.
Owner selling due to health.
Write: Advance JI, Inc.,
P.O. Box 16129, Lansing, Michigan 48901

**Small Market "A" FMs
Many w/ Excellent Terms
Priced from \$150-450,000
MN, IA, MO, AR, OK**

R.E. Meador & Assoc
MEDIA BROKERS

P.O. BOX 36
LEXINGTON, MO 64067 KANSAS CITY, MO.
816-259-2544 816-455-0001

**BROADCASTING'S
CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted; Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media



Lansche

Wayne Lansche, general sales manager, KBAK-TV Bakersfield, Calif., named president and general manager.

Alfredo Duran, station manager, WSCV(TV) Fort Lauderdale, Fla., named general manager.

John Bishop, VP and general manager,

WFCT(TV) Fayetteville, N.C., joins WWRD(TV) Wilson, N.C., in same capacity.

Appointments at Great American Broadcasting Co. (formerly Taft Broadcasting), Cincinnati-based group owner of seven AM, eight FM and five TV stations: **Dave Milner**, VP, general manager, KEX(AM)-KKRZ(FM) Portland, Ore., to VP, radio, and manager, WKRC(AM) Cincinnati; **Clint Sly**, general sales manager, KEX(AM), to VP, general manager at KEX; **Carl Gardner**, station manager, KEX to VP, general manager, KKRZ(FM); **Sean Lynch**, music director, pro-

gram director and on-air talent, KKRZ, to operations manager, KKRZ.

Steven Korn, VP and deputy general counsel, Turner Broadcasting System, Atlanta, named VP-general counsel and secretary.

Richard Lorenzo, manager, ABC Direction Network, New York, named director.

Bob Frisch, general manager, WQEZ(FM) Fort Myers, Fla., named VP of parent company, Justice Broadcasting, Falmouth, Mass.-based owner of three FM stations. Frisch will also serve as general manager at Justice's WCIB(FM) Falmouth.

Mike Mahone, general sales manager, WHBC-AM-FM Canton, Ohio, joins WSOM(AM)-WQXK(FM) Salem, Ohio, as VP and general manager.

Jack Davis, general sales manager, WCI(AM)-WDJX(FM) Louisville, Ky., named general manager.

Appointments at Storer Communications, Miami: **Dan Murrell**, VP and general manager, Tidel Communication's, Washington county, Ore., system, to Garland, Tex.-based general manager, Dallas Metroplex system; **Scott Norwood**, sales manager, Storer's Southern Dade County, Fla. sys-

tem, to operations manager, Hollywood Cablevision system.

Noreen Thompson, business manager, WHO(AM)-KLYF(FM) Des Moines, Iowa, named corporate staff accountant for parent company, Palmer Communications Inc. there.

Richard Beiswenger, business manager, Altoona, Pa., system, Warner Cable Communications Inc., Dublin, Ohio, named manager of Clearfield and Bradford, Pa., systems.

Katie Krause, traffic manager, WRKO(AM) Boston, adds duties as traffic manager, WROR(FM) there.

Marketing

Appointments to executive VP's, Saatchi & Saatchi DFS Compton, New York: **Richard Anderson**, senior VP; **Diana Kramer**, senior VP, creative director, and **Frederick Massin**, senior VP, associate creative director.

Appointments at D'Arcy Masius Benton & Bowles, St. Louis: **Carole Christie**, **Thomas Gow** and **George Tenne**, senior VP's, creative directors, to group creative directors; **David Smith**, copywriter, Bozell, Jacobs, Kenyon & Eckhardt Advertising, Dallas, to same capacity.

Eric Brenner, senior VP-executive producer, Lintas Worldwide: New York, joins Tracy-Locke Inc., Dallas, as senior VP-director of broadcast production.

Appointments at McCann-Erickson, Detroit: **Brent Bissell**, president, Bissell Direct, Fort Wayne, Ind.-based direct marketing consulting firm, to senior VP, general manager, McCann-Direct; **Cynthia Beerbohm**, senior media supervisor, to associate media director; **Andrea Vaughn**, media buyer, to assistant media planner.

Appointments at DDB Needham Worldwide, New York: **Michael Bollinger**, VP, management representative, DDB Needham Washington, named management representative there; **Lorra Rudman**, creative director, to Chicago-based VP; **Malcolm Mace**, executive VP, Grey Advertising, New York, to Chicago-based executive VP and director of account management.

Donald Parsons, VP and general sales manager, KDTV(TV) San Francisco, joins Tele-mundo Group Inc., New York, as VP of marketing—owned and operated stations.

Mark Edwards, director of marketing, WCPX-TV Orlando, Fla., joins WINK-TV Fort Myers, Fla., as general sales manager.

John De Roche, from WZZM-TV Grand Rapids, Mich., joins KHTV(TV) Houston as general sales manager.

Rich Rectanus, VP, general manager, KTEZ(FM) Lubbock, Tex., joins KAIR(AM)-

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Tillinghast Reid & Company

KJYK(FM) Tucson, Ariz., as general sales manager.

Beth Davis, local sales manager, KLDD(AM)-KZEW(FM) Dallas, joins KJQY(FM) San Diego as general sales manager.

Steve Jason, regional sales manager, WNOR-FM Norfolk, Va., named general sales manager.

Michael Horehlad, account executive, WNBC(AM) New York, joins WVVE(FM) Stonington, Conn., as general sales manager.

Tom Soulsby, VP of sales, Communications Construction Group, Hot Springs, Ark., joins Sammons Communications, Dallas, as Hurst, Tex.-based director of advertising insertion.

Greg Bathon, executive VP-director, McCann-Erickson, New York, joins Burkhardt & Christy, New York agency, as managing director.

Patricia (Patty) Cohen, media sales account executive, Tribune Entertainment Co., Chicago, joins Network Media Sales Inc., New York-based newly formed national advertising sales company, formerly part of Syndicast, as manager, East Coast sales.

Appointments at MMT Sales, New York: **Ward Lewis**, account executive, to Chicago-based manager of independent teams. He succeeds **Diane Donow**, named Chicago-based team A manager servicing network affiliated station clients.

Donna Crable, production manager, Abramson Associates, Washington, named production director.

Michael Quaid, sales manager, Katz Radio, Chicago, joins McGavren Guild Radio, New York, as Chicago-based sales manager.

Frank Bilotta, account executive, Business First, Buffalo, N.Y., joins WHLD(AM) Niagara Falls, N.Y., as sales manager.

Stephen Gallen, sales manager, WMAQ-TV Chicago, joins WFLD(TV) there as local sales manager.

James Horky, group sales manager, Petry Television Sales, Dallas, joins KPRC-TV Houston as local sales manager.

Robert Knowles, sales manager, WVAF(FM) Charleston, W.Va., joins WCHS-TV there as local-regional sales manager.

Appointments at KIMT(TV) Mason City, Iowa: **Dave Presler**, general manager, *Clear Lake Mirror Reporter*, Clear Lake, Iowa, to local-regional sales manager; **Dave Colton**, salesman, Cityline, Cedar Rapids, Iowa-based voice information service of *Cedar Rapids Gazette*, and **Ron Fitch**, graduate, University of Northern Iowa, Cedar Falls, to advertising consultants.

Dick Ergenbright, account executive, WTSP-TV St. Petersburg, Fla., joins WHTM-TV Harrisburg, Pa., as local sales manager.

Appointments at WDG(AM)-KEEY-FM Minneapolis: **Andy Stavast**, national account executive, CBS Television Spot Sales, New York, to local sales manager; **David Haeg**, regional marketing manager, WCCO(AM) Minneapolis, to national sales manager.

David Worstine, IMPACT sales manager (IMPACT is sales effort aimed at new advertisers), CBN Cable Network, Virginia

Beach, Va., named Southeastern sales manager.

Kathleen Bellora, Atlanta-based regional sales and marketing coordinator, mid-South region, Storer Communications, Miami, named Fairfax, Va.-based regional sales and marketing coordinator, Northeast region operations.

John Mansker, account executive, KRBK-TV Sacramento, joins KSCH-TV Stockton, Calif., as national sales manager.

Cheryl Quiroz, sales executive, KIIS-AM-FM Los Angeles, named director of new business development.

Connie Hiller, account executive, WBTA(AM)-WBTF(FM) Attica, N.Y., joins WKOS-AM-FM Rochester, N.H., as marketing consultant.

Appointments at Earle Palmer Brown & Spiro, Philadelphia: **Linda Bova**, account coordinator, to traffic manager-account coordinator; **John Gerbec**, traffic and account assistant, to traffic manager; **Maureen Gallagher**, executive secretary, to traffic manager; **Edwina Gasco**, executive secretary, to traffic manager.

Appointments at BBDO Chicago: **John Ducheny**, supervisor in marketing sciences department, DDB Needham Worldwide, New York, to research supervisor; **Bruce Turner**, VP, Scanlon & Turner Advertising, Chicago, to account executive.

Ed Boasberg, account supervisor, Noble & Associates, Springfield, Mo., joins W.B. Doner & Co., Detroit, in same capacity.

Bradford Baker, senior account executive, Caraway Kemp Communications Inc., Jacksonville, Fla., named account supervisor.

Mark Gause, senior art director, CRE Inc., Indianapolis-based marketing communications firm, named associate creative director.

Janet Thibodeau, copywriter-advertising assistant, St. Claire Inc., Farmington Hills, Mich., joins R.J. Baker Advertising Inc., Troy, Mich., as copywriter.

Mike Frost, owner, Mike Frost Advertising Agency, St. Petersburg, Fla., joins Ensslin & Hall Advertising, Tampa, Fla., as account manager.

Appointments at Katz Communications, New York: **John Brejot**, account executive, KKHT(FM) Houston, to same capacity at Katz Radio, Houston; **Beryl Naturman**, account executive, Spanish Broadcast Systems, New York, to same capacity at Katz Hispanic Radio Sales, New York; **Wendy Frank**, payroll manager, Partners in Care, New York, to same capacity; **Kerry Andrews**, director of business development, MTV Networks, New York, to manager, Lancers sales team, Katz Independent Television, New York; **Don Levinson**, account executive, MMT Sales Inc., New York, to sales executive at Katz Continental Television, New York.

Robert Heyde, account executive, WRGT-TV Dayton, Ohio, joins Blair Television, Chica-

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go, in same capacity.

Liz Rooney, Western divisional manager, Masla Radio, Los Angeles, joins Major Market Radio, Chicago, as account executive.

Wendy Stock, national sales manager, WNEW-AM-FM New York, joins Hillier, Newmark, Wechsler & Howard, New York, as account executive.

Alan Harrison, VP, Eastern manager, Torbet Radio, New York, joins Christal Radio there as account executive.

Barbara Lane, local sales manager, WMJJ(FM) Birmingham, Ala., joins KRZN(AM) Englewood, Colo., and KMJI(FM) Denver as account executive.

Nancy Bunger, administrative assistant to vice president and general manager, WHIO-AM-FM Dayton, Ohio, named account executive.

Appointments to account executive, WHND(AM)-WCSX(FM) Birmingham, Mich.: **Karla Henry**, account executive, WXON(TV) Detroit; **Christine Noe**, account executive, WUPW(TV) Toledo, Ohio.

Morris Eliassof, account executive, WBAB-AM-FM Babylon, N.Y., joins WINS(AM) New York in same capacity.

Kenneth (Ken) Morrocco, sales and advertising manager, Cantrac Machinery Inc., Farmington, Mich., joins R.J. Baker Advertising Inc., Troy, Mich., as account executive.

Jill Saarela, research director, WXYZ-TV Detroit, named account executive for local sales.

Programing



Weinberg

Martyn Weinberg, senior VP, animation operations, Taft Entertainment Co., Los Angeles, joins Hanna-Barbera Productions, Hollywood, as executive VP and chief operating officer.

Appointments at Shop Television Network (STN), Los Angeles: **Joseph Naughton**, operations manager, to executive VP and chief operating officer; **Rene Aiu**, VP, marketing and promotion, Cable Value Network, Plymouth, Minn., to VP, marketing; **Marianne Seiler**, director of marketing, Viacom Cable, Pleasanton, Calif., to VP, affiliate sales and marketing for Western region.

Michael Grindon, VP, international sales, television, Columbia Pictures International Television, New York, named senior VP.

Appointments at dick clark productions, Burbank, Calif.: **Ellen Glick**, VP, program development, Taft Entertainment Co., Los Angeles, to VP, creative affairs; **Gary Robinson**, senior counsel, MGM/UA Communications Co., Culver City, Calif., to director of business affairs.



Glick



Witoff

Barbara Witoff, director, legal and contract administration, MTV Networks, New York, named VP, legal and contract administration.

Thomas Kane, producer, *Sledge Hammer!*, ABC-TV, Los Angeles, joins Weintraub Entertainment Group Television there as VP, television production, and executive in charge of television production.

Paul Galka, account manager, Financial News Network Inc., New York, joins The Nostalgia Channel there as Chicago-based VP, sales, central region.

Steve Schifrin, VP, Pacific Video, Los Angeles, joins NFL Films Video, Mount Laurel, N.J., as VP, video operations.

Jacky Stoller, director, Tempest Films, London, joins D.L. Taffner/UK Ltd. there as director of programing, production and sales.

Pam Szybel, manager of black and white photography, ABC Network Division, New York, named director, visual communications.

Laurie Giddins, director of marketing, Playboy Channel, Los Angeles, joins Bravo Cable Network, Woodbury, N.Y., as director of marketing and administration.

Appointments at Syndicast Services Inc., New York: **Andrew Berman**, director of international sales, The Entertainment Network, Los Angeles, to same capacity; **Eve Joffe**, executive director of sales, Western region, The Entertainment Network, to director of sales, Western region.

Appointments at MTV Networks, New York: **Joe Davola**, senior producer and co-creator of MTV's *Remote Control*, to supervising producer, special programing; **David DeGiovanni**, producer, to senior producer, special programing; **Jim Drury**, account executive, Lifetime Cablevision Network, New York, to account manager.

Tom Bywaters, president, Bywaters Productions Inc., New York, joins KQED Inc., San Francisco, as senior producer for new consumer banking series.

Grace Pearman, copywriter-producer, WIS-TV Columbia, S.C., joins WJXT(TV) Jacksonville, Fla., as senior writer-producer.

Frank Mungeam, associate producer, *Town Hall*, community issues program, KATU(TV) Portland, Ore., named producer.

Ricardo Trujillo, educational telecommunications producer/microwave coordinator, Ohio University Telecommunications Center, Athens, Ohio, named public television producer and director for Woub-TV and Wouc-TV there.

Kent Wieland, part-time producer and director, Delta Broadcasting, University Center, Mich., named full-time producer and director for Delta's WUCM-TV University Center and WUCX-TV Bad Axe, Mich.

Appointments at The Weather Channel, Atlanta: **Clark Bosley**, account executive, Coffee Butler Service Inc., Atlanta, to affiliate sales regional manager for Southeast region; **James Koen**, owner-operator, Direct Cable Services, Cape Girardeau, Mo., to affiliate sales regional manager for Midwest region.

Annah Shoffner, film director, WOGC(TV) Ocala, Fla., joins WLFL-TV Raleigh, N.C., in same capacity.

Roger Henry, producer, IBM/SRA Chicago, joins Production Plaza, Cincinnati-based production and postproduction facility, as independent consultant and producer.

News and Public Affairs

Michael Espinoza, producer of 5 p.m. news, KOVR-TV Stockton, Calif., joins KRBK-TV Sacramento, Calif., as news director.

Anabelle Hitchcock Singh, resident television and radio correspondent in New Delhi, India, ABC News, New York, joins WCPN(FM) Cleveland as director of news and public affairs.

Lisa Adams, program director, WLTN(AM) Littleton, N.H., joins WEZF(FM) Burlington, Vt., as news and public affairs director.

Appointments at ABC's *Good Morning America*, New York: **Peter Restivo**, freelance producer, to senior producer; **Don Polec**, reporter, WPVI-TV Philadelphia, adds duties as feature correspondent.

Appointments at Houston-based Metro Traffic Control's Seattle office: **Mick Perry**, music director-announcer and public service announcement director, KKPL-AM-FM Spokane, Wash., to director of operations; **Bob Burke**, marketing director, Washington office, to director of marketing.

Bill Roswell, morning news editor, KYW(AM) Philadelphia, named assistant news director. He is succeeded by **Lauren Lipton**, editor and anchor.

Appointments at KVBC(TV) Las Vegas: **Pam Davis**, assignment editor, WLNE(TV) New Bedford, Mass., to executive producer; **Rich Britton**, weatherman, WHYY-TV Wilmington, Del., to same capacity; **Debby Rogers**, of KTSM-TV El Paso, and Jene Nelson, of KOAA-TV Pueblo, Colo., to producers; **Denise Rosch**, weekend producer, to nightside producer; **Ron Fields**, editor, to weekend producer.

Theresa Lukenas, weekday co-anchor, WBNS-TV Columbus, Ohio, joins WJBK-TV Detroit as anchor-reporter.

Ben Salt, weekend anchor, WMUR-TV Manchester, N.H., joins WXII(TV) Winston-Salem, N.C., as weekend news co-anchor.

Jacqueline Boulden, investigative reporter and substitute anchor, WCPX-TV Orlando, Fla., joins WTAF-TV Philadelphia as general assignment reporter and 10 p.m. Saturday

anchor.

Appointments at WICS(TV) Springfield, Ill.: **Mark McDonald**, reporter, KOLR(TV) Springfield, Mo., to 10 p.m. news anchor-reporter; **John Vigeland**, news producer, to midday news anchor-reporter.

Dana Tyler, co-anchor, *Heart of Ohio* and 7 p.m. news, WBNS-TV Columbus, Ohio, named co-anchor, 6 and 11 p.m. news.

Arthur Rascon, weekend anchor and reporter, KVIA-TV El Paso, and **Susan Tejeda**, weekend anchor and general assignment reporter, KTSM-TV El Paso, join KMOL San Antonio, Tex., as weekend co-anchors.

Paul Johnson, sports reporter, KSAT-TV San Antonio, Tex., joins WNNE-TV Hartford, Vt., as sports anchor; **Tom Caron**, sports anchor and reporter, WNNE-TV Hartford, Vt., joins WGME-TV Portland, Me., as weekend sports anchor.

Robert Smith, weather forecaster, KODE-TV Joplin, Mo., joins KRIV(TV) Houston as weather anchor.

Karen Kelly, anchor and special projects reporter, KSPR(TV) Springfield, Mo., joins KXLY-TV Spokane, Wash., as reporter-anchor.

Appointments at Associated Press, New York: **Larry Thorson**, London-based news editor, to Tokyo-based Asia news editor; **Marcus Eliason**, London-based newsmen, to news editor there; **Charlotte Porter**, New York-based news editor, to same position in Atlanta; **Larry Rosenthal**, Baltimore-based newsmen, to correspondent in New Haven, Conn.

Appointments at Washington bureau, CNN: **Tom Farmer**, producer-writer, to supervising producer for weekend coverage. He succeeds **Robert Reynolds**, who moves to weekdays coordinating Washington portions of various newscasts.

Craig Warner, senior producer, *America In The Morning*, Mutual Broadcasting System's daily one-hour news magazine, New York, named news manager for Mutual.

Rich Koster, freelance producer, KSDK(TV) St. Louis, named full-time project producer.

Molly Kretz daytime assignment editor and 6 p.m. news producer, KTVB(TV) Boise, Idaho, joins KREM-TV Spokane, Wash., as 11 p.m. news producer.

Kevin Fenton, traffic manager, The Weather Channel, Atlanta, named manager, direct broadcast sales.

Eric Burns, commentator-host, *Entertainment Tonight*, joins KTTV(TV) Los Angeles, as entertainment commentator.

Appointments at Potomac Communications Inc., Washington-based independent television news and programming company: **Tom Kole**, political reporter and weekend anchor, WJAR(TV) Providence, R.I., to reporter; **Ray Santiago**, special projects editor and weekend crew chief, KPIX(TV) San Francisco, to production manager.

Saida Rodriguez, freelance journalist, KCOP(TV) Los Angeles, named general assignment reporter there.

Paul Steigerwald, broadcaster and director of marketing, Pittsburgh Penguins hockey

team, joins KDKA-TV Pittsburgh as sports reporter.

Eileen Abbott, investigative reporter, KTBS-TV Shreveport, La., joins WOWK-TV Huntington, W.Va., as reporter.

Hicks Neal, reporter-producer-videographer, WBIR-TV Knoxville, Tenn., joins WLOS(TV) Asheville, N.C., as sports reporter.

Jennifer Auther, general assignment reporter, WROC-TV Rochester, N.Y., joins WKYC-TV Cleveland as education reporter.

David Kelley, Las Vegas bureau chief, United Press International, Washington, joins KLAS-TV Las Vegas as assignment editor.

Technology

Appointments at Associated Press, New York: **Robert Esposito**, director of special communications services, named president, Satellite Data Broadcast Networks Inc. (SATNET), common carrier subsidiary of AP; **Dennis Coston**, project manager, AP's technical facility in East Brunswick, N.J., to director of satellite technology.

Jeff Treeman, VP, marketing sales division, United Video, Tulsa, Okla., named senior VP, video services.

Ben Forrester, CATV Southeast regional manager, Anixter Communications, Skokie, Ill.-based supply specialist to cable television industry, named VP sales-Lightguide systems.

Louis Camerlengo, senior editor, Telesis Productions Inc., Rochester, N.Y.-based video production facility, named VP of technical services and operations.

Donald Jones, chief engineer, WOLO-TV Columbia, S.C., and WAKA(TV) Selma, Ala., named director of engineering at parent company, Bahakel Communications Ltd., Charlotte, N.C.

Terry Straub, manager of technical services, Potomac Communications Inc., Washington-based independent television news and programming company, named ENG manager.

Robert Miller, national sales manager, ColorGraphics Systems Inc., Madison, Wis., named general manager of graphics division.

Paul Russell Jellison, chief engineer,

Good press. Plans for a newsletter devoted to ethics in journalism have been announced by Barry Bingham Jr., former editor and publisher of Louisville, Ky's *Courier-Journal*. The newsletter will focus on ethical dilemmas encountered by editors and reporters while on the job and may include academic and philosophical analysis of these situations. Bingham plans to distribute the as yet unnamed publication on a monthly basis beginning the end of 1988.

WBLY(AM)-WAZU(FM) Springfield, Ohio, joins WLW(AM) Cincinnati as engineer.

Robert Yuruckso, regional sales manager, M/A-Com Microwave Power Devices, Hauppauge, N.Y., joins RHG Electronics Laboratory Inc., Deer Park, N.Y., as Western regional sales manager.

Frank Blaha, video microwave sales director, Farinon Division, Harris Corp., San Carlos, Calif., joins Varian Associates Inc., Santa Clara, Calif., as sales and marketing manager of satellite communications.

Rob Dalton, broadcast executive for Alaska, Idaho, Montana and Washington, Associated Press, Washington, named marketing manager, technology services.

Appointments at Digital F/X Inc., Santa Clara, Calif.-based manufacturer of digital-based video postproduction and graphics systems: **Peter Werp**, VP of operations, Gould Electronics, Fremont, Calif., to VP of manufacturing; **David Brack**, regional manager, Vertigo Systems International, Vancouver, B.C., to same capacity.

Michael Chashen, marketing manager, Thomson Consumer Electronics Inc., Deptford, N.J., named manager of sales and marketing, distributor and special products department. He succeeds **Hugh Craton**, retired.

Ron Pohler, chief engineer and operations manager, KLKE(AM)-KDLK(FM) Del Rio, Tex., joins Broadcast Electronics there as customer service engineer.

Victoria Masciandaro, owner, producer and director, The Long Island Video Project, Farmingville, N.Y., joins Maxmedia, New York-based producer of customized, pro-

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gram specific tune-in spots that incorporate graphic animation of system's logo, as editor.

Peggy Hornyak, account manager, ED-COM Productions Inc., Cleveland-based production facility, named computer graphic artist.

Promotion and PR



Habeeb

Tony Habeeb, senior VP of publicity and promotion, New Century/Vista. Los Angeles-based motion picture distribution company, joins Fries Entertainment there as senior VP of promotion and marketing.

Lisa Merians, director, creative services, Viacom Enterprises, New York, named VP, creative services.

Betsy Kenny, director of public affairs, Act III Communications Inc., Los Angeles, named VP, public affairs.

Donn Bernstein, director of college sports, ABC Sports, New York, joins Cohn & Wolfe there as VP.

Nanci Orgel, manager, domestic and international television promotion, Viacom Enterprises, New York, named director, station advertising and promotion.

Kathleen Pavelko, coordinator of on-air fund raising, noncommercial WPSX-TV Clearfield, Pa., named head of promotion.

Rich Piombino, director of talent acquisitions, Westwood One Radio Network, Culver City, Calif., joins WMMs(FM) Cleveland as promotion director.

Margalit Grunberger, account manager, Abramson Associates, Washington, named public relations manager.

Phil St. Laurent, promotion director, operations supervisor and public service director, WNFT(TV) Jacksonville, Fla., joins WCCB(TV) Charlotte, N.C., as promotion manager.

Barbara Ellinger, public relations representative, United Gas Pipe Line Co., Houston, joins KHOU-TV there as public relations specialist.

Caroline Bock, senior publicist, USA Network, New York, named assistant manager, public relations.

Andrea Mandel-Pass, media relations publicist, CBS Radio Division, New York, joins Keyes Marin Public Relations, Springfield, N.J., as account executive.

Allied Fields

Dennis Patrick, chairman, Federal Communications Commission, Washington, receives Roscoe Barrow Memorial Award, presented by *COMMENT*, Hastings Jour-

nal of Communications and Entertainment Law. Award is presented in recognition of outstanding contribution and impact in fields of communications and entertainment.

Harley Park, VP and chief financial officer, Beasley Broadcasting Group, Goldsboro, N.C., elected president of Broadcast Financial Management Association, Des Plaines, Ill.

Diane Healey Linen, senior VP, broadcast, Communications Equity Associates, Tampa, Fla., joins Television Bureau of Advertising, New York, as senior VP, development.

Noel Gunther, freelance writer (*The New York Times*, *The Washington Post*, *The Christian Science Monitor*, *Washington Journalism Review*) and co-author of "Beyond Boardwalk and Park Place," joins FCC, Washington, as mass media legal assistant to Commissioner Patricia Diaz Dennis.

Appointments at Praxis Media Inc. (PMI), South Norwalk, Conn.-based communications consulting and production company: **Dorria DiManno**, senior VP of account services, to president, creative services group; **Craig Rogers**, senior editor and art director, PMI's Palace Production Center, to president of Palace Production Center.

James Duffy, president, communications, Capital Cities/ABC Inc., New York, named recipient of SER Presidential Award, for his involvement with SER's literacy initiative and ABC's activities on behalf of Project Literacy U.S. (PLUS). SER-Jobs for Progress Inc. is national Hispanic organization advocating initiatives in education, training and employment.

David Lapovsky, VP of research, Arbitron Ratings, New York, named VP of research and data collection.

Appointments at Daniels & Associates, Denver-based financial services firm to cable communications industry: **Jeff Eden**, assistant VP for investment services, Malarky-Taylor Associates, Washington, to VP for investment services; **Greg Islan**, VP of corporate development, United Video Management Inc., Greenwich, Conn., to VP for brokerage services based in Greenwich.

Elected to board of directors, Central Educational Network (CEN), Chicago: **Dave Fornshell**, executive director, Ohio Educational Broadcasting Network, to chairman of board; **Jeff Clarke**, director, programing and production services, WHA-TV Madison, Wis., to vice chairman; **Linda Eberz**, ITV director, WSKG(TV) Binghamton, N.Y., to secretary; **William Glaeser**, station manager, WILL-TV Urbana, Ill., to treasurer.

Hugh Van der Veer, partner and vice chairman of communications and franchising section, Pittsburgh-based law firm of Buchanan Ingersoll, joins Bent & Associates, Coraopolis, Pa.-based cable installation company, as general counsel.

Elected directors at the southern California chapter of Women in Cable, Los Angeles: **Janelle Slipp**, western affiliate manager, CBN Cable Network, to president; **Pam Smith**, general manager, American Cable-systems of Carson, to VP for Los Angeles

area; **Marcia Larson**, Warren & Morris Ltd., to Orange county VP; **Pam George**, director of marketing, Avenue Cable TV, Ventura, to secretary; **Jeanne Cardinal**, senior accountant, American Cablesystems, Culver City, to treasurer.

Martin Sherry, VP-general manager, WFOx(FM) Gainesville, Ga., named to advisory board, Major Market Radio, New York.

Jim O'Keefe, broadcast development manager, United Press International, Washington, joins Baseline, New York-based information service for entertainment industry, as national sales manager.

Elizabeth Moore, press secretary to Congressman Beryl Anthony Jr. (D-Ark.), joins The Harriman Communications Center, Washington-based radio and television production facility owned and operated by Democratic Congressional Campaign Committee, as marketing manager.

Deaths



Travieso

John Joseph Travieso, 59, NBC news producer, died April 26 of massive heart attack at Sibley Hospital in Washington. Travieso began his broadcasting career working for Baltimore News American and WBAL-FM-TV Baltimore from 1952-60. He served later as reporter for Armed Forces Radio in Frankfurt, Germany. Travieso joined NBC in 1963 as field producer for *Huntley-Brinkley Report*. During his 25 years with network, he served as producer and correspondent in Vietnam; correspondent for *Sports in Action*; field producer for *Today* and NBC News specials, and most recently as producer for NBC Nightly News. Travieso has also served as shop steward for American Federation of Television and Radio Artists at NBC News Washington bureau since 1979. He is survived by one daughter and one son.

James E. Olson, 62, chairman and chief executive officer of AT&T, died April 18 of cancer at his home in Short Hills, N.J. He served as president of both Illinois Bell Telephone Co. and Indiana Bell Telephone Co. before joining AT&T in 1977. There he held succession of top executive positions until being named as AT&T chairman in Sept. 1986. Olson is survived by his wife, Jean, one daughter and one son.

Lanny Ross, 82, singer and radio personality, died April 25 of heart failure at Lenox Hill Hospital in New York. Ross began his radio career in 1928 singing on network radio broadcasts for NBC as member of Yale glee club's Jeddo Highlanders. After completing law degree in 1931, he became star of NBC's *Show Boat* radio series which ran until 1937. Ross's other radio shows include *Troubadour of the Moon*, *The Swift Show* and *Lanny Ross and His Log Cabin Orchestra*. He also appeared in motion pictures and on Broadway. He is survived by one step-daughter.

Taking a chance on cable

Eighteen years ago, Jim Cownie and his friend Jim Hoak were looking for a business to get into. Learning that their hometown franchise was up for grabs, they decided to give cable a go.

The two enterprising 26-year-olds raised \$1.3 million through a public stock offering, formed Heritage Communications Inc. and, after a tough fight against some big companies, won the Des Moines, Iowa, franchise in 1973. They then proceeded to lose a lot of money.

The Des Moines system and several other suburban systems they had either acquired or built were simply not attracting enough subscribers to make them profitable. In 1976, as a kind of last resort, they gambled \$135,000 on a satellite earth station to receive and offer something called Home Box Office.

HBO's then-novel service of unedited, uninterrupted movies proved a winner. It turned things around for Heritage as it did for a lot of other struggling cable operators. Cownie, president of Heritage and outgoing chairman of the National Cable Television Association, never had another serious doubt about the viability of cable.

Over the next 10 years, Heritage grew into the 10th largest MSO and, through an aggressive acquisition program, expanded into broadcasting, outdoor advertising and other businesses. By 1986, the company was on the New York Stock Exchange and reporting annual revenues of \$200 million.

In retrospect, Cownie has only one regret—that he and Hoak, now chairman of the company, did not latch on to more of the stock as the company's fortunes rose. That failure forced Heritage to merge into Tele-Communications Inc., the nation's largest MSO, last year. Under the merger agreement, the Heritage management stays intact for at least five years.

But Cownie says he does not regret the turn of events as much as Hoak. "Jim enjoys the building of a large company and the navigating of that ship through the difficult water that any large company faces more than I do," he says.

On the other hand, Cownie says, he is content to work for someone else, assuming, of course, he has some sort of equity participation. "While I enjoy working hard and advancing the interests of the company, I'm also interested in a wide range of other things not associated with Heritage." And what are those other "things?" "I have five children and an unsatisfied appetite for wall-eye fishing and duck hunting," he says.

Cownie concedes that his resume is brief. Cownie wrapped up his Catholic education at Notre Dame in 1966 with a business degree and went on to enroll at the University of Iowa's law school. He discovered that the rigors of the curriculum conflicted with "sharpening his pool and handball" games



JAMES SLOAN COWNIE—president, Heritage Communications Inc.; b. July 10, 1944, Des Moines, Iowa; BBA, University of Notre Dame, South Bend, Ind., 1966; treasurer, investment banker, Becker & Cownie Inc., Des Moines, 1967-1973; executive vice president, Heritage, 1973-87; present position since August 1987; m. Patty Hines, Sept. 2, 1967; children—Trish, 19; Sloan, 18; Andrew, 14; Paul, 11, and Peter, 8.

and he dropped out after a year. He then joined his father's investment banking firm, Becker & Cownie. After he and Hoak launched their cable plans in 1970, he gradually phased out of investment banking and into cable. He became full-time executive vice president of Heritage in 1973.

When he and Hoak founded the company, he says, they created no "cheap founder's" stock for themselves. Their stake started off small, and it was further diminished by subsequent stock offerings. So by 1986, says Cownie, "we were the largest cable company that was vulnerable to a takeover. The handwriting was on the wall... We were going to find ourselves in a position where we could not control our own destiny."

Rather than wait for a hostile takeover, he says, he and Hoak sought to merge with another company that would agree to "keep our management team—our whole persona—together." That company turned out to be TCI.

At the time the merger was announced, there was speculation that it was the threat of a takeover by the Robert Bass group that induced Heritage to find a friendly buyer. Cownie said the company was never actually threatened, but acknowledged that there was "some truth" to the Bass story.

Cownie expects the next five years under the TCI umbrella to be good ones. As a performance incentive, he and 125 managers have an arrangement that will allow them to share in the appreciation of the company over those five years. Although it is unlikely Heritage will be authorized to make any acquisitions, he says, there is plenty of room for internal growth—in-

crease in the number of cable subscribers beyond today's 1.1 million and increase in the revenue coming out of each of them. (As part of the TCI deal, all noncable elements of Heritage were spun off, mostly to management.)

Cownie also expects little interference from TCI. "Heritage has already had a good reputation for customer service, for doing a good job," he says.

Under the right terms, Cownie says, he would be willing to stay on after the five years is up. But that is not entirely up to him. "What happens to Heritage will be determined by TCI."

Looking back on his year as NCTA chairman, Cownie says it has been "personally rewarding" and a good one for the industry as system values reached all-time highs. "To the extent that the storm clouds are gathering over Washington, it is a time to exercise great caution," said Cownie. "I hope I played a modest role in suggesting the need to be responsible and moderate in our actions."

Cownie has ready opinions on the pressing cable issues and some vision of what is up ahead. He believes some form of Ku-band direct broadcast service will come along within the next decade either to complement or compete with cable. Asked about TCI's filing for a DBS system, Cownie said, "I think the TCI business plan might invite cable operators to participate as distributors and, perhaps, owners."

Cownie, who had just returned from a fact-finding trip to Tokyo, also believes high-definition television is coming. "I don't exactly know what the technical parameters will be, but I think it would be a mistake for broadcasters and cable operators to work at cross purposes," he says. "It would be myopic on broadcasters' part to do something that is incompatible with cable, and cable would also be wrong to sponsor a standard that would be incompatible with over-the-air broadcasting."

Cownie says he is part of the cable industry that is looking to compromise with the broadcasting and motion pictures industries on such regulatory issues as must carry and the compulsory license that now divide them. "There is room for the cable industry to talk openly with Hollywood and broadcasters in the hope of identifying a broad resolution to the family of issues."

Some have suggested that what Hollywood really wants is cable to accept restrictions on its ownership of programming. Cownie says it not likely to happen. "It would surprise me if cable people would agree to some form of financial interest rule."

TCI paid around \$900 million in cash and TCI stock for Heritage stock. Cownie's share may make him a rich man, but he is not saying how rich. "Oh, I don't know, but it makes me more solid financially than I thought I would be when we were spending our last \$135,000 to bring in HBO." ❧

CBS informed its affiliates last week that it is "no longer feasible" for 1988-89 television season to start on its previously announced Sept. 5 debut date given Writers Guild strike. Network said it is looking for season to start by end of October, pending resolution of strike. There was no official word from ABC or NBC last week, although ABC Entertainment President Brandon Stoddard recently acknowledged that continuing strike would probably delay season (BROADCASTING, Apr. 25). ABC announces its fall lineup on May 23. As reported, NBC would be in best shape to withstand strike given 19 nights of prime time programing it is getting out of summer Olympic games (Sept. 17-Oct. 2). NBC also has World Series this year, which could account for another seven nights of prime time beginning Oct. 15.

Association of Independent Television Stations and NAB put new syndicated exclusivity proposal on table last week. They still believe that new rules FCC is considering should apply retroactively—to existing programing contracts. Under new proposal, broadcasters that assert exclusivity of program against cable systems carrying same program on distant signal would inform program supplier. Within 30 or 60 days, program supplier would either agree or disagree that asserted exclusivity exists. If it disagrees, cable system could continue carrying program in question until broadcaster and supplier resolve differences. INTV and NAB call it "negative option" approach. FCC Chairman Dennis Patrick favors imposition of syndex, and latest word is that agency is trying to have rules ready for vote at May 18 meeting.

Noble Communications was buyer in two radio sales last week totaling \$100 million. Late Friday, Noble announced it had purchased **KMIQ(FM) Houston** and **KKMI(FM) St. Louis** from Keymarket Communications for \$81 million and bought Osborn Communications' **WMHE(FM) Toledo, Ohio**, and Muzak franchise there for \$19 million. Keymarket, based in North Augusta, S.C., owns one AM and eight FM's and is principally owned by Kerby Confer and Paul Rothfuss. Noble has been in market to expand since deal to buy EZ Communications fell apart earlier this year (BROADCASTING, Feb. 15). Osborn bought Toledo station in January 1986 for \$6.3 million. Though prices were not broken out, Osborn President Frank Osborn said station counted for "the lion's share" of the purchase price. Osborn is New York-based group of five AM's, seven FM's and one TV principally owned by



Foreign affair. ABC News Nightline anchor Ted Koppel (l) and ABC News President Boone Arledge (c) met with Israeli Prime Minister Yitzhak Shamir on Thursday, before Koppel taped an interview with the Israeli leader. The interview was shown on Friday night, in the final installment of the week-long Nightline in the Holy Land series that originated in Jerusalem. The Friday segment was the only one not done live; it was taped in the morning. The series did well in the ratings; based on 15-market overnight reports, it beat the competition for its time period on three of the first four nights. The program began at 11:30 p.m. and ran for about an hour, except on Tuesday, when its "town meeting," featuring Israeli Jews and Arabs from the West Bank and Gaza, ran for three hours and 10 minutes. That program did best of all in terms of audience; it achieved an average 4.7 rating/23 share for the three hours, and an 8.1/23 for the first half hour.

Osborn and Brownlee Currey. It also owns 25% of Fairmont Communications, San Francisco-based group of three AM's and four FM's. Noble is San Diego-based group of five AM's and six FM's principally owned by John Lynch, president. Americom Radio Brokers handled WMHE(FM) sale.

Paramount Domestic Television said that its syndicated game show, **Wipeout**, is firm go, with sales to 80 markets last week. Clearances include CBS-owned stations in New York, Los Angeles and Chicago.

Wometco, Rogers cable systems on block

Two large cable operations are up for sale. Although the Robert Bass Group had no comment, it is reportedly seeking a buyer for its Wometco cable systems serving 440,000 subscribers. And Rogers Cablesystems has put its U.S. systems up for sale, which serve 525,000 subscribers. The investment banking firm, Morgan Stanley, is involved in both transactions.

The Bass Group, in addition to owning Wometco, is involved in a 50-50 joint venture with TCI, Taft Cable Partners, and owns 80% of a system in Atlanta. Prime Cable owns the other 20%, which serves 150,000 subscribers. Robert Lewis, TCI vice president, acquisitions, when asked whether TCI would buy out the Bass interest in Taft Cable Partners, said: "We may, but that's not a certainty yet." As to whether TCI was interested in Wometco and Rogers: "We're always interested."

ATC also is looking at the acquisitions, and David O'Hayre, senior vice president, investments, indicated the Wometco systems would make a nice fit with ATC. Both companies have substantial operations in the Carolinas, he said, with some of the systems adjacent to each other.

Executives at another Canadian MSO, Maclean Hunter, in remarks at the company's annual meeting last week, said the company was interested in pursuing a joint venture to buy the Rogers U.S. cable properties.

It was unclear last week whether the Bass portion of Taft Cable

Partners was for sale. But a Prime Cable executive said Bass's stake in the Atlanta system was not on the market.

Said Steven Rattner, an investment banker at Morgan Stanley: "The sellers are motivated by maximizing value, and that really reflects the strength of the cable market and the cable business."

Phil Lind, president of Rogers's U.S. operations, said the company decided to sell the properties to reduce the company's debt, which is more than \$1 billion. That resulted from the company buying back much of its stock in order not to run afoul of Canadian ownership laws.

Lind said the move is unrelated to the problems Rogers has had with the city of San Antonio, Tex. The city was exploring options of buying the 220,000-subscriber system, a right granted it under the original franchise agreement. That allows the city to purchase the system after September 1988 for 5% less than the market value, as assessed by three independent appraisers. A city official said any new owner would be bound by the franchise provision allowing the city to purchase the system.

Rogers also owns systems in Minneapolis, Portland, Ore., and Orange county, Calif. Several large MSO's—Continental, TCI, Comcast and ATC—have systems near Rogers's and also have the wherewithal to make large purchases. Lind said the company wanted to sell the systems to one buyer, and hoped the selection process would be over by July 4.

Sale of barter time in syndicated run of Viacom's *The Cosby Show* to General Foods, Procter & Gamble and barter sales firm neared completion last week. Firm buying time was rumored to be Group W Productions. Viacom had no comment last week. Sources said deal was completed two weeks ago and added that delay of announcement was caused by internal review of plan by both sides' legal departments. Those sources said among sticking points that have to be worked out during negotiations is inclusion of various protections, including ratings guarantees, for purchasers.

Turner Broadcasting System has signed United Cable (800,000 committed subscribers) **for launch of Turner Network Television.** TNT also acquired 96 episodes of *Fraggle Rock* from Jim Henson Productions, and signed Martin Sheen production company to do nuclear disarmament film starring Sheen and Kris Kristofferson.

ESPN released study last week that predicted cable operators will see net revenue increase of \$79 million in 1988 as direct result of ESPN's National Football League games. Browne, Bortz & Codrington study also found that local advertising sales brought in 96 cents per subscriber in gross revenues last year for operators. ESPN said it beat three broadcast networks in ESPN universe in coverage of first three hours of National Football League draft on Sunday, April 24. It scored 4.6 rating in first three hours, 3.6/9 overall.

Liberty Broadcasting Network, religious cable network run by Reverend Jerry Falwell, **will reconstitute itself under new network, Family Television Network, in June.** LBN will become production arm for FamilyNet, which will also carry original family-oriented programming. New for-profit network will be headed by Dr. Jerry Nims, president of Liberty Foundation (formerly Moral Majority), and Warren Marcus, former CBN producer. FamilyNet executives will make pitch to industry at NCTA show, but may also sell more successful programming to syndication market.

When late **1987 internal audit revealed apparent \$80,000 shortage**, NPR kept matter quiet until external auditors confirmed embezzlement of approximately that amount in February of this year, according to NPR. Between first discovery and February confirmation, said NPR's statement, staff investigation from which "it appeared likely that an embezzlement had been committed by an ex-NPR employe. We have placed the matter in the hands of our insurance company and the appropriate legal authorities. We expect no significant financial damage to result." NPR declined further comment.

National spot radio expenditures for March rose 11.2% over March 1987 to \$69,723,300, according to Radio Expenditure Reports, which collects monthly financial figures from leading rep companies. March 1987 data was adjusted by RER to compensate for variance in number of standard broadcast billing weeks between March 1987 (five weeks) and March 1988 (four weeks). Unadjusted, billings for March 1988 fell 11.1%. Year-to-date, spot sales are up 4.8% over the same period in 1987, to \$183,614,500.

Cablevision Systems said damage award in theft of service suit it won has gone further than any previous action. Last Thursday, U.S. district court judge in New York issued permanent injunction against owner of Island Cable Electronics, barring him from any legal business activities involving cable business for 10 years. Cablevision said it was first time court had blocked legal business, which court said had served as cover for illegal activities. Court also awarded damages for each decoder, which constituted use of more severe provision in Cable Act over less severe provision of Communications Act.

Tentative lineup has been set for second cable oversight hearing of House Telecommunications Subcommittee on May 11. Expected

to testify at hearing, which will focus on programing issues: John Malone, president of Tele-Communications Inc.; Ralph Baruch, chairman of National Academy of Cable Programing; Ted Turner, chairman of Turner Broadcasting System, and Jack Valenti, president of Motion Picture Association of America. Second panel is slated to include Steve Effros, president of Community Antenna Television Association; Bill Strange, chairman, Beta Communications; Preston Padden, president of Association of Independent Television Stations, and Eddie Fritts, president of National Association of Broadcasters.

MGM/UA Communication Co. president and chief operating officer, Steve Silbert, confirmed that company **has had discussions** with "individuals and multi-nationals" **concerning possible takeover.** Reportedly among those companies N.V. Philips and Sony Corp. Price of MGM/UA share went from 16¾ to 18½ in trading on New York Stock Exchange last Friday (April 29).

NAB President Eddie Fritts will be in London this week as member of President's Commission on Private Sector Initiatives. Fritts is vice chairman of commission and will participate in two-day conference with leaders of American and British business communities. Prince of Wales is hosting meeting and Prime Minister Margaret Thatcher is speaker. Fritts said his "involvement" in PSI was "one of the reasons we were able to get the President to our convention." Reagan addressed NAB's annual convention in Las Vegas last month (BROADCASTING, April 18).

NAB 'white paper' lauds broadcasting

A so-called "white paper" touting the virtues of the commercial broadcasting system and the reasons why it should be "preserved" was issued last week by the National Association of Broadcasters. NAB is using the document in attempts to deflect legislative initiatives to tax broadcasters' use of the spectrum and to make the case for the industry's own political agenda, including some form of license renewal expectancy and rules mandating the carriage of local broadcast signals on cable.

The paper was submitted as part of NAB's testimony before the Senate Communications Subcommittee last week, which convened a hearing on a bill that would impose a fee on the transfer of broadcast licenses, with the funds going toward the support of noncommercial broadcasting. "We hope this will show the distinction between broadcasters' use of the spectrum (as opposed to other media), and that the public receives these benefits at no charge," said NAB President Eddie Fritts at a press briefing.

Among the paper's chief points:

■ *The U.S. system of broadcast regulation, unlike other countries', is based on a licensing process designed to respond to the "needs and interests of local communities."*

■ *Advertising is the sole source of revenue for commercial broadcasters...who "cannot supplement revenues with subscription or admission charges."*

■ *"The costs of public broadcasting should be borne by the broad base of those who receive its benefits." NAB thinks a 2% to 5% excise tax on the price of broadcast receivers is the best approach for funding public broadcasting.*

■ *A licensee's responsibility to serve the community has not been "diluted" or weakened through deregulation and elimination of the fairness doctrine. "U.S. broadcasters accept their obligation as licensees to respond to local issues. This is the very hallmark of our profession. It also is what differentiates us from the other electronic media."*

■ *Broadcasters' role in emergency broadcasting is undervalued. "It is on the local level that the EBS plays an almost daily role in protecting the lives and property of our citizens."*

Editorials

Should carry

Given the turmoil in the telecommunications present, it's tempting to project the future. Television network shares are eroding, cable penetration is growing, verticle integration is the order of the day, HDTV has everyone baffled, and DBS may be just around the corner.

And that's only to consider media competition and technology. If you take public policy into account there's must carry, trade-offs for the fairness doctrine, charges of monopolistic practice, an inclination to set multiple ownership limits on cable, resuscitation of the public interest standard in broadcast regulation and questions about whatever happened to free, over-the-air TV.

All leading up to the ultimate question: Which will triumph, broadcasting or cable?

Our best guess: both. If they play their cards right.

The trump, as we see it, is universal carriage.

We believe it to be the best public policy for cable systems to carry as many broadcast stations as reasonably possible.

We do not believe they need be required to do so by law. Indeed, as the courts have twice held, it is difficult to construct a constitutional rationale to wrest cable's capacity from it by administrative fiat.

Carriage just makes good sense.

It protects cable from the charge that it is a monopoly, denying others entry to its franchise area.

It enables broadcasters to continue the free exercise of their local mission—without having to bargain away their own First Amendment rights to insure survival.

It justifies the compulsory license.

It eliminates 90% of the contention between broadcast and cable, at a cost to cable that can only be *de minimus*.

It would bond the two media into a mightier communications force than either could be alone.

The nation will be forever grateful to the cable industry statesmen who make it happen.

Rock and a hard place

According to reports, CBS's Washington lobbyist, Bob McConnell, called Representative Al Swift (D-Wash.) on the day of the New York primary two weeks ago to relay the concerns of CBS News President Howard Stringer that the other networks were planning to project winners before the polls closed. Swift got on the phone to ABC and NBC and, according to Swift, got assurances that the networks would hold to their agreement not to make projections. Then Swift got a call from a *New York Times* reporter who had gotten wind that NBC was going to, as Swift put it, "brush against the line" of what was acceptable... Wait a minute. A congressman orchestrating news coverage and refereeing journalistic decision making? Al Swift, news broker? Something's wrong here.

The ensuing brouhaha of two weeks ago was that NBC chose to air some of the results of the data it had collected, and in doing so was interpreted by some as violating the networks' agreement not to characterize or project winners in presidential elections before the polls close. It was a close call, and it proved a controversial one, but the necessity for such calls and the convoluted Stringer-to-McConnell-to-Swift play are symptoms of a larger problem.

The speed with which information can be digested, numbers crunched and trends charted has precipitated the question of whether the reporting of such information can adversely affect

voter turnout and influence candidate preference. Although not everybody in or outside Congress agrees that there is convincing evidence of such adverse impact, the concern, particularly on the Hill, has resulted in an unwieldy compromise with the networks.

After Congress passed a nonbinding resolution asking the networks to refrain voluntarily from characterizing or projecting results in presidential elections before the polls closed, the networks—turning the First Amendment to the wall—concurred, with the tacit understanding that there would be uniform poll closing legislation to make that task easier. That was 1984. It is 1988, and no legislation is yet on the books, although it has twice passed the House and is under consideration in the Senate—a hearing is planned May 12.

The distinction between what does and does not qualify as "characterizing" results is not black and white. Journalism is a highly competitive business filled with people whose job it is to scoop the competition whenever possible. A system that asks reporters to sit on information available to them goes against fundamental journalistic enterprise and fairly begs to be honored in the breach or to be interpreted creatively. A uniform poll closing bill would not resolve that dilemma, but it would make it easier for broadcasters to find the line they are being asked to toe.

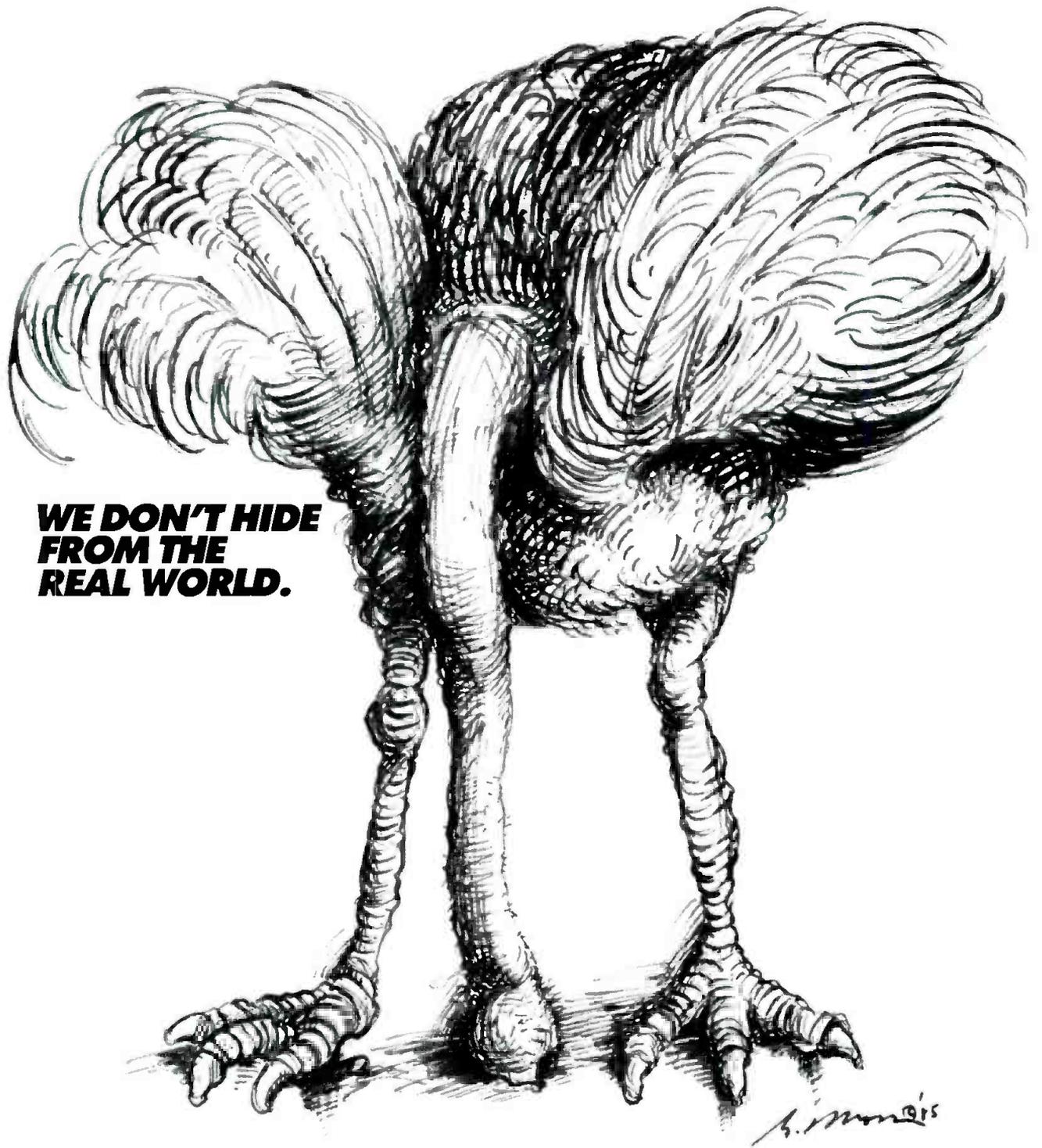
Inch by inch. If communication is the key to understanding, the Fifth Estate held several of those keys last week. On Saturday, April 23, anyone with a quarter and a measure of patience had at least the chance to talk live with a Soviet citizen via a call-in radio program, *Worldtalk*, that aired in both countries, a co-production of Stoner Broadcasting and Gosteleradio, the Soviet state broadcasting system. Three days later, Palestinians and Israelis came together—save for a symbolic wall on the stage between them—on a *Nightline* "Town Meeting" program, live, from Jerusalem, to talk to each other (or shout, as the case might be) about the issues dividing them. And again from the Soviet Union, last week, the commentaries of a reporter from KING-TV Seattle aired live on Soviet and American television.

There is something truly remarkable in all this. It was not glitchless execution or cooperation that made it remarkable—mikes didn't work, phones were jammed and one of the KING-TV commentaries was censored. It was not even the technology that made it possible to link the U.S. with both Israel and the Soviet Union, as impressive as that remains. It was remarkable not because it shortened the distance between countries, but because it shortened, if only briefly and if only by a little, the distance between people. That remains the greatest distance of all, and the gap most in need of closing. Television, in all its forms, has its work cut out.



Drawn for BROADCASTING by Jack Schmidt

"Coach says two cable sports networks are bidding for the rights to our home games."



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