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57th Year 1988

Adding up
the asset values
in the
Fifth Estate

WITH KIDS, WE IN TO

#1
KIDS SHOW
IN TIME PERIOD
Beats "Double Dare"

New York M-F 4:30PM **WPIX**

+ 117%
VS. OCTOBER 1987 PROGRAM

#1
NEW SHOW
IN MARKET

Los Angeles M-F 4:30PM **KCOP**

+ 9%
VS. OCTOBER 1987 PROGRAM

#1
KIDS SHOW
IN TIME PERIOD
Beats "Double Dare"

Philadelphia* M-F 4:30PM **WTXF**

+ 50%
VS. OCTOBER 1987 PROGRAM

#1
KIDS SHOW
IN TIME PERIOD
Beats "Real Ghost Busters"

San Francisco* M-F 4:30PM **KTVU**

+ 90%
VS. OCTOBER 1987 PROGRAM

#1
KIDS SHOW
IN TIME PERIOD
Beats "Double Dare"

Boston M-F 5:00PM **WSBK**

+ 200%
VS. OCTOBER 1987 PROGRAM



RE THE #1 GAME OWN!

USE

#1

EARLY
FRINGE SHOW
ON STATION

Cleveland* M-F 4:00PM WUAB

+ 38%

VS. OCTOBER 1987 PROGRAM

#1

KIDS SHOW
IN TIME PERIOD
Beats "Duck Tales"

Denver M-F 4:30PM KWGN

+ 33%

VS. OCTOBER 1987 PROGRAM

Average-All Overnight Markets!**

+ 25%

VS. OCTOBER 1987 PROGRAM

#1

KIDS SHOW
IN TIME PERIOD
eats "Double Dare"

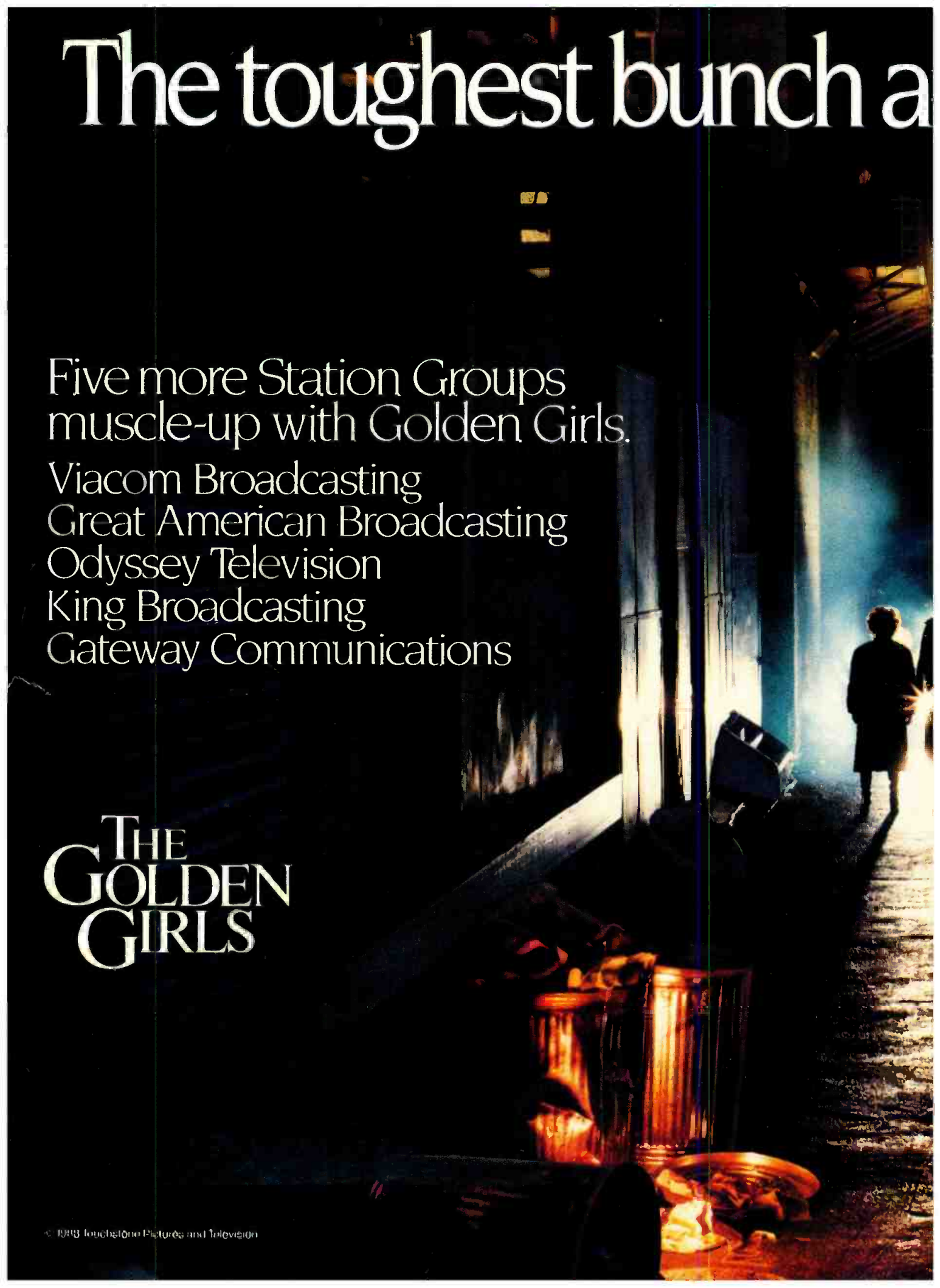
Houston M-F 4:30PM KTXH

+ 67%

VS. OCTOBER 1987 PROGRAM

LORIMAR
SYNDICATION
A LORIMAR TELEPICTURES COMPANY

The toughest bunch a



Five more Station Groups
muscle-up with Golden Girls.

Viacom Broadcasting
Great American Broadcasting
Odyssey Television
King Broadcasting
Gateway Communications

THE
GOLDEN
GIRLS

ound just got tougher!

Joining the toughest bunch
from coast to coast.

Fox Television

CBS O & O

Group W

Hearst Broadcasting

Hubbard Broadcasting

Pulitzer Broadcasting

H & C Communications

Outlet Communications

Cosmos Broadcasting

Jefferson-Pilot Communications

Journal Communications



“I called Americom because they get the highest prices for radio stations.”



“When I saw the kind of prices they were getting for stations, I wanted someone with that expertise on my team. Americom gets the best possible prices for radio stations and I learned that from other broadcasters and from my own experience with you. Thanks for your help.”

William H. Pollack
Pollack Broadcasting Co.
Memphis, Tennessee
Recent seller of KWLN (FM) Memphis

What other radio station owners say about Americom:

“Americom brought me the top price and maintained the confidentiality of the transaction.”

Jack Long, President
Media Concepts, Inc.

“Americom understands the financing of these transactions better than any firm I know.”

Rick Muzzy, President
Americus Communications Corp.

Top Prices • Quality Stations

Call Us

AMERICOM

Radio Station Brokerage & Financing

Adding assets... BROADCASTING'S second annual industrywide asset valuation puts value of telephone companies at \$240 billion; cable at \$90 billion and broadcast television at \$40 billion. **PAGE 35.**

Two-week tune-up... GTG Entertainment's *USA Today: The Television Show* is substantially reformatted in wake of criticism and ratings blues. **PAGE 37.** With first full week of ratings in, syndicators of some other shows receive promising early metered-market returns. **PAGE 38.**

Radio wrap-up...

National Association of Broadcasters' radio convention in Washington tackles range of broadcasting issues affecting medium's future, including importance of lobbying efforts for industry, AM radio and new products unveiled by equipment manufacturers on exhibit floor. Coverage begins on **PAGE 48.**



NAB's Eddie Fritts

39/LEGISLATIVE FAST TRACK

House Telecommunications Subcommittee approves bill granting compulsory license for satellite distribution of superstations to backyard dish owners. Compromise on amended version results in anti-piracy provisions and spells end to House debate on regulating home satellite marketplace.

41/NO BACKSLIDING

FCC Chairman Dennis Patrick says security offered by any reregulation is "illusory at best" and price would be high.

44/PEACOCK PREENS

NBC finishes first for fourth year in row in 52-week season ended Sept. 17; CBS places second and ABC third.

44/CAMERAS IN COURT

Use of actual courtroom film footage by new syndicated program, *On Trial*, prompts questions of whether cameras should be allowed in courtroom for purpose of producing entertainment show.

65/CABLE REGULATORS MEET IN MIAMI

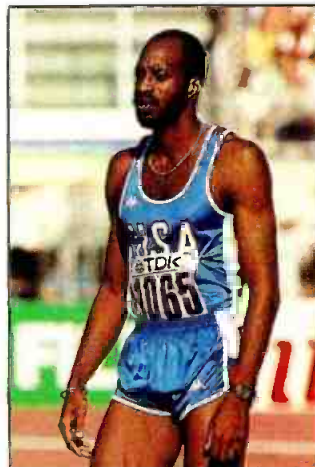
National Association of Telecommunications Officers and Advisors is "leaning" toward excluding local telephone companies from cable business, says organization's outgoing president on eve of group's annual meeting.

66/PPV PROTECTION

By January 1989, cable industry hopes to have technical ability to stop home taping of live and recorded pay-per-view events.

39/OFF THE PACE

Although NBC hopes that ratings will increase by week's end, so



far Olympics audiences are smaller than expected, prompting advertising make-goods.

45/PBS COUNTER-PROGRAMING

Public Broadcasting Service hopes to take advantage of strike-delayed fall schedules of commercial broadcast networks



by introducing 11 new series, including its young people's news show, *CE News Magazine*, whose cast is pictured above.

67/TAKING LOW-POWER BITE OF BIG APPLE

Retired orthodontist from California switches from dental surgery to TV, starting low-power television station in densely

populated New York City. His potential audience: more than 4.6 million.

73/BOTH SIDES PLEASED

City of Boston and Cablevision Systems agree on franchise terms that include provision for half-priced cable offering to low-income residents.

103/SELLING FROM THE TOP

Dick Mendelson leads employee-owned Katz Communications in representation of nearly 200 TV and some 1,300 radio stations.

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3. Chicago WPWR
4. Philadelphia WGBS
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6. Boston WIVI
7. Detroit WKBD
8. Dallas, Fort Worth KXTX
9. Washington, D.C., WDCA
10. Houston KRIV
11. Cleveland WVBA
12. Atlanta WATL
13. Tampa, St. Petersburg WTOG
14. Seattle KCPQ
15. Minneapolis KITN
16. Miami, WZLZ
17. Pittsburgh WPGH
18. Phoenix KUTP
19. Sacramento KSCH
20. Baltimore WNUV

**75% OF THE COUNTRY NOW CLEARED!
(96 MARKETS)**



For Advertiser Sales Contact: Nick Langone
Parkside Entertainment (212) 213-2700

Pick of the litter

As Kirk Kerkorian continues to ponder possible divestiture of MGM and United Artists film companies, sources say he has taken shine to MGM Television division and is considering spinning off that unit into separate company he would hold privately, perhaps with other investors. In past, several companies, including Disney, have approached Kerkorian about taking TV unit off his hands, but no deal materialized. MGM Television's recent string of network program successes, including multiple-E Emmy-winning *thirtysomething*, *Heat of the Night* and new programs *Baby Boom*, *Nightwatch* and *Dream Street*, are said to be behind Kerkorian's renewed interest in TV unit. It is almost certain, sources said, that David Gerber, current head of MGM Television, would continue in role—and as possible partner, if Kerkorian spins it off.

The hand that feeds them

Large cable operators are underwriting gatherings at annual conference of city and county officials charged with regulating them. Adelphia Communications, Colony Communications, Tele-Communications Inc., Storer Cable and Telesat Cablevision each contributed \$3,000 for welcoming reception of National Association of Telecommunications Officers and Advisors conference, which runs through Wednesday (Sept. 28) in Miami Beach. In addition, Continental is picking up similar tab for breakfast, and TCI is hosting its own reception on beach. NATOA has lined up cable consultants, law firms and accounting firms who do business with municipalities to pay for other events.

One telco heard from

Unsolicited letter from U.S. West has been showing up in mail boxes of cable operators, seeking to clarify that BOC's position on telephone entry into cable business. Letter quotes Larry DeMuth, U.S. West executive vice president, legal counsel and secretary, as saying phone company could strike accord with cable industry as it has with American Newspaper Publishers Association. "Our agreement with the ANPA was simple: we will give up the right to provide content, as long as we are given the right to transport it. We regard the cable industry as information providers." He said experience and credibility U.S. West would gain by being good public service utility to publishers will make it "better able to participate in the cable industry."

DeMuth said cable and telcos should join forces in wiring cities: "Why wire the same city twice?" He said of U.S. West's 5%

interest in French cable company: "We are there to learn... and to make money." He said company is not interested in owning cable systems. "It would be inappropriate in today's environment for us to position ourselves as an information content provider. That would slow us down in our effort to do what we are allowed to do today... being a value-added service to information providers." Nothing specific on fiber or HDTV was mentioned, but letter did say that "technological arena is very ambiguous. We simply need to be much wiser than we are today before we make a definitive commitment as to our long-term intentions in this area."

New approach

One of largest stations broadcasting AM stereo with Kahn Communications' single-sideband system, WNBC(AM) New York, will soon convert to rival C-Quam system. Emmis Broadcasting, Indianapolis, will make conversion soon after taking over station and moving its WFAN(AM) call letters and all-sports format to WNBC's facilities. Switch is expected in mid-October.

Too much of good thing?

Increased effort to market concept of network television (see page 74) is leading to some duplication of effort by ABC, CBS and NBC. Good example: upcoming studies by ABC and CBS comparing broadcast versus cable network advertising. Reasons big three so far haven't tested antitrust regulations by collaborating on marketing effort are several, including fact that various studies, presentations and test efforts usually manage to mix in network-specific selling advantage along with generic material. One network marketing chief said there may be advantage to duplicating effort—"I believe in frequency of message"—but adds "There has been some conversation about a network organization to funnel that stuff."

Try, try again

Group of some 20 academics, journalists and former government officials have been working for 13 months on report and recommendations aimed at "improving," as one member of group put it, institution of presidential press conference. Group was assembled by Marvin Kalb, former correspondent for CBS and NBC who is now director of Joan Shorenstein Barone Center on Press, Politics and Public Policy at Harvard, in response to feeling of concern about relations between press and Presidency and what is perceived as President's lack of responsiveness to press. Report will deal with such subjects

as frequency of conferences and who among press should participate. Kalb says aim is to release report early next month.

Recommendations are being closely held by group, but if they were adopted, according to one member of group, "new directions" in press-Presidency relations would be charted. But if history is any guide, chances of Kalb group making impact on White House structure of press conferences are not bright. Eight years ago, University of Virginia group did similar report, and 15 years ago Boston University group made its contribution. According to Kalb group, at least, White House still hasn't gotten it right.

Second thoughts

Cold shoulders can occasionally warm. Case in point is Fox network's latest effort in reality-based programming, futuristic information series *Beyond Tomorrow*. Based on Australia's highly rated *Beyond 2000*, concept was said to have been roundly rejected by Fox and several other major studios when it first hit stateside couple of years ago. But following successes of Fox's top-rated reality show *America's Most Wanted* and Fox syndicated hit *A Current Affair*, network executives took kinder view when *Beyond* appeared on cable service Discovery Channel courtesy of syndicator All American. Fox's hour-long version began weekly airings on Saturday, Sept. 10, at 9 p.m.

Lean rations

Although three-year grant of \$369,000 by Advertising Educational Foundation has helped Museum of Broadcasting achieve "better understanding" of advertising side of broadcasting, museum now feels volume of its work in advertising suffers from "insufficient" funding. Robert Batscha, president of museum, said last week that "we'll have to get more support" to continue work in advertising. In addition to AEF grant, six advertising agencies contributed total of \$50,000 to museum's work on advertising this year; that funding still limits MOB to one advertising exhibition annually. First such exhibition, featuring Young & Rubicam, runs Oct. 7-Jan. 12.

On his own

Stuart Hersch, who left last year after three-and-a-half years as chief operating officer of King World Productions, is setting up entertainment investment group, possibly structured as limited partnership, that would put together deals, invest its own money and probably manage operations hands-on.

SALLY SOARS!



She's the only game in town!

		RTG	SH	RANK
NEW YORK WABC-TV 10-10:30am				
SALLY		6	26	#1
Sale of the Century		3	16	#2
\$25,000 Pyramid		3	14	#3
DETROIT WXYZ-TV 11-12nn				
SALLY		7	27	#1
Wheel of Fortune/ Win, Lose, or Draw		6	20	#2
Price Is Right		5	19	#3
MIAMI WPLG-TV 11-11:30am				
SALLY		6	26	#1
Wheel of Fortune		5	21	#2
Price Is Right		4	17	#3
KNOXVILLE WBIR-TV 10-10:30am				
SALLY		5	29	#1
Hour Magazine		4	23	#2
Sale of the Century		3	19	#3

		RTG	SH	RANK
KANSAS CITY KMBC-TV 10-10:30am				
SALLY		6	30	#1
Price Is Right		5	27	#2
Wheel of Fortune		3	17	#3
COLUMBUS, GA WTVM-TV 10-10:30am				
SALLY		10	45	#1
\$25,000 Pyramid		4	17	#2
Sale of the Century		3	13	#3
BALTIMORE WMAR-TV 10-11:00am				
SALLY		6	35	#1
Hollywood Squares/ Dating Game		4	24	#2
Wil Shriner		2	12	#3
CINCINNATI WLWT-TV 10-10:30am				
SALLY		6	37	#1
\$25,000 Pyramid		4	23	#2
Wil Shriner		2	10	#3

Source: NSI, May 1988.

...AND MORE!

Sally Jessy Raphael

THE VISION OF SUCCESS.

Where Things Stand

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

AM-FM Allocations

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

FCC received mixed reviews in comments on rulemaking to authorize FM's to use directional antennas and to permit allocation of stations in short-spaced positions. NAB was among those opposed, saying that an increase in FM directional antenna

use would lead to AM-ization of FM band.

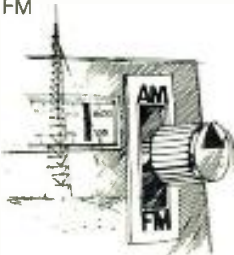
Some broadcast groups, however, favored providing more flexibility for FM broadcasters seeking suitable sites to locate transmission facilities. FCC says it has no plan to change table of FM allotments.

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

Western hemisphere countries on June 2 concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC is in midst of inquiry designed to help it determine how to use 10 new channels. Commission has indicated some channels will be reserved for national licensees. Target for implementation of spectrum plan is July 1, 1990.

AM Stereo

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



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AM stereo system and to mandate multisystem radios were also rejected.

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

Antitrafficking

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

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

Cable Regulation

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

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

feel need to reevaluate regulatory environment.

Second House Telecommunications Subcommittee cable oversight hearing May 11 served as forum for discussing cable's growing market power. Cable industry has been under increased congressional scrutiny. At first hearing, in March, Subcommittee Chairman Ed Markey (D-Mass.) announced he was asking Government Accounting Office to study cable rate increases. Third oversight hearing will not occur until next year.

Allegations that cable industry has been anticompetitive were subject of March hearing by Senator Howard Metzenbaum (D-Ohio), chairman of Senate Antitrust Subcommittee. Metzenbaum warned industry that unless situation changes he may offer legislation to curb what he sees as cable's growing anticompetitive behavior. Metzenbaum queried cable competitors on whether cable operators are impeding their access to cable programming. Results of inquiry were to be issued this month; Metzenbaum staff now says it won't be released until next month.

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

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

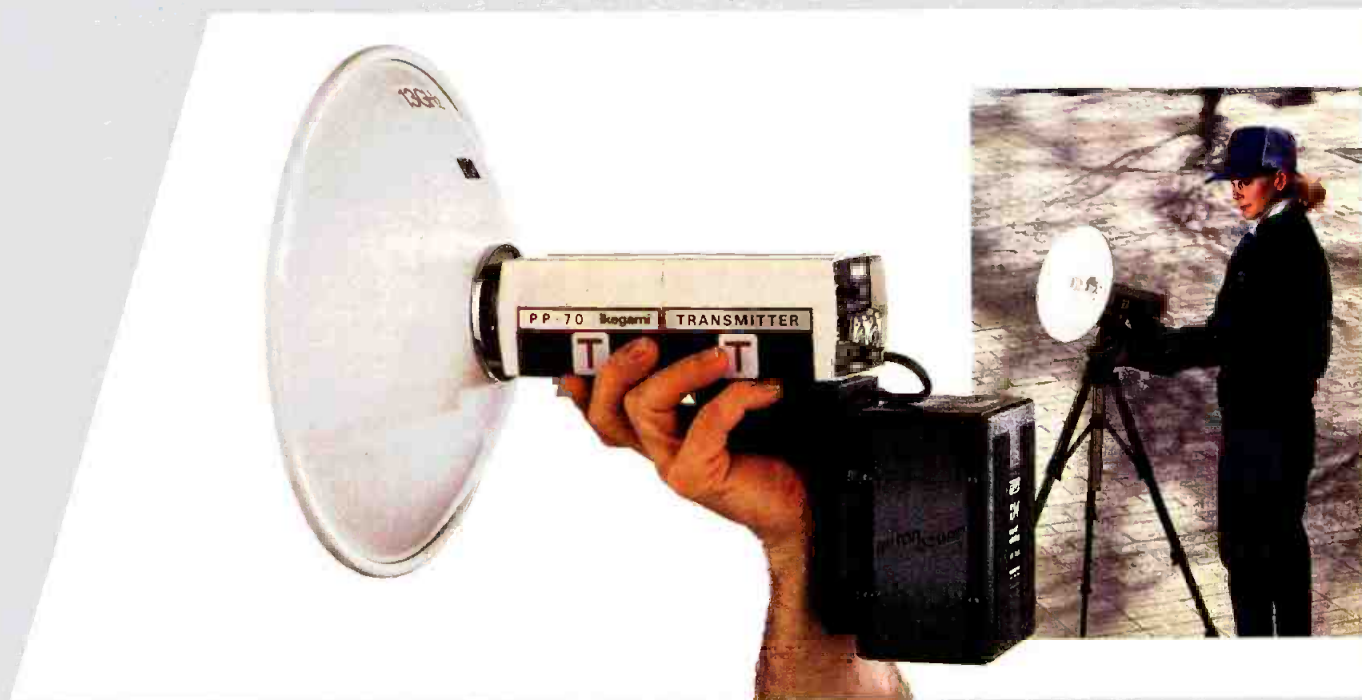
Children's Television

Action for Children's Television withdrew petition in July that had asked FCC to investigate alleged "unfair and deceptive" children's advertising. Decision came after Association of Independent Television Stations agreed to endorse advertising guidelines developed by Children's Advertising Review Unit of Council for Better Business Bureaus. ACT's original petition had been prompted by story in *Wall Street Journal* that said advertisers prepared two sets of commercials, one for networks and one for independents with "looser" standards on realistic portrayal of toys' abilities.

On June 8, children's television bill breezed through House 328 to 78. Chances for Senate action were



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As the nation's largest Ikegami dealer, Midwest offers you immediate delivery and dependable service on the full line of Ikegami products, including the PP-70 Portable Microwave.

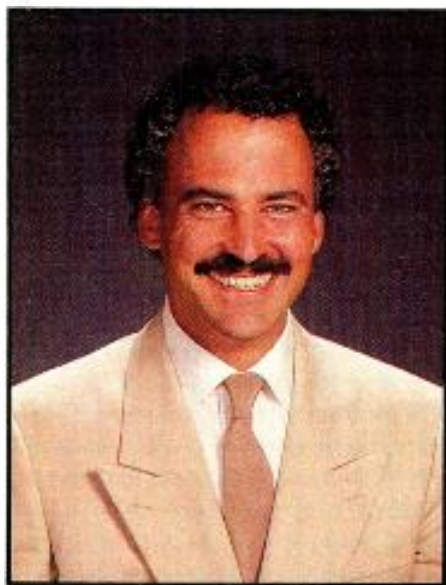
Available in the 7 & 13 GHz frequency bands, the PP-70 is a compact high performance portable microwave link. This lightweight, battery operated unit (3 hours on a standard 4AH battery) is designed for convenient cable-free transmission of television video and audio signals. ENG and EFP production crews will find the PP-70 an operator-friendly addition to their production unit. The PP-70 is the only portable microwave unit with built-in features such as two audio channels (mike or line level), audio/video test signals, low battery indicators, LED bar graph/audible beeper for system path alignment, and LED SHF output indicator. Call your nearest Midwest office for a demonstration.

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WXON's Doug he joined A



“As one of four independent stations in Detroit, we’re always in a battle for male demos. And we’re always in a race to acquire the type of quality programming that will attract

the important male demos that advertisers are looking for.

With ALF we’ve got a powerhouse program that has proven itself as a strong male vehicle, while also appealing to the women, teens and kids in our market. That’s a unique combination that makes the show perfect to run in an access sitcom block.

With all of the off-network product still available in Detroit, I could have chosen lots of sitcom strips, but no other half-hour had the broad-based demos and potential for success that I saw in ALF.”

Doug Johnson
President and General Manager
WXON-TV, Detroit

Johnson tells why F's family.



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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 ¹	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS ²	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL ³ & intercity relay	2,836	166	3,002

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

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

considered good, but Senator Tim Wirth (D-Colo.) says he may amend measure, which could complicate prospects for passage. Wirth is drafting alternative proposal (with more stringent requirements) to House bill (BROADCASTING, Aug. 8), which is expected to draw opposition from broadcasters. NAB says it won't fight House bill, but would oppose any amendments that might occur when Senate acts. Moreover, Justice Department has written Senate Majority Leader Robert Byrd (D-W.Va.) opposing House legislation and promising to recommend presidential veto (BROADCASTING, Aug. 1). Office of Management and Budget released statement opposing bill, but stopped short of recommending veto.

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and proposes commercial limits in children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. Measure has undergone considerable revisions and excisions, among latter language requiring broadcasters to air one hour per day of informational and educational programming and provisions

to curb so-called program-length commercials.

Comparative Renewal

■ FCC took first step toward revamping much-maligned comparative renewal process, launching combined rulemaking and inquiry at June 23 meeting aimed at making it easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards broadcasters must meet to win "renewal expectancies" and reconsidering criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step

renewal process, by which FCC would first decide whether to renew license before considering competing applicants.

To gather evidence of "extortion" in comparative renewal and petition-to-deny processes, National Association of Broadcasters has sent questionnaire to members and, to insure confidentiality of survey, has hired accounting firm to collect and organize responses.

Compulsory License

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

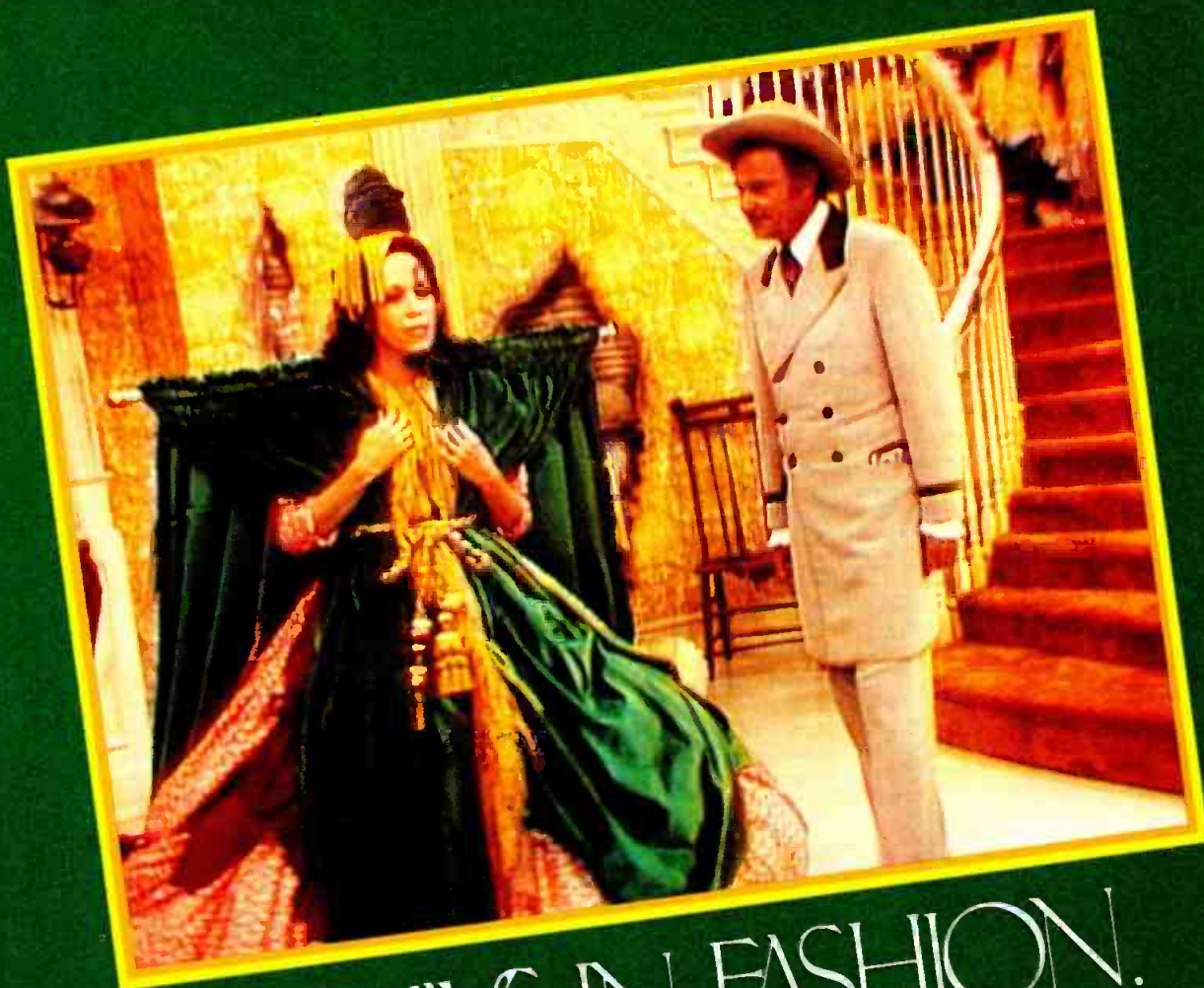
Reexamination of license on Capitol Hill failed to materialize despite introduction of legislation. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered bill (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its longstanding opposition, arguing that license should be left alone for time being.

Crossownership

■ **Telco-cable**—FCC has tentatively concluded it should recommend Congress lift crossownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its July 20 meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programming in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, although not programming of their own, in NTIA's view.

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

Resolution now pending in House calls on Congress to wrest jurisdiction from Greene and eliminate barriers. Measure has backing of House Energy and Commerce Committee



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M-F 10:30 P.M.
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1 Teens 9/33

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M-F 10:00 P.M.
1 Teens 10/26*

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M-F 9:30 A.M.
1 Teens 4/29

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M-F 10:30 P.M.
1 18-49 Women†
1 Persons 12-24*†
1 Teens 7/35

KNOXVILLE WBIR

M-F 11:30 P.M.
1 TVHH 6/30*
1 18-49 Women*
1 18-49 Men*
1 Total Women*
1 Teens*

Source: July 1988 NSI/ARB * TTIED

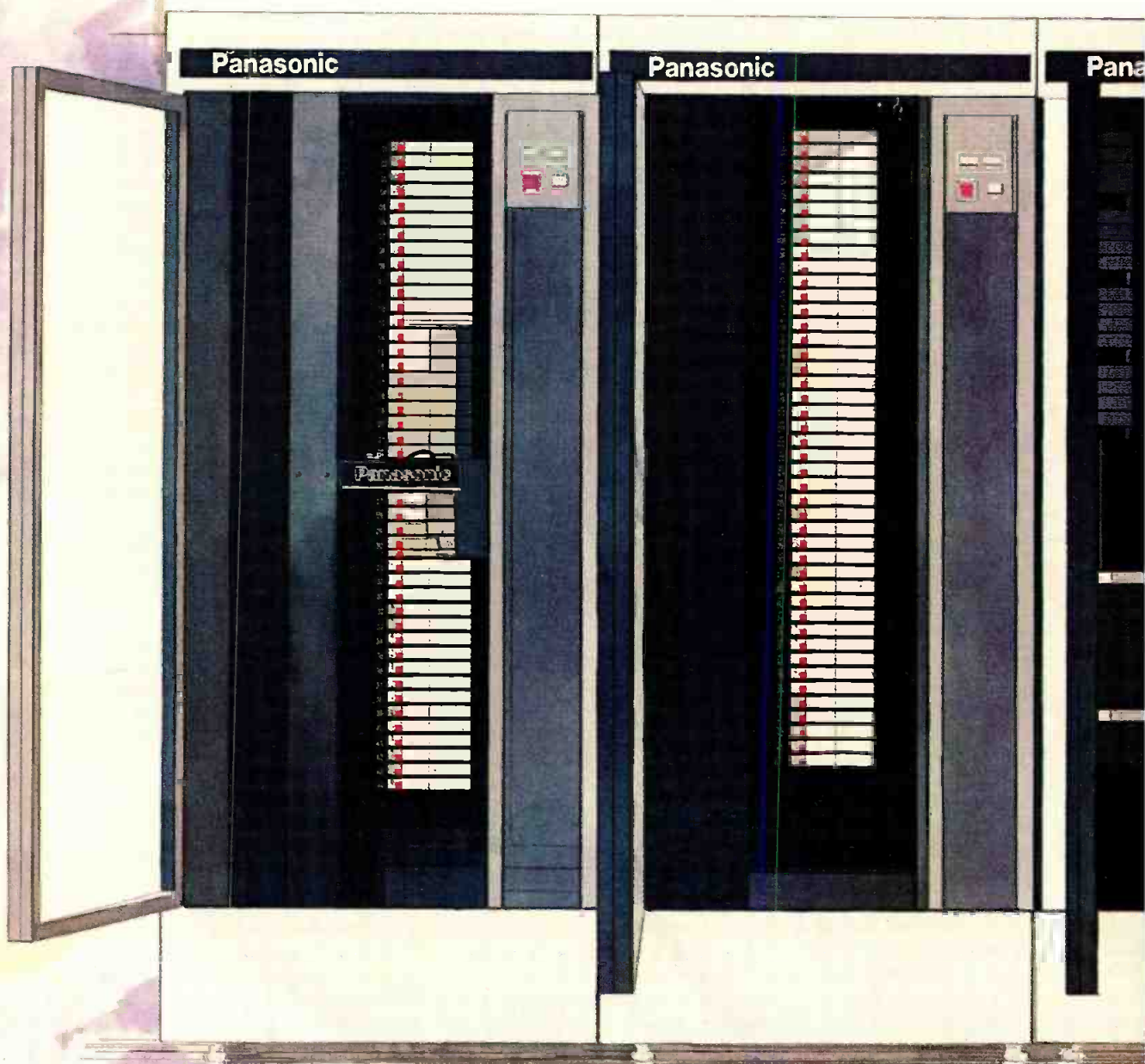
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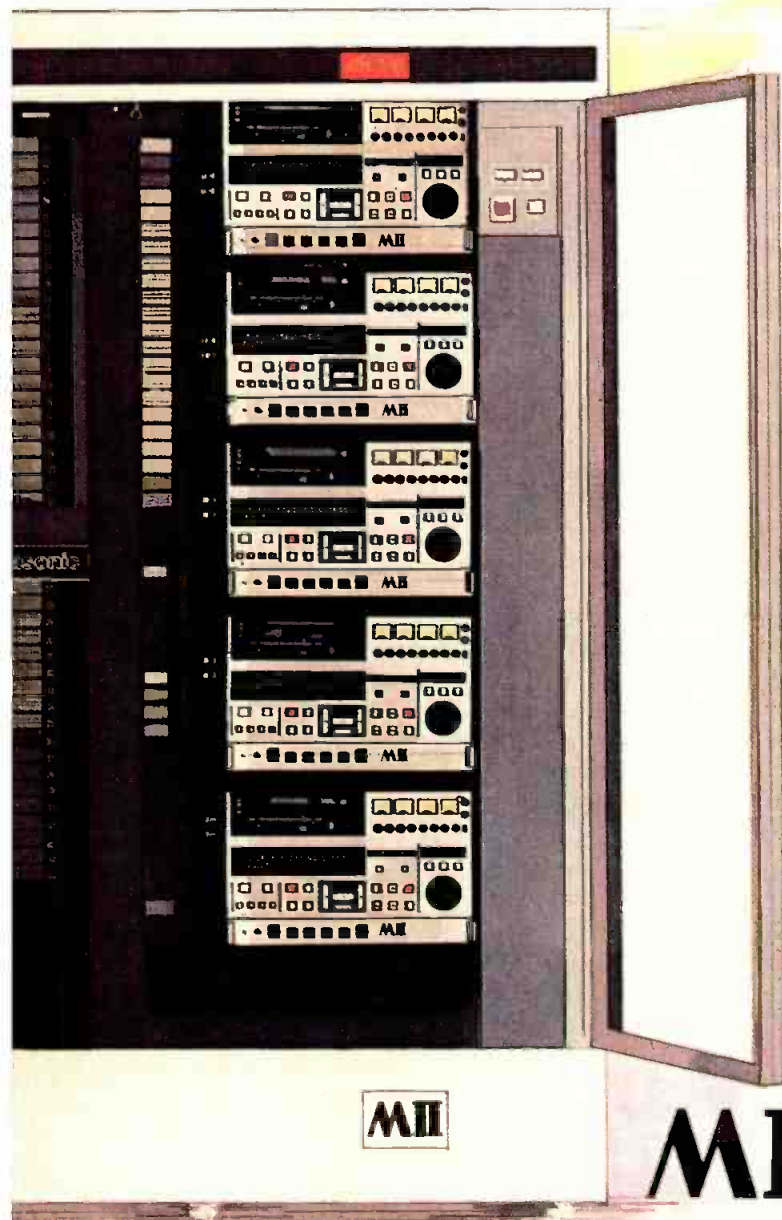
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Chairman John Dingell (D-Mich.) and, at last count, has 112 co-sponsors.

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

Duopoly/one-to-a-market—FCC Chairman Dennis Patrick, speaking at NAB radio convention Sept. 16, said he favors some relaxation of duopoly and one-to-a-market rules and that record in current rulemaking supports such a move. But FCC officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes action on rules unlikely at this time.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Network-cable—See Network Rules.

Direct Broadcast Satellites

■ Before end of year, FCC hopes to rule on April 8 round of five new applications and three modifications of already granted construction permits to operate satellites offering up to 32 channels in each of eight orbital slots in DBS arc. Because DBS birds offer 10 times power of fixed satellite service birds, consumers would be able to receive video programming using only one-to-three-foot downlinks—at prices competitive with other consumer TV reception systems—thereby making for potential nationwide direct-to-home television broadcasting market much larger than current two million C-band market.

Hughes Communications, as major established fixed-service satellite operator and DBS CP holder, is likely best qualified to launch and operate first U.S. DBS "in 1992 time frame," it says. Combination of Hughes's solid relations with major cable programmers, backing of parent General Motors, potential partnership with co-owned satellite builder, Hughes Aircraft, and extremely high power of its proposed 200-watt bird give it major advantages over new entrepreneurs. Already mode of program distribution in Japan and moving fast in Europe, DBS will definitely become reality in U.S. in 1990's, Hughes has said. DBS plan will go to GM for approval by end of year.

With even longer record of serving cable programmers and equivalent relationship with co-owned builder, GE Astrospace, GE Americom may be next most viable competitor in



race to provide first DBS service here. With 60-watt Ku-band birds, Satcom K-1 and K-2, already in orbit in fixed satellite service arc, GE, like Hughes, is trying to bring together "business system," including programmers and cable operators, to launch Satcom K-3 and K-4 (both already under construction), to provide service to both cable industry and home dish owners, with cable likely retailers. In 1985 HBO entered joint venture, Crimson Satellite Associates, with GE to offer Ku-band programming, first on K-3. HBO currently transmits via K-1, in addition to its C-band feeds (BROADCASTING, July 18).

Hughes says GE service would only be "interim" step toward its 200-watt service. However, programmers could begin GE's DBS business immediately, at first on K-1 or K-2 and eventually migrating to K-3 (to be launched in January 1990), instead of waiting for Hughes to launch its DBS bird.

One applicant, Advanced Communications, and interested party, Washington-based Wireless Cable Association, filed petitions June 17 to deny construction permit to another applicant, Tempo Satellite. Petitions argued that Tempo's parent company, Tele-Communications Inc., has "monopoly power" and that "horizontal concentration of ownership within cable" means firms like TCI "can use their leverage over cable program suppliers to impede development of competitive technologies." TCI backing of Tempo DBS venture may indicate that cable operator resistance to a distribution form that threatens to bypass cable may be passing.

Equal Employment Opportunity

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

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

High-Definition TV

FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, in-

compatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

At same time, FCC released inquiry asking which of four high-definition transmission methods will be most suitable: one 6 mhz channel; 6 mhz channel with 3 mhz augmentation channel; 6 mhz channel with 6 mhz augmentation channel, or 6 mhz NTSC channel and simulcast noncompatible high-definition 6 mhz channel.

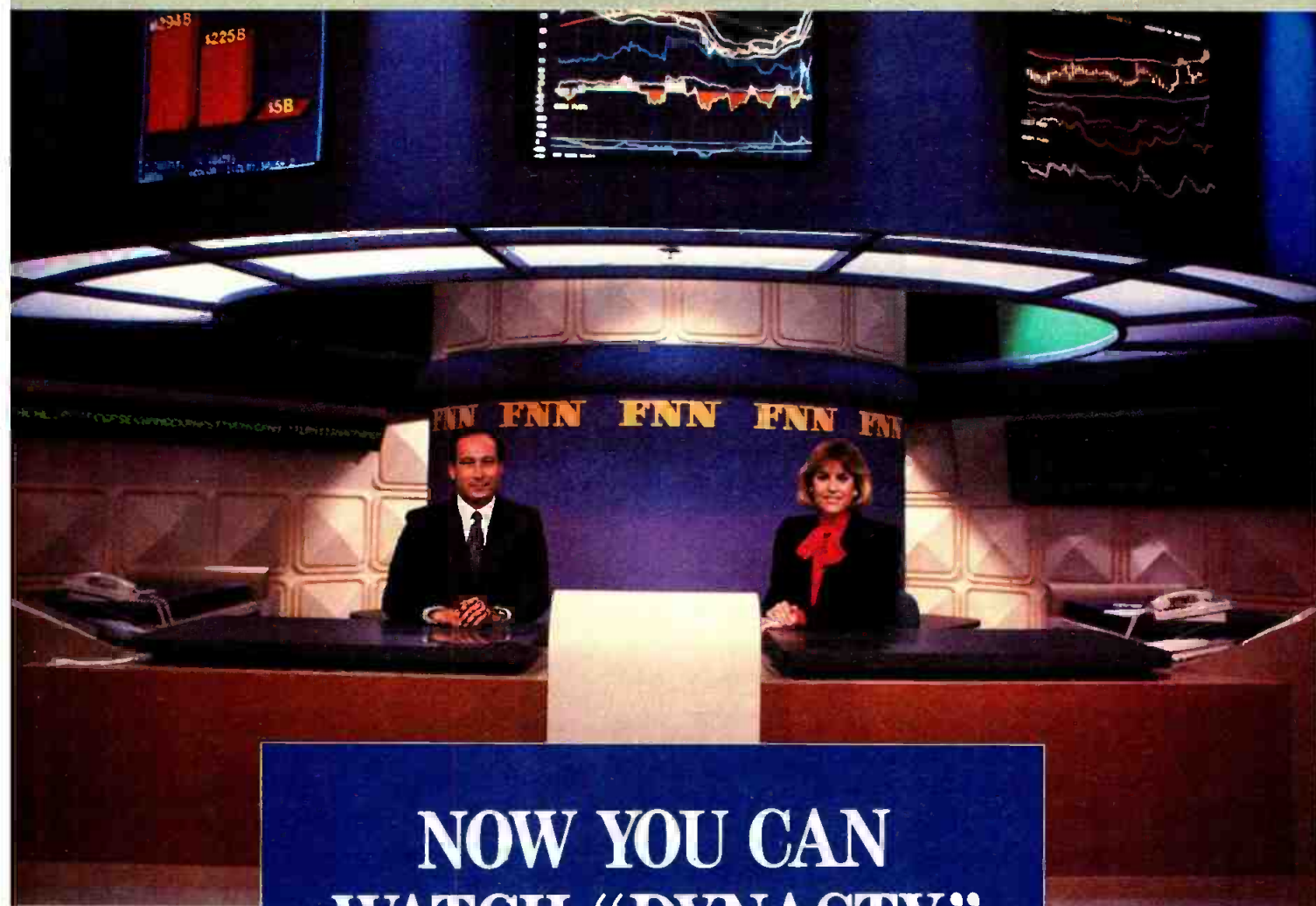
Telecommunications Subcommittee held second hearing of summer on HDTV two weeks ago (BROADCASTING, Sept. 12). Focus was on economic and trade implications of new technology. Subcommittee Chairman Ed Markey (D-Mass.) expressed desire to see U.S. industry take part in development and manufacture of HDTV equipment. Markey has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit report (no later than Jan. 4, 1989) recommending policy that would encourage U.S. activity in area. FCC's HDTV advisory task force and NTIA also were asked to prepare report on subject.

Peter Fannon, former president of National Association of Public Television Stations, has been named executive director of Advanced Television Test Center (ATTC), project co-sponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations. He joins Charles Rhodes of Philips Labs who was named chief scientist of center last June. After suitable permanent site for ATTC's headquarters is found, center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's ATS committee to test HDTV and ATV systems.

Cable industry is still considering participation in ATTC, but operators may put any dollars available for study or testing of HDTV into Cable Television Laboratories Inc. (Cable Labs), newly created research and development consortium of major cable operators. Cable Labs is expected to start up later this year. Richard Green, senior vice president, engineering, Public Broadcasting Service, has been named president of Cable Labs.

Indecency

■ U.S. Court of Appeals in Washington has affirmed in part FCC's new, tougher position on indecency. Court rejected arguments that commission's definition of indecency was unconstitutionally vague or that it suffered from overbreadth. But court remanded case to commission to consider its decision to reduce its safe harbor for allegedly indecent programming from 10 p.m. to 6 a.m. to midnight to 6 a.m. Commission said its aim was to protect children from exposure to indecent language or pictures. But court said commission's explanation for reducing safe harbor was inad-



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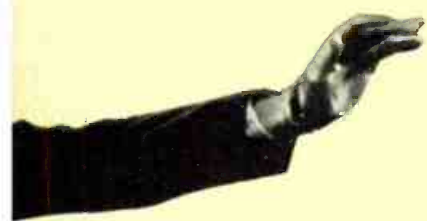
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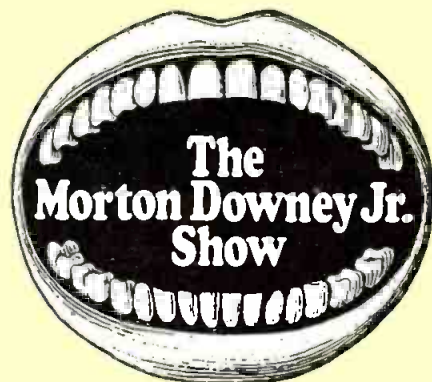
Percent Increase Downey vs.
Year-ago Program

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Albuquerque	+33%
Baltimore	+700%
Baton Rouge	+100%
Boise	+43%

Boston	+38%
Chicago	+33%
Cleveland	+150%
Columbia	+INF
Columbus	+67%
Dallas	+113%
Detroit	+27%
Fresno	+100%
Gainesville	+300%
Grand Rapids	+6%
Green Bay	+75%
Greensboro	+92%
Hartford	+75%
Indianapolis	+120%
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Milwaukee	+129%
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Oklahoma City	+75%
Phoenix	+6%
Philadelphia	+80%
Pittsburgh	+133%
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Raleigh	+100%
Sacramento	+113%
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Source: NSI or ARB, Share of Audience, Full July 1988 vs. July 1987.



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equate and said key to channeling rule is what "will most effectively promote parental—as distinguished from government—control." At issue in case was get-tough indecency policy FCC adopted in April 1987 in conjunction with action against three radio stations for broadcasting programming FCC deemed to be indecent.

Court decision was seen as setback for Senator Jesse Helms (R-N.C.) and his effort to require FCC to enforce its indecency policy around clock. Senate passed amendment to appropriations bill to that effect, but it must be accepted by House, whose version of appropriations bill does not contain similar provision. House voted to instruct its conferees to accept provision inserted by Senate. Instructions, however, are nonbinding, which should work to broadcasters' advantage in getting language stripped out. Conferees are expected to take up matter some time this month before Congress adjourns in October.

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

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

International Satellite

State Department has "agreed in principle" to pursue a special trade agreement with the People's Republic of China to allow export of U.S.-made commercial satellites into PRC for launch by China's Long March launch firm, saying both sides are "definitely prepared to move forward." Hughes Aircraft-built HS 601 birds for Australian Aussat B services and Hughes-built Westar VI, now in hands of Hong Kong-based PRC-U.K. consortium, are proposed exports in question. Arms Export Control Act, said State Department, applies to both. Restrictions address transfer of Hughes technology used in both commercial and government satellites, "any fair market concerns that might threaten U.S. launchers in the future" and questions of liability. Chinese are not currently party to U.N. agreements concerning liability.

"The positive outcome in these cases," said State, "reflects our continuing interest in expanding relations with China in ways which are mutually beneficial. We emphasize that this decision does not reflect a change in U.S. policy opposing use of Soviet launch vehicles" taking U.S.-built satellites into orbit.

Intelsat board of governors approved \$394.3-million Intelsat VII series contract with Ford Aerospace during Sept. 8-15 meeting in Washington. Contract calls for delivery of five

satellites, first two to be launched in 1992-93. Each bird will carry C-band and Ku-band capacity, cross-strapping and spot beam antenna.

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

Lack of "substantial" U.S.-to-South America data and video services, said PAS, exemplifies "gap" in Intelsat services which PAS intends to fill.

President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but only PAS has secured foreign correspondent (Peru) and received Intelsat consultation. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meeting in April 1986. Although PAS, only American separate system thus far authorized to compete with Intelsat, has complained that European Postal Telephone and Telegraphs are combining to deny PAS access to their markets, United Kingdom has taken two actions in past month to permit international systems entry into that market.

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ABC and NBC have announced large cuts in the staffs of their broadcast standards and practices divisions in recent weeks. They are following in the footsteps of CBS, which cut its broadcast standards staff drastically last year. These are the people who have labored to keep down such things as the volume of sex, obscenity and violence. They have also been concerned with good taste and accuracy in both advertising and programming. Faced with lower profits, the networks have cut spending on quality control. When Japanese cars took away a big chunk of the American market, Detroit realized it would have to put out a better product. The networks are hoping to improve their bottom line by cheapening their product.

This is likely to get them into deeper trouble. Some viewers are attracted by such things as sex, obscenity, and violence. But many more are repelled by them, and they are learning how to protest effectively. CBS has already been burned. It recently had to bow to the protests of those who objected to the cartoon showing Mighty Mouse snorting cocaine. It removed the scene and fired George Dessart, the vice president for broadcast standards who had let the scene get by.

Some major television advertisers were among those who complained. One of them, Mars, Inc., told CBS, "We believe we have the right to assume and to expect that your staff screens what will appear over your network, and that staff will exercise common sense and apply standards of decency to what is proposed." It's strange that in the wake of this traumatic experience, ABC and NBC should decide to join CBS in increasing the risk of offending advertisers and a big segment of their audience by cutting back on quality control. It is possible that they acted without realizing how badly CBS had been burned by the Mighty Mouse episode. Little publicity was given to George Dessart's firing, and none of the major media tied it to the Mighty Mouse case.

NBC is already heading into potential trouble with a film called "Shootdown," which it plans to air this fall. It is based on the story of a woman who is seeking a Congressional investigation of the Soviet shootdown of the Korean airliner, KAL 007. She has been persuaded that the airliner was on a spy mission for the United States, a discredited theory that the Soviet Union has been eager to promote.

NBC's broadcast standards office con-

sulted with some of the experts who have demonstrated that the spy plane theory doesn't hold water. One of them is space expert Jim Oberg, who was hopeful that his advice might have helped NBC avoid disseminating blatantly false Soviet disinformation. But with the dissolution of the broadcast standards office, he is afraid that no one at the network will fight to keep out the lies.

That remains to be seen. Most of the work on the film was completed before the broadcast standards office was dissolved, but that is no guarantee that suggestions made by Oberg and other experts will not be disregarded in the final product. Advertisers would be well advised to take a very close look at this film before buying time on it. They must bear in mind that NBC has weakened its defenses against Soviet disinformation, and they will have to be careful to avoid being tarred with that brush.

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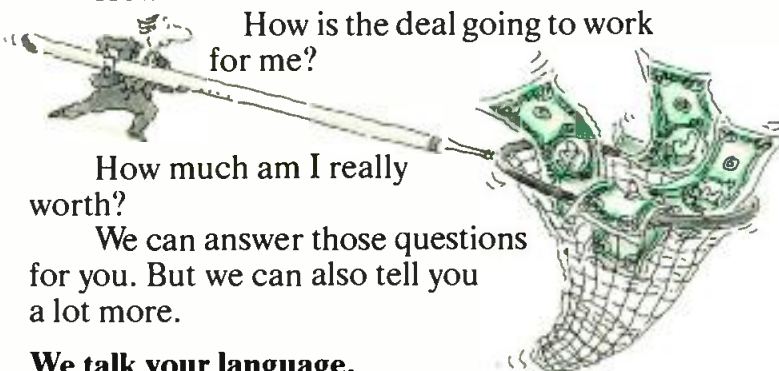
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First, Britain's Department of Trade and Industry issued ruling that will permit individuals and businesses, using on-site earth stations within UK, to receive signals of independent international satellites directly. Then, three weeks later, UK's Office of Telecommunications declared that operating licenses of British Telecom, UK's signatory to Intelsat, require it to provide "conveyance of messages to or from" international satellite system when customer in UK requests such service.

In related development, Orion Network Systems and British Aerospace announced plans to collaborate on construction, launch and operation of satellite-based telecommunications system across Atlantic.

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June by FCC's advisory committee on advanced television service advised commission not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5).

NAB sent comments opposing FCC proposal of minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations

on adjacent channels. NAB also opposed proposal that station may try to negotiate settlement with mobile radio operator if new station cannot meet spacing requirements. LMCC agreed with mileage separations on condition that spacings be increased substantially from 10-25 miles proposed by FCC. It also agreed with private agreement provision.

Low-Power TV

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

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

Mergers

■ Malrite Communications Group announced Aug. 15 that it had received a buyout offer from management group led by chairman and majority stockholder, Milton Maltz. Offer was \$10.25 per share in cash for approximately 13.7 million shares of common and class A

Continues on page 80

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Broadcasting Publications Inc.

A Times Mirror Business Publication

Lawrence B. Taishoff, president.

Donald V. West, vice president.

David N. Whitcombe, vice president.

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in 1946. Television* acquired in 1961. Cablecasting*

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Small Wonder has the energy to short-circuit your competition well into the 21st century. Here's why:

- The number one first-run sitcom for 3 seasons running!*
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AVAILABLE TO STRIP FALL '89



■ indicates new listing

This week

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

Sept. 23-30—Cinetex, international film and television conference, market, festival and industry expo, created by *American Film Institute* and presented jointly by *Interface Group of Companies* (conference producer). Las Vegas. Information: Bill Mahan, (617) 449-6600.

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

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

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

Sept. 27—"A Communication Policy for the Next Administration," seminar hosted by *Gannett Center for Media Studies* with Columbia Communication and Society. Gannett Center, Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

Sept. 27—*Association of National Advertisers* media workshop. Plaza hotel, New York. Information: (212) 697-5950.

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

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

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

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

Sept. 27-28—"Forging a New Telecommunications Strategy: Choices for the Next Administration," sponsored by *Public Service Satellite Consortium's National Center for Telecommunications and Information Policy* and co-sponsored by *Comsat, Pacific Telesis*. National Press Club, Washington. Information: (202) 863-0890.

■ **Sept. 27-28**—"Banks and S&Ls: More Problems Ahead," program sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 337-3603.

Sept. 27-29—Great Lakes Cable Expo. Cobo Hall, Detroit. Information: Steve Smith, (517) 351-5800.

Sept. 27-29—Cable Management and Organizational

Behavior," course offered by *University of Denver Center for Management Development and Women in Cable*. Denver. Information: (303) 871-2927.

Sept. 28—Fifth annual *Walter Kaitz Foundation* dinner, honoring Ralph Baruch. Hilton hotel, New York.

Sept. 28—*New York Television Academy* luncheon. Speaker: Gerry Hogan, president, Turner Entertainment Networks. Copacabana, New York.

Sept. 28—Presentation of 28th annual Hatch Awards, regional advertising awards sponsored by *Advertising Club of Greater Boston*. Wang Center for the Performing Arts, Boston. Information: (617) 262-1100.

■ **Sept. 28**—*American Women in Radio and Television* "executive panel." Jockey Club, Miami.

Sept. 28-29—"Urban Markets: Directions for the 90's," seminar sponsored by *National Cable Television Association* and *National Association of Minorities in Cable*. Keynote: Amos Hostetter, chairman-CEO, Continental Cablevision. Waldorf-Astoria, New York. Information: Ann Dorman, (202) 775-3690.

Sept. 28—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Sept. 29—*Cabletelevision Advertising Bureau* local advertising sales workshop. Dallas Parkway Hilton, Dallas.

Sept. 29—*Gannett Center for Media Studies* reception introducing 1988-89 Gannett Center fellows to Columbia University community and New York media. Gannett Center, Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

■ **Sept. 29**—"Women Take the Lead," meeting of *American Women in Radio and Television, Southern*

Major Meetings

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

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

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

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

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

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

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

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

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

Jan. 4-8, 1989—*Association of Independent Tele-*

vision Stations annual convention. Century Plaza, Los Angeles. Future meeting: Jan. 3-6, 1990 (tentative).

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

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

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

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

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

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

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

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

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

April 29-May 2, 1989—*National Association of Broadcasters* 67th annual convention. Las Vegas

Convention Center, Las Vegas. Future conventions: Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

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

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

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

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

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

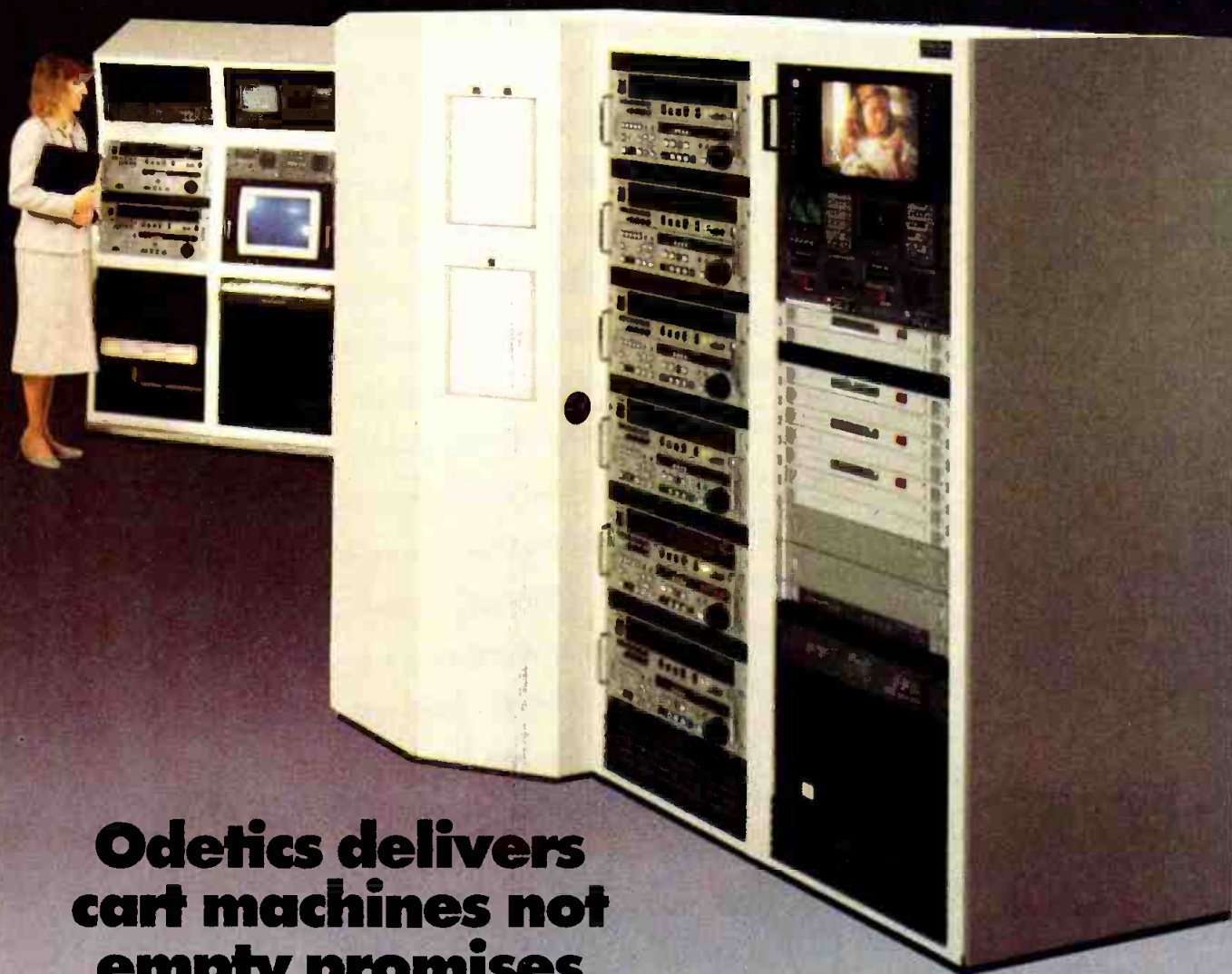
June 21-25, 1989—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 33d annual seminar. Renaissance Center, Detroit.

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

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

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

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California chapter. Hyatt hotel on Sunset, Los Angeles. Information: (213) 964-2740.

Sept. 30—"Covering Liability, Risk and Insurance Reform," conference for journalists co-sponsored by *Foundation for American Communications* and *Sacramento Bee*. Sacramento Community/Convention Center, Sacramento, Calif. Information: (213) 851-7372.

Sept. 30—*Radio-Television News Directors Association* region 13 "super regional conference, co-sponsored by *Washington professional chapter of SPJ-SDX*. Keynote speaker: David Brinkley, ABC News, Washington Marriott, Washington. Information: (804) 446-2711.

■ Sept. 30—"Television: A Changing World," first forum luncheon of season, sponsored by *Academy of Television Arts and Sciences*. Speakers: Edward Gradinger, president-CEO, New World Television Group; Mel Har-

Errata

Information in cable advertising chart on page 77 of Sept. 19 issue should have been attributed to Arbitron's Broadcast Advertiser Reports.

□

Clarification to story on **Marketing Communications Networks** (BROADCASTING, Sept. 19): Company will assist advertisers in buying local time on national cable programming networks.

ris, president, Television Group, Paramount Pictures Corp., and Paul Junger Witt, chairman-CEO, Witt/Thomas Productions and Witt/Thomas/Harris Productions. Century Plaza, Los Angeles. Information: (818) 953-7575.

■ Sept. 30-Oct. 1—22nd annual South Dakota Broadcasters Day, sponsored by *South Dakota State University*. SDSU campus, Brookings, S.D. Information: (605) 688-4171.

■ Sept. 30-Oct. 2—*National Academy of Television Arts and Sciences* 15th annual president's meeting. Sheraton Washington, Washington. Information: (212) 586-8424.

Oct. 1—Deadline for entries in Mobius Awards, "honoring outstanding achievement in the creation and production of broadcast advertising," sponsored by U.S.

Continues on page 83

Open Mike

Houston strategy

EDITOR: In your excellent roundup of media coverage of the Republican National Convention, you omitted Fox-owned KRIV-TV in your mention of Houston stations that provided local-angle news stories. The Fox Broadcasting Stations sent a sizable crew to New Orleans, and we had live convention coverage each night on our 7 o'clock news.

Perhaps our viewers got the best of both worlds: In addition to providing our audience with the news of the day, our *Prime Movie* outperformed the networks' convention coverage every night. That's what I call operating in the public interest.—*Marc H. Levinson, newscast director, KRIV-TV Houston*.

Not convinced

EDITOR: Mr. Dutch Doelitzsch gave six steps for "revitalizing" AM radio in his Aug. 15 "Monday Memo," and I would like to comment on this plan.

First, these ideas require action by the FCC. However, most broadcasters have fought for a deregulated FCC, which is not now geared to whip out a solution of the magnitude suggested by Mr. Doelitzsch. You can't have it both ways; either you have an FCC that has regulatory teeth or you have a weak governmental agency that says: "Let the marketplace decide."

Second, two very important ingredients are missing from Mr. Doelitzsch's plan; the first involves programming. After all, that's what radio is all about. If all stations continue to play the same basic music, it doesn't matter what band they are all on. Sameness means boredom. Mr. Doelitzsch should spend a day in San Francisco where many of the top stations are on AM radio. Listen to KGO(AM), the long-time radio leader with a wonderful program lineup of news, talk, sports and community involvement. AM can do it.

Then there's the problem of commercials. It seems to me the demise of AM listening occurred about the same time commercial limits were removed and "the marketplace would decide." They decided, all right, in favor of tape decks in their cars and listening

to "more music, less talk." Listeners just won't listen to triple spot breaks and 20-plus commercial units per hour.

So before the FCC is geared up to carry out the idyllic plan Mr. Doelitzsch suggests, let's hear some comments about real programming and over-commercialization of the product so the listener has an equal chance.—*Stan Lichtenstein, manager, non-commercial KCHR(FM) Hayward, Calif.*

Mail model

EDITOR: Since 1984, both broadcasters and Congress have disagreed on an effective cable TV must-carry formula. I have come up with a solution that should satisfy both broadcasters and Congress. It works like this: 1) Take the first two digits of the ZIP code of the station in question. 2) Take the first two digits of the ZIP code of the cable system in question. 3) If they match, the cable system must grant carriage of the station in question.

Also, on the question of superstations, I believe that if stations want to enforce the rules on syndicated exclusivity, all superstations should be taken off all cable systems, and in their place national cable networks should be substituted.—*Bob Tavares, Barrington, R.I.*

Boring

EDITOR: Members of the Academy of Television Arts and Sciences seem to agree with most of us that the talent pool for TV programming is exhausted.

Verification came when the group voted Emmys in 1985, 1986, 1987 and 1988 to the same actress in the same role in the same police series; voiced overwhelming approval of and gave Emmys in 1985, 1986, 1987 and 1988 to the same actor in the same supporting role in the same comedy, and presented the same little fellow in the same role in the same comedy series with Emmys in 1986, 1987 and 1988.

Then to clinch it, principals in two series rejected by viewers and canceled by networks before season's end were presented with Emmys for best actor in a drama series

and for expertise in directing.

Has television programming really become this stagnant?—*Micah P. Smith, president, Media Marketing Associates, Norman, Okla.*

Worldwide wish

EDITOR: President Eddie Fritts's debut of the NAB "Superadio" at the Radio '88 convention is a step forward. However, it is inaccurate thinking to assume that technology alone will increase AM radio's competitive advantage. The total AM-FM radio user base is usually a finite pie which at present is cut disproportionately in FM's favor due to current technological impediments inherent to AM transmitting and receiving and status quo programming.

The Superadio is a good starting point, but the only sure method of increasing AM audience share without the total penalization of FM is to expand the radio user base. Simply put, entice more people to use the radio more often, more hours per day, week or month. Bake a bigger pie. Convert viewers to listeners.

The answer to this complex riddle is to offer listeners a new—radio-exclusive—blockbuster feature. Global HF, continuous coverage reception of the international high frequency broadcast bands, will offer the radio listener new ground to explore, bringing the world right to his or her easy chair. New digital direct-tune radios offer simple and easy pushbutton tuning that enables a small child to master the set and tune in London, Australia, Sweden, Rome, Moscow, Japan and almost every country on the planet. A terrific opportunity for understanding and cultural exchange, a certain goodwill enhancer.

This global feature will give AM-FM operators in the U.S. the opportunity to serve a larger base audience and will make radio more universal and certainly stimulate the public interest and necessity.

Radio manufacturers: in the retooling of radio for the 21st century, please make sure you include the marvelous world of HF for a new, expanded generation of radio fans to enjoy.—*H. Dickson Norman, chairman, NDxE Global Radio Corp., Opelika, Ala.*

A commentary on television sales from Bruce Thomas, CBS Television Stations, New York

From secondary sales to marketing commitment

Ask any general sales manager if his station has a commitment to marketing and the answer will be something like this:

"Yes! We have one account executive who works full time on new business."

"You bet. We do vendor fund development programs."

"Absolutely. Our station buys customized research."

"Of course. Our sales department has access to a production unit that can make commercials."

Ask a general manager about a marketing commitment and you will hear:

"Definitely. Our general sales manager can tell you all about it."

Although there are good intentions behind all these statements, the scope is too narrow. Vendor fund programs, retail account executives and proprietary research are but secondary sales activities. They represent not the grand solution to the era of electronic fragmentation but merely the tip of the marketing iceberg.

The time has come for broadcasters to expand their thinking about marketing, accelerate their marketing efforts and make the leap from secondary sales activities to a true marketing commitment.

To effectively make the transition from secondary sales to marketing doesn't require a huge capital investment. It does, however, involve something that may be as valuable: a new, unencumbered look at marketing as it relates to broadcasting.

We in the broadcasting business generally think of marketing as some form of supplemental, ancillary or parallel sales effort. Sales departments chug along negotiating and servicing existing business (which still accounts for the vast majority of our revenue). Attached somewhere alongside is a marketing initiative struggling to grow and prosper not only within the marketplace but within the station itself. This marketing initiative can take a variety of forms, from "new business" quotas for salespeople, to hiring consultants, to entire developmental sales units.

Don't get me wrong. I'm not criticizing any of these efforts. What concerns me is that these efforts are considered narrowly as sales related. Not broadly as the first steps in a change of thinking that establishes marketing as its own distinct discipline that affects not just sales departments but our entire business process.

The best place to start making the transition from secondary sales to a marketing commitment is with the definition of mar-



Bruce Thomas is vice president of marketing services for the CBS Television Stations. Prior to that he was director of marketing for two years and was in sales management at WCBS-TV New York. Before joining CBS, Thomas worked as local sales manager at WDSU-TV and as director of sales development at WWL-TV, both New Orleans. He began his broadcasting career in 1976 as marketing representative for CBS in Chicago.

keting itself: "The purpose of marketing is to create and manage 'products.'" This is true with any business. Our business is so different from floor polish or chewing gum, however, that the term "product" requires a special definition.

A "product," from a television marketing viewpoint, is anything that augments either the offering of a specific program or the service of the entire station, in order to differentiate the offering, enhance its value and distinguish it as more than a commodity. These "products" should be designed to both create new customers and keep existing customers. Most of the secondary sales activities I mentioned are primarily designed for new business. In any mature industry (particularly one that has been deregulated), marketing efforts should be designed principally to keep existing customers rather than generate primary demand. A station with a true marketing commitment develops "products" that both create and keep customers.

Where do these "products" come from? The raw materials from which these new products are built are the problems of your

customers. Television has three tiers of customers—agencies, advertisers and, finally, viewers. The station with a true marketing commitment conducts separate, formal, continuous need analyses for each of these customer tiers.

From this way of thinking comes a new way of looking at your marketing efforts. Vendor funding is just one marketing "product." So is the use of proprietary or syndicated research. Both of these "products," I should add, were developed over ten years ago. The effectiveness of both is dependent upon whether your customers really need vendor funding or syndicated research. What do your customers really need? Where are their biggest problems? Perhaps your customers need something as simple as more timely communication or more legible invoices or flexible payment schedules or multimedia promotions built around a specific program. My point is that when you think about the marketing purpose as creating "products" that both create and keep customers by solving problems and satisfying needs, marketing is no longer limited to the bottom of a sales agenda.

As a distinct discipline, marketing will rapidly develop its own agenda. That agenda, simply put, is working for the customer. Marketing's job is to inject a customer's viewpoint across all the disciplines of our business. Marketing's agenda will deal not only with sales but with other departments. Traffic and operations departments become "customer service" departments. Research departments will expand their activities to include research regarding agency and advertiser perceptions. Promotion departments will initiate joint ventures with advertisers to generate floor traffic as well as gross impressions. The list of possible new "products" becomes endless.

It is no secret that our business is changing rapidly. New marketing "products" need to be created much more frequently than one or two each decade. At CBS television stations we are committed to introducing *three* new marketing "products" per quarter. (According to Tom Peters in his book "Thriving on Chaos," the pace should be 10 new products every 90 days!) Our network has recently reorganized to establish a new stand-alone division dedicated solely to meeting the exciting challenge of marketing network television.

Living by this thinking is a daily struggle. Forty years of success in our business generates tremendous momentum. It's much easier to talk change than to initiate it. We are, however, in the process of making that leap from secondary sales to marketing commitment, and the more we work at it, the more we understand that our future is limited only by the problems of our customers and our imagination in solving them. ■

Setting new standards for VHF technology and reliability

Harris' revolutionary 1 kW through 60 kW **Platinum Series™**

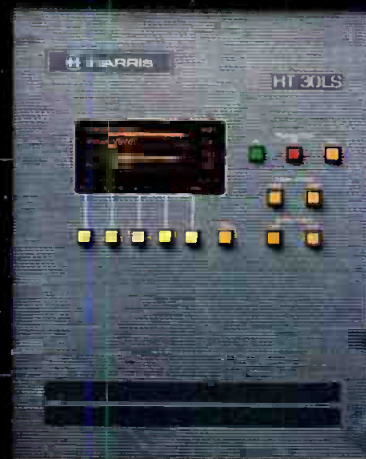
VHF solid-state transmitters look different because they are different. Quite simply, these rugged, modular transmitters provide unequalled system redundancy to keep your station on the air.

Parallel operation of conservatively-rated, solid-state PA modules, multiple power supplies and an exclusive distributed cooling system ensure a level of reliability that questions the need for a standby transmitter.

What's more, these transmitters are the most user-friendly you'll find. Easy-to-use controls and status displays, front access to components, and high stability to minimize adjustment requirements mean that virtually any person can operate the transmitter with very little training.

Solid-state PA Modules

Conservatively-rated 1 kW visual and aural power amplifier modules with individual MTBFs of 280,000 hours are identical and interchangeable. For extended life and reliability, each high-silicon module features a unique heat sink. "Hot-pluggable" modules can be changed easily and safely while the transmitter is operating.



Control Panel/User Display

A central control panel provides straightforward pushbutton control of the entire transmitter. In addition, each transmitter cabinet can be operated independently. The user display offers immediate and comprehensive system status — digitally and with bar graphs.



The transmitter shown is Harris' HT 30LS 30 kW low band solid-state model, configured with the optional spare exciter and 20% aural option.

To learn more about Harris solid-state VHF TV transmitters, phone TOLL FREE:

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HARRIS

Broadcasting Sep 26

Vol. 115 No. 13

TOP OF THE WEEK

TV, cable, telcos: What are they worth?

BROADCASTING calculations put value of phone companies at \$240 billion; cable, \$90 billion; broadcast TV, \$40 billion

Take just about any of the policy issues affecting the television industry today and you will find industry and financial clout a central part of the debate. Do cable MSO's now need to be regulated? What kind of high-definition television system should there be? Should telcos or broadcast networks be allowed to purchase cable systems?

Responding to the shift in the debate, BROADCASTING's second annual industrywide asset valuation this year includes the telephone operating companies, who by our estimate are easily four times as large as the cable TV industry, which is now more than twice as valuable as the broadcast television industry. These valuations are not solely based on operations, but also reflect the financial community's best guesses as to how such policy questions will be answered.

Broadcast Television

The value of the broadcast television business, net of its debt, is about \$40 billion. That number, a gain of slightly less than 4% over last year (BROADCASTING, Aug. 31, 1987), has as much to do with people's perceptions of the industry as with its actual performance. The luster is off for the time being.

The valuation of broadcast television is news in itself. A slowdown in the rate of growth for both station revenue and cash flow has started a revaluation of the multiples (of cash flow) people are willing to pay for stations. The reevaluation of multiples has yet to be completed. Thus, any multiple used will be subject to criticism by some, which is why many stations put on the market months ago are still there. Last year in its industry valuation, BROADCASTING used an average multiple of 12. With interest rates up slightly and revenue growth slower, the average multiple this year has dropped to 11.5 times 1988 cash flow.

To arrive at the cash flow requires starting with the TV station advertising estimates of Robert Coen, senior vice president, director of forecasting for McCann-Erickson, which indicate a 1988 total of \$14.85 billion. That sum, net of agency commissions, works out to \$12.6 billion, divided about evenly between spot and local advertising. Adding affiliate compensation of \$450 million gives a total of \$13 billion.

How much of that would be free cash

flow, after necessary operating expenses? As of 1987, operating margins had slightly improved, according to a station group study recently produced by John Kornreich, a partner at Sandler Capital Management. Kornreich's study, covering 44 station operators taking in half of total television revenue, shows cash flow margins inched forward from 39.3% of net revenue in 1986 to 40% in 1987. But because the sample is, like the larger groups themselves, weighted toward affiliates in the top 50 markets, the 1988 industry-wide margin is probably lower, say, 33%.

That would put TV station cash flow at \$4.3 billion [\$13 billion x 33%], which times a cash flow multiple of 11 would imply that the more than 1,000 commercial television stations have a value of \$49.6 billion, or slightly ahead of last year's number. Half the gain is due to the fact that the 1987 total did not include affiliate compensation.

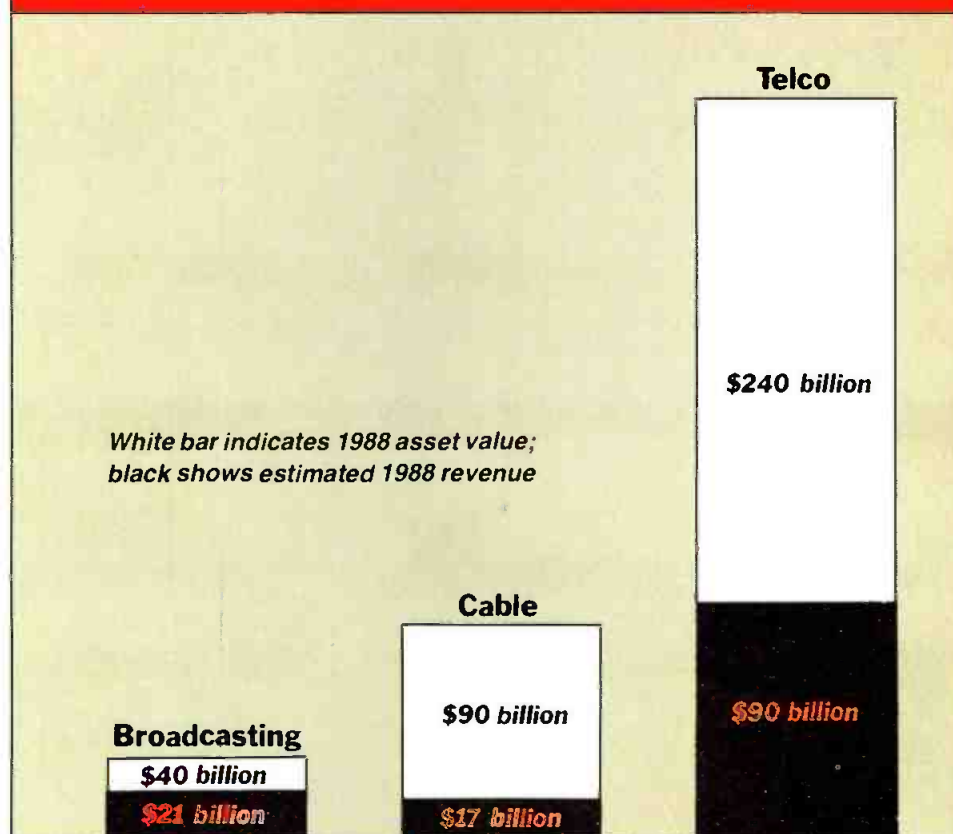
Meanwhile, broadcasting debt has risen,

according to Kagan, which pegged it at \$23.7 billion at yearend 1987, up from just under \$20 billion the previous year. Subtracting radio's estimated 30% share of the debt leaves television with \$16.6 billion to be paid off to banks, insurance companies, public debtholders and other lenders. Subtracting that amount from gross value gives TV stations a net value of \$33 billion or roughly \$500 million more than last year.

Added to the station value are the other sources of advertising revenue, meaning the broadcast television networks and the barter syndicators. Their valuation is more uncertain but has probably changed little from last year.

For the networks' recent reports by securities analysts, Raymond Katz of Mabon Nugent & Co. and Jay Nelson of Brown Brothers Harriman & Co. have pegged the value of the ABC Television Network at, respectively, \$1.1 billion and \$1.5 billion. Splitting the difference leaves ABC-TV at \$1.3 billion. CBS weighs in at a lower

Valuing the Key Players



amount, about \$1 billion, while NBC is higher at about \$2 billion. Fox is given a neutral value. All of this valuation is hypothetical since the broadcast networks' value is intertwined with their owned stations.

Growth in barter syndication continues to be strong, but the problems faced by some smaller programmers and consolidation in the industry have perhaps affected multiples. The Advertiser Syndicated Television Association estimates 1988 barter revenue at \$875 million; McCann Erickson's Coen puts it at \$915 million. Splitting the difference and subtracting agency commissions provides net revenue of \$761 million.

Dennis McAlpine, securities analyst for Oppenheimer & Co., said that multiples in the barter business continue to vary widely, ranging from 50% to losses. Taking 25% as an average—the bulk of the business is done by profitable companies—provides barter syndication with a cash flow of \$190 million, which, increased by a multiple of 12, gives an industry value of \$2.3 billion. Last year the valuation was increased to \$3 billion due to the buoyant view of the industry; this year it will stick to the formula.

Cable Television

The cable industry has jumped by roughly 30% in overall value since BROADCASTING's asset valuation of the business in 1987. Cable was worth \$67 billion then; now it's worth close to \$90 billion.

Per-subscriber valuations of cable systems make for good headlines these days. The \$2,500 per subscriber paid by Houston Industries for Rogers Communications cable systems and the \$2,700 per subscriber paid by Cablevision for two Viacom systems have helped fuel expectations that prices could go even higher. And Cooke Cablevision recently placed its 700,000 subscribers on the market at \$2,800 per sub. Jack Kent Cooke has even gone on the record as saying that he expects prices will go well above \$3,000 per subscriber. According to more than one analyst, the entry of telephone companies into cable system ownership could also help increase those prices.

Those analysts mentioned \$2,300 to \$2,500 as a reasonable per-subscriber range with which to value cable systems. That range would give the nation's cable systems a value of \$108 billion-\$118 billion.

Alternately one could value cable systems by their cash flow, which yields a price tag of between \$88 billion and \$108 billion. Paul Kagan's projections of system revenue in 1988, \$14 billion, and the current cash flow margin of roughly 45%-55%, yields cash flow of \$6.6 billion-\$7.7 billion. Analysts arrive at the total value by multiplying that number by 12.5-13, a multiple which they say the market currently commands.

Splitting the difference between the per-subscriber and cash-flow valuation methods, a \$106 billion value for cable systems is arrived at before debt is accounted for. Kagan estimates that total cable debt (money owed by MSO's to banks, insurance companies, intermediate lenders and public markets) was \$25.7 billion at yearend 1987.

That leaves the systems a value, net of debt, of \$80.3 billion.

The programming side of cable also looks strong. Compared to 1987, when Kagan says that revenues from per-subscriber fees and advertising for the 16 basic cable networks it followed equaled \$1.109 billion, those 16 networks are projected to bring in \$1.346 billion in 1988. Using a projected cash flow margin on that revenue of almost 28%, those networks have cash flow of \$376 million. Valuing basic cable networks at 10-12 times their cash flow, those networks are worth between \$3.8 billion and \$4.5 billion.

The prices being paid for cable systems and the values placed on cable networks are "responding to the economics of the business," said Mike Morocco, senior associate at Morgan Stanley & Co. "Cable has positioned itself as a major force in the distribution of entertainment," Morocco said, and it continues "trending upward."

That figure may not do justice to the value of basic cable networks, however. John Tinker, a media analyst at Morgan Stanley & Co., says that CNN alone is worth \$1.7 billion. Plus, there is the pay side of the business. Using Viacom's formula for selling 5% shares in Showtime/The Movie Channel for \$25 million each, that pay service is worth \$500 million. Estimates of HBO's worth range from \$1.5 billion to \$1.7 billion. In all, cable networks could easily account for between \$8 billion and \$10 billion.

Telephone Operating Companies

The telephone operating companies, serving roughly 130 million household and business telephones, have a rough asset value of \$236 million. Those companies, formally referred to as local exchange carriers (LEC's), connect individual homes or businesses with the complete telephone network just as cable operators serve as the local connection between a household and cable networks.

"Private market" valuation of the LEC industry is a little more difficult than valuing cable because few observers, if any, expect the larger LEC's, the seven regional holding companies established as a result of the AT&T breakup or the other major "independents" to change hands. There is "little or no chance" of succeeding with a hostile takeover of an LEC, according to Jack Grubman, a telecommunications analyst at PaineWebber Inc. Regulatory approvals that have hindered hostile takeovers of cable MSO's would also be severe for telephone.

But the unthinkable, as those in the network television business know, does occasionally happen. Earlier this year, investor Asher Edelman unsuccessfully attempted to force the breakup of MSO and independent telco Centel. That bid, sources associated with Edelman said, was based on valuations by several Wall Street firms, one of which judged the telephone operations to be worth five-and-a-half times the current year's cash flow. Sal Muoio, an analyst with Gabelli & Co., said that works out to roughly \$1,900 per access line, which is about \$100 less than the cost of building a new access line:

"That's economics, that is what we see in the marketplace."

The United States Telephone Association (USTA), an industry group for the local telephone industry, keeps statistics covering revenues of LEC's that are related directly to local telephone service. The USTA has projected that the LEC's will have operating revenue of \$89.7 billion in 1988, with most of the money split between charges for local service and long-distance tolls. The "baby Bells" and "independents" have cash flow margins averaging roughly 48%, similar to the cable industry. That would put the LEC industry's 1988 cash flow at \$43 billion and its value at \$237 billion.

Traditionally the industry has not been judged according to cash flow models, in part because a large portion of cash flow is reinvested, although that reinvestment is not necessarily required by regulators and therefore some of it could theoretically be available for other purposes. Muoio said that independent telcos reinvest roughly 43% of their cash flow just to maintain existing plant.

Bob Murray, a managing director at Morgan Stanley, suggested another approach, based on what financial analysts refer to as total capitalization. Starting with the 20 biggest LEC's, which Murray judged to represent 90%-95% of the LEC business, he figured their total shareholder equity to be \$120 billion, thus implying a total equity value for the industry of \$130 billion. On the average, this equity represents 55% of a telco's total capital, the rest being debt. With debt figured in, the total industry capitalization is valued at about \$235 billion, a value almost exactly the same as that obtained using the cash flow method.

The total capitalization method includes the value of non-telephone operations. Many of the LEC's are in businesses other than the telephone business. Centel, for example, operates cable systems and electric utilities. Regulatory bodies, however, attempt to prevent revenue from one area from cross-subsidizing activities in another.

Although not counted here, one could theoretically include other segments of the telephone industry that could offer television service in the future. Chief among them are the "interLATA" carriers, less formally known as long-distance carriers. The business is dominated by AT&T, with MCI trailing a distant second. One rule of thumb for judging the size of the industry, according to an FCC source, is to take statistics for AT&T, add in MCI's, then add in MCI again to allow for US Sprint and smaller carriers. By this yardstick, the market capitalization for the industry is \$37.6 billion—AT&T's share being about \$28.2 billion and MCI's about \$4.7 billion. Allowing for debt—about \$7.3 billion for AT&T and \$2.7 billion for MCI—total capitalization of the interLATA carriers is about \$50 billion, bringing the telecommunications service total to about \$285 billion.

Morgan Stanley's estimated revenue for the interLATA's totaled \$46 billion, including \$36 billion for AT&T and \$4.6 billion for MCI (also confirming the "double-the-MCI" yardstick). □

'USA Today': Will there be a tomorrow?

New show off to shaky start; programmers give it 50-50 chance of survival, depending on changes GTG is making

Buffeted by ratings far below initial projections its first week on the air, and pummeled by media critics around the U.S.A., the GTG first-run program, *USA Today: The Television Show*, was substantially reformatted last week, its second week on the air. In its premiere week, the show averaged a 6.3 rating in metered markets, well below the 9 rating GTG officials had predicted for the show. (See story on syndication ratings, page 38.) Some programmers last week gave the program a 50-50 chance of survival, depending on GTG's ability to rapidly fix the show.

The number of stories per episode, which in the first week approached an average of about 20, has been reduced by about half to make room for fuller, more in-depth stories, said the show's executive producer, Steve Friedman. The program, he said, "demanded too much from the audience. If they turned away for a second, they'd miss the critical element in a story." In its frenetic first-week form, said Friedman, "the show was threatening to the audience. It did not make them comfortable."

In addition to reducing the story load and lengthening some segments, the so-called "cover story," which had previously appeared at different points in the broadcast, has now been moved permanently, says Friedman, to the top of the broadcast. The move prompted observers to note that the lead segment is where the "cover story" belonged in the first place.

Initially, the program consisted more or less of a hodgepodge of news, sports, business and lifestyle elements—in no particular order. Now, following the cover story, each broadcast will have an "inquiry" segment involving a two- or three-minute interview, which will segue into stories from the four super departments, then wrap up with a profile.

Further changes in the program will follow, Friedman reported last week. He said he wants to make the show "more interactive" with the audience.

One example of more interactive programming is what Friedman said would be periodic, if not regular, use of audience polls by way of 900 telephone numbers. Today and tomorrow (Sept. 26-27), the program

will poll viewers on whether the U.S. penny should stop being minted. The results will be reported Wednesday.

Another change will have the program's four anchors out in the field, for on-location reporting. "We are evolving constantly," said Friedman, who, like his boss, GTG President Grant Tinker, expressed annoyance at the negative publicity the program has received in the last couple of weeks. "People have got to give us a break," he said. "For people to make judgments after a week or two is kind of unfair."

But others disagree. "This is not the program that was purchased by stations," said Richard Kurlander, vice president of programming at Petry Television. Although the

show did improve in its second week on the air, Kurlander said it continues to lack energy, immediacy and topicality, despite the pretty package. "What have they been doing for 10 months?" he wondered of the show's producers.

Kurlander said the program's current state is "pretty distressing for those that own it...[prime] access [where most stations have placed it] is a very important time slot. The pressure is much greater to improve it quickly," compared to a network show in prime time, where stations do not control the advertising inventory.

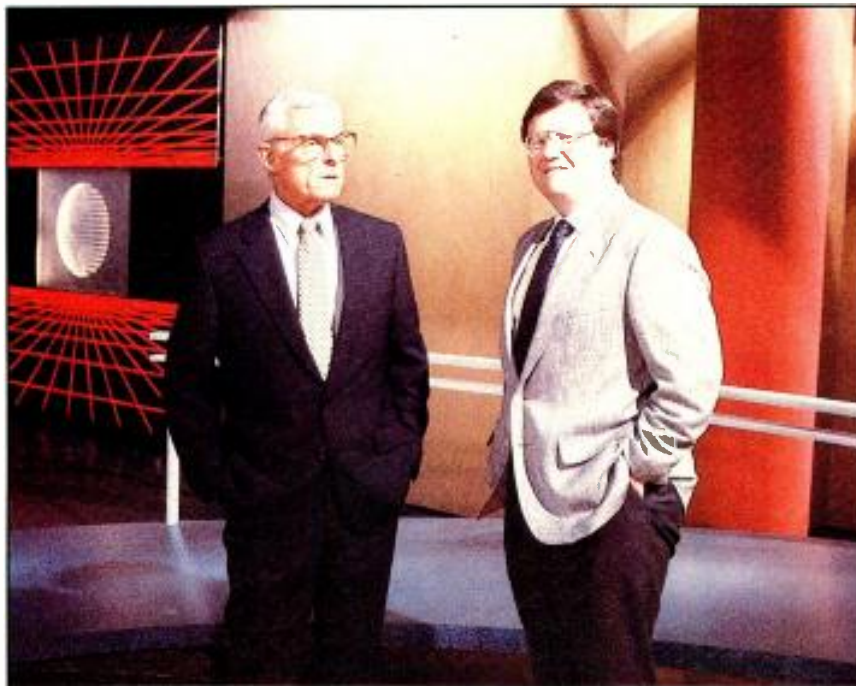
Discussing the show last week, GTG's Tinker said he was "a little annoyed we are getting so much negative publicity so quickly. We've always said this was an evolutionary process...I think we've made spectacular progress" in the short time the show has been on the air.

"We tried too many things too quickly," said Tinker. "The result was not a pleasant viewing experience for viewers...None of it was very nourishing." Slowing down the pace was absolutely critical to the show's survival, Tinker said. "With the pace matter under control," he said, the key now is to improve the quality of the stories. "We were never designed to be a news program. We're supposed to be entertainment, imparting some information, hopefully quite a bit."

Just how long Friedman and company have to get the program on the right track is the subject of some debate. Kurlander of Petry says the access time period is critical enough to stations that if they do not see dramatic improvements in quality and ratings in the next "couple of weeks," the show could be finished.

Tinker disagrees, arguing that the Olympic games currently airing on NBC have thrown normal viewing patterns out the window, giving *USA Today* extra time to fix itself. If stations remain with the show for another month or two, he said, "they will be rewarded for so doing."

And if not, it will not be the first show of its kind to fall by the wayside. Last year's development season included efforts to bring video versions of both *TV Guide* and *People* magazines to the air. This year, a handful of syndicators, including Paramount, Lorimar, Orion and 20th Century Fox, are developing similar "infotainment" or tabloid journalism programs for the marketplace. □



GTG's Tinker and Friedman

"People have got to give us a break. For people to make judgments after a week or two is kind of unfair."

—Steve Friedman

"I think we've made spectacular progress."

—Grant Tinker



ET's John Tesh, Mary Hart, Robb Weller, Leeza Gibbons



USA Today's Bill Macatee, Edie Magnus
Robin Young, Kenneth Walker

Syndicators tally early returns

Metered-market ratings look promising for 'On Trial,' others, but some, like 'USA Today,' stumble

With the first full week's ratings in for a number of new syndication programs, the news was not good for the one program many stations were hoping would boost their ratings performance in prime access—GTG's *USA Today: The Television Show*. According to a report issued by Petry Television, in the 14 metered markets where the program aired before midnight, *USA Today* averaged a 6.3 rating and a 12 share. The Petry report noted that the show failed to hold its lead-in in all but one top market during its premiere week (Sept. 12-16) and concluded that the program "has gotten off to a rough start."

Last week, the second week *USA Today* was on the air, some changes in content were made, and its producers said more changes were in store (see story, page 37). Meanwhile, *Entertainment Tonight*, the program most believe *USA Today* was designed to knock off, averaged a 10/19 during week one (also Sept. 12-16) of its eighth season on the air. (Like the average for *USA Today*, it includes only the metered markets, 13 of 16, where the show airs before midnight.)

In the two metered markets where the two programs went head to head, *ET* won hands down. In Los Angeles, *ET* collected twice the rating *USA Today* did, averaging a 7.5/13 to the latter's 3.4/6. In Seattle, *ET* averaged an 8.8/16, compared to *USA*'s 6.6/12. In the first three days of week two, a

similar ratings pattern for the new program was evident.

By coincidence, *USA Today* appeared to perform best on two Gannett stations—KUSA(TV) Denver, the only top market where the program improved on its lead-in, and WUSA(TV) Washington, where the show turned in one of the two best performances in prime access.

Other new programs in the syndication marketplace appeared to have more encouraging ratings performances in their first week on the air. Petry programming vice president Richard Kurlander said the early numbers for Republic/Reeves's *On Trial* gave him "reason to be optimistic." The program (see story, page 44) held or increased its rating lead-in in three of the nine metered markets where it debuted Sept. 12, including WCBS-TV New York. In Washington, the program led out of *Nightline* to finish second in the market for the time period.

Petry's Kurlander was impressed with the initial week of ratings for *It's a Living*, the one off-first-run show debuting in the metered markets so far. In Philadelphia, where the show is running at 6:30 p.m., it averaged a 7.2/13, placing second in the time period. "That's a good number," said Kurlander, but stressed that it is far too early to judge the success of the program as an off-first-run vehicle given the limited exposure—*It's a Living* has been placed in only two of the 16 metered markets (Detroit being the other).

Kurlander also said it was too early to make even a preliminary judgment on the

initial ratings of *Live with Regis and Kathie Lee*, the morning talk show on WABC-TV New York that was taken to national syndication by Buena Vista Television. In its first week, in 14 overnight markets, the show held or increased its lead-in in seven markets. The best performance in week one continued to be in New York, where the show has been running locally, and where it averaged a 6.3/27 for first place. Next was Cleveland, where it averaged a 5.5/20 to tie for first.

The New Gong Show, from Barris-Guber-Peters, in 10 metered markets, also showed some encouraging signs, where it held or improved its lead-in in half of those markets the first week.

The numbers for the first week of Lorimar's new *Family Medical Center* were not as encouraging. According to the Petry report, the show failed to hold its lead-in in all nine metered markets where it debuted. The best performance was in Atlanta, where it placed first with a 6.7/26.

Sweethearts, from Multimedia, held or improved on its lead-in in half of the eight metered markets where it bowed. The show performed best in late fringe its first week, where it gathered double-digit shares in Miami and Washington, Petry said.

Another new game show, Paramount's *Wipeout*, did not fare so well in its initial week, when it failed to hold its lead-in in most cases in the metered markets. *Wipeout*'s best performance was in Atlanta where the show placed third at 9:30 a.m. with a 3.4/15.

The initial ratings for two off-network shows were not encouraging. MTM's *St. Elsewhere*, in only two metered markets, placed no better than fifth place. *Newhart*, also from MTM, and airing only in Boston among the 16 metered markets, placed fourth, without any sitcom competition in its time slot at 7:30 p.m. on independent WSBK-TV. □

Olympic gold; ratings silver?

Audiences for NBC's Olympic coverage are smaller than expected, prompting makegoods; network hopes slight upward trend in ratings will 'build'

Last week, the televising of events once again became almost as big news as the event itself. This time, NBC's broadcast of the Olympics in Seoul, South Korea, was in the news in part because audience ratings guaranteed to advertisers were lower, by roughly 20% in prime time, than expected. There was also a host of television criticism, most of which unfavorably dissected the network's coverage. Among the good news was that the television signal was transmitted clearly and the games were so far free of terrorist violence.

From a business perspective, the network officials were putting the best face on the situation, saying that the numbers might "build" as the games went on—and in fact they were going up slightly as the week progressed. They had also less publicly begun giving makegoods to compensate for what is expected to be an overall shortfall. Numbers provided by A.C. Nielsen indicate that during the 1984 summer games, the ratings for key dayparts were roughly the same throughout.

The Olympics coverage began with the opening ceremonies the previous Friday, September 16. The 16.4/29 prime time rating (15.2/29 for the duration of the night) compared with the 23.9/48 ABC got in 1984, but was still strong enough to beat the competition. At 10 p.m. ABC's *20/20* got an 11.9/22. Overnight ratings in the top 10 markets ranged from a 12.6/24 in Dallas to a 25.7/45 in Los Angeles.

Once the competition began, ratings picked up steadily, if slightly, with Saturday scoring a 16.6/31 in prime time, Sunday a 17.7/29, Monday an 18/29, Tuesday an 18.2/30, and Wednesday a 19.3/33. But NBC had sold most of its advertising based on guaranteed ratings for weekday prime time of 21.2/36. Network officials said they hoped that with a greater portion of track and field events to come, audiences in the following days would grow.

Much of the focus was on the prime time numbers because they made up almost half of the 179½ total hours telecast and because, as of last week, numbers for the other dayparts were limited. On the weekends, the Olympics telecast ran up against football. On Saturday, while it outperformed other sporting events with an 8.6/21, it barely finished ahead of ABC's college game, which got a 7.3/18. On Sunday, the afternoon telecast of the games pulled an 8.7/19, lower than any of the three professional football games telecast that afternoon. Late night numbers for Saturday and Sunday received a 7.1 rating; advertisers had been guaranteed a 9.1.

John Sisk, senior vice president at J. Walter Thompson, said the network had started giving makegoods for "all" Olympics dayparts. Without knowing how many



NBC broadcast from Seoul

future spots would be required to "make good" the shortfall, it was difficult to estimate any effect on the network's potential profit from the games.

Some agency executives were speculating last week that NBC might not have enough makegood spots within the Olympics themselves, and might have to place advertisers elsewhere in the fourth quarter, or beyond. That would tighten network inventory and be to the benefit of ABC and CBS.

But officials at the other two networks were not initially crowing about their competitor's misfortune, either on or off the record. Said one, "This speaks badly for the big-event television for which we are known." The ratings shortfall also may make it more difficult for CBS to sell advertising in the 1992 winter games.

Various reasons were given for the less-than-hoped-for ratings, including the peplemeter (the 1984 ratings were recorded under the diary system) and a change in the mood of the viewing audience, which is now, it was said, more preoccupied with baseball pennant races and football games. Said one network executive, "People are just no longer in a summer sports frame of mind. The pools are closed and kids are no longer home during the day."

Some television critics derided the NBC's telecast for having too many commercial breaks and commentary lacking in enthusiasm. Network officials pointed to their use of off-camera reporters to add to their coverage of competition-related news and to their split-screen technique as examples of how the coverage was better than it used to be. □

Superstation bill on its way to law

Legislation would require satellite carriers to have license to beam broadcast signals to backyard dishes; amended version nullifies chances of Hill action on controversial TVRO bill

A House bill (H.R. 2848) that would create a compulsory license for the satellite distribution of broadcast signals—superstations—to backyard satellite dish owners (TVRO's) is back on the legislative fast track. The House Telecommunications Subcommittee's unanimous approval last week of an amended version of the measure has improved its chances for enactment. It is expected to sail through the parent Energy and Commerce Committee this week, and its proponents are optimistic that both the House and Senate will consider it before adjournment, expected next week.

The subcommittee's action also affects

the fate of another, more controversial, home satellite measure (H.R. 1885) that would regulate cable's role in the TVRO marketplace. The superstation bill was amended as part of a last-minute deal between cable and home satellite interests that virtually kills H.R. 1885 and its third-party packager provisions. But, as part of the deal, beefed-up versions of the bill's signal piracy and scrambling standardization provisions were incorporated into H.R. 2848.

Language was added that would establish stiffer penalties for piracy of satellite signals and make the manufacture, assembly and modification of unauthorized descramblers a felony offense with fines of up to \$500,000 and imprisonment of up to five years. It gives legitimate descrambler manufacturers and distributors grounds for civil action, and the FCC would be required to conduct an inquiry to determine if a univer-

sal encryption standard is needed.

But missing from the agreement is the guts of H.R. 1885; a provision mandating that cable programmers permit any qualified third party to distribute their services to backyard dish owners. Cable says the requirement is an unnecessary government intrusion and its absence from the amendment means the issue is dead, at least in the House.

The third-party packager provision is part of a TVRO measure (S. 889) pending in the Senate and it is believed that Al Gore (D-Tenn.), the bill's key sponsor, will still press for a vote before adjournment on Oct. 8. Sources say, however, that Gore has promised not to tinker with the superstation bill. And most observers believe House passage of the legislation could undercut Gore's initiative.

Even Representative Billy Tauzin (D-La.), author of H.R. 1885, was willing to take time out from the third-party packager debate. Adding the piracy section to the superstation bill, which also encourages the delivery of broadcast network signals into underserved areas, coupled with the National Rural Telecommunications Cooperative's deal with leading cable programmers, has "gone a long way" toward assuaging many of the congressman's concerns. However, Tauzin says he will keep monitoring the marketplace.

The National Cable Television Association was the driving force behind the amendment. Major League Baseball also participated in the discussions. Cable's willingness to concur on the subject should prove invaluable in building goodwill on the Hill at a time when the industry has come under greater congressional scrutiny.

A statement from NCTA President Jim Mooney conveyed the industry's desire to make amends. Mooney said cable's position on the TVRO legislation "should not be immutable and unchanging in the face of changing facts." Especially, he added, when "it has become clear that the degree of signal piracy bedeviling development of this market is much greater than we had anticipated. It is clear, too, that the encryption technology which has been employed in this market is less than perfect."

"We therefore concede to Congressman Tauzin, and other members of Congress who have expressed concern over these matters, that they have been more prescient than we on the subjects of signal piracy and encryption weaknesses," said the NCTA president.

The superstation bill was referred to Commerce from Judiciary and the subcommittee convened a brief hearing prior to markup. Lawmakers heard from Preston Padden, president of the Association of Independent Television Stations; Steven Effros, president of the Community Antenna Television Association; Mark Ellison, vice president for government affairs and general counsel, Satellite Broadcasting and Communications Association, and Timothy A. Boggs, vice president of public affairs, Warner Communications. The industry groups are backing the measure and only minor fine tuning is anticipated when the Commerce Committee acts. □

More cable-telco debate

Pros and cons fly at FCBA meeting as FCC order proposing to drop ban on phone companies offering cable services is released

Last Thursday (Sept. 22) the FCC released the order containing its tentative decisions to eliminate its regulatory ban against telephone companies offering cable service in their telephone service areas and to recommend to Congress that it do away with similar prohibitions in the law.

A few hours later, at a seminar sponsored by the Federal Communications Bar Association, the order provided the starting point for a lively debate between representatives of the telephone and cable industries over whether telcos should be allowed in the television business. Contributing to the discussion were federal and state officials and a representative of the Association of Independent Television Stations, who said the association wants to know more about what telco entry means before taking a stand.

"While we do not have plans to provide cable television services within our local service areas, we do want the flexibility to explore a variety of relationships and arrangements with franchised cable companies," said Stan Moore, Washington counsel, Pacific Telesis Group, owners of Pacific Bell and Nevada Bell. "In addition, we believe that there should be no restrictions which would deny consumers the benefits that will be available from future technological developments."

Moore said the 1982 consent decree that bars Pacific Telesis and the other six Bell operating companies from getting into cable outside their telephone service areas is "clearly inappropriate." Even though Pacific Telesis's bid this summer for Rogers Cablesystems was rejected, he said, "we still have an interest in operating cable systems outside California and Nevada, assuming the price is right."

John Rose, executive vice president, Organization for the Protection and Advancement of Small Telephone Companies, said that repealing or at least relaxing the current video prohibitions on telcos would enable the 360 small telcos he represents to build "integrated" fiber networks capable of delivery voice and video services to their subscribers.

In five or six years, he said, building fiber networks will be economically feasible "if we can load it up with services, including video." But, he added, "if there are rules that limit the market, then that will inhibit it. I think we ought to open it up to competition."

Brenda Fox, National Cable Television Association general counsel, said: "The law is right just as it is and we don't need telephone companies providing television services in their telephone service areas."

Even the FCC acknowledges that "safeguards" are necessary to curb the power of telephone companies let loose in the cable business, Fox said, but "we're left at sea to dream about what might be some great untested safeguard." Fox said "theoretical protections" are no substitute for the current "carefully construed structural safeguards."

Dropping the structural prohibitions poses

"serious" risks, Fox said. "We would be drastically and radically changing the whole business of delivering television to the consumer," she said.

The telcos bring no programming expertise to television, and other media can provide high-definition television as well as the telcos, she said. The cable industry "might even be ahead" of the telcos in bringing together fiber optic technology and television. Twelve of the top 15 MSO's are experimenting with fiber, and the newly formed Cable Laboratories has made fiber research one of its priorities, Fox said.

Phil Verveer, of Wilkie Farr and Gallagher, who represents the NCTA, said the First Amendment implications of allowing public utilities such as the telephone companies into television are "very troubling." Because utilities are subject to rate regulation, he said, they are dependent on the "goodwill" of public officials and their constituents. It follows that the telcos would "exercise extraordinary caution" in presenting or even transmitting any programming that might be deemed "offensive" by anyone, he said. Public pressure has already empowered telcos to refuse carriage of sexually explicit 976 telephone services, Verveer said.

James Meehan, consumer counsel for Connecticut, said he supports the FCC's effort to remove the barriers to telco entry. "The telephone companies are the only feasible source of true competition in the cable industry," he said. "Barring reregulation, competitive entry into the cable field by telephone companies would be appropriate."

Anita Wallgren, the former National Telecommunications and Information Administration staffer who authored the agency's report on the video marketplace and who is now an executive of Great American Broadcasting, reiterated the report's principal conclusion that telcos should be prohibited from controlling the means of transmission as well as content. According to the report, she said, existing laws should be modified only to the extent of allowing telcos to provide video transmissions to others besides franchised cable operators, including program producers and sports interests.

According to Wallgren, if the NTIA had been certain that telcos would enter the cable market as true competitors—"as a second wire"—it may have recommended repeal of the crossownership prohibitions. "We felt that it was important to keep them out of the content business until we are certain about a second wire. We could not see the benefit of replacing the sole cable company with the sole telephone company."

Jim Hedlund, vice president, government relations, Association of Independent Television Stations, said that INTV is still pondering its position on whether the telcos should be allowed in the cable television business. But, he said, if it does decide to support the telcos, the support will be contingent on a guarantee of free carriage for broadcasters. "That is the bottom line," he said. If broadcasters are charged, "the concept of free television is gone," said Hedlund. □

Patrick tells broadcasters not to look back

He warns of dangers of pressing for return to days of regulation

FCC Chairman Dennis Patrick, speaking last Thursday (Sept. 22) at the International Radio and Television Society's 50th anniversary Newsmaker Luncheon in New York, reaffirmed the commission's deregulatory stance and warned broadcasters not to push for a return to the restrictive atmosphere of eight years ago. Regulations that may appear to be beneficial in the short term may actually hurt broadcasters in the long run, he said.

Patrick told the audience at New York's Waldorf-Astoria hotel that some misguided broadcasters believe that a return to government regulation of programming, reimposition of a fairness doctrine and a vague notion about a "special" status for broadcasters would help fight off transfer fees, taxes and competition within the burgeoning broad-

cast arena.

"I have to tell you this afternoon that the security offered by any such regulation is illusory at best and would be bought at an enormous price," he said. "Attempting to crawl back behind the bars will only make broadcasters less able to compete."

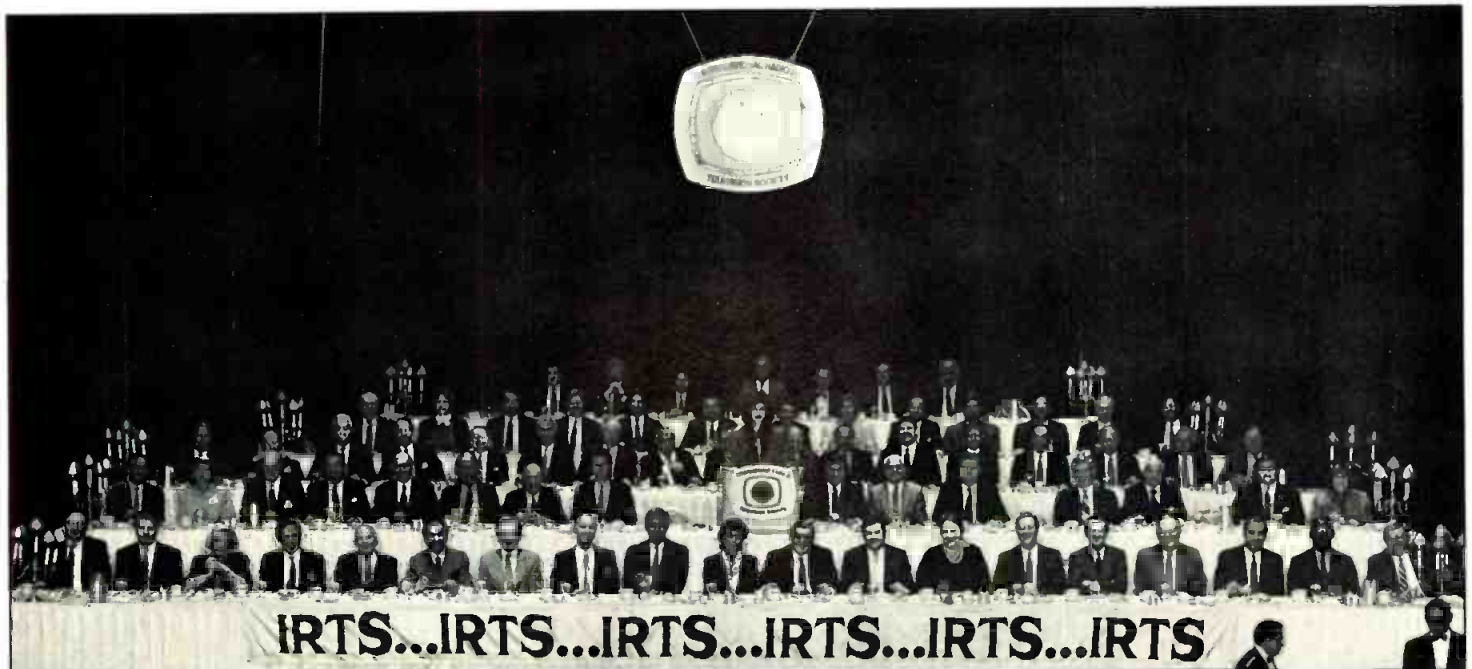
Too many broadcasters, he said, are concentrating on long-debated regulatory issues that have become moot. He suggested that broadcasters may need to put in a scrapbook such concepts as a three-year antitrafficking rule or a cable network crossownership prohibition. "The real issue is that the world has changed," he said, adding that aggressive broadcasters should prepare for open competition with the growth of multichannel television.

"The notion that you can codify a certain status is misguided," Patrick said of broadcasters seeking stronger government regulation. Such thinking, he said, "is a prescrip-

tion for disaster." Strong FCC restrictions may only serve to stifle the competitiveness of networks, he said, and force them into becoming "some sort of curious dinosaurs."

The public demands convenient access to a variety of programming at an affordable price, he said, adding, "this may mean that those technologies that are able to provide varied, multichannel entertainment will have a certain advantage in this new world that we see evolving before us today."

To further promote deregulation, Patrick cited several gains for the industry since the FCC began lifting restrictions eight years ago. During that time, he said, the number of commercial radio stations has increased by 20%. The number of commercial television stations during that period increased by 75%, he said. Cable television, he added, grew from 22% to 52% penetration with an increase in services from 25 to 68. While competition has intensified, he said, the



IRTS newsmakers. Front row (l-r): Stephen Weiswasser, Capital Cities/ABC; Nicholas Verbitsky, United Stations Radio Networks; Jayne Keyes, New York Governor's Office for Motion Picture and TV Development; Robert Batscha, The Museum of Broadcasting; Giraud Chester, Mark Goodson Productions; Eduardo Caballero, Caballero Spanish Media; Ralph Guild, Interep Radio Sales; Alfred Masini, TeleRep; John Walters Jr., Harrington, Richter and Parsons; Susan Mercandetti, Koppel Communications; Edward Bleier, Warner Bros.; William Battison, Westwood One; Patricia Reed Scott, New York Mayor's Office of Film, Theatre & Broadcasting; George Vradenburg III, CBS; Kenneth Bagwell, Storer Communications; Arthur Carlson, Susquehanna Radio Corp.; John Conomikes, Hearst Corp.; Ronald Davenport, Sheridan Broadcasting Corp.; James Dowdle, Tribune Broadcasting.

Second row: Michael Garin, Furman Selz Mager Dietz Birney; Ruth Wooden, The Advertising Council; Ward Quaal, The Ward L. Quaal Co.; James Greenwald, Katz Communications; Corydon Dunham, NBC; Daniel Burke, Capital Cities/ABC; Laurence Tisch, CBS; Dennis Patrick, Federal Communications Commission; Betty Hudson, NBC; James Rosenfield, John Blair Communications; James Quello, Federal Communications Commission; Howard Stringer, CBS/Broadcast Group; Gene Janowski, CBS/Broadcast Group; Ralph Baruch, Gannett Center for Media Studies; Edward Fritts, National Association of Broadcasters; Diane Suter, American Women in Radio and Television.

Third row: David Henderson, Outlet Communications; Jack Howard, Scripps Howard Broadcasting Co.; Wallace Jorgenson, Jefferson-Pilot Communications; James Linen IV, Media General; James Lynagh, Multimedia Broadcasting Co.; John McCrory, Times Mirror Broadcasting; William McReynolds, Meredith Broadcasting; Stanley Mouse, Cox Broadcasting; Frank Osborn, Osborn Communications; Roy Park, Park Communications; Donald Pels, LIN Broadcasting; Edward Reilly, McGraw-Hill Broadcasting Co.; James Rupp, Midwest Communications; Pat Servodidio, RKO General; Robert Alter, Cabletelevision Advertising Bureau; A. Philip Corvo, NATPE International; Jerome Feniger, Station Representatives Association.

Fourth row: Melvin Goldberg, Electronic Media Rating Council; Lynne Grasz, Television Information Office; Steven Herson, TeleRep; William Moll, Television Bureau of Advertising; Preston Padden, Association of Independent Television Stations; William Stakelin, Radio Advertising Bureau; Maurie Webster, New York Market Radio Broadcasters Association; Margita White, Association of Maximum Service Telecasters; Thomas Burchill, Lifetime Television Network; Tom Freston, MTV; John Gault, Manhattan Cable Television; Brian Lamb, C-SPAN; Roger Werner, ESPN.

Fifth row: Ron Alridge, *Electronic Media*; Les Brown, *TV Business International*; Merrill Brown, *Channels*; Robert Gardner, *Marketing & Media Decisions*; Sol Paul, *Television/Radio Age*; Syd Silverman, *Variety*; Lawrence Taishoff, Broadcasting Publications.

industry has benefitted by a doubling of television advertising revenue.

Patrick closed his speech with a comparison between the broadcast industry and a movie: "Unlike Dorothy in 'The Wizard of Oz,' we can't click our red shoes and go home to Kansas. None of us can go home to the old days. We're stuck in the Land of Oz. So let's make the best of it."

When confronted with criticism that FCC obscenity rules were vague, Patrick noted that the U.S. Supreme Court has been unable to define the category in 100 years. "I don't think the commission can be expected to do much better than that," he said.

Patrick has been pushing for elimination of legal and regulatory barriers to telephone companies' entry into cable television. In a portion of his speech included in text, but



Patrick

excluded from presentation, Patrick said, "The public demands convenient access to a variety of programming at an affordable price." Cable television projects that it will serve only 64% of all homes by the year 2000, he said. "This forecast can only be driven up if the telcos provide an affordable alternative to existing cable operations."

The FCC belief in competition has led it to consider dropping its prohibitions against telcos' providing competitive cable service in their telephone service area and recommending that Congress repeal similar restrictions, he said. But Patrick said the FCC does not intend to let the telcos loose in cable without restrictions. "Our job is to insure that fairness and competition are among the prerequisites of that entry," he said. □

Committee approves TV Marti funding; proposed service may not go up without a fight

Senate-House conference OK's \$7.5 million for television version of Radio Marti; House hearing on service indicates questions remain about feasibility and foreign impact

The proposal to establish a television counterpart to Radio Marti cleared another barrier last week when a Senate-House conference committee approved a \$14.9 billion appropriations bill. The measure contains \$7.5 million in start-up money for TV Marti, which would televise entertainment and news to Cuba. But while the project appears to have strong support in Congress, its ultimate approval—at least as the facility is now envisioned—is not a certainty.

For the first time since it surfaced as an issue last spring—and two months after the Senate voted to appropriate \$7.5 million for the project—the TV Marti project was subject to a congressional hearing last week. The hearing—a joint one by two House Foreign Affairs subcommittees—did not have any legislation to consider. But it indicated that opposition to the proposal might be mounted next year, during the authorization process—and during a nonelection year, when members of Congress will not be as sensitive to the lobbying of anti-Castro groups.

The proposal to appropriate \$7.5 million—which would include \$2.5 million for

a 90-day operating test—had been included in the Senate version of the bill at the request of Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Appropriations Subcommittee on Commerce, Justice, State and the Judiciary.

Next year, the Senate and House will be asked to authorize some \$40 million for the project—\$15.6 million for first year operating costs and \$25 million for capital construction.

Senator Claiborne Pell (D-R.I.), chairman of the Senate Foreign Relations Committee, has extracted a promise from Hollings that additional funds would not be sought for the project until the Foreign Relations Committee had held hearings on the matter. And at the hearing last week, Representative Dan Mica (D-Fla.), chairman of the House International Operations Subcommittee, said that panel next year would hold hearings on authorizing legislation. The National Association of Broadcasters, which fears that the proposed TV Marti not only would spark retaliation by the Castro government but would cause interference to U.S. stations, is certain to be among the critics.

TV Marti, at least in concept, is strongly supported by key members of the House Foreign Affairs Committee who represent districts in Florida where the anti-Castro Cuban constituency is strong. Mica, for

instance, was sufficiently sympathetic to the proposal not to have objected to the House's unusual move considering the \$7.5 million appropriation before the money had been authorized. The chairman of the committee, Dante Fascell, another Florida Democrat, was similarly tolerant. Representative Larry Smith, yet another Florida Democrat on the Mica panel, demonstrated his fierce support of the Marti projects during the hearing in his questioning of academics criticizing them.

Still, Mica spelled out three questions he felt should be considered next year. The first is whether the project would be "in the best interest of U.S. foreign policy." He said he thinks it "clearly" is, "if it can be done without violating international law or agreements." The second question is whether the project is technically feasible. His third question: "What programming should be broadcast?"

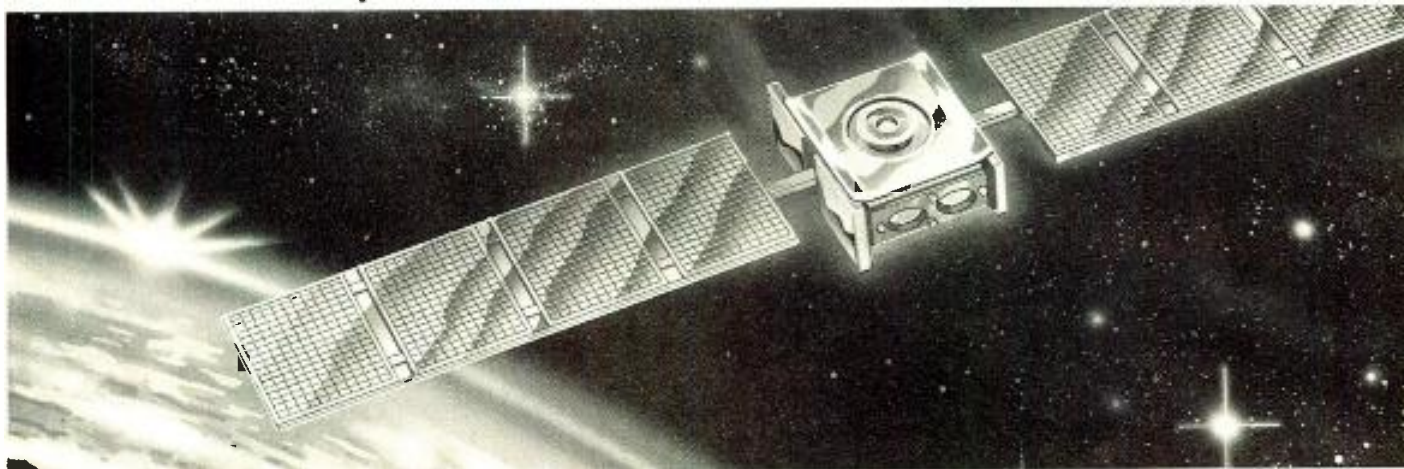
The first two questions were debated extensively before the subcommittees. Dr. Philip Brenner, associate professor at the School of International Service at American University, in Washington, said a TV Marti would not be in American interests, that it would slow what he said was progress in improving relations with Cuba. Dr. John Nichols, associate professor of communications at Pennsylvania State University, said the project would violate international law and radio regulations, and probably cause "at least some harmful interference to Cuban broadcasters," precipitating "a broadcasting war that neither side can win." And both said the signals of the proposed TV Marti could be easily and inexpensively jammed.

A contrary view was provided by Jorge Mas, chairman of the President's advisory board for Radio Broadcasting to Cuba. He said six studies funded by a \$100,000 congressional appropriation concluded that a TV Marti program "is technically possible, legally sound and financially reasonable." He also said TV Marti would command a large audience and achieve the kind of success in entertaining and informing Cubans he said has been achieved by Radio Marti. □



L-r: Brenner, Nichols and Mas

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NBC makes it four for four



'The Cosby Show'



'Golden Girls'



'Night Court'



'A Different World'



'Cheers'

For the fourth year in a row, NBC has finished first in the 52-week season, which ended September 17. The winning network averaged a 14.5 rating and a 25 share in prime time, 19% higher than CBS's second-place 12.2/21 showing and 20% better than ABC's 12.1/21 finish. Meanwhile, network audience levels in prime time continue on the downswing.

The three-network average prime time delivery for the year (the first full year of official peoplometer measurements) dropped 8% in rating and 6% in share, compared to a year earlier, when NBC led with a 15.9/27, followed by CBS, 13.8/23, and ABC's 12.5/21. NBC was off 9% in rating and 8% in share; CBS was down 12% in rating and 9% in share; ABC was down 3% in rating and flat in share.

The top five programs this year were all NBC hits from the network's Thursday and Saturday comedy lineups—*The Cosby*

Show (23.8/40), *A Different World* (22.2/37), *Cheers* (21.7/36), *The Golden Girls* (19.9/36) and *Night Court* (19.6/36). Rounding out the top 10 programs were *Wonder Years* (ABC, 18.8/29), *60 Minutes* (CBS, 18.5/33), *Who's The Boss?* (ABC, 18.4/31), *Murder, She Wrote* (CBS, 18.2/30) and *Monday Night Football* (ABC, 18.2/32).

NBC had the highest-rated new show of the year, *Cosby* spin-off *A Different World*, which was also number two over all in prime time, largely as a result of its scheduled slot on Thursday nights following *Cosby*.

Night by night: NBC won Monday, Thursday and Saturday; CBS won Friday and Sunday; ABC won Tuesday and Wednesday. NBC was second on Tuesday, Wednesday, Friday and Sunday; CBS was second on Thursday, and ABC was second on Monday and Saturday.

Cameras in the court—for entertainment?

New program uses actual footage from trials; some question whether laws that allow cameras in court are being abused, since they were drafted with news coverage in mind

On Trial, a syndicated show that uses actual courtroom film footage, has raised questions about whether cameras should be allowed in the courtroom for the purpose of producing an entertainment show. Unlike *People's Court* and *Divorce Court*, *On Trial* films a case in progress and edits the tape to fit into a half-hour show. Each show includes some background information on the case, as well as the principals in the case giving testimony. *On Trial* is produced by the On Trial News Service, a joint venture of Republic Pictures Corp. and Reeves Entertainment Group.

Since 1977, when the Florida Supreme Court first allowed news cameras in Florida courts, news coverage of trials has become more widespread, with 44 states now allowing cameras in their courts. In some states, acceptance of cameras into the courts has been the result of hard-fought battles by news organizations, and *On Trial* has left some wondering whether the show is abusing those gains. "I don't think they are entitled to be in the courtroom under the



Nick Clooney of 'On Trial'

agreement that the Radio and Television News Association of Southern California fought for," said Jeff Wald, news director, KTLA(TV) Los Angeles. "My concern," said Wald, "is that this show masquerades as a

serious news show."

Others, however, believe the distinctions between *On Trial* and newscasts are not clear. "I think those distinctions are without a difference," said Wayne Satz, lawyer and

chairman of the Freedom of Information Committee, Radio and Television News Association of Southern California. "If they [On Trial] are faulted because of their having an entertainment purpose, then newscasts must be classified as such," said Satz. "I think we're all sophisticated enough to realize that newscasts are concerned with entertaining for the purpose of ratings."

Satz did express some concern for the condensed version of the trial presented by the show. "Although I'm concerned about the truncating of court procedures, the same thing exists in all newscasts and in print."

"Since we follow a full trial, we are more complete than a one day's activity shown on the nightly news," said Chuck Larsen, president, domestic television syndication, Republic Pictures Corp. "In newscasts," he said, "the viewer usually only sees one witness, which may or may not be accurate of the day's proceedings."

The producers of *On Trial* must receive permission from either the judge hearing the case, the attorneys or the principals involved before filming can begin. While in the courtroom, the crews have certain restrictions, not the least of which is remaining in the background. "We have not been in a court that said that we couldn't come back," said Larsen. "They said that we weren't disruptive, and that's what we have to do, do our job responsibly," he said. "The point," he said, "is that we are making a public forum more widely available to the public."

"The bottom line is that these proceedings are open to the public," said Judge Alexander Williams III, chairperson of the American Bar Association's task force to revise standards for criminal justice pertaining to fair trial and free press. "I think the line [on whether cameras should be allowed in court for purposes other than newscasts] is a difficult one to draw," he said, adding,

Program notes

Television producer Gary David Goldberg has extended his agreement to produce programs for Paramount for six more years. This time around, deal calls for Goldberg to develop and produce theatrical films for studio as well as television programs. Goldberg's **UBU Productions** currently produces *Family Ties*, expected to run one more season on NBC, and second-year show *Day by Day*, also on NBC, as well as *Duet* for Fox Broadcasting Co. New TV project in works is entitled *American Dreamer*, half-hour comedy for NBC starring Robert Urich (of *Spenser for Hire*). Goldberg is not ready to talk yet about film projects he has in mind.

□

NBC said last week Geraldo Rivera special has been scheduled for Tuesday, Oct. 25 (8 p.m.-10 p.m.), and will focus on growth of Satanism in America—*Devil Worship: Exposing Satan's Underground*. Issues to be addressed include satanic murders, satanic breeding and alleged link between Satanism and heavy metal rock music.

"there would have to be a clear case of abuse before that determination could be made. It's important that the media and their use of cameras in the courtroom record events, not alter or influence them."

Critics have also charged that *On Trial* only chooses sensational cases. "It would be

stupid for me to say that we went out and found the dullest shows that we could find," said Larsen. "But," he said, "not all the shows fall into the category of sensationalistic. Many of the trials don't feature murderers or hardened criminals, but ordinary people. It's the people that make the show." □

What's new on public TV



'Children's Express'

PBS, anticipating channel shopping caused by staggered network fall starts, hopes to capitalize on situation with new offerings and election coverage

In its efforts to take advantage of the 1988 network rerun season, public television rolled out eight new series in this nearly past summer's national schedule (BROADCASTING, June 20). One of the summer debut series, *P.O.V.*, gained notoriety when a handful of PBS member stations declined to carry one segment because it might offend audiences (BROADCASTING, Aug. 8). But, judging by one week per month of Nielsen ratings available to PBS, the overall strategy failed. Down by 11% when compared with June, July and August, 1987, the prime-time cumes showed the new series doing particularly badly. The premiere episodes of *P.O.V.* and *Struggles for Poland* earned 1.2 and 1.3 cumes, in contrast to the 3.6 prime-time PBS average. PBS's own reruns did far better, as exemplified by the 5.3 cume earned by a Sherlock Holmes *Mystery* rerun. Lack of promotion dollars, said research director John Fuller, contributes to new program troubles. Viewers can find a forum like *Mystery*, he noted, but when it comes to series premieres, public TV can often be regarded as the "I Only Wish I Had Known Network."

PBS, however, now hopes to take advantage of strike-delayed network fall schedules and is introducing 11 more new series during this and next month to do the job. The new series fall into diverse genres, including science—*The Mind*, nine-part sequel to *The Brain*, premiering Oct. 12; history—*The American Experience*, 16 documentary hours beginning Oct. 4; children's drama—10 September-October episodes of *Ramona*, based on the Beverly Cleary nov-

els, and public affairs—*The Power of Choice*, a 10-part series of current issues discussions with students in 22 U.S. high schools. And established series like *Mystery*, *Masterpiece Theater*, *DeGrassi Junior High* and *Nature* will return with all new episodes.

"Much publicity about the writers' strike may mean the public will be shopping around more than in the past," said Suzanne Weil, PBS senior vice president, programming. "I was already confident, because we have so many new programs." But with the strike, she said, "and with so many people out there zapping around with their remote controls, I think when they zap to us, they'll stay. We will benefit from being sampled by more viewers."

But remote control "zappers" who sample public TV during the next two months will often find themselves under the umbrella "Election '88," where public TV is making a concerted effort to maintain and expand its audience. Thanks to a station initiative begun over a year ago, said Weil, a special \$2.25 million Election '88 Project Fund made up of station, CPB, PBS and foundation dollars was put together in time to bolster series like *The MacNeil-Lehrer News Hour* and to produce an array of special programs leading up to and through election night.

"It's public TV fulfilling its mandate in spades," Weil said of the WETA-TV Washington-WGBH-TV Boston-coordinated project. "We've never had such in-depth coverage much beyond the proverbial sound bite." That coverage will, not surprisingly, be anchored by *NewsHour*. In addition to nightly coverage of campaign events, *NewsHour* will feature ongoing analysis by *U.S. News and World Report* editor and former White House communications director, David Gergen, and *Washington Post* columnist, Mark

Shields, as well as weekly "essays" by Roger Mudd.

In what Weil described as a "provocative" counterbalance to the necessary coverage of the obvious campaign players and observers, the mix will include 50 11 p.m. week-night half-hours hosted by Bill Moyers, who interviews not-so-obvious political movers, shakers and observers. *Bill Moyers' World of Ideas* began earlier this month with filmmaker and former Columbia pictures head David Puttnam, and will feature diverse contributors—ethicists, historians, sociologists, novelists—to what Moyers calls "the conversation of democracy."

A series of weekly 9-10 p.m. NYT specials also began this month with one segment on economic issues, *Louis Rukeyser's 1988 Election Guide*, and another on the campaign process itself, *A McLaughlin Group Special: Is This Any Way to Elect a President?*

Other segments in the 9 p.m. Monday slot include a page from Fred Friendly's ethics in government panels. *The Politics of Privacy* (tonight, Sept. 26), featuring Congresswoman Geraldine Ferraro, TV newsmen Peter Jennings, Jeff Greenfield and Mike Wallace, retired army General William Westmoreland and others; *Campaign: The Prime-time President* (Oct. 3), in which host Moyers interviews former presidential candidates, media advisors and journalists about TV's impact on the election process; *Campaign: The Shadow Debate* (Oct. 10), in which *Frontline* correspondent William Greider focuses on tough economic choices facing the next President; *Campaign: A View from Abroad* (Oct. 17), in which French TV journalist Christine Ockrent explores British, German, Japanese, Soviet and other foreign views of U.S. politics; *Campaign: The Candidates* (Oct. 24), in which *Frontline* and *Time* magazine team up for 90 minutes to profile the presidential candidates, and *Campaign: A Cry for Help* (Oct. 31), with Moyers surveying political views in Jamaica, Queens, N.Y.

Nov. 7 election-eve coverage, *Campaign: The Last Word*, features Moyers, Mudd, Rukeyser, Jim Lehrer, Robert MacNeil, *Frontline's* Judy Woodruff, *Washington Week in Review* regular Paul Duke and *Eyes on the Prize* creator Henry Hampton.

Another set of young public TV journalists will debut Oct. 13 on the new weekly *CE* (Children's Express) *News Magazine*, often described as a noncommercial "60 Minutes." In fact, under executive producer Harry Moses, producer of more than 60 segments of *60 Minutes* at CBS, Children's Express reporters Albert Lin (14 years old), Rebecca Walkowitz (17 years old), Jonathan Zachary (13 years old) and Jamie Zelermyer (15 years old) will cover issues such as psychiatric institutions and school press censorship, indirectly, if not directly, related to national and state elections. Weil said stations are airing the series at various times, including weekday afternoons and Saturdays, but PBS is offering it in prime time, underlining the seriousness with which *CE News* will be treated.

An early September *Firing Line* special debate over which party deals better with the Soviets will be followed Oct. 9 by a debate



Sex talk. Ready to talk about "Sex on the Air," a seminar sponsored by the International Radio Television Society and moderated by Dr. Ruth Westheimer (seated), are (l. to r.) Elizabeth Masterton, executive editor, CBS program practices; Colette Connor, vice president of advertising and promotion for Exxtasy, the Tuxedo Network and Stardust Theater; Don W. Falk, president of Schmid Laboratories, and Mary Alice Dwyer-Dobbin, vice president, daytime programs, East Coast, ABC-TV.

over the domestic policy half of the question, *Resolved: Conservatives Are Better Able Than Liberals to Run the Country for the Next Four Years*, to feature William F. Buckley Jr., former U.N. ambassador Jeane Kirkpatrick, Congressman Jack Kemp (R-N.Y.), Congresswoman Patricia Schroeder (D-Colo.) and former senators George McGovern and Gary Hart.

In the political history department, Will Rogers Jr. will host an hour of actor James Whitmore's one-man show, *Will Rogers' U.S.A.*, at 8 p.m. on Oct. 3. The following Monday at 10 p.m., Marvin Kalb will host *To What End?*, a documentary examination of nuclear weapons policy issues, featuring hydrogen bomb inventor Edward Teller, author Jonathan Schell, former Secretary of Defense Robert McNamara and former adviser to President Reagan, Richard Pipes. Two hour-long specials, Oct. 17 and 18, will cover recent political party developments: *The Democrats' Dilemma: A Quarter Century of Change*, hosted by syndicated columnist Ben Wattenberg, and *The Republicans: Before and After Reagan*, hosted by Gergen. And on Nov. 2, host Paul Duke will take viewers through *The Great Upset of '48*, when Harry Truman surprised the press and the nation with his election victory over Thomas Dewey.

Mark Russell will do his version of political history, reliving the past three presidential campaigns during three half-hours, Sept. 28, Oct. 5 and Oct. 12. Then on Oct. 26, he will "take on the Bush and Dukakis campaigns."

The election coverage mix will also include a series of 30- and 60-second spots featuring public figures in entertainment, journalism, sports and academia sharing anecdotes intended to "show viewers that they do have an investment in the political process."

NewsHour will be in charge on election night, Nov. 8, providing updates on the presidential and senatorial races throughout the evening.

"The challenge," said PBS vice president for news and public affairs, Barry Chase, "is to create television that unwraps the packages created by an army of media consultants and shows what's real inside and what's really at stake. I think that, with the talent we have on board and the time we're devoting to the issues, we can do just that."

Interim series get their network shots

Shows prompted by writers' strike will mix it up with the regulars in October

During the writers' strike, the networks announced that a number of interim series would be used to help fill their schedules until production could resume on series slated to be on the regular fall schedule. With the strike ended and many shows on the new schedule set to air in the next month, several of those contingency series will also air. At CBS, the network premiered *Live! Dick Clark Presents* on Sept. 14. The one-hour variety show has a six-episode commitment from the network and is produced by Dick Clark productions. *High Risk*, a reality-based show, premieres on the network on Tues., Oct. 4, and also has a six-episode commitment. Wayne Rogers is the host, and the show is produced by The Landsburg Company. *Dolphin Bay*, which will be filmed in Australia, will begin production at the beginning of October. The show is produced by Dick Berg/Stonehenge Produc-

Syndication Marketplace

Rivers returns. Joan Rivers, nearly two years after launching Fox's *The Late Show*, will once again be in the host's chair, in a Tribune Entertainment produced talk-show series to air daily. The one-hour show will reportedly run in morning or afternoon timeslots and is slated for a fall 1989 launch.

Oprah Winfrey has purchased Chicago production facility and plans to move production of her top-rated syndicated talk show there next September. Acquisition of 88,000-square-foot facility, made in conjunction with syndicator King World and Winfrey manager Jeffrey Jacobs, will involve total investment, after renovation, of \$10 million.

Access Entertainment, citing "overcrowded marketplace," is closing its syndication arm. Access Syndication's only proposed new program for first-run syndication this fall, talk-show with Don King, was scrubbed months ago. Future of two other first-run shows it distributes, *Slime Time* and *Treasure Mall*, are uncertain. Reports that LBS, which sells barter time in those programs, would acquire distribution rights, could not be confirmed at press time.

Viacom's *Jake and the Fatman*, which aired on CBS last season and is now unscheduled mid-season replacement this year, is moving production to Hawaii. Viacom has 13-episode commitment from CBS for one-hour show. CBS has had at least one show each season produced in Hawaii since mid-1960's with *Hawaii Five-O*, followed by *Magnum, P.I.*, which went off air last season. *Tour of Duty*, produced in Hawaii last year, is moving production to Los Angeles to cut costs. Viacom is taking *Jake* to Hawaii for "new look" and hopefully extended play on network.

NBC takes final week of 1987-88 year

NBC's win of the final week of the 1987-88 season (week 52, ended Sept. 18) capped off four years for the network in this position. (See story, page 44.) In terms of the traditional, 30-week season, the 87-88 season marked NBC's third win in a row. (CBS won the 1984-85 season with a 16.9 rating and a 27 share.)

NBC took week 52 with a 14 rating and a 24 share. CBS and ABC tied for second place with an 11.5/20. Last year's comparable week, ended Sept. 20, 1987, went to NBC's 15.6/27, while ABC followed with an 11.8/20 and CBS closed out with an 11.7/20.

In evening news, CBS won the week with a 10.8/22 over ABC's 10.3/21 and NBC's 10.1/20.

The HUT level (homes using television) for week 52 was down from last year, standing at 57.8 compared to 58.1 a year ago. But since the current universe of TV households stands at 90.4 million, up from 88.6 million, the lower HUT level translates into 52.25 million households for the week, up from 51.5 million 12 months ago. The TV household universe now includes all 50 states, with Alaska and Hawaii having been included in the tabulations for the 1988-89 season.

Focusing on specifics for week 52, all three of NBC's broadcasts of the summer Olympics pushed into the ranks of the top 10. The network's *Summer Olympics Preview* ranked 38th, and only pulled in a 10.2/18. NBC's *Different World* took first place for the week with an 18.2/30, while *The Cosby Show* ranked fourth with a 17.6/31.

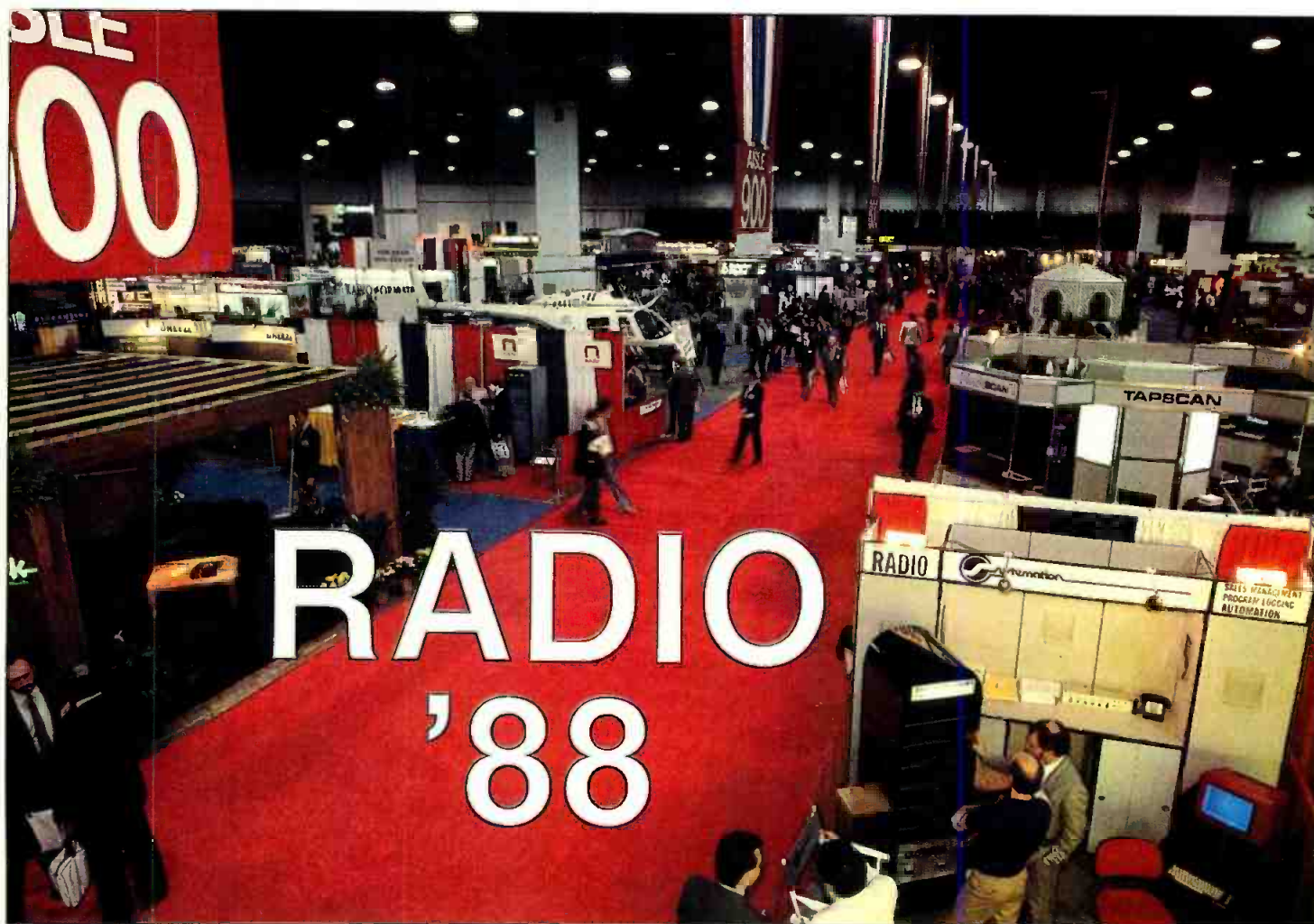
CBS—which failed to put any programs into the top 10 during week 51—took third place with its Sunday rebroadcast of the movie, *Rockabye* (17.6/29). That network's *60 Minutes* ranked sixth for the week.

ABC's top-ranker for the week was *Monday Night Football* (Dallas Cowboys vs. Phoenix Colts), taking fifth place and racking up a 17.4/29. The network's *Barbara Walters Special* came in seventh with a 16.5/26.

Ninth and 10th places went to NBC's Saturday Olympics broadcast (15.6/30) and the opening ceremonies, telecast on Friday (15.2/29).

Nielsen	Net	Nielsen	Net
1. 18.2/30	N <i>Different World</i>	31. 11.3/18	A <i>Growing Pains</i> , Sunday
2. 17.7/30	N <i>Summer Olympics</i> , Sun.	32. 11.1/17	A <i>Head of the Class</i> , Sunday
3. 17.6/29	C <i>CBS Sunday Movie</i>	33. 11.0/18	N <i>NBC Monday Movie</i>
4. 17.6/31	N <i>Cosby Show</i>	34. 10.4/19	A <i>ABC Saturday Movie</i>
5. 17.4/29	A <i>Monday Night Football</i>	35. 10.3/18	A <i>Full House</i>
6. 16.8/29	C <i>60 Minutes</i>	36. 10.3/18	A <i>Hooperman</i>
7. 16.5/26	A <i>Barbara Walters Special</i>	37. 10.2/17	A <i>ABC Thursday Movie</i>
8. 15.8/24	C <i>Murder, She Wrote</i>	38. 10.2/18	N <i>Olympics Preview</i>
9. 15.6/30	N <i>Summer Olympics</i> , Sat.	39. 9.7/18	A <i>Perfect Strangers</i>
10. 15.2/29	N <i>Olympics Opening</i>	40. 9.7/16	C <i>Cavanaugh's</i>
11. 14.3/24	N <i>ALF</i>	41. 9.6/17	C <i>Wiseguy</i>
12. 14.1/23	A <i>Full House</i> , Tuesday	42. 9.5/17	C <i>CBS Friday Movie</i>
13. 14.1/24	C <i>48 Hours</i>	43. 9.4/16	C <i>Newhart</i>
14. 13.8/21	A <i>Who's the Boss?</i> Sunday	44. 9.2/15	C <i>Equalizer</i>
15. 13.6/23	A <i>Head of the Class</i>	45. 8.9/16	A <i>China Beach</i>
16. 13.6/23	A <i>Who's the Boss?</i>	46. 8.9/16	C <i>J. Gleason, The Great One</i>
17. 13.3/21	C <i>Designing Women</i>	47. 8.8/15	A <i>MacGyver</i>
18. 13.3/23	N <i>NBC Wednesday Movie</i>	48. 8.5/15	A <i>Mr. Belvedere</i>
19. 13.1/24	A <i>Growing Pains</i>	49. 8.3/15	C <i>Live! Dick Clark Presents</i>
20. 13.1/22	N <i>Matlock</i>	50. 8.2/14	A <i>Flintstones: Just Say No</i>
21. 12.7/20	C <i>Kate and Allie</i>	51. 7.8/13	A <i>Slap Maxwell</i>
22. 12.5/22	C <i>CBS Thursday Movie</i>	52. 7.7/13	A <i>Cowboy Joe</i>
23. 12.4/22	A <i>Koppel Report</i>	53. 7.1/13	A <i>California Girls</i>
24. 12.2/20	C <i>CBS Tuesday Movie</i>	54. 7.0/13	C <i>United Way Message</i>
25. 11.9/22	A <i>20/20</i>	55. 6.8/12	C <i>Lily Tomlin: Sold Out</i>
26. 11.8/21	N <i>Unsolved Mysteries</i>	56. 6.8/13	C <i>West 57th</i>
27. 11.7/19	N <i>In the Heat of the Night</i>	57. 6.4/11	A <i>Space: Beyond the Shuttle</i>
28. 11.5/18	A <i>Perfect Strangers</i> , Sunday	58. 6.4/11	N <i>Live: The Hard Rock Cafe</i>
29. 11.5/20	C <i>Magnum, P.I.</i>	59. 5.9/11	N <i>Decision 88: Countdown</i>
30. 11.4/19	C <i>Roger Rabbit-Toontown</i>		

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Tackling the medium's future

For many attending the National Association of Broadcasters Radio '88 convention in Washington (BROADCASTING, Sept. 19), the gathering was a chance to maintain contacts and, as one programmer described it, "show that we're still alive." Overall attendance for the Sept. 14-17 convention reached a record-breaking high and many of the sessions were standing room only, but the consensus appeared to be that there were no major surprises at the show.

Radio '88 organizers took advantage of the convention's Washington location to stress the importance of lobbying efforts for the industry. At the opening celebration, held the morning of Sept. 15 in the Washington Convention Center, a videotaped introduction by President Ronald Reagan was followed shortly thereafter by repeated lobbying pitches by the NAB.

"In 1989 and beyond," said Eddie Fritts, NAB president, "the legislative and regulatory initiatives coming out of Washington will threaten your stations' bottom lines in ways you haven't imagined before."

Specifically, Fritts and others at the opening outlined a number of legislative areas of concern that were echoed throughout the convention: radio-only license renewal; interference reduction on AM radio; a clearer FCC indecency policy; adoption of the National Radio Systems Committee standard, and halting the increased crowding on both the AM and FM bands.

AM radio in particular was the subject of several sessions, including: "AM Rally," "Listener Expectations About AM Sound," "What America Thinks About AM Radio: A National Survey" and "AM Technical Improvement." The sessions indicated that AM broadcasters, with some reassuring words from the FCC, were pinpointing and attempting to tackle problems in the programming and technical aspects of the band.

Mutual Broadcasting's live *Larry King Show* broadcast from the convention on Sept. 15 included an AM radio panel. One of the guests on the show, Emmis Broadcasting President Jeffrey Smulyan, recognized some industry pessimism toward AM. "I'm

a little pessimistic about the future if you don't have a news position," he said, "and I'm also a little concerned about the fact that I don't know if the next generation will be as interested in news and information as the last has been."

One attempt at improving AM delivery was the unveiling of an NAB-sponsored consumer radio receiver by NAB Radio Board Chairman L. Lowry Mays. AM stereo and continuous AM-FM tuning were among the many features included on the prototype. ("In Brief," Sept. 19).

NAB also announced the winners of 10 Crystal Radio Awards for radio station excellence in local achievement, and presented this year's NAB Radio Award to former ABC Radio President Ben Hoberman. The prize was awarded at the Sept. 16 Radio Awards Luncheon, where veteran radio announcer Paul Harvey gave the keynote address. A closing convention dinner the following night featured singer Natalie Cole.

There were nearly 80 sessions at Radio '88, many with standing room only audi-



October 17 Special Report



SMPTE: Broadcast Technology

An Engineering Double Feature

Part I:

A preview of the Society of Motion Picture and Television Engineers technical conference and equipment exhibit.

Part II:

Broadcasting's annual analysis of the cutting edge of television, cable and radio technology.

- Update on all 18 proposed HDTV systems.
- State of the art of videotape systems...examining D-1, D-2 and small formats.
- How are cable MSO's preparing for the new technologies of fiber optics and HDTV?
- What's new in radio? CD's, DAT, satellite delivery, automation systems... which ones are the syndicators turning to?

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ences. Overall attendance at the convention was 6,529, according to NAB, about 800 more than at last year's show in Anaheim, Calif. Hospitality suites at both the Grand Hyatt and JW Marriott hotels appeared for the most part to be busy, although some

companies did complain suite traffic wasn't up to their expectations.

Traffic on the exhibit floor varied from low to occasionally high volume. Product introductions tended to come more from the equipment than the programing side of the

business. There were 181 companies covering 37,100 square feet, a 37% increase in floor space over last year's collection of 144 companies.

Next year's NAB Radio '89 convention will be held in New Orleans, Sept. 13-16.

A walk among the walkmen, etc.

Exhibitors report moderate floor traffic; Harris Corp. among handful of companies unveiling new products

Similar to last year's radio convention, equipment manufacturers found the traffic through their booths during the Radio '88 exhibition to be slow to moderate most of the time, but satisfactory. The hours after the show's Thursday afternoon opening were the busiest, with traffic tapering off gradually by the end of the conference on Saturday (Sept. 17).

But NAB organizers can point to a growth in the show. There were 37 more exhibitors this year, totaling 181 companies, and 37,100 net square feet of exhibit space, a 37% jump.

The radio convention is usually not a stage for product introductions, but there were a few exceptions at this year's show, most notably at the Harris Corp. booth. The Harris broadcast group introduced its new HT line of three FM transmitters at power levels ranging from 3.5 kw to 35 kw. New developments in the transmitters, said Ronald C. Frillman, manager, domestic radio sales, include an air chamber cooling system for energy savings, a power air system designed to keep the circuitry clean and interface with all currently marketed remote control systems. All include the latest version of the THE-1 solid-state exciter, which was introduced at the April NAB convention in Las Vegas. The exciter allows the station to stay on the air at low power while repairs are made to the transmitter. All versions are now available with the top-power 35 kw version selling from \$69,000.

Harris also introduced a 50 kw version of its DX AM solid-state transmitter line. The 10 kw version, first shown as a production prototype at Radio '87, has since been installed at 18 different stations. One of them,



KIOA(AM) Des Moines, Iowa, reports electricity savings of \$1,200 a month. Harris officials said. The DX-10 is "86% efficient or better," Frillman said. "When you get out to 50 kw, that's quite a saving." After leaving the Washington convention floor, the first DX-50 was to be taken to KFBK(AM) Sacramento, Calif., where it is to be put into operation next November.

This has been a good business year for rival transmitter manufacturer Nautel of Nova Scotia, Canada. Production at Nautel's U.S. and Canadian plants "just can't keep up" with demand, said Nautel's Jorgen Jensen. The company makes solid-state AM

transmitters up to 100 kw and was showing the cube of the 50 kw "AMFET" model.

Broadcast Electronics, Quincy, Ill., displayed its FM-20 transmitter, introduced at NAB. Tim Bealor, manager, audio products, said that "for whatever the reason, we've had an excellent summer" for sales of transmitters, cart machines, consoles and other BE equipment. Demand from stations that are putting money into their engineering departments for the first time in years could be one reason, he said. Also, several foreign markets are being stimulated.

The biggest news in the effort by many manufacturers to promote AM stereo was the announcement that all 1989 Chrysler cars built in North America will include standard C-Quam AM stereo. Oscar Kusisto, a consultant to Motorola Inc.'s C-Quam AM stereo department in Schaumburg, Ill., and a former member of the Motorola board of directors, said the Chrysler announcement was "a major move." It brings the number of new cars produced with C-Quam to 28%. "A lot of people get it and don't know it," he said. Motorola estimates that 490 U.S. stations are now broadcasting in C-Quam, 657 worldwide.

Since the NAB convention last April, there has been a noticeable increase in broadcaster interest in AM stereo, according to Bill Ammons of Circuit Research Labs, Tempe, Ariz. CRL is working to jointly promote its AM stereo generators with

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NRSC filters as tools to improve AM sound quality. While NAB was introducing its new prototype AM-FM receiver with AM stereo, NRSC deemphasis and other features ("In Brief," Sept. 19), CRL was showing a prototype of its own on the exhibit floor. The receiver, with deemphasis and expanded response, was built "to show people what a good AM radio can sound like." It would sell for about \$95, while the NAB's target sales price for its radio is \$50.

Delta Electronics, Alexandria, Va., introduced a noise generator to conform to the NRSC's standard white noise test signal. It can also be used for FM and TV test applications, according to Delta's John Bisset. At the same time, Delta showed a prototype of an NRSC preemphasis monitor to determine if broadcast frequencies are conforming to the NRSC standard. Both are designed to be used with the Delta-developed "splatter monitor," introduced at NAB. Bisset said that he was showing the new prototypes at Radio '88 and the Society of Broadcast Engineers convention in Denver, "trying to get some feedback on how much demand there is for them."

Audio studio equipment on the exhibit floor included the A730 compact disk player and the C270 reel-to-reel recorder, which were introduced by Studer ReVox. The C270 has had "wonderful response" since its introduction, said Chris Ware, director of Studer products, and the CD player, which was developed jointly with Philips, is expected to be equally popular when shipments begin in the next few weeks. Ware believes sales of CD players to radio stations will continue to grow, but he doubts digital audio tape (DAT) will catch on. It is "too limited in its capabilities to be the universal format," he said.

But there were plenty of companies that disagreed. Harris Corp. demonstrated the XD-001 R-DAT player/recorder, which it markets in the U.S. in cooperation with Aiwa Co. of Japan. Harris has sold about 40 of them since their introduction at NAB. "The golden ears at production houses are finicky" and they are choosing DAT, Harris's Frillman said.

Other companies demonstrated the convenience of combining DAT and computer technologies to produce automated radio studios. Concept Productions, a Roseville, Calif., radio format syndicator, also manufactures and markets the Computer Assisted Programing System (CAPS). The first production prototype of the second generation CAPS system was on the floor in an eight-deck configuration using Sony R-DAT machines. With a computer-activated robotic arm, it can access a rack of 62 digital tapes. The eight-deck system sells for \$28,000, with discounts to stations that are Concept format customers, according to James McEachern, director, systems division.

A similar system with a different wrinkle was shown by Schafer Digital, La Jolla, Calif. Rather than R-DAT equipment, digital Sony Beta videocassette recorders are used. The advantage of Beta tapes, the company says, is storage. About 10 hours of digital music can be stored on a single Beta tape. The Schafer Digital System 80 package, which sells for \$29,990, includes an eight-VCR rack, an NEC computer and software

that manages up to 80 hours of stored, random-access music. A 16-VCR, 160-hour system sells for \$49,990.

Another computer application for radio stations and post-production studios is interfaced with the audio hard-disk systems marketed by CompuSonics, Concord, Calif. The digital sound effects editing and playback systems can also be used to store commercials and public service announcements for broadcast stations. About 105 minutes of stereo music is stored on the CompuSonics DSP-1500 system 400 megabyte hard disk drive. The system sells for \$8,385.

Dynatech Newstar, one of the leading companies marketing computerized TV

newsroom software and gear, was "feeling out radio" at the exhibition, according to Dynatech sales representative Anne Van Der Geest. The company introduced its School-watch software for keeping track of area school closings. The IBM PC-compatible system will sell for about \$2,500. About five experimental versions of the program have been sold already, Van Der Geest said. Dynatech hoped to gather input from the convention that could lead to enhancements in the system.

International Tapetronics Corp./3M introduced hardware and software for a PC routing control for its audio switcher system. The package sells for about \$500 and is ready for delivery. □

Advice to the new station on the block

Brokers, bankers and others appraise the station sales market and offer various views of financing

The talk was all business last week at a session moderated by media broker Gary Stevens entitled "A Formula for Buying and Selling Stations." Providing that formula was Susan Ness, vice president of the Communications Industries group of American Security Bank, Washington; John Oxendine, president of BROADCASTAP; Bishop Cheen, vice president, Kagan Media Appraisals, Carmel, Calif.; Tom Buono, president, Broadcast Investment Analysts/Frazier, Gross and Kadlec, and Michael Berg, a partner at the Washington law firm Miller, Young & Holbrook.

Cheen talked about methods of evaluating a broadcast property to find fair market price, offering a "discounted cash-flow" model in which cash flow over a fixed period of time is adjusted to account for inflation, then compared to sales prices of similar stations to arrive at an appraisal value.

Cash flow, Cheen emphasized, is the key to predicting a station's value. But he also stressed the importance of taking into account the kind of market a station is in, including its size and total ad revenue. Cheen also cautioned that a station's ratings

share does not necessarily convert directly into a share of market revenue. A station with a 10 share, for example, may be taking more or less than 10% of the total advertising dollars in the market.

Buono said that the marketplace is vastly different from what it was five years ago. As a result, he said, a seller has to take a comprehensive approach to valuation, starting with a "macro" approach to the business environment that includes such factors as interest rates, changes in the tax rates and other considerations. Buono felt that the same kind of evaluations had to be done for the "industry as a whole," as well as at the market and station levels.

On the national level, Buono said that the upward trend in interest rates has pushed cash flow demands higher to support higher payments. Buyers are hesitant to pay the prices that have been paid in the past, he said, as financing has begun to tighten because of rising interest rates. Deals that were possible in the past have become borderline. As a result, Buono said, prices have begun to decline. The stock market crash, he pointed out, contributed to the uncertainty in the station marketplace. Finally, the presidential election has contributed to market tentativeness because of uncertainty about the future broadcast regulatory climate.

In the radio market, Buono said, there are

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several factors affecting station values. First, increasing competition, especially on the FM side from move-ins, drop-ins and technical upgrades as a result of the FCC's docket 80-90 decision (which created hundreds of new FM stations). Those factors have the greatest effect on smaller markets, where a new station in an eight- or nine-station market can represent a major competitive threat. Second is the potential revenue growth in the market. Buono said such growth, or decline, has become harder to predict, particularly in troubled oil and farm belt markets.

Tax considerations have also had a profound effect on the way individual transac-

sions are structured, said Buono. The loss of the general utilities doctrine, which allowed a liquidating corporation to "pass through" gains to the individual shareholder, who would have to pay the taxes on them, has had the greatest effect, he said. With a noncorporate entity, such as an individual, the most common sale is a straight asset sale, said Buono, with a buyer buying the assets of the corporation. In a corporate sale, there are asset sales and stock deals. From a seller's perspective, a stock deal makes more sense—the company is not liquidated, so an individual is only taxed once and all liabilities are assumed by the buyer. From a buyer's perspective, in a stock sale, the assets cannot be written off and liabilities are assumed. Buono said the result was a higher price for asset sales, with stock deals priced 70% to 80% less than stock sales.

Understanding "where lenders are coming from" is the most important consideration for getting a deal done properly, said Susan Ness. Senior lenders, such as banks and insurance companies, structure deals so that they have the least amount of risk, she said. At the next level comes subordinated debt or mezzanine financing, which often comes with a share of the equity in the company.

Ness said that the most important factor for the lenders is reduction of risk. "There is nothing worse than a rational investment policy in an irrational world," said Ness, and the only way to be able to adjust to the ups and downs in the radio marketplace to have first-class management who can make

sense of that irrational world. Management must be suited to the type of deal being presented, she said.

Lenders, said Ness, look at cash-flow sources (so a buyer with multiple properties has the edge over first-time buyers), quality of the signal (directly affecting the chances of success), the quality of the deal (the multiple of cash flow being paid for the deal, for instance) and the capital structure (so there is no overextension of resources, which not only would increase but contribute to the risk of failure).

BROADCASTAP's John Oxendine said that all equity investors look for four things in a deal: competitive property, attractive market

but cautioned that a change in administration could alter that prospect for next year. Berg also said there was the potential for change in the crossownership and duopoly rules, as well as changes in the way signal overlap is measured, which would have a further effect on duopoly considerations. □

The dynamics of groups

Advice for group owners includes staying out of the way and giving employees a piece of the action

Anyone looking to own a group of radio stations needs to remember some basic rules: decentralize the operation, delegate authority and offer equity to valued employees. Those were three of the main tips culled from a freewheeling session headed by representatives from some of the industry's most prolific radio group owners and titled "Making the Most of a Group Operation."

Marty Greenberg, president of Genesis Broadcasting, said in opening remarks at the session that one of the benefits of a group operation is the "culture" and "sense of belonging" that the stations share. "The downside of a group operation," he added, "is when the culture overwhelms the autonomy of the station."

Helping Greenberg define that balance at the well-attended session were four major industry players: Norm Feuer, executive vice president and chief executive officer, Noble Broadcast Group; Mel Karmazin, president and chief executive officer, Infinity Broadcasting; Jeff Smulyan, president, Emmis Broadcasting, and moderator Nicholas D. Trigony, executive vice president, Cox Broadcasting.

Trigony said that since radio station ownership in recent years has shifted from large corporations to include several successful entrepreneurs, many of the rules for running a group radio operation appear to have changed.

Large group management staffs, for example, have diminished. Karmazin surprised some audience members by pointing out that Infinity's entire corporate staff consists of himself, a vice president of finance and his two assistants and a secretary. Greenberg said sometimes, especially on such difficult topics as technical engineering questions, such management consolidation can hurt: "There are times when I'd like to have the corporate staff just to get some good advice."

Large staffs are not always possible, said Karmazin, especially with a holding company like Infinity. "All of the work that's necessary in operating those radio stations is done at those radio stations." He said he repeatedly gives his general managers one piece of advice: "If I'm going to jump out of an airplane, I'm going to pack my own parachute."

All check signing at Infinity's radio stations is done by the individual general managers, he said. "There's no better way for



L-r: Berg, Buono, Cheen, Oxendine, Ness and Stevens

opportunity, a good management team and a strong financial plan. Because equity lenders actually take a share of the deal, said Oxendine, there is a great emphasis on reducing equity costs and an emphasis on seller financing.

Michael Berg cautioned that broadcasters should be aware of all FCC regulations in order to avoid delays caused by incorrect applications and avoid the onerous problems of a contested application. Berg said broadcasters should be aware of areas of special FCC concern, such as problems with foreign ownership (foreign equity investors can own no more than 20% of a station and cannot exercise control), certification of financial arrangements (funds guaranteed to operate the station for three months), last-minute changes in financing (which require amendments to the application and reapplication when the funds are made available) and collateral arrangements (which must be carefully structured so that reversion of control in case of failure does not go to anyone who has not met FCC approval) and, on the same note, buyers must not exercise any control over the station before commission approval.

Berg also warned that the FCC is constantly changing its regulations, and broadcasters must be aware of those changes. He pointed to the interest being expressed by Commissioner James Quello and Capitol Hill in reinstating the three-year rule, requiring a station purchaser to own the station three years before resale.

Berg said that there was not an expectation that the rule would be changed this year,

him to know where the all money is going."

Feuer echoed Karmazin by pointing to each Noble radio station as an individual profit center that conducts all station hiring and firing. "I really don't want to interfere with that," he said. Feuer was quick to add that management nevertheless maintains close contact with the stations: he visits each station six to eight times each year and is available to them 24 hours a day.

A large part of the session centered on company stock incentives. Smulyan indicated that every Emmis employee receives equity after three years with the company. "We give people a stake in the financial future and, more important, a say in how business is done," Smulyan then added: "When people feel that their ideas are heard, they'll fight a lot harder to execute that game plan."

Karmazin agreed that company stock incentives are a powerful tool for group owners, but advised limited usage. "We don't want good program directors to have to become general managers in order for them to get stock," said Karmazin. "We have a general manager who does not have stock options yet, but we have a traffic manager who does."

Stakelin's radio pep talk

RAB head warns broadcasters that they must fight harder for national advertising dollars

Radio Advertising Bureau President Bill Stakelin warned the radio industry it was in danger of losing the \$1.3 billion national radio pool unless it worked harder to maintain its market share. "I personally worry about our attitude not to fight," said Stakelin. "If we're not careful...we'll give it up and walk away."

Stakelin remarks ended a Station Representatives Association panel session on ways to improve national sales. He said he knows that some cynics question the need to work for national dollars, since 80% of a station's revenue comes from local advertising. "Our business needs it like we've never needed it before," Stakelin said. "We are in an absolute fight for survival," he said, "and if you don't believe it, you're still asleep."

The RAB head urged broadcasters to maintain a higher profile with agencies by supplying them with constant information about radio and how it can deliver an advertiser's message. "We're on the verge of creating an adversarial role with agencies," he said, by assuming radio should be a part of any buy.

The National Radio Marketing Group task force, the adopt-an-advertiser campaign and research into the creative elements of radio advertising, all designed to improve national advertising, were discussed by other speakers at the session.

Jerry Cregan, president of Republic Radio, reviewed the "Dimensions of Radio" planning guide that will be soon available to radio stations. The book provides a statistical overview and will go to all agencies and advertisers. "We're excited about the spot media planner," he said, which he expects "will produce additional national spot radio."

The guide include planning tables broken down by market and by two demographics, 18-34 and 25-54. There are also cost-per-point tables for key demographics for all markets. There is a section on unwired networks and the four methods advertisers use to buy on them. There is a planning table for specialty formats, including ethnic, farm,

sports and religion.

The results to the adopt-an-advertiser campaign undertaken by the reps will be known in February, said George Pine, executive vice president, New York region, McGavren Guild Radio. Reps in 10 markets across the country "adopted" an advertiser, whereby a rep was assigned an advertiser to

Detroit, five cities that account for 70% of the national spot business. One question Miraglia hopes to answer is why creative personnel so often move to television. The research should help "find out what the problem is." The results of the interviews, Miraglia said, will be revealed at the RAB Managing Sales Conference next February in Dallas.

Miraglia also urged attendees to examine what the aging of America means to them. The number of people 35-plus will increase from 70 million to 100 million in the next decade, and their discretionary income will rise 50% over that time. "There are accounts that we probably never thought of before," he said, that could bring in dollars.

Carl Butrum, executive vice president, sales, Eastman Radio, was asked to review the spending trends by major advertisers in 1988. On an adjusted basis, national spot is up 4%, year-to-date, although Eastman is up in double digits. "There is an amazing mixed bag of accounts," he said, with "some great ups...and no terrible downs."

The one disturbing trend is many of radio's bread and butter categories are down this year, he said, including airlines and transportation, off 10%; beer and wine, off 14%; soda, off 7%, and farm, off 18%. Food and food stores, and gas and oil are up only marginally, he said, 3% and 5% respectively.

But other categories have shown strong



Stakelin

be in constant contact, to help them better understand radio. The study will be completed by year's end, Pine said.

Another study is being conducted by Cold Spring Marketing, headed by former Radio Network Association President Robert Lobdell, said Tony Miraglia, vice president, general manager, CBS Radio Representatives, to determine "what is the true problem or need" of the creative managers and writers of radio advertising. The firm will interview creative personnel at agencies in New York, Los Angeles, Chicago, Dallas and



L-r: Miraglia; Cregan; Bonnie Press, Katz
Radio Group Network; Pine; Walsh, Butrum

growth, including computers 56%, entertainment 46%, retail 41%, restaurants 35%, automotive 30% and communications 19%.

Looking ahead several years, Butrum said he sees "a good picture if we have very stable interest rates."

Bartley Walsh, vice president and general manager of WKYS-FM Washington, where 30% of the station's revenue is national

advertising, reviewed the ups and downs he has seen in the category since 1983. Spending was up 3% in 1983, 22% in 1984 (election and Olympics), 4% in 1985, 3% in 1986, 11% in 1987 and only 2% so far in 1988 at his station. Most of those years spending rises were below inflation and "that's scary," he said. Also disconcerting was that some attrition rates among adver-

tisers are as high as 60%. "We need specific answers on a case by case basis," he said, of what is causing these swings.

He urged local stations to work with the national reps, provide local market information and have a flexible rate policy. He urged reps to train their sales staff, create a new business and research department, pre-sell and institute a good reporting system. □

Bright prospects for speaking Spanish

Spanish radio is looking more promising than ever before, but hurdles still need to be cleared. That was the word at the "Selling Spanish Radio" session that filled a small room at Radio '88. Panelists remained optimistic about attracting ad revenues to the category, although they noted continued reluctance on the part of some national advertising agencies.

According to moderator George C. Hyde Jr., regional vice president and general manager, WQBA-AM-FM Miami, the session was one of the best-attended meetings on the topic in recent convention history. Hyde and the panel offered several possible reasons for the increased interest, including: major advertisers such as Colgate-Palmolive and Metropolitan Life have begun advertising on Spanish radio; the Hispanic population is expected to surpass blacks as the largest minority in the U.S. in the 21st century and the average age of Hispanics in the U.S. today is about 24 years old.

"There are a lot of blind people out

there," said panelist Manuel Escalante, Tichenor Media Systems. Many advertising agencies, he said, hold on to misconceptions that the Hispanic population today is predominantly older and does not have many big-ticket item buyers. "We can afford \$150 shoes," he said. "We don't walk around in sandals."

The basic principles of advertising apply as much to Spanish radio as they do to any radio category, said Escalante. The only difference, he said, is taking extra care in addressing the language and culture.

Since national advertising agencies have been slow to pick up on Spanish radio, the majority of the sales efforts by Spanish broadcasters have been aimed directly to advertisers, according to panelist Carlos Aguirre, Radio Cadena Centro. He presented a series of slides that outlined the advertising potential of Spanish radio. Among the findings by the company: Hispanic income has doubled in less than four years while unemployment has dropped; Hispanic fam-

ilies are 20% larger than the rest of the U.S. population and Hispanics listen to 20%-25% more radio than the average listener.

Panelist Gene Bryan, Katz Hispanic Radio, said the growth of Spanish television should eventually help advertising agencies realize the potential of the Hispanic radio audience. He said one of the most important factors in convincing ad agencies will be showing them successful local ad sales.

"We're at the tip of the iceberg of what Spanish radio will be in the 21st century," said Bryan. "We can't look at what Spanish radio is going to do for us today; we have to look at what it's going to do for us in 10 years."

On a separate note, Alvarez said that the pending approval of an FM Spanish station in New York City could mean lost revenues for the city's urban format stations. Hispanic listeners now tuning in to WRKS-FM and WBS(FM), he said, could cross over to the FM station that has been proposed by Spanish Broadcasting System.



L-r: Bryan, Alvarez, Escalante, Hyde, Aguirre

Public perceptions of AM

It is "guerrilla warfare" time for AM radio. The Research Group's Bill Moyes told attendees who had come to hear the results of "What America Thinks About AM Radio: A National Survey," which Moyes spelled out in a Radio '88 session. The warfare, said Moyes, should involve "nurturing" and multiplying established AM (mainly information) formats, thereby gaining and keeping "sustainable" niches that do not involve "going head-to-head" against established (mainly music) FM formats. Although continued improvement of AM sound must also be a part of the warfare, he said, broadcasters must find alternatives to the "AM stereo term"—alternatives that focus on fidelity instead of on two-speaker separation.

Topping the list of conclusions drawn from the telephone survey of 1,800 people ages 12 to 64 were listener perceptions that AM radio best provides information but lacks good music and is poor in signal quality; FM radio, those surveyed believed,



Moyes

provides good music and high quality sound, but not news and information. "People looking only at programing improvement or only at quality improvement," said Moyes, "are only looking at half of what needs to be done." Yet, once an AM station has "gotten over the hurdles" of providing what more listeners want to hear and of improving sound quality, he said, it will still be faced with two more hurdles—strong positive perceptions of FM and strong FM habit.

But, said Moyes, the information-oriented AM identity is strong. The top expectations of AM among survey respondents were of frequent weather (58%) and news (57%) reports, news with local emphasis (50%) and traffic reports, in-depth news and good reception where FM breaks up (all 41%); music format choice ranked below those (33%), although above personalities and talk shows (23%) and farm reports (14%). In contrast, 75% or more of the respondents identified FM with music they liked best, more music format choices, dial-format familiarity, signal clarity and strength, multiple good stations and as providing music through two speakers. Meeting such strong positive perceptions of, and loyalty to, FM radio, Moyes said, means that marketing the

AIDS awareness campaign. The National Association of Broadcasters and Memphis-based Media General Broadcast Services introduced an AIDS prevention campaign at Radio '88 that will be available free to radio stations via satellite later this month. The centerpiece of the campaign, created by Media General, is a three-minute song entitled "Take the Time."

NAB will deliver the song via satellite network feeds to radio stations across the country. The song will be fed in 30- and 60-second excerpts in addition to the full three-minute version. It has been designed as a lead-in or as a stand-alone public service announcement, and participating stations will receive a guide detailing effective use of the song. Attendees at the convention had the opportunity to pick up tapes of the campaign on the exhibit floor.

"Our commitment to reaching all Americans with AIDS information is genuine," said Eddie Fritts, NAB president and chief executive officer. In the past 18 months, he said, NAB has provided AIDS-related programing, PSAs and newsletters to radio stations. The association also devoted one of its Radio '88 sessions ("AIDS and Your Community: What's Radio's Role?") to the topic.

NAB and Media General earlier worked together on a public service campaign with last April's anti-alcohol and anti-drug announcements called "Operation Prom/Graduation."

XEROX

Once a trademark, not always a trademark.

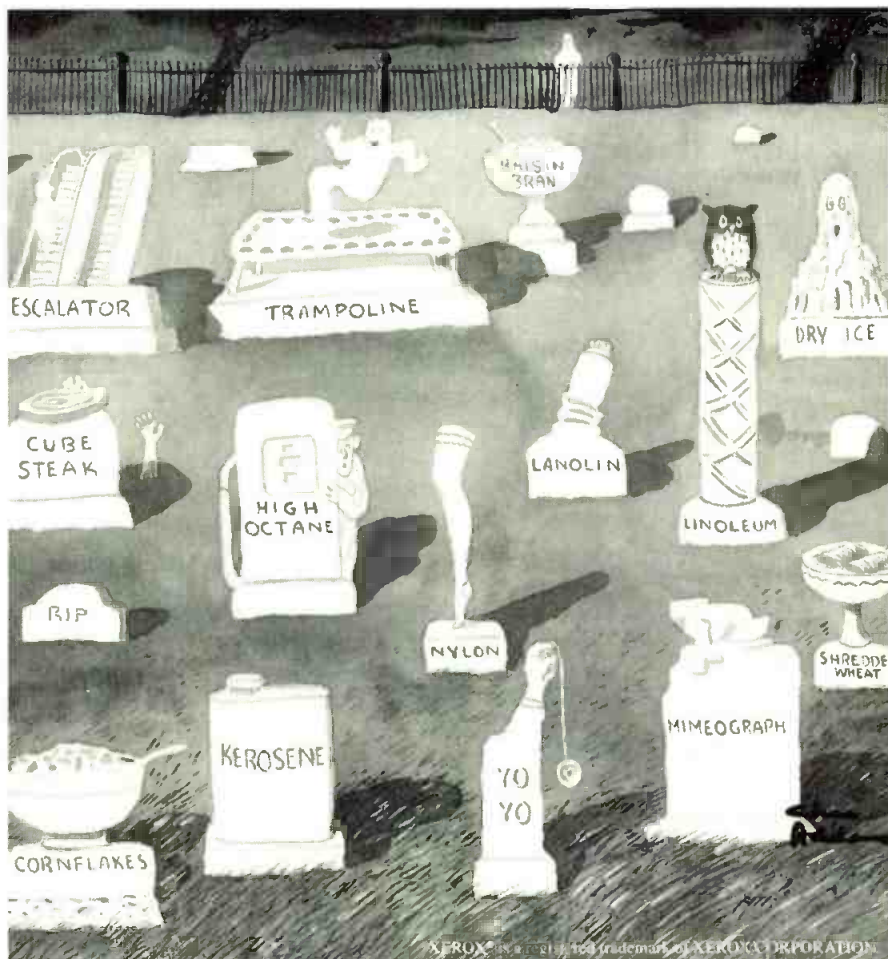
They were once proud trademarks, now they're just names. They failed to take precautions that would have helped them have a long and prosperous life.

We need your help to stay out of there. Whenever you use our name, please use it as a proper adjective in conjunction with our products and services: e.g., Xerox

copiers or Xerox financial services. And never as a verb: "to Xerox" in place of "to copy," or as a noun: "Xeroxes" in place of "copies."

With your help and a precaution or two on our part, it's "Once the Xerox trademark, always the Xerox trademark."

Team Xerox. We document the world.



AM information formats as 'FM-alternative' is "really crucial." AM's not promoting AM information formats "make themselves vulnerable," he said, adding that "guerrilla warfare" and sustained niches "will prevent loss of the band altogether." But AM stations are not stuck with current formats as they stand. The strength of various subsets of information formats indicated in the sur-

vey, he argued, means that new informational formats on AM may be viable.

As for AM stereo, a high percentage associated it with fidelity—46.7% defining it as deep, rich, good sound, and 24.6% defining it as clear, crisp sound and clarity. A relatively smaller group identified it as having to do with two speakers (38.9%); (15.2%) had "never heard of, or were not

familiar" with the term, and another group (8.9%) said the definition "doesn't mean much" or they "don't care." Because the survey showed that stereo is strongly associated with better fidelity, and that AM is partially defined as having poor sound, AM stereo, said Moyes, "is a contradiction in terms. Strategically, it is folly to use the term."



Hoberman

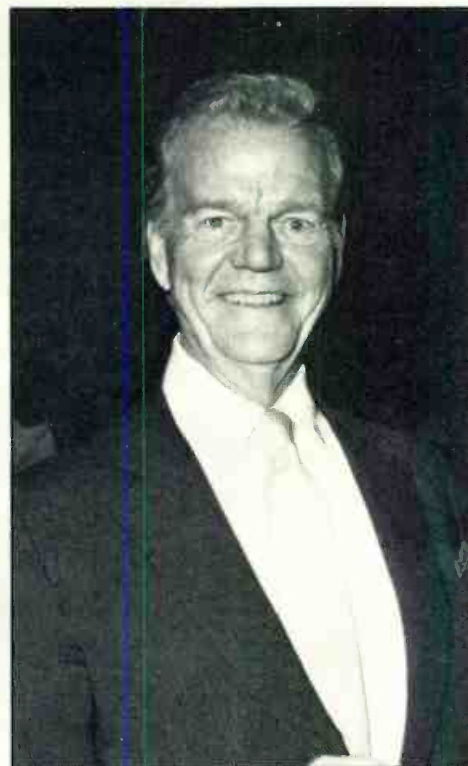
Stand by for news. Ben Hoberman, former president of ABC Radio, received the NAB's Radio Award for "his lifetime of service" to the industry. In accepting the award, Hoberman said, "broadcasting always has been extremely good to me. I couldn't believe you could have so much fun working and still get paid." Hoberman touched on the changes wrought by consolidation that radio has undergone in the past few years and said: "I hope the changes don't result in the fun being taken out of the business...Please don't let that happen."

Hoberman began his career in radio in 1940 in his home town of Hibbing, Minn. He came to national prominence by instituting a news/talk format at KABC(AM) Los Angeles in 1960. He became president of ABC Radio in 1979, and under his leadership the number of networks increased from four to six.

Hoberman's remarks were followed by ABC commentator Paul Harvey, who told his fellow newsmen they had to be "the future shock, shock absorbers," by providing context, even humor, in the delivery of news. Journalists have to be "able and willing filters," Harvey said, and "the walkers of the line between the extremes." He was critical of journalists who dig for dirt, particularly television, which he said "has enshrined gossip." "The newsmen is in a position of leadership," Harvey said, yet "the newswriter is sheltered from exposure." He cited the media's coverage of Vice Presidential candidate Dan Quayle last month as only the latest in a long line of over-extended coverage that hit during slow news summer months.

The veteran radio broadcaster urged local newsmen "to think for themselves" and to ask politicians issues of local importance, and not follow the lead of their national counterparts. The number-one concern on Main Street, he said, was crime. Neither presidential candidate has sufficiently addressed that issue, he said, but local journalists should.

AM stations accounted for almost all of the 10 Crystal Radio Awards for excellence in local achievement awarded by the NAB at the convention's opening. The awards, chosen from a list of 50 finalists, were given to: KTNN(AM) Window Rock, Ariz.; KVON(AM) Napa, Calif.; WAGE(AM) Leesburg, Va.; WBAL(AM) Baltimore; WBEL(AM) Beloit, Wis.; WKKR(FM)-WZMG(AM) Auburn-Opelika, Ala.; WMT-FM Cedar Rapids, Iowa; WTMJ(AM) Milwaukee; WTRE(AM) Greensburg, Ind., and WVA(AM) Wheeling, W.Va.



Harvey

Preventive medicine for FM radio

FM engineers at Radio '88 were concerned with slightly different problems than the ones facing their AM counterparts. Rather than trying to find a way to save their service from extinction because of low listenership created by technical deficiencies, they were looking to preventive measures.

Charles T. Morgan, vice president, engineering, Susquehanna Broadcasting Co., York, Pa., announced that the National Radio Systems Committee is forming an FM subgroup to look "at the system as a whole...broadcasting, propagation and receivers, similar to what we did to AM. Hopefully this will get us out of some potential problems." Topics at convention sessions included proposed changes in the FCC rules such as liberalization of the restrictions on FM translators and expanding the use of directional antennas by FM stations.

A majority of the comments filed by broadcasters were against FCC FM translator proposals, which in NAB's words would lead to the creation of "a new low-power FM service" (BROADCASTING, Aug. 22). The commission proposed either legitimizing the practices of some current translator owners, such as originating programming and broadcasting signals from distant markets, or making the rules stricter by limiting them to fill-in services in their market area, which broadcasters say would restore them to the FCC's "original intent" when it authorized translator operation in 1970.

The "translator abuse" that is being practiced in many markets "is the rape of the broadcast spectrum as it pertains to the public interest standard," said Jim Fox, president and general manager, KPXY(FM) Pocatello, Idaho. He cited the case of KCLS(AM) Flagstaff, Ariz., which, he said, recently went dark after 38 years due to its inability to compete with FM translators that were broadcasting similar contemporary-formatted music originated by Phoenix stations.

NAB General Counsel Barry Umansky said that "there are translator networks with sales staffs and rate cards. That was never the commission's intent." An FCC official sympathetic to the broadcasters' arguments was David Donovan, legal assistant to Commissioner James Quello. The translator proposals, he said, grew out of a standing FCC philosophy that "more is always better" when setting allocations policy. Quello, he said, does not agree with it.

Part of the commission's "terrific pressure toward getting all the spectrum out there" stems from the belief that the more stations operating, the more jobs that are created, said Richard R. Zaragoza, partner in the Washington law firm of Fisher, Wayland, Cooper & Leader. But Fox said the KCLS case, which affected 12 employees, demonstrates that if "new stations create jobs, they also put other stations out of work."

Last March the FCC released a rulemaking proposing that directional antennas be used to place FM stations in currently short-spaced locations. At the same time the commission said that it had no plan to change the



Bum rap? "Are DJ's boycotting rap music?" was asked by Dwight Ellis, National Association of Broadcasters vice president of minority and special services during a panel session with Def Jam Productions' Bill Stephney and *Billboard* magazine's Nelson George. Stephney said that there was a noticeable disparity between the small amount of air time given to rap music and the large record sales the music delivers. Surprisingly, that reticence is exhibited just as much on urban and black stations as on AOR and CHR stations, said Stephney. "Black radio has become more conservative and middle of the road," he said.

George agreed, saying there was a strong parallel between the hostility exhibited to rap music and that exhibited to early rock 'n' roll and rhythm and blues on radio in the 1950's. "There is a generation gap in the black community," said George, "and rap music is the fulcrum." George and Stephney said that the negative influence some attribute to rap music is contrary to fact. "In the ghetto you'll see young kids walking down the street carrying rhyming dictionaries and thesauruses to work on rap lyrics," said Stephney, adding: "How can that be bad?"

allocations tables to increase the number of stations on the band. Comments were split between those in favor of the proposal and those fearing that the FCC would eventually use directional antennas as an allocations tool (BROADCASTING, Aug. 15). NAB has also been leading the assault on this FCC proposal.

Susquehanna's Morgan said that he has a problem with the NAB position and "this catch phrase that seems to be going around—the AM-ization of the FM band—I know I'm not among the majority of broadcasters in making such statements, but the real need is to overcome our site problems."

The disadvantage of omnidirectional compared to directional antennas is that they "broadcast to fish, to moose, to mountains and they really spend a lot of money radiating the countryside," said Marvin Crouch, president of Tennaplex Systems Ltd., Nepean, Ont., an antenna manufacturer. At the same time, many broadcasters need the flexibility directional antennas can provide because of increasingly tough and sometimes "ridiculous" restrictions being imposed by the Federal Aviation Administration, Morgan said.

Morgan agreed with NAB's position that directional antennas should never be used to squeeze too many stations in the band. He said that he believed the FCC's contention that it does not intend to increase the FM allotments through this proceeding. But he said that the commission should place safeguards into its decision to prevent future FCC's from doing it. He suggested that the commission standardize a verifiable, transparent antenna system.

But during a meeting of the FCC advisory committee on radio broadcasting earlier in the week, its chairman, Larry Eads, chief of the Mass Media Bureau's audio services

division, confirmed that the commission does not plan to change the allocations charts. "But to be frank with you, I don't think there are any safeguards" against future FCC actions. □

Defining lines between advertising and promotion

Although delivering many suggestions on "Generating Revenue through Promotions," a seminar by that name also generated debate over the blurring lines between advertising and promotion. "Straight spot buys are out; value-added is in," said Betsy Peisach, United Broadcasting, Washington. She had no argument from other panelists, including John Casey, who argued that "radio ad time is valuable" and salespeople at his station, WIOG(FM) Saginaw, Mich., "don't need to bribe [advertisers with added-on promos] to buy our spots." The value-added trend, he said, adds up to on-air "clutter. It's been said that promotion is like sex, and I think I'm getting a headache."

Casey said that at least for his successful medium market station, the answer to advertiser pressure to offer extras is measured "stinginess" and refusal to set the precedent of giving in. Although not disagreeing, Peisach suggested that stations can avoid losing control of the situation by anticipating the pressure and creating promotional vehicles into which a variety of advertisers can fit and "in a form that forwards station interests." Letting the client dictate is "the biggest no-no of all time," she said. "Don't be afraid to tell the client what will work. You know best." □

Staying on top of the morning

Announcers tell packed room secrets of their success in morning radio, including getting to know community and mixing comedy with serious topics

"Making the Most of Your Morning" was a guaranteed crowd-pleasing session at the convention. A panel of well-known morning announcers, jokes in tow, shared their success stories with a receptive audience of more than 280 conventiongoers. Advice to announcers concentrated on understanding listeners in the market, mixing straight information with comedy and the ongoing battle with nervous program directors.

Featured on the panel were moderator Ross Brittain of WHTZ(FM) New York; Dave Maynard of WBZ(AM) Boston; Dale Mitchell and Toby Young of WTQR(FM) Winston-Salem, N.C.; Bill Quinn, president, ProMedia, and John Welch and Steve Woods of WEGX(FM) Philadelphia.

The morning announcers on the panel all placed special emphasis on the importance of understanding the people in their individual markets. Announcers, they said, should spend time away from work studying the area's attractions, salaries, shopping centers and anything else they can learn about the neighborhoods. "If you're not going to spend 24 hours a day on it," joked Young, "you're going to wind up in Winston-Salem."

The morning team of Welch and Woods told the audience that their parent company, Malrite Communications Group, recognized the importance of acquainting listeners with the announcers by giving the duo thousands of dollars to spend in local bars. At one bar, they said, they spent about \$2,500 buying drinks and making friends.

Sometimes making friends while doing a morning show is not easy: Woods said that still pending is a \$1.3 million lawsuit filed against the duo by a disgruntled listener on whom Woods and Welch had played a telephone prank while at their former station, WQUE-FM New Orleans (BROADCASTING, Aug. 22). "I think that's only going to come around once every seven years, at most," Woods assured fellow broadcasters.

Welch said the duo regularly makes appearances at shopping centers and records at least 15 to 20 drop-ins from visitors to later be used on the show. Community involvement, he said, also extends to "getting in touch with as many nonprofit organizations as you can."

Another topic of discussion was the value of pre-recorded material provided by comedy services. Quinn, representing program supplier ProMedia, admitted that services should be "the icing on the cake of a well-produced morning show." Announcers on the panel were less than enthusiastic about the services. Welch said his station buys the services simply because "if you don't buy it, somebody else will." Maynard, on the other hand, dismissed services altogether.

Maynard, who has been with the same station for 30 years, said his most important

advice for stations is to allow morning personalities to express themselves without interference from program directors.

Young further advised program directors: "Don't ever walk in at 7:30 and bawl out your morning man. It will screw him up for the rest of the day. Wait until he's off the air, and then cuss him out."

Young also advised announcers in the audience: "You don't have to be funny every morning; you shouldn't be funny every morning."

Although his audience tunes in to hear off-the-wall humor, Young said there is also

room in the show for straight editorials. He said he recently ran a well-received piece that offered straightforward criticism of the way the press has been scrutinizing political candidates. Editorials have proved successful on his show, he said, although he steers away from highly controversial topics such as abortion. "I have to go out in the parking lot after the show, so there are some topics I don't talk about," he said.

If listeners have complaints, said Woods, announcers shouldn't try to tackle the problem. "Give them the number of the program director," he said. □

Broadcasters seek out new advertising opportunities

Panelists at RAB seminar tell broadcasters to exploit new markets, strengthen weak areas

Broadcasters pointed to new avenues of growth for radio advertising at "Radio Sales in the 1990's," a Radio Advertising Bureau-sponsored seminar with panelists Danny Flamberg of the RAB, Paul Fiddick of Heritage Broadcasting and Steve Berger of Nationwide Communications.

Flamberg pointed to new areas radio broadcasters will have to look at for expansion and to new competition they will have to face. Currently, he said, advertisers have an "unbelievable willingness to experiment with cable" because it offers advertising with pictures at a cost comparable to rates for radio. Another future competitor for radio is the development of satellite-delivered newspaper ads, which will directly target radio budgets because of their low cost and broad reach.

Flamberg also indicated areas of opportunity that have opened for radio advertising. Pointing to the recent spate of mergers and takeovers in the advertising agencies, Flamberg said there was a wonderful window of opportunity for radio salespeople to get "in front of the client," and sell directly.

Flamberg also listed areas of advertising where radio has been notoriously weak and pointed out fields open to expansion. On the national level, he suggested that radio salespeople target hotel and motel chains—especially the rapidly expanding budget motel field, health care organizations, travel companies and business machine manufacturers. He also suggested selling advertising in the movie and video, wines and pet food markets.

Flamberg said those were all areas where radio has held single-digit shares of the available advertising dollars. Pet food, for example, is a \$262-million advertising market where radio holds a .03% share of the total dollars.

On the local side, radio has an even better crack at expansion. Flamberg pointed to

areas such as video rental stores, where each store has a business radius of about five miles, a perfect candidate for radio advertising, said Flamberg, adding that radio has only a 2% share of the market.

In other areas such as employment advertising and real estate advertising, radio holds less than a 1% share of the market. Other growth markets include professional advertising (doctors, lawyers), health spas and sporting goods, where radio has less than a 10% share.

Flamberg suggested that owners should concentrate on more training of their sales staffs and offered RAB's help.

Fiddick agreed that owners had to concentrate more on the right kind of training for their sales staffs. He said radio has traditionally concentrated its efforts on developing ratings, while the development of new sales business has been underplayed. Fiddick said that in the future owners would have two research and development staffs, one concentrating on new business, which would be composed of higher-paid, older individuals, who could deal with the advertisers on a more direct level, and the other concentrating on ratings development, composed of younger, less costly professionals.

Owners should worry more about testing the personalities of their staffs to determine if they are qualified for the field. In the future, Fiddick said, there would be less emphasis on quantitative selling and more concentration on the audience delivered. That would come about because niches would no longer be defined by demographics, but more on the needs of the listeners.

Berger, head of the radio division at Nationwide, and soon-to-be named president of the broadcasting division of the group, said that radio can expect increasing competition from other media in the 1990's, especially from cable. Berger said today's listeners expect quick, compelling advertising and said that radio salesman would have to find new ways to relate to a "generation raised on *Sesame Street*," with its rapid, "quick hit" messages. □

Tracking radio's formats

CHR research tips

Paul Christy of KRBE-AM-FM Houston moderated a contemporary hit radio format panel featuring Larry Berger, WWPR(FM) New York; Rick Stacy, WAPW(FM) Atlanta, and Guy Zapoleon, KZZP-AM-FM Mesa, Ariz., that addressed such issues as keeping a consistent sound and research methods.

On keeping a consistent sound, Zapoleon said it is "a difficult period" right now, with varying rock product in the market. He said that to balance his station's sound he is playing urban oldies because "I don't want the sound to change so radically that we sound like a different radio station." He said that listeners in his market want to hear "more white, more rock and more ballads... so we balance it with urban oldies." He said he tries to balance the "tempo" of the station by playing more "up-tempo black music."

As for research, Zapoleon told those attending the session that "if you're looking for adults, it is impossible to use any... type of research to figure out what adults want" other than a call-out system, especially if you're targeting a specific gender, he said.

Berger said that in New York, his station "still [has] the luxury" of being able to get some kind of sales feedback. He said that there are "still hundreds of record stores throughout the New York metropolitan area that stock a fair number of singles, so we can get some feedback, but I think that is far less than a year ago or three years ago." He said that the rotations of the records were based much more on call-outs than on sales.

Rick Stacy said his station uses "an elaborate call-out program" to research women. Additionally, the station takes album sales into account "more than we ever have before" for artist popularity. He said the station doesn't take single sales into consideration any more.

Classic rock

Even the classics sometimes need help. That was the word in the Radio '88 classic rock format room, where station managers talked about how to keep the latest "oldies format" fresh. Noting, on one hand, that oldies and light rock stations in numerous markets "have adjusted their playlists" to become 40%-60% overlapped with successful AC stations and, on the other, that most CR stations play some current titles, panelists debated how to keep the format differentiated from others. Because the number of 1960's and 1970's rock titles is finite, "the music becomes stale quickly," said Andy Bloom, WYSP(FM) Philadelphia. In their efforts to assure that CR becomes a long-term format, noted Fred Jacobs, New York-based Saga Communications, stations are faced with "wrist-slitting calls," such as whether to include Motown in CR lists. "The more you get into format expansion games, the



The "Do's and Don'ts for Broadcaster Lobbyists" seminar provided inside views on how to win and influence friends on Capitol Hill, courtesy of panelists including (l-r): Washington lobbyist Larry Harlow, who is now special assistant to President Reagan, Office of Legislative Affairs; Representative Al Swift (D-Wash.); Representative Nick Rahall (D-W.Va.); and Senator William Armstrong (R-Colo.). The congressmen had advice for broadcasters: Get to know your members of Congress on your home turf—invite him or her to your stations, consider airing editorials on issues in which the Congressman is involved and even consider direct campaign involvement; make yourself known directly and then learn to communicate with congressional staff and trust that honest presentation of a problem will gain more action than attempted intimidation.

In contrast to broadcasters, said Armstrong, cable political efforts are "everywhere you look.... Congressmen," he said, "respect participation." But, said Swift, all lobbying groups and campaign contributors "do not get the kind of clout... that is generally assumed." Organizations that host highly visible parties for members of Congress "don't... accomplish anything. Don't assume," he said, "that political influence by any group equals a Congressman's obligation to vote with that group on every issue." Harlow advised attendees that the most effective lobbying is "grassroots," where the lobbyists "represent a vote." His methodology: "Be straightforward and honest, don't promise what you can't deliver and do deliver what you promise." It is also important, he said, to "play up" contacts with and support by Congressmen.

Part of any existing broadcaster-Hill problems, said Armstrong, rests with Congress itself. Addressing political advertising in particular, he said: "Most Congressmen are very suspicious of broadcasters' handling" of their ads or ad requests. "They also feel that you owe them... the right to be seen or hear on your broadcast facilities," he said, adding that he had heard private references to specific incidents when they felt "they got a raw deal."

more trouble you can get into," he said, concluding that, because the mix of other formats in each market determines those calls, market-by-market research "is the only answer."

agreement with Westwood One to work on that problem.

Soft adult contemporary

Going after the workplace listener and creating long-term, four-or-more-hour listening blocks dominates the efforts of soft adult contemporary music programmers, according to Radio '88 panelists. Identifying a trend toward cutting playlists from as many as 1,000 titles to as few as 250, the panelists agreed with the assessment by Phil Redo, WMJX(FM) Boston, that continuity of "texture," not hits, provides the guiding principle for SAC programmers. Because of that, said Rob Edwards, KBIG(FM) Los Angeles, the "programmer's instinct is coming back, thank God." Panelists also agreed that winning the listener at work is a double-edged sword when it comes to programming for the weekend. There is the problem, said Jim Teeson, Colorado Springs-based Transtar, "of reminding [listeners] of the workweek." KBIG(FM), said Edwards, had just signed an

Golden opportunity for country

"People are looking for exciting radio to listen to everywhere," said Eric Marshall, program director at WSIX-AM-FM Nashville, "and now is the golden opportunity [for country programmers]... to expand their base of listeners." The panelists in the country format room all agreed. The consensus among them was that a well-developed game plan based on market research and followed through to the end could expand a station's reach to include fringe audiences. One example given was oldies listeners, which were categorized by the panelists as being the same type audience as country listeners.

Cross-over music from oldies and rock can translate into market share points. The inclusion of new acts on a station's playlist and joint research with the retail sector were other strategies suggested. The need for individual market music testing and letting the audience define what they mean by "country" was another point stressed as very important.

New life in oldies

Does the oldies format still have growth potential? That was the question posed to panelists at one of last week's Radio '88 sessions. They all agreed the format was alive and well.

Oldies has proved to be a winner for WWSW-AM-FM Pittsburgh, says the station's Diane Sutter. Since programing an oldies format (it airs 1950's and 1960's oldies on the AM and 60's and 70's oldies on the FM), the station jumped three share points in its Arbitron ratings, Sutter reported.

John Gehron of WODS-FM Boston was equally enthusiastic about oldies. It has been very successful for us, he said, noting that they primarily air 50's and 60's music. WODS, he said, has stayed away from airing 70's oldies because of the adult contemporary stations in the market.

As a new station, Gehron said WODS has concentrated on the music to distinguish itself from other stations. Nevertheless, he also thinks it is important to WODS's "long-term success" to develop "our personalities, because that builds loyalty that goes beyond the music."

Mike Harvey from Transtar Radio Network, Los Angeles, is the host of *Super-Gold*, Transtar's syndicated oldies show. Harvey said the demand for oldies is growing. People are discovering, he said, "that oldies are not dead after all. They never have been and never will be, they just go out of fashion within certain circles at certain times."

Gary Guthrie, a consultant with Edinborough Rand, Scottsdale, Ariz., thinks personalities should be as "companionable" with the music as possible. And he advised broadcasters to be careful when resurrecting some of radio's former personalities to promote the oldies format. He said it does not always work.

There are other ways to keep a format "fresh," Guthrie said. Using contests and games that listeners can take part in without having to call up is a good approach to liven up a format, he added. Among other advice, he told the audience to avoid overreacting to competitors airing classic hits, classic rock. "If it comes against you, stay right where you are. Stick with what made you famous."

Keeping classical up to date

In order to compete, classical radio stations must adapt to a changing marketplace, recommended panelists at Radio '88.

Joseph Ryan of WFCC-FM West Chatham, Mass., said he is doing several things differently. His station has started to emphasize personalities more. "If we can program some music that will attract the easy listener, I think that is where part of the future is," said Ryan.

Ryan said specials have also worked for his station. Specials have a strong appeal to advertisers in small markets, he said. "We have been on the air for 17 months and have done 50 specials." WFCC-FM broadcasts the performances of several local classical ensembles. "The advertiser loves the word

underwriting, and we sell those programs on an underwriting basis," he said.

WFCC-FM also uses a "nonmusical approach to attract listeners" when it airs *Cape Cod Mystery Theatre* programs. And it highlights the birthdays and anniversaries of key composers in special tributes that it sells as a one-hour package.

Noncommercial WQED(FM) Pittsburgh, according to the station's Ceci Sommers, is taking some new approaches toward programing. For example, she said the station has begun to broadcast symphony and orchestras during evenings. "We are doing shorter news, weather and traffic updates," she reported.

As for marketing, WQED has positioned itself as more than an all-classical station. "If it happens in the arts in Pittsburgh, we record it," Sommers said. "We give out local arts awards. We are very involved in the community."

What of the future of classical radio in the coming decades? "Right now we are confined to a 'weak sister' status of radio formats," said Mario Mazza of WNCN(FM) New York, the panel's discussion leader. "We need to get a much better hold on exactly what it is we are going to put on the radio," he said.

New Age, no. New AC, yes.

None of the Radio '88 panelists said as much, but listeners have apparently spoken, and the term "New Age" is being replaced with "New Adult Contemporary" to describe a light jazz-soft rock format that, according to the Wave Network's Robert Hall, is "just about to learn to walk and before long will be running." Conceding that he has "gotten away from the [new age] term for a variety of reasons," new age pioneer Frank Cody, of Princeton, N.J.-based Cody/Leach Broadcast Architects, said, however, that the "new age aspect has been important to its being perceived as new. I'm concerned about stations that have adopted the format but sound like AC or contemporary jazz, which rarely break one share." According to Tom Pelissero, a Minneapolis-based syndicator, "The Breeze" format increased its affiliation from one full-time station last year to 28 this year and is now also reaching 25 stations part time. "This is not a quick-fix format," said Bob Brooks, WBMW(FM) Fairfax, Va. (Washington). Although "it takes a long time to develop," he said, "the psychographics are good." Saying that record companies are "confirming the merit" of the format and are about to release many new titles, Cody advised NAC stations to "stay the course."

Spanish Radio

Although celebrating their first-time inclusion in the convention agenda, Spanish radio format panelists expressed repeatedly the message that Spanish radio is no one thing. With half a dozen Spanish radio stations in such markets as Miami, Houston and New York, the Spanish-speaking communities, said Jimmy Giminez, WKDM(AM) New York, "have a need for various formats

too... talk, country, top 40, news and information... all with legitimate demographics. Programers of Anglo radio, no matter what format, understand sales," he said, calling for more of the same in Spanish radio. Further research and experience, he suggested, are needed to sway advertisers, as well as listeners. "An Anglo station in a market like New York with a three share will bill more than a Spanish station with a five share." Advised Guillermo Prince, WOJO(FM) Evanston, Ill.: Know competitors by daypart, consider multiple national backgrounds and "understand the psychographics—that the city of Chicago is different from Mexico City."

Talking about news/talk

The three key words for being a successful news/talk station are "expertise, commitment and patience," said Michael Packer, vice president, AM operations for the Noble Broadcast Group and head of Packer Communications, a broadcast consultancy firm. Put together a good management team in all departments—programing, news, sales, and management; commit the revenues, and be patient. WTOP(AM) Washington's Michael Douglass agrees. He stressed however, that although news stations generate money, they do not necessarily get the ratings.

Douglass also made clear that news and talk are two entirely different formats and must be programed and promoted differently. He takes the conservative approach at WTOP. If they expect news, he says, give them news. Own your market by owning the news events in your area, he added.

Bruce Marr, president of Bruce Marr & Associates, a broadcast consultancy firm, underlined the need for a well-researched marketing campaign. He suggested that news stations need to have a local morning team, but that the rest of the nondrive times be filled cheaply with network feeds. As for talk, if the word "talk" tunes out your listeners, change it. Call it entertainment or information, emphasize the fun aspects of the format.

The lone dissenting voice in this format room belonged to KGO(AM)'s Jack Swanson. "AM is dead...but that doesn't mean that AM formats are dead." In his view, news/talk can be a successful FM format, and that is where he sees it going. Citing the example of Philadelphia's WWDB(FM) Swanson added: "Those who do it first will probably be most successful."

Full-service preparations

With the fall Arbitron rating period approaching, participants on a full-service format panel offered tips on how to prepare for what discussion moderator Gary Berkowitz of WFR(AM) Detroit described as "the great fall classic."

On-air production and promotion for better Arbitron rating books, said Van Harden of WHO(AM) Des Moines, Iowa, involves mastering the basics (such as getting a station's call letters on the air frequently); surprising the listeners with creative promotions (such as broadcasting a program from

various unusual locations), and getting "excited about the possibilities of what your radio station can do." Said Harden: "Full-service stations, more than a lot of others, are allowed to be fun... The sky's the limit on ideas."

According to Vic Bremer of WCCO(AM) Minneapolis: "You have to watch out for that news island. There's a danger," he said, "that news people and programming people forget how to talk to one another." Communication between programming, sales and news staffs and the general manager "is key to making news work at your radio station," said Bremer. Also, station research on the audience should be supplied to the news division, as well as "the tools to do the job." Whether a cellular phone or a two-way radio, a station should plan for news equipment in the budget, Bremer said. Additionally, it should be established who at the station decides how and when to cover a news story.

According to Jim Gallant of WMAL(AM) Washington, sports coverage at a full-service station "can be a damned good business." In addition to providing the community "a tie that binds together," it can also be very profitable. Play-by-play franchises, he said, can increase come in young and middle male demographics, become important promotion and sales tools and build average quarter hours "because turnover during these events is low." Over the course of the season, he said, "that can be very significant." Additionally, Gallant said that carrying sports events provides "a positive image" for the station and a showcase for its clients' advertising. It is also an opportunity "to do something that [your] competitors cannot do."

WTMJ(AM) Milwaukee's Mike Elliott said the key words in music selection for a station is "familiar product," choosing songs that fit the individual station. Listeners "never, ever, tune us in to hear a [particular] song; they tune us in to hear something else," whether news, talk or a play-by-play event. Elliott said that his station plays about 300-350 songs—maybe 400 maximum—per rotation.

Successful nostalgia

Two keys to solving problems in programming a nostalgic music format were offered by a panel of successful broadcasters in that format: Promotions must be designed with the concept of localism and, at the same time, stations must construct their playlists to give listeners a clearer idea of what a nostalgia station delivers.

WOKY(AM) Milwaukee has been able to develop listener loyalty by keeping in touch at the grass-roots level, according to its program director, Dan Banda. It tries to tie its promotions, jingles and special events to holidays and topics that concern people throughout the city. During St. Patrick's day, for example, the station broadcast specially designed jingles and aired Irish music all day. "What we ended up with was people funneling to our radio station for St. Patrick's day music. By the end of the day, the

calls were flooding in," he said.

Tie-ins with local businesses and charities are also a good move whenever planning a promotion or contest, advised Al Brodie of WFGL(AM) Fitchburg, Mass. "By tying into as many things as possible, you create an awareness in the community. Of course, by tying in with community service organizations and charities you do yourself a favor; [you come] out looking like the good guy in the long run," he said.

Jon Holiday of Kalamusic, North Hollywood, Calif., observed that it is almost impossible to define the format accurately. Neither the term "big band" nor "nostalgia" seems to fully describe the music that is played on nostalgia stations. The panel's descriptions of their stations seemed to prove his point. WFGL switched from an adult contemporary format years ago because market surveys showed that there was a demand for pre-rock 'n' roll music that was not being met. In all of its ads and promotions, the station bills itself as the "nonrock music" alternative, he said.

But Dave Allison of Stardust Productions, Mokena, Ill., said that it is a mistake to believe that all music for the format was made before 1955. He suggested that some modern performers, such as Barry Manilow and Anne Murray, fit in well with older cuts.

Elevating elevator music

"We've got to stop apologizing for the format," Rich Washer, vice president and general manager of WEZW(FM) Milwaukee, told

a room of easy listening radio broadcasters. "We need to find ways to take those negative perceptions and we need to turn those around into positive perceptions and give our sales departments an offensive tool to sell our stations with pride."

One way WEZW did that was by producing a humorous television commercial playing off the common epithet for easy listening—elevator music. The "elevate your music" spot shows a couple stranded in a traffic jam tune to WEZW. As their tensions lift, the car also lifts and flies over the bumper-to-bumper traffic. The commercial was so well received that two Milwaukee daily newspapers wrote articles on the special effects used to produce it, giving the station free publicity at the same time, Washer said.

Following up the commercial, WEZW began a call-in contest to send listeners on vacations to cities with "the best elevators in the world" such as Chicago, New York and Paris. The promotion helped shift the image of the station from "being a station that is targeted at 45 to dead to being perceived as a 35-to-54 station," he said.

Another way to build an easy listening stations success, said Gil Bourcher, program director, KCTC(FM) Sacramento, Calif., is to use technology to take full advantage of the large body of music available. KCTC, in association with Schafer Digital, La Jolla, Calif., is currently installing digital tape machines using Beta videotape decks. While redubbing the station's library, the station was able to weed out several cuts that no longer seem to work in the format and at the same time recategorize songs for use at different times of the day. □



Movie watch

United Stations Radio Networks is expected to launch today (Sept. 26) *Reel to Reel*, a new daily 90-second series focusing on the movie industry. Hosted by Therese Crowley, the program features Hollywood gossip and previews from upcoming soundtracks. *Reel to Reel*, available to stations Monday-Friday on a barter basis, is written and produced by United Stations.

After the fall

Radio Amex, a division of the American Stock Exchange, is offering a half-hour special free to broadcasters, titled *A Year After the Crash*. Featured on the show will be securities industry leaders, government officials, brokers, traders and individual investors. The special will be hosted by Tom Mariam, host of the weekly *Amex BusinessTalk* radio program. *A Year After the Crash* will be delivered via Westar IV on Monday, Oct. 10, at 3 p.m. NYT and may be aired any time between Oct. 10 and Oct.

30. The show will include three 60-second and one 30-second avail.

Added to the list

ABC Radio Network's *American Country Countdown with Bob Kingsley* has added WKSJ(FM) Mobile, Ala., and KRMD-AM-FM Shreveport, La., to its list of almost 650 affiliates. WKSJ will air the program Sundays from 8 a.m. to noon and KRMD will broadcast it on Sundays at 9 a.m.-1 p.m. *American Country Countdown*, a weekly four-hour program, is produced by ABC Watermark.

Refugee issue

Washington-based nonprofit corporation, Refugee Voices, will debut a radio show by the same name on Nov. 1, focusing on the worldwide refugee situation. The two-minute program will be delivered weekly to stations via cassette. Each tape will feature five programs and will be available free to participating stations. The show is narrated by Washington television news personality Henry Tenenbaum and produced by Nova Communications.

Youngstown update

There were indications last week that the battle between WOIO-TV Cleveland and Warner Cable over carriage of the broadcast signal in Warner's Youngstown, Ohio, system, could soon end (BROADCASTING, Sept. 5).

No sooner had the Association of Independent Television Stations made public a letter that it claimed showed Warner was requesting payment for carriage of what is a significantly viewed, but distant signal, than it came to light the cable company, days earlier and as part of franchise renegotiations with the city, had proposed adding three channels to its lineup—Turner Network Television, Movietime and WOIO-TV. When, or whether, that proposal will become reality depends on the negotiations between the city and the cable company, but it appears to show Warner's intent to bring WOIO-TV's Fox lineup, college football and basketball and Cleveland Cavaliers basketball programming to Youngstown subscribers.

Last Wednesday, INTV released a July 27 letter written to WOIO-TV by Lowell Hussey, senior vice president, sales and marketing, for Warner Cable, that stated that "it is a requirement of ours that any advertising-supported service we carry, provides us with local advertising availabilities to sell in our community." Since "your station receives no financial benefit from exhibiting local Cleveland advertising to our Youngstown customers and, clearly, our customers receive no informational benefit from seeing local Cleveland advertising...we propose that we, in effect, act as your local sales representative." (The two markets are 60 miles apart, and although WOIO-TV achieved significantly viewed status this summer, it would not have been a must-carry station under the most recent set of rules.)

The letter went on to state that "Warner's interest in carrying WOIO in Youngstown is conditioned on (1) WOIO consent to Warner's pre-emption of all WOIO local advertising availabilities in and adjacent to WOIO's syndicated, local and network programming; (2) Warner's right to sell those availabilities locally in the Youngstown market," and (3) 20% remission on gross revenues. INTV President Preston Padden said "the unequivocal demands in this letter speak for themselves and prove that broadcasters and public officials cannot rely upon the good faith reassurances that we frequently hear from the cable industry's representatives in Washington." INTV circulated the letter to members of Capitol Hill, in addition to the press, last week before news of the Youngstown proposal surfaced.

Meanwhile, Paul Jones, Warner's senior vice president and general counsel, sent a five-page letter to Malrite Television division

President John Chaffee Jr. last week, explaining in detail the reason behind Warner's proposal to WOIO-TV, which is owned by Malrite. Jones pointed out that the Hussey letter was in response to conversations Hussey had with Victor Frederick, special communications director at WOIO-TV. Jones wrote "In Warner's discussions with Vic Frederick of WOIO, it appeared that he shared the view that this proposal could assure the best use of the combined media for the benefit of the viewers and the businesses which are local to the market in which the cable operator is franchised. It was at Vic Frederick's request that Lowell Hussey's letter of July 27, 1988, confirmed their discussions regarding the advertising sales proposal." Jones went on to emphasize the proposal was addressing only local Cleveland ad time, and not time bought by national/regional spot buyers or buyers on the Fox network. And Jones repeated that the ad proposal, in Warner's mind, was separate from the carriage issue.

Survey says

The telephone companies, Hollywood and broadcasters have had major differences with the cable industry, but a survey of top cable executives finds that relations with each group will likely improve, rather than deteriorate, over the next few years.

Marquest Research, Beaufort, N.C., interviewed key executives at 15 of the top 25 cable MSO's last week on a number of industry issues. Each was asked to forecast relations with those industries, and better relations with broadcasters topped the list. Nine said they expected relations to improve with broadcasters, two said they would stay the same and four said they would decline. On telephone company relations, eight said relations would improve, although Marquest President Paul Rule said some remarked that relations had to improve because they couldn't get much worse. Two thought relations with telcos would stay the same and five said they

would decline. On Hollywood, eight thought relations would improve, five said they would stay the same and two thought they would decline.

Prospects for improvement with home video dealers, TVRO and wireless cable were less positive. On home video the breakdown was two "improve," four "the same" and nine "decline," for TVRO the numbers, respectively, were five, seven and three, and for wireless cable, two, eight and four.

In other parts of the survey, Marquest found broad support for Turner Network Television but "very limited support" for NBC's Consumer News and Business Channel (CNBC). Two-thirds said TNT would get broad support and one third said it would get moderate support. On CNBC, only four indicated broad support, two moderate support, seven said minimal support and two said they did not know.

MSG contract expires

The programming contract between Cablevision Systems and Madison Square Garden Network has expired, with the result that MSG has been dropped from Cablevision's New York area systems (BROADCASTING, Aug. 22). The two companies have been locked in a battle over terms of a new contract, with MSG insisting they remain a basic service, while Cablevision had wanted to continue to market MSG as a pay service. MSG's basic rate card is a monthly per subscriber fee of 80 cents, far below the monthly pay rate Cablevision subscribers are charged. The carriage decision reduces the number of homes MSG reaches from 2.4 million to 1.8 million.

MSG, owned by Gulf + Western, is a direct competitor to Cablevision's SportsChannel New York in the area. It's expected that the New York Yankees will exercise an option to remove itself from a contract with SportsChannel later this year, which will give MSG a chance to gain rights to the team. Cablevision said a number of services would replace MSG, with Cablevision's largest systems on Long Island picking up Turner Network Television.

Price plateau

Cable systems prices are peaking, Merrill Lynch analyst Harold Vogel told a Washington Cable Club audience. He said price increases have been driven by an abundance of money to finance purchases, but "liquidity is drying up. Investors' psychology has become much more cautious," he said. He added that cable's stock prices, significantly lower than what systems are trading at, is probably a more accurate reflection of their true worth. "If any [deals] default, the value of all systems

'Slap' to A&E. Arts & Entertainment has acquired The Slap Maxwell Story, the Jay Tarses produced series starring Dabney Coleman that ran on ABC last season. A&E will carry The Slap Maxwell Story at 11 p.m. beginning January 1989 as part of its "cult comedy" late-night offerings. Other shows that will run during that time period include Buffalo Bill, also starring Coleman; All is Forgiven, starring Carol Kane; United States, produced by Larry Gelbart and starring Beau Bridges; The Associates, starring Martin Short, and Police Squad, starring Leslie Nielsen.

will be in for a haircut," he predicted. He also said he did not believe cable was recession proof, and he expects an economic downturn late next year. Still, he said "cable is a very good business with many years of above average growth." He discounted telephone company competition, saying he doubted "telcos will find it easy to compete with cable." The only way for the BOC's to economically enter the business "is to buy in...at a high price per sub." Nonetheless, cable will have to upgrade equipment and improve its service to better compete, he said. He predicted that by the early 1990's broadcast networks would change hands again, with Hollywood companies such as Columbia, MGM/UA and MCA likely possibilities to combine with networks after financial interest and syndication rules issues are resolved. "Warner is probably the prototype," he said, referring to the company's broad media interests.

Busted

A man believed to be the cable industry's leading supplier of illegal decoders pleaded guilty to mail fraud and tax evasion charges in federal court in Newark, N.J. Arthur Kaufman of Livingston, N.J., is alleged to have defrauded cable programmers of nearly \$5 million between 1984 and 1988. Kaufman's "black boxes," advertised in national magazines, permitted their owners to receive HBO, SportsChannel New York and other pay services without having to subscribe.

Kaufman, who kept a computerized list that mapped cable franchises enabling him to offer the correct device for each area, eventually sold illegal decoders to undercover FBI agents. He faces an eight-year prison term and a \$500,000 fine. Sentencing is scheduled for Nov. 16.

Cable TV guide

Tele-Communications Inc. has renewed its contract with the publishers of *Cabletime*, its cable guide, in a three-year contract valued at \$60 million. The Crosby Vandenberg Group publishes the guide which is mailed to 4.1 million subscribers. As part of the contract, *Cabletime* will be expanded from digest to magazine size.

Cable cut-ins

WJXT-TV Jacksonville, Fla., will begin providing local news updates within CNN Headline News on the local Continental Cablevision system next Monday, Oct. 3. Mel Martin, vice president and news director at the station, said: "The service will give cable viewers a brief but complete summary of the major news of the area, as well as a weather briefing."

WJXT-TV news inserts will appear during the four and a half minutes in each half hour for local coverage provided for in the Headline News feed. Included in the four and a half minutes is one 30-second spot. The newscasts will run from 8 a.m. to midnight and will be updated three times a

day, after morning, noon and evening news. For now, the news inserts will be taped and delivered by hand to the system.

Cable concentration

Irving Kahn has sold his General Optonics Corp., a semiconductor laser diode manufacturing company, to Morgan Crucible. Kahn said he will "devote the major portion of my time and energies to my new venture, Choice Cable Corp." The cable company plans to begin an overbuild of the New York Times Co. cable system in southern new Jersey later this year. The Choice system will eventually incorporate fiber optic technology.

Klan case

The Kansas City chapter of the American Civil Liberties Union is planning to file suit in a case in which local Ku Klux Klansmen were prevented from gaining access on the local cable television systems managed by American Television & Communications. The city council had also sought to block their entry and had modified the franchise requirements, allowing the cable system to maintain control over who appeared on the access channels. The cable system sent a counterproposal to the local group and the ACLU that would include Klan representation in pertinent programs, but that offer was rejected. The ACLU expects the suit to be filed by the end of October.

Advertising rebate

Movietime is offering its charter affiliates an advertising rebate program whereby operators could share up to 20% of the network's advertising revenue between 1990 and 1992. The program coincides with rate increases that will take place in 1990. The service, now free until the end of 1989, will cost operators five cents per subscriber per month in 1990, six cents in 1991 and seven cents in 1992. In order to get the rebate deal, affiliates must sign a five-year contract before the end of this year.

The advertising rebate will be based on a complicated formula that won't be determined until December 1989. Beginning next month, Movietime will multiply the number of full-time subscribers on line by the number of months committed, beginning next month. Thus the highest number of months committed will be 15, from Oct. 1, 1988, to Dec. 31, 1989. If Movietime's total full-time universe is 75% of its total subscriber count, the service will rebate 75% of the 20% figure to cable operators. Thus, those operators who have the highest subscriber counts and month totals stand to receive the highest portion of the rebate.

Bill Zaccheo, senior vice president of affiliate sales for Movietime, said the service had commitments for launches to 2.5 million subscribers by year's end, which would give the service 10 million homes by Jan. 1.

More rights for Turner

Turner Broadcasting has extended its contract with the National Geographic Society from three years to six. TBS now has the rights to NGS's two-hour *Explorer* series through 1992. Turner also picked up the international syndication rights for a new series of *Explorer* programming, which is scheduled to premiere next year. *Explorer* airs on superstation WTBS(TV) Atlanta Sunday nights at 9 p.m.

Shopping suit

The Home Shopping Network has filed suit against the Cable Value Network alleging it hired two former HSN show hosts, Dori Ball and Janet Behmer, who were subject to employment provisions preventing them from working for an HSN competitor for 18 months after leaving that network. HSN also said CVN "engaged in a concerted campaign to raid HSN senior managers and show hosts, all of whom are subject to employment agreements" and asked for an injunction to prevent such activity in future. CVN had no comment on the suit, other than to release the names of the two employees hired.

HSN is asking for \$3 million in compensatory and punitive damages in each case. Additionally, HSN is suing Ball and Behmer for \$1 million each.

On hold

HBO has shelved plans to air the fight between Mike Tyson and Frank Bruno until questions of Tyson's health are cleared up. The heavyweight bout was first pushed back from Oct. 8 to Oct. 22 to make sure that Tyson's hand, broken in a street fight, had healed. The latest delay resulted from the car accident in which Tyson was knocked unconscious for a half-hour. HBO's seven-fight, \$26.5-million deal with Tyson calls for him to fight seven times, but not on specific dates.

Ten rounds

Heavyweight boxers Evander Holyfield and Pinklon Thomas are scheduled to go 10 rounds on Oct. 14 at Caesars Atlantic City, in a *Showtime Championship Boxing* match. The fight is being described as the next step for Holyfield toward a potential match-up against heavyweight champion Mike Tyson. In his heavyweight debut on July 16, Holyfield knocked out James (Quick) Tillis in the fifth round. Sports Television International Inc. will produce the fight. STI president Jim Spence will be executive producer.

Second time around

USA Network has contributed six hours of its schedule on Nov. 27 for the second annual JDF *Thanks For Giving* special to benefit the Juvenile Diabetes Foundation International. USA will not air commercials during the telethon. Peggy Lee, Mary Tyler Moore, Marvin Hamlisch, Michael Landon and Gloria Loring will join co-host Fred

Travelena at the grand ballroom of the Sheraton Grand hotel in Burbank, Calif., for the event.

Winning wheels

USA Network will award a Ferrari Testarossa sports car to the grand prize winner of the *Slice of Vice* sweepstakes held in October. Viewers will be given promotional details of the contest throughout the month. The contest closes on Oct. 30. On Nov. 30 a drawing will be held to determine 50 state finalists, who will travel to Miami for the final drawing, which will take place in early 1989. The winner of the contest may opt for \$150,000 instead of the car.

On board

Newhouse Broadcasting has signed to carry Turner Network Television on 75% of its cable systems at the new service's launch on Oct. 3. The deal covers 800,000 homes.

Making Magic

The Sunshine Network, a regional cable sports and public affairs network owned by Florida cable operators, has secured the rights to the NBA expansion team Orlando Magic for the 1989-94 seasons. Sunshine will carry at least 40 games plus some playoff games in each of the five years. The terms were not disclosed, but the NBA stipulates that expansion teams must receive \$1.5 million in the first year of a broadcast contract before accepting a deal. Sunshine is locked in a battle with SportsChannel Florida for rights to sporting events in that state.

MSG home video

The Madison Square Garden Corp., owner of the Madison Square Garden Network, will break into the home video business with a history of the New York Rangers. Sports and music video director Edd Griles will produce the initial offering, which goes on sale in November. Griles is the winner of more than a dozen music video awards for

his work with singer Cyndi Lauper. His past work also includes the development of NHL Films and *GOAL* magazine.

Mind extension

Mind Extension University, a cable service offering bachelor-degree-level courses for university credit, has added four more schools to its fold. Starting Sept. 11, Washington State University, the University of Minnesota, Oklahoma State University and State University of New York/Empire State College joined Colorado State University in offering course credit to cable subscribers and home satellite dish owners through MEU.

MEU is the brainchild of Glenn Jones, chairman of Jones Intercable, which has taken the lead in rolling the service out on its cable systems. MEU courses are transmitted from 7 a.m. to 7 p.m., and students are encouraged to videotape the programs. There are 26 courses in the fall curriculum, and teachers are available for course consultation.

Telecastings

Three decades of SCETV

September marks the South Carolina Educational Television Network's 30th year on the air. Currently delivering instructional programing to half a million public school students each year via 11 broadcast channels and a four-channel closed circuit system, SCETV set up a studio in Dreher High School, Columbia, S.C., and began broadcasting geometry and French classes live to local students on Sept. 6, 1958. Two years after joining PBS in 1968, SCETV beamed what it claims was the nation's first domestic live satellite transmission from Columbia to Los Angeles and, that same year, began broadcasting in color and won an Emmy for its minority public affairs program, *Jobman Caravan*, its longest-running series which is still on the air today. Henry Cauthen, who had

Line to SCETV in 1971, he led the network toward becoming one of public TV's major producers of national programing. The network has been involved in producing or presenting such national series as *Heart of the Dragon*, *American Playhouse*, *Wonderworks*, *On Television* and *Great Performances*.

Into news

KTVU(TV) Oakland, the Cox-owned independent and week night late-news leader in the San Francisco-Oakland market, may take on its affiliate competitors for a share of the early-evening news audience as well. As a test, the station launched a 6 p.m. Sunday newscast on Sept. 18, and was encouraged by the results. The half-hour newscast averaged a 3.4 rating/7 share, improving on its lead-in, *Lifestyles of the Rich and Famous*. "It's a trial balloon," said station General Manager Kevin O'Brien of the new Sunday newscast. Given the station's success with its 10 p.m. newscast, he said, "we think we could win at 6 p.m. as well, Monday through Friday." In July, KTVU launched a Saturday newscast at 7:30 p.m., which has been placing second in the time period. The station launched an hour-long noon newscast when O'Brien joined the station about two years ago.

customized for local use" and distributed to schools, libraries and, in some cases, homes this fall. Differentiated by subject and/or target audience area, the guides list the highlights of fall programing on foreign cultures, children's programing, science and technology, current affairs, etc. Described by PBS as "an effort to extend the educational use of PBS prime time programing," the guides are "part of a series of national advocacy, awareness and promotion materials designed to advance the use of learning technologies in the nation's elementary and secondary schools."

TVB expansion

The Television Bureau of Advertising said it has expanded its educational and training program for 1989. Sales development sessions, currently conducted in 10 regional sales conferences, will be expanded to 35 markets next year. In conjunction with the National Association of Broadcasters, TVB will sponsor a daylong seminar on "...legal matters, new technology and legislation." Also new: three management workshops.

Lifetime membership

The Caucus for Producers, Writers and Directors, Los Angeles, has set up a new membership category for those who contribute a single payment of \$10,000 or more. They will be designated caucus lifetime members. Ted Bergmann, editor, *Caucus Quarterly*, is the first lifetime member.



Cauthen in 1958 with studio camera at Dreher High School

been involved in program production from the start and who became the organization's general manager in 1965 and later its president, still heads the network. Bringing William Buckley's *Firing*

School help

PBS's Elementary/Secondary Service has come up with a way to make things easier for advocates of "selective TV viewing" among children. Called "PBS Tune-In Guides," the one-page leaflets are being distributed to public TV stations "to be

Telco entry tops NATOA conference agenda

Cable regulators meet in Miami Beach to discuss range of issues; outgoing president says association is "leaning" toward excluding telcos

For the 400 or so municipal cable regulators who have gathered this week (Sept. 25-28) at Miami Beach's Doral hotel for the annual conference of the National Association of Telecommunications Officers and Advisors, one of the principal questions they will be grappling with is whether local telephone companies should be allowed in the cable business.

Going into the four-day (Sept. 25-28) conference, said NATOA's outgoing President Donna Mason, a cable regulator for Vancouver and Clark county, both Washington, the membership had reached no consensus on the question, but was leaning toward shutting out the telcos. "There is a fair amount of anxiety about telco entry," she said. "Traditionally, telcos have not been regulated locally, and we feel the delivery of cable television and related services is best regulated locally.

"We are supportive of competition and would like to see it," she said. "But there is the other side that it might not be so good."

Plenty of cable operators will be around to feed the anxiety. Tele-Communications Inc., the nation's largest cable operator, has organized a series of open and by-invitation-only "roundtables" at which the regulators can discuss with officials of TCI and other large operators the telco-cable issue and other issues of mutual interest. TCI is also hosting a reception of the beach on Tuesday evening (Sept. 27).

The cable industry has begun rolling out a multi-faceted campaign to prevent the telcos from breaking down the legal and regulatory barriers to their offering cable services in their telephone service areas. But Robert Thomson, vice president, government affairs, TCI, said TCI's effort in Miami Beach is broad based. "There will be no intense lobbying effort on telcos. To the extent they are interested in talking about it, we will talk about it."

The cable regulators are an influential group, but just how influential is open to debate. By advising the mayors, county executives and city councilmen they work for, they can indirectly affect the policies of such powerful Washington lobbies as the National League of Cities and the U.S. Conference of Mayors. NATOA itself is an affiliate of the NLC. As such, it can also indirectly shape NLC policy by making recommendations.

NATOA's legislative and legal affairs committee is now seeking a consensus on what changes, if any, it wants to the Cable Communications Policy Act of 1984, which affirmed the municipalities' franchising and

regulatory authority over cable, but put limits on that authority. Any recommendations will be submitted next month to the Transportation and Communications Steering Committee of the NLC, which is chaired by Tucson, Ariz., Mayor Thomas Volgy.

NLC will be gathering input from cable regulators firsthand during the show. Following a videotaped speech by Volgy on Tuesday, Cynthia Pols, general counsel of the office of federal regulations, NLC, will lead a discussion on what changes are needed in national cable and telecommunications policy.

The relationship between NATOA and NLC has been troubled. From time to time, some NATOA members have agitated for a more independent role and voice. As she steps down as president during the conference, Mason said she will urge NATOA to review its subordinate position. Such a review is warranted, she said, because of NATOA's growth "in terms of size and credibility," she said. NATOA-NLC relation are the subject of a Monday afternoon panel session.

The future of NATOA may be shaped to a large extent by its new president, who will be elected at NATOA's membership meeting. Running for the post: Paul Berra, manager, cable communications, St. Louis, and chairman of this year's conference, and Susan Herman, general manager, department of telecommunications, Los Angeles, treasurer of NATOA and chairman of its key legislative and legal affairs committee.

Berra said the telco-cable issue should make the conference "very interesting." It will be raised in numerous sessions and speeches, including the closing general session on Wednesday, which will feature Bert Carp, of Turner Broadcasting System; Dan Collins, Bellcore, and Martin McCue, United States Telephone Association.

But, Berra said, other issues of more immediate concern, including understanding cable refranchising and system transfers, will be covered during the four-day program. The pre-conference agenda also lists sessions on acquiring equipment for access and local origination channels, EEO compliance, understanding cable technical standards, monitoring franchise fee payments and subscriber surveys.

According to Thomson, each of the five open roundtables on Tuesday afternoon will center on a different subject: legislation issues and franchising, technology, local origination and access, cable programming and customer service. They will be anchored by representatives of TCI, Continental, Comcast, Cox, American Television & Communications, United Cable and the National Cable Television Association.

At the four by-invitation-only roundtables, Thomson said, cable regulators from

different regions will be able to discuss anything they want with TCI officials. TCI will also share some ideas with the regulators, he said. "These people have a right to know what we are up to."

Thomson acknowledged that TCI is using invitations to keep out both the press, whose presence he feels would discourage open discussion, and cable consultants—"the numerous hired guns who make a living by attacking cable."

In addition to the roundtables and reception, Thomson said TCI also lined up the speaker for the Monday evening awards banquet: Shelley Duvall, actress and chairman of THINK Entertainment, a producer of cable programing. □

MCI's McGowan says FCC has done little to encourage telco competition

In speech to FCBA, executive blasts FCC for failure to control what he says is BOC's anticompetitive behavior

To the broadcasting and cable industries, the FCC is perceived as ideologically committed to encouraging as much competition as possible. But to MCI Communications Chairman William G. McGowan, the agency is perceived as "all too ready to kneel at the altar of monopoly or near-monopoly power" and as "positively Scrooge-like" in encouraging competition in telecommunications.

In a luncheon speech last Tuesday (Sept.



McGowan

20) before members of the Federal Communications Bar Association, McGowan said the FCC has been among those that has hindered MCI's efforts over the past 20 years to introduce competition into telecommunications, still dominated by AT&T and the Bell operating companies, which were spun off from AT&T four years ago under terms of the consent decree that settled the Justice Department's antitrust suit against AT&T.

"The FCC has been positively Scrooge-like in handing down pro-competitive decisions," McGowan said. Since the few pro-competitive actions it has taken came years ago, he said, "it's probably fair to ask the FCC: What have you done for competition lately? The answer is: Not a whole heck of a lot."

McGowan singled out FCC Commissioner James Quello, saying he has not cast a single pro-competitive vote during his entire tenure on the commission.

McGowan was still apparently smarting from the FCC's decision last Friday to allow AT&T to discount prices so that it can bid against MCI for a telecommunications contract from Holiday Inn. "With the tariff 15 decision...the FCC seems intent upon undoing what little competitive record it has," he said. "It's a frightening example that turns the ghosts of regulations past into a present day Nightmare on Elm Street."

(McGowan explained his use of Christmas allusions. "According to the Bushian calendar, it's now two weeks after Pearl Harbor Day, which means Christmas must be right around the corner.")

According to McGowan, the BOC's have engaged in the same sorts of anti-competitive behavior they did before they were spun off from AT&T. The BOC's have opposed MCI services, imposed "access barriers" and demanded "unfair compensation," he

Stationary legislation. Senate Commerce Committee's failure to consider a political advertising bill during markup last week is a good indication the legislation will not move before Congress is slated to adjourn on Oct. 8. The legislation (S. 2657) would guarantee that candidates will be given lower rates for campaign ads. It would entitle candidates to nonpreemptible, fixed time at lowest rate charged for any time (including preemptible) in same time period. During hearing on bill held by Senate Communications Subcommittee two weeks ago (BROADCASTING, Sept. 19) there was talk of committee action on the measure, but Commerce is not expected to hold another markup before the end of the session, a committee aide said. Even if the issue appears to be dead this year, broadcasters expect the lawmakers will want to revisit the matter during the next Congress.

said.

"AT&T is still trying to use its market power unlawfully and unfairly to thwart still nascent competitive forces," McGowan said.

As the MCI founder sees it, the FCC has discouraged competition by failing to keep tight regulatory reins on the BOC's and to force them to treat equally all long-distance carriers and information services providers. "For whatever reason the FCC has opted not to use its ample authority and its enhanced ability after the antitrust settlement to regulate the BOC's," he said. "The FCC has not forced the equal access process to completion."

The agency has also allowed the BOC's to earn "grotesquely large profit" with its 12%

rate-of-return regulation. "Little effort has been made to audit the financial data and rate requests of the BOC's," he said. "And it now proposes to reduce even this minimal level of oversight under the guise of price cap regulation."

"And finally, the FCC has been all too ready to kneel at the altar of monopoly or near-monopoly market power by allowing dominant carriers to abuse the tariff process and to operate in a nether region immune from court review and public scrutiny."

The FCC's failure to hold evidentiary hearings prior to decisions and its ideological short-sightedness have contributed to its "embarrassingly high reversal rate in the U.S. Court of Appeals," McGowan said. Between 1985 and 1987, he said, about 50% of its decisions were reversed. "If there's an independent regulatory agency with a worse record, I'd like to know about it."

Allying himself with the cable industry and others who fear competition from the BOC's, McGowan said the "line-of-business" restrictions in the AT&T consent decrees must be preserved. The restrictions bar the BOC's from long-distance service, manufacturing and information services including cable television.

The BOC's want the restrictions lifted "as was only too evident last week in the speech by Ameritech Chairman Bill Weiss" (BROADCASTING, Sept. 19), McGowan said. The BOC's agreed to the restrictions six years ago, he said. "Now they...act as if they just woke up out of a dream and can't figure out what happened."

The BOC's have flourished since striking out on their own, despite having lost "big bucks" in most of their forays into unregulated businesses. "So when the BOC's cry crocodile tears about the need to compete in new areas," said McGowan, "it's sort of hard to get all worked up about it." □

Technology

Anti-taping technology hoped to boost PPV

Two companies have systems they say will stop home taping of live and recorded events

The cable industry wants theatrical movies released simultaneously in the pay-per-view and home video markets, and beginning in January 1989 it hopes to have the technical ability to make that happen.

It is then that two companies, Macrovision and Eidak, promise to start protecting PPV movies and other taped and live programming, against copying with home VCR's. Macrovision and Eidak each encode a PPV transmission with undetectable signals that, when copied by a VCR, create distortion. Both companies' encryption systems are patented, although both admit that with the right amount of money and determination, piracy is possible (though perhaps not economical).

Video theft has been a thorn in the side of video distributors almost since the inception of the home video concept. For the PPV side of cable to grow, protection against copying is considered extremely important.

Industry observers also say that along with the growth in addressable cable homes, the protection of signals will open up a range of live events and performances that previously stayed away from PPV because of worries over VCR copying.

Studios currently release theatrical movies to the pay-per-view market four to six weeks after their home video release. By preventing purchasers of a pay-per-view movie from copying it and distributing it themselves, distributors hope to be able to simultaneously reach both the audience that prefers the home video, and the audience that does not like going to a video store, or is prevented from seeing a recent release be-

cause it is constantly out of the store on rental.

Such a simultaneous release could allow distributors to save on marketing the home video and pay-per-view windows separately, as is currently the case.

Macrovision protects PPV signals by increasing the automatic gain control. That in turn fools a VCR into recording at an unacceptably low level. As a second system of protection, Macrovision also alters the color hetrodyne system to introduce "rolling color bars" onto a recording of the PPV movie or event. Because the changes in the automatic gain and the color hetrodyne system are carried on the vertical blanking interval of a PPV signal, Macrovision's process is applicable to both live and taped events.

Macrovision's PPV protection system is installed at a cable system's headend. Eugene Eidenberg, president and chief operat-

ing officer of the company, aid that cable systems will pay roughly \$1,000 for the hardware. Macrovision then plans to charge cable systems 10 cents per PPV transaction.

Eidenberg added that Macrovision is currently in discussion with General Instrument about implanting a Macrovision chip in cable boxes that would give systems the option of charging more to make PPV movies and events recordable.

Macrovision introduced its technology to the video cassette market in 1986. Since then Eidenberg said that Macrovision has brought eight copyright infringement suits against various members of "a cottage industry" of manufacturers of boxes to get around Macrovision's encryption. Six of the eight cases have been settled out of court in Macrovision's favor.

The Eidak process protects PPV signals by altering a signal's timing characteristics. Those changes are undetectable to a television set, but they prevent a VCR's servo mechanism from keeping video images in sync. "Eidakization" of a PPV signal occurs during the uplink of a signal to a satellite. Eidak can therefore use its system on both

live and taped events.

Cable systems headends will be outfitted, at Eidak's expense, with the hardware for reception and dissemination of the encrypted signal to purchasing homes. Eidak will also charge systems a per transaction fee of roughly 10 cents.

Eidak has tested its process at American Television & Communications' lab in Denver, and will test it again on systems owned by Viacom and the *New York Times* within the next 30 days.

Both companies doubt whether the PPV business will support—in the short term—both Macrovision and Eidak. According to Paul Kagan Associates, PPV accounted for .3% of \$20.6 billion in revenues from theatrical movies, pay television, basic cable and pay per view. Using a per transaction charge of 10 cents for each PPV event, the protection of PPV orders into cable homes would have grossed \$6.18 million last year. In 1996, however, encryption could gross \$272.8 million. By then, Kagan predicts PPV will amount to 6.2% of \$44 billion in the revenues of those entertainment venues. □

practice and began getting into low-power TV.

But he is moving cautiously. As Paschal said: "We don't have a lot of background," adding, "The worst possible scenario is to have inexperienced people running a station in the most expensive area in the country."

A study done by Accord's consulting engineer, George Jacobs & Associates, is an example of the caution with which Ichinose is approaching the project. Jacobs found that under existing FCC rules no full-time stations could be shoehorned into the New York metropolitan area. That means that W55AA, as an LPTV occupying secondary status, was in no danger of being bumped off the air. Jacobs also found there was no room, either, for another low-power station with the kind of power his client's station planned to use.

The mobile van making test measurements of the station's signal is another example of Ichinose's caution. Jacobs had already provided computer-generated estimates of the population, broken down by ethnic groups, within the station's Grade A and Grade B contours. But he recommended the tests for more precise measurements. And the results, Paschal said, will help determine the kind of programming the station will offer—whether for specialized audiences or for a generalized audience with needs not being met. "We don't want to buy our programming, and find the mix is not right." Indeed, he said Accord would welcome a joint venture. "We're open to people who may want to contribute capital." Paschal also said he has talked to parties interested in offering different kinds of programming—from religious to home shopping. "But until we know our target audience," he added, "discussion of programming is academic."

Ichinose regards his New York project as an important one in the development of low-power television. Paschal said the station will be "the largest low-power station in the country." And, if it is successful, he said, it would validate the commission's rationale for introducing the low-power service—"to allow new entrants into broadcasting and to diversify programming to satisfy public needs, and to let the marketplace determine success." □

Low-power in the Big Apple

Testing is underway for New York's newest TV station—an LPTV outlet on ch. 53 owned by retired orthodontist

A mobile van began touring neighborhoods in New York City last week to test the precise coverage of what, under current FCC rules, at least, would probably be the last addition to the city's range of television stations, W55AA, a low-power facility. It is operating on ch. 53 from a transmitter atop the Empire State Building, with 1 kw power and 8 kw effective radiated power. And, while that may be low power, in the heavily concentrated New York City area, preliminary studies indicate that the station's potential audience would be considerable: A Grade A service area that would encompass a population of more than 4.6 million, and a Grade B covering some 7.4 million.

The facility is licensed to Accord Communications Inc., which is owned by a retired orthodontist from California, Benjamin Ichinose, who in midlife switched from dental surgery to television, a business he views as interesting, even exciting, if also risky. According to associates, Ichinose (it means small stream in Japanese) has invested more than \$1 million in low-power television ventures since his interest in the medium began in the early 1980's. Most of the money has been spent in filing some 50 applications for stations and in a legal battle one of several grants—for ch. 19 in the Bronx, N.Y. area—generated. (That grant is on hold in view of the FCC's pending proposal to transfer some UHF channels to land mobile—and the agency's subsequent decision to freeze that idea until it has decided whether the UHF spectrum is required for high-definition television.)

The ch. 53 facility was acquired for a relatively small expenditure (\$50,000) from CBS Inc. CBS had used it for several years as a translator to fill in shadowed areas when

the network's WCBS-TV transmitter was located at the Empire State Building. When the networks moved their transmitters to the World Trade Center in 1978, CBS had no further need of its ch. 53. And, when the Laurence Tisch management team was looking for "nonessential assets" to dispose of, the translator was put on the list. However, \$50,000 was only the opening cost. Bruce Paschal Jr., a consultant to Accord, said another \$100,000 has been spent on upgrading the facility and relocating it within the building. And he noted that Accord was obliged to sign a 10-year lease with the Empire State Building. That, he said, "is not cheap."

Ichinose became interested in low-power television when the commission opened it to applicants in 1980. "He decided to invest in it; it looked exciting," said Paschal. A few years later, he gave up orthodontics, sold his

Introductory model. Executives and engineers from the Broadcast Division of Harris Corp., Quincy, Ill., were in Washington last week to introduce what they said is the first high-powered, solid-state VHF-TV transmitter. The first of the company's Platinum Series of transmitters is expected to be installed and on the air in November. Thomas Yingst, vice president and general manager of the broadcast division, said the new form of VHF transmission "is so revolutionary in nature that it will probably take the lead for a long, long time."

The system took two years to develop during an era when the Broadcast Division's research and development budget rose to about \$4 million. Its aural performance is comparable to FM broadcast, "which was kind of a weakness in many of the older transmitters," according to Robert R. Weirather, director, strategic marketing.

Harris decided to introduce the Platinum line last week in Washington, rather than at the traditional broadcast equipment debut center, the National Association of Broadcasters' spring convention, because Washington is home to several consulting engineers "who in television are very important in recommending to the customers," said Gene Edwards, vice president, sales and service. Additional showings will be held at next spring's NAB and at the 16th International Television Symposium in Montreaux, Switzerland, next June.

A full 30 kw transmitter was on display at the introduction. The Platinum series will include transmitters with power from 1 kw to 60 kw. The cost of the 30 kw model is \$325,000 compared to \$265,000 for a comparable Harris tube model.

The introductory prototype will be installed at Group W's KYW-TV Philadelphia, which is expected to go on line as the test site in November.

Stock Index

	Closing Wed Sep 21	Closing Wed Sep 14	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	341	336	5	01.48	20	5,516
N (CBS) CBS	169 7/8	167	2 7/8	01.72	9	4,014
A (CCU) Clear Channel.....	14 1/8	14 1/4	- 1/8	-00.87	25	54
O (JCOR) Jacor Commun.	6	5 7/8	1/8	02.12	-13	58
O (LINB) LIN	60	56 3/8	3 5/8	06.43	38	3,100
O (MALR) Malrite.....	10 1/8	10 1/8		00.00	-22	137
O (MALRA) Malrite 'A'.....	10 1/8	10	1/8	01.25	-14	138
O (OBCCC) Olympia Broad.....	3 1/2	3 1/2		00.00		8
O (OSBN) Osborn Commun....	6 1/2	6 1/2		00.00	-5	33
O (OCOMA) Outlet Commun. ...	22 1/2	22	1/2	02.27	-8	147
A (PR) Price Commun.	7 1/4	8	- 3/4	-09.37	-6	70
O (SAGB) Sage Broadcasting ..	4 1/4	4 1/2	- 1/4	-05.55	-6	16
O (SCRPP) Scripps Howard.....	84	83	1	01.20	67	867
O (SUNNC) SunGroup Inc.	1 7/8	1 3/4	1/8	07.14	-2	4
O (TLMD) Telemundo	6 3/4	7 3/4	- 1	-12.90	-1	51
O (TVXGC) TVX Broadcast.....	2 1/2	1 1/2	1	66.66		14
O (UTVI) United Television.....	27	28	- 1	-03.57	44	296

BROADCASTING WITH OTHER MAJOR INTERESTS									
N (BLC) A.H. Belo.....	27	3/4	28	-	1/4	-00.89	11	292	
O (ASTV) Amer. Comm. & TV.....		1/16	1/16			00.00		4	
N (AFL) American Family.....	13	1/4	12	7/8	3/8	02.91	11	1,072	
O (ACCOM) Assoc. Commun.....	23		23			00.00		219	
O (BMAC) BMA Corp.....	30	1/2	31	1/2	- 1	-03.17	82	319	
N (CCN) Chris-Craft.....	21	1/8	21		1/8	00.59	46	460	
N (DNB) Dun & Bradstreet.....	52	1/8	50	3/8	1 3/4	03.47	20	7,923	
O (DUCO) Durham Corp.....	34	3/4	33	1/4	1 1/2	04.51	29	292	
N (GCI) Gannett Co.....	34	1/8	34	1/8		00.00	17	5,525	
N (GY) GenCorp.....	20	3/4	21	1/4	- 1/2	-02.35	2	658	
O (GMXC) GMX Commun.....		3/32	3/32			00.00	2	658	
O (GACC) Great Amer. Comm..	9	5/8	9	1/2	1/8	01.31	9	253	
N (JP) Jefferson-Pilot.....	34	3/4	35	3/8	- 5/8	-01.76	15	1,371	
N (KRI) Knight-Ridder.....	42	1/8	41		1 1/8	02.74	15	2,396	
N (LEE) Lee Enterprises.....	28	1/2	28	1/4	1/4	00.88	20	708	
N (LC) Liberty.....	39	1/2	39	1/8	3/8	00.95	15	366	
N (MHP) McGraw-Hill.....	69	3/4	69		3/4	01.08	21	3,363	
A (MEGA) Media General.....	36	1/4	37	-	3/4	-02.02	24	1,022	
N (MDP) Meredith Corp.....	31	1/4	30	1/2	3/4	02.45	13	600	
N (MCG) Mich. Energy.....	34	1/8	33	3/4	3/8	01.11	22	92	
O (MMEDC) Multimedia.....	72		71		1	01.40	69	792	
A (NYTA) New York Times.....	27	7/8	27	3/8	1/2	01.82	14	2,285	
N (NWS) News Corp. Ltd.....	15	7/8	16	1/8	- 1/4	-01.55	8	4,230	
O (PARC) Park Commun.....	28	1/2	28	3/4	- 1/4	-00.86	22	393	
O (PLTZ) Pulitzer Publishing...	28	3/4	28	1/4	1/2	01.76	19	301	
N (REL) Reliance Group Hold..	4	7/8	5	1/8	- 1/4	-04.87	5	365	
O (RTSRY) Reuters Ltd.....	24	1/2	23	1/8	1 3/8	05.94	16	20,342	
T (SKHA) Selkirk.....	25		24	1/2	1/2	02.04	21	202	
O (STAUF) Stauffer Commun.....	140		140			00.00	47	140	
N (TMC) Times Mirror.....	31	1/2	31	1/2		00.00	15	4,075	
O (TMC) TM Communications.....		3/8	7/16	-	1/16	-14.28	1	2	
N (TRB) Tribune.....	38	5/8	37	5/8	1	02.65	21	2,947	
A (TBSA) Turner Bcstg. 'A'.....	14	3/4	14	3/4		00.00	-2	321	
A (TBSB) Turner Bcstg. 'B'.....	15		15			00.00	-2	326	
A (WPOB) Washington Post.....	201	1/2	204	-	2 1/2	-01.22	13	2,588	

PROGRAMING						
O (SP) Aaron Spelling Prod.....	6 3/4	6 7/8	- 1/8	-01.81	5	123
O (ALLT) All American TV.....	3	2 3/4	1/4	09.09		3
O (BRRS) Barris Indus.....	7	6 7/8	1/8	01.81	-3	55
N (KO) Coca-Cola.....	43	42 1/8	7/8	02.07	17	16,142
A (CLR) Color Systems.....	2 3/4	2 3/8	3/8	15.78	-1	14
N (KPE) Columbia Pic. Ent.....	11 3/4	12	- 1/4	-02.08	167	1,289
O (CAVN) CVN Cos.....	13	13 3/4	- 3/4	-05.45	10	225
A (DEG) De Laurentiis Ent.....	7/16	5/16	1/8	40.00		4
O (dcp) Dick Clark Prod.....	4 3/8	4 1/8	1/4	06.06	11	36
N (DIS) Disney.....	63 1/4	63 1/4		00.00	19	8,385
N (DJ) Dow Jones & Co.....	33	32 7/8	1/8	00.38	15	3,178
O (EM) Entertainment Mktg.....	4 1/4	4 1/4		00.00	14	52
O (FNNI) Financial News.....	7 3/8	7 1/4	1/8	01.72	33	88
A (FE) Fries Entertain.....	1 7/8	1 3/4	1/8	07.14	8	9
N (GW) Gulf + Western.....	39	42 3/4	- 3 3/4	-08.77	6	2,344
O (QNTX) Hal Roach.....	3 7/8	4	- 1/8	-03.12	-9	27
A (HHH) Heritage Entertain.....	2 5/8	2 5/8		00.00	2	12
A (HSN) Home Shopping Net.....	4 3/8	3 1/2	7/8	25.00	19	381
N (KWP) King World.....	23 1/4	22 3/8	7/8	03.91	15	670
O (LAUR) Laurel Entertain.....	2 3/4	2 3/8	3/8	15.78	6	7
A (LT) Lorimar-Telepictures.....	14 1/8	14	1/8	00.89	-4	654
N (MCA) MCA.....	43 3/4	44 1/4	- 1/2	-01.12	24	3,181
N (MGM) MGM-UA Commun.....	13 1/8	13 1/2	- 3/8	-02.77	-7	657
A (NHI) Nelson Holdings.....	5/16	3/8	- 1/16	-16.66	-3	8

	Closing Wed Sep 21	Closing Wed Sep 14	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)	
PROGRAMMING							
A (NWE) New World Enter.....	3	2 7/8	1/8	04.34	8	32	
O (NNET) Nostalgia Network...	1	1 1/8	-	1/8	- 11.11	-1	5
N (OPC) Orion Pictures.....	14 1/4	14 3/4	-	1/2	-03.38	12	246
O (MOVE) Peregrine Entertain.	1 3/4	1 7/8	-	1/8	-06.66	-58	4
N (PLA) Playboy Ent.....	13 3/4	13 3/4			00.00	15	129
O (QVCN) QVC Network.....	8 3/4	9	-	1/4	-02.77	-18	88
O (RVCC) Reeves Commun....	6 1/4	6 1/8	1/8	02.04	31	79	
O (RPICA) Republic Pic. 'A'....	8	8			00.00	88	33
O (RPICB) Republic Pic. 'B'....	7 3/4	8	-	1/4	-03.12	55	5
O (SMNI) Sat. Music Net.....	4	3 7/8	1/8	03.22	-100	35	
N (WCI) Warner.....	35 5/8	35 1/8	1/2	01.42	19	4,494	
O (WONE) Westwood One.....	11 3/4	12	- 1/4	-02.08	16	169	

SERVICE									
O (AMEA) A.M.E. Inc.....	8	5/8	8	5/8		00.00	9	42	
O (AGRP) Andrews Group	5	1/2	6		-	1/2	-08.33	-2	36
O (BSIM) Burnup & Sims	14	5/8	14	3/4	-	1/8	-00.84	31	233
N (CQ) Comsat	27		26	3/4		1/4	00.93	-10	495
N (FCB) Foote Cone & B.	24	7/8	24	1/2		3/8	01.53	12	207
O (GREY) Grey Advertising.....	114		115	1/2	-	1 1/2	-01.29	15	138
O (IDBX) IDB Communications	8	1/4	8	1/2	-	1/4	-02.94	33	33
N (IPG) Interpublic Group	34	1/2	34	1/8		3/8	01.09	15	774
O (OGIL) Ogilvy Group	26	3/4	27		-	1/4	-00.92	13	381
O (OMCM) Omnicom Group	19	5/8	19	1/2		1/8	00.64	13	482
N (SAA) Saatchi & Saatchi	17	1/8	17	7/8	-	3/4	-04.19	7	2,495
O (TLMT) Telemation	1	5/8	1	5/8			00.00	6	7
A (TPO) TEMPO Enterprises...	8	1/4	8	1/4			00.00	27	47
A (UNV) Unitel Video	9	1/4	9	1/8		1/8	01.36	13	20

CABLE						
A (ATN) Acton Corp.....	13 7/8	12 7/8	1	07.76	2	16
O (ATCMA) Amer. TV & Comm.....	28	26 3/8	1 5/8	06.16	62	3,045
O (CTEX) C Tec Corp.....	38 3/4	39	- 1/4	-00.64	17	213
A (CVC) Cablevision Sys. 'A'.....	33 3/4	33 1/8	5/8	01.88	-11	709
N (CNT) Centel Corp.....	43 3/8	42 1/2	7/8	02.05	12	1,886
O (CMCSA) Comcast.....	15	15		00.00	-68	670
A (FAL) Falcon Cable Systems.....	21 1/4	21 3/8	- 1/8	-00.58	-66	135
O (JOIN) Jones Intercable.....	12	12		00.00	37	152
T (MHPQ) Maclean Hunter 'X'.....	12 3/8	12	3/8	03.12	34	912
T (RCL) Rogers Commun. 'A'.....	57 1/2	57 1/2		00.00	-88	711
T (RCLB) Rogers Commun. 'B'.....	50 3/4	50 1/4	1/2	00.99	-78	627
O (TCAT) TCA Cable TV.....	31 1/4	31 1/4		00.00	61	377
O (TCOMA) Tele-Commun.....	24 1/4	24 3/8	- 1/8	-00.51	48	3,670
N (TL) Time Inc.....	107 1/2	98 3/4	8 3/4	08.86	25	6,282
O (UACI) United Art. Commun.....	28 1/4	28	1/4	00.89	235	1,160
N (UCT) United Cable TV.....	33 3/4	33 7/8	- 1/8	-00.36	-177	1,258
N (VIA) Viacom.....	28 1/4	27 7/8	3/8	01.34	-3	1,507
N (WU) Western Union.....	2 1/8	2	1/8	06.25		67
O (WSMCA) WestMarc.....	18 3/4	18 1/2	1/4	01.35	23	269

ELECTRONICS MANUFACTURING						
N (MMM) 3M.....	64 1/8	63	1 1/8	01.78	15	14,587
N (ARV) Arvin Industries.....	22	22 7/8	- 7/8	-03.82	9	418
O (CCBL) C-Cor Electronics.....	10	10 1/4	- 1/4	-02.43	16	20
O (CATV) Cable TV Indus.....	4 5/8	4 5/8		00.00	-30	13
N (CHY) Chyron.....	4 5/8	4 3/8	1/4	05.71	16	47
A (CXG) CMX Corp.....	13/16	13/16		00.00	9	7
A (COH) Cohu.....	10	10 1/4	- 1/4	-02.43	9	18
N (EK) Eastman Kodak.....	44 7/8	44 3/4	1/8	00.27	12	15,208
N (GRL) Gen. Instrument.....	27	29 1/8	- 2 1/8	-07.29	-19	902
N (GE) General Electric.....	43	42 3/8	5/8	01.47	18	39,359
O (GETE) Gettel Inc.....	3/4	3/4		00.00	-2	2
N (HRS) Harris Corp.....	25 7/8	26 1/8	- 1/4	-00.95	11	1,059
O (ITEL) Ite Corp.....	19 1/2	19 3/4	- 1/4	-01.26	45	517
N (MAI) M/A Com. Inc.....	10	10 1/8	- 1/8	-01.23	-6	271
N (IV) Mark IV Indus.....	10 1/4	10 1/4		00.00	6	110
O (MCDY) Microdyne.....	3 1/2	3 1/2		00.00	-2	15
O (MCOM) Midwest Commun.....	4 3/4	4 1/2	1/4	05.55	11	14
N (MOT) Motorola.....	43 1/2	42 7/8	5/8	01.45	18	5,624
N (OAK) Oak Industries.....	1 1/8	1	1/8	12.50	11	85
A (PPI) Pico Products.....	2 3/8	2 3/8		00.00	-47	8
N (SFA) Sci-Atlanta.....	12 1/8	12	1/8	01.04	10	284
N (SNE) Sony Corp.....	51	50 5/8	3/8	00.74	83	11,793
N (TEK) Tektronix.....	21 7/8	22	- 1/8	-00.56	729	606
O (TLCR) Telecrafter.....	4 5/8	4 5/8		00.00	21	7
N (VAR) Varian Assoc.....	27	27 7/8	- 7/8	-03.13	-142	589
N (WX) Westinghouse.....	52 3/4	51 7/8	7/8	01.68	10	7,572
N (ZE) Zenith.....	20 1/2	21 3/4	- 1 1/4	-05.74	-26	531
Standard & Poor's 400.....	310.11	309.39		00.72		00.23

T-Toronto, A-American, N-NYSE, O-OTC. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by

Standard & Poor's or as obtained by Broadcasting's own research.

Beefs from the boys—and girls—on the bus

Press Club panel features journalists who complain of frustrations of covering Bush and Dukakis

If the comments of a panel of high-powered journalists last week reflect the views of their colleagues, covering the presidential contest between Vice President George Bush and Governor Michael Dukakis is not a source of much professional or personal satisfaction for the boys and girls on the bus. It seems, rather, a time of frustration. They talk of being manipulated, of being denied access to candidates and to meaningful discussions of issues. So disturbed was David Broder of the *Washington Post*, one of the country's top political reporters and columnists, that he suggested the heads of the news organizations who pay for the coverage threaten a kind of news boycott unless the candidates—he was referring principally to Bush, who avoids such meetings with the media—agree to hold news conferences. But Broder's ultimate boss, Katharine Graham, chairman of the board of the Post Co., was in the audience, and she told him, in effect, to forget it.

The panel was on "Press Coverage of the 1988 Presidential Campaign," and was held at the National Press Club under the sponsorship of the Barone Center on the Press, Politics and Public Policy, of Harvard's John F. Kennedy School of Government. And the panelists—Albert R. Hunt of *The Wall Street Journal*, Jack Nelson of *The Los Angeles Times*, and Daniel Schorr of National Public Radio, as well as Broder and Maxine Isaacs, who served as press secretary to Walter Mondale during his campaign four years ago—were shown no sympathy by Senator Alan K. Simpson (R-Wyo.), assistant minority leader in the Senate, who helped get the journalistic juices flowing with his remarks at lunch.

"The press is outraged at photo op candidates," Simpson said, anticipating one of the complaints to be heard. "Whose fault is that? You're swallowing it. If offended, why run the photos? If you don't want to be used, don't be. You're not children." Simpson also delivered what some regarded as partisan shots in comments on issues on which reporters have spent considerable time and energy. He dismissed as unimportant the grades Vice Presidential candidate Dan Quayle received in college. "It's what he thinks today that matters," Simpson said. And, in response to a question, he dismissed as well complaints about Bush's refusal to hold news conferences. "He would be asked about Iran/contra," Simpson said. "But out in the real world, people don't care about that."

Nor was that all. Simpson said the power and protection afforded the press by the First Amendment makes him "raw meat." The



L to r: Hunt, Broder, Kalb, Isaacs, Schorr, Nelson

media can lie and defame, he said, but the libel laws allow him little recourse. "Talk of chilling effect," he said. He talked of a public figure whose reputation, he said, was damaged on television and then who wanted to know how he could have it repaired. And he cautioned the press against "flying behind the First Amendment" when challenged by the public. "That won't help you," he said. He even questioned the media's news judgment, or its values. Without elaboration, he said, Frank Zappa and Twisted Sister "got seven minutes of television time," while Senator Pete Domenici (R-N.M.), who was "working his butt off to put together a budget for the U.S.," got very little.

That was one politician's view of those who wield the power of the press. And while some of it may have been "partisan," as it was described by moderator Marvin Kalb, former correspondent for CBS News and NBC News who now serves as Edward R. Murrow professor of press and public policy at the Kennedy School, the validity of some of the barbs was at least implicitly conceded.

Apart from Schorr, a former correspondent for CBS News, and Kalb, television was unrepresented on the panel. But it was not forgotten. Hunt, for instance, cited it as the principal factor that has allowed the campaigns to elevate style over substance. "We can raise an issue," Hunt said, "but then television dominates the agenda." He noted that the networks whose correspondents were unable to force Bush to answer their questions devoted time to Bush's insistence that Dukakis answer his about national security. He also noted that the networks devoted footage to "silly" pictures of Dukakis in helmet and jump suit driving an M-1 tank, and far less to his remarks on defense

policy. Hunt, joylessly, said, "It's easy to understand why campaign managers think of free media [news coverage] and paid media [commercials] as first cousins."

Schorr was as grim as anyone on the panel in his assessment of the press's ability to stand up to campaign managers. "The press is in a death struggle for control of the media, and is losing," he said. He was talking about television, whose producers he sees as particularly vulnerable to manipulation, in view of the networks' increasingly heated competition for a share of a shrinking audience. Schorr said producers are offered "good pictures" by those skilled in providing them. And those producers who do not use the pictures, he added, are likely to see them on another network's newscast—and to hear themselves described as "arrogant." He also said a correspondent who attempts to deglamorize a picture of, say, Bush standing at a factory gate by explaining the Vice President never entered the factory is "criticized by the public." So when producers are asked if they "have to put this crap on," he said, "the answer is 'yes.'"

Nelson was not satisfied with the coverage of the campaign, either. But he did not talk of being seduced by irresistible pictures. Rather, he talked of the quality of the campaign. "The campaign is short on issues and substance because the candidates are short on issues and substance," he said. Nelson also said the media had been put on the defensive: "We've let the right wing make it look like it's a liberal press going after conservative candidates." But he also said the press should not worry about its popularity. "When the press is popular," he said, "it's not doing its job."

It was Broder who seemed particularly incensed at the way the campaign is being

conducted. The managers and candidates, he said, think the process belongs to them. "But that's not true," he said. "It belongs to the American people." And the press, as the voters' surrogates, he said, must examine the issues that concern them. That examination, he said, could only be conducted through news conferences that would permit the candidates to engage in a "continuing dialogue."

Broder then offered his proposal for remedying the problem: The news organizations that spend considerable sums of money to send reporters on the campaign trail should use "the leverage" they have to insist on news conferences. If the candidates refuse, he said, the corporations should say, "We're not honoring our commitment to cover you on a day-in, day-out basis."

Broder's proposal would probably have a greater impact on the Bush campaign than on Dukakis's. Bush rarely meets with reporters. Dukakis, on the other hand, often takes reporters' questions, but after once holding news conferences frequently, he has now virtually cut them out of his schedule. As with the Bush campaign, the aim of the

Dukakis campaign is to have the network news shows focus on speeches rather than on comments made at news conferences.

But neither campaign need worry about *The Post* or, presumably, any other news organization pursuing such a policy. Post Chairman Graham, who followed the three hours of discussion, proceeded to engage her star reporter in public debate. She recalled that the newspaper's executive editor, Ben Bradlee, several years ago issued an order barring reporters from attending off-the-record or background news conferences, where the source could not be identified. "That policy lasted 20 minutes," Graham said. "You all need them, and use them. It's very hard not to go along with [such practices]." "But Katharine Graham is paying for the coverage," Broder insisted. "She should get something in return for the money." "It's my money," Graham said, demonstrating the logic of command. "I want you on the plane."

Isaacs discussed yet another obstacle to what she saw as full and complete coverage of the campaign. "The press shows an unusual amount of self-absorption," she said.

"This is going to be the year of the media, of interest in the press on the press." As an example, she cited Bush's confrontation with Dan Rather on the *CBS Evening News* in January. "The press talked about Rather and themselves, not the politics of Bush's tactic"—which she said was to curry favor with the electorate by taking on a network anchor.

So, Kalb asked finally, how does the situation get turned around?

Hunt suggested a tougher, more discriminatory approach. The media, he said, "could say we're not going to cover some of this crap." And Nelson picked up on one of Broder's comments, that, during a day he spent with the Bush campaign, the reporters "didn't get within 100 yards" of the candidate. "We could write more and say more" about such problems, Nelson said. Broder, for all his concern, suggested that the public, somehow, "figures out by the end of the campaign the character and competence of the candidates."

Considering all that had gone before, it was not clear how that clear view is obtained. □

The Media

The uphill climb of cable in major markets

Systems turn to marketing and promotion to boost penetration

Cable's entry into the major markets has been by no means smooth. The overpromises during the franchise era left some bad blood between cities and cable companies and resulted in many urban cable systems now having owners that were not the original franchise winner.

Now that the franchise and construction phase is largely over, urban cable systems are turning toward marketing and promotion to increase penetration. Many have had an uphill climb, as penetrations languish in the 30% range in some markets, even lower in others. But other systems have had more success, such as Paragon's Manhattan system, which has passed 50% penetration, and Cox Cable in economically depressed New Orleans, which reached positive cash flow earlier this year.

Urban marketers will trade stories of their successes and failures later this week during a two-day seminar on the subject in New York, sponsored by the National Cable Television Association and the National Association of Minorities in Cable. Those same marketers hold one of the keys for the cable industry in its goal to increase penetration to 70% of America's households and beyond. If cable can't get more subscribers in the major cities, that goal may be unattainable. But those on the firing line believe there is a strong market for urban cable, if the right mixture of tools are brought to bear.

One of the larger success stories is Paragon Cable's upper Manhattan system, which

includes areas of affluence on the upper east and west sides and the lower income areas in Harlem. It is not a new build, however, and has had the benefit of being a well established system. Robert Benya, vice president, marketing and sales, said the system has reached 51% penetration, including 43% in Harlem, only after "a lot of hard work from a lot of strong people" that crossed the operations, marketing and customer service departments.

Benya said Paragon marketing is ongoing. It begins a new advertising campaign every 30 to 45 days that highlights a service or targets a different demographic. All non-subscribers get direct mail pieces several times a year. Paragon participates in the two metro co-op campaigns conducted each year, buys television, radio, local newspaper and magazine (*TV Guide*) advertising regularly and works with Manhattan Cable on joint projects. Paragon has a trade-out deal with the *New York Post* for half-page ads in the television and sports sections of the paper in return for spots on four basic cable networks. The company also conducts an outdoor ad campaign once a quarter, hitting all of Manhattan to catch commuters at subway stops and bus shelters.

Signal theft is a major problem for Paragon, which has counteracted that practice with two three-man pirate teams that seek out and cut the lines of service to unauthorized customers. Once the sets go dark, Paragon follows to see if they want to become paying customers. Benya reports the company cuts about 4,500 lines a year and has a conversion rate of about 55%. "They are our

best customers," he said, because they wanted the service bad enough to pirate it to begin with.

Paragon has an inbound telemarketing group that tries to turn each call into a sale or retention, and Benya credits their efforts, plus the evening and weekend hours that Paragon is open, with cutting churn from an average of 30% to 17% per year.

Although Paragon is a heavy user of mass media, it is getting closer to the day when narrow marketing will take on a greater role. "We're going to throw away the shotgun pretty soon," Benya said, "and do some targeted marketing." It already has taken those first steps, by matching the demographic profile of particular areas with those services—sports or arts, for instance—that will go over best there.

Cox Cable has turned the corner in New Orleans, a franchise that has been burdened by a poor economy that has only exacerbated the economic situation in the city's poorer areas. The system, with penetration of 38.5% (81,260 subscribers among 211,017 homes) turned cash positive in the first quarter of the year, aided in part by a higher pay penetration, 124,079 units.

The company attributes its success to its Phoenix program, where one person is assigned the installation, marketing and bill collecting duties in specific low-income areas, where cash is the normal method of payment. The 17 Phoenix representatives work on commission.

"We continue to be comfortable with the project," said Barry Wilson, vice president and general manager of the system. The

trick, said Wilson, "is making sure we don't go in and oversell," thus causing costly churn. Penetration in the Phoenix area, which covers over one-half the franchise, runs about 35%, and churn (4½% per month) is a bit higher than the system average.

With Phoenix's firm foundation in place, Wilson said the company is ready to move into the second phase of marketing, where the system "will become more aggressive on sales" by doing a more adequate job of knocking on doors and better job of distributing information. "Generally, we have to try and focus on making sure we have basic (41 channels) positioned properly," said Wilson. Cox runs tune-in ads to create network-specific awareness and has increased in-house training, enabling callers to do one-stop shopping.

Another aspect to lower penetrated urban systems is the need to operate as efficiently as possible. Cox has reduced its budget by about \$2 million in the past two years, primarily by operating more efficiently, Wilson said. He believes if the economy turns around, Cox can achieve penetration of upwards of 50% in New Orleans, if not, it may plateau in the lower 40's.

In United Cable's new build in Baltimore, initial marketing is producing penetration of more than 35%, with revenue per subscriber running \$34 per month. Gary MacGregor, director of marketing, said the system has in excess of 35,000 subscribers and passes 100,000 homes. The franchise will pass 270,000-300,000 homes when completed.

MacGregor has been careful to pace the level of construction so that it does not outstrip marketing efforts. "That has been one of the biggest challenges," he said, "but we're very pleased with the results." Although some lag times are as short as 24 hours, the perfected time is upwards of two months, he said. Producing a more even flow prevents an overload of the phone and customer service system, he said.

Another aspect that has helped control the flow of subscribers is that the system is doing little or no incentive marketing. "We've been disciplined in our approach," he said, and are not offering free months of service or free installation. That way the system "controls its disconnect activity" better, he said. "Once we exit the construction phase, then we can start experimenting," MacGregor said.

There are parts of the system that have been activated long enough that remarketing is under way, he said, which is aimed at reducing the 30% annualized churn the system experiences. United uses a soft and a hard disconnect approach. Because the system is addressable, a subscriber is disconnected from the headend 45 days after the bill is overdue. The company then has a 10-day cooling off period, before it rolls a truck to make the "hard" disconnect, by removing the converter. "That seems to work very well," said MacGregor, in retaining some subscribers.

MacGregor believes that in three or four years, the system's penetration can be moved to 50%. To get there, more direct mail and door-to-door sales will be used, and the system's telemarketing, which has

just begun, will be expanded. The major media will be added "once I can get some economies of scale," said MacGregor. "For the time being, we're in trench warfare."

In the suburbs, Comcast is enjoying the fruits of an older, established system, where penetration is running 55% (140,000 subscribers among 250,000 homes.) Mike Vince, director of marketing and advertising for Comcast, brings a broadcast perspective to his job. He has had to convince his cable colleagues that cable is a "glitz" business. "Cable people up to now haven't emphasized it," he said—the fact that it supplies entertainment to the home, not wires or a box. That perspective, he believes, has helped increase penetration from 48% two-and-a-half years ago to 55%.

One of the tougher urban stories has been in Chicago, where penetration in Group W's quadrant runs 25% and in Tele-Communications Inc.'s system, which has three-fourths of the city, 22%. Nick Tomi, TCI marketing manager, said the system is almost built and

passes 380,000 homes and 210,000 units in multiple-dwelling units. Of that 590,000 unit universe, the company has 130,000 "paying" customers, Tomi points out. Illegal hookups are a major thorn in the system's side, he said.

"We are using promotions of the premium services," said Tomi, for the moment, and are augmenting that with the 60 direct sales reps who canvass door to door and with 15 telemarketers. The company is signing between 2,000 and 3,000 subscribers per week, he said, adding 11,000 subscribers in August alone.

"We are putting together a [more comprehensive] plan," said Tomi, but one element that won't be included is local newspapers. The company has tried that route, but Tomi said "it's more of a waste of money" than anything. More effective than the local papers were ads that ran in the television section of the *Sun-Times*, he said.

Tomi said "I'm hoping we'll do some outdoor and transit advertising," and is put-

New York, New York, it's cable's town

This Tuesday through Thursday (Sept. 27-29) promises to be a big three days for the cable industry in New York, with two luncheons, two, two-day seminars, one black-tie dinner, a programming seminar and the board meeting of the National Cable Television Association. Another black tie dinner is scheduled in Washington this week that is also likely to draw many of cable's top figures.

On Tuesday, Sept. 27, the National Academy of Cable Programming and the Museum of Broadcasting will hold the third annual fall forum luncheon, which will feature Ted Turner, chairman of Turner Broadcasting; Gerald Levin, vice chairman of Time Inc.; Charles Dolan, chairman of Cablevision Systems, and Bernie Brillstein, chairman of Brillstein Co. CNN anchor Bernard Shaw will moderate the discussion at the Sheraton Center.

That evening, the first of the East Coast black tie dinners will be held at the Omni Shoreman in Washington, where Bill Daniels, founder of Daniels & Associates will be roasted by the Washington chapter of Women in Cable. Serving as roasters will be Michael Fuchs, HBO chairman; William Grimes, former ESPN president and now president of Univision, and Leonard Tow, chief executive officer of Century Communications. CNN anchor Mary Alice Williams will moderate.

On Wednesday, the two, two-day seminars begin in New York. The NCTA and the National Association of Minorities in Cable will hold their second annual gathering entitled: "Urban Markets: Directions for the '90s" at the Waldorf-Astoria. Continental Cablevision Chairman Amos Hostetter will keynote the seminar that will explore urban issues affecting cable. Wednesday's luncheon speaker will be Tyrone Brown, former FCC commissioner and a partner with the Washington law firm of Steptoe & Johnson.

The other seminar, conducted by Paul Kagan Associates, will examine the direction of cable system prices and will be held at the Grand Hyatt.

Gerald Hogan, president of Turner Entertainment Networks, will be speaking at a luncheon that day to the New York Television Academy at the Copacabana.

Also on Wednesday, Women in Cable will be conducting a "Beyond the Basics" course at the Viacom Conference Center.

On Wednesday night, the fifth annual Walter Kaitz Foundation dinner will be held at the Hilton, where Ralph Baruch, chairman of the NACP and former chairman of Viacom, will be honored.

On Thursday, there will be a seminar at the Museum of Broadcasting entitled "Cable Innovators" at 12:30 p.m. Baruch will moderate the seminar, which will feature John Hendricks, chairman of the Discovery Channel; Robert Johnson, president of Black Entertainment Television, and Geraldine Laybourne, executive vice president and general manager, Nickelodeon/Nick at Nite.

The NCTA board will meet on Thursday at the Parker Meridan, with telephone companies expected to be the top item on the agenda.

Eidak Corp. plans to take advantage of having all the cable leaders in New York by holding a press conference about its pay-per-view system, which the company claims foils copying. Eidak plans to demonstrate the technology at a Wednesday 2 p.m. press conference in the Board Room of the Ritz Carlton.

programmers, and some other promotions through billing inserts.

Tomi said the system has a separate sales staff for the MDU's, and sells both wholesale, to entire buildings for one flat fee, and individually to units. Tomi estimates that 80,000 to 90,000 of the units, over 40%, are

in bulk sales, while the others are marketed by unit. TCI gets between \$8 and \$9 per unit for the bulk deals, then it is up to the building management to drive penetration, relieving TCI of both the door-to-door sales and illegal hookup headaches. The system also participates in community festivals and

has found "that is fairly successful" in attracting business.

"This is a tough market," said Tomi. But, he said, so was selling telephones in the 1920's and soon every household had a phone. He said he expects cable, even in Chicago, to follow the same pattern. □

Satellite Footprints

Hughes adds Ku. Hughes Communications, owner and operator of the Galaxy fleet of C-band satellites, including major cable birds Galaxy I and III, last week agreed in principle to purchase minority interest in IBM subsidiary Satellite Transponder Leasing Corp., thereby gaining the ability to market Ku-band satellite capacity aboard STLC's SBS-4 (launched in 1984), SBS-5 (launched earlier this month) and SBS-6 (scheduled to launch "in 1990-1991"). Although Hughes did not disclose financial terms of the deal, it said the combined asset value of the three satellites "is in excess of \$250 million." In 1986, STLC acquired the three birds when MCI acquired their original owner, Satellite Business Systems.

From the deal, Hughes Communications and Hughes Network Systems (HNS) gain a stronger foothold in the relatively new very small aperture terminal (VSAT) market, providing data network and video-conference services to corporations—rapidly becoming major application of Ku-band capacity along with satellite newsgathering. Hughes, said spokeswoman Penelope Longbottom, had already leased three SBS-4 transponders since it acquired HNS last fall. (GTE Spacenet maintains the lead in Ku capacity in orbit, but lost ground it might have gained in the VSAT race when its GStar III satellite failed to reach proper orbit after launching aboard the same rocket with SBS-5; see below.) STLC gains both Hughes's customer base as potential capacity lessors and Hughes's established VSAT hardware infrastructure. □

GTE loss, industry loss. Despite Arianespace's successful Sept. 8 launch of two commercial satellites—GTE Spacenet's Ku-band GStar III and Satellite Transponder Leasing Corp.'s Ku-band SBS 5—the Sept. 11 failure of GStar's Morton Thiokol-built apogee kick motor (AKM) to move the satellite into its FCC-assigned orbital slot means that the satellite remains in unusable orbit. And, confirmed GTE, because station-keeping fuel will now have to be used to reach the assigned position, the AKM failure also means there "certainly will be substantial loss in [the] life" of bird, originally designed to last approximately 10 years. "I think we will be able to say a number of years have been lost because a amount of fuel has been used," said GTE's Barbara Foelber.

The insurance policy, said to cover up to \$60-million, includes specifications for loss of life. At some point short of 100% loss of fuel, said Foelber, the bird can be called a total loss. For now, the first step will be to stabilize GStar's attitude, then deploy the solar energy-collecting arrays before attempting to correct orbit, possibly not for some weeks. If the substantial loss in GStar's useful life means a substantial insurance payoff, said one television network telecommunications expert, insurance premiums—which GE Americom President Kevin Sharer and Hughes Communications President Steve Petrucci recently said had leveled off at below 20%—could rise as high as 35%.

(GTE did have good news last week too, announcing that it has leased a full-time C-band transponder on recently launched—and still mainly unused—Spacenet I to RFD-TV. With bureaus in Omaha; Washington; Chicago; Kansas City, Mo., and Fresno, Calif., advertiser-supported RFD supplies free, unscrambled agricultural information, news and entertainment programming to the home dish market only.) □

Scrambling for home market. Cable programmer Arts & Entertainment will conduct fixed key scrambling tests next February and will begin fully scrambling its signal on May 1, 1989, using General Instrument's Videocipher II technology. Washington-based regional cable sports channel, Home Team Sports, will also begin scrambling early next year. Serving one million subscribers in national capitol area, it said, HTS will also go with the industry standard encryption

system, VC-II. The Weather Channel joined the ranks of VC-II-scrambled signals earlier this month, paving the way to sell to the home dish market via its new agreements with five packagers: HBO, Netlink, NRTC, Showtime/The Movie Channel and United Video.

Also looking toward the home dish market, HTS has joined forces with Houston-based Home Sports Entertainment, Los Angeles-based Prime Ticket, Tallahassee, Fla.-based Sunshine Network to form Satellite Sports Network. While each of the services continues regional cable distribution, the Satellite Sports Network package will offer "extensive college product," as well as National Basketball Association, Major League Baseball and National Hockey League games, only to home dish owners. "Territorial restrictions will apply for all major league teams," it said. □

Request for proposals. Leaving its options open to lease or buy, National Public Radio issued a request for proposals to satellite operators earlier this month, asking for service and price quotations on, separately, one C-band transponder, replacing its current one on Westar IV, and two C-band transponders to allow for expansion over a requested 10-year period beginning May 1, 1991. Proposals are due Nov. 1. □

News outlet. Conus Communication's Satellite News Cooperative continued to benefit last week from the trend of major newspapers creating television programs to mirror their print efforts. The Christian Science Monitor, which distributes the nightly half-hour news program, *World Monitor*, via cable's Discovery Channel, joined the cooperative as both contributor and user of video news. "The addition... gives Conus members greater access to worldwide news gathering sources," said Charles Dutcher, vice president and general manager of Conus, which earlier this summer signed an agreement that made *USA: The Television Program* a user of Conus news video (BROADCASTING, July 11). Noting the mutual benefit, Monitor broadcast publishing manager, Anetta Robertson, said, "It gives us important access to a wide range of news resources that will make this program very successful. Dow Jones Inc.'s *Nation's Business Today* cable program is also a Conus member. □

Green light. The Intelsat board of governors has recommended favorable action by its Assembly of Parties on five requests for consultation concerning Pan American Satellite's separate systems. The proposals are among 21 on which the board took favorable action at its 77th quarterly meeting in Washington. One PanAmSat proposal involves three Ku-band transponders on the network's European beam to be used by a United Kingdom signatory for domestic service. Three others involve international service linking the U.S. and Costa Rica, the U.S. and Peru and the U.S. and the Dominican Republic, each by five C-band transponders. The last involves Ku-band transponders to link the U.S. and UK, the U.S. and West Germany, the U.S. and Sweden and the U.S. and Luxembourg. All provide for service through 1998, and are to be acted on by the Assembly of Parties next month.

Other proposals for international satellite systems that were approved and will be considered by the Assembly of Parties include the Aussat A3 satellite to serve Australia and New Zealand; the Telecom 1 system of France, West Germany, Monaco and Switzerland for incidental reception of French domestic television programs already carried on the system; the Eutelsat I-4 network for incidental reception of domestic television programs by neighboring European countries; the Palapa B2 network for providing international television and audio services from Australia to Indonesia and Thailand, and the Galaxy II network for incidental television reception within Mexico.

Cablevision gives low-income discount as part of new Boston franchise agreement

Both sides are happy with agreement, which will include the reduction by half of Cablevision's franchise fee

One month after Charleston, W.Va., and American Television & Communications came to an out-of-court settlement over cable rates, the city of Boston and Cablevision Systems have come to an agreement on franchise terms that includes a provision for a half-priced cable offering to low-income residents.

The Boston agreement goes a great deal farther than the 10% discount in Charleston. Cablevision will offer its \$14.95, 52-channel basic service package for half price to eligible homes. Residents who have a Medicaid card will also be eligible. That accounts for a total of about 25,000 homes, or 11% of the franchise area, estimates Thomas Cohan, director of the city's Office of Cable Communications. The agreement also codifies Cablevision's support for job training, the hiring of minorities and provision of access studios. In return, the 3% franchise fee will be reduced to 1.5% during the four years the half-price offer is in effect, which runs from Jan. 1, 1988, to Dec. 31, 1991. (Cablevision has been using the half-price offer informally since Jan. 1.).

Both sides hailed the agreement as a win-win situation. Cohan said it "sets a precedent in terms of the city voluntarily foregoing tax money" to help lower income and minority residents. "We try to keep the consumer in the front of our minds," said Cohan.

Cablevision's director of public affairs, Charles Schueler, said "we're very pleased" with the agreement because it exemplifies the partnerships cable operators and city officials can create.

The half-price rate offer, said Schueler, also extends to the installation costs, which would be halved from about \$48 to \$24; rates for pay services are not affected. In addition to those reductions, Cablevision has agreed to requirements that 60% of the system's employees (now numbering 300) be city residents, 30% minorities and 30% women. Schueler said Cablevision already meets those requirements, but that the agreement exemplifies its continued support of minority hiring. The system will also provide \$250,000 over five years for job training and more than \$750,000 per year for the access organization.

Cohan estimated that the city would receive only half of the \$900,000 it expected from franchise fees this year because of the agreement. If 50% of those 25,000 homes take cable at the \$7.50 rate, versus the \$14.95 price, it would cost Cablevision over \$1.1 million per year.

Cohan said Mayor Ray Flynn believes the agreement can serve as a model for other cities wrestling with cable rate problems in the wake of rate deregulation.

The overall agreement ends several years of negotiations between the city and Cablevision, said Cohan. Three years ago, he

said, the company came to the city requesting relief from several franchise commitments in the wake of problems in constructing the franchise. Boston was also the home of the \$2 basic service proposal by Cablevision, since swept away by legislative, judicial and financial tides. Cohan said the agreement represents the culmination of that negotiation process by both codifying the new rate proposal and correcting administrative and other minor problems associated with the original license. Included in the

amendments are terms striking language from the original franchise concerning anti-discriminatory pricing practices, that would prevent some customers from paying less than others.

Still outstanding is litigation on another rate matter. Cablevision maintains the Cable Act supersedes an agreement with the city on freezing cable rates, while the city feels otherwise. Schueler said the litigation was "not unfriendly" and the lawsuit seeks clarification of the act. □

Parting the Iron Curtain

With USSR's 'perestroika' has come greater independence for media; joint ventures with other nations providing fresh looks in—and out

Soviet media's independence has increased in the wake of that country's recent political restructuring, while Soviet TV and radio have provided a critical forum for improved East-West relations, according to Leonid Petrovich Kravchenko, first deputy chairman of Soviet state broadcaster Gosteleradio, who addressed the International Institute of Communications' annual meeting in Washington.

In a speech notable for its candor on Soviet media and politics, Kravchenko also announced that an agreement had been reached with the U.S. Information Agency to begin a series of citizens' meetings carried into the USSR on USIA's Worldnet international satellite television service.

Kravchenko's address was unusual as well in that it came from a podium with representatives not just of the USSR and the U.S., but from the People's Republic of China and Japan. Organizers said they believed it was the first such forum in which communications officials from each of the four nations had appeared together.

USIA Director Charles Z. Wick, in his subsequent speech before the IIC's opening plenary on East-West cooperation, praised the Soviet's rapid response to Eastern Bloc interest in greater media choice and detailed new cooperative initiatives between the U.S. and the USSR. Among them is a second Soviet-American conference on information issues, scheduled for Sept. 26-28 in Moscow.

Kravchenko, in his talk, acknowledged past imperfections in the Soviet media: "It is part of the very nature of the medium of television that it should possess a perfect ear for the truth, but it was very often the case in the recent past that the ears of our television were hard of hearing and the eyes of our television were hard of seeing," he said.

But he argued that in the years since "perestroika," or restructuring, was initiated, important improvements have become evident. For example, he cited an increase in live programming featuring "heated debates

and profoundly critical analyses" of the country's change, and added that Soviet television no longer has "hang-ups" about direct debate on the air with ideological opponents of the Soviet government. Many prominent Western politicians have appeared on Soviet television, he said, "and the roof of our television center did not cave in."

Kravchenko added that Soviet "glasnost," or openness, has "added an especially pressing dimension to the need to break up our own stereotypes in covering the life of the Western nations," and said media around the world "must abandon the one-sided, narrow and negativistic reporting of life in our respective countries."

One element of the opening process, he said, is an agreement between Gosteleradio and USIA's Worldnet to begin a series of interactive TV dialogues between Soviet and American citizens. The first hour-long broadcast, on the subject of libraries as depositories of national culture, is scheduled for Oct. 27. The program can be viewed in the Soviet Union, but Worldnet is restricted by law from airing in the U.S.

The use of interactive international satellite linkups, or TV bridges, with a range of television outlets has been an important element of bringing the outside world to Soviet TV audiences, Kravchenko said. Between the USSR and the U.S. alone, there have been 27 TV bridges in the last three years, he said, as well as others with Britain, West Germany and Japan. Scheduled in the next several months are satellite TV links between the USSR Supreme Soviet and the U.S. Congress, he said.

According to Deputy Director of USIA Television Bill Eames, discussions between Gosteleradio and USIA for a continuing series of TV link-ups were initiated during the Moscow Summit last May and continued with two days of meetings in Moscow last July 19 and 20. Worldnet and Gosteleradio, which cooperated on one such interactive broadcast in 1986, have not yet fixed subsequent programs, but Eames said their frequency would be no more than once every month or two. Among suggestions from the Soviets on program subjects, now under review at USIA, are a meeting of space travel veterans and a meeting of middle-

level military figures.

Wick added in his address that the USIA has received interest in discussions on similar cooperative programming ventures from the People's Republic of China. Eames said that Worldnet conducted an interactive broadcast with the People's Republic of China last June, and another is scheduled for this fall.

Kravchenko said also helping to thaw relations were past visits to Moscow by TV crews from the BBC, CBS and Turner Broadcasting Service, and an ongoing production by NHK of Japan that is being filmed in areas of the Soviet Arctic that previously were off-limits to foreigners.

TBS is currently involved in what Kravchenko called the first ever Soviet-American drama serial, *Zeus' Weapon*, on CIA-KGB crime solving, and had also agreed to an exchange of late-night shows. An exchange of TV personalities agreed to in principle with WXIA-TV Atlanta and Soviet Republic of Georgia Television, program exchanges with KING-TV Seattle and radio hookups in cooperation with Stoner Broadcasting were other examples of U.S.-Soviet media cooperation that were cited by Kravchenko.

Soviet TV viewers, he added, have now seen American television commercials, BBC science documentary programming, the Nelson Mandela rock concert and a Metropolitan Opera performance of "Ariadne Auf

Naxos."

USIA Director Wick said of the opening of Soviet media, "To their credit, the Soviets have been swift to recognize and to respond" to changes, such as the growing use throughout the Eastern Bloc of Western-built videocassette recorders and satellite dishes and the sanctioning of video rental shops.

Wick, however, threw out this challenge: "To those societies which accept the challenges of the information revolution, the lure of the future is alive with excitement, challenges and opportunities.... But to those societies which deny individuals the free access to information and ideas, the age of the global village presents a specter of far-reaching consequences. By continuing to suppress the existence and use of personal computers, VCR's and copying machines—and by prohibiting the free and general access to the communications infrastructure of the free world—these societies will condemn themselves to atrophy and inconsequence."

Wick also noted that he is heading a delegation of 65 government officials and media and business figures to the U.S.-USSR Bilateral Information Talks in Moscow ("Closed Circuit," Sept. 5). The first such meeting took place in Washington last April as part of an effort to increase the free flow of information between the two countries.

The further talks, Wick said in a prepared statement, "will begin to make it possible for more American writers to be read, radio broadcasts heard, films and television programs seen and cultural events experienced by an increasing number of ordinary Soviet citizens." USIA added that the U.S. delegation is expected to raise the issue of what it called Soviet "disinformation propaganda and misinformation activities aimed at the U.S.," as well as discuss exchanges of newspaper articles and U.S. and Soviet films, along with planning for film festivals and greater distribution of official United States and Soviet government publications.

Expected to attend the Moscow meeting are 20th Century Fox Chairman Barry Diller, publisher Malcolm Forbes Jr., FCC Chairman Dennis Patrick, Norm Pattiz and Eric Weiss of Westwood One, Jack Valenti of the Motion Picture Association of America, Norman Wain of Metroplex, communications attorney Leonard Marks, George Grune of *Reader's Digest*, Charles Fries of Fries Entertainment and William Reed of Public Broadcasting Service.

Representatives of Columbia Pictures, MCA, Orbita Technologies, International Creative Management Artists, W.R. Grace, Bantam Doubleday Dell, Magazine Publishers of America, *Newsweek*, Time Inc., *National Geographic*, United Press International, Hearst Newspapers and *TV Guide* are also expected to attend. □

Business

Turning up the marketing heat at the TV networks

ABC, CBS and NBC are all putting new emphasis and resources into research and attempts to increase advertising

There is some executive hiring and promoting going on at broadcast row. CBS will soon have at least a dozen professionals in a department that was formed in June. NBC is expected to announce several appointments in the next few weeks. All of this is part of the networks' enhanced efforts to get a larger share of total marketing dollars. A CBS memo details at least half a dozen projects intended to take market share from newspapers, cable, barter and perhaps most importantly, promotion.

Most of the new appointments at both networks were made with the stated goal of getting closer to client advertisers. Ronald Kos, who is starting work at NBC this week, comes from Pillsbury. Paul LaRocca, who was just appointed vice president, merchandising and promotion at CBS, has a background in tapping advertisers' promotional budgets, most recently doing so for MTV. Said Gary Carr, director of national broadcast for Lintas, New York: "For a while cable was trying to hire people from

the broadcast networks, to give them an entree into the advertising community. It is interesting that it has now come full circle, and the broadcast networks themselves are going outside."

Carr and other agency executives note, and network executives agree, that marketing the concept of network television is not entirely new, having begun in earnest at least a couple of years ago. But the efforts, in which CBS has generally been the most vocal, have recently become more ambitious.

At CBS, the marketing strategy first took shape in a presentation made earlier this year by David Poltrack, senior vice president, planning and research, CBS marketing division, one of four executives reporting directly to the division's president, Thomas Leahy. Poltrack's presentation, which is still largely intact, proposed a number of projects designed to test television network advertising and enhance its image. Most of the projects to persuade or involve advertisers are to be completed within the next 12 months:

■ Although not currently a high priority, the network is planning a campaign to show the advantages of network television versus

print. A CBS memo has termed the campaign "the first major competitive offensive on print competition since pre-cable days."

■ The marketing division is currently working on product-by-product studies showing the comparative value of network television advertising versus promotion. The network, which will fund the studies, has lined up two advertising agencies that will help get clients to participate in the studies.

■ By the end of this week, CBS should have completed a study that claims that cable demographics have been overrated. The presentation, "The Cable Fable," will soon thereafter be presented to advertisers and agencies. Similar information is being developed comparing network television against barter syndication. Leahy said: "The thought that the cheapest medium is the best medium is nonsense.... Tell me how the product is moving and what is happening to your market share. We refuse to accept the idea that five two's [ratings] are worth a 10."

■ Later in the fourth quarter, CBS will undertake at least one test of using the network in combination with a 900 telephone number. Viewers would presumably call to receive discount coupons, for in-

stance, plus information from an advertiser. CBS has exclusive use of a 900 number, with an incoming call capability of 120,000 calls per minute, for a minimum of 90 days.

■ By the first half of 1989 the network hopes to have developed an interactive Saturday morning children's show. The program would have the participation of at least one advertiser.

■ Also for the first half of 1989, the network is trying to come up with more comprehensive demographic categories. It has even considered underwriting a non-profit institute whose purpose would be to refine and develop ratings information.

Developing more refined ratings information is one thing; getting the agencies and advertisers to use them for purchasing time is another. Poltrack said that the agencies are talking about the need for better information in a detached manner when "they are actually responsible for getting this thing moving.... There is no question that current demographics based solely on age are irrelevant. With single source ratings and with all the demographic information now available, the only question is how and when. Anybody who thinks that in 1995, or maybe even as soon as 1990, advertisers will still be buying on men 18-49 is deluding themselves."

ABC has taken perhaps the lowest profile of the three networks in the marketing area, and has a one-person department represented by Madeline Nagel, vice president, marketing. But the network is no less active, said Nagel, because she has access to personnel and resources both outside and inside the company: "I am probably research's biggest customer."

Among the projects ABC currently has going is an effort to find ways to replace print coupons with broadcast TV. ABC also has its own study of network versus cable and barter, which will be ready soon. Nagel has developed a presentation for small advertising agencies: "We found that people who don't advertise on network are scared."

As part of trying to increase network television's share of total marketing dollars, the networks are also going directly to the source of those dollars, the advertisers. This means bypassing the agencies in some cases. Robert Niles, vice president of sales marketing, said: "The traditional way business development was done in the past would be to sell new advertisers on the fringe shows, such as late night. They had good marquee value but could be bought at lower unit prices and were thus great entrees into network television. What we are doing differently now is spending more time at the client level, even though they may not buy for two or three years. And we are trying to get them to think about prime time television, not this week's *Tonight* or this week's *Today*."

Said Leahy: "You are going to see people using television in a much more creative way, which isn't to say that it will be like the old days of full sponsorships. But as long as advertisers are willing to create a consistent association with a show...we believe it will enhance their image and they will pull out more than circulation. That is what this is about."

Such long-term spade work with clients

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Comcast	Second	\$113,193	53%	(\$7,817)	NM	(\$0.12)
General Instrument	Second	\$303,772	7%	\$21,661	45%	\$0.65
Sony	First	\$3,511,864	37%	\$121,962	396%	\$0.43

Comcast's results for this year include consolidated results of two businesses acquired earlier this year. Company's quarterly interest expense increased 120% over second quarter last year, to \$21.1 million. Net loss for second quarter 1987 was \$3.5 million. ■ **General Instruments** said that shipments of coaxial cable, cable television equipment and encryption equipment continued to be "solid." ■ **Sony's** figures are based on financial reporting stated in yen. Company said revenue increases partially reflected sales generated by record operations of former CBS Records Group, acquired in January. Sony said that 465% increase in operating income "resulted from a gratifying sales performance and our success in cost reduction."

does not, at least on the surface, seem to bother agency executives, who benefit more if their client's marketing dollars go to the networks, than into traditional promotion. Fred Dubin, VP, broadcast supervisor for N.W. Ayer, said: "There are times that people who are trying to sell things or positions we disagree with go to our client. But our

client is going to come back to us for advice because that is the kind of relation it is. So we aren't upset. We are, in fact, talking with some marketing people at the networks. We make a very strong effort as an agency to be on top of new developments, and if there are opportunities, we pursue them rather than have somebody come to us." □

Tax reform promotes growing interest in tax certificates

FCC plan giving tax break to those who sell stations to minorities is being used increasingly; crowded panel session attests to interest in subject

Over the past 10 years, scores of broadcasters have received tax certificates from the FCC for selling their stations to minorities, allowing them to defer taxes on the sales and save uncounted millions of dollars.

Broadcasters taking advantage of the certificates have increased markedly over the past two years and, according to a panelist at a tax certificate seminar at the FCC last week, even more will be doing so next year as other capital gains loopholes are closed as a result of the Tax Reform Act of 1986.

Erwin Krasnow, an attorney with Verner, Liipfert, Bernhard, McPherson & Hand, which co-sponsored the seminar with the FCC and the National Telecommunications and Information Administration, said sellers will be turning to tax certificates in greater numbers because the General Utilities Doctrine is set for extinction at year's end. The doctrine enables shareholders in liquidating corporations to avoid so-called "double taxation"—taxation at the corporate and individual levels (BROADCASTING, Sept. 12).

Krasnow's prediction was underscored by the large number of broadcasters, brokers and lawyers who lined up at the seminar to ask the panel of experts specific questions about the applicability of the certificates and how to take advantage of them.

To increase minority (black, Hispanic, American Indian, Asian-American, Aleutian) ownership of broadcast stations, the FCC said in 1978 it would grant tax certi-

ificates to those who sell stations to minorities. Four years later, it expanded the program to cable systems and to deals in which the buyer is a minority-controlled limited partnership. It also said it would award certificates to investors who provide equity financing to minorities in their purchase of a station or cable system. The investors get the tax break when they sell their interest.

According to the latest FCC accounting, the agency has awarded certificates to sellers of 162 stations and four cable systems since the program's inception. Over the first eight years, an average of 14 stations were sold each year under the program. But the number jumped to 31 in 1987 and seems headed for a new high in 1988 with 21 stations having been sold under the program as of July 14.

Perhaps the most widely reported and controversial grant of a certificate occurred in 1986. Group broadcaster George Gillett put up most of the \$356 million to purchase WTVT(TV) Tampa, Fla., but gave Clarence McKee 52% of the voting control and 20.1% of the equity even though McKee contributed little equity. Because McKee is black and could be shown to be in control of the buying corporation, the FCC granted a tax certificate to the seller, Gaylord Broadcasting. According to a 16-page booklet on certificates distributed at the seminar, Gaylord's certificate saved it nearly \$100 million in capital gains taxes. The booklet was co-authored by Krasnow, William Kennard, also of Verner, Liipfert, and David Crawford, general counsel's office, Internal Revenue Service.

At the seminar, Rod Porter, deputy bureau chief of the FCC's Mass Media Bureau, said

any seller of a broadcast station or cable system is eligible for a certificate as long as it can show that the buying entity is minority owned or minority controlled. The FCC is empowered to grant the certificates to increase minority ownership under a provision of the Internal Revenue Code, he said.

There is no special format or form for applying for a certificate, Porter said. But he urged sellers to provide as much information as possible so that the FCC can easily ascertain whether the buying corporation or limited partnership is minority owned or controlled. Applicants should anticipate the FCC's questions, he said. For instance, if a Hispanic buyer does not have a Hispanic surname, he said, the applicant should explain why. "If there is anything unusual, tell us up front."

At the seminar, Crawford said sellers who receive a certificate have three options to defer taxes: 1) they can reinvest the proceeds into qualifying broadcast and cable properties; 2) they can reduce the basis of any other depreciable property they hold in the amount of the proceeds, or 3) they can do some combination of both.

If the seller chooses the reinvestment option, he said, it can put the proceeds into other broadcast or cable properties or in an operating company (not a holding company) that derives at least 50% of its revenues from broadcasting or cable. The IRS has ruled that newspapers and master-antenna systems serving hotels and motels do not qualify, he said, but it would consider proposals to reinvest in wireless cable, direct broadcast satellites and cellular radio. Because reinvestment opportunities are currently "quite limited," the IRS may consider expanding them, he said. In any case, he said, sellers have two years to make the reinvestment.

The IRS does not require that all the proceeds be plowed back into another qualifying property, Crawford said. What is required is that the size of reinvestment equal the proceeds, he said. If a seller has a \$10 million gain, he told a reporter after the seminar, he can meet the reinvestment obligation by simply putting \$1 million equity in the purchase of another \$10 million station.

To help insure that the public-interest goal of the certificate program—increased minority ownership—is achieved, the FCC requires minorities who buy stations under the program to hold on to the properties for at least one year, Porter said. If a minority resells immediately, he asked, "where has the public interest been realized?" Kennard added that there is an exception to the one-year requirement: minorities can sell to other minorities within a year.

The WTVT deal has been criticized not only because McKee's control and equity far outstripped his actual investment, but also because Gillett, who financed the deal, retained an option to buy out McKee after two years. Porter defended the grant of the certificate in the case, saying that an adequate showing was made that McKee was in control and that the FCC has no interest in what happens to the station after the one-year holding period.

Krasnow said the WTVT case should not be seen as "a model" for others. Without direct reference to the WTVT case, he also warned

Bottom Line

Numbers buncher. Morgan Stanley & Co. has released its fourth annual *Communications Industry Databook*. New York-based investment banking firm noted that despite stock market crash, merger and acquisition activity continues strong, particularly in cable, cellular and radio. Stocks of those three segments, as of last month, had also outperformed broader market indices with cellular up 147.4% over 18-month period; radio up 67.7%, cable up 53.7%, while the Dow Jones Industrial Average was up just 10.4%. In radio, Morgan Stanley said that there would be in future "some downward pressure on multiples paid for mature stations with hefty margins, and record high prices paid for non-cash flow or 'stick' properties. Accordingly, the valuation gap between top-billing stations and turnaround properties is shown to have narrowed considerably." Two-hundred-ten page databook also analyzes entertainment and print industries.

Margin alert. A.H. Belo said it expected third-quarter earnings to be 'substantially' below year-ago period and that barring revenue increase at end of quarter, third quarter would be 'only marginally profitable.' Dallas-based group owner attributed weak results to regional economic conditions and delay in fall network programming. Standard & Poor's Corp. lowered rating on roughly \$200 million of Belo senior debt to triple-B-minus from triple-B.

Just the facts. Knight-Ridder said it completed acquisition of Dialog Information Services Inc. Palo Alto, Calif.-based information databank had 1987 revenue of \$98.1 million and income of \$9.2 million.

Stalemate. Teamsters Local 399 in Los Angeles is expected to reject the Alliance of Motion Picture and Television Producers (AMPTP) "last, best and final" contract offer, according to Teamsters secretary-treasurer Earl Bush. Bush also said a strike is imminent, and that no further negotiations would take place "until we're on the picket line." AMPTP's final offer came after an all-night bargaining session that concluded Wednesday, Sept. 7. The offer has been mailed to union members and their votes are due Sept. 28.

On call. American Advertising Federation has issued call for nominations for its 1988 Advertising Hall of Fame. Nominations are due Oct. 31 at AAF headquarters in Washington. Charles D. Peebler, CEO of Bozell, Jacobs, Kenyon & Eckhardt, will chair 36-member council of judges, set to meet Dec. 8 to consider nominations. Inductees will be honored March 28, 1989, at Waldorf-Astoria Hotel, New York.

In print. Emmis Broadcasting is moving into publishing with purchase of *Indianapolis Monthly* magazine from Mayhill Publications. Emmis Chairman Jeff Smulyan described foray into publishing as "natural extension" and said WIBC(AM) Indianapolis Sales Manager Jack Marsella will be co-publisher with current editor, Deborah Paul, becoming other co-publisher. No price was announced.

Soviet selling. Ogilvy & Mather has reached agreement with Soviet ad agency to enter Soviet market. O&M will partner with Tisza, joint venture of leading Soviet and Hungarian agencies, and said it also expects to expand existing cooperative venture with Hungarian agency Mahir late this year.

Out of 'Elle.' News Corp., Australia-based media conglomerate run by Rupert Murdoch, announced Tuesday (Sept. 20) that it was selling its half-interest in British and American versions of *Elle* magazine to its partner in those ventures, French publishing group Hachette S.A. It was estimated sale would raise about \$150 million for News Corp.'s impending \$3-billion acquisition of Triangle Publications, publisher of *TV Guide*. Also on Sept. 20, News Corp. said it had entered into definitive agreement to acquire Triangle. Preliminary agreement had been announced Aug. 7 (BROADCASTING, Aug. 15). Triangle purchase is subject to regulatory approval and certain conditions in agreement.

Laurel to Spelling. Aaron Spelling Productions said it has agreed to acquire New York-based production company Laurel Entertainment, for combination of cash and stock. Laurel produces series *Tales from the Darkside* and forthcoming *Monsters*. Price to be paid for Laurel, in neighborhood of \$10 million, will vary according to price of both companies' stock at closing. Laurel has already granted Spelling Productions option to buy \$1.25 million in Laurel shares, or about 32% of company, for about \$4.3 million. In another deal still expected to be transacted, Spelling announced in July that it had agreed to merge with Worldvision Enterprises, New York-based distribution subsidiary of Great American Communications Co.

Changes. United Artists Communications (UACI) and United Cable Television Corp. (UCT) have amended their March 8 definitive agreement to merge two companies into new company, United Artists Entertainment Co. (UAE). Under terms of new agreement, UAE will have two classes of stock, class A common and class B common, rather than one class previously envisioned. Stocks will be similar, except that class A stock will have one vote per share, class B stock will have 10 votes per share, and class B stock will be convertible, on one-for-one basis, into class A stock. UAC and UCT shareholders expecting to receive shares in newly-formed company will receive one share each of class A and class B stocks for each share of UAE stock they would have received under terms of original agreement. Creation of two classes of stock is designed to permit Tele-Communications Inc., expected majority shareholder in UAE, to raise money for UAE using debt instruments convertible into stock, without diluting TCI's voting power to below 50% level.

Buyback. Centel Corp. has repurchased all shares of stock from Metro Mobile CTS Inc. and affiliates of Asher Edelman, group which engaged in an unsuccessful proxy fight earlier this year to seat slate of candidates on Centel's board of directors. Centel said shares were purchased at current market price of \$43 per share as part of company's previously announced program to repurchase up to five million shares of its common stock.

that "sham" transactions in which nonminority buyers use minority fronts to acquire certificates for sellers could jeopardize the policy, which now has strong support at the FCC and in Congress.

Porter said more than one certificate could be issued for a deal. The FCC could grant a certificate to the seller as well as to one or more investors with less than a controlling interest in the company, he said. However, there is a limit, he said. No certificates will be granted to majority or controlling investors, he said.

In attendance at the seminar, Ragan Henry, a prominent black broadcaster, questioned the FCC's policy of not granting certificates to minorities who are the principal investors. He argued that a minority broadcaster who sells one station and purchases 85% interest in a second should be granted an investor certificate. Such a grant would be unnecessary, Porter replied. The

FCC policy goal would already be achieved through the award of the certificate to the seller of the second station as well as to any investors holding the remaining 15% interest, he said.

The availability of tax certificates not only encourages sellers to seek out minority buyers, but it also gives the buyers an opportunity to negotiate a discounted price. If a seller is going to save \$1 million in taxes, it might be willing to shave \$100,000 off the purchase price.

But panelist Robin Martin, president and chief executive officer. The Deer River Group, a group broadcaster, said savings that derive from the certificate are no substitute for equity. The buyer still has to put some money down, Martin said. What the certificate does is lower the debt requirement, which should make it easier for the buyer to arrange financing, according to Martin.



Forum funding. The Foundation of American Women in Radio and Television Inc., received \$10,000 from Philip Morris to produce a forum alerting industry leaders to the lack of opportunities in broadcasting for minority women. The forum, which will be held May 1989 in New York City, will bring together top executives and "hiring managers" of major broadcast organizations with minority women interested in broadcasting. Pictured left to right: Mari Santana, reporter/producer, WPIX-TV New York, and foundation member; Dr. Judith Kuriansky, reporter, WPIX-TV, and foundation vice chairperson; Anne Dowling, manager, corporate contributions and support programs, Philip Morris Companies Inc., and Edna Moore Biedermann, manager, minority business development, Philip Morris USA.

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Advertising tribute scheduled at MOB

Four decades of Young & Rubicam
ads are featured in exhibition

The Museum of Broadcasting debuts its first major exhibition on advertising beginning Oct. 7 when 65 years of creative work by Young & Rubicam are featured in "Young & Rubicam and Broadcasting: Growing Up Together."

Running through Jan. 12, the exhibition will offer a total of 68 sessions on Y & R's work, which will include a total of 500 of the agency's most memorable television and radio commercials. The kick-off of the retrospective (Oct. 7-8) will be an overview of four decades of Y&R television commercials. Other sessions will include a "Jell-O Marathon," which will look at Y&R's work for Jell-O, dating back to sponsorship of *The Jack Benny Program*, and continuing up to its more recent spots including appearances by Bill Cosby; celebrity appearances in its commercials such as those by Bert Lahr and Tim Conway (both for Lay's), Gregory Hines and Lena Horne (both for Sanka) and Terri Garr and John Travolta, before they became famous; a look at several "animatics," the preliminary tests for commercials, and a recap of the television and radio commercials of the comedy teams of Bob and Ray, Dick and Bert and Nichols and May. On each of the days of Dec. 13-16, the



1947: Sanka



1967: Excedrin Headache 1040

exhibition will focus on the agency's work during each of the past four decades.

On Oct. 4, Y&R Chairman and Chief Executive Officer Alex Kroll will lead a discussion by past and present creative directors and other executives about "Y&R and Broadcast Advertising." On Oct. 18, Don Egensteiner, executive vice president and director of production services, will lead a group of directors (past and present), producers and other creative types through a discussion of the "Techniques of Broadcast Advertising."

And on Nov. 22 and Nov. 23, the museum will show a 1971 tape of Raymond Rubicam, co-founder of the agency, reading from his 1938 memo, "Foundation for an Advertising Agency" at Alice Tully Hall.

MOB President Bob Batscha called the Y&R exhibition a "logical place" for the museum to start as it takes a closer look at the advertising side of the broadcasting business.

The world of advertising is not new to the museum, however. Batscha said it has been collecting advertisements for the last 12 years, since many of the programs it keeps have commercials in them. Also, the museum has received separate reels of commercials. In all, MOB has 100,000 commercials in its keep. □

Missouri TV station limiting political ads to federal and gubernatorial races

KYTV(TV) Springfield, Mo., has announced a policy of accepting new political advertising contracts only from candidates for federal office and the Missouri gubernatorial race—and assigned responsibility to the FCC's "clarification" of its political advertising rules.

KYTV Vice President and General Manager Stan Pederson issued a statement noting that commission rules require the station to sell to all candidates for federal office "as much advertising as they reasonably wish to purchase and provide the same opportunity to their opponents." He also said that, under the commission's clarification of its policy on lowest-unit charge, all advertising makegoods must run prior to the election. The commission in August said that requirement applies where the licensee would similarly accommodate its most favored commercial advertiser "when time is of the essence."

Given the eight races in Missouri and Arkansas with which the station is involved, Pederson said, "It is a mathematical impossibility to provide each race with equal or near equal advertising without establishing some parameters for all." The station's policy affects the presidential contest, two races for the Senate (one in each state), campaigns for three Missouri House seats and one Arkansas House seat and the race for governor in Missouri.

Pederson said the policy he was announcing, along with the station's "intended news coverage, will substantially inform our listeners of the principal races in the public's

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interest."

Pederson informed the commission's fairness/political broadcasting branch of the station's plans. And Milton O. Gross, the branch chief, said that "if and when we get a complaint, we'll express an opinion" on the

policy.

Commission rules, implementing a provision of the Communications Act, require broadcasters to afford federal candidates "reasonable access" to a station's facilities. As for dealing with requests of state and

local candidates for time, the commission has established as policy that broadcasters must show "reasonable good faith judgment." A flat ban on the sale of time to nonfederal candidates would not be acceptable. □

Changing Hands

WDAM-TV Hattiesburg, Miss., and WCFT-TV Tuscaloosa, Ala. □ Sold by Beam Communications to Heritage Broadcasting Co. for 12 times cash flow at end of year. Price estimated to be between \$45 million and \$60 million. **Seller** is Key Biscayne, Fla.-based group of five TV's principally owned by Frank Beam. **Buyer** is owned by Mario F. Iacobelli, who also owns WXXA-TV Albany, N.Y., KEZB-AM-FM El Paso and WOMP-AM-FM Bellaire, Ohio. WDAM-TV is NBC affiliate on ch. 7 with 316 kw visual, 47 kw aural and antenna 510 feet above average terrain. WCFT-TV is CBS affiliate on ch. 33 with 1,225 kw visual, 203 kw aural and antenna 540 feet above average terrain. **Broker:** R.C. Crisler & Co.

WIKS(FM) New Bern, N.C. □ Sold by Joyner Communications to Taylor Broadcasting for \$4.5 million. **Seller** is owned by Thomas Joyner, who also owns WZFX(FM) Whiteville, N.C., and WOOK(FM) South Boston, Va. **Buyer** is owned by Stephen Taylor and family, who also own WTLZ(FM) Saginaw, Mich. WIKS(FM) is on 101.9 mhz with 100 kw and antenna 1,020 feet above average terrain. **Broker:** Cecil L. Richards Inc.

WLIN(FM) Jackson, Miss. □ Sold by Metro Music Inc. to George Jenne for \$2.4 million. **Seller** is owned by Lewis Hopper, who has no other broadcast interests. **Buyer** also owns KPRR(FM) El Paso and KDSX(AM)-KDSQ(FM) Sherman-Denison, both Texas. WLIN is on 95.5 mhz with 100 kw and antenna 1,060 feet above average terrain. **Broker:** Chapman Associates.

KLDZ(FM) Lincoln, Neb. □ Sold by Tandem Communications Corp. to Ronald L. Kempff for \$2.4 million. **Seller** is owned by Harley Lampmann, Ray Farrington, Lee Thomas and Tom Barler, who have no other broadcast interests. **Buyer** also owns WKKI(FM) Celina, Ohio. KLDZ is on 95.1 mhz with 50 kw and antenna 268 feet above average terrain. **Broker:** Cecil L. Richards Inc.

KMWT(AM)-KKEZ(FM) Fort Dodge, Iowa □ Sold by Kwmt Inc. to Kwmt Radio Inc. for \$2,040,000. **Seller** is owned by William B. Quarton and James Maurer, who have no other broadcast interests. **Buyer** is owned by John P. Jenkins, who also owns WSAL-AM-FM Logansport, Ind. Kmwt is daytimer on 540 khz with 5 kw. KKEZ is on 94.5 mhz with 100 kw and antenna 840 feet above average terrain. **Broker:** Blackburn & Co.

WKHQ-AM-FM Charlevoix, Mich. □ Sold by MW Multicom Inc. to Lakeshore Communications for \$1,881,448. **Seller** is Lansing, Mich.-based group of nine AM's and nine FM's principally owned by William R. Walker, Phillip Fischer and Charles D. Mefford. **Buyer** is principally owned by Timothy E. Moore, station's general manager, and Ernie Winn, founder of Dallas-based TM Programming. Moore also has

interest in WITL-AM-FM Lansing and WCHT(AM)-WGLO-FM Escanaba, all Michigan. WKHQ is on 1270 khz full time with 5 kw. WKHQ-FM is on 105.9 mhz with 100 kw and antenna 922 feet above average terrain.

KIJV(AM)-KURO(FM) Huron, S.D. □ Sold by James Valley Broadcast Co. to Dakota Broadcasting Inc. for \$650,000. **Seller** is Janesville, WI-based group of five AM's and five FM's and newspaper publisher of five newspapers, owned by Sidney H. Bliss and family. **Buyer** is owned by Raymond A. Lamb, Ross A. Johnson, David L. Johnson and Kay Weisgram. It owns KBRK(AM)-KGKG(FM) Brookings, S.D. Lamb has interest in KVFD(AM)-KFDC(FM) Fort Dodge, Iowa. WJIV is on 1340 khz full time with 1 kw. KURO is on 92.1 mhz with 3 kw and antenna 185 feet above average terrain.

KOBO(AM) Yuba City, Calif. □ Sold by Yuba-Sutter Communications Corp. to Explorer Communications Inc. for \$380,000. **Seller** is owned by Reg Streeter, who has no other broadcast interests. **Buyer** is owned by Rob-

ert M. Peppercorn, Yuba City-based physician with no other broadcast interests. Kobo is daytimer on 1450 khz with 500 w. **Broker:** American Radio Brokers Inc.

WSPV-FM Buffalo Gap, Va. □ Sold by Digby A. Solomon to Tschudy Communications Corp. for \$280,000. **Seller** has no other broadcast interests. **Buyer** is owned by Earl Judy, Robert S. Janney and Joyce Jenkins. It also owns WALI(AM)-WROG(FM) Cumberland, Md., WBRJ(AM)-WEYQ(FM) Marietta, Ohio, WMQC(FM) Westover, W.V., and WCRO(AM) Johnstown, Pa. Judy also has interest in WSIG-AM-FM Mt. Jackson, Va. WSPV-FM is on 105.5 mhz with 3 kw and antenna 310 feet above average terrain.

KEVR(FM) Espanola, N.M. □ Sold by Espanola Valley Broadcasting Inc. to The Holt Corp of New Mexico Inc. for \$275,000. **Seller** is owned by H. Keith Megill, who has no other broadcast interests. **Buyer** is Bethlehem, Pa.-based group of four AM's and five FM's owned by Arthur Holt and family. KEVR is on 102.3 mhz with 1.1 kw and antenna 460 feet above aver-

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WARR(AM) Warrenton, N.C. □ Sold by Warren-ton Broadcasting Corp to 1520 Broadcasting Corp. for \$250,000. Seller is owned by Cley

Ellea, who has no other broadcast interests. Buyer is principally owned by Eric C. Reynolds, who also has interest in WTJZ(AM) Newport News, Va., and WIMG(AM) Ewing, N.J. WARR

is daytimer on 1520 khz with 5 kw.

For other proposed and approved sales, see "For the Record," page 85.

Where Things Stand

continues from page 26

stock. Malrite, operator of 11 radio and six television stations, announced Aug. 30 that shareholder group had filed lawsuit seeking to block buyout and asking for damages. Special independent board committee is judging merits of buyout plan. ¶ Rogers Communications Inc. announced Aug. 9 that it had agreed to sell its U.S. subsidiary, RCA Cablesystems Holding Co., to subsidiary of Houston-based utility, Houston Industries Inc. Price was \$1.265 billion for systems serving roughly 500,000 subscribers in San Antonio; Minneapolis; Portland, Ore., and Orange County, Calif. Houston Industries board unanimously approved purchase Aug. 16. Definitive agreement is subject to transfer approval at municipal level, plus FCC approval and Hart-Scott-Rodino requirements. Deal would close in December at earliest. ¶ Definitive agreement has been signed to sell Metropolitan Broadcasting to Robert F.X. Sillerman. Announcement on June 29 indicated which groups affiliated with Sillerman will end up with stations. Plans call for Metropolitan president and chief executive officer, Carl Brazell Jr., to form new company Command Communications, to purchase KJQI(FM) Los Angeles; KHOW(AM)-KSYY(FM) Denver; KRLD(AM) Dallas, and Texas State Networks for \$145 million. Sillerman will hold non-voting equity interest in Command, and will also co-own WNEW(AM) New York in conjunction with Westwood One. Remainder of Metropolitan stations, WNEW-FM New York; WMMR(FM) Philadelphia, and KTWV(FM) Los Angeles, will be co-owned by Sillerman and group owner, Legacy Broadcasting, in which he is shareholder. Application for transfer of licenses to Command was filed at FCC in early August. Deal is expected to close in November. ¶ Cablevision Industries signed definitive agreement July 18 (agreement in principle was announced May 23) to acquire most of systems comprising Wometco Cable Co. for

roughly \$725 million. Cablevision will assume more than \$700 million in Wometco's debt and preferred stock obligations and issue stock for difference. Seller, Robert M. Bass Group, will first spin off 140,000-subscriber Atlanta cable system, before transferring Wometco stock and cable systems serving 311,000 basic subscribers to Liberty, N.Y.-based Cablevision Industries in what is proposed as tax-free transaction. Seller's bondholders have to give consent, with closing of deal expected by December. ¶ Warner Communications Inc. has definitive agreement to acquire Lorimar Telepictures in tax-free stock swap of roughly 2.4 Lorimar shares for each common share of Warner. Stipulation of settlement of lawsuit filed by Lorimar shareholders objecting to terms of agreement was reached Aug. 29, subject to approval of boards of two companies, and of court. Chris-Craft Industries has filed lawsuit claiming that Warner's acquisition of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft, group owner, became Warner's largest shareholder. Lorimar, which already completed sale of three of its six stations, announced agreement in principle to sell fourth on Aug. 26. Since definitive merger agreement was signed May 17, Warner has taken over Lorimar's domestic theatrical distribution operations, along with distribution of Lorimar's home video library. Lorimar shareholders meeting to approve merger is set for Oct. 3. ¶ MSO's United Cable and United Artists Communications Inc. signed definitive agreement March 8 to merge into new company, United Artists Entertainment Co. Under terms of agreement amendment announced Sept. 19, UACI stockholders would exchange each share for one share each of class A and class B common stocks—class B stock convertible into class A and carrying 10 votes per share compared to class A stock's single vote. UCT stockholders have option to receive either \$35 cash or one

share apiece of A and B stock in UAE, with right to put that stock to Tele-Communications Inc. TCI has expanded UCT ownership to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own a majority of newly formed UAE. Merger is subject to shareholder approvals. ¶ On April 23, joint venture of Tele-Communications Inc. (TCI) and Comcast agreed to purchase SCI Holdings, fourth largest MSO serving 1,480,000 subscribers, from Kohlberg Kravis Roberts & Co. and other owners. Plan was amended in July with Comcast purchasing 50%; TCI purchasing 35%, and TKR Cable, 50/50 MSO venture of TCI and Knight-Ridder, purchasing remaining 15%. Consideration includes assumption of debt, expected to be \$2 billion at time of closing. SCI stock and warrants will be purchased from KKR for \$1.55 billion, subject to adjustment. KKR is keeping SCI's broadcast television interests. Transaction is expected to close in early fall. Company has already received franchise approval on transfers involving "substantial" number of SCI subscribers.

Must Carry

National Cable Television Association released must carry survey on Sept. 13, which it said showed cable operators have been responsible in their broadcast carriage decisions. NCTA survey, conducted by Price Waterhouse, found that 98% of qualified stations remain on cable systems. NCTA also found that 94% of cable systems had not dropped stations or denied stations carriage and 91% had not engaged in channel repositioning. NCTA survey was based on information supplied by 47% of nation's cable systems, which together serve 69% of homes. NCTA survey was based on effect following striking of second set of must-carry rules by court.

FCC released results of must-carry survey Sept. 1, but they did little to end debate over whether must-carry rules or law requiring cable systems to carry local broadcast signals is necessary. Indeed, cable operators and broadcasters, on opposite sides of question, claim results support their position. Of 912 television stations that responded, 280, or 31%, reported 1,533 incidences of being dropped or denied carriage on cable since federal court struck down rules on constitutional grounds; of 4,303 cable systems that responded, 869, or 20%, reported 1,820 incidences of dropping broadcast signals or denying them carriage after court action.

FCC survey was conducted in May and June at request of Congress, where fate of any new must-carry requirements lies. Congressional leaders say they are committed to

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

Supreme Court in May rejected petition that it review decision of U.S. Court of Appeals declaring commission's second version of rules unconstitutional.

FCC is not alone in assessing post-must-carry world through surveys. National Association of Broadcasters' survey found, of 259 television stations responding, around 50 are not being carried on at least one cable system that would have had to carry them under must-carry rules. National Cable Television Association is also conducting survey; results are expected this week.

Network Rules

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

FCC initiatives are taking place as networks prepare to sit down with Hollywood studios and reconsider financial interest and syndication rules, which limit networks' ownership interest in network programming and in syndication of programming after its network run (BROADCASTING, July 4). Meetings at "relatively high level" are expected ("In Brief", Aug. 15).

With some prompting by networks, FCC tried to eliminate rules in early 1980's, but Congress and President Reagan quashed effort. FCC will wait for affected industries to reach compromise before it takes up issue again.

Public Broadcasting

■ Possibility loomed last week that Senate and House were each near vote on differing versions of 1991-1993 CPB reauthorization bill, S. 2114 and H. 4118, both of which passed through committee in late July. Controversial Senate version would codify division of federal money between CPB and public stations, including shifting 80% of CPB national Program Fund dollars to public TV stations.

However, even without authorization, President Reagan last week signed into law 1991 appropriation of \$242,060,000 to CPB, with additional \$56,810,000 earmarked for replacement of satellite interconnection system. Also last week, Senate Commerce Committee

unanimously approved appointment to CPB board of Leslee "Honey" Alexander, who already is PBS director. Both boards meet in Washington Sept. 26-27, when CPB will elect chairman and vice chairman for coming year.

In addition to shifting Program Fund money to stations, Senate three-year authorization bill would also cap CPB administrative expenses at 4% of previous year's budget; cap CPB system support budget at 6% of current budget; limit CPB funding of any program to four years maximum, and require that CPB-funded programs meet criteria related to underserved audiences and innovation. System support cap would begin in FY 1989; all other measures would go into effect in FY 1990. August Senate Commerce Committee report on S. 2114, explaining proposed shift of national programming power to stations, pointed to "principle of localism" and history of political influence at CPB.

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

Each bill authorizes CPB \$304 million in 1991, \$345 million in 1992, \$404 million in 1993 and \$200 million over those three years for replacement of satellite interconnection system, due to expire in 1991. The bills also

agree on funding figures for Public Telecommunications Facilities Program (PTFP), administered by NTIA, of \$36 million in 1991, \$39 million in 1992 and \$42 million in 1993. Administration has recommended freeze of CPB funding at 1988 level (\$214 million), declining to address either satellite replacement or PTFP.

CPB has called Senate amendments "attack" on its mandate and charged that, with all national programming in station hands, several established series may go on "endangered species list." In support of amendments, PBS and National Association of Public Television Stations have argued that stations already fund national schedule through Station Program Cooperative (SPC) and other mechanisms. NAPT, with station, producer, PBS and CPB participation, has formed task force to assess efficiency of those mechanisms. And during July Program Meeting (formerly Program Fair) in San Francisco, PBS presented ideas to expedite SPC, in part by gaining authority to negotiate with producers, and called for reinstatement of some prime-time schedule common carriage to aid in promotion.

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

September, 1988

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Scrambling

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

Despite NRTC deals, Senator Al Gore (D-Tenn.) believes there is still need for legislative action and is poised to move his satellite measure before Congress is slated to adjourn Oct. 8. (Gore was hoping to act before August recess but failed to find appropriate vehicle on which to attach his bill as rider.) He is said to be eyeing possibility of drug control legislation as vehicle. Gore encountered problems earlier when trying to gain time agreement to bring up legislation alone. Both House and Senate bills would mandate that cable programmers permit any qualified third party to

distribute their services to backyard dish (TVRO) owners. Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) is legislation's chief opponent.

On other front, House Judiciary Committee approved legislation (H.R. 2848) to permit satellite distribution of broadcast signals—superstations—to backyard dish owners (BROADCASTING, August 8). Bill was referred to House Energy and Commerce Committee which has until Sept. 29 to move measure. House Telecommunications Subcommittee was scheduled to vote on measure late last week.

Syndex

FCC now has before it stack of petitions to reconsider, in whole or part, new syndicated exclusivity rules it adopted at May 18 meeting. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals. Broadcasters, led by National Association of Broadcasters and Association of Independent Television Stations, still strongly support rules, but they asked for refinements that would make it easier for broadcasters to enforce exclusivity.

Cable interests, on other hand, still strongly oppose rules. But if FCC is determined to keep rules, they said, it should make them less burdensome on cable operators. For example, National Cable Television Association said "transition period" before rules take effect should be at least two years instead of current

one. Group of cable operators led by law firm of Cole, Raywid & Braverman said transition period should be three years.

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

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

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

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

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

TV Stereo

Starting in fall 1988, CBS-TV will transmit all programming in stereo—network has been averaging about two hours per month of stereo programming. About one-third of CBS-TV's 200 affiliates are equipped to transmit in stereo. NBC-TV has 139 affiliates capable of stereo delivery. This season, NBC's prime time schedule except for *Night Court*, half-hour sitcom, has been broadcast in stereo. Along with late-night programming and some sports telecasts, NBC averages 29 hours per week in stereo.

Wireless Cable

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

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

Wireless Cable Association, trade association representing wireless cable operators, has elected Robert Schmidt president. Schmidt is former president of National Cable Television Association. WCA believes cable industry is unfairly denying wireless cable operators programming.

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Television & Radio Commercials Festival. Information: (312) 834-7773.

Also in October

Oct. 2-4—New York State Broadcasters Association and Pennsylvania Association of Broadcasters joint annual convention. Speaker: FCC Commissioner Patricia Diaz Dennis. Hershey Lodge, Hershey, Pa. Information: (518) 434-6100 or (717) 233-3511.

Oct. 2-4—Joint annual meeting of Oregon Association of Broadcasters and Washington State Association of Broadcasters. Jantzen Beach Red Lion, Portland, Ore. Information: (206) 625-0714.

Oct. 2-6—Southern Educational Communications Association conference. Hyatt Regency Louisville, Louisville, Ky. Information: Jeanette Cauthen, (803) 799-5517.

Oct. 3—Pennsylvania Cable Television Association annual meeting. Tropicana, Atlantic City, N.J. Information: Patricia Wilson, (717) 234-2190.

Oct. 4—Cabletelevision Advertising Bureau local advertising sales workshop. Omni hotel at CNN Center, Atlanta.

Oct. 4—Deadline for station entries in New York Area Emmy Awards, sponsored by *New York Chapter of National Academy of Television Arts and Sciences.* Information: (212) 765-2450.

■ **Oct. 4—"The Role of Women in Today's Advertising World,"** roundtable discussion sponsored by Grey Advertising, during its annual "International Week." 777 Third Avenue, New York. Information: Elaine Mancini, (212) 546-2675.

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

Oct. 5—New York Television Academy luncheon. Speaker: Tim Robertson, CBN Family Channel. Copacabana, New York.

■ **Oct. 5—Women in Cable, New York, Philadelphia and Washington chapters.** "mentoring" breakfast honoring top women cable executives. Trump Plaza, Atlantic City, N.J. Information: Beth Araton, (212) 661-6040.

Oct. 6—Caucus for Producers, Writers and Directors general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

Oct. 6—"Beyond the Basics," course sponsored by *Women in Cable.* Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Oct. 6—Cabletelevision Advertising Bureau local advertising sales workshop. Radisson Inn Maingate, Orlando, Fla.

Oct. 7—Radio Broadcasters of Chicago 10th annual Windy Awards honoring excellence in creative use of radio as advertising medium. Hotel Nikko, Chicago. Information: Susan Kraus, (312) 329-9002.

Oct. 7-Jan. 2—"On the Air: Pioneers of American Broadcasting," exhibition co-sponsored by *National Portrait Gallery and Museum of Broadcasting,* New York. Smithsonian National Portrait Gallery, Washington.

Oct. 7-8—Radio-Television News Directors Association region 8/Ohio AP Broadcasters conference. Ohio University, Athens, Ohio. Information: Gary Hanson, (216) 788-2456.

Oct. 7-8—Southeast Regional Intercollegiate Broadcasting System convention, sponsored by WRAS-FM Atlanta. Urban Life Center, Georgia State University, Atlanta. Information: (404) 651-2237.

Oct. 9-11—Women in Cable national management conference. Theme: "Facing the Competitive Challenge." Swiss Grand hotel, Chicago. Information: Reenee Gill, (312) 661-1700.

Oct. 9-11—Illinois Broadcasters Association annual convention. Eagle Ridge-Galena, Ill.

Oct. 9-12—United States Telephone Association 91st annual convention. Marriott Marquis, New York. Information: (312) 332-1991.

Oct. 11—"From the Morning News to the 'Cosby Show': Minorities on Television," forum sponsored by *American University.* Kay Spiritual Center, AU campus, Washington. Information: (202) 885-2058.

Oct. 11-13—Basic media seminar, sponsored by *American Association of Advertising Agencies.* Clift hotel, San Francisco. Information: (212) 682-2500.

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

Oct. 12—"Beyond the Basics," course sponsored by *Women in Cable.* Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Oct. 12—Cabletelevision Advertising Bureau local advertising sales workshop. Sheraton Valley Forge, Philadelphia.

Oct. 12-14—World Teleport Association general assembly conference and exhibition. Theme: "New Impacts for City Development and Initiatives for New Telecommunications Services." Congress Center East, Cologne, Germany. Information: Holly Kobran, (202) 333-7400.

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

Oct. 12-15—American Association of Advertising Agencies Western region convention. Hyatt Regency, Scottsdale, Ariz. Information: (212) 682-2500.

Oct. 13—Gannett Center hosts Columbia Communication and Society seminar on "Access to Information: Libraries for the 21st Century." Columbia University, New York. Information: (212) 280-8392.

■ **Oct. 13—USA Network** local ad sales seminar. Marriott Greentree, Pittsburgh. Information: (212) 408-9170.

Oct. 13-14—Alaska Broadcasters Association 24th annual convention and engineering conference. Hotel Captain Cook, Anchorage, Alaska. Information: (907) 258-2424.

Oct. 13-16—National Broadcast Association for Community Affairs convention. Copley Plaza hotel, Boston. Information: Valerie Navy, (617) 449-0400.

■ **Oct. 14—Radio-Television News Directors Association's** fifth annual New York "SuperRegional." Sheraton Centre, New York. Information: (202) 659-6510.

Oct. 14-15—Broadcast Education Association Western regional meeting. Grossmont College, Calif. Information: Frank Holston, (301) 396-7918.

Oct. 14-16—"The Economics of Urban Poverty and Welfare," advanced economics conference for journalists, co-sponsored by *Foundation for American Communications, Ford Foundation and New York Daily News,* in association with *New York Newspaper Publishers Association and New York State Broadcasters Association.* Stouffer Westchester hotel, White Plains, N.Y. Information: (213) 851-7372.

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

■ **Oct. 15—Radio-Television News Directors Association** region 14 conference. Holiday Inn, International Drive, Orlando, Fla. Information: Lee Hall, (404) 897-7000.

Oct. 15—Deadline for program entries in Input '89, international public television screening conference (to be held May 21-27, 1989, in Stockholm). Information: (803) 737-3434.

Oct. 15—Deadline for entries for film or videotapes produced or directed by women, sponsored by *Women in the Director's Chair.* Information: (312) 281-4988.

Oct. 15-19—Society of Motion Picture and Television Engineers convention 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York.

Oct. 16-18—Wireless Cable Association's Wireless Cable '88 annual conference and equipment exhibit. Hyatt Regency Crystal City, Arlington, Va. Information: (202) 347-4253.

Oct. 16-18—Nevada Broadcasters Association annual convention. Hyatt Lake Tahoe Resort, Lake Tahoe, Nev.

Oct. 17—Fox Broadcasting Co. affiliate sales seminar, "Maximizing Your Potential Sales Revenue with Fox." Bally's, Las Vegas. Information: Michael Peikoff, (213) 203-1425.

Oct. 17-19—Television Bureau of Advertising 34th

LOW PRICED SPECIALS FOR THE PRUDENT BUYER

AM 5kw FULL TIME Tampa, FL
\$1,750,000 **Jim (Lord) Chaplin**

AM/FM COMBO North FL
small market
\$850,000 **Hudson Millar**

FM CLASS A 3 kw North FL
moved tower site to cover city of 45,000
\$595,000 terms **Jim (Lord) Chaplin**

AM 1kw FULL TIME North AL
large combined studio-tower site
\$190,000 terms **Randy Millar**

AM/FM COMBO Raleigh, NC
\$1,650,000 **Jeff Millar**

AM 5kw-N South FL
recent power increase new towers
\$875,000 **Hudson Millar**

AM 1kw FULL TIME Orlando
booming area good buy for owner-operator
\$495,000 **Hudson Millar**

AM 5kw-D 799kw-N FL Panhandle
14 acres real estate and studio transmitter
\$225,000 **Jim (Lord) Chaplin**

**FLORIDA
SPECIALISTS**

**Hudson Millar
Jim (Lord) Chaplin
1905 S. 25th St.
Ft. Pierce, FL 34947
407-466-5086**


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**Jeffrey Millar
Sherri Waldrop
Nancy Millar
300-13 Outlet Pointe Blvd.
Columbia, SC 29210
803-731-8187**

**SERVING
SOUTHEAST**

**Randy Millar
P.O. Box 968
Cullman, AL 35055
205-734-4888**

annual meeting, "Television '89 and Beyond." Bally's, Las Vegas.

Oct. 18—International Television Association event, "Campaign '88: The Candidate, the Media and the Corporation." Burson-Marsteller, New York. Information: Carl Levine, (212) 265-3600.

Oct. 18-20—Mid-America Cable TV Association 31st annual meeting and show. Hilton Plaza Inn on Country Club Plaza, Kansas City, Mo. Information: (913) 841-9241.

Oct. 19—International Radio and Television Society newsmaker luncheon featuring Laurence Tisch, CBS president/CEO. Waldorf-Astoria hotel, New York. Information: (212) 867-6650.

Oct. 19—Seventh annual Telecommunications Career Day, sponsored by *James Madison University, department of communications*. University campus, Harrisonburg, Va. Information: (703) 568-6221.

Oct. 19—Federal Communications Bar Association monthly luncheon. Speaker: Thomas Fitzpatrick, FCC chief administrative law judge, FCC. Marriott hotel, Washington.

Oct. 19-21—Indiana Broadcasters Association fall conference. Viscount hotel, Indianapolis.

Oct. 19-22—Intelevent '88, seventh world conference on future of "international telecommunications policy and regulatory issues through the views of the world's leaders in industry and government." Theme: "Global Telecommunications: Strategic Pathways to the 21st Century." Cannes, France. Information: (703) 556-7778.

Oct. 20—Presentation of "Jumbo Prawn" awards honoring "people in the northern California advertising community who apply their creative genius to the art form of radio," sponsored by *Northern California Broadcasters Association*. Steinhart Aquarium, Golden Gate Park, San Francisco. Information: (415) 362-2606.

Oct. 20-21—Broadcast Financial Management Association board of directors meeting. Omni Netherland Plaza, Cincinnati. Information: (312) 296-0200.

Oct. 20-22—Friends of Old-Time Radio 13th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 20-22—National Religious Broadcasters, Eastern chapter, convention. Sandy Cove conference center, North East, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 20-22—"Marketing Policy and Strategy," cable TV course offered by *University of Denver Center for Management Development and Women in Cable*. Atlanta. Information: (303) 871-2927.

Oct. 20-23—American Advertising Federation annual Western region conference. Waihoai Beach Resort, Kauai, Hawaii. Information: (202) 898-0089.

■ Oct. 21—USA Network local ad sales seminar. Inter-Continental hotel, New York. Information: (212) 408-9170.

Oct. 21-23—Radio Advertising Bureau radio sales university. St. Louis. Information: (212) 254-4800.

Oct. 21-23—Missouri Broadcasters Association fall meeting. Tantara, Lake Ozark, Mo.

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

■ Oct. 24-25—"Intertainment '88," conference on interactive entertainment, sponsored by *Alexander & Associates*, management consulting firm in New York, and *Twice* magazine, weekly consumer electronics magazine. Vista hotel, New York. Information: Sally Chin, (212) 382-3929.

Oct. 25-28—Community Broadcasters Association annual conference and exhibition. Caesars Palace, Las Vegas. Information: (214) 631-1278.

Oct. 26—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Oct. 26-28—"Engineering for the Non-Engineer," cable course offered by *University of Denver Center for Management Development and Women in Cable*. Denver. Information: (303) 871-2927.

Oct. 27-29—Howard University School of Communications 17th annual communications conference. Theme: "Minorities and Communications: History, Technology and the Future." Howard University, Wash-

ington. Information: (202) 636-6711.

■ Oct. 29—Radio-Television News Directors Association region two "SuperRegional" conference. Registry hotel, Universal City, Calif. Information: Jeff Wald, (213) 460-5501.

Oct. 31—Deadline for entries in Advertising Hall of Fame, sponsored by *American Advertising Federation*. Information: AAF, 1400 K Street, N.W., Suite 1000, Washington, 20005.

November

■ Nov. 1-4—Antenne '88, second national convention of technology and services for satellite, TV and radio, organized by Expomedia. Vincennes Floral Garden Exhibition Hall, Paris. Information: Expomedia, 33 (1) 46-04-82-02.

Nov. 3—Presentation of 1988 Radio Broadcasters' Award, sponsored by *Center for Population Options*, "designed to acknowledge the role radio plays in educating teens and adolescents on sexuality issues." Four Seasons hotel, Los Angeles.

■ Nov. 3—Media and the Law Conference, sponsored by *John Marshall Law School*, Chicago. Speakers include Bill Kurtis, WBBM-TV Chicago, on "Changing Images of the Legal Profession." John Marshall Law School, Chicago. Information: (312) 943-1100.

Nov. 3-6—Audio Engineering Society 85th convention. Convention Center, Los Angeles. Information: (212) 661-8528.

Nov. 4-5—Rocky Mountain Public Radio fall conference. Olympic hotel, Park City, Utah. Information: (702) 456-6695.

Nov. 4-6—Radio Advertising Bureau radio sales university. Orlando, Fla. Information: (212) 254-4800.

Nov. 6-9—Canadian Association of Broadcasters and Western Association of Broadcast Engineers joint annual conference and trade show. Winnipeg Convention Center, Winnipeg, Manitoba. Information: Elmer Hildebrand, (204) 324-6464.

Nov. 9-11—International Film & TV Festival of New York. Sheraton Center hotel, New York. Information: (914) 238-4481.

■ Nov. 10—USA Network local ad sales seminar. Grand Bay hotel, Miami. Information: (212) 408-9170.

Nov. 10-12—19th annual Loyola Radio Conference, for college, university and high school students and others interested in broadcasting. Holiday Inn Mart Plaza, Chicago. Information: (312) 670-3207.

■ Nov. 11—USA Network local ad sales seminar. Don CeSar Resort, Tampa, Fla. Information: (212) 408-9170.

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

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

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

■ Nov. 15—Third annual Advertising Law and Business Conference, sponsored by *American Advertising Federation*. Drake hotel, Chicago. Information: (202) 898-0089.

Nov. 15-16—San Diego Communications Council second annual fall conference, "Advanced Communications Technologies and the Public Interest." La Jolla Marriott, San Diego. Information: (619) 594-6933.

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

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

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

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

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

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

December

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

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

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

Dec. 15—International Radio and Television Society Christmas benefit. Waldorf-Astoria, New York. Information: (212) 867-6650.

January 1989

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

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

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

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

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

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

February 1989

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

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

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

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

Feb. 16—Federal Communications Bar Association monthly luncheon. Speaker: Robert Allen, chairman, AT&T. Marriott hotel, Washington.

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

March 1989

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

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

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

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

April 1989

April 9-12, 1989—Broadcast Financial Management/Broadcast Credit Association 29th annual conference. Loews Anatole, Dallas. Information: (312) 296-0200.

April 10-12, 1989—Cabletelevision Advertising Bureau eighth annual conference. Waldorf-Astoria, New York. Information: (212) 751-7770.

April 19-23, 1989—National Broadcasting Society, Alpha Epsilon Rho, 47th national convention. Riviera hotel, Las Vegas. Information: David Guerra. (501) 569-3254.

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

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

April 27-29, 1989—Broadcast Education Association annual convention. Las Vegas. Information: (202) 429-5355.

May 1989

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

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

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

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

May 24—Federal Communications Bar Association monthly luncheon. Speaker: Robert Kahn, president, Corporation for National Research Initiatives, Marriott, Washington.

June 1989

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

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

September 1989

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

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

October 1989

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

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

November 1989

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

For the Record

As compiled by BROADCASTING from Sept. 14 through Sept. 21 and based on filings, authorizations and other FCC actions.

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

Ownership Changes

■ **WKHQ-AM-FM** Charlevoix, MI (AM: BAL880902GK; 1270 khz; 5 kw-U; FM: BAL880902GL; 105.9 mhz; 100 kw; HAAT: 922 ft.)—Seeks assignment of license from MW Multicom Inc. to Lakeshore Communications for \$1,881,448. Seller is Lansing, MI-based group of nine AM's and nine FM's principally owned by William R. Walker, Phillip Fischer and Charles D. Mefford. Buyer is principally owned by Timothy E. Moore, who also has

interest in WKHQ-AM-FM Charlevoix, WITL-AM-FM Lansing, and WCHT(AM)-WGLQ-FM Escanaba, all Michigan. Filed Sept. 2.

■ **KEVR(FM)** Espanola, NM (BAL880906GN; 102.3 mhz; 1.1 kw; HAAT: 460 ft.)—Seeks assignment of license from Espanola Valley Broadcasting Inc. to The Holt Corp. of New Mexico Inc. for \$275,000. Seller is owned by H. Keith Megill, who has no other broadcast interests. Buyer is Bethlehem, PA-based group of four AM's and five FM's owned by Arthur Holt and family. Filed Sept. 6.

■ **WARR(AM)** Warrenton, NC (BAL880906EA; 1520 khz; 5 kw-D)—Seeks assignment of license from Warrenton Broadcasting Corp. to 1520 Broadcasting Corp. for \$250,000. Seller is owned by Cley Ellea, who has no other broadcast interests. Buyer is principally owned by Eric C. Reynolds, who also has interest in WTJZ(AM) Newport News, VA, and WING(AM) Ewing, NJ. Filed Sept. 6.

■ **KIJV(AM)-KURO(FM)** Huron, SD (AM: BAL880907EA; 1340 khz; 1 kw-U; FM: BAL880907EB; 92.1 mhz; 3 kw; HAAT: 185 ft.)—Seeks assignment of license from James Valley Broadcast Co. to Dakota Broadcasting Inc. for \$650,000. Seller is Janesville, WI-based group of five AM's and five FM's and newspaper publisher of five newspapers, owned by Sidney H. Bliss and family. Buyer is owned by Raymond A. Lamb, Ross A. Johnson, David L. Johnson and Kay Weisgram. It owns KBRK(AM)-KGKG(FM) Brookings, SD. Lamb has interest in KVFD(AM)-KFDC(FM) Fort Dodge, IA. Filed Sept. 7.

■ **KDDD(AM)-KMRE(FM)** Dumas, TX (BAL880902EB; 800 khz; 250 w-D)—Seeks assignment of license from Dumas Broadcasters Inc. to Lone Star Radio Broadcasters Inc. for \$160,000. Seller is owned by Kenneth E. Duke, who has no other broadcast interests. Buyer is owned by James A. Speegle, George R. Chapman, A.C. Bub Smith and Richard F. Khoury. It has no other broadcast

Smith Broadcasting Group

has acquired

KWCH-TV, Channel 12 Wichita, Kansas

from

Kansas Broadcasting System, Inc.

for

\$45,000,000

Subject to FCC Approval

We are pleased to have brokered this transaction.

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interests. Filed Sept. 2.

■ WSPV-FM Buffalo Gap, VA (BAPH880907GO; 105.5 mhz; 3 kw; HAAT: 310 ft.)—Seeks assignment of license from Digby A. Solomon to Tschudy Communications Corp. for \$280,000. Seller has no other broadcast interests. Buyer is owned by Earl Judy, Robert S. Janney and Joyce Jenkins. It also owns WALI(AM)-WROG(FM) Cumberland, MD, WBRJ(AM)-WEYQ(FM) Marietta, OH, WMQC(FM) Westover, WV, and WCRO(AM) Johnstown, PA. Judy also has interest in WSIG-AM-FM Mt. Jackson, VA. Filed Sept. 7.

■ KRKN(FM) Naches, WA (BALH880822GX; 96.9 mhz; 3 kw; HAAT: 772 ft.)—Seeks assignment of license from Naches Valley Broadcasting Inc. to Mathias Broadcasting Inc. for \$190,000. Seller has no other broadcast interests. Buyer is owned by John D. Mathias, who has no other broadcast interests. Filed Aug. 22.

Actions

■ KRCG(TV) Jefferson City, MO (BALCT880719KG; ch. 13; ERP vis. 316 kw; aur. 47.4 kw; HAAT: 1,010 ft.)—Granted app. of Price Communications Corp. to Mel Wheeler Inc. for \$24 million. Seller is publicly owned New York-based publisher and station group of five AM's, four FM's and nine TV's headed by Robert Price. Buyer is Denton, Tex.-based group of two FM's and two TV's, principally owned by Mel Wheeler and family. It recently sold KBUK (AM) Baytown, TX (Changing Hands, June 6). Action Sept. 9.

■ WKNE-AM-FM Keene, NH (AM: BTC880711HA; 1290 khz; 5 kw-U; FM: BTCH880711HB; 103.7 mhz; 33 kw; HAAT: 610 ft.)—Granted app. of WKNE Corp. to Lightfoot Broadcasting Corp. for \$5.5 million. Seller is owned by E.H. Close Jr., who also owns WPNH-AM-FM Plymouth, NH. Buyer is owned by Richard Lightfoot, former owner of WSUB(AM)-WQGN(FM) Groton-New London, CT, and WAZY-AM-FM Lafayette, IN. It has no other broadcast interests. Action Sept. 9.

■ WKKE(FM) Williamston, NC (BALH880620GZ; 1290 khz; 50 kw; HAAT: 400 ft. [CP: 100 kw])—Granted app. of Meca Broadcasting Inc. to Sea-Comm Inc. for \$825,000. Seller is owned by Mark Engledow and Thomas Campbell, who also own WAKS(AM)-WAZZ(FM) Fuquay-Varina, NC. Buyer is owned by N. Eric Jorgenson, who also owns WSFM(FM) Wilmington, NC. Action Sept. 6.

New Stations

■ Phoenix, AZ (BPCT880802KI)—Brooks Broadcasting seeks ch. 61; 5000 kw-V; 511 m. Address: 947 E. Longhorn Circle, Chandler, AZ 85249. Principal is owned by Gregory R. Brooks, who has no other broadcast interests. Filed Aug. 15.

■ Bremen, IN (BPH880722MH)—WMR Inc. seeks 96.9 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1538, Marion, IN 46952. Principal is owned by Frank Bove, Salvador Mangia, Fred Lostutter, Michael Day, James C. Marcuccilli, Joyce Frederick, Thomas M. Marcuccilli and Anthony Bove. It also owns WGOM(AM)-WMRI-FM Marion, IN. Filed July 22.

■ Brownsburg, IN (BPH880722ML)—Hoosier Aurora Broadcasting Co. seeks 101.9 mhz; 3 kw H&V; 100 m. Address: 2061 Suffolk Lane, Indianapolis, IN 46260. Principal is owned by Canary Smith, Sam Elkins and Morton Weinress. It has no other broadcast interests. Filed July 22.

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■ Brownsburg, IN (BPH880722MJ)—Anthony J. Bove seeks 101.9 mhz; 3 kw H&V; 100 m. Address: P.O. Box 509, Marion, IN 46952. Principal has interest in WGO-AM(AM)-WMRI(FM) Marion, IN. Filed July 22.

■ Brownsburg, IN (BPH880720MQ)—Radio Associates Inc. seeks 101.9 mhz; 3 kw H&V; 91 m. Address: c/o 107 Kathy Drive, Brownsburg, IN 46112. Principal is owned by Odes E. Robinson, Patricia A. Mcneely, James E. Mcneely, Wayne B. Cox and Betty L. Cox. It has no other broadcast interests. Filed July 20.

■ Brownsburg, IN (BPED880725MB)—The Moody Bible Institute seeks 101.9 mhz; 3 kw H&V; 100 m. Address: 820 N. LaSalle Dr., Chicago, IL 60610. Principal is non-profit corporation headed by Joseph M. Stowell, George Sweeting, William F. Mitchell, Paul H. Johnson, Edgar Harrell and John Elsen. Filed July 25.

■ Ellettsville, IN (BPH880722MI)—WMRI Inc. seeks 105.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1538, Marion, IN 46952. Principal is owned by Frank Bove, Salvador Mangia, Fred Lostutter, Michael O. Day, James C. Marcuccilli, Joyce Frederick, Thomas M. Marcuccilli and Anthony Bove. It also owns WGOM(AM)-WMRI-FM Marion, IN. Filed July 22.

■ Wabash, IN (BPH880722MK)—Conaway Communications Corp. seeks 105.9 mhz; 3 kw H&V; 100 m. Address: 1360 S. Wabash, Wabash, IN 46992. Principal is owned by Sandra M. Schram, Roderick E. Schram and Daniel C. Schram, who also own WAYT(AM) Wabash, IN. Filed July 22.

■ Natchez, MS (BPH880809NA)—Peter J. Rinaldi seeks 97.3 mhz; 3 kw H&V; 100 m. Address: 5 Emerald Drive, Natchez, MS 39120. Principal owns KAIN(AM) Vidalia, LA. Filed Aug. 9.

■ Angel Fire, NM (BPH880720MP)—Angel Nest Communications seeks 99.1 mhz; 20 kw H&V; -244 m. Address: 7433 Dulany Dr., McLean, VA 22101. Principal is owned by Frederick W. Finn, who has no other broadcast interests. Filed July 20.

■ Copenhagen, NY (BPH880721MJ)—Black River Communications Inc. seeks 106.7 mhz; 3 kw H&V; 100 m. Address: 320 Willow Dr., Plymouth, OH 44865. Principal is owned by Susan R. Moore and Susan M. Swallow. It has no other broadcast interests. Filed July 21.

■ Henderson, NY (BPH880720MO)—Fulton Chain Broadcasting Inc. seeks 100.7 mhz; 3 kw H&V; 100 m. Address: 4907 Rutland Place, Alexandria, VA 22304. Principal is owned by Kathy G. Root, who has interest in WSWR(FM) Shelby, OH. Filed July 20.

■ Old Forge, NY (BPH880713MK)—Deborah A. Curley seeks 99.7 mhz; 0.96 kw H&V; 173 m. Address: P.O. Box 703, Old Forge, NY 13402. Principal has no other broadcast interests. Filed July 13.

■ Lewisburg, PA (BPH880721MI)—Town, Gown & Country Radio seeks 96.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 577, 101 Armory Rd., Lewisburg, PA 17837. Principal is owned by Louis J. Maierhofer, who has interest in WKMC(AM) Roaring Spring and WHPA(FM) Hollidaysburg, both Pennsylvania. Maierhofer owns WTGC(AM) Lewisburg, PA. Filed July 21.

■ Rogersville, TN (BPH880713MJ)—C&S Broadcasting seeks 106.5 mhz; 1 kw H&V; 164 m. Address: 2387 Warren Drive, Morristown, TN 37814. Principal is owned by R. Clark Quillen and Shelby J. Trent. It has no other broadcast interests. Filed July 13.

■ Round Rock, TX (BPH880714NJ)—Grass Roots Radio seeks 105.9 mhz; 36.35 kw H&V; 174 m. Address: 707 E. Live Oak St., Austin, TX 78704. Principal is owned by Jim J. Hill and Carr Strong, who have no other broadcast interests. Filed July 14.

■ Round Rock, TX (BPH880714MX)—Tri-R FM seeks 105.9 mhz; 50 kw H&V; 150 m. Address: 606 Windsor, Round Rock, TX 78664. Principal is owned by George Mooney, who has no other broadcast interests. Filed July 14.

■ Diamondville, WY (BPH880722MM)—Radio Property Ventures seeks 105.3 mhz; 16.5 kw H&V; 265 m. Address: One Parkside Plaza, 1430 Olive St., St. Louis 63103. Principal is owned by Burt Kaufman, Dirk L. Hallemeier and George Spicer. Filed July 22.

Actions

■ Colorado Springs, CO (BPED880216MQ)—Dismissed app. of Educational Communications of Colorado Springs Inc. for 88.9 mhz; .01 kw-H and 400 w-V; 622 m. Address: 1665 Briargate, Suite 202, Colorado Springs 80920. Principal is owned by Ronald A. Johnson, Gregory Nyquist and Lauren D. Libby. Filed Sept. 2.

■ Long Beach, WA (BP850822AJ)—Granted app. of KMO Inc. for 720 khz; 5 kw-D; 250 w-N. Address: P.O. Box 1277, Tacoma, WA 98401. Principal is owned by James L. Baine, who also owns KAMT(AM) Tacoma, WA. Filed Sept. 6.

Facilities Changes

AM

■ Norfolk, VA, WNIS, 850 khz—Sept. 2-Application for CP to increase power to 25 kw night/50 kw day; TL: 1.5 km WSW of Rushmere, VA, and make changes in antenna system; 37 03 36N 76 41 26W.

FM's

■ Ukiah, CA, KWNE, 94.5 mhz—Aug. 31-Application for CP to make changes: ERP: 1.916 kw H&V; HAAT: 625.7 m; TL: Cow Mountain Access Rd. Ukiah, CA.

■ Englewood, FL, WSEB, 91.3 mhz—Aug. 30-Mod of CP to make changes in antenna system.

■ Immokalee, FL, WCOO, 98.3 mhz—Aug. 26-Mod of CP (BPH860708IB) to make changes: ERP: 2.11 kw H&V and HAAT: 116 m H&V.

■ Jupiter, FL, WKSJ-FM, 96.7 mhz—Aug. 31-Application for CP to make changes: FREQ: 99.5 mhz (per MM Doc. 87-233); install new antenna.

■ Marathon, FL, WMUM, 94.3 mhz—Sept. 1-Application for CP to make changes: ERP: 3.1 kw H&V; change to class C2 (per MM Doc. 86-477).

■ Panama City Beach, FL, WPCF-FM, 100.1 mhz—Sept. 1-MP (BPH840210AS as mod) for changes: ERP: 1.7 kw H&V; HAAT: 126 m H&V.

■ Tallahassee, FL, WAMF, 90.5 mhz—Sept. 1-Application for CP to make changes: ERP: 1.6 kw (V); HAAT: 51 m (V); TL: Eugenia St. at Wahnish Way; change to vertically polarized radiation only.

■ Brunswick, GA, WGIG, 100.7 mhz—Aug. 26-Mod of CP (BPH860924IG) to make changes: ERP: 36 kw H&V; HAAT: 446 m H&V; TL: intersection of Coleman-St. Mary's Rd and McKendree Rd, Kingsland, GA.

■ Ringgold, GA, 101.9 mhz—Aug. 31-Mod of CP to make changes: ERP: 0.65 kw H&V; HAAT: 214 m H&V; TL: 1.3 km E of intersection of Rt 151 and Hollow Rd. 5.2 km NE of Ringgold, GA.

■ Erlanger, KY, WIFE, 100.9 mhz—Sept. 1-Application for CP to change HAAT: 155.4 m H&V.

■ Batesville, MS, WBLE, 95.9 mhz—Aug. 30-Application for CP to make changes: FREQ: 100.5 mhz (per Doc. 88-14); ERP: 50 kw H&V; HAAT: 150 m H&V; TL: 10.5 mi. NNE of Batesville, MS; change to class C2.

■ Charleston, MS, WTGY, 94.3 mhz—Sept. 7-Application for CP to make changes: FREQ: 95.7 mhz (Per Doc. 88-14); HAAT: 100 m H&V; TL: 7 mi. S of Charleston, MS.

■ Seligman, MO, KJEM, 95.3 mhz—Aug. 29-Application for CP to make changes: ERP: 1.2 kw H&V; HAAT: 162 m H&V.

■ Utica, NY, WOUR, 96.9 mhz—Sept. 6-Application for CP to change ERP: 19.33 kw H&V.

■ High Point, NC, WMAG, 99.5 mhz—Aug. 31-Application for CP to make changes: HAAT: 456 m H&V and make changes in antenna pattern.

■ Morehead City, NC, WFXI, 8 khz—Sept. 7-MP to change HAAT: 249 m; ANT: LDL Communications Inc. ADC-T8C12.2SH35C (DA); TL: approximately 5.5 mi. NW of Stacy and 0.86 mi. E of Nowhere Open Grounds Farm; 34 53 01N 76 30 21W.

■ Altus, OK, KEYB, 107.9 mhz—Sept. 2-MP (BPH861110MA) for changes; HAAT: 100 m H&V; TL: approx 5 km S of Altus, Jackson Co. OK, on State Hwy 283.

■ Philipsburg, PA, WPHB-FM, 105.9 mhz—Aug. 30-Mod of CP (BPH870917MH) for changes: ERP: 3 kw H&V; HAAT: 66 m H&V; TL: 2 km E of Kylertown, PA, adjacent to Messiah Church (Clearfield Co.).

TV

■ New Britain, CT, WVIT, ch. 30—Aug. 30-Application for CP to make changes: ERP vis.: 1435 kw; HAAT: 143 m; ANT: RCA TFU-30J; TL: Rattlesnake Mtn., 1.5 mi. S of Farmington, CT; 41 42 03N 72 49 58W.

Actions

AM

■ Fort Dodge, IA, KVFD, 1400 khz—Sept. 8-Application (BP880523AC) granted for CP to make changes in antenna system; 42 28 44N 94 12 10W.

TV's

■ Mount Clemens, MI, WADL, ch. 38—Sept. 8-Application (BMPCT880705KE) granted for MP to change HAAT: 192 m; ANT: Harris TWS-30C (DA).

■ Abilene, TX, KSUZ-TV, ch. 15—Sept. 9-Application

Actions

Staff Actions

- Columbus, OH—Designated for hearing 12 mutually exclusive applications for new FM station on channel 298A (107.5 mhz) at Columbus. (MM Docket 88-421, by Order [DA 88-1276] adopted Aug. 15 by chief, Audio Services Division, Mass Media Bureau.)
- Delaware, OH—Designated for hearing mutually exclusive applications of Radio Delaware and Adams Broadcasting Corp. for new FM station on channel 300A (107.9 mhz) at Delaware. (MM Docket 88-422, by Order [DA 88-1289] adopted Aug. 17 by chief, Audio Services Division.)
- Cleveland, GA—Designated for hearing five mutually exclusive applications for new FM station on channel 270A (101.9 mhz) at Cleveland. (MM Docket 88-423, by Order [DA 88-1288] adopted Aug. 17 by chief, Audio Services Division.)
- Whitley City, KY—Designated for hearing mutually exclusive applications of Country Roads Broadcasting Corp. and Tim Lavender for new FM station on channel 290A (105.9 mhz) at Whitley City. (MM Docket 88-424, by Order [DA 88-1296] adopted Aug. 17 by chief, Audio Services Division.)
- Dewitt, MI—Designated for hearing six mutually exclusive applications for new FM station on channel 243A (96.5 mhz) at Whitley. (MM Docket 88-425, by Order [DA 88-1290] adopted Aug. 17 by chief, Audio Services Division.)
- Spencer, OK—Designated for hearing applications of Lift Him Up Outreach Ministries Inc., Jackson Broadcasting Ltd. and University of Oklahoma for new FM station on channel 289A (105.7 mhz) at Spencer. (MM Docket 88-431 by Order [DA 88-1295] adopted Aug. 2 by chief, Audio Services Division.)
- Brookville, PA, and Punxsutawney, PA—Further information requested concerning statement of intent to apply for channel 288B1 (105.5 mhz) at Brookville, if allotted, submitted by Genas Broadcasting. Comments due Nov. 10, replies Dec. 12. (MM Docket 87-433 by Request for Supplemental Information [DA 88-1423] adopted Aug. 29 by Deputy chief, Policy and Rules Division.)
- Group W Cable, Westinghouse Broadcasting Cable Inc. v. Georgia Power Co.—On request of complainants, dismissed complaint concerning power company's pole attachment rates and terminated proceeding. (By Order [DA 88-1411] adopted Sept. 2 by Deputy chief, Enforcement Division, Common Carrier Bureau.)

ALJ Actions

By chief ALJ Thomas B. Fitzpatrick on dates shown:

- Winfield, AL (James Boyd Pate et al.). FM Proceeding—Designated ALJ Joseph Stirmer to preside in proceeding. Scheduled prehearing conference for Nov. 16 and hearing for Dec. 16. (By Order, Sept. 12; MM Docket 88-405.)
- Twentynine Palms, CA (Westwind Radio Company and Morongo Basin Broadcasting Corporation). FM Proceeding—Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for Nov. 3 and hearing for Dec. 6. (By Order, Sept. 2; MM Docket 88-394.)
- Springfield, FL (Randall R. Wahlberg, et al.). FM Proceeding—Designated ALJ John M. Frysiak to preside in proceeding. Scheduled prehearing conference for Nov. 14 and hearing for Dec. 14. (By Order, Sept. 12; MM Docket 88-395.)
- Clayton, GA (Screamer Mountain Radio and Richard T. Turner Jr.). FM Proceeding—Designated Deputy chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for Nov. 15 and hearing for Dec. 15. (By Order, Sept. 12; MM Docket 88-402.)
- Mableton, GA (Mableton Broadcasting Company Inc. et al.). FM Proceeding—Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for Dec. 13 and hearing for Feb. 21, 1989. (MM Docket 88-400.)
- Evansville, IN (Randolph Victor Bell et al.). FM Proceeding—Designated ALJ Edward Kuhlmann to preside in proceeding. Scheduled prehearing conference for Nov. 16 and hearing for Dec. 16. (By Order, Sept. 12; MM Docket 88-403.)

■ Humbolt, TN (Boyd Enterprises Inc. and George S. Flinn Jr.). FM Proceeding—Approved settlement agreement and dismissed with prejudice application of George S. Flinn Jr.; granted request by Boyd Enterprises to amend its application and resolved environmental issue in its favor and deleted divestment pledge with respect to standard broadcast station WHMT(AM) at Humbolt; conditionally granted Boyd's application for new FM station on channel 287A (105.3 mhz) at Humbolt, and terminated proceeding. (By MO&O, Sept. 13; MM Docket 88-353.)

■ Nolanville, TX (Oliver Kelley and Mary Ann Kelley, Joint Tenants with right of survivorship, et al.). FM Proceeding—Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for Nov. 15 and hearing for Dec. 15. (By Order, Sept. 12; MM Docket 88-401.)

■ Windsor, VA (J&C Broadcasting Company et al.). FM Proceeding—Designated ALJ Edward Luton to preside in proceeding. Scheduled prehearing conference for Nov. 14 and hearing for Dec. 14. (By Order, Sept. 12; MM Docket 88-399.)

By ALJ Joseph Chachkin on dates shown:

■ Fresno, CA (Carta Corporation et al.). FM Proceeding—Granted request by Carta Corporation and added issues against JMH Broadcasting to determine whether John Marshall Hooker, as 90% owner of licensee of KEAP(AM), has executed an unauthorized transfer of control or assignment of license of that station; whether Hooker has allowed control to pass to alien ownership; whether Hooker's representation to commission concerning KEAP constitutes lack of candor to commission; and whether under evidence resulting from these issues, JMH possesses requisite character qualifications to be commission licensee. (By MO&O, Sept. 9; MM Docket 88-21.)

■ Breen, CO. and Kirkland, NM (Daystar Radio [KLLV] and Frank Elwood and Wanda Jean Elwood [KCEM]). AM Proceeding—Granted request by Frank Elwood and Wanda Jean Elwood and dismissed their application for new AM station at Kirkland, NM; granted application of Daystar Radio for new AM station at Breen, CO; and terminated proceeding. (By MO&O, Sept. 8; MM Docket 88-248.)

■ Grand Rapids, MI (David K. Kuiper et al.). FM Proceeding—Dismissed with prejudice applications of David K. Kuiper and Stone Communications for failure to prosecute. (By Order, Sept. 7; MM Docket 88-362.)

■ Raleigh, NC (Rem Malloy Broadcasting et al.). FM Proceeding—Dismissed with prejudice applications of Raleigh FM Limited Partnership, FM Carolina Inc. and BCB Enterprises for failure to prosecute. (By Order, Sept. 7; MM Docket 88-306.)

■ Narragansett Pier, RI (Ocean Waves Broadcasting et al.). FM Proceeding—By separate orders, dismissed with prejudice applications of South County Broadcasting, John Correa, Molly A. Waltman, Cyndie Ann Rakovan and South Shore Broadcasting Inc. for failure to prosecute; and granted request by Wiltshire Broadcasting Co. and dismissed its application with prejudice. (By Orders, Sept. 7; MM Docket 88-344.)

■ Richmond, VA (Weyburn Broadcasting Limited Partnership et al.). FM Proceeding—Approved joint request for partial settlement agreements between James River Communications Corporation and Richmond Educational Media Foundation Inc., and between James River Communications Corporation and Richmond Christian Radio Inc., and dismissed with prejudice applications of Richmond Educational Media Foundation and Richmond Christian Radio. (By MO&O, Sept. 7; MM Docket 87-352.)

By ALJ John M. Frysiak on dates shown:

■ Flagstaff, AZ (Julia S. Zozaya et al.). FM Proceeding—Dismissed with prejudice application of BCD Broadcasting Co. for failure to prosecute. (By Order, Sept. 6; MM Docket 88-275.)

■ Woodlake, CA (Skyride Unlimited, California Limited Partnership et al.). FM Proceeding—Approved settlement agreements and dismissed with prejudice applications of Skyride Unlimited, California Limited Partnership; KIKJ Company; Andrea Lendaris Vorakis; N. Richard Miller, Trustee; Sequoia Broadcasting Inc., and Torres Broadcasting, Limited Partnership; granted request by Q Prime Inc. to amend its application by substituting Ionosphere Broadcasting Corporation Limited Partnership; granted application of Ionosphere Broadcasting for new FM station on channel 281B (104.1 mhz) at Woodlake; and terminated proceeding. (By MO&O, Sept. 9; MM Docket 87-430.)

■ Klamath Falls, OR (Sunshine Television Inc.). TV Proceeding—Granted request by Sunshine Television and amended its application and granted Sunshine's request for summary decision and resolved air hazard issue in its favor; granted application of Sunshine Television for new UHF television station on channel 31 at Klamath Falls, and terminated proceeding. (By summary decision, FCC 88D-30, Sept. 12; MM Docket 86-441.)

By ALJ Joseph P. Gonzalez on dates shown:

■ Sumter, SC (Tantamount Communications Inc. et al.). TV Proceeding—By separate orders, granted request for summary decision by C. Fred McLaughlin and resolved air hazard issue in his favor; approved joint request for settlement agreement and dismissed with prejudice applications of Tantamount Communications and channel 63, Limited Partnership; granted application of C. Fred McLaughlin for new UHF commercial television station on channel 63 at Sumter, and terminated proceeding. (By MO&O's, Sept. 12 and Sept. 14; MM Docket 87-210.)

By ALJ Edward J. Kuhlmann on dates shown:

■ Montgomery, AL (George Henry Clay et al.). FM Proceeding—Granted request by Lighthouse FM Limited Partnership and dismissed its application with prejudice. (By MO&O, Sept. 7; MM Docket 87-567.)

■ Newberry, FL (P. Scott Miller, Marvin H. Halberstein, Donald E. Rice et al.). FM Proceeding—Dismissed with prejudice application of Bama Broadcasting Company for failure to prosecute; granted requests by P. Scott Miller, Marvin H. Halberstein, Donald E. Rice and Clarence T. Barinowski and dismissed their applications with prejudice. (By MO&O, Sept. 12; MM Docket 88-303.)

■ Port Huron, MI (Port Huron Family Radio Inc. and L&K Broadcasting Inc.). FM Proceeding—Resolved financial qualifications issue in Port Huron Family Radio's favor and granted its application for new FM station on channel 272A (102.3 mhz) at Port Huron; denied application of L&K Broadcasting after finding it unqualified to be commission licensee because it falsely claimed to have had reasonable assurance of an antenna site. (By ID, FCC 88D-29, Sept. 9; MM Docket 86-438.)

By ALJ Edward Luton on dates shown:

■ Aiea, HI (Tropic-air Ltd. et al.). FM Proceeding—By separate orders: 1) granted request by Charles R. Crawford and enlarged issues against Tropic-Air Ltd. to determine facts and circumstances surrounding Tropic-Air's selection of its presently designated antenna site; to determine whether Tropic-Air's transmitter site is available to it, and to determine, in light of evidence adduced, whether Tropic-Air is basically qualified to be commission licensee, and 2) granted, in part, request by Tropic-Air to enlarge issues against Charles R. Crawford to determine whether antenna site specified by Crawford is available to him. (By MO&O and by Order, Sept. 7; MM Docket 88-210.)

■ Bryan, TX (Silent Minority Group Inc. et al.). TV Proceeding—Granted request by Clear Channel Communications Inc. and dismissed with prejudice application of Central Texas Broadcasting Co. for failure to prosecute. (By Order, Sept. 13; MM Docket 88-290.)

By ALJ Walter C. Miller on dates shown:

■ Dekalb, IL (Tana S. Knetsch et al.). FM Proceeding—By separate orders, granted request by Nelson Enterprises Inc. and dismissed its application with prejudice; dismissed with prejudice applications of M&M Broadcasting, Peggy Jo Martis and Hometown Communications Inc. for failure to prosecute. (By Order, Sept. 6, and by MO&O, Sept. 7; MM Docket 88-360.)

■ Des Moines, IA (Ronald Sorenson et al.). FM Proceeding—By separate orders, granted requests for summary decisions by Santee Broadcasting Inc., Chuckay Corporation and Ronald Sorenson and resolved air hazard issues in their favor; and approved settlement agreement between Midwest Radio Inc. and Chuckay Corporation and dismissed with prejudice application of Chuckay Corporation; granted second request for summary decision by Ronald Sorenson and resolved alien-control issue in his favor. (By MO&O's, Sept. 13 and Sept. 15; MM Docket 88-238.)

By ALJ Richard L. Sippel on date shown:

■ Bridgewater, VA (Dean-Thomas Communications et al.). FM Proceeding—Granted request by Dean-Thomas Communications and added issues against College Town Radio Limited Partnership to determine whether it is financially qualified; whether it misrepresented or lacked candor in certifying to commission that it was financially qualified to construct and operate; whether it ever obtained necessary reasonable assurance of financing for construction and operations as required by commission; to determine under evidence adduced on these added issues whether College Town is qualified to receive commission permit; to determine whether E. Warren Denten Jr. and/or John E. Dettra Jr. is an undisclosed real party-in-interest in College Town and, if so, whether it is qualified to become commission licensee; and to determine whether College Town misrepresented or was lacking in candor in its proposal to commission in its application Form 301 which failed to disclose that Denton and/or Dettra was real party-in-interest and, if so, whether College Town is qualified to become commission licensee. (By MO&O, Sept. 6) (MM Docket 88-113.)

By ALJ Joseph Stirmer on date shown:

■ Sedona, AZ (Morris Courtright Jr., Phyllis J. Courtright

et al.). FM Proceeding—Granted request by Michael D. Mahaffey and dismissed his application with prejudice. (By Order, Sept. 9; MM Docket 88-335).

Allocations

■ Geneva, AL, Freeport, FL, and Southport, FL—Effective Oct. 31, amended FM table by substituting channel 229C2 (93.7 mhz) for channel 228A (93.5 mhz) at Geneva, AL, and conditionally modifying license of WRJM-FM, Geneva, to specify operation on C2 channel; dismissed

requests of Gary Randall Billingsley and Paul H. Reynolds to allot channel 229A to Freeport, FL, and by Southport Broadcasting Company to allot channel 229A to Southport, FL. (MM Docket 87-375 by R&O [DA 88-1383] adopted Aug. 23 by deputy chief, Policy and Rules Division, Common Carrier Bureau.)

■ Glenwood Springs, CO—Effective Nov. 3, amended FM table by substituting channel 256C2 (99.1 mhz) for channel 224A (92.7 mhz) at Glenwood Springs and modifying license for KMTS-FM to specify new channel. (MM Docket 87-174 by MO&O [DA 88-1425] adopted Aug. 19 by chief, Policy and Rules Division, Mass Media Bureau.)

■ Tallahassee, Port St. Joe and Panama City Beach, all Florida—Effective Oct. 31, amended TV table by allotting UHF channel 24 to Tallahassee as its third local commercial

television channel; denied request by Tallahassee-27 Limited Partnership to allot channel 24 to Port St. Joe. and dismissed as moot a counterproposal by G. Weaver Corporation to allot channel 24 to Panama City Beach. (MM Docket 87-114 by R&O [DA 88-1375] adopted Aug. 24 by deputy chief, Policy and Rules Division.)

■ Jesup, GA, and Swainsboro, GA—Effective Nov. 3, amended FM table by substituting channel 252C1 (98.3 mhz) for channel 252A at Jesup and modifying license for WZKS(FM) to specify new channel, and substituted channel 251A (98.1 mhz) for channel 252A at Swainsboro and modified license for WGKS(FM) to specify new channel. (MM Docket 87-607 by R&O [DA 88-1382] adopted Aug. 23 by deputy chief, Policy and Rules Division.)

■ Valdosta, GA—At request of Multi-Media Broadcasting Inc., proposed substituting channel 244C2 (96.7 mhz) for channel 244A at Valdosta and modifying license for WZLS(FM) to specify higher-powered channel. Comments due Nov. 14, replies Nov. 29. (MM Docket 88-436 by NPRM [DA 88-1369] adopted Aug. 18 by deputy chief, Policy and Rules Division.)

■ Lihue, HI—Effective Oct. 31, amended FM table by substituting channel 228C1 (93.5 mhz) for channel 228A, and conditionally modifying license of KQNG-FM at Lihue, to specify operation on C1 channel. (MM Docket 87-487 by R&O [DA 88-1373] adopted Aug. 24 by deputy chief, Policy and Rules Division.)

■ Harold, KY—At request of Inter-Mountain Broadcasting Co., proposed allotting channel 285A (104.9 mhz) to Harold as its first local FM service. Comments due Nov. 14, replies Nov. 29. (MM Docket 88-437 by NPRM [DA 88-1368] adopted Aug. 18 by deputy chief, Policy and Rules Division.)

■ Valley Station, KY—Effective Oct. 31, amended FM table by allotting channel 290A (105.9 mhz) to Valley Station as its first FM service. Filing window opens Nov. 1, closes Dec. 1. (MM Docket 87-614 by R&O [DA 88-1374] adopted Aug. 24 by deputy chief, Policy and Rules Division.)

■ Howland, ME—Effective Oct. 31, amended FM table by allotting channel 280A (103.9 mhz) to Howland as its first FM service. Filing window opens Nov. 1, closes Dec. 1. (MM Docket 88-27 by R&O [DA 88-1384] adopted Aug. 23 by deputy chief, Policy and Rules Division.)

■ Iron River, MI, and Kingsford, MI—Effective Nov. 3, substituted channel 256C2 (99.1 mhz) for channel 257A (99.3 mhz) at Iron River and modified license for WIKB-FM to specify new channel, and substituted channel 251A (98.1 mhz) for channel 255A (98.9 mhz) at Kingsford and modified permit of Edward and Alice Slater to specify channel 251A. (MM Docket 87-592 by R&O [DA 88-1389] adopted Aug. 29 by deputy chief, Policy and Rules Division.)

■ Red Wing, MN, and Chippewa Falls, WI—Effective Nov. 3, substituted channel 290C2 (105.9 mhz) for channel 288A (105.5 mhz) at Red Wing and modified license for KWNG(FM) to specify new channel, and denied petition by Bushland Radio Specialties proposing substitution of Channel 291C2 (106.1 mhz) for channel 288A at Chippewa Falls. (MM Docket 87-310 by R&O [DA 88-1391] adopted Aug. 29 by deputy chief, Policy and Rules Division.)

■ Brookfield, MO—At request of Dwight Carver, proposed substituting channel 245C2 (96.9 mhz) for channel 249A (97.7 mhz) at Brookfield and modifying license for KZBK to specify new channel. Comments due Nov. 14, replies Nov. 29. (MM Docket 88-435 by NPRM [DA 88-1370] adopted Aug. 18 by deputy chief, Policy and Rules Division.)

■ Crockett, TX—Effective Nov. 3, substituted channel 228C2 (93.5 mhz) for channel 228A at Crockett and modified license for KBHT(FM) to specify higher-powered channel. (MM Docket 87-383 by R&O [DA-1424] adopted Aug. 30 by deputy chief, Policy and Rules Division.)

■ Franklin, TX—At request of Franklin Community Radio Co., proposed allotting channel 297A (107.3 mhz) to Franklin as its first local FM service. Comments due Nov. 14, replies Nov. 29. (MM Docket 88-453 by NPRM [DA 88-1377] adopted Aug. 24 by deputy chief, Policy and Rules Division.)

■ Wenatchee, WA—Effective Oct. 31, amended FM table by substituting channel 285C2 (104.9 mhz) for channel 285A, and conditionally modifying license of KYJR(FM) at Wenatchee to specify operation on C2 channel. (MM Docket 87-325 by R&O [DA 88-1372] adopted Aug. 24 by deputy chief, Policy and Rules Division.)

■ Mosinee and Shawano, WI—Effective Nov. 3, allotted channel 234C (94.7 mhz) to Mosinee as its first local FM service. Filing window opens Nov. 4, closes Dec. 5. (MM Docket 87-400 by R&O [DA 88-1390] adopted Aug. 29 by deputy chief, Policy and Rules Division.)

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

RADIO

HELP WANTED MANAGEMENT

Sales manager trainee: Will train bright young person who is now a top biller to be successful sales manager. Small market group owner. Contact Lew Latto, WAKX, Duluth, MN 55802. 218-727-7271. EOE.

General manager needed for KKLZ-TV, Las Vegas' leading Classic Rock station. Must be product driven, sales oriented, community involved and able to manage an outstandingly talented staff. Mail resume, management philosophy and salary requirements to Terry McRight, President, Medina Broadcast Group, S. 5106 Palouse Hwy., Spokane, WA 99223. EOE, M/F.

Experienced sales manager needed in coastal Florida for 100,000 watt FM country. Station has successfully programmed same format for twenty years. We are stable and you must be too. Former sales manager here for many years. New sales manager must be energetic, innovative, motivator, capable in street sales and a leader. Send resume to Bo Bowman, WPAP, Caller Box 2288, Panama City, FL 32402. EOE.

Major broadcast group seeks general sales manager for highly rated Texas FM in top 10 market. Candidates should be strong leaders with superior recruiting, training, and motivating skills. Medium or major market sales management experience required. EOE. Apply in confidence: Box M-41

GM for super Wisconsin combo, Class B FM and full AM. Recently purchased with super potential. Successful applicant will have a proven track record with strong references. Send complete details to Box M-52. EOE.

Business manager for Puget Sound, Washington radio station. Must have five years experience as controller of all accounting functions. An accounting degree is a plus. EOE. Reply in confidence with name and salary history to Box M-54.

General manager/sales manager/trainees needed. Must be strong in street sales, hardworking, eager to move up in a 12 station chain. Call Pat Demaree, 501-521-5566. EOE.

Marketing director: Mississippi's number one stations, WJDX/WMSI have an opening for a marketing director with promotion and research skills. Experience and creativity a must. This is a position for a self-starter with lots of room to grow Great market, good company. Send letter, resume, and references to Kenny Windham, General Manager, WJDX/WMSI, P.O. Box 31999, Jackson, MS 39206. All replies confidential. An equal opportunity employer.

Investors looking: Seeking proven, top quality radio GMS and/or properties for acquisition, substantial management equity, incentives assured. Box L-46.

Sales manager for FM station in small rated New Jersey market; eventual move to GM slot. Strong management and sales skills a must. Excellent compensation package. Box M-68 EOE

Contemporary Christian radio station needs a creative, experienced promotion director with marketing background. Can you generate excitement, interest, loyalty? We're a New York market station. If you're the live wire we need, tell us why. Write Box M-71. EOE.

HELP WANTED SALES

Earn to the max! Hot, new radio-related sales concept built on Say No theme needs high-energy reps in several markets. Are you a proven advertising deal closer? Worth double commission plus bonus? No relocation. Work with solid company. Tell us about you. Mr. Ellin, Box 71223, Marietta, GA 30007. EOE.

Radio sales background required to service top clients. Knowledge of barter business a plus. Great opportunity and top salary with major media firm. Send resume and salary history to Donnelly Media, 1440 Empire Central, Suite 350, Dallas, TX 75247. EOE.

Nation's 29th Hispanic market growing fast with only two Spanish radio stations. Have openings for two AEs with direct sales experience. Spanish not required. Call Steve McGavren, KAFY, Bakersfield, 805-324-4411. EOE.

Salesperson for leading AM/FM combo in growing small market near Atlanta. Guarantee/commission. Lots of opportunity if you act now. Resume to Al Charles, WKEU, Box 997, Griffin, GA 30224. EOE

Aggressive salesperson wanted for AM/FM combo in growing north central Illinois market. Established list. If you are experienced, great! If not, you can learn from us. Send resume to J. McCullough, WLPO/WAJK, PO Box 215, La-Salle, IL 61301. EOE.

Olympia Broadcasting, Wanted: This top rated broadcasting company continues to expand and seeks experienced account executives that want to enhance their broadcast careers. Please send resumes to VP/Director of Sales. Address: 605 First Avenue, Suite #510, Seattle, WA 98104. EOE.

A person who can sell radio broadcast time in a quality market with emphasis on SELL. Person will get backlog of accounts active on the station. If you can help the "boss" with some internal management, this will be a great PLUS! Tell me all about it, with complete details, to: General Manager, P.O. Box 145, Seneca, SC 29679...EOE.

\$61,510.21 was what this list paid in commissions the last twelve months. WGMD in Rehoboth Beach, Delaware needs a mature, successful salesperson for this list. We believe this list can produce and pay much more. We're looking for someone who agrees with us. 302-856-9027. EOE.

Rapidly growing NYC talk station needs quality salesperson, with strong retail background. Excellent opportunity to make serious \$\$\$. Must be aggressive, hard-working, with strong, conceptual orientation. Call Bob Stevens 212-586-5700. EOE.

North central Kansas' best Country has an excellent opportunity for an experienced, self motivated sales professional. Resume: KYEZ - FM Sales, P.O. Box 80, Salinas, KS. 67402-0080. EOE.

Bemidji, MN AM/FM combo - 5kw AM, 100kw FM - Experienced salesperson needed NOW! Growing group offers advancement opportunities. Send resume to Harry Hastings, KKBj Radio, Box 1360, Bemidji, MN 56601. EOE.

HELP WANTED ANNOUNCERS

Announcer...with a good voice and the ability to read well needed for 100,000 watt Class C FM station in a GREAT area to live. Entry-level person considered...Reply with audition tape (we'll return) to: General Manager, P.O. Box 145, Seneca, SC 29679. EOE.

Morning announcer/Operations manager for growing small market AM/FM. Minimum 3 years commercial radio experience. Good starting salary and benefits. Tape & resume to: WKEU, Box 997, Griffin, GA 30224. EOE.

HELP WANTED TECHNICAL

Experienced engineer...needs understanding of all broadcast related engineering. Located in beautiful Marysville, CA. Send resumes to Mr. Leary, K100 FM & AM, P.O. Box 631, Marysville, CA 95901..Excellent starting salary plus benefits.

Maintenance technician for 5KWAM and CATV operation. General radiotelephone required. Knowledge of transmitters, studios, CATV headend equipment necessary. Southeastern PA. Good pay, vacation, benefits. Box M-49. EOE.

Chief broadcast engineer. Florida Class C facility, heavy maintenance experience required, minimum three years experience. EOE. Send resume and salary history to Box M-61.

Engineer/right-hand person needed by AM/FM combination. Must be able to service equipment and take care of some internal management of stations. Present engineer/right-hand man retiring after nearly 40 years of service. Tell me why we should hire you for this 100,000 watt FM in a great area to live. Major university within eight miles. Please send it ALL to me. General Manager, P.O. Box 145, Seneca, SC 29679 ..EOE.

CE/Engineers/Trainees needed. Twelve stations, Arkansas, Oklahoma, Missouri. Call Pat Demaree 501-521-5566. EOE.

Technical operations director - WFUV-FM, Fordham University's 50,000 watt, CPB-qualified public radio station in New York City, seeks broadcast engineer to oversee broadcast and production operations and train and supervise technical and production staff. Applicants should have appropriate college degree, three years professional experience in public broadcasting operations and/or production and appropriate FCC license. Experience working with students and volunteers is helpful. Reply by October 20 to Dr. Ralph M. Jennings, General Manager, WFUV, Fordham University, Bronx, NY 10458. AA/EOE.

Broadcast technologist, public radio. Operate/maintain FM broadcast transmitter, digital/analog studio equipment. Appropriate licensure and High School diploma, four years experience in broadcast equipment maintenance, design, operation or construction required. State salary range: \$17,685-\$29,044. Anticipated hiring range \$20,000-\$21,500. Resume to: Central Employment, 4th Floor Stadium, University of Florida, Gainesville, FL 32611 by 10/10/88. Must refer to ID No. 22394. EEO/AEE.

'BUSH' Alaska, assistant chief engineer for full service 10-kw NDU, AM radio station and modern, full service, TV station. KYUK AM/TV is currently looking for that special motivated person with at least 2 years radio/TV maintenance experience and who can trouble shoot to component level. This is a hands-on position with primary duties of being in charge of the radio station. Applicant must have valid FCC license or SBE certification. Other duties could include servicing Ikegami and Sony cameras, Sony 1-inch, BVU 800 and type 5000 VCR's. General knowledge of video and audio systems within a TV station helpful but not necessary. A willingness to learn new systems, a desire to succeed, and the ability to interface with like-minded professionals is required. This position is an excellent opportunity for future advancement into management. Salary range \$25,950-\$30,000 plus excellent fringe benefits. Closing date for applications is Oct. 7, 1988. Send resume and cover letter to Brad Humelsine, KYUK AM/TV, Pouch 468, Bethel, AK 99559. Bethel Broadcasting, Inc., is an AA/EO Employer.

HELP WANTED NEWS

Area radio news leader seeks experienced anchor/reporter. T&R to WTRC, Curt Alexander, Elkhart, IN 46515. EOE, M/F.

Regional FM, local AM seeks news director to supervise three person department and cover a beat. New facility, good pay, growing chain. Send tape and resume to Pat Locatlain, Manager, WPAC/WSLB, Box 239, Ogdensburg, NY 13669 or call 315-393-1100.

Experienced reporter - anchor for four person news dept. in Elkhart, IN. High rated AM/FM 24 hrs. Good pay and benefits. Strong news director/trainer. Station operated on Biblical principles. EOE. Send resume/tape. Contact Marv Boone, WCMR/WFRN, Box 307, Elkhart, IN 46515.

New station in Virginia Beach looking for staff, on-air, sales, news, all staff positions. Tapes and resumes to: P.O. Box 9272, Virginia Beach, VA 23450. EOE.

Washington's largest independent radio news service accepting applications for future openings. Tape, resume, salary requirements--no calls--to Berns Bureau, 148 G St., SW, Washington, DC 20024. EOE.

News person for northern NJ AC-AM & AOR-FM. Strong writing and on-air skills. AFTRA. EOE. Tape and resume to Joe Garlito, WMTR/WDHA-FM, Box 1250, Morristown, NJ 07960.

WTOP NewsRadio 15 seeks versatile team-player with reporter/editor/anchor skills. Send tape, writing samples, resume and references to Holland Cooke, Operations Manager, WTOP, 4646 - 40th Street, NW, Washington, D.C. 20016. No calls. Outlet Broadcasting is an equal opportunity employer. M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Midwest AM/FM, AC/Country is looking for a program director to take charge of two well-established, well-run radio stations. We want someone who works well with people and who will bring out the best of everyone they work with. We want someone who is creative and open to new ideas and promotions. Send resume, references, and salary requirements with first letter. EOE. Box M-32.

Continuity - WJON/WWJO wants experienced, creative, organized copy/production person. Must have top people skills, deal creatively with clients, work under pressure, produce spec spots that sell. Excellent salary/benefits. Send resume, tape, scripts to Jack Hansen, WJON/WWJO, Box 220, St. Cloud, MN 56302. EOE.

Caribbean calling. New 1-kw FM permit, needs manager-engineer to head up operation from the start. Possible profit-sharing and equity. We're also in need of 1kw transmitter and complete studio to be installed on our beautiful Caribbean Island. Reply Box M-74. EOE.

SITUATIONS WANTED MANAGEMENT

Good news! I've got the solution for your slumping AM or non-competitive Class A FM! Tested and proven format. Comes complete with developer/programer-sales-management. Call Mike 318—474-0554.

Currently employed general manager, street fighter, good administrator. gets the job done at a profit! Box M-34.

GM or GSM. Currently employed (GSM) looking for Texas management opportunity. Radio veteran with major/medium market experience. Strong in sales and bottom-line oriented. 512—663-2892

Down and out in the East? Make \$ with great programing and good street wise sales programs. Call Don Karnes 717—321-9035

Experienced professional GM/GSM seeks new challenge. Motivator, trainer, bottom line oriented. Proven billing, rating performance. Box M-59

Major market veteran SM, GSM, seeks medium/metro GM slot. Excellent references. 12588-A Kendall Drive, #521, Miami, FL 33186.

GM, small - medium market, 12+ years radio, strong sales trainer. Track record of doubling sales first year, increased profits every year. Excellent references. Box M-60

General manager. Creative. Aggressive. Bottom line/Sales oriented. Wants rapport with major broadcasters or experienced investors. PO Box 15343, Fort Lauderdale, FL 33318-5343

General manager with 20 years experience in small market radio. Strong in sales. Available immediately. Box 446, Seymour, TX 76380.

Experienced GM with proven track record ready to accept a new challenge. Box M-65.

Advertising & promotion. Media marketing professional (print/radio/video/special events) seeks challenge in competitive market. Call Wilson: 714—776-2340.

SITUATIONS WANTED SALES

AM in the red? - Get into the black. Tried and true methods. Knock on door - make sales. Call Clark Jones 615—373-2108

Sales, announcing, copy, production combo! Experienced small market professional. Morning or afternoon drive plus sales. Box M-69

SITUATIONS WANTED ANNOUNCERS

Versatile announcer with 4 years experience in news, sports, and production. Broadcasting graduate. Dave - 303—278-0106

Attention New York! Hire a teacher next summer! School board will reimburse any station within NY State up to \$1000! Have license and experience. Box M-70

SITUATIONS WANTED NEWS

Knowledgeable sportscaster seeking entry level position. Recent grad with radio/TV PBP, videotape editing and scriptwriting experience. Will relocate and accept related positions. Jeff Frank, 2958 Judith Drive, Bellmore, NY 11710. 516—826-4240

News/sports anchor: Three years experience, seeking anchor position. Experienced in news and sports in major markets plus PBP in five major sports. Ready to relocate. Call Jeff 301—299-9402

Loyal hungry news hound. Award winning news director/anchor/reporter with 5 years experience seeks medium-major market ASAP. My station was sold. 904—726-1560. After 5:30 ET, 904—637-0726.

Sports PBP pro. NBA & major college basketball, 12 years experience, seeks free lance schedule. 217—789-1530, Suite 1903

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Experienced, professional producer/air personality. Solid communicator, production skills, good knowledge of 'classic rock.' Master's degree; radio, university-level teaching credentials. Affordable, ready to relocate. Dave Baxter 513—423-7304.

PowerMix - Jerry "DJ" Strothers - Digital production, excellent community involvement, promotions, CNN NewsHound. 412—244-8872.

For bright, practical sound ideas in programing - not exotic alternatives, call Denny at 912—265-2819.

CONSULTANTS

If you want to increase your revenue without raising rates; if you want to learn how to schedule commercials for maximum return; if you want to take advantage of all your station's sales opportunities, if you need advice on how to hire, manage, and compensate your local sales staff and national rep, contact Dick Perry at Perry Media, Inc., 517—548-1040, 2418 E. Grand River, Howell, MI 48843. Quick service.

MISCELLANEOUS

Good news for country music stations! Make money on Sunday morning with our tested, proven audience winning show. It'll make your day! Call Mike Mitchell, collect 318—474-0554.

Radio series available: Warm family comedy-drama. 72 first-run half-hour episodes, ideal for non-commercial stations. Willow Crossing, 299 West St., White Plains, NY 10605. 914—949-2137.

Troubled AM - Need programing to generate sales? Need sales to make bucks? Call Thomas Hall 213—969-8559.

The news you thought had to be generated by 20 person local staff - to you by satellite...Now. BRN, the bottom line in programing. Call Deborah Bowles, 1-800—873-3344.

TELEVISION

HELP WANTED MANAGEMENT

Television director of marketing and promotion needed for central Texas NBC affiliate. Prefer candidate with management experience and working understanding of market research. EOE, M/F. Box M-31.

Director of promotion and special projects for WICS-TV, NBC affiliate in Springfield, Illinois (ADI #74). Candidates must have commercial TV experience, excellent production and creative skills plus proven writing ability. Position also demands excellent organizational and planning background. Call or write Jack Connors, VP/GM, WICS-TV, 2680 East Cook, Springfield, IL 217—753-5635. EOE.

General sales manager - KAAL-TV, Austin-Rochester-Mason City market seeks experienced sales leader. Local sales background required, responsible for total sales effort. Outstanding growth opportunity with salary, bonus and full benefits. Send resume and salary requirements to Clark Cipra, General Manager, KAAL-TV, Box 577, Austin, MN 55912. EOE.

Membership development manager: Join our progressive team in a challenging career opportunity in a major public television market. WPBT's marketing division seeks a membership development manager to oversee telemarketing, direct mail, member relations and production of membership activities. Degree in communication or marketing. Three years related experience with demonstrated success. Excellent benefits and salary. Sunny south Florida awaits you. Send resume to: Director of Administrative Services, WPBT/TV2, P.O. Box 2, Miami, FL 33261-0002. Equal opportunity employer. M/F/H.

National sales manager: Jacksonville, Florida. Aggressive, hard-working with independent sales background. Ability to motivate people, excellent organizational skills. Travel necessary. Management experience helpful. Call Lynn Mortimer, General Sales Manager, WNFT-TV 47 at 904—725-4700. EOE.

Local sales manager: Jacksonville, Florida. Television station needs experienced individual to manage department. Independent sales background necessary. Call Lynn Mortimer, General Sales Manager at 904—725-4700. EOE.

Director of public relations to develop and implement corporate public and community relations strategies for two public television and radio stations in state capital region. Requires degree in English, journalism, or related field, plus at least three years experience managing a public relations department, including direct responsibility for staff supervision and budget preparation/administration. Minimum of five years experience in public relations field with experience in public broadcasting or other related not-for-profit organization desirable. Send resume and cover letter: Manager of Human Resources, WMHT, Box 17, Schenectady, NY 12301. EOE.

HELP WANTED SALES

Account executive. St. Louis network affiliate seeking seasoned account executive. EOE. Send resume. Box M-7.

Join our other 50K+ salespeople at our well respected, results producing Midwest Independent. Candidate must understand the Independent sell and send a resume to prove it. Box M-25.

Account executive for expanding Midwest ABC affiliate. We are seeking experienced reps who know how to close. Minimum of two years local and agency experience required. Salary, commission, car allowance. Send resume to Emery McCullough, GSM, WSIL-TV, 21 West Poplar, Harrisburg, IL 62946. EOE.

Sales account executive for an aggressive independent TV station in a strong market. Work where creative ideas and initiative are rewarded and individual sales methods are supported. The right candidate must be aggressive, creative and knowledgeable. Send resume to: Tom Forst, WHCT-TV18, 18 Garden St., Hartford, CT 06105. EOE.

Growth company seeks highly motivated, experienced TV sales representative to sell proven marketing systems to TV stations. Draw against commission. Earning potential 60K+. Resumes to: Michele Roberts, Broadcast Resource Group, 210 25th Ave. N., Suite 818, Nashville, TN 37203.

High motivated, experienced UHF independent TV sales. Great potential in a community oriented station. #80 market. Send resume and picture to Mrs. Benms, Box 4285, Cleveland, TN 37320. EOE.

HELP WANTED TECHNICAL

Chief engineer for Christian (TBN) TV station. FCC general license, UHF transmitter experience required. Minimum 2 years chief or assistant chief. Salary and benefits competitive. Send resume to C.K. Thompson, VP & Station Manager, WTBY-TV, Box 534, Fishkill, NY 12524. Tel 914—896-4610. EOE applicants encouraged.

Maintenance engineer for Christian (TBN) TV station. Minimum 2 years experience. Component level knowledge of Helical & quad VTR's, cameras, switchers, CCU's. UHF transmitter experience and FCC license helpful. Salary and benefits competitive. Send resume to C.K. Thompson, VP & Station Manager, WTBY-TV, Box 534, Fishkill, NY 12524. Tel 914—896-4610. EOE applicants encouraged.

Florida indy seeks experienced TX/studio engineer. Harris UHF, Sony 1", Betacart, G.V. ADO, Chyron, FCC general and/or SBE cert. Benefits, 401/K. Group owned. Resume to WAWV-TV, Chief Engineer, P.O. Box 17900, Jacksonville, FL 32216. EOE.

Chief engineer for VHF network affiliate in mid-Michigan. Must have 5 years experience, 3 of which were in supervisory role. General class FCC license required. SBE certification and VHF transmitter maintenance experience preferred. Send resume and salary requirements to WILX-TV, Attn: Steven Hillman, P.O. Box 30380, Lansing, MI 48909. WILX-TV is an equal opportunity employer.

Broadcast maintenance engineer needed for television and translator maintenance with a progressive Midwest CBS affiliate. Position allows much freedom for the individual to institute and oversee system maintenance. Excellent benefits and working conditions. Salary commensurate with experience. EOE. Box M-50.

WAGA in Atlanta is seeking a broadcast maintenance engineer with at least five years of experience in the installation, maintenance and repair of state-of-the-art videotape production equipment with particular emphasis on videotape recorder maintenance (Ampex VPR-2B, VPR-3, VPR-80, Sony Betacart and Beta SP). Proven engineering ability, initiative and hard work are essentials in this position. Generous salary and benefits, plus opportunities for career advancement are available. Send resume and salary requirements to John Dolive, WAGA, 1551 Briarcliff Rd., NE, Atlanta, GA 30306. EOE.

TV maintenance engineer, 4-5 years experience with strong digital background and edit suite maintenance. Contact George Murray, Trinity Broadcasting 714—665-2147. EOE.

Chief engineer - Northeast growing VHF - team player. Organization skills essential. Prefer hands-on experience, knowledgeable in digital technology. Excellent benefit package. EOE. Box M-63.

TV maintenance technician - Self-starter with two years maintenance experience. Duties will include 1", Beta, D-2, transmitter and camera servicing as well as maintenance and operation of our satellite truck. Call Marty Peshka, Maintenance Supervisor, 203—784-8888 or send resume to: WTNH, 8 Elm St., New Haven, CT 06510. An EOE.

KEYT Television. Permanent fulltime position available in engineering operations. Must have experience for master control: TCR, 1" and 2" machines and on-air switcher. Light equipment maintenance a plus. Looking for assertive type who works well with others. Hours may vary. Full company benefits. Salary DOE. Send resume to Charles Goode at P.O. Drawer X, Santa Barbara, CA 93102; no phone calls, please. KEYT is an EEO employer.

TV engineer—Responsible for the installation, operation and maintenance of a state-wide TVRO satellite based network and the University's state-of-the-art broadcast quality equipment. Minimum requirements: 2 year degree in electronics or related field and 2 years experience in satellite TVRO operation, maintenance and installation. Equal combination of education and experience may compensate for stated qualifications. For full consideration, submit resume by October 14, 1988 to: Marshall E. Allen, Director, Educational Television Services, Telecommunications Center, Stillwater, OK 74078-0585. OSU is an affirmative action/equal opportunity employer. Successful applicant must comply with IRCA.

South Carolina Educational TV Network is looking for experienced and qualified technical personnel to provide technical support for the production of Educational TV programs for state-wide and national distribution. Employees will have a rare opportunity to participate in the move to a new \$18,000,000 production center next year. Many benefits including health, life, LTD and dental insurance; three weeks annual leave plus 12 state holidays, and on premises Day Care Center. Positions available include: **TECHNICAL PROJECT MANAGER** to assist in the planning, design, and implementation of TV and radio engineering projects. Extensive experience in and knowledge of: transmitters, microwaves, antennas, and satellite systems; studios, recording, editing, video and pulse distribution systems; and accepted technical standards. Degree in engineering and four years related experience. Salary range \$25,364 to \$38,046. Two positions available. **TECHNICIAN IN CHARGE** to plan, design, and manage technical support for assigned TV productions. Responsible for assuring highest technical quality standards are maintained through all steps of projects, from initial stages to final completion, and assures efficient use of technical staff and facilities. Thorough knowledge of NTSC, EIA, SMPTE, FCC, and PBS TV standards. Extensive knowledge of and experience in TV studio, remote, and post production techniques including multi-track and stereo audio. Associate degree in electronics and 4 years related experience two of which must be in a supervisory position or an equivalent combination. Salary range \$19,274 to \$28,911. Two positions available. **ASSISTANT MAINTENANCE SUPERVISOR** to assist in the management of the TV maintenance department. Leads a team of maintenance technicians, assigning and supervising work in assigned areas. Thorough knowledge of the operation and maintenance of complex TV and stereo audio equipment including Quad, type C, Betacam SP, U-matic, Beta and VHS video recorders, studio and portable camera systems, production and routing switching equipment, digital effects systems, and monitoring and test equipment. BS in EE and four years related experience two of which must be in a supervisory position or an equivalent combination. Salary range \$23,449 to \$35,173. Two positions available. Address all inquiries to: South Carolina Educational TV Commission, Personnel Department, Post Office Drawer L, Columbia, SC 29250. Telephone 803—737-3457. EEO.

Television maintenance engineer: KPTM-TV 42 is currently accepting applications for an experienced broadcast maintenance engineer. Prefer three years of experience in maintenance of broadcast studio/transmitter. Seeking top-notch individual for our state-of-the-art facility. Send resume to: Chief Engineer, KPTM-TV 42, 4625 Farnham St., Omaha, NE 68132. Equal opportunity employer, M/F/H.

TV broadcast maintenance engineer: Must have FCC General Class license and at least three years experience in TV studio equipment maintenance. Should be familiar with cameras, 1 inch videotape, and 3/4 inch ENG equipment. Some transmitter and microwave experience a plus. Submit resume and salary requirements to: James Brodsky, KSBY-TV, 467 Hill St., San Luis Obispo, CA 93449. EOE.

KGTV, San Diego is seeking an on-line editor. Minimum of 2 years experience on 41M Editor. GVG 200/300 switcher, NEC System 10 DVE, Dubner Paint System, and Ampex 1" VTR or equivalent experience is required. Send resumes to: KGTV, P.O. Box 85347, San Diego, CA 92138. Attn: Ron Jennings. Equal opportunity employer. M/F.

HELP WANTED NEWS

Kiplinger Fellowships. Broadcast journalists with three or more years fulltime experience are invited to apply to Kiplinger Midcareer Program in Public Affairs Reporting at Ohio State University. Yearlong program, beginning Sept. 20, 1989, leads to master's degree. Fellows produce news documentaries for air. Reporting trip to Washington included. The ten appointed receive full tuition plus monthly living stipends. Selection is competitive. Write or call Prof. John Wicklein, Director, Kiplinger Program, School of Journalism, OSU, 242 West 18th Ave., Columbus, OH 43210. 614—292-2607; 292-6291.

Co-anchor/producer: ABC affiliate, South Bend, Indiana market, needs strong, mature, authoritative co-anchor for Monday - Friday newscasts. Two years anchoring and one year producing experience essential. Send resume and non-returnable tape to Morrie Goodman, News Director, WSJV-TV, P.O. Box 1646, Elkhart, IN 46515. EOE.

Reporter with live ability for independent in market of 650,000. Send tape to ND, WFMZ-TV, East Rock Rd., Allentown, PA 18103. Absolutely no calls. EOE.

Co-anchor/reporter: Midwest NBC affiliate needs creative, upbeat talent to join male anchor weeknights 6 and 10. Resume and aircheck to Jack Keefe, WICD-TV, Box 3750, Champaign, IL 61821. EOE, M/F.

Feature reporter for exciting recreational mecca! Send non-returnable VHS samples. No goldfish-swallowers or alligator-wrestlers, please. P.O. Box 227607, Tampa, FL 33622-2607. EOE.

TV news producer: Top 50 CBS affiliate seeks hard working news junkie with good writing and production skills. Excellent opportunity with growing news team. Immediate opening. Resumes and salary history to: H. Broome, WBMG TV, 2075 Golden Crest Dr., Birmingham, AL 35209. EOE.

Anchor—Midwest ABC affiliate looking for strong anchor/producer, with reporting background and exceptional writing skills. If you can talk to people, and not at a camera, you're the person. Send resume and tape to Dennis Horton, News Director, WREX-TV, P.O. Box 530, Rockford, IL 61105. EOE, M/F.

News director: Top 50 market - highly motivated, aggressive, competitive individual with strong leadership and organizational skills. Ability to organize and staff a 45 person news department. Send detailed resume of experience and salary requirements. Please reply in confidence to Box M-62.

Director: For top twenty Midwest market, primarily to direct fast paced newscasts. Also needs to be experienced in switching. 3 years directing. Send resume to Box M-64.

Wanted: High-powered anchor ready to settle down and dominate the market. Minimum 5 years anchoring experience required. Salary negotiable. Tape and resume to Dick Larsen, KBCI-TV, 1007 Jefferson, Boise, ID 83707. EOE.

Photographer/editor. Need a team player who loves photography and seeks a career as a photojournalist. What we have to offer is good equipment, opportunity for travel, creative freedom, and a chance to live in the most beautiful countryside in the world. Send tape and resume to Pat Murphy, Chief Photographer, KTUU-TV, P.O. Box 2880, Anchorage, AK 99510. Phone calls accepted. EOE.

News operations coordinator. Leading ABC-TV affiliate. Coordinator will supervise photographic and technical operations, assist news director, news and engineering liaison, schedule and plan projects, budgets. Photography, editing, satellite and microwave coordination experience required. Management experience preferred. Excellent salary and benefits. Send resume to WSOC-TV, Bobbie Slaughter, P.O. Box 34665, Charlotte, NC 28234. Equal opportunity employer.

Reporter: Top rated CBS affiliate looking for general assignment reporter. Experience required. We're a good shop in a good news town. Tape and resume to Gary Hanson, WKBN-TV, Youngstown, OH 44501. EOE.

Top 20 Midwest Independent seeks anchor/reporter/producer for nightly update newscasts. Must have proven reporting/editing/writing/administrative skills. Minimum 2 years experience. Send resume and tape to: R West, KDNL-TV, 1215 Cole St., St. Louis, MO 63106. An equal opportunity employer.

Assistant sports director - Creative writer, reporter for weekday features/weekend sports anchoring. Looking for a communicator, not a screamer. Send tape and resume to David Cassidy, KOTV, P.O. Box 6, Tulsa, OK 74101. Application finalists will be required to furnish evidence of employment authorization and identification. EOE, M/F. A Belo Broadcasting Corporation.

Television weatherman and/or woman wanted immediately. Send tape & resume to P.O. Box 2220, Florence, AL 35630. EOE.

News director to carry on award-winning growth at WWMT, the CBS affiliate serving West Michigan. Journalistic ability, leadership and management experience required. Write Station Manager, WWMT, 590 West Maple St., Kalamazoo, MI 49008. An equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Editors: Expanding Christian organization seeks persons with 3-5 years 1" computer editing skills. Grass Valley editors and switchers. Chyron IV and super scribe with eclipse, experience preferred. Send tape and resume to Morris Cerullo World Evangelism, c/o Ossie Mills, P.O. Box 700, San Diego, CA 92138, 619-277-2200. EOE.

Video editor needed for promos and special projects. Must be bilingual (Spanish/English) and able to operate Convergence ECS 204 editor with NEC system 10 DVE Grass Valley 100 switcher and Chyron RGU2. Send resume, references and tape to Personnel, KVEA Channel 52, 1139 Grand Central Ave., Glendale, CA 91201. No rookies, please. Benefits. EOE.

Graphic artist - small market Mid-Atlantic TV station needs graphic artist to operate 3-D Picturemaker (Cubicomp/Ampex). No beginners, please. Experience with ADO/ESS a plus. Send resume Box M-39. EOE, M/F.

Creative supervisor: To write and produce television commercials at ABC affiliate, South Bend, Indiana market. Must have previous professional experience. Send tape, resume and salary requirements to Operations Manager, WSJV-TV, P.O. Box 1646, Elkhart, IN 46515. EOE.

KMPH-TV 26, one of America's premier independent stations, is now accepting applications for an aggressive and creative promotion director. Must be experienced in budgeting, supervising department personnel, print and radio advertising and creating on-air promotion campaigns. Requires working knowledge of video production. Independent station experience a plus. Send resume and tapes to: LeBon G. Abercrombie, Vice President/General Manager, KMPH-TV 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 9/30/88. An EOE. M/F/H.

Field producer/writer - Write television documentaries, commercials, marketing videos and print materials. Minimum five years experience required in news or PM format. Some national and international travel. Send tape and resume to: Craig Roberts, Gulf Creative Productions, P.O. Box 6399, Clearwater, FL 34618-6399. EOE.

1" editor: Need experienced editor with 3-5 years of 1" computer editing skills. Grass Valley editor & switcher, ADO. Good people skills a must. Send resume to Dixieland Productions, Inc., 3440 Oakcliff Rd., Suite 106, Atlanta, GA 30340. 404—458-1168. EOE.

Promotion manager with creative expertise to build a winner! Send non-returnable VHS demo. P.O. Box 22607, Tampa, FL 33622-2607. EOE.

Program manager: Network affiliate, leading station in fast-growing, top 40 market, seeks experienced individual to program station. Duties include research, scheduling, network contact, department management. Demonstrated expertise in first-run and off-network syndication a must. Send resume to Paul Quinn, WRAL-TV, Box 12,000, Raleigh, NC 27605. EEO, M/F.

Field producer/writer - write television documentaries, commercials, marketing videos and print materials. Minimum five years experience required in news or PM format. Some national and international travel. Send tape and resume to: Craig Roberts, Gulf Creative Productions, P.O. Box 6399, Clearwater, FL 33618-6399. EOE.

Videographer/editor for America's highest rated PM Magazine. Requires high proficiency at shooting and editing 3/4" tape. Also must demonstrate effective use of lighting, music, and special video effects on feature stories. No beginners. Tape and resume to: Lou Green, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

Paintbox/graphics operator: Major market post-production facility seeks experienced Paintbox operator to supplement graphics department. 1-2 years experience required. Hairy experience a plus. Ability to work with clients a must. Send resume and reel to: Personnel, P.O. Box 451, Lathrup Village, MI 48076. EOE.

Senior graphic artist: Top 10 ABC affiliate in Washington, DC seeks creative senior designer for award winning design department. Responsibilities include: daily production of news graphics and operation of Still Store, Aurora and Chyron equipment. Also, responsible for on-air graphic and typographic needs of other departments. Working knowledge of animation and video post-production techniques helpful - i.e., switchers, ADO, etc. Position also demands a thorough understanding on print and an excellent use of typography. Must be a strong concept person with unlimited energy. Send tape/samples with resume to: Bob Helsley, Design Manager, WJLA-TV, 4461 Connecticut Ave., NW, Washington, DC 20008. EO employer.

Top Phila. post production facility with 5 suites, tops in equipment & staff needs hands-on CE. Experience with editing systems (CMX, Paltex E), film to tape color correction systems, Sony 1100A/2000/BVW-40, HL-79EA, ADO, Chyron IV's, Paint Box, and PC based systems desired. Must be knowledgeable in digital and TV technology. Excellent salary/benefits pkg. Contact Dave Culver, GM, 215—568-4134. EOE.

Commercial production assistant: Seeking a highly creative, experienced person to assist in the production of local commercials. Must have knowledge of EFP equipment, copywriting, audio and editing 3/4" videotape. Send resume and demo reel to: Commercial Production Supervisor, US Cablevision, Corner of Middlebush Rd. & Old Route 9, Wappingers Falls, NY 12590. We are an equal opportunity employer.

Computer editor needed ASAP to operate full blown state-of-the-art interformat suite for busy and growing production facility in Chicago. Must be creative with 3 years experience. Submit resume to Box M-73.

Videotape editor. Full service post-production company seeks fulltime post editor. CMX 3600, ADO, A-62, VPR-3. Computer graphics experience helpful. Resume to: Scene Three, 1813 Eighth Ave. South, Nashville, TN 37203. Attn: Mike Arnold. 615—385-2820. EOE.

Talk/variety director: We are looking for a director to handle all production aspects of this top-rated, "Hour" type show. Must be able to handle crew scheduling, remote planning and execution, and be a real leader to the production team. Experience in doing this type of talk/variety show is a must. If you are ready for a challenge that also has lots of rewards. Send resumes to Box M-64.

Senior graphic artist: Top 10 ABC affiliate in Washington, DC. seeks creative senior designer for award winning design department. Responsibilities include: Daily production of news graphics and operation of Still Store, Aurora and Chyron equipment. Also, responsible for on-air graphic and and typographic needs of other departments. Working knowledge of animation and video post-production techniques helpful - i.e., switchers, ADO, etc. Position also demands a thorough understanding of print and an excellent use of typography. Must be a strong concept person with unlimited energy. Send tape/samples with resume to: Bob Helsley, Design Manager, WJLA-TV, 4461 Connecticut Ave., NW, Washington, DC 20008. EO employer.

SITUATIONS WANTED MANAGEMENT

General manager: Seasoned veteran with small, medium and large market background is interested in taking on new challenge. Proven track record, top industry references and bottom line know-how. Box M-35

General manager: Professional credentials. Outstanding track record. Producer of spectacular ratings, sales, profits, prestige; market-values. Also, group supervisor, outside director; troubleshooter/turnaround specialist. Compensation based on performance. Box M-66.

General sales manager available. . . . professional. . . innovative. . . aggressive. . . goal-oriented. . . motivated. . . self-starter. . . extensive experience with group-owned stations in local sales/sales management and on-job experience with national at both rep/station level. . . knowledgeable with all areas of station operations. . . currently employed--but unchallenged--attending TvB. Write Box M-67.

SITUATIONS WANTED TECHNICAL

Engineer, seeking fresh opportunity. Eleven years experience. Construction, maintenance. Audio/video/high power RF/microwave. Supervisory experience. Call Jim 703-434-5926.

Technical EIC/video engineer: 15 years experience including major television network and nationwide mobile production facilities. FCC license/SBE senior television certified. For resume and information: 412-264-4756

SITUATIONS WANTED NEWS

Meteorologist loves weather! AMS seal. 10 years TV. Accurate, personable, award winner. Seeks final destination Northeast. Size unimportant. 415-381-4320.

Photojournalist/editor with ten years experience seeks position on magazine show, investigative unit, or special projects. Call Bobby 512-697-0092

News director, 3 yrs. experience, many more in all areas of news. Dedicated contributor to station's health. Box M-40

11-year pro available. Award-winning enthusiastic team player sports reporter/anchor/producer who's guaranteed to inject life into your sports department! Rob Allan 716-689-3766

Mexico-Latin America. Award winning journalist, foreign correspondent 25 years Latin American coverage Mexico-Buenos Aires (Los Angeles Times - CBS News). Investigative reporter, producer (documentaries), consultant, expert on Latin America. Top references. Action packed resume on request. Available any assignment. FYI, radically changing Mexico entering phase two 1910 Revolution. Increasing consensus (Latin America) becoming most important country (area) to US foreign policy after Soviet Union. Personalized television news coverage at cut expense. Full bureau facilities available. Any/all production, correspondent, fully equipped network qualified camera crews, situationer updating interviews, time saving itineraries scheduled, full political spectrum sources provided, contacts, translations, post-production, satellite feeds, shipping. George Natanson, Apdo. Postal 229-A, Centro Civico, Cd. Satellite, Edo. de Mexico 053100. 905-398-9807. 905-397-3309

Pittsburgh Police - are kicking Jerry Strothers out of town after his recent report on speed traps. Strothers seeks broadcast operation that will utilize his digital production and award-winning promotion skills. CNN NewsHound, copywriter, energetic reporter. 412-244-8872

Meteorologist with experience, enthusiasm and credibility. Compare: BS meteorology. Twentyfour years of weather experience. Two years on live weekly local cable access program. Top graduate of broadcasting school. I'm anxious to add credence and personality to your news. Call Don 617-275-3608

Award winning creative editor seeks new challenges. Experienced in commercials, promos, TV shows and documentaries. Short or long term projects. All formats of film and tape. Jeff 212-752-3348

Experienced news manager. Strong administrative and journalistic skills. Seeking outstanding opportunity to offer significant talent and experience to the right team. Excellent references. Tony Windsor, 904-893-7798

Attention Chicago media! Recent college graduate ready to help you maintain your position in the market. Light on experience but heavy on ambition. Call me before your competition does. Kathryn Rogat 216-921-3353.

MISCELLANEOUS

Primo People has the answers to your questions. News Directors and talent...find out what we can do for you...call Steve Porricelli or Fred Landau at 203-637-3653 or send a tape and resume to Box 116, Old Greenwich, CT 06870-0116.

Seeking a partner to invest in a TV station in Puerto Rico. Write to Box M-36.

Exciting career opportunities! Television, radio, corporate communications. All fields/levels/regions. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603. EOE.

Bill Slater and Associates offers talent coaching for the individual anchor and reporter. Also help with your audition tape. Call 312-328-3660.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Instructor/assistant professor (tenure track) Mass Communication beginning 9-1-89. Teach variety of undergraduate courses in radio/TV production, communication law, news/editorial. Masters, experience required; Ph.D. preferred. Send letter, vitae, transcripts to Dr. Patricia Jefferson, University of Indianapolis, 1400 E. Hanna Avenue, Indianapolis, IN 46227.

Colonial School District located in Plymouth Meeting, PA, a suburb of Philadelphia, is looking for an individual to supervise television operations and teach high school student TV production. Must be certified to teach in the state of Pennsylvania. The position is a tenured 12 month position. Starting salary \$37,000-\$40,000. Deadline for application September 30. Resumes to 230 Flourtown Rd., Plymouth Meeting, PA 19462. EOE.

HELP WANTED MANAGEMENT

Entry level position with talent representative available for ambitious self starter with extensive knowledge of sports and familiarity with television broadcasting. Send resume to: 421 Seventh Avenue, Suite 1410, New York, NY 10001. EOE.

HELP WANTED TECHNICAL

Customer service representative Detail oriented self-starter needed for a career with software vendor for the broadcasting industry. Will be responsible for software installation, planning and client training. Involves extensive travel in the US and Canada. Broadcast experience required. Enterprise Traffic System knowledge preferred. Competitive compensation package. Send resume and salary history to: Personnel Dept., Enterprise Systems Group, Inc., 2790 N. Academy Blvd., Suite 210, Colorado Springs, CO 80917. EOE.

EMPLOYMENT SERVICES

Airlines now hiring. Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1-805-687-6000 Ext. A-7833.

Be on TV. Many needed for commercials. Casting info. 1-805-687-6000 Ext. TV-7833.

Airline jobs \$12,000 - \$100,000/yr. Flight attendants; most other positions. Job info/listings. 1-515-683-4000 Ext. BY-7833.

Hiring! Government jobs - your area. Many immediate openings without waiting list or test. \$15,000 - \$68,000. Call 602-838-8885 Ext. 8435.

BUSINESS OPPORTUNITIES

Space available Charleston SC market. Attention: LPTV, FM, Microwave - Interested in leasing space on our proposed 800 ft. tower? Try competitive rates, excellent location, super facilities. If you're ready to issue letter of intent call today. 803-546-2337.

Small business administration sealed bid sale. Invitation to bid for complete Class A FM radio station package including RF and studio. Obtain a bidding form and complete list of equipment along with a statement of terms and conditions by October 14, 1988, from the Omaha District Office of the U.S. Small Business Administration, 11145 Mill Valley Rd., Omaha, NE 68154, or telephone 402-221-3626. James C. Johnson.

MISCELLANEOUS

Frank Sinatra records. Especially Mutual Broadcasting three record album from April 18, 1988. Zenter, 7970 Orion Path, Liverpool, NY 13090.

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.

Continental 20KW FM transmitter wanted. Contact Larry Blakeney, WBBM-FM, Taylorsville, MS 601-729-8100.

News set -- Don't trash it yet. If it won't suit your second news, it might suit my first news. David Sparks 602-526-2232.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856

FM transmitters **Harris FM25K (1983), AEL 25KG (1977), **Harris FM20H3 (1976), RCA BTF20E1 (1983) **Harris FM10H3 (1974), RCA BTF10D (1968), CCA 30000DS (1968) **Transcom Corp. 215-884-0888. Telex 910-240-3856.

AM transmitters **CCA AM 10,000D (1970), Collins 820E (1978) **Gates BC-5P (1962) **Harris MW1A (1970), Harris BC-1H1, CSI T1A (1981), Bauer 707 (1970), Collins 20V3 (1968), **McMartin BA 25K (1981), **Transcom Corp. 215-884-0888, Telex 910-240-3856.

50KW AM **CCA AM 50,000D (1976), excellent condition. **Transcom Corp. 215-884-0888. Telex 910-240-3856.

FM antennas. CP antennas, excellent price quick delivery. from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

RCA UHF TV transmitter: Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen or Dirk Freeman. 303-665-8000.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding 214-422-5487.

Broadcast quality videotape - 1", 3/4" professionally evaluated guaranteed, introductory prices: 1" 60 min. - \$28.00 KCA60 - \$8.50 KCA/KCS20 - \$4.50. Quantity discounts. Call today -VSI 1-800-346-4669.

AM trans. 6 - 50KWs, 8 - 10KWs, 11 - 5KWs & 10 - 1KWs. FM trans. 2 - 40KWs, 1 - 27 1/2 KW, 9 - 20KWs, 6 - 10KWs, 7 - 5KWs, 1 - 3KW, 16 - 1KWs, & 1 - 250watt. All units in stock - All inst. books - All removed from on air service. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967. 214-630-3600. Ask for Rob Malany, Director of Sales.

Scientific Atlanta C-band uplink transmitter. Redundant 300W HPAs with accessories. Price \$125,000.00. For more information call: 713-473-5585 and ask for Ron Brown.

UHF TV transmitter: Comark CTT-U-25MX single 60KW Klystron water cooled. Contact Keith Townsden, KADN-TV, 318-237-1500.

BCS = BroadCast Store, for all your RF, video, and audio equipment needs. Harris BTU-55U 55kw UHF low band \$275,000. 3 yrs old. Comark C-60 60kw midband UHF \$290,000. 3 1/2 yrs old; Sony BVW-30 BetaCam w/Fuji 14:1 Berrm \$23,000, 350 hrs; Sony BVW-40 \$21,000, Sony BVU-850 \$10,600; Ampex VPR-80. \$18,500. Much more in our large showroom located in Burbank, CA. Come see us in New York. SMPTE Booth 1376. Call for our latest catalog. 818-845-7000.

CARS 12GHz microwave: Collins MVR-12v system includes: battery power system and 6' transmit dish. \$8,000; OBO. Contact Skip Moretti, DOE. 408-264-6565.

Laird Film MPLXR: Mod. 5050 w/ND filter, spectrum slide, EIKI 16mm proj. and Hitachi FP 50S camera. \$3,950; OBO. Contact Skip Moretti, DOE. 408-264-6565.

Television production inventory. Ikegami SC-500 Studio Pac. \$15,800. Laird Telemedia Character Generator, model 1500. \$3,700. Intergroup 10 and 20 channel production switchers: 9420E, \$14,500; 9310E, \$7,500. Ikegami 14" color monitor TM14-9RHC. \$2,600. Satellite teleconferencing electronics. Excellent quality and condition. Additional items available. 313-522-2385.

Sony BVW-75s available for immediate delivery. Several Chyron VP-2s. NEC 1" VTRs as low as \$8,900. Each. Sony BVW-25s as low as \$8,500. JVC KY-310 cameras complete with studio PACs and CCUs. Pinnacle Still Store. Quanta 500/2000 Paint system. Plus much, much more. Call Media Concepts 919-977-3600 or FAX 919-977-7298.

For sale - Ikegami HL-95B w/Fuji 14x9 lens. O'Conner 50 tripod system - \$28,950. Sony BVW-25. \$7000. Sony PVM 8020 monitor \$450.00. Sennheiser ME 80 w/ Gitzo fishpole \$400.00. Lowell Omni 3 light kit \$550. Everything one year old. Excellent condition. Video On The Go. 15222 Stradbrook Drive, Houston, TX 77062. 713-480-9724.

C-band transportable uplink, Compact 42, fully redundant. 50KW generator, tractor, 2 degree compliant antenna, excellent condition. Contact Ben Miller, Trinity Broadcasting, 714-665-2145.

Magnet assemblies (2), Varian VA-1592B for high band UHF transmitter. Call 815-964-4191.

UHF TV transmitter: Comark CTT-U-25MX single 60KW Klystron water cooled. Contact Keith Townsden, KADN-TV, 318-237-1500

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$6.49. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

RADIO Help Wanted Management

GENERAL MANAGER

Small west Texas market station is looking for general manager to operate a progressive station. Seeking a general manager with a proven track record to lead, manage and improve ad sales in this market.

Progressive and productive individuals with a minimum of five years successful business and operational experience, along with aggressive ad sales management experience in small market radio only need apply.

Interested candidates would send resume, with salary history and references to Box M-45. Equal opportunity employer.

AGGRESSIVE GROUP MANAGER

needed for one of America's leading quality Christian radio groups with 25 years of service. Currently in 5 major markets with immediate plans for significant expansion. Must be strong advance planner with reputation for follow-through. Must have established management and marketing background. Must be fast, smart and aggressive, highly motivated and proven leader. Must be ready to take responsibility and know what to do with it. Must have excellent character and broadcast references and must be interested in maintaining our record of integrity and quality in commercial Christian broadcasting. We are still looking for just the right person. Are you this person?

Send complete information to:

Rich Bott
Bott Broadcasting Company
10841 E. 28th Street
Independence, MO 64052
EOE

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

Help Wanted Announcers

MORNING DRIVE ACE

Northern New England's #1 rock station has a rare opening for our top rated morning show. We're looking for a morning drive pro who's worked with a team, able to write and produce humorous bits (Carson/Letterman style), and who has **strong production skills**.

We're heavy into promotions, so a winning attitude is essential. You'll be working with another established on-air pro, so the ability to adapt is a must. **ROCK 101** has the tools you need to win, if you've got the talent. Are you the one who can knock this market dead? Send tape & resume right away, this position won't last!! **ATTN: Jon Erdahl, ROCK 101/WGIR-FM, PO Box 101, Manchester, NH 03105. NO CALLS PLEASE. EOE.**



Miscellaneous

**We obtain Radio
Construction Permits
the old fashioned way...
we buy them!**

Cash for C.P.'s write:
RadioActive Group
314 Ivy Place, 100 Wolf Road
Lebanon, NH 03766

TELEVISION

Situations Wanted Management

Former VP General Manager, and COO now available. Affiliates or Independents, GM, GSM, NSM, Group Level and Rep experience. Will consider all positions and locations. Call Wade Griffith, 901-664-1600 days or 901-668-6630 evenings.

Help Wanted Programing Production & Others

**LOOKING FOR THE BEST CREATIVE/ON-AIR
PROMOTION DIRECTOR IN AMERICA**
RESPONSIBILITIES INCLUDE:

Program Promotion
Two Break Through
Promotional Campaigns
Three Graphic ID's

**IF YOU HAVE A STRONG CREATIVE VISION AND
WANT TO BE PART OF A GREAT TEAM, PLEASE
SUBMIT 3/4" TAPE AND RESUME TO:**

VH-1
1775 Broadway, 10th Floor, New York, NY 10019
Attention: Creative/On-Air Promotion Director
PEOPLE SKILLS A TOP PRIORITY.
NO CALLS, PLEASE
**VH-1-WINNER OF 9 AWARDS AT THE 1988 BDA
CONVENTION**

Help Wanted Programing Production & Others Continued

PROGRAM DIRECTOR KMSP-TV

KMSP-TV, Minneapolis-St. Paul, needs a program director with a strong knowledge of movies, off network program, who is innovative and has a good working relationship with syndicators to work for one of the nation's top independents. Please send resume to:

Stuart Swartz
KMSP-TV
6975 York Avenue South
Minneapolis, MN 55435
EOE

FREELANCE STUDIO DIRECTOR

**Is there too
much control in
your Control Room?
Bored with the
same old direction?**

If you're in the rut of the daily news grind or other unchanging production routine, this major cable TV network has opportunity matched to your desire for change.

Our variety of programs and distinctive formats give ample latitude for creativity and the application of your 2-3 years control room experience. To qualify, you should have strong visual sense, knowledge of graphics and frame composition plus familiarity with lighting.

If you're interested in new and varied challenge, please send resume and reel, preferably with Director track to:

Scott Fishman
1775 Broadway
10th Floor
New York, NY 10019
(No Phone Calls, Please)
An equal opportunity employer

PRODUCTION MANAGER

KSBW-TV, an NBC affiliate in Salinas, CA is seeking a Production Manager. The individual we are looking for must have a hands-on technical background, creative talents, and strong people skills. To apply for this position, please send a resume and demo reel to:

General Manager
KSBW-TV
238 John Street
Salinas, CA 93901



TV NEWS ASSIGNMENT MANAGER



KCNC-TV Denver

Innovative, competitive Top 20 O&O seeks News Assignment Manager with proven track record as aggressive journalist, energetic motivator, and superior organizer. Management-level position on news staff of 100+.

No phone calls. Letter and resume to Joyce Puttmann, Personnel Manager, KCNC-TV, Box 5012, Denver, Colorado 80217. EOE-M/F.

Colorado's News Channel

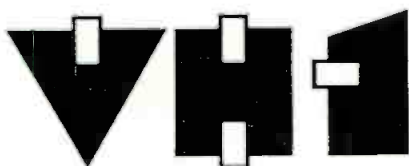
ON-AIR PERSONALITY

VH-1, is looking for an intelligent, energetic and versatile on-air personality.

Candidates should have extensive writing and on-air skills, a keen sense of irony, wit and humor, with an ability to perceive and editorialize on current national trends.

A strong, commanding presence is essential. An entertainment flair is preferred.

Send VIDEO CASSETTE TAPES (3/4" and 1/2") and RESUMES only (no phone calls, please), to: Executive Producer, VH-1/Video Hits One, 1775 Broadway, 10th Floor, New York, NY 10019. An equal opportunity employer.



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AM	CENTRAL FLA.	\$50K DN.	\$450,000
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FM	NEW, N. FLA. CASH		\$495,000

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FOR SALE

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Box M-57

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Box M-72

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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted; Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

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Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, C.O.D., P.D., 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



Berger

Steve Berger, VP, radio operations, Nationwide Communications Inc. (NCI), Columbus, Ohio, named president. **Clark Pollock**, president, NCI, retires.

Stephen E. Hattrup, VP, treasurer, American Television & Communications Corp., Englewood,

Colo., named VP, operations, Rifkin & Associates Inc., Denver.

Thomas G. Baxter, VP, operations, Comcast Cable Communications Inc., Bala Cynwyd, Pa., named senior VP, operations. **Michael A. Doyle**, VP, Southeast region, Comcast Cable Communications Inc., Jupiter, Fla., named VP, Atlantic region, Bala Cynwyd.

Appointments at WCCF-TV New Orleans: **George Stantis**, consultant, Wilkin Consulting, Los Angeles, to VP, general manager; **Jim Pratt**, owner, Focus Teleproductions, New Orleans, to operations manager; **Stephanie DeFillo**, operations manager, WGNO-TV New Orleans, to traffic manager.

Jose C. Cancela, general manager, KWEX-TV San Antonio, named VP, general manager, WLTW-TV Miami.

Charles Bortnick, general manager, KKHT(FM) Houston, named VP, general manager, WHK(AM)-WMMS(FM) Cleveland.

Judith D. Currier, general manager, KLZE(FM) Los Altos, Calif., named general manager, KXDC(AM) Monterey, Calif.-KXDC-FM Carmel, Calif.

Bob Groothand, president and general manager, WEAR-TV Pensacola, Fla., named president and general manager, WOTV-TV Grand Rapids, Mich.

Ian Alexander, operations manager and chief engineer, WCZN(AM) Chester, Pa., elected VP.

Diane Beaty-Cargile, custom service manager, United Cable of Colorado, Denver, named general manager, United Cable Television of Santa Fe, N.M.

Michael Bauerfiend, marketing manager, Southwestern Cable TV, San Diego, named system manager, American Cablevision, Coronado, Calif.

Bill White, program director, WSTC(AM)-WJAZ(FM) Stamford, Conn., adds duties as operations director.

Don Hodges, general manager, KYRK-FM Las Vegas, named VP and general manager, WTJS(AM)-WTNV(FM) Jackson, Tenn.

Timothy D. Peck, general manager, Sun Country Cable Inc. systems serving Umatilla, Irrigon and Boardman, all Oregon, and

West Richland and Benson City, both Washington, appointed district manager, Sun Country Cable Inc.'s Columbia Basin Group. **Kathryn Wall**, marketing director, Mickelson Media, Santa Fe, N.M., named general manager, Sun Country Cable Inc. systems serving Belen and Los Lunas, N.M.

Marketing



Lizzo

Appointments at MMT Sales Inc., New York: **Charles Lizzo**, VP, director of national sales, to executive VP, MMT Sales Inc.; **Don Gorman**, VP, director of New York sales, to senior VP, support services; **Ted Van Erk**, VP, manager affiliate sales, to senior VP; **Murray**

Berkowitz, VP, manager independent sales, to senior VP; **Joe Gangone**, team manager, affiliate team "A," to VP, group manager, network affiliate sales; **Karen Schmidtke**, VP, regional group manager, Los Angeles, to VP, group manager, independent station sales; **Dave Donelson**, VP, director of sales, marketing division, to VP, group manager, network affiliate and independent station sales teams. **Ray Heacox**, team manager, independent team "A," New York, to VP, regional manager, Los Angeles.

Appointments at CBS Marketing, New York: **David Poltrack**, VP, marketing sales, to senior VP, planning and research; **Lyn Andrews**, VP and director, news sales, to VP, marketing development; **Bruce Thomas**, director, marketing, CBS Television network stations, to VP, marketing services; **Paul LaRocca**, director, marketing and promotion, MTV Networks, New York, named VP, merchandising and promotion. Appointments in CBS television network sales area, marketing division: **John Gray**, VP, daytime, late night and news sales, New York, to VP, West Coast sales,

Los Angeles; **Joseph Abruzzese**, VP, director, daytime, late night, children's and early morning sales, New York, to VP, daytime, late night and news sales; **John Brooks**, VP, marketing services, to VP, director, news sales; **Jack O'Sullivan**, account executive, to VP, director, daytime and late night sales.

Appointments at Backer Spielvogel Bates Inc., New York: **Doreen Fox**, senior VP, associate creative director; **Stephanie Pierson**, senior VP, associate creative director, and **Michael Lawlor**, VP, associate creative director, all named group creative directors. **Howard Benson**, VP, associate creative director, and **Helio Gonzales**, VP, associate creative director, named senior VP's, group creative directors.

Debra Brown-Christie, VP, management supervisor, Wunderman Worldwide, direct response advertising agency, New York, named senior VP. **Ann Hughes**, account executive, Lintas/Campbell-Ewald Co., New York, named senior VP, management supervisor, Wunderman Worldwide.

Bob Klein, VP, DDB Needham Worldwide, Chicago, named management representative. **Collen O'Sullivan**, account executive, DDB Needham, Chicago, named account supervisor.



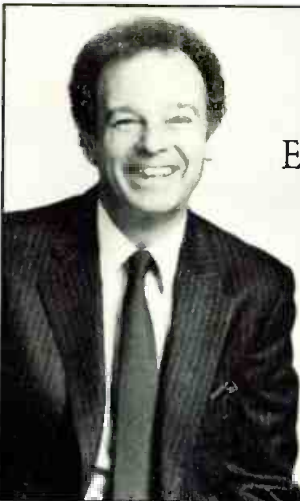
Hurwitz

Terry Hurwitz, account executive, Durpetti & Associates, New York, named VP, New York regional manager, Group W Radio Sales.

Chris Grindem, VP, marketing, Stone & Simons Advertising, Detroit, joins W.B. Doner & Co., Detroit, as VP, management

supervisor. **Jody Kaufman**, buyer, Bozell, Jacobs, Kenyon & Eckhardt, Detroit, named senior media negotiator, W.B. Doner & Co.

Maureen Daly, media supervisor, media entertainment department, AC&R/DHB & Bess



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Advertising Inc., New York, named VP, media.

Appointments at Ruhr/Paragon, advertising agency, Minneapolis: **Ron Sackett**, group creative director. Carmichael/Lynch, Minneapolis, to VP, creative director: **Dan Krumwiede**, group creative director. Carmichael/Lynch, Minneapolis, to VP, executive art director; **Doug Lew**, VP, creative director, to executive VP, creative director.

Lawrence Widrig, VP, central network sales, Chicago, joins A&E Cable Network as director, advertising sales Midwest, Chicago.

Jim MacDaniels, copywriter, WIHN(FM) Normal, Ill., named advertising and promotion director, WCCL(TV) New Orleans.

Leslie A. Spears, promotion director, KZBS(FM) Oklahoma City, named advertising and promotion director, KOMA(AM)-KRXX(FM) Oklahoma City.

Laurel McKenzie, acting controller, Giardini/Russell Inc., advertising agency, Watertown, Mass., named controller.

Jan Wade, marketing director, WKRN-TV Nashville, named marketing and program director.

Howard Gherman, Midwest regional manager, Birch/Scarborough, Chicago, named general sales manager, WMAD-AM-FM Sun Prairie, Wis. **Lisa Badini** and **Michelle Blanchard**, graduates, University of Wisconsin, Madison, and **Robin Valley**, account executive, Sunshine Publications, Madison, named account executives, WMAD-AM-FM.

Bob Cleary, general sales manager, WTTQ(TV) Birmingham, Ala., named general sales manager, WSYT(TV) Syracuse, N.Y.

Tom Wall, sales manager, WBTW(TV) Flor-

ence, S.C., named general sales manager, WTOK-TV Meridian, Miss.

LinaJean Armstrong, local sales manager, WFOX(FM) Gainesville, Ga., named general sales manager.

J. Marvin Sanders, account executive, KSHE(FM) Crestwood, Mo., named local sales manager.

Terri Hegel, account representative, WCIV(TV) Charleston, S.C., named local sales manager.

Tom Poole, account executive, WIS-TV Columbia, S.C., named local sales manager, WITN-TV Greenville, N.C.

Bob Epstein, account executive, WMBD-TV Peoria, Ill., named national sales manager.

Thomas M. Hohan, news producer and assignment editor, WDSU-TV New Orleans, named sales manager, TeleProductions Inc./Alligator Film OR Tape Productions Inc., New Orleans.

Bob Herron, general sales manager, WGHP-TV High Point, N.C., named Pensacola, Fla., regional sales manager, WALA-TV Mobile, Ala.

Thomas A. Rocco, New York sales manager, ABC Radio Networks, named manager, sales development, WNYW(TV) New York.

Kathryn Vanderveen, assistant director, publicity, Harmony Gold, production company, Los Angeles, named manager, marketing services.

Mary Smith, sales assistant, KCFX(FM) Harrisonville, Mo., named retail marketing director.

Rochelle Lucas, account executive, KDAY(AM) Santa Monica, Calif., named sales manager.

Lisa Coghlan, account executive, John Blair Communications, New York, named assistant sales manager, WABC-TV New York.

Norm Hankoff, general manager, KTHO-AM-FM South Lake Tahoe, Calif., named account executive, Post-Newsweek Cable TV Advertising, Santa Rosa, Calif.

Kim Holland, account executive, KFMD(FM) Pella, Iowa, named account executive, Radio Iowa News Network, Des Moines, Iowa.

Anne Weissman, regional media specialist, Malone Advertising, Dallas, named local account executive, WFAA-TV Dallas.

Paula Kutsko, account executive, The Arbitron Ratings Co., Dallas, named account executive, Republic Radio, Dallas.

Programming



Simon

David L. Simon, vice president, programming, Fox Television Stations Inc., will join Buena Vista Television Productions as vice president, programming, Europe. Based in London, he will be responsible for foreign production of Buena Vista television programs, including

number of domestic Buena Vista shows, such as *Win, Lose, or Draw*, that are being franchised abroad. Other franchise programs include *Hot Team Disney* and *The Disney Club*. Simon will also be developing co-venture deals with foreign companies for production and distribution of new first-run shows. Simon will report to James S. Bennett, senior vice president, Buena Vista Television Productions, which was spun off as separate division from Buena Vista Television two months ago. Simon said the development of programming among co-venture partners is "the wave of the present as well as the future," view that Buena Vista also holds, he added.

P. Thomas Van Schaick, VP, business analysis and financial controls, ABC Television Network and ABC Entertainment, New York, named VP, finance, ABC Entertainment.



Berman



Katz

Andrew Berman, director, international sales, foreign sales division, Syndicast International, Los Angeles, and **Jim Katz**, president, Jim Katz Productions, Los Angeles, form Triangle Entertainment International. Berman will serve as company's president, worldwide sales, and Katz will be president, productions and acquisitions. The firm is based in Los Angeles.

Jim Russell, senior VP and station director, noncommercial KTCA-TV St. Paul, Minn., named president, national production, Pacific Public Radio, Long Beach, Calif.



Wallace

William L. Wallace, director, business affairs, *WonderWorks*, public television's children's and family consortium, Pittsburgh, joins Black Entertainment Television, Washington, as VP of programming.



Anita L. Wallgren joins the Great American Broadcasting Co., Cincinnati, as vice president, corporate relations and administration. Wallgren moves from Washington, where she worked as principal staff adviser on mass media and intellectual property issues to Alfred C. Sikes, assistant secretary of commerce and director of the National Telecommunications and Information Administration (NTIA). She authored and directed various reports for NTIA, and also served as chairwoman of the legislation committee of the Federal Communications Bar Association for two years.

Appointments at ESPN Inc., Bristol, Conn.: **Rosa M. Gatti**, VP, communications, to senior VP, communications; **Loren E. Matthews**, VP, programming, to senior VP, programming; **Reginald R. Thomas**, VP, affiliate marketing, to senior VP, affiliate marketing. Appointments at ESPN Inc., New York: **John S. (Jack) Bonnani**, VP, advertising sales, to senior VP, advertising sales; **William P. Ketcham**, VP, programming, to senior VP, programming; **E. Roger Williams**, VP, affiliate marketing, to senior VP, affiliate marketing.

Stephanie Sills, producer, Carsey/Werner, Los Angeles, named director, comedy programming, A&E Cable Network, New York.

Martin Weinstein, Eastern regional director,

Nelson Entertainment, New York, named director, sales and marketing. Turner Home Entertainment, New York.

Appointments at Movietime Channel Inc., Hollywood: **Brad Fox**, national accounts manager. ESPN Inc., Bristol, Conn., to VP, national accounts; **Christopher Fager**, VP, general counsel. SMH Inc., Boston, to VP, legal and business affairs; **Ron Qurashi**, VP, marketing. Beam Laser Systems, Los Angeles, named director, marketing.

Maureen P. Domal, East Coast program administrator. ABC Entertainment, New York, named director, program administration. East Coast.

Tim McGowan, manager, research and syndication. Columbia Pictures Television, Los Angeles, named director, research. Republic Pictures' *On Trial*, Los Angeles.

Jerry Levin, senior marketing executive. The Baruch Television Group, Washington, named manager, Washington office. Raymond Horn Syndication.

Carol Rand, assistant to VP of programing. USA Network, New York, named manager, standards and practices. Financial News Network, New York.

Perry L. Kraus, free-lance writer-producer. Los Angeles, named director, on-going programing. Blair Entertainment, Los Angeles.

Martin L. Novom, development coordinator. The Lukas Foundation, Temple, N.H., named development manager. New Hampshire Public Radio, Concord, N.H.

Judy Reich, program director. KMIZ(TV) Columbia, Mo., named program director. KVBC(TV) Las Vegas.

Rob Lipshutz, director of programing. Pol-lack Media Group, named program director. KXFX(FM) Santa Rosa, Calif. **Greg Cavanaugh**, acting program director and midday announcer. KXFX(FM), named interim music director there.

David R. Williams II, free-lance musician. Santa Rosa, Calif., named program and music director. KEZDIAM Windsor, Calif.

Carol Noorigian, office manager. Glendale Studios, Glendale, Calif., named operations manager.

Steve Casey, midday personality and research director. KGRX(FM) Globe, Ariz., named program director. **Jeff Parets**, music director. KGRX(FM), adds duties as assistant program director.

Dave Michaels, assistant program director. KRTH-AM-FM Los Angeles, named program director. KIQQ(FM) Los Angeles.

Kevin Weatherly, music director. KMEL(FM) San Francisco, joins KITS-AM-FM Los Angeles as music director.

Bob Linden, program director. KIFM(FM) San Diego, named program director. KNUA(FM) Bremerton, Wash.

Georgia Bushman, assistant to the president. Praxis Media, Stamford, Conn., joins Corporate Video Center, Stamford, as account executive.

Chris Loewer, news director. WKBW-TV Buffalo, N.Y., named computer editor. Production Masters Inc., Pittsburgh.



Howard Monderer, vice president, law, NBC, Washington, will retire at the end of 1988, but will continue as a consultant. **Molly Pauker**, general attorney, will assume more responsibilities for NBC legal matters in Washington, working with Monderer. Said NBC President Robert C. Wright: "For more than three decades, Howard has been contributing significantly to the company's legal well-being. I'm delighted to know we'll still be able to draw upon Howard's experience, judgment and knowledge of the law."

News and Public Affairs

Marc Burstein, producer, weekend news. ABC News, Washington, named senior producer, weekend news. **Jim Slade**, reporter. Mutual Broadcasting System, Washington, joins ABC News, Washington, as space, science and technology reporter.

Clare Friedland, producer. *News 4 at 11*, WNBC-TV New York, named executive producer, news.

Appointments at CNN. *World Report*, Atlanta: **Henry Schuster**, producer. CNN special reports, to senior producer: **Brooke McDonald**, associate producer, to coordinating producer: **Siobhan Darrow**, staff member, international assignment desk, to producer: **Nicole Couture**, production assistant, to associate producer: **Lori Waffenschmidt**, newscaster-producer. *All Things Considered*, National Public Radio program. Washington, to writer: **Bill Travis**, editor. CNN special reports, to videotape editor. Appointments at CNN, Washington bureau: **Steven Springer**, assistant foreign editor. CNN, Atlanta, to supervising producer: **Jack Krost**, producer. Food Business Network, Washington, to writer-producer: **Daniel Silva**, bureau chief. UPI, Bahrain, to writer-producer: **Peter Tedeschi**, producer. *Noticiero Telemundo-CNN*, Atlanta, to writer-producer.

Bob Reichblum, director, daily news. WJLA-TV Washington, named interim news director.

Jack Frazier, broker. The Highgate Group, media service company, Atlanta, joins WGNX(TV) Atlanta as news director.

Molly Kretz, producer. 11 p.m. news. KREM-TV Spokane, Wash., named assignment edi-

tor.

Pieter Wykoff, political reporter, KWTX-TV Waco, Tex., joins Ohio Public Radio and Television, Columbus, Ohio, as statehouse correspondent.

Appointments at Florida Public Television, Tallahassee, Fla.: **Darwin Gamble**, reporter, KAIT-TV Jonesboro, Ark., to producer-reporter: **Jay Garant**, reporter. Nebraska Public Television, Lincoln, Neb., to producer-reporter: **Anthony Wilson**, anchor. *Crossroads*, syndicated radio newsmagazine produced by Toca Productions, Philadelphia, to producer-reporter.

Appointments at WKRC-TV Cincinnati: **Debra Silberstein**, weekend co-anchor. WDIV(TV) Detroit, to co-anchor, 5:30 p.m. and 11 p.m. news: **Jodi Baskerville**, weekend co-anchor and reporter. WLBT(TV) Jackson, Miss., to weekend co-anchor: **Tim Hedrick**, meteorologist. WHO-TV Des Moines, Iowa, to chief meteorologist: **Cammy Dierking**, sports reporter. KTVN(TV) Reno, to weekend sports anchor: **Andy Hignite**, news videographer, WLWT(TV) Cincinnati, to special projects videographer/producer.

Bob Carpenter, play-by-play commentator. USA Network, joins ESPN Inc., in same capacity. He is based in Tulsa, Okla.

Kim Setty, medical reporter. KWCH-TV Hutchinson, Kan., and **Kevin Nunn**, reporter-anchor. WIBW-TV Topeka, Kan., named co-anchors, *Eyewitness Noon News*. KWCH-TV.

Jodi Adler, anchor-producer. KMNY(AM) Pomona, Calif., named host. *Of Consuming Interest*, new consumer-oriented show produced at station.

Kevin Kerrigan, reporter. Greycom International and Jamaica Television Corp., named investigative reporter. Guam Cable TV, Agana. **Mark Ransom**, Anchorage bureau chief. KATN(TV) Fairbanks, Ala., named legislative reporter, Guam Cable TV.

Lynn Mathis, managing editor. KTNV-TV Las Vegas, joins KVBC(TV) Las Vegas as reporter.

Maggie Lauterer, feature writer-reporter, *Asheville Citizen-Times* newspapers, joins WLOS(TV) Asheville as feature reporter.

Mark A. Vernarelli, general assignment reporter. WMDT(TV) Salisbury, Md., named general assignment reporter. WMAR-TV Baltimore.

John Dougherty, co-anchor/reporter, WCSH-TV Portland, Me., named general assignment reporter. *Eyewitness News*, WBZ-TV Boston.

Mike Botula, freelance reporter and weekend anchor. KFWB(AM) Los Angeles, named Los Angeles correspondent, Independent Network News.

Tim Healey, weekend sports anchor. KIRO-TV Seattle, named sports anchor-reporter, KTVK(TV) Phoenix.

Freddy Mertz, on-air host. KOA(AM) Denver, and WFLA(AM) Tampa, Fla., named on-air host, 3 p.m. to 6 p.m. KING(AM) Seattle.

Technology

Edmund Williams, director, broadcast systems engineering, National Association of Broadcasters, Washington, joins Advanced

Television Test Center as manager, transmission and propagation engineering.

Alfred A. Norcott Jr., director, interconnection facilities, Public Broadcasting Service, Washington, named VP, engineering and broadcast operations, Comsat Corp., Washington.

Appointments at Moseley Associates, Santa Barbara, Calif.: **R. Douglas Hogg**, VP, director of engineering, to president; **Jamal Hamdani**, international marketing director, to VP, marketing; **John Primeau**, manufacturing manager-thin film, Applied Magnetics, Santa Barbara, to director, manufacturing.

Warren M. Powis and **Sudhir K. Khanna**, engineers, Cohen, Dippell & Everist, P.C., Washington, named VP's.

Conrad Coffield, sales manager, South Florida region, Sony Corp., Miami, named marketing manager, professional videotape recorders, Sony Corp., Teaneck, N.J.

Tom Irby, owner, Studio Supply Co., Nashville, named advanced technology product manager, Harrison Systems Inc., Nashville.

Brian J. Akehurst, materials manager, Varian TVT, named marketing manager, UHF, VHF and FM broadcast products.

Dexter Merry, chief engineer, KLRT(TV) Little Rock, Ark., named chief engineer, WCCL(TV) New Orleans.

PR and Promotion

Michael E. Luftman, chief press spokesman, Time Inc., New York, named VP, corporate public affairs, American Television & Communications Corp., Stamford, Conn.

Roger Lyons, promotion manager, WVII-TV Bangor, Me., named executive producer, promotion and marketing, noncommercial WGBH-TV Boston.

Lynn Luria, account executive, Abramson & Associates Inc., Washington, joins WTTG(TV) Washington as director of public relations.

Peter Rothenberg, on-air promotions producer, Z Channel, Los Angeles, named promotions producer, Movietime Channel Inc., Hollywood.

Anne Strong, promotion assistant, WHYN-AM-FM Springfield, Mass., named promotion director.

Paula Bruce, promotion director and creative services writer/producer, WVT(TV) Milwaukee, named promotion director, WLUX-TV Green Bay, Wis.

Janet Carroll, press and public relations coordinator, WFAA-TV Dallas, named public relations director. **Gayle Allen**, acting promotion manager, WFAA-TV, named assistant promotion manager.

Paula J. Mitchell, national account executive, Sheraton, Inner Harbor, Baltimore, joins noncommercial WJHU-FM Baltimore as sales manager.

Corrie Swanberg Merril, public relations consultant, Daniel J. Edelman Public Relations, Chicago, named station publicist, WFLD(TV) Chicago.

Barbara Brown, assistant fashion editor, Essence Communications, New York, named



Burton Benjamin, CBS News VP, documentary producer and news director, died of a brain tumor, Sept. 18, in his home in Scarborough, N.Y. He was 70. Benjamin retired in 1985 after 29 years with the network. During his career, he held various posts, including: executive producer, *CBS Evening News With Walter Cronkite* and *CBS Reports*. He was also creator and executive producer of *The Twentieth Century*, *The 21st Century* and *World War I*.

Benjamin began his journalism career as a stringer for the *Cleveland News*. As a student at the University of Michigan, he was sports editor of the *Michigan Daily*. Upon graduation in 1936, Benjamin worked briefly for the Newspaper Enterprise Association (NEA), New York, before enlisting in the Coast Guard. He served as a lieutenant during World War II, and returned to NEA after his discharge. In 1946, he joined RKO-Pathé as writer, producer and editor. He joined CBS in 1957.

public relations person, Raymond Horn Syndication, New York.

Rusty Rolison, creative services producer, WTOK-TV Meridian, Miss., named promotion director.

Tracy Townsend, graduate, Ohio State University, Columbus, Ohio, named promotion assistant, WKRC-TV Cincinnati.

Allied Fields

Loretta Ucelli, VP, public affairs, National Association of Broadcasters, Washington, leaves to join Governor Michael Dukakis's presidential campaign and to pursue other political projects.

George P. Ponte, senior account executive, business development, CBS Radio Networks, New York, named VP and director, electronic media division, Bornholdt, Shivas & Friends, executive recruitment firm, New York.

Don Benson, operations manager, WQXI(AM) Atlanta-WQXI-FM Smyrna, Ga., forms Benson Communications, broadcast consulting firm, Atlanta.

Lance Evans, member, board of governors, television executives branch, Academy of Television Arts & Sciences, Burbank, Calif., named chairman, awards committee.



Mel Harris, president, Television Group, Paramount Pictures Corp., has been appointed to National Council on the Arts by President Ronald Reagan. Harris's nomination was confirmed by full Senate. Term will run through September 3, 1994. Twenty-six member council

advises chairman of National Endowment of the Arts, Frank Hodsoll, on policy issues related to financial grants in arts, totaling more than \$150 million for fiscal 1988.

Pierre Bouvard, account executive, The Arbitron Ratings Co., New York, named manager, Southwestern radio station sales, Dallas.

Richard D. Buckley Jr., president, Buckley Broadcasting Corp., Greenwich, Conn., appointed to Radio Advertising Bureau, Executive Committee. **Beverly Banks**, manager, co-op services, RAB, New York, named director.

Lloyd P. Trufelman, manager of media relations, Cabletelevision Advertising Bureau, New York, named director of communications. **Hildy Linn**, managing editor, Cable-View Publications, New York, named manager, promotion services, CAB.

Susan Emerson, associate media director, Pays, Tatham, Laird & Kudner, Chicago, named media director, SMY Media Inc., media management service firm, Chicago.

Scarlett C. Graham, research associate, Vanderbilt Institute for Public Policy Studies, Nashville, named director, Vanderbilt's newly formed Television News Archive.

Jill R. Schoer, admissions counselor, William Penn College, Oskaloosa, Iowa, named development assistant, noncommercial KUNI(FM)-KHKE(FM) Cedar Falls and KUNY(FM) Mason City, both Iowa.

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Katz's Dick Mendelson: Getting back to rep basics

Dick Mendelson, president of Katz Communications, is an anomaly. He's the chief operating officer of a company that makes its fortune selling advertising time on radio and television stations, yet he has never made a sale. Katz has drawn its leadership traditionally from long-term employees—chairman and CEO Jim Greenwald started out 32 years ago in Katz's radio sales department—but Mendelson was made chief financial officer only four years after he arrived. And Mendelson may be the only combination lawyer/CPA in the rep business.

In the 13 years that Mendelson has been at Katz, he has concentrated on divorcing the company from its money-losing operations, focusing it on its rep business and aggressively expanding that business to the point that, now approaching its 100th anniversary, Katz claims to be the only advertising representative company with clients in both radio and television. In fiscal 1987, the company billed about \$1.2 billion worth of advertising time for its clients: nearly 200 television stations and almost 1,300 radio stations. Sharing in this success are Katz's 1,300 employees: since 1972, through an employee stock ownership plan, Katz's employees own 100% of its stock.

Mendelson came late to the rep business. He started out in the 1950's as a junior accountant by day and law student by night. In the 1960's, he served eight-and-a-half years as an assistant attorney general for the state of New York, prosecuting securities fraud and public works-related crimes.

While working for the state, he started a private accounting practice, which he continued after leaving the attorney general's office. Two of his clients were Martin Connelly and Arthur Muth, with whom, in 1971, he bought what was later to become Petry Television.

By the time Katz came looking for him in 1975, Mendelson had already resolved to leave the business for good. The year before, he had left his post as chief financial officer of Petry because he wasn't getting along with other officers. Then he had aborted his plans to buy the Avco Radio Television Sales agency because, he says, the seller had misrepresented the condition of the company. "I really had no interest in this business. I was disillusioned, irritated, annoyed—I was ready to just go back and practice law," says Mendelson.

But Katz's financial woes presented a challenge that Mendelson—described by associates as a natural problem solver—couldn't resist. He decided to give Katz a try. Two weeks after he started, the man who had hired him was fired. For Mendelson, it was the last straw. He remembers going into the office of then-president Greenwald to



RICHARD DONALD MENDELSON—president, chief operating officer, Katz Communications Inc., New York; b. December 2, 1933, New York; BS, Economics, University of Pennsylvania, 1955; LLB, New York University, 1959; special assistant attorney general, New York, 1960; assistant attorney general, 1963-69; chief financial officer, vice president and treasurer, Edward Petry & Co. (later Petry Television), New York, 1971-74; vice president, director of corporate development, Katz Agency (since 1981, Katz Communications), 1975-77; senior vice president, operations, 1977-79; executive vice president, 1979-82; chief financial officer, 1979-81; chief operating officer since 1981; president since 1982; m. Marilyn Miller, July 28, 1956; children—Sandi, 27; Ken, 24.

tell him exactly what he thought was wrong with the rep business and why he was resigning. After Mendelson's long, angry speech, Greenwald told him to get back to work.

Mendelson did. "Katz at that time had a whole bunch of subsidiaries they had gotten involved with, and each of them was doing its own damage to the parent company," he says. Katz owned an interest in a cable system; it made a business collecting accounts receivable of television stations; it ran an outdoor advertising business; it even represented the advertising availabilities in the Superdome indoor sports stadium in New Orleans. In all of these ventures, Mendelson says, Katz was losing money. "Most of what I did when I first came to Katz was to work on those subsidiaries—shutting them down, closing them out and selling them off."

Not all of Mendelson's work at the beginning was damage control, however. In 1976, Mendelson hired Paul Belitz to start up Media Data, Katz's in-house data processing facility. Today, Media Data provides online computing services not only to Katz's 22 offices around the country, but also to all of the radio stations it represents and half of the television stations. It's a valuable tool for

salesmen and a convenience for clients, he says.

In 1980, Mendelson helped negotiate the purchase of Field Spot Sales, which became the cornerstone of a new division at Katz to represent independent television stations. In 1983, he spearheaded what he calls the biggest rep acquisition to date, convincing John Kluge to sell Katz the in-house representative for the Metromedia television stations, Metro TV Sales.

The fuel for Katz's expansion, according to Mendelson, was money in Katz's employee stock option plan (ESOP) that had accumulated through successful investments. It is the employees' ownership of Katz, he says, that is literally the foundation of the company. This ownership is held by a trust. Shares in the trust, which rise and fall in value corresponding to Katz's success, are allocated to employees on the basis of length of service and salary level. The ESOP becomes especially tangible upon leaving the company, the only time when shares are paid out; it's possible for a secretary to leave with a payout in the six figures, he says. Katz "is owned by the employees, and for the employees," Mendelson says. "People are aware of being owners, they're aware that they have a responsibility to one another, and to themselves. And the corporate officers at Katz are really trustees, they're really fiduciaries, to be certain that the interests of the employees as a group ... are carefully guarded."

Mendelson continues: "After all the work is done, and after all the success, if the people who made the success are rewarded by it, then you have a very different place. You have total commitment."

In 1982, Mendelson became president of Katz. Since 1983, he has taken steps measures to expand Katz's radio representation. In 1983, he negotiated acquisitions of The Christal Co. and RKO Radio Sales (now Republic Radio). In 1987, he oversaw the purchase of Blair Radio (now Banner Radio).

In his work, Mendelson draws upon his experience in law and accounting. "I apply everything I've ever learned," he says. According to Charles Burton, counsel for Katz, Mendelson is well-armed with the analytical skills that he has developed. "But he doesn't function as a CPA or a lawyer," Burton says. "He functions as an executive."

Mendelson is also "extremely bright" and "as honest as they come," says John Conomikes, vice president and general manager of broadcasting at the Hearst Corporation, a Katz client.

When asked what he thinks he has contributed to the company, Mendelson takes pride in his accomplishments, while quickly sharing them with others. "I look at the entire company operating with the lights on, and everyone getting paid, and I feel partially responsible for everything and totally responsible for nothing."

Staff of Connecticut Department of Public Utility Control recommended last Thursday that Tele-Communications Inc.-Comcast application to purchase Storer systems in state be denied. It was unclear last week what final negative decision by department would have on overall \$2.8-billion deal. DPUC staff cited concerns over concentration of ownership and highly leveraged aspects of deal. Oral arguments in matter will be held today (Sept. 26), with final DPUC decision on Wednesday. TCI said last Friday it was going over decision and preparing for Monday's oral argument. Staff cited Office of Consumer Counsel study that said Storer sale, plus other pending applications (United Artists' purchase of United Cable), would give TCI and Comcast combined reach of 43% of state's subscribers. Staff said deal is highly leveraged, and it fears that cost of deal would be borne by customers. In looking at deal's structure, staff also commented that prospect of higher interest rates or problems in junk bond market could also cause rates to rise. "The expectation of higher rates and declining service to fund debt service is hardly reassuring to this authority," staff wrote. Tight position of Storer's financial structure would also impede upgrades of existing facilities, staff said, including 22-channel Storer system in Clinton. Storer systems serve 110,000 subscribers in state. Other major operators in state include Cablevision Systems, Cox, Continental, Century and Sammons.

More than 15,000 engineering attendees began arriving last Friday at start of International Broadcasting Convention in Brighton, England. Early news from biennial meeting included introduction of D-2 digital videotape recorders for European market by Sony and Ampex. Sony also announced multimillion dollar Beta SP library management system sale to soon-to-be-launched European satellite channels on British Satellite Broadcasting bird and on Astra. In addition, European Eureka consortium used show for first demonstration of high-definition system based on continent's 50 hz television system.

Radio Network Association reported that network billings for August were \$32,056,951, 4% rise over August 1987. Year-to-date revenue was \$242,287,206, about \$184,000-increase over same period last year. RNA figures are based on financial information collected each month from network companies by accounting firm of Ernst & Whinney. Local radio ad revenue for June 1988, according to just-released figures from Radio Adver-

tising Bureau, rose 9.1% over June 1987. Year-to-date figures as of June showed 8.2% increase in local ad revenues over same period last year. RAB analysis is based on composite of 98 markets representing 57.2% of U.S. population.

House-Senate conference committee last week approved congressional spending bill that instructs FCC to enforce its anti-indecency policy 24 hours per day. House accepted provision without debate and measure will become law unless President vetoes it. Given U.S. Court of Appeals decision which affirms FCC's indecency policy, in part, Hill action may become subject to court challenge. NAB says appeal is "a major option." Spending bill also prohibits FCC from tampering with existing regulations on station crossownership and minority preferences and from permitting VHF-UHF swaps between commercial and noncommercial broadcasters. Bill includes fiscal 1989 funding for FCC of \$100.4 million, \$13.6 million for National Telecommunications and Information Administration, \$20 million for NTIA's public telecommunications and facilities program, \$882 million for U.S. Information Agency.

U.S. last week felt compelled to abandon its NASARC software program that had been designed to help develop plan for fixed satellite services' use of geostationary arc. Ambassador Theodore F. Brophy, head of U.S. delegation to World Administrative Radio Conference in Geneva that is completing work on plan, told plenary session on Thursday (Sept. 22) that number of constraints placed upon NASARC software, in terms of countries' specific requirements to which delegations had agreed during conference, was such that it could no longer make contribution to solution of planning problems. NASARC was intended to generate predetermined arcs for compatible (noninterfering) slots for up to eight countries. Instead, Brophy said, U.S. was supporting proposal to use Japanese overlapping arc approach. That would distribute allotments along specific number of degrees of prescribed arc, and would require movement of allotments.

Rainbow Programing Enterprises, owner of cable channels Bravo, American Movie Classics and five regional cable sports channels, last week agreed in principle to lease "up to 12" transponders on GE Americom satellite Satcom IV, five video channels more than Rainbow currently leases, said GE. Value of deal was not

New diary expected to boost AOR, easy listening

The much talked about Arbitron "soft format" radio diary was officially launched last Thursday (Sept. 22) with the first-phase mailing of the rating service's fall 1988 survey. A study presented by Arbitron and the National Association of Broadcasters' COLRAM (Committee on Local Radio Audience Measurement) at NAB's Radio '88 Washington convention indicated that the new diary may show increased response rates when the survey results are released in January.

"Because response rates relate strongly to the reliability of survey data, they really represent a most important concern for all of us who use ratings," said David Kennedy, chairman of COLRAM's Diary Redesign subcommittee, speaking before a standing room only convention audience. At the session, entitled "Hard Facts About a Soft Format Diary," Kennedy told broadcasters that the study had resulted in improved diary response rates and increased out-of-home listening.

Specifically, he said, easy listening, and especially AOR formats, may gain from the implementation of the Arbitron soft diary. The most significant gains in listener location, according to soft diary test results, may be expected in the workplace.

The completed two-year study looked at 26,000 test diaries in 20 test markets. Arbitron's soft format diary, developed with COLRAM input, offers several changes over previous diaries: heavier paper stock, bolder graphics, shorter instructions, low-

ered reading level and clear designation of "at work" listening. There is also a less rigid breakdown of dayparts, which accounts for the word "soft" in the diary's title.

Arbitron Director of Research Jim Peacock told convention-goers at the session that many of the changes are "probably more art than science." The traditional diary, conceded Peacock, had a dated look. "This study is kind of an exercise," he said, "in how small changes can make a difference."

The COLRAM/Arbitron test sample determined that the new diary had a 5.5% higher response rate. Other test results were equally positive: of total test metros, persons 12-plus, the sample showed improved completeness and clarity of data (a 3% rise) and an increase from 45.5% to 52% in diaries returned with comments. The number of stations reported per week by the average diary-keeper rose from 2.7 to 3 with the test diary.

The format expected to gain most from the soft diary is AOR, which picked up a 1.7 share in the test, bringing its total share of the market up to 14. Beautiful music/easy listening showed a 0.9 share increase, bringing its total share to 8.7. Peacock said the 2.6 total share picked up by the two format categories was likely taken equally from the following formats: contemporary hit radio, FM adult contemporary, AM adult contemporary, MOR/full service, news/news-talk, country, black/urban, big band/nostalgia and Spanish.



Heavenly hosts. Dr. Daniel Matthews, chairman of the National Interfaith Cable Coalition, and Gregg Burton, VP, technical services, Rainbow Programing, oversaw the launch of the Vision Interfaith Satellite Network last Monday. The broadly-based, religious/values-oriented cable service has the backing of several major MSO's and launched its five-hour programing day to systems serving more than seven million homes on Sept. 19. Rainbow is handling the uplink of the signal to Satcom III-R, transponder four.

revealed. Bravo and AMC left Satcom IV earlier this month, leasing two transponders on Satcom III. Both satellites are expected to need replacing in 1992-1993. Five sports regionals recently combined to form SportsChannel America, having won 1988-1990 National Hockey League national broadcast rights, which Rainbow may sell in dozen other markets (BROADCASTING, June 20).

FCC Mass Media Bureau came to aide of MCA Broadcasting in its comparative renewal defense of wvor-TV New York (Seacacus, N.J.) last week, filing brief supporting MCA's motion to enlarge proceeding to determine whether challenger Garden State Broadcasting filed competing application to force MCA into settlement agreement rather than to operate station and, thus, engaged in misrepresentation and abuse of FCC processes. "Using the commission processes to extort payments from licensees is in direct violation of...Communications Act of 1934..." FCC said in comments to presiding Administrative Law Judge Richard Sippel. "The commission will not countenance such behavior."

Donna Searcy, 13-year FCC veteran who has been information specialist in Mass Media Bureau since 1983, has been named secretary of FCC, effective Oct. 9. She will be first woman secretary since Mary Jane Morris, who served in 1950's. Searcy succeeds H. Walker Feaster, who has been acting secretary since departure of William Tricarico last January. As planned, Feaster returns to Office of Managing Director, where he will be deputy chief of management planning and program evaluation office. Searcy, 48, received associate degree in office management from Northern Virginia Community College in 1986. She attended Regional Administration Radio Conference in Geneva in 1986 as assistant to James McKinney, chairman of U.S. delegation and then chief of Mass Media Bureau. Prior to joining Mass Media Bureau, Searcy worked in Field Operations Bureau.



Telephone company issues are expected to highlight discussion at National Cable Television Association board meeting this week. Board is expected to voice support for repeal of broadcast network-cable system crossownership rule. Hill matters, including backyard earth station bill, syndicated exclusivity, signal

leakage, Cable Labs, high-definition television, ACE awards and National Cable Month are also on agenda.

Fox Broadcasting Co. has changed mind; it will provide delayed feed of first presidential debate, Sunday, Sept. 25. FBC official said network would not go live with debate, despite pressure from Democratic National Committee to do so, because it wanted to provide counterprogramming in prime time, and provide all viewers watching entertainment fare Sunday night with alternative time—11 p.m. NYT—to see debate. FBC said no decision has been made on how or whether to cover subsequent debates. DNC had no comment at press time.

Fox-owned KTTV-TV Los Angeles said its locally produced one-hour live weekly comedy show, **Comic Strip Live** is being picked up by entire Fox station group, effective Oct. 8. Show will be fed live each Saturday night at 8 p.m. and 11 p.m. from Igby's Comedy Cabaret in Los Angeles.

Memorial service will be held for Burton Benjamin at 11 a.m., Friday, Sept. 30, at New York Society for Ethical Culture, 2 West 64th St. Benjamin, former CBS News VP, died Sept. 18 (see "Fates & Fortunes," page 102).

Turbulent times at MGM/UA

As actual and rumored executive resignations are reported about MGM/UA Communications Co., observers agree that the studio is having difficulty presenting itself as an ongoing concern. Much of its personnel has quit or been laid off, and its majority stockholder has more of a reputation for making deals with the company than for operating it. The situation has made it difficult to attract new executives, including NBC Entertainment President Brandon Tartikoff, who sources said was offered, but declined, a post at MGM.

On Sept. 11, MGM Pictures Chairman Alan Ladd Jr. resigned from the company. In late August, MGM/UA Chairman Lee Rich stepped down soon after the announcement of a plan for company restructuring, which eventually collapsed.

In an interview last week, Anthony Thomopoulos, chairman and CEO of the United Artists Pictures subsidiary of MGM/UA, had no comment on published reports that he was considering resigning from his post.

Tartikoff turned down an offer to lead MGM/UA, according to reliable sources. It has also been rumored that Baseball Commissioner Peter Ueberoth is being considered to head the company. The problem faced by MGM/UA Chairman Stephen Silbert is the difficulty of attracting talent to an organization with an unclear future.

Thomopoulos said: "There is nothing that is being currently solicited for new development," although his unit has one movie in production and is scheduled to start shooting another. Thomopoulos would not comment on why no new projects were being sought.

Moreover, observers wonder whether operations of MGM/UA would be interrupted by the activities of Kirk Kerkorian, 82.5% shareholder. Kerkorian sold MGM to Turner Broadcasting in 1986, then bought back the company, minus its film library and real estate, later that year. "Kerkorian has a reputation as a good trader," said one Wall Street observer. One of MGM/UA's tradeable assets is the United Artists film library. MGM's 2,950-title library went to Turner Broadcasting for approximately \$1.2 billion.

The company's television production division is doing well, with its hit thirtysomething. A new syndicated reality series, Group One Medical, is scheduled to start next week.

MGM/UA's stock price has not suffered from recent news about the company. At the time of the announced failure of the restructuring deal in late July, the stock traded at around \$11.75. The stock closed at \$13.625 last Thursday (Sept. 23).

Editorials

First and foremost

There is no greater telecommunications policy dilemma facing the nation today than determining whether to admit telephone companies into the business of television. The debate on that subject, just beginning, will occupy the Fifth Estate and its regulators/legislators for years. No facet of that debate is more important than its First Amendment implications.

Phil Verveer, a former chief of the FCC's Cable Bureau now in private law practice in Washington, addressed the question squarely last week in a panel on telco entry sponsored by the Federal Communications Bar Association. Telephone companies, he said, are dependent on the goodwill of the public officials who govern their rate regulation apparatus, and are apt to cater to their wishes in determining what programming will be carried on their lines. Of perhaps greater concern is the possibility that, once in the TV business, telcos will dominate it to the extent of squeezing out other First Amendment players.

The important point at this writing is to note that the First Amendment will be an important consideration in the coming arguments over whether to let the telcos in. That is, if there's a First Amendment left for the electronic press to cite by that time. If broadcasters, anxious to secure a "special" status to ward off the future, write off their entitlement to the First (by accepting reimposition of the fairness doctrine), they'll have no standing to argue that telcos should be excluded for failing to pass that litmus test. Similarly, should cable operators continue to honor the First when it's to their advantage and ignore it otherwise, they too may be without it when they need it most.

It's so easy to get caught up in short-term crises that one forgets the long-term implications. Before and after this new argument is resolved, what will matter is that we have an electronic communication system protected by and responsive to the First Amendment. Attention must be paid.

Balloondoggle

TV Marti, the anti-Castro aerostat-borne broadcast facility from Cuban businessman Jorge Mas out of H.G. Wells cleared another hurdle last week when a \$7.5 million appropriation toward its development—part of a larger appropriations bill—was approved by a House-Senate conference committee. (The Senate had voted to put up the taxpayers' money two months ago.) That \$7.5 million outlay, mere Monopoly money to a legislature that deals and doles in billions, could more than quintuple in the attempt to launch and program the blimp, unless cooler heads or the passing of election eve fervor manage to ground it somewhere along the way. Encouragingly, there were some signs that could be the case.

Elsewhere on the Hill, a joint hearing by two House Foreign Affairs subcommittees suggested that opposition to TV Marti might surface during the authorization process next year. It also hosted a pair of academicians providing ammunition for such opposition. Their conclusions: TV Marti could be easily and cheaply jammed and would damage relations with Cuba, violate international law and radio regulations, probably cause "at least some harmful interference to Cuban broadcasters," and precipitate "a broadcasting war that neither side can win." Not much of an endorsement there.

But, unlike academicians, legislators must worry about reelection. An anti-communist position, even one several thousand feet above the Florida keys, is a mediagenic opportunity not to be lost. In fact, three key members of the House Foreign Affairs

Committee who support TV Marti are Dan Mica, Dante Fascell and Larry Smith, all Florida Democrats who would undoubtedly rather have an anti-Castro balloon in their backyards than an unhappy anti-Castro constituency on their doorsteps.

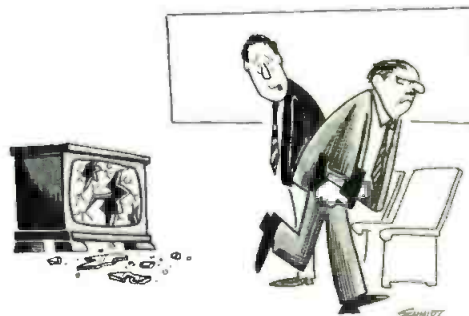
Broadcasters, who must worry about interference both from TV Marti and from Cuban retaliation, can only hope that, eventually, the Congress will come down to earth and recognize TV Marti for the needless expense and potential headache it is.

Open court

There have been rumblings (see page 44) that a new syndicated offering, *On Trial*, abuses broadcasters' hard-fought-for right, in 44 states and counting, to take their cameras into the courtroom. The producers of *On Trial* film an actual case, then edit the footage, along with background information on the case, into a half-hour show. Because it is an "entertainment" program, asserts one critic, its cameras do not belong in the court. Our own verdict: while a reality-based courtroom series may not be to everyone's taste, the editorial freedom not to be to everyone's taste was implicit in the freedom that broadcasters are fighting for.

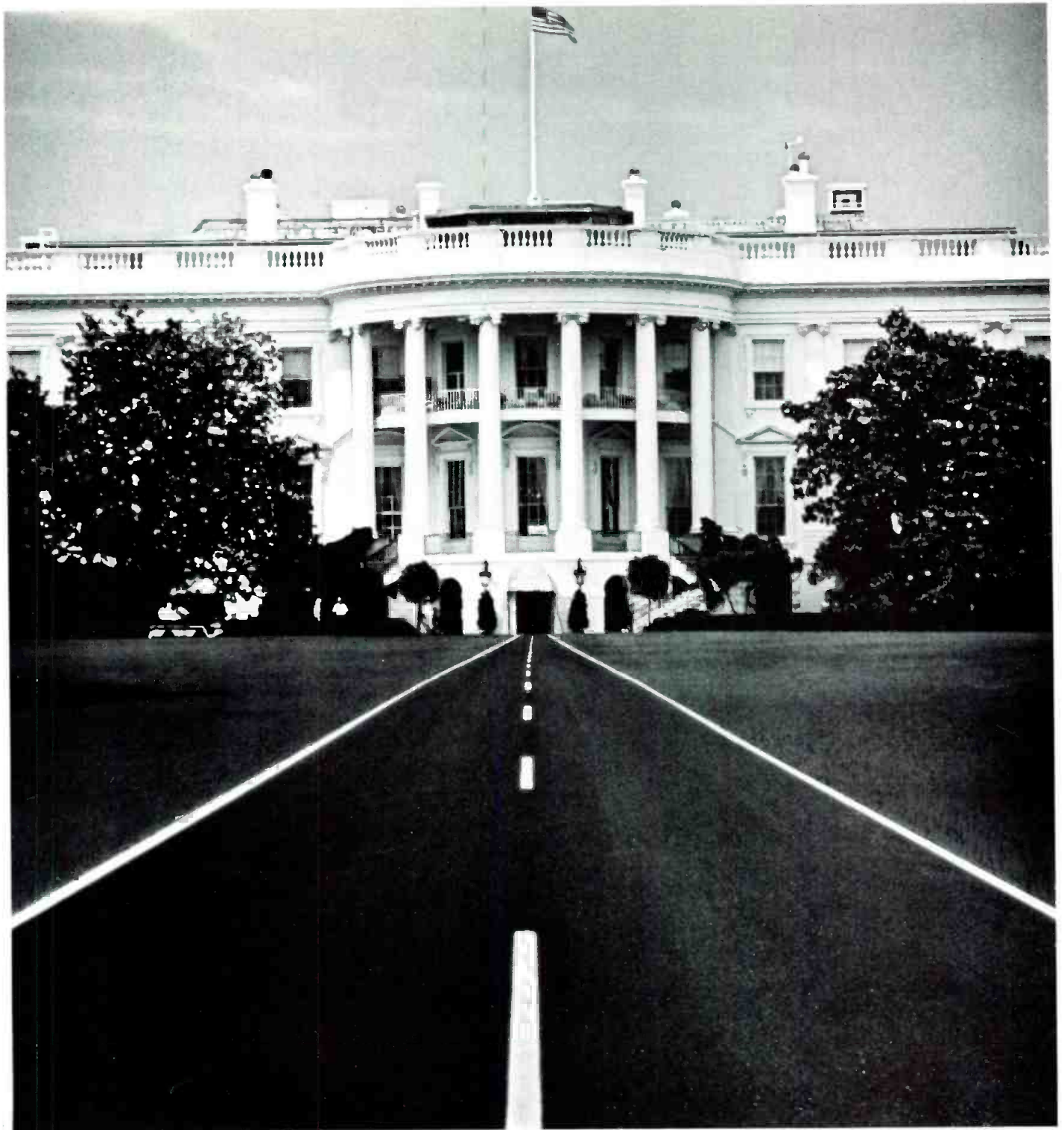
Although we cannot speak to the quality of the entertainment provided by *On Trial*, we disagree, for several reasons, with those who would bar its cameras from the courtroom because it would entertain an audience or make a profit, both of which news broadcasts also do. (Those goals are hardly radical. Newspapers have been free to entertain audiences and earn profits from edited, excerpted, condensed, accorded and, yes, occasionally sensationalized trial coverage for several hundred years.) The broadcasters involved are not forcing their cameras on the court or litigants. According to Chuck Larsen of Republic Pictures, which is a partner with Reeves Entertainment in the project, the judge, attorneys or principals in the case must agree to the filming. As for the show's falling under the entertainment heading, there is no indelible line between news and entertainment programming anyway. On the contrary, the line, if it ever existed, has increasingly been blurred. Newscasts can entertain and entertainment programs inform.

The bottom line is... on second thought, we'll leave that to Judge Alexander Williams III of the American Bar Association: "The bottom line is that these proceedings are open to the public." Through broadcast carriage—whichever hat the producers happen to be wearing—that public is increased from the seating capacity of a courtroom to the living rooms of a nation. A grand magnification indeed.



Drawn for BROADCASTING by Jack Schmidt

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