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Who's up, doc?... Candidate supporters—spin doctors—are on hand to give



reporters "right slant" on second and final presidential debate they had just witnessed. **PAGE 27.**

Wrapping up... It's down to wire on several communications issues now before 100th Congress, which is staying in session in hope that compromise on antidrug bill will emerge. **PAGE 29.**

Technology today and beyond... BROADCASTING's special report examines futures of new technologies being developed for broadcast and cable television and radio, including HDTV, fiber, automation and digital tape standards. **PAGE 35.**

28/LIBEL THREAT

Dukakis campaign responds with warning of libel suit against radio and print ads being run by National Rifle Association about candidate's position on gun ownership. Stations carrying advertisements are also told that they are not immune from legal action.

31/STANDARD PROCEDURE

NBC submits new HDTV standard—rival to 1,125/60 high-definition television system, which has long been de facto American standard.

32/TARTIKOFF REUPS

NBC programming whiz, Brandon Tartikoff, signs new multi-year

contract with network that gives him more money and added programming responsibilities and production opportunities.

30/SQUARE OFF

FCC Commissioner James Quello and Chairman Dennis Patrick are divided over territorial limits on syndicated exclusivity. With those two at odds, it may be up to currently uncommitted Commissioner Patricia Diaz Dennis to settle issue.

54/'LA BAMBA' PLUS

Columbia Pictures Television begins its big promotional push for Columbia Showcase I, its latest film package, including such hits as "La Bamba," "Karate Kid II," "Stand By Me" and "Roxanne."

55/GTG'S LATEST TINKERING

GTG Entertainment brings in former managing editor of *Entertainment Tonight* to head its struggling *USA Today: The Television Show*.

53/REAL PEOPLE

Once populated with animated characters, children's programming increasingly is becoming domain of live-action formats built around such flesh-and-blood individuals as Pee



Wee Herman and Ed Grimley (played by comedian Martin Short, above). Included in changes are charges that Nielsen's peoplemeter system does not accurately reflect viewing by younger children.

56/NETWORK EROSION

One predicted fallout of 1988 writers' strike appears to be materializing: early returns suggest networks' combined viewership in prime time is off for first weeks of 1988-89 season.

66/DROP OUTS

United Cable, Turner Broadcasting and Home Box Office drop bid for European satellite service.

72/ROLE CHANGE

Former NCTA President Bob Schmidt speaks out for Wireless Cable Association.

74/DIAL C FOR CABLE

At 91st annual USTA meeting in

New York, participants agree legislative-regulatory separation of delivery systems for telephone companies and cable carriers will be dissolved by year 2000—if not sooner.

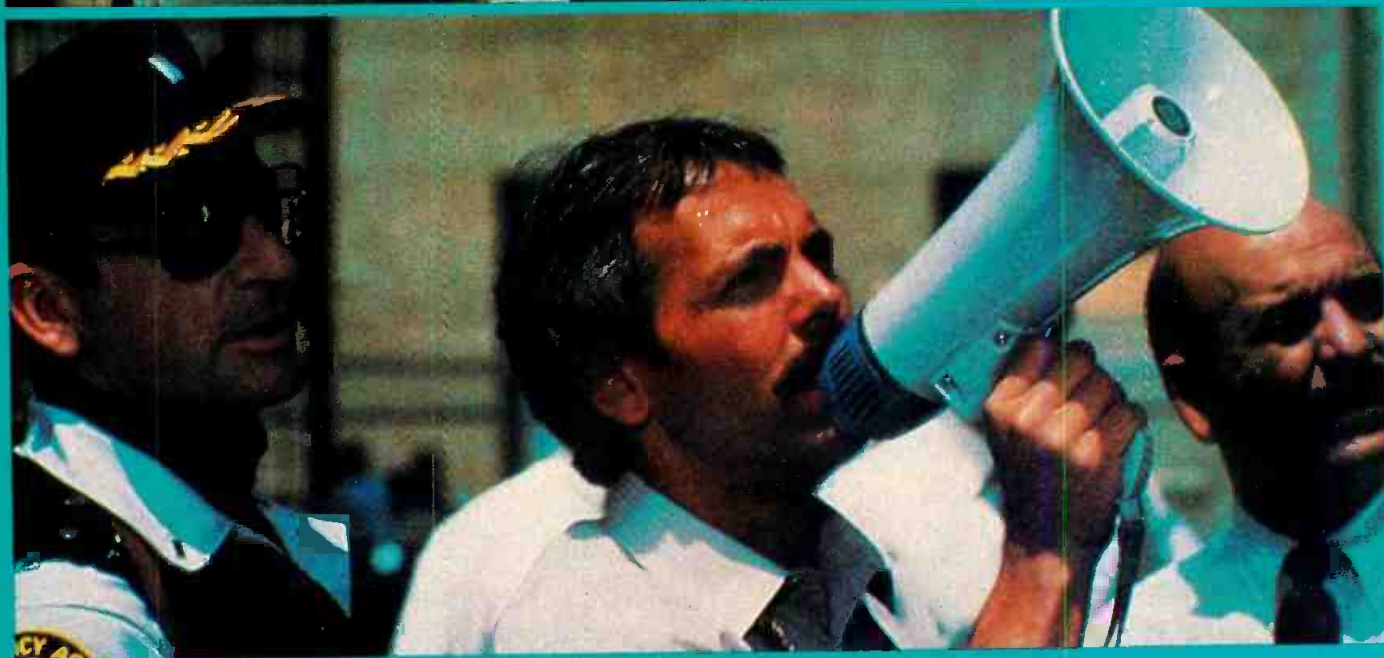
95/SHARING THE DREAM

United Artists Entertainment's Stewart Blair has led that company through a period of bullish acquisition, in the process, trying to give his employees "a piece of the dream."

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Doing duopoly

FCC Chairman Dennis Patrick wants to relax duopoly and one-to-market rules, and apparently has vote(s) to act at scheduled meeting, Oct. 27. But item he sent to fellow commissioners last week does not go as far as he would have liked. To win support, he has had to moderate position.

Commissioners James Quello and Patricia Diaz Dennis, for various political and philosophical reasons, have been reluctant to loosen any of FCC structural ownership regulations. If nothing else, Quello will, for sake of struggling AM medium, consider AM-AM combinations and, possibly, AM-TV. But, for him, FM-FM and FM-TV are out of bounds. Dennis, who believes ownership restrictions are key to diversity, is also willing to loosen rules on AM. Today, only AM-FM and AM-UHF (under waiver policy) are allowed.

Patrick also hopes to bring up at Oct. 27 meeting FCC's long-simmering inquiry into cable's compulsory license. If chairman has his way on that one, FCC will vote to recommend to Congress elimination of license, at least for importation of distant broadcast signals.

Talking

Negotiations appear to be under way for Narragansett Television's KOVR(TV) Stockton. According to source close to deal, Anchor Media, St. Petersburg, Fla.-based group owner, backed by money from Robert M. Bass Group, is leading candidate to buy. Price is estimated at \$160 million, well above \$104 million price at which ch. 13 ABC affiliate sold in 1986 when Narragansett purchased property from Outlet Communications. At time, Bass Group had inquired about purchasing limited partnership interest in Narragansett Fund, and in fact may already be part owner of ABC affiliate.

Up to go

Initial read of ratings for syndicated *The Cosby Show* now has it underperforming "complicated set of ratings protections" built into \$60 million purchase of barter time by Procter & Gamble, General Foods and Group W. That contract calls for show to deliver ratings in "high single digits" during fourth quarter 1988, and so far overnight ratings are in low single digits. Source called ratings projections that Viacom used in selling show "realistic." "Quasi-guarantee" was built into those contracts despite Viacom's originally stated intention that it would not offer ratings guarantee on *Cosby* (BROADCASTING, May 9). Since all 1,820 barter spots that will run in first three-and-half-year cycle in

syndication were sold upfront, Viacom's only available makegood opportunity (should full ratings track record bear out initial indications) would appear to be cash refunds to advertisers. Since three advertisers are only scheduled to make their lump-sum payment for three-and-half-year's worth of spots within near future, adjustment to that payment is still possible.

Birds of a feather

Idea that telephone and cable industries have much in common is being taken to heart on Wall Street. Kidder Peabody will soon have analyst following both: John Bauer, who will add telco stocks to portfolio he follows, now consisting primarily of cable MSO's.

New meaning for CBS eye

CBS is still trying to get reporters to focus. Network, in first week of closed-door negotiations with American Federation of Television and Radio Artists (AFTRA), has resubmitted controversial idea that on-air news personnel may, under certain circumstances, be permitted to operate cameras. Two years ago similar idea evoked public protest from leading news division talent. Network's proposal this time around is believed to closely follow agreement earlier reached with International Brotherhood of Electrical Workers (IBEW), which gave up technical jurisdiction in four scenarios: if story assignment is "undercover" or requires hidden camera; if story is about "a sensitive or private event"; if news event has "limited access," or if story "requires that secrecy be maintained or sources protected." Issue was not settled in first week of talks and is expected to be revisited next month.

After math

Lawyers for two of largest radio group owners are preparing to do battle, if necessary, over earlier \$23 million cash sale by Metropolitan Broadcasting of WOMC(FM) Detroit to Infinity Broadcasting (BROADCASTING, Feb. 29). Although neither party would disclose exact nature of dispute, source close to deal said it may involve accounts receivable. While getting ready to make court filings, lawyers were also discussing settling matter without going to trial.

Telco tete-a-tete

National Association of Broadcasters President Eddie Fritts and staff sat down with National Cable Television Association President Jim Mooney last week to discuss telco entry into television business. Briefing

held at NCTA gave groups opportunity to share information each has gathered concerning telephone industry's research and development efforts in area. NAB has yet to take formal position on whether all telephone companies should be allowed to offer video services unfettered by current regulations; decision won't emerge until association's January board meeting, although inkling of where NAB might head is likely to evolve during November when executive committee reads results of special study NAB is preparing on relationship between broadcast and telephone industries.

Affiliates nix nets' cable expansion

Affiliates' groups of ABC, CBS and NBC have apparently agreed to disagree with proposed FCC rulemaking that would eliminate ban on broadcast television network ownership of cable systems. While not all affiliate-board chairmen were available for comment last week, expectation is that all three will file comments opposing change in rules, if for no other reason than that they feel commission is rushing matter unnecessarily.

No cigar

Black Entertainment Television, which featured *Frank's Place* stars Tim and Daphne Reid at press conference at National Cable Television Association convention, has made inquiry into obtaining show, which has been canceled by CBS. Chief problem for BET, especially for basic cable network with small revenue base, is show's high cost. BET made call to minority parent TCI to see if cable systems carrying BET would be interested in anteing up for series. BET has proposed rate increase to cable community, and would have had to use entire increase to fund show, BET source said. That move was not considered feasible, since rate increase is designed to create broad array of new programming for service.

Focus on must carry

NAB's special study on must-carry constitutionality, completed by outside law firm, includes two options for rule that would hold up in court. Firm believes NAB can pursue straight must-carry rule or condition cable's compulsory copyright license on whether system carries local broadcast signals. Next week (Oct. 28) association's local carriage task force examines study and will be asked to make recommendation to NAB TV board. It is believed task force will gravitate toward second approach.

A lot of movie packages
are simply dressed up dogs.



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Where Things Stand

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

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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 antennas 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 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.

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

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS ²	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL ³ & intercity relay	2,836	166	3,002

CABLE†	
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.

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Source: NSI Overnights September 12 - October 7, 1988 vs.
NSI, Miami - October, 1987

Dingell (D-Mich.) has warned cable industry to be on its best behavior or Congress may reevaluate regulatory environment.

Second House Telecommunications Subcommittee cable oversight hearing May 11 saw discussion of cable's growing market power. At first hearing, in March, Subcommittee Chairman Ed Markey (D-Mass.) announced he was asking General Accounting Office to study cable rate increases; report will not be out until either late winter or early spring. Third oversight hearing is 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. He issued results of inquiry along with GAO report on cable rates in Ohio. Report said nearly 60% of Ohio cable subscribers have been paying average of 27% more for basic cable service since deregulation of rates took effect almost two years ago (BROADCASTING, Oct. 10). Ohio Cable Television Association, however, challenged results of study and questioned methodology. GAO itself said report has deficiencies.

In programmers inquiry, Metzenbaum concluded that "there is insufficient competition in cable television...and that the local cable operating system enjoys a virtual veto over any programming that the consumer wishes to see." He recommended Congress revisit 1984 Cable Act (BROADCASTING, Oct. 10).

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

■ At press time, House and Senate members were still at loggerheads over children's television bill, and with Congress slated to adjourn no later than Oct. 20, measure appears doomed. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) wants House version of legislation adopted, while Senator Tim Wirth (D-Colo.) is pushing substitute measure (BROADCASTING, Oct. 3 and 10). Broadcasters say they are sticking with Markey's bill and find Wirth's latest proposal "unacceptable."

House measure is product of negotiations between Markey and NAB and proposes com-

mercial 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. Wirth's proposal excludes advertising limits but retains license renewal section and requires FCC to study effectiveness of legislation following enactment.

Bill's troubles do not end there. 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.

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.

Comparative Renewal

National Telecommunications and Information Administration, in *NTIA Telecom 2000*, 672-page look at possible future of broadcasting and telecommunications, recommended that FCC purge license renewal procedures of "references to program content" as part of overall elimination of rules "governing content."

FCC is in middle of proceeding to revamp license renewal procedures—first round of comments were due last Friday—to make it easier for stations to renew and discourage groups from using process to "extort" money from broadcasters. However, it is unlikely FCC will go as far as NTIA suggested.

The FCC has 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 has proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards broadcasters must meet to win "renewal expectancies" and reconsidering criteria used in comparative hearings, particularly diversity of ownership.

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.

Compulsory License

FCC is conducting inquiry into cable compul-



sory license and may have "front burner" item ready for action this fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged that 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 cross-ownership 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 Chairman John Dingell (D-Mich.) and, at last count, 112 co-sponsors.

National Cable Television Association and California Cable Television Association have asked FCC commissioners to review staff's April 12 decision to waive telco-cable cross-ownership 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 move. He is trying to persuade fellow commissioners to support action before end of year.

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Broadcast-newspaper—Appropriations bill (H.R. 4782), which appears on its way to law, includes provision that prevents FCC from reexamining its broadcast-newspaper cross-ownership rules.

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

Direct Broadcast Satellites

■ Already mode of program distribution in Japan and moving fast in Europe, high-power Ku-band direct broadcast satellite delivery of television programming directly to homes will become reality in U.S. in 1990's, Hughes Communications has said. Hughes proposes "1992 time frame" launch of 200-watt Ku-band direct broadcast satellite. Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programming by only one-foot downlinks.

Holding FCC construction permit for that DBS bird, Hughes says prices for DBS consumer receiving units will be 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 home dish market. Hughes's plan will go to GM for approval by end of year.

(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.) GE Americom could beat Hughes to punch, launching 60-watt Ku-band DBS bird, Satcom K-3, as early as January 1990. GE Americom, like Hughes, is trying to bring together "business system," including programmers and cable operators, to launch K-3 and K-4 (both already under construction), to provide service to both cable industry and home dish owners, with cable likely retailers. Sixty-watt power, it says, means consumer dishes as small as three feet will be able to receive its DBS signals. In 1985, with 45-watt Ku-band birds, Satcom K-1 and K-2, already in orbit in fixed satellite service arc, GE entered joint venture, Crimson Satellite Associates, with HBO. Crimson has not yet attracted cable programmers other than HBO to Ku-band distribution, but said recently that other programmers have signed options to use K-3 once it is launched. 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, top multiple system cable operator 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."

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

In late November, Advanced Television Test Center, project co-sponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations, will move into temporary offices in same Alexandria, Va., building that houses PBS headquarters. Permanent site for ATTC's headquarters is to be found by spring, when center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's advisory committee on advanced television services to test HDTV and EDTV systems. Group W Broadcasting has donated use of its wbz-tv Baltimore as site for some ATTC testing, one of several projects company has begun with \$1 million set aside in its budget to develop advanced television for broadcasters.

FCC tentatively decided to eliminate from standardization consideration transmission

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

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

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

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, will take over as president of Cable Labs this month.

Indecency

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

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

FCC adopted new policy in April 1987 in conjunction with action against three radio stations for broadcasting programming FCC deemed indecent. However, FCC enforcement of policy has not been aggressive. FCC levied \$2,000 fine against Media Central's kzkc-tv Kansas City, Mo., for its 1987 prime time broadcast of "Private Lessons." But it stayed action after court remand.

Other than kzkc-tv case, only other indecen-

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ferring 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. ¶ Merger of Warner Communications Inc. and Lorimar Telepictures was blocked Sept. 27 by New York state court. Judge ruled that Warner's acquisition of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft, group owner, became Warner's largest shareholder. Warner said it would appeal decision. Warner has filed an appeal. If decision stands, deal could go through only after Lorimar sold stations or Warner reduced 42.5% stake in Chris-Craft's broadcasting subsidiary. 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 scheduled for Oct. 17. Under merger terms, Lorimar shareholders would make tax-free exchange of roughly 2.4 shares for each common share of Warner. ¶ 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. Setup of class A and class B stocks is designed to preserve TCI's majority vote in UAE while permitting convertible-bond financing. 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. (KKR) 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.

Must Carry

National Cable Television Association released must-carry survey Sept. 13 that it said

showed cable operators have been responsible in their broadcast carriage decisions. NCTA survey, conducted by Price Waterhouse, found that 98% of qualified stations remain on cable systems. NCTA also found that 94% of cable systems had not dropped stations or denied stations carriage and 91% had not engaged in channel repositioning. 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

Continues on page 78.

Advertisement

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BIGGEST DEBATE BLUNDER

The great debate between Senators Bentsen and Quayle did not produce any mistakes or blunders on the part of either candidate serious enough to call into question their fitness to fill the office they are seeking. The post-debate comments by journalists have called attention to some errors or exaggerations on the part of both men. David Martin, the CBS defense correspondent, said Bentsen was mistaken in charging that Quayle had tried to sabotage the INF treaty on the floor of the Senate and that he was listening to the "radical right" in suggesting that we go slow on a new agreement with the Soviets to reduce intercontinental ballistic missiles. Martin said Quayle had not supported the INF "killer" amendments and those who advocated caution on a new agreement included former Secretary of State Henry Kissinger.

The Washington Post faulted Quayle for saying that Bentsen had voted against the Gramm-Rudman deficit-reduction amendment. He voted for it but against the bill to which it was attached. The Post also said Quayle was wrong in saying

Dukakis had raised taxes five times. It noted that some of his proposed tax increases had been rejected by the legislature.

Wes Pruden of The Washington Times challenged Bentsen's claim of friendship with President John F. Kennedy. He pointed out that while they were both elected to Congress in 1946, there is no evidence that they were ever close friends. Pruden said that Kennedy intimates made no such claim and that the Kennedy Library could find no Bentsen correspondence with Kennedy except some requests for autographed photos. But Bentsen said only that he and Kennedy were friends, not bosom buddies.

However, The Washington Times distinguished itself by being the only one to report the biggest blunder in the debate. This wasn't made by either of the candidates. It was made by the most highly paid journalist on the panel of questioners—Tom Brokaw, of NBC. Brokaw's first question to Quayle was prefaced with this statement: "Tonight I'd like to ask you about the 65 million American children who live with their families in poverty."

If there are 65 million children living in poverty in this country, that means that every child in the country is poor. According to the latest Census Bureau estimates, the entire population under age 18 is less than 64 million. If you counted eighteen-year-olds as well, the total would rise to 67.5 million. The Census Bureau estimates

that in 1987 there were 13 million children under 18 living in poverty. Brokaw's figure was five times the actual number and was twice as high as the total of all adults and children in poverty.

Brokaw's question was prepared in advance. Unlike the candidates, the questioners had their written questions in front of them. His was not a verbal slip. It was the result of sloppy preparation. If that mistake had been made by Bentsen or Quayle, the media would surely have cited it. A politician speaking without notes might not be condemned as incompetent for making such a mistake, but questions should be raised when one of the most highly paid journalists in the country makes such a gaffe. We called Tom Brokaw and others at NBC seeking an explanation. We didn't get one, but that night Brokaw said on the air that he had discovered he had "overstated the number of children living in poverty." He didn't say by how much.

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This week

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. 15-19—*Society of Motion Picture and Television Engineers* 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 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. 18-19—*Broadcast Credit Association* credit seminar. Omni Netherland Plaza, Cincinnati. Information: (312) 827-9330.

Oct. 18-20—*Mid-America Cable TV Association* 31st annual meeting and show. Hilton Plaza Inn on County 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**—*Federal Communications Bar Association* evening seminar, "Nuts and Bolts of Common Carrier Law and Practice." Marriott hotel, Washington. Information: Howard Weiss, (202) 659-4700.

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—*New York Television Academy* drop-in luncheon. Speaker: David Post, founder and chairman, Channel America LPTV Network, on "The Future of Low Power Network Television." Copacabana, New York.

■ **Oct. 20-21**—*American Women in Radio and Television* North Central area conference. Grand Rapids, Mich. Information: Amy Schaaf, (616) 451-8766.

Oct. 20-21—*Broadcast Financial Management Asso-*

ciation 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. Waiohale Beach Resort, Kauai, Hawaii. Information: (202) 898-0089.

Oct. 21—*USA Network* local ad sales seminar. InterContinental 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.

Also in October

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

Oct. 24—"Media Access," conference sponsored by *American Women in Radio and Television, Houston chapter*. Holiday Inn Crowne Plaza, Houston. Information: Kym King, (713) 661-2020.

■ **Oct. 24**—"When the Reporter Becomes the Story: How Does the Press Cover Itself?" forum sponsored by *American University*. Kay Spiritual Center, AU campus, Washington. Information: (202) 885-2058.

Oct. 24-25—"Intertainment '88," conference on inter-

Major Meetings

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 Television 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 Washing-

ton 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. Information: (202) 429-5102.

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

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

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

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

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

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

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Errata

Oct. 3 list of states in which **Centel Corp.**'s telephone companies operate was incorrect. Its **telephone operations are in Florida, Illinois, Ohio, Minnesota, Iowa, Virginia, North Carolina, Nevada and Texas.**

Aug. 22 "Changing Hands" and "For the Record" items on sale of **WHHR-AM-FM Hilton Head, N.C.**, incorrectly identified John A. Magliola as owner of Hilton Head Broadcasting. **Hilton Head Broadcasting is owned by Thomas Harvey, J.R. Richardson and Ernest Williams.**

Sept. 26 "Changing Hands" item on sale of **KJUV(AM)-KURO(FM) Huron, S.D.**, incorrectly identified Raymond Lamb, Ross A. Johnson, David L. Johnson and Kay Weisgram as owners of Dakota Broadcasting Inc. **Dakota Broadcasting Inc. is owned by Raymond Lamb.** Listing of broker, Dale Cowle, was inadvertently omitted.

Sylvia Salmon, director of acquisitions of C4 Media, was misidentified as Beverly Harms in Oct. 3 caption under picture of Bill Daniels roast, sponsored by Women in Cable.

ABC lost sound during 1976 Carter-Ford debate for **28 minutes**, not 40 minutes, as reported in story on vice presidential debate in issue of Oct. 10, page 35.

active 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. 24-28**—Technology studies seminar for journalism and mass communication educators, sponsored by **Gannett Center for Media Studies**, Columbia University, New York. Information: (212) 280-8392.

■ **Oct. 25**—"Weighing the Presidential Campaign," panel sponsored by **Philadelphia Ad Club** featuring news anchors from Philadelphia TV stations. Franklin Plaza hotel, Philadelphia. Information: Bernardine Steinmetz. (215) 874-8990.

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—**New York Television Academy** luncheon. Speaker: Alan Gerson, vice president, program marketing and administration, NBC, on "Setting the Record Straight." Copacabana, New York.

■ **Oct. 26**—**Federal Communications Bar Association** evening seminar, "Nuts and Bolts of Common Carrier Law and Practice," Marriott hotel, Washington. Information: Howard Weiss, (202) 659-4700.

■ **Oct. 26**—"Wall Street Revisited," Q&A seminar sponsored by **International Radio and Television Society**, NBC, New York. Information: (212) 867-6650.

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, Washington. Information: (202) 636-6711.

■ **Oct. 27-30**—**American Film Institute** video festival, funded by **City of Los Angeles cultural affairs department**, **International Television Symposium**, Montreux, Switzerland, and **American Interactive Media**, Los Angeles. Information: (213) 856-7787.

■ **Oct. 28-29**—**National Academy of Television Arts and Sciences** board of trustees fall meeting, Marriott Marquis hotel, New York. Information: (212) 586-8424.

Oct. 29—**Radio-Television News Directors Association** region two "SuperRegional" conference, Registry hotel, Universal City, Calif. Information: Jeff Wald, (213) 460-5501.

Oct. 29-Nov. 1—**North Carolina Association of Broadcasters** annual convention, Hyatt hotel and Benton Convention Center, Winston-Salem, N.C. Information: Laura Ridgeway, (919) 821-7300.

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.

■ **Oct. 31**—Deadline for entries in Thomas Edison Black Maria Film and Video Festival, sponsored by **Thomas Edison National Historic Site**, **New Jersey State Council on the Arts** and eight other organizations. Information: (201) 736-0796.

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. 1-4—17th annual General Assembly of **Unda-USA**, National Catholic Association for Communications. Renaissance Westin, Detroit. Information: (216) 253-1468.

Nov. 2—**New York Television Academy** drop-in luncheon. Speaker: Tom Freston, president and chief executive officer, MTV Networks. Copacabana, New York.

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. 7**—**American Women in Radio and Television**, **Florida Hurricane chapter**, "Sundown" media day. Don Cesar Beach Resort, St. Petersburg, Fla.



Defining 'players'

EDITOR: I disagree with your Sept. 25 editorial that "there is no greater telecommunications policy dilemma facing the nation today than determining whether to admit telephone companies into the business of television." It is a dilemma, but not the greatest.

I do agree that First Amendment concerns

are an extremely important ingredient when weighing whether, how and in what way to let telcos or any other major economic force into the "television business." But again I am perplexed by your concern about telcos "squeezing out other First Amendment players." Are you concerned about cable "squeezing out other First Amendment players"? DBS operators (if that should ever come to pass)? Or is cable a First Amendment player already by virtue of its more recent forays into original programming?

As you suggest, it is too easy to get caught in short-term crises and forget about a lot of "first" principles when fashioning a coherent communications policy on this matter or any other. The movement of telcos into the "television business" does raise serious First Amendment concerns; it joins other issues on privacy, access and accountability, foreign ownership and indeed competitiveness in an increasingly competitive global marketplace.

However, those issues—which go to the heart of preserving the American values of freedom and free enterprise—will not be solved whether telcos are in cable or in the "television business."

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White House Cabinet Committee on Cable looked at the media landscape of the future. With less than 15 years until the 21st century, perhaps it's time to do so again. But this time with an urgent recognition that America's stake in communications and information is directly related to both our economic and political future as a nation. This, I suggest, is what ought to be on top of the nation's public policy agenda to insure America's leadership in the global communications age.—John M. Eger, former director, Office of Telecommunications Policy, now an international communications consultant.

Fond farewell

EDITOR: On Oct. 7, 1988, at 5:30 p.m., WNBC(AM) New York left the airwaves—the culmination of a decision that was made almost 10 months ago to sell the NBC Radio stations.

I wish to express my thanks to the managers and staff at the station for their professionalism and their positive attitude; also to our many clients for their support, and to the WNBC air talent—their commitment and their dedication never wavered.

Heartfelt thanks to everyone who shared the last moment of WNBC Radio.—Peg Kelly, vice president and general manager, WNBC(AM) New York.

Strong on spots

EDITOR: It's been some time since a letter to your magazine suggested that a heavy spot load turns off listeners. But then we read the

words of Stan Lichtenstein from Hayward, Calif. ("Open Mike," Sept. 26).

Stan says: "Listeners just won't listen to triple spot breaks and 20-plus commercial units per hour." Stan manages a noncommercial radio station. I own a commercial radio station.

Every bit of research I've seen indicates listeners like ads and lots of them. While driving across southern Minnesota recently, I caught three hours of Steve Cannon's highly listenable afternoon drive show on WCCO(AM) Minneapolis. During that time, I didn't hear one record. What I heard was interesting chatter, some humor, weather, news, sports and a ton of ads. The time flew.

Lichtenstein mentions KGO(AM) San Francisco as an exception to failing AM's. I add WCCO(AM), WGN(AM), KMOX(AM), WTMJ(AM) and probably thousands of others in small and medium markets across the country. All those stations carry a heavy spot load.

It's been my observation that the following are against a heavy spot load: traffic people, copywriters, programmers, disk jockeys, station bookkeepers and, of course, Stan Lichtenstein and other noncommercial radio people.

The answer to AM and, as far as that goes, FM, is not to play one more record than the guy across town. It is to provide entertaining programming supported by a strong commercial schedule to pay the freight.—Rick Charles, president and general manager, WRJG-AM-FM Mauston, Wis.

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Monday Memo

A commentary on broadcasting's First Amendment fight from Gene Mater, John Adams Associates, Washington

Full First Amendment rights: the fight continues

Several years ago, during a now-forgotten congressional hearing, I asked a rhetorical question about why, as a newspaperman, I enjoyed first-class citizenship but on entering broadcasting I was automatically relegated to second-class status.

My brethren in broadcasting politely applauded and were on my side in this matter of principle.

At another congressional hearing, during a display of youthful indiscretion, I tangled with the committee chairman by claiming that "we are never going to resolve our basic differences. I look upon the first 10 amendments as a bill of rights and you look upon them as a bill of privileges."

This time the applause was a little louder, again in favor of principle and all the more so because I was testifying against proposals to quantify the public interest standard. My prepared statement noted that "CBS has long argued that government involvement in broadcast journalism is antithetical to First Amendment principles." (The official printed transcript of that hearing spells government with a capital G but uses lowercase letters for the First Amendment. It's a matter of style, of course, but it tells you where you stand.)

The concept of governmentally enforced fairness is fundamentally inconsistent with the free press guarantees of the First Amendment. That is why so many in broadcasting have long opposed any such intrusions by government into the realm of journalistic discretion and responsibility.

Six or more years have passed since those particular hearings. Based on a reading of this journal in the intervening times—certainly in the last year or two—it appears that at least some broadcasters no longer agree with those arguments about principles. Instead, some have become accommodationists, willing to trade principles for pragmatic benefits—we'll give you the fairness doctrine, you give us license stability.

Yesterday's arguments with regulators and legislators now must be made with broadcasters, and that is sad indeed. If ever an argument was to be made about broadcasters putting profit ahead of everything else, this turn of events makes the case in a most unfortunate way.

There were always broadcasters with whom we disagreed about the fairness doctrine. There were those who generally took the position that nothing was wrong with the fairness doctrine, that it kept us honest and that, as a regulated industry, we had to accept regulation.

In all of those arguments and debates, however, I do not recall a pro-fairness doctrine broadcaster suggesting a trade-off of accepting the fairness doctrine in exchange



Gene P. Mater, former CBS/Broadcast Group senior VP, was for many years deeply involved in virtually the entire range of broadcast legislative and regulatory matters. He is a former newspaperman whose career includes serving as a CBS News senior vice president. Mater is now affiliated with John Adams Associates, a Washington public affairs and management consulting firm specializing in media and communications issues.

for something else. Instead, some broadcasters pointed out that we would act no differently without the fairness doctrine and suggested that there were other battles to be fought. Their principles were not mine, but the differences were philosophical.

Now, sadly, the other side—different broadcasters, perhaps—seemingly has made a business decision about the First Amendment and the fairness doctrine.

I would be the first to agree that the fairness doctrine is consistent with the objectives of any good journalistic enterprise. Indeed, every news organization for which I worked had its own fairness standards, although they weren't called by that name. We set those standards.

But here we are talking about governmental review of the very essence of journalism—the determination of what should be covered and what coverage should be provided. That approach is unique to broadcasting and foreign to the print press of this country.

We may have had to work for it, but broadcasting certainly has earned its claim and right to the freedoms that we enjoy and the ones that we seek. We have generally followed basic fairness in news and public affairs coverage and have adhered to our voluntary guidelines of responsibility. These values are not available for trade.

Today some of my colleagues are willing

not only to accept regulation but to engrave the words in stone at a time when we may be closer than we have been in years to judicial victory over unwarranted regulation.

There's another aspect of this attitude that should bother equally both sides of the debate.

What about the legislators and regulators who have supported our efforts to gain full First Amendment rights for broadcasters? The members of the House, the Senate, the FCC—past and present—who have either introduced or supported measures to afford us the rights (not privileges) that we thought we were guaranteed by the First Amendment?

On the philosophical level, where principles are concerned, aren't we breaking faith with those on "our side"?

On the purely pragmatic level, where accommodation and compromise are concerned, who will be on "our side" in the next fight?

What is involved, of course, is caving in to our severest critics on Capitol Hill. It is difficult to see a scenario in which this posture does not hurt us in Washington and elsewhere for years to come.

And where do compromise and accommodation end?

A willingness to accept such basic and pernicious regulation as the fairness doctrine leaves little else so important as to warrant Washington battles and court fights. Everything will be up for grabs.

License stability is important. Having been involved in many petitions to deny and one competing application, and having testified several times on the subject, I appreciate fully the desire for license stability. But acceptance of the fairness doctrine, and breaking faith with our supporters, is far too high a price to pay.

Finally, who are we satisfying by this action?

Those who will be pleased with the willing acceptance of the fairness doctrine are those who see regulation as the single remedy to supposed abuse of freedom of speech by the press. Chief Justice John Marshall once wrote of that thesis, "That this liberty is often carried to excess is seen and lamented, but the remedy has not been discovered. Perhaps it is an evil inseparable from the good with which it is allied; perhaps it is a shoot which cannot be stripped from the stalk without wounding vitally the plant from which it is torn."

It is ironic that at a time when the nation is celebrating the bicentennial of the Constitution, at a time when Sigma Delta Chi, the Society of Professional Journalists, is preparing to mark the 200th anniversary of the Bill of Rights in 1991, that some of our colleagues in broadcasting are willing to gut the First Amendment.

Some celebration.

the

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Fox Broadcasting
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Wichita, KS

Northstar Microwave
Redmond, WA

RAI (2 units)
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University of Florida
Gainesville, FL

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WEWS-TV
Scripps-Howard
Broadcasting
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Broadcasting
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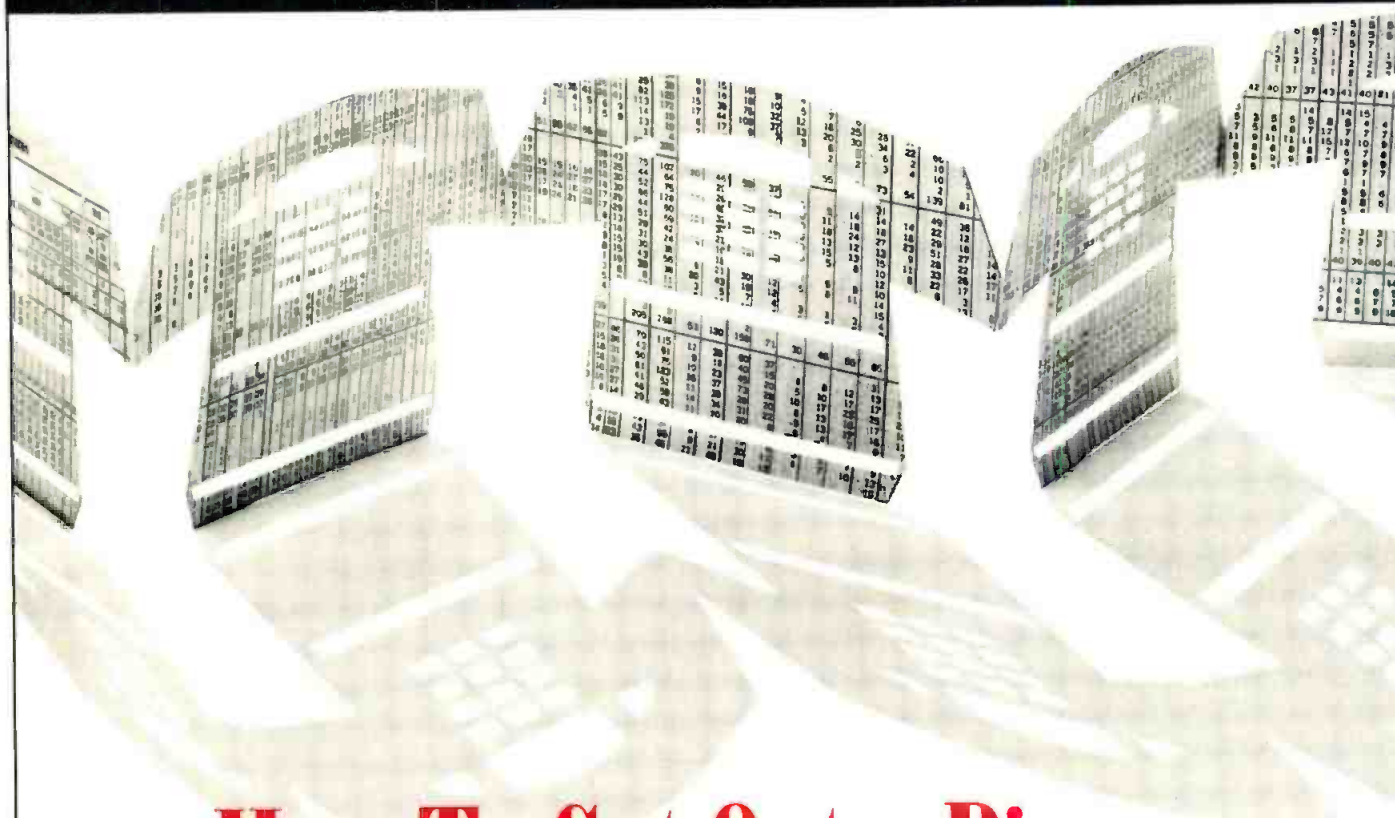
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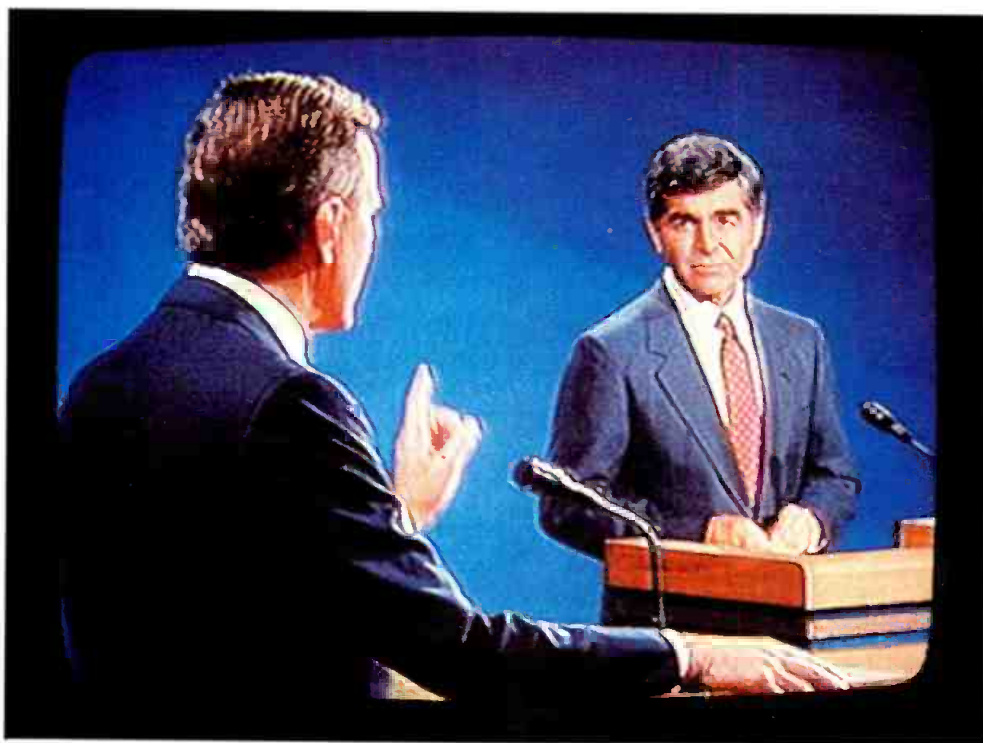
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TOP OF THE WEEK



Winning the debate after the debate

Candidates' supporters descend on press, trying to put their men in best light; ABC, NBC, CBS don't present them on their live broadcasts

Following the second and final presidential debate Thursday night (Oct. 13), reporters in the press filing room set up in the Ackerman Student Union on the UCLA campus turned from the monitors on which they had been watching Vice President George Bush and Governor Michael Dukakis to focus on a coterie of political celebrities who materialized in their midst. The politicians were there to help the reporters sort out what they had just witnessed, to give the story the proper "spin." They were what has come to be known as "spin doctors."

They are a relatively new and very special *genus*, a hybrid, composed of part flack, part analyst and part politician, that developed in response to the felt need, apparently, of both candidate and press when debates became part of the political landscape. "There were 1,500 press at the site last night," said Marilyn Yaeger, an organizer of spin doctors, or surrogates, as some prefer to call them, for the Dukakis forces, "and both Bush and Dukakis went on to post-debate receptions. So the reporters want to talk to people about the debate." And the campaigns were happy to oblige.

Bush campaign chairman James Baker,

Senator Alan Simpson (R-Wyo.), former Secretary of State Henry Kissinger, former Secretary of Transportation Elizabeth Dole, former Senator John Tower (R-Tex.), Governor John Sununu of New Hampshire, William Ruckelshaus, who had been a high official in the Ford administration, and Governor George Deukmejian of California were among those on hand providing the Bush version of events.

The Dukakis slant was offered by, among others, Dukakis campaign Chairman Paul Brontas, Representative Tom Foley (D-Wash.), Senator Alan Cranston (D-Calif.), Senator Albert Gore Jr. (D-Tenn.), Representative Charles Wrangle (D-N.Y.) and seven of California's representatives in the House—Tony Coelho, Norman Y. Mineta, Augustus Hawkins, George Miller, Robert Matsui, Vic Fazio and Barbara Boxer.

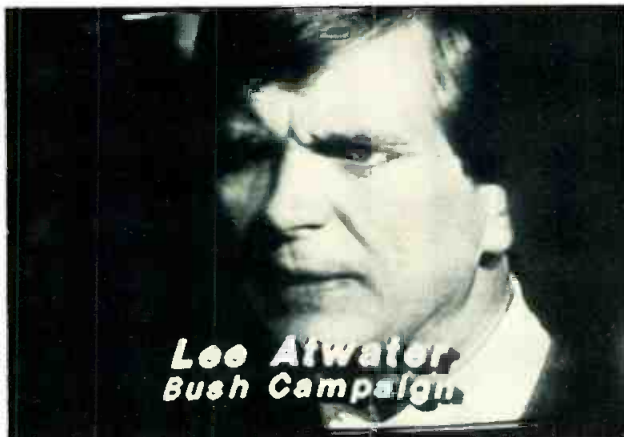
Spin doctors fan out through the room after a debate, answering questions, offering opinion, apparently delighted to talk to reporters (even if they have ignored them in the past). Most if not all of the comments are predictable and reflect the "simple rule" spelled out by National Public Radio's Jim Angle on Friday morning in a piece on spin doctors: "His or her candidate emerged unscathed, regardless of the outcome."

The practice is defended by some, like Edward Fohy—who served as a top news executive with the three major networks and

who on Thursday completed a tour as executive producer of the bipartisan Commission on Presidential Debates (which sponsored this fall's presidential and vice presidential debates)—as "harmless." "The reporters need quotes." And Lloyd Siegel, executive producer of NBC News Specials, sees spin doctors as "a legitimate part of the campaign effort—we can report what they say if we tell where they come from." And his description of "spinning" recalls von Clausewitz's description of war—"a continuation of the debate by other means."

But the last debate probably came none too soon for the preservation of the spin doctors' remaining credibility. Debates attended by spin doctors have been a part of the political news budget since Dec. 1, 1987, when NBC sponsored one involving panels of Democratic and Republican presidential hopefuls. The series of debates continued through the primaries, one previous presidential debate and a debate between vice presidential candidates. As a result, the spin doctors seem to be losing their appeal, at least to the networks that sometimes have featured them on the air.

Like other reporters, those representing the networks talked to the spin doctors and absorbed their slants. But ABC News's Peter Jennings opened that network's post-debate coverage with the advisory that "this is not the place" for those viewers looking for



candidates' spokesmen. And neither CBS nor NBC presented spin doctors on their air. Tom Brokaw's interview with Jesse Jackson and Representative Jack Kemp (R-N.Y.) did not qualify, in Siegel's view, since Jackson had been in Denver and Kemp, in Huntsville, Ala., and neither had been part of "the spin doctor operation."

Cable News Network took a different tack; it did not bar spin doctors from its live coverage. But the use CNN made of Democrat Foley and Republican Sununu seemed to reflect the *current* view of the network's senior executive producer, Bob Fumad, that putting spin doctors on "is silly; it doesn't accomplish anything." CNN presented Foley and Sununu in a three-minute debate, including rebuttal. Sununu said Bush had scored the "clearest" debate win he had ever witnessed; Foley, on the other hand, said that Bush had failed to answer the questions put to him and lost badly. Which seems to illuminate Angle's rule of spinning.

Sometimes there are nuggets of information in the spin. Coelho, for instance, expressed the view that Dukakis had answered effectively the question of "liberal and the labels very effectively. That was one of our goals"—so Dukakis's answers on the subject were planned—"and we succeeded in doing that." And Baker made clear the Bush campaign's effort to focus on Dukakis's image as frosty. "If his effort was to come across as more likeable, in our opinion he did not succeed."

But not all spinning is contained within the press room. As with many national political stories in this day of the satellite, dozens of radio and television stations from around the country were on the scene at Pauley Pavilion, where the debate was held, and in the press room in Ackerman Hall.

More than that, both sides, as they did in the preceding two debates, bought satellite time and provided the facilities needed to make spin doctors available for interviews by stations unable to send correspondents to the debate site. Former Senator Tower, Elizabeth Dole, Bush campaign manager Lee Atwater, and Craig Fuller, Bush's chief of staff, all in Los Angeles, were interviewed by anchors and correspondents who did not leave their home studios. Gore and Paul Kirk, chairman of the Democratic National Committee, and Representative Thomas A. Daschle (D-S.D.) were among the Demo-

Spin doctoring. Top left: Lee Atwater, Bush campaign manager. Top right: Representative Tom Foley (D-Wash.) and New Hampshire Governor John Sununu, on CNN, debating performance of their respective candidates. Bottom: WRC-TV Washington's Jim Upshaw interviews Representative Tony Coelho (D-Calif.), who helped prepare Dukakis for the debate; former Senator John Tower (R-Tex.) is in background.



crats at the debate who provided the service for the Dukakis forces.

Not all of the spin originated in Los Angeles. Some Republican and Democratic spokesmen did their long-distance spinning from their respective parties' television studios in Washington. Another example, as some put it, of the electronic press release.

But if the second Bush-Dukakis debate is remembered as the one at which the charm of spin doctors might have begun to fade, it may also be remembered as the one where the sponsor's invitation to a correspondent to participate as one of the questioners was rejected—by CBS's Dan Rather. He said he would rather cover the debate than participate in it. Some thought it might have had something to do with the explosive interview he had conducted with Bush early in the campaign, and a concern that, as a result, he might have become part of the debate story.

And ABC will probably remember the debate as the one where, if the lights did not go out, things went pretty badly awry. Plans for Jennings to talk to ABC correspondents Steven Aug and Bob Zelnick in Washington had to be scratched when audio problems developed. A few minutes later, a glitch caused the scratching of plans to talk to four editorial writers in cities around the country about their plans for their next day's editorials. It was one of those days.

And four years hence? If Siegel is right, "spin doctors will still be trying to make their guy look good." □

Dukakis campaign responds to NRA ads with warning of legal action

Says claims about candidate's position on gun ownership are 'false and misleading' and that stations carrying them are not immune from libel suits

The Dukakis campaign has responded with a warning of a libel suit to radio and print ads the National Rifle Association has been running on stations and in newspapers around the country. The Dukakis campaign's general counsel, Daniel A. Taylor, said in a letter to the NRA last week that the ads—which concern the candidate's position on gun ownership—"are false and misleading." And stations carrying the ads are being advised that they are not immune from libel suits.

Taylor, in a letter to Wayne LaPierre, NRA's executive director, referred specifically to the radio and print ads claiming the Massachusetts governor said he does not believe "in people owning guns," that only the police and the military should have them, and that he would do everything he could "to disarm this state."

The source of the quote is said to be Michael Yacino, an NRA director. Taylor said Dukakis denies the statement. Indeed, Taylor notes that the governor, in complet-

ing an NRA questionnaire when seeking reelection in 1986, indicated he supported firearm ownership for some purposes. He was said to have supported a ban only on "Saturday night specials," which he contended are useful only for killing other human beings.

"In short, your materials are false and misleading," Taylor wrote. As a result, he said, "the NRA and any newspapers, radio, or TV stations which republish this material must bear the legal consequences for publication of those statements."

To drive the point home, the Dukakis campaign notified Dukakis state counsels around the country of the Taylor letter, and called on them to notify the media in their state "that they run a risk of legal action" if

they carry the ads. The notification, written by Neal Goldberg, a Washington communications attorney, recommends that the counsel remind the stations carrying the ads that, "unlike the case with ads purchased by candidates, stations are *not* immune from libel suits if they air defamatory statements provided by noncandidate committees such as the NRA."

LaPierre said the letter indicates Dukakis "has as much respect for the First Amendment right of free speech as he does for the Second Amendment's right to bear arms." He called the letter "a heavy-handed attempt to suppress the truth of his record from being revealed to the public," and added: "We can document everything in the ads."

LaPierre said the documentation had been

provided to the radio stations, and that none had pulled the ads. Dukakis, he said, is making "a 180-degree turn" on the issue of gun control to bolster his political position in the final month of the campaign.

At least two state radio networks that were notified of the Dukakis campaign warning had no plans to pull the ads, which are scheduled to run until a few days before the election Nov. 8. Steve Rubin, of the Pennsylvania Network, said he was "looking into the matter" but that the ads would continue to run "for the time being." And Al Mangum, of the North Carolina News Network, said he wanted to be sure the network is "protected from libel." But he also said that "all indications are that we'll continue to run" the ads. □

Congress won't call it quits

While running overtime, it looks like some legislation may get passed before adjournment, including FCC and CPB authorization and TVRO copyright bills

The 100th Congress is sticking around this week. Since Oct. 8, lawmakers have been trying to go home, but the session has dragged on in the hope that a compromise on a controversial antidrug bill will emerge. With adjournment now tentatively slated for Thursday, Oct. 20, it is down to the wire on several communications issues. Foremost among them is a children's television bill, which, according to last-minute reports, might yet survive. Moreover, there were signs that a hold on a home satellite copyright bill (H.R. 2848) might be lifted, freeing it for Senate consideration.

Discussions on the children's bill were ongoing last week with proposals being shuttled back and forth between House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Senator Tim Wirth (D-Colo.). The two have been at odds over the issue. Wirth is blocking Senate action on Markey's bill (H.R. 3966), which the House adopted some time ago. Even broadcasters have been working to break the stalemate ("Closed Circuit," Oct. 10). The National Association of Broadcasters (along with network and independent television lobbyists) is floating a proposal that calls for passage of the Markey bill but would also require a subsequent study by 1993 that would survey the children's programming marketplace as well as determine if broadcasters have complied with the legislation.

Markey's bill would limit advertising in children's programs to 10¼ minutes per hour on weekends and 12 minutes on weekdays. And it would require broadcasters to serve the "special needs" of children, which the FCC would take into account at renewal time. Wirth, on the other hand, has reservations with the bill and would like to see it strengthened.

As for the home satellite measure (H.R. 2848), it is believed that Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) and House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.)

were nearing an agreement on trademark legislation that should free H.R. 2848 for action. DeConcini put a hold on H.R. 2848 to keep it from a vote as a means to persuade Kastenmeier (the chief sponsor of the bill) to move on the trademark measure (BROADCASTING, Oct. 10).

Still, there has been plenty of activity in the Senate. Two authorization bills, one covering the FCC, the other the Corporation for Public Broadcasting, cleared the upper chamber on Oct. 7. They are awaiting final House approval and should become law.

A controversial home satellite bill (S. 889) was sunk by the Senate. It would have regulated cable's role in the backyard dish market, but was tabled by a vote of 43-36 (see page 77).

The Senate also approved a substitute version of an FCC authorization bill (S. 1048), which initially passed the Commerce Committee last year. The House also approved an FCC bill last year. (House and Senate staff, however, have already ironed out their differences, and the Senate version should breeze through the House.)

Among the legislation's key provisions is one that bars the FCC from applying its ex parte rules to Congress. The Senate, however, strengthened that section to insure it was ironclad.

The upper chamber also added language that enables the FCC to move its Waipahu, Hawaii, monitoring station to a more viable location. Because of new zoning changes, most of Honolulu's television station transmitters will eventually have to be relocated, which would "render the Waipahu monitoring station useless by the mid-1990's," according to report language accompanying the Senate bill (S. 1048). And the Senate, with House approval, included a section that will force the FCC to be more accountable in its decisions on common carrier tariffs.

Moreover, the measure was amended to include a "sense of Congress" resolution that recognizes the contributions of amateur radio operators in emergency communications. Offered by Senator Pete Wilson (R-Calif.), the amendment urges the FCC to "carefully consider the valuable, selfless efforts of amateur radio operators when mak-

ing decisions that would affect the amateur radio service."

Under the reauthorization legislation, the agency could receive up to \$107.3 million for fiscal 1988 and \$109.3 million for FY '89. The agency's travel reimbursement program was extended through 1989; its annual management report requirement was eliminated, and the date of enactment for the inflation index for the FCC's fee schedule was delayed a year. In addition, the commission is permitted to implement a two-year test program for hiring older Americans.

Cuts in Corporation for Public Broadcasting authorization figures early this month (BROADCASTING, Oct. 10) constituted the last hurdle before passage of the three-year forward funding bill, S. 2114, in the Senate late on Friday, Oct. 7. But by late last Wednesday, the House reportedly was adding one change in the bill's language and had placed it on its Oct. 18 floor vote agenda. The change, said one source, addressed the need for CPB to seek nonfederal funding for the satellite replacement project—apparently the last effort needed to combine what had been substantially unlike versions of the Public Telecommunications Act of 1988.

In September, the major differences were resolved without a formal House-Senate conference. House language creating a separate program fund for independent producers remains in the combined version. Although Senate language that would have moved 80% of national programming funds out of CPB control and into the hands of the stations was excised, CPB and the stations must submit a plan by October 1990 to resolve problems the Senate found in public TV program funding allocation.

Partly in response to administration veto threats, the House and Senate had agreed to reduce original CPB authorization figures from \$304 million to \$245 million in 1991, from \$345 million to \$265 million in 1992 and from \$404 million to \$285 million in 1993. The bill, however, retained the Commerce Committee's original authorization of \$200 million over the three years for replacement of public broadcasting's satellite interconnection system.

Reauthorization legislation for the Na-

tional Telecommunications and Information Administration for fiscal 1988-89 was still pending in the House of Representatives as of late last week.

Other unresolved Hill business includes a bill which passed the House and is before the Senate Foreign Relations Committee (see page 68). It would enable the U.S. Information Agency to reinstate Worldnet's so-called passive programming for a year until the agency can prove it has two million

viewers worldwide. Funding for that programming was pulled because of federal legislation adopted last year that said USIA had to demonstrate that Worldnet's passive programming attracted two million viewers in Europe.

A bill that would allow the U.S. to participate in the Berne Convention, an international treaty that provides copyright protection, was cleared last week by the House and is ready for the President to sign.

And as of late last week, Senator Strom Thurmond (R-S.C.) was planning to offer his antiporn measure as an amendment to the antidrug bill. It was part of a controversial parental leave bill which never got out of the Senate. Among other things, it reaffirms current obscenity laws making distribution of obscene material on cable and subscription television illegal (BROADCASTING, Oct. 3). It merely recodifies what is already in the 1984 Cable Act. □

Exclusivity rules stirring up dust on FCC's eighth floor

Patrick and Quello are divided over whether to change or drop territorial exclusivity and reimpose syndex

Another battle is heating up on the FCC's eighth floor—this one between FCC Chairman Dennis Patrick and Commissioner James Quello over an effort to reform the FCC's territorial exclusivity rules revived last Thursday (Oct. 13) at the FCC's open meeting. And, with those two squared off, it may be up to the currently uncommitted commissioner, Patricia Diaz Dennis, to settle the issue.

Patrick favors liberalization, if not outright elimination, of the rules, to allow stations to negotiate for program exclusivity over a wider area. Quello believes the rules should remain more or less intact, arguing that they protect the ability of fringe-market television stations to buy high-rated programming. Like Quello, the National Association of Broadcasters and the Association of Independent Television Stations want to keep the rules in one form or another.

The battle over territorial exclusivity actually began in early 1987 when a five-person FCC led by Patrick predecessor Mark Fowler proposed elimination of the non-network territorial exclusivity rule, which limits the geographic reach of a television station's syndicated programming exclusivity to 35 miles (BROADCASTING, Feb. 16). The proposal was coupled with another to reimpose the syndicated exclusivity rules that would allow stations to enforce exclusivity not only against other stations, but also against cable systems within the 35-mile radius.

At the time, Quello voiced his support for syndex, but opposed any tampering with the territorial rule. Without it, he argued, stations in large markets would acquire wider exclusivity for programming and preempt stations in "overshadowed" smaller markets from licensing it. "I'm afraid if you have total territorial rights, a very large company could lock out everybody in the state," he said.

Reduced to three commissioners by Congress's refusal to consider the nominations of Bradley Holmes and Susan Wing, the FCC reimposed syndex last spring (BROADCASTING, May 23). But, primarily due to Quello's opposition, it deferred action on the territorial rule until more comment could be received. The request for those comments constituted, in essence, last week's action.

Quello voted along with Patrick and Dennis to launch the proceeding, but he did so grudgingly. At the meeting, he said his vote with a long concurring statement was "just short of a dissent."

In addition to inviting comments on the nonnetwork territorial exclusivity rule, the further notice of proposed rulemaking asks whether the network territorial exclusivity rule should be eliminated. The rule limits a television station's network programming exclusivity to a single market. Quello's concurring statement says the FCC has reached a "tentative conclusion" that the rule should be eliminated. And while the FCC press release describing the notice does not go that far, it suggests as much: "There is no reason to believe that the public would be deprived of network program service if this rule was eliminated, as it appears that the intent of the networks is to maximize the coverage of their programming."

The notice also makes two clear-cut proposals: 1) extension of program exclusivity rules to cover noncommercial stations, low-power stations and translators, and 2) a uniform set of geographic limits (e.g. 35 miles) for all program exclusivity rules, assuming it is decided to keep any of them.

Today, the limits of the exclusivity rules are a mixed bag. At a press briefing following the meeting, FCC Deputy Bureau Chief Bill Johnson said the nonnetwork territorial and syndex rules have 35-mile limits, while the network territorial rule has a single-market limit and the network non-duplication rule that allows stations to enforce exclusivity against cable systems importing duplicative network programming has a 35-mile limit in the top 100 markets and a 55-mile limit outside the top 100.

In his statement, Quello acknowledged the importance of "private contractual freedom," but said in this case it must be tempered by the FCC's policy of promoting localism. "Consistent with this policy, it is incumbent upon the commission to insure that stations have access to program product," he said. "Reliance on antitrust enforcement simply will not insure that fringe stations will have access to programming." At the meeting he said he had identified 21 stations in small, "overshadowed" markets that might lose programming if the rule were dropped.

Quello also criticized the proposal to do away with the network territorial rule, rejecting the notice's suggestion that net-

works' interest in maximizing their audiences will insure a network affiliate in every market. "It is possible that larger stations may attempt to limit additional network affiliation with stations located on the fringe of their market."

Quello also failed to see the logic of adopting a common limit for all the programming exclusivity rules since each is intended to further a different communications policy. But, he said, he believes the programming exclusivity rules should apply to noncommercial stations.

At the meeting, Patrick betrayed his desire to relax or eliminate the rules. "We can all agree" the 35-mile limit is "arbitrary" and "usually does not comport with the actual...parameters of the area within which a broadcaster is attempting to compete with cable systems and other parties delivering video product," he said. "So I think it is fair at least to ask whether there is a more appropriate measurement of the geographic extent of exclusivity, if, in fact, it should be limited at all. Competitors to broadcasters have no limit with respect to the area over which they can secure exclusivity. And, of course, this question of geographical measurement is important to stations that would like to be regional superstations."

Patrick and Quello did agree on one thing: extending programming exclusivity protection to noncommercial stations. "I can't imagine why they should not have the right to enjoy those rights as well."

With Patrick and Quello polarized, the fate of the rules may well be in the hands of Dennis. Although she voted for the proposal to eliminate the nonnetwork territorial rule last year, she said at the meeting that she is keeping an open mind. "I really have no inclination one way or another on this one and I want to see what kind of record evidence develops."

With only two other commissioners, both of whom are Democrats and neither of whom share his near-complete faith in the marketplace, Patrick has had difficulty getting a second vote to push forward his agenda. On occasion, relations between Patrick and the other commissioners, particularly Dennis, have been severely strained by Patrick's pressure and the others' unwillingness to yield to it.

The politics of territorial exclusivity and every other item of the chairman's agenda, of course, will change radically if either Bradley Holmes or Susan Wing or both

receive recess appointments after the 100th Congress adjourns this week or if Michael Dukakis beats George Bush in next month's Presidential election.

The likelihood that one or both of the Reagan FCC nominees would receive a recess appointment has increased in recent weeks. Holmes, chief of the policy and rules division of the FCC Mass Media Bureau, is a former Patrick aide and is seen as likely to vote with Patrick on key issues. Wing is a Washington communications attorney with Hogan & Hartson. Both are Republicans, as is Patrick.

If Dukakis wins, Patrick will be a lame duck who will have difficulty getting anything done in the waning days of the Reagan Administration as key advisers head for the private sector. If Bush wins, Patrick and those advisers may stick around at least long enough to see territorial exclusivity and other major ongoing proceedings to the end. □

NBC unveils new HDTV standard

Second production standard emerges, submitted to SMPTE for approval; number of broadcasters have endorsed system, with others expected to follow

The 1,125/60 high-definition television system, which has long been the de facto American standard, now has, on paper, a rival. An NBC-developed 1,050/59.94 system has been submitted to the Society of Motion Picture and Television Engineers (SMPTE) for approval as a second HDTV standard. Michael Sherlock, NBC president, operations and technical services, said the system "departs from other proposals and will be uniquely suited for any transmission system that intends to be compatible with the existing United States system, NTSC."

A number of broadcasting companies and associations have already endorsed the concept of a 1,050/59.94 system. At press time last week, they included Capital Cities/ABC, North American Philips Corp., Zenith Corp., Tribune Broadcasting Co., Faroudja Laboratories Inc., Thomson Consumer Electronics and the David Sarnoff Research Institute. Industry sources said they expect several other organizations to endorse the concept later this week following meetings of their boards; on Friday, the Association of Maximum Service Telecasters said it welcomed the new standard.

It comes a little more than one week after the American National Standards Institute approved 1,125/60 as the consensus U.S. HDTV production standard (see story, page 39). That standard was approved earlier this year by both the Advanced Television Systems Committee and the Society of Motion Picture and Television Engineers. However, efforts to establish 1,125/60 as a worldwide International Radio Consultative Committee

(CCIR) standard have been stalled by European countries, where the PAL and SECAM transmission systems with 50-hertz field rates are standard, claiming that it is too difficult to transcode from the production standard's 60-hertz rate.

1,125/60 is the oldest and most highly developed high-definition production standard. All commercially marketed video equipment to date is built according to the 1,125/60 parameters, and all high-definition programs produced so far have been in that standard. The system's advocates say it is an ideal mastering system, easily convertible to 35mm film and NTSC videotape and transmission and with all the proposed HDTV and enhanced-definition transmission systems.

"What we're interested in is a standard that is user friendly," that is even more easily transcoded with the existing NTSC system than 1,125/60, Julius Barnathan, ABC president of broadcast operations and engineering, told BROADCASTING. Sherlock explained that such a system should be based on a 59.94-hertz field rate of NTSC rather than 60 hertz. Transcoding between the two would not be serious if the pictures have NTSC resolution, but between two high-definition systems it would produce unacceptable picture artifacts, he said.

Introduction of 1,050/59.94 damages the possibility of 1,125/60 eventually becoming a world standard. But both Sherlock and Barnathan said chances for worldwide acceptance of any particular production standard is already doomed. "NBC would en-

dorse the world standard if it felt it had a reasonable chance to succeed," Sherlock said. "We make particular reference to what we saw at the IBC done by the Eureka project [1,250/50 system] and see that they have made significant progress, and we also see that there is tremendous support for it" (BROADCASTING, Oct. 3).

A recent initiative to renew the effort for a world standard that was started in the Soviet Union last month by Henrikas Yushkevichus, Soviet vice chairman of radio and television (BROADCASTING, Sept. 12), will not be successful, Sherlock predicted. The representatives to that meeting did not have the official backing of their governments and, therefore, their findings will have no weight. "There's a forum for all of that in CCIR and through the State Department," he said.

By backing 1,050/59.94, NBC and ABC are apparently backing away from their earlier positions that the U.S. transmission standard should be chosen before a production standard. But Sherlock says last month's tentative FCC decision to consider only transmission systems that are compatible with NTSC clears the way for development of a 59.94-hertz system. "Any system with NTSC compatibility will be better off with a 59.94 system," Sherlock said.

Another advantage to the new proposal, NBC claims, is that it will give broadcasters the option of 1,050/59.94 2:1 interlace scanning or 525/59.94 1:1 progressive. "The idea is twofold," Sherlock said. "Number one: Make sure that we don't have conversion processing in our picture, because in high-definition television, quality is a real issue, and every time you convert, there is some quality that you lose. Number two: We think we have to provide a way for American broadcasters to move wide-screen, enhanced pictures in an evolutionary way." As broadcasters upgrade their studio facilities to handle progressive-scan equipment, the 1,050/59.94 equipment can be modified to support it, he said.

As for the future of 1,125/60, Barnathan points out that so far there are very few customers. In the U.S., no major studio has committed to 1,125/60 production, and a few projects have been completed in Japan, Canada and Europe. "Who's going to buy that standard? Broadcasters are not going to buy it, so how are they going to get off the ground with it?"

Joseph Flaherty, engineering and development VP at CBS and among the leading U.S. advocates of the 1,125/60 system, reacted to news of the NBC initiative more in sorrow than in anger. "There is only one tiny window to get a world production standard. Introducing a new standard at this stage of the game can only make that prospect more difficult. It can only lead to further division worldwide."

In the meantime, he said, "1,125 is alive and well. Its testing and acceptance have been laborious and thorough. Thirty manufacturers are making HDTV equipment to that standard. The Canadian Broadcasting System, CTV in Canada, the Public Broadcasting System, CBS and HBO, among others, have endorsed it. It can hold its own."



NBC's Sherlock



ABC's Barnathan

NBC offers, Tartikoff doesn't refuse

Network's programing whiz gets multi-year extension with increase in money, responsibility; will head new program development group to solicit ideas from various departments

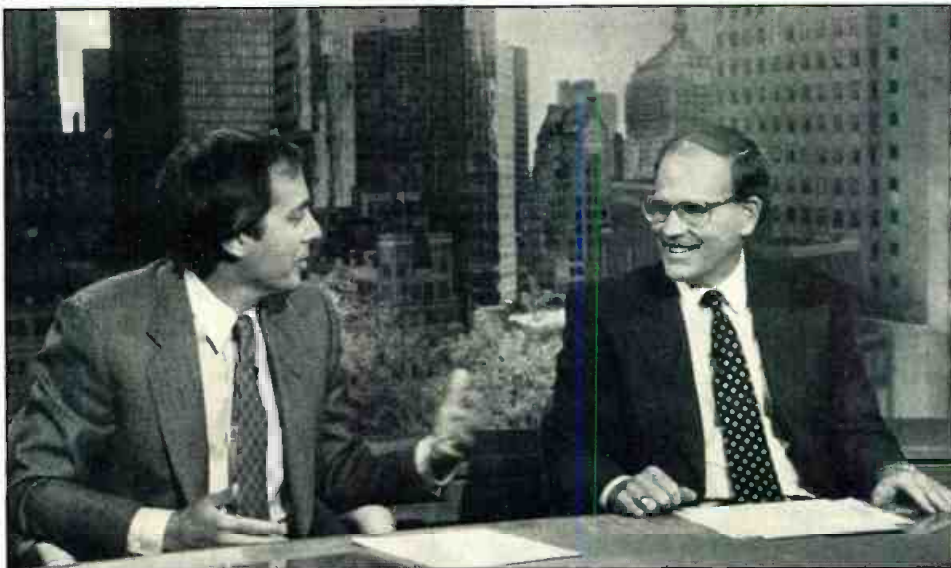
NBC moved early to retain its programing chief, Brandon Tartikoff, whose contract was to have expired next year. Last week Robert C. Wright, the company's president and chief executive officer, said that NBC had given Tartikoff a new multi-year contract (through 1992 by one report) that will increase his remuneration and give him added programing responsibilities and production opportunities. Wright presented the announcement as both Tartikoff's reward for helping keep NBC's prime time schedule in first place, and as an opportunity for the television network to innovate.

Tartikoff confessed that perhaps the biggest reason for re-signing with the network was "the money that Bob [Wright] and Jack [Welch, General Electric chairman] offered...." Rumors of counteroffers from Hollywood-based companies have circulated for years, most recently involving MGM/UA, which until last week was searching for a new president. Said one observer: "Brandon made a lot of money before, but this now puts him in the studio league. You can be sure that Jack Welch was personally involved in this, inviting Brandon out to his house."

Tartikoff, in addition to keeping his titles as president of NBC Entertainment and NBC Productions, was also named to chair a new NBC Program Development Group. The group, said Wright, would accelerate "communication, synergy and crosspollination of ideas.... The group will help us more effectively spot the trends, develop the concepts, identify the talent and otherwise assure that NBC continues to meet and exceed rapidly changing audience demands." One of the first projects the group may consider is another NBC News proposal for a prime time magazine series.

Serving on the program development group with Tartikoff will be John Agoglia, executive vice president, NBC Productions, and executive vice president, business affairs, NBC Television Network; Michael Gartner, president of NBC News; Al Jerome, president of NBC's station group; Pier Mapes, president of NBC Television Network, and Arthur Watson, president of NBC Sports. Tartikoff said the group will probably meet once a month.

Said Tartikoff: "It's been my belief for a long time that the assets—the talent pool, the production expertise in the news department, the sports department and within our owned and operated stations—was really underpotentialed in terms of having a presence in [daypart] areas other than the ones that they now program.... Informally, we have been in a constant dialogue with news, sports and the owned stations on a project-by-project basis, but with this group we'll not only formalize [that], but I think there will be a real ecology here in terms of



Tartikoff (l) and Wright at closed circuit presentation to affiliates

economizing the existing development efforts...."

In effect, NBC is giving Tartikoff his own studio by continuing to expand NBC Productions. Last week it was announced that that division of the company would undertake roughly \$150 million in productions next year, up from about \$90 million this year and \$65 million in 1987. Among the television shows recently added to the production slate are *Later with Bob Costas*, *Generations*, a half-hour daytime serial, and *Good Morning, Miss Bliss*, scheduled to premiere Nov. 30, on the Disney Channel.

Tartikoff's arrangement with NBC also allows him to continue to produce theatrical films, one of which, "Elvira, Mistress of the Dark," was recently released. Two others, "Tapeheads" and "Flying Blind," are set for release later this year.

At the same time the network signed Tartikoff, NBC also signed four other NBC Entertainment executives: John Miller, vice president, promotion and advertising; Warren Littlefield, executive vice president, prime time programs; Perry Simon, senior vice president, series programs, and Agoglia. □

1992 Olympics likely to include cable

Negotiations begin for next summer games; IOC says rights will most likely be shared by broadcast and cable

Last week, as the International Olympic Committee handed the three broadcast TV networks a draft contract outlining the technical specifications of the 1992 summer Olympic games in Barcelona, Spain, it also reiterated its belief that the networks will probably share the games with another television venue, probably cable. Those rights will be sold by the middle or end of November. The IOC has yet to decide how the Olympic bids will be submitted.

The IOC's contract names the host broadcasters for those games for the first time—Spanish National TV and Catalanian TV. A third party could also be brought in for host coverage as well.

According to both IOC and network officials, the most likely addition to coverage in 1992 is cable. "This will be the first time the networks and cable" will cover an Olympics together, said Dick Pound, vice president of the IOC and chairman of its television organizing committee. The IOC has been considering possible cable carriage of the Bar-

celona games since before the start of this year's summer Olympics in Seoul (BROADCASTING, Aug 15), and has met with cable networks including TBS, ESPN and the USA Network about their involvement in the coverage.

Despite that interest, Pound said last week that cable networks will not be allowed to make stand-alone bids on the games. The IOC prefers to let the broadcast networks "sort out" the possibility of bringing in a partner on their own, Pound said. "There's a lot of new ground to cover," he said, mentioning the difficulties in covering and selling advertising time in contemporaneous events.

Pound said that the IOC is taking a "conservative" approach to cable's possible entry into the Olympic coverage picture. And in line with its intention of continuing its allegiance to the broadcast networks as the primary Olympic rights customers, the IOC's Barcelona draft contract was not sent to cable networks. Additionally, that contract does not specifically mention cable.

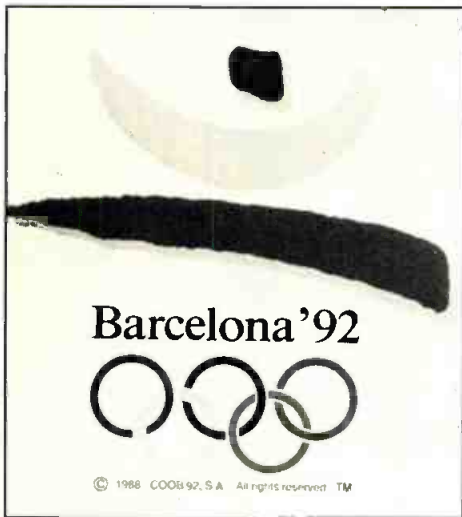
In the past the rights fee paid by a U.S. broadcast network has amounted to as much as 75% of a particular Olympics' total global television revenue.

It is expected by some that, based on conversations with the various cable networks that are interested in carrying a portion of the Barcelona games, the broadcast networks could make a bid with a cable partner in place. "That's conceivable," said Dave Kenin, senior vice president at the USA Network. There appears to be mutual interest by cable and broadcast networks in sharing the games. As one executive put it, in a bid of between \$300 million and \$400 million for the Barcelona games, cable could be expected to pay \$50 million-\$100 million for a separate package.

But others said that a broadcast network could conceivably wait until after it has acquired the games to spin off a cable package. Indeed, CBS has considered selling a portion of its coverage of the 1992 winter games in Albertville, France, but has yet to announce a deal with a cable network.

The IOC's draft contract makes no mention of how much advertising time it will allow in coverage of the 1992 games despite the complaints that the advertising load in NBC's coverage of the Seoul Olympics was too heavy. Pound said that it is the policy of the IOC to leave a U.S. network broadcasting an Olympics to handle questions such as advertising as they see fit.

Pound said that the ratings shortfall, and subsequent revenue loss, that NBC's cover-



age of the Seoul Olympics entailed was not the impetus for the IOC's openness to cable coverage.

Instead, he said, cable could give viewers longer coverage of single events, while the networks continue to offer highlights of a day's action. "Our desire is for the viewing public to see as much as possible," and with cable coverage that becomes possible, he said.

ABC, CBS and NBC affiliates may now be the last entities in the way of a cable Olympics effort. NBC waited until less than a year before the Seoul games to broach with its affiliates the idea of selling some of the telecast to cable. The response of affiliates was to complain that they had already sold their own advertising time on a "broadcast exclusive" basis, forcing NBC to drop the idea.

For 1992, the networks are likely to prepare affiliate sentiment for a cable deal well

Personal finance added to Headline News

Turner Broadcasting System's board voted last week to add a four-minute personal finance report within each half hour of Headline News, and to add a day-long stock market crawl in the news service.

The new lineup for the 30-minute Headline News wheel will be major national and international news for the first 15 minutes in each half hour, followed by four minutes on personal finance. Sports news and entertainment features finish off the hour. The stock market crawl will run from 9:30 a.m. to 5 p.m. on weekdays. It's expected that data from the New York, American and OTC markets will be included. The service will cut back on sports and entertainment segments to make room for the personal finance reports. On weekends, personal finance reports may only be three minutes, with sports picking up the extra minute, a spokesman said. The changes will take place once staffing is completed and equipment for the stock ticker is in place.

Turner's move comes at a time when NBC has announced plans for the Consumer News and Business Channel, and FNN has expanded its program schedule into prime time. A TBS spokesman confirmed that talks between TBS and FNN had taken place in the past several weeks, but they have since broken off, with "no active discussions" planned. There had been discussion a year ago about converting Headline News to an all business and financial channel but the Turner board, by then composed of cable operators, nixed the idea. Since then, however, Tele-Communications Inc., a leading investor in Turner, has backed the CNBC concept and has committed to partial carriage of the service.

in advance; at least one has already done so. Two weeks ago at a meeting in New York, CBS Sports President Neal Pilson told the affiliate board, according to board chairman Ben Tucker, that the network's bidding strategy "wasn't set yet but that obviously they had to take a look at cable play because that was how the other two networks were going to bid." Tucker said his personal sentiment was that he might not object to cable showing some events "as long as the main events in which the U.S. is competitive stay a free television event. I think we'd be foolish as

an affiliate group to tie the hands of the network in their bidding."

Not all affiliates would be happy with the games on cable. Jefferson-Pilot Communications has already approached some network executives about syndicating Olympic events, as an alternative to selling such events to cable. James Babb, the Charlotte, N.C.-based group's executive vice president, said this is the first time he has made such a suggestion: "It wouldn't have to interfere with network time, but perhaps could run in the access period from 4 to 8 p.m." □

Miami's WSVN(TV) signs with Fox

Affiliations switch in 16th largest market after GE purchase of WTVJ

Two-and-a-half months before its affiliation ends with NBC, WSVN(TV) Miami has signed an affiliation agreement with Fox Broadcasting Co. The station will begin airing Fox programming on Jan. 1, 1989. According to Jamie Kellner, president, Fox Broadcasting, the station will carry the entire Fox schedule, as well as any late-night vehicle the network will schedule in place of *The Late Show*.

"The Miami/Fort Lauderdale market is one of the most important in the country, and we now have an affiliation with the most powerful and respected station in the market," said Kellner.

WSVN's agreement with Fox is the latest affiliation change in the nation's 16th largest market, as a result of General Electric's (NBC parent company) purchase of WTVJ(TV), the CBS affiliate. Since the GE purchase, WCIX(TV) (the former Fox affiliate) has signed on as CBS's Miami affiliate; WTVJ(TV) (former CBS affiliate) is the NBC carrier, and now WSVN (former NBC affiliate) is the Fox affiliate.

Edmund Ansin, president and owner of WSVN, said, "We've been a strong competitor in network television for more than three decades, and we are thrilled to be joining Fox, which is an aggressive young force." Ansin bought the station in 1962, the same year it began its affiliation with NBC.

"We give a major commitment to news coverage and we look forward to the Fox stations across the country supplying us with news sources and increased coverage in major markets," said Robert Leider, vice president and general manager, WSVN, adding, "in our continuing news effort, we plan to benefit the entire Fox family."

Fox has been concerned about affiliates preempting portions of its schedule, primarily *The Late Show*, which has been delayed by some stations and replaced by others. Kellner has said in the past that "Fox would not be married to affiliates on a part-time basis," that stations would be "expected to carry the entire schedule." In August, one week after KSTU(TV), the Salt Lake City affiliate, announced it would discontinue its affiliation with Fox, the network agreed to allow the station to dump the Saturday night lineup as well as *The Late Show*. □

Goddard says telcos face uphill fight

The telephone companies may be knocking at cable's door, but given the opposition by those in Congress and among other businesses, they have too large a hill to climb to get into the television business. That was the thrust of comments on the telco threat made by National Cable Television Association Chairman John Goddard, president of Viacom Cable, before the Washington Metropolitan Cable Club last week.

"The political noise created largely by our entertainment industry competitors has been seized upon by the telephone companies, who are continually looking for ways to break down barriers imposed by Congress and the courts that prevent them from entering new lines of businesses," Goddard said. The FCC "has publicly joined their cry," he said, with its suggestion for repeal of the telco-cable crossownership rules. But still standing in the way are Congress and Judge Harold Greene, he said. "To repeal that ban would be an upheaval of the function of American communications policy," Goddard said, "a decision that Congress is not going to make lightly."

Goddard repeated the theme that other cable executives had enunciated in the past two months: that the telcos want to get into the television business. "The telcos don't want to merely transmit programming—they can do that now under existing law," he said.



Goddard

"They want to be television programmers."

Broadcasters, newspaper publishers, consumer groups and business users could all be dramatically, and negatively, affected by telcos in TV, he said. "There is no strong congressional sentiment to change the status quo, much less to revolutionize American communications policy," he said. "Such a change would take years of monumental effort, and in the long run would still not be successful, given the coalition of interests likely to oppose it," he said.

In his speech, Goddard said the cable

industry had come through congressional scrutiny this year with very little damage. But, he said, "we must continue to act responsibly and, in some isolated cases, start acting more responsibly." He said operators need "to think through the business and political ramifications of their actions," whether it's on rate increases, programming decisions or system rebuilds, and "how it impacts consumers."

Goddard declined direct comment on the Jones Intercable-USA Network dispute (BROADCASTING, Oct. 3 and 10), saying it was a contractual dispute between those two parties, but he did say there was the separate issue of "accountability for cable services which each company has to decide for themselves."

He said operators have been "prudent" on rate increases. "Operators realized long ago there is a delicate balance between establishing a price that's reasonable enough to retain current subscribers and attract new ones, while high enough to allow for investment in new programming and services that will make us more attractive to those who have not yet opted to subscribe."

On must carry, he said the industry remained committed "to working with broadcasters and Congress to resolve this lingering, troublesome issue." But on syndicated exclusivity, he said the cable industry will "continue to defend our interests when...unreasonable and unworkable requirements are thrust upon us." □

Green light for separate systems

The Intelsat Assembly of Parties, the global system's highest governing body, last week indicated an increased readiness to accept the emergence of competing systems. It cleared the way for international communications satellite service by a number of separate satellite operations, including Pan American Satellite System, and adopted on a trial basis a procedure to simplify coordination when a country seeks to be associated with a separate system already coordinated under Article XIV(d) of the Intelsat Agreement.

Under the new procedure, the board of governors is authorized to approve such coordinations without the country involved having to undergo the normal, and lengthy, coordination process, provided certain conditions are met. The board will be acting on behalf of the assembly under the provision of the agreement requiring that new systems be technically compatible with the global system and not cause it "significant economic harm."

The procedure adopted was a compromise, a melding of proposals offered by the U.S. and the Director General, which contemplated a simplification of the existing system, and of one offered by France, which would have given any board member a veto of a board finding. The U.S. was pleased with the assembly's action. A spokesman said it simplifies procedures "where they serve no substantive purpose and only impede the introduction of new services." The spokesman also said the U.S. would continue "to pursue initiatives to expand on this concept of Intelsat focusing its energies on responding to end-user requirements."

The assembly decided to authorize the new procedure on a trial basis until the next regularly scheduled assembly in October 1989. Among the conditions attached to the new procedure is one that the association of additional countries to a previously coordinated separate system does not change the results of the

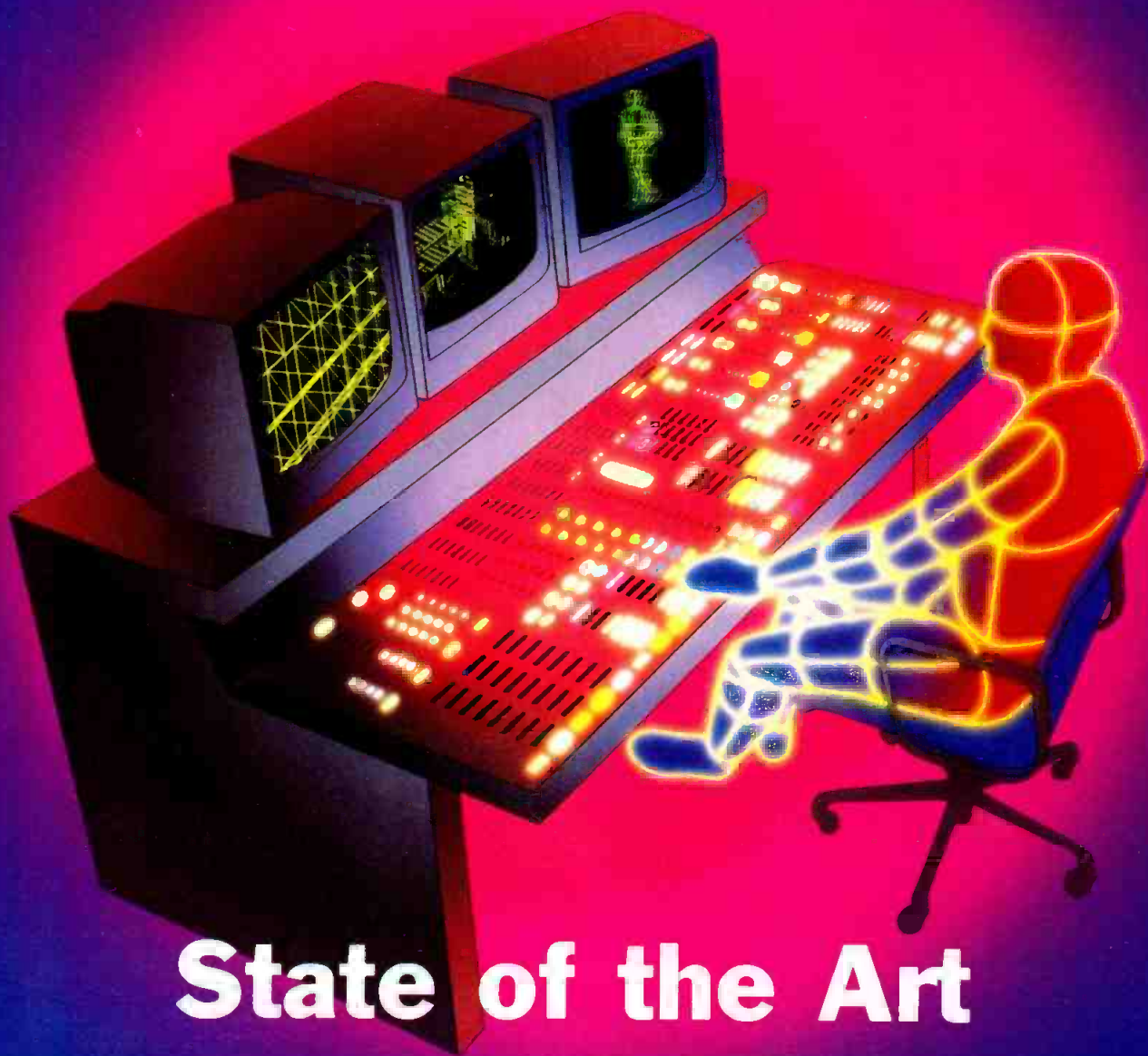
technical and nontechnical elements on which the original assembly findings are based. Another is that no ordinary or extraordinary meeting of the assembly is scheduled within three months of the date that association is requested. And a third requires the board, in making its findings in the form of recommendations, to apply guidelines and criteria for the evaluation of separate systems that the assembly has previously reviewed.

On a related subject, the assembly requested the Director General to develop a proposal regarding the matter of significant economic harm. The assembly asked the Director General to develop improvements in the methods used in assessing such harm, as applied in Article XIV(d) separate system consultations, and guidelines parties might consider regarding findings as to such harm to the global system.

As for the Article XIV(d) coordinations completed by the assembly, all of those involving PAS were approved. These include the use of five C-band transponders for service linking the U.S. with Costa Rica and the Dominican Republic, and, of greater interest, six Ku-band transponders linking the U.S. with the United Kingdom, the Federal Republic of Germany, Sweden, Ireland and Luxembourg. The assembly also extended for five years, to 1998, previously approved C-band service between the U.S. and Peru.

The other coordinations include the use of Aussat 3 by New Zealand and Australia; France's Telecom I, by France, West Germany, Monaco and Switzerland for French television programs; Eutelsat I-4, for reception of television service by neighboring countries, and the U.S. domestic satellite, Galaxy 2, for television reception within Mexico. The assembly also coordinated under XIV(e) (specialized service), which requires a review only of technical compatibility, a portion of the Aussat 3 satellite and the UK's BSB satellite. Both involve direct broadcast service.

TECHNOLOGY 1988



State of the Art

Higher quality, higher cost-efficiency and user friendliness are three common demands of new technologies. Those three sometimes conflicting demands all affect the futures of new technologies being developed for radio and broadcast and cable television.

High-definition has become *the* definition for high quality television. Equipment now exists to transmit video over the air at more than twice the current standard's resolution on a screen with the same proportions as a movie theater's and accompanied by stereo sound equal to compact disk fidelity.

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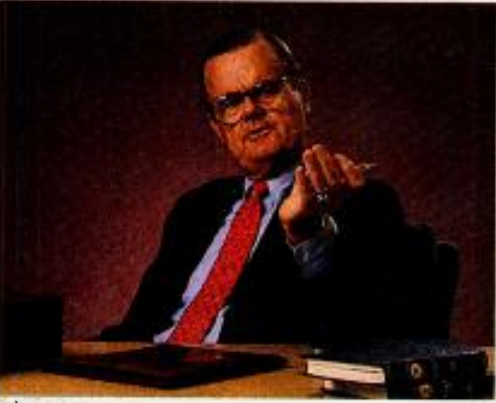
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worth the cost in facility upgrades that would be forced upon broadcasters and the cost in additional spectrum has been left for the FCC. Its answer may eventually be approval of a lower-quality enhanced-definition transmission system. A similar conflict exists between those that would like to establish a worldwide HDTV production standard and those developing a lower-quality standard that would be more cost-efficient and user-friendly for broadcasters.

The cable industry has no doubt that it will transmit HDTV one day, and it knows how it is going to do it—over fiber optic cable to the home. But the cost-efficiency question cable faces is whether to use lower-priced, lower-quality AM modulation or higher-priced, higher-quality FM or even

digital modulation. Attempts to answer those questions are coming earlier than many expected because the race is on with another group that plans to provide fiber to the home—the telephone companies.

User-friendliness is the goal of those companies that are finding ways to increase computer control of TV studios. As broadcasters become accustomed to computers and robotics, a handful of people will perform all of the current studio tasks and more.

Digital is another word that suggests high broadcast quality. Videotape equipment has been developed for multigenerational digital recording in post-production studios and for inexpensive, composite digital applications in broadcast studios. Now Panasonic is pro-

posing a strategy to extend digital quality into the field for ENG cameras and recorders.

Radio stations and syndicators are also looking at digital technology. There is a solid trend toward compact disk installation in music-formatted stations, and satellite transmission of digital stereo music also appears to be in the future. It is not as certain that many stations will opt for digital audio tape players. But those that do make the additional investment will be able to preprogram days and eventually weeks of music in random-access, automated systems.

On the nine pages that follow, BROADCASTING looks in-depth at the various trade-offs between high quality and other considerations.

Twelve that would be HDTV

The FCC's Advisory Committee on Advanced Television Service has no easy task.

The numbers could still change, but, as of today, 12 companies and organizations have proposed to the advisory committee 18 systems for broadcasting or cablecasting HDTV in the U.S. In addition, two companies, High Resolution Sciences and Quanticon Inc., have proposed video processing that could be picked up and used by some of the other system proponents, and two companies—Digideck Inc. and Dolby Laboratories Inc.—have proposed audio systems to go along with whatever video system is settled upon. Also, Scientific Atlanta has submitted a transmission scheme exclusively for satellite broadcasting.

It will be up to the committee—actually the working groups of its various subcommittees—to sort through the systems, come up with the ground rules for testing and comparing them and, finally, recommend one or more to the FCC to be the U.S. standard. The Advanced Television Test Center and the Cable Labs will be called on to do the actual testing.

The system proponents represent a cross-section of the international electronics industry. Some are offered by large corporations like North American Philips and NHK with the resources and, they think, the ideas to ultimately prevail; others come from small, high-tech firms such as Production Services Inc. and Osborne Associates looking eagerly for underwriters.

Many of the systems are no more than ink on paper, but a few such as NHK's MUSE-E and Faroudja's SuperNTSC could be implemented in short order. For most, the arrival of working prototypes depends on first coming up with the R&D capital.

The HDTV system proponents:

■ **Avelex Co., Landover, Md.**—Avelex spent \$7 million developing a video codec for compressing video for teleconferencing and other applications. The codec failed in the market, but, according to Vice President Arnold Seigel, the codec technology is the basis for a one-channel, compatible HDTV system. Washington developer and sports entrepreneur Abe Pollin put up the money for codec development, Seigel said. Avelex is now looking for others to transfer the technology to HDTV, he added.

■ **Broadcast Television Association of Japan, Tokyo**—BTA, a standards-setting organization whose supporters include NHK, is proposing the enhanced definition EDTV-I system to complement the NHK MUSE systems (see below). BTA is nearly ready to roll out the system in Japan.

■ **David Sarnoff Research Laboratories, Princeton, N.J.**—The Sarnoff Labs, an arm of SRI International, has been developing its Advanced Compatible Television System with funding principally from General Electric/NBC. Others, including Time Inc.'s Home Box Office and American Television & Communications and Group W, have made relatively small contributions. The system has been demonstrated widely using computer simulations. Sarnoff Labs' James Carnes said a prototype of ACTV-E, the most rudimentary form of the system, will be ready late this year or early next. ACTV-1, the next step up, will be available in hardware late this year, and a

prototype of ACTV-2, the version that promised to deliver fullblown HDTV, is expected sometime next year, he said.

■ **Del Rey Group, Marina Del Rey, Calif.**—Formed by former Apple computer executive Richard Iredale, the Del Rey Group and its one-channel, compatible system enjoys the support of Cox Broadcasting, Cox Cable, Tribune Broadcasting and Group W. However, it has nowhere near the \$10 million it says it needs to complete development and build a prototype.

■ **Faroudja Laboratories, Sunnyvale, Calif.**—Faroudja is an established broadcast equipment manufacturer. Its video processing system for enhancing NTSC images prior to broadcast is the heart of its one-channel, compatible system. Its supporters include Telecommunications Inc. and Capital Cities/ABC. It is the one system that could be implemented immediately. Yves Faroudja is the company's president.

■ **Japan Broadcasting Corp. (NHK), Tokyo**—NHK, which has been working on HDTV production and transmission systems for more than 20 years, is the developer of a 1,125-line HDTV production system, the only production system now available. Its 9-mhz MUSE-E transmission system will be used in Japan to broadcast HDTV via satellite, but the FCC nixed its use in U.S. terrestrial broadcasting with a decision last month ruling out any system requiring a single channel greater than 6 mhz. NHK continues to promote three other systems. It has said its Narrow-MUSE system, which would meet the compatibility requirement through simulcast of NTSC over a separate channel, will be ready for testing next year. There has been no word of when prototypes of MUSE-6 and MUSE-9 systems will be available.

■ **Massachusetts Institute of Technology, Cambridge, Mass.**—MIT's one-channel systems spring from the school's Center for Advanced Television Studies, a five-year-old organization funded by Capital Cities/ABC, NBC, Time Inc., Public Broadcasting Service, Ampex, Tektronix, Zenith and Kodak. William Schreiber, who heads the effort, said systems will be ready for testing next spring.

■ **New York Institute of Technology, Dania, Fla.**—Under the guidance of William Glenn, NYIT has developed a two-channel, compatible system. So far, it has had little outside support.

■ **North American Philips Corp., Briarcliff Manor, N.Y.**—An arm of the Netherlands-based electronics giant, North American Philips promises a prototype of its two-channel, compatible system next spring.

■ **Osborne Associates Inc., Delray Beach, Fla.**—The three-and-a-half-year-old image processing and consulting company is looking for partners to help bring its two-channel, receiver-compatible HDTV system to fruition. If all goes well, said Osborne President Joseph Osborne, a prototype could be ready in six months.

■ **Production Services Inc., Tucson, Ariz.**—PSI's one-channel, fully compatible Genesys Transmission system is a spinoff of its work in data storage and digital audio recording as integrated circuit designer. Executive Vice President Richard Gerdes said PSI has been demonstrating elements of the system that, he claimed, can

HDTV systems at a glance

Developer	System	Main channel	Augmentation channel	Receiver compatible?	Scanning scheme	Aspect ratio
Avelex Co.	Avelex	6 mhz	None	Yes	Progressive	16:9
Broadcast TV Assoc. of Japan	EDTV-I	6 mhz	None	Yes	Progressive	4:3
David Sarnoff Research Labs ⁴	ACTV-E	6 mhz	None	Yes	Progressive	16:9
	ACTV-1	6 mhz	None	Yes	Progressive	16:9
	ACTV-2	6 mhz	6 mhz	Yes	Interlace	16:9
Del Rey Group	HD-NTSC	6 mhz	None	Yes ³	Progressive	16:9
Faroudja Labs	SuperNTSC	6 mhz	None	Yes	Progressive	4:3
MIT	MIT-Rcvr-compatible	6 mhz	None	Yes ³	NA	16:9
	MIT-Ch. compatible	6 mhz	None	No ²	NA	16:9
New York Institute of Technology	Vista	6 mhz	6 mhz	Yes	Either	5:3
Japan Broadcasting Corp.	MUSE-6	6 mhz	None	Yes ³	Interlace	16:9
	MUSE-9	9 mhz	3 mhz	Yes ³	Interlace	16:9
	Narrow-MUSE	6 mhz	None	No ²	Interlace	16:9
	MUSE-E	9 mhz	None	No	Interlace	16:9
North American Philips Corp.	HDS-NA	6 mhz	3 mhz	Yes	Progressive	16:9
Osborne Assoc. ¹	Osborne Compression	6 mhz	3 mhz-6 mhz	Yes	Interlace	16:9
Production Service Inc. ¹	Genesys Transmission System	6 mhz	None	Yes	Interlace	16:9
Zenith Corp.	Spectrum Compatible HDTV System	6 mhz	None	No ²	Progressive	16:9

¹ Osborne and Production Services claim that their system can transmit 1,125-line, 60 hertz HDTV production signal or any comparable signal with full resolution.

² Although NHK's Narrow-MUSE, Zenith's SCHDTV and MIT's Channel-compatible systems are not compatible with NTSC, they could be implemented under the FCC's receiver compatibility requirement if a second NTSC signal were simulcast.

³ MIT's Receiver-compatible, Del Rey's HD-NTSC and NHK's MUSE-6 and MUSE-9 systems are compatible with NTSC sets, but, because of the wider aspect ratio of the HDTV images, the pictures displayed on NTSC sets will have to be compressed and have black bands inserted across the tops and bottoms.

NHK offers the option of cropping the sides of the HDTV images so they can "fit" on the NTSC screens.

⁴ The Sarnoff Labs' three systems are designed to be evolutionary, allowing the phase-in of full HDTV in three steps.

NOTE: A-Vision and Viento Laboratories Inc. indicated to the FCC Advisory Committee on Advanced Television Service that they intended to submit proposals for systems, but they have yet to do so. Quanticon Inc. and High Resolution Sciences have submitted proposals for video processing schemes that could be incorporated into the systems of others. Digideck and Dolby have submitted proposal for multichannel audio systems to complement some of the video systems.

transmit NTSC and fullblown HDTV signals in a single 6 mhz channel. PSI is attempting to raise \$400,000 in private placement and find partners, he said, adding that several group broadcasters and broadcast equipment manufacturers have expressed interest.

■ **Zenith Corp., Glenview, Ill.**—The last of the major U.S. manufacturers of television receivers introduced its one-channel

HDTV system just last month in Washington. Although it is incompatible with NTSC, the system is designed to be broadcast on television channels now lying fallow because of the television allocation "taboos" without disrupting NTSC broadcasting. A prototype of the spectrum-compatible system will be ready in a year, if Zenith goes full tilt in its development.

HDTV production: The future is almost now

Some HDTV production is under way, but lack of agreed-upon standards and equipment keeps some playing the waiting game

Standardization of the de facto HDTV production standard, the Japanese-developed 1,125/60, is good news and bad news for its proponents. The standard was again endorsed this month when the American National Standards Institute adopted it following the lead of the Advanced Television Systems Committee (ATSC) and Society of Motion Picture and Television Engineers ("Closed Circuit," Oct. 10). But hostility toward the system still exists, both internationally and in some parts of the U.S. television industry. And while the three existing U.S. high-definition studios report plenty of business, the major studios remain cautious about committing to high-definition production.

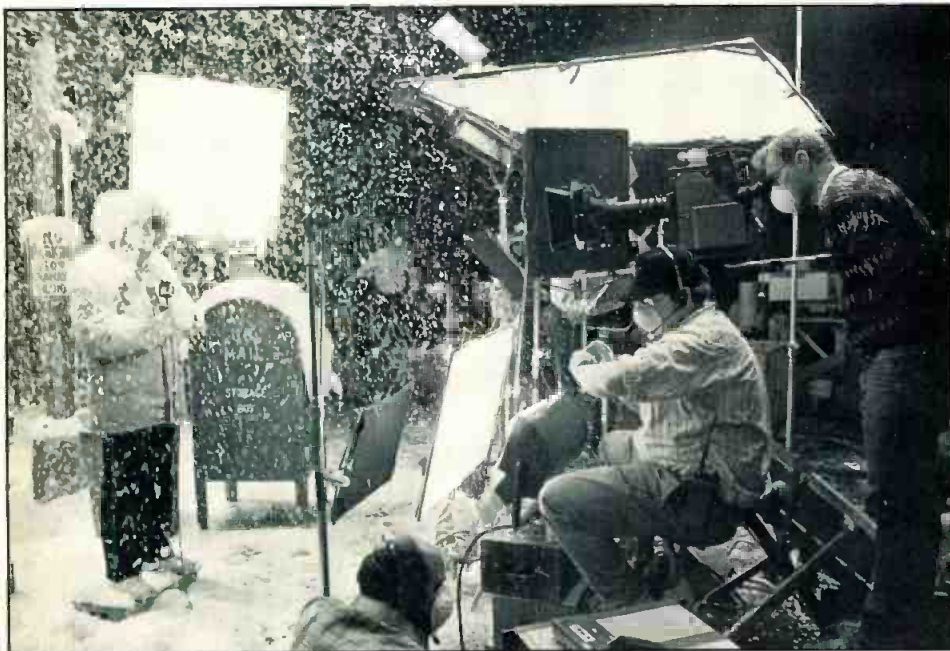
The prospects for world acceptance of one standard remain in doubt. Eventual acceptance of 1,125/60 by the International Radio Consultative Committee (CCIR) could be doomed by Europe's Eureka project, which recently showed prototype equipment built according to the competing 1,250/50 system (BROADCASTING, Oct. 3). European governments have supported the development of a system with a 50-hertz field rate rather than the 60-hertz rate preferred by the NTSC world.

It is expected that greater effort will be expended to establish one of the systems as a world standard. A renewed push for international agreement was heard from the Soviet Union last month from a group of engineers from around the world meeting in Moscow. Henrikas Yushavishus, Soviet vice chairman of radio and television, who called the meeting, said that if no worldwide HDTV production standard is agreed upon,

"the danger is that instead of an iron curtain or a bamboo curtain, we will erect a technological curtain that will realistically be a major obstacle to the free flow of information and international program exchange."

The SMPTE working group that originally documented and approved 1,125/60 over a year ago approved it by a unanimous vote, said Richard Streeter, director, advanced development for CBS, who was SMPTE engineering vice president at the time. "It was something that the group was very proud of because it was not easy getting to that point."

But others, most notably NBC and ABC, have opposed approval of 1,125/60 before ATSC, SMPTE and ANSI. They have taken the position that establishment of a production standard should wait until a transmission standard has been chosen. They have predicted that transcoding from a 60-hertz production standard to a proposed 59.94-



Crew from Rebo takes advantage of easier matte effects with 1,125/60 during HDTV production

hertz transmission system will create unacceptable artifacts in high-resolution video. Until then, they say, 1,125/60 has little chance of success because broadcasters will not need it until they can transmit higher quality. So far, no major Hollywood studios have announced plans to produce in high-definition video.

However, all three of the established U.S. HDTV production studios report full schedules for months to come. As air time for the first HDTV movie made for commercial television in this country nears on CBS-TV, the network is planning a number of other productions to follow it. Several noncommercial stations in cooperation with the Public Broadcasting Service have also been experimenting with high definition.

Producers are waiting patiently for the next generation of equipment displayed at the National Association of Broadcasters convention last spring, such as cameras with increased light sensitivity and a wider variety of lenses. Still, many producers currently working in HDTV say they and their customers are satisfied with the results the current equipment is providing.

CBS's HDTV movie, *The Littlest Victims*

(originally titled *Innocent Victims*), has not been given an air date yet but is expected to run in late January 1989. Shot last winter, the movie is about children suffering from AIDS (BROADCASTING, March 14). CBS is now negotiating with high-definition studios for further productions. Ideally, according to Rupert Stow, CBS director of production systems analysis, the network would like to do several high-definition movies. "That is the way we will really learn what economic advantages can be established. It's very hard to do with one single movie of the week... It will be fun to see what you can do with somebody who is familiar with the equipment," he said.

In future projects, Stow said that CBS would like to explore some of the advantages to HDTV production that were not done in *The Littlest Victims*, such as matte effects, which are much cheaper to produce in video than in 35mm film. In a Canadian Broadcasting Corp. high-definition mini-series, *Chasing Rainbows*, which aired earlier this year, scenery expenses and personnel costs for extras were substantially reduced through extensive use of mattes.

The studio that assisted CBS with *The*

Littlest Victims, New York-based 1,125 Productions, New York, has had several other projects. Three theatrical movie deals are in the planning stages. Randall Dark, director of production, said that one of them will be for the DeLaurentiis Entertainment Group. Work was just completed for a 10-minute short subject that was shot for Japanese companies Imagica and Densu in the Canadian Rockies. The show will be used to demonstrate a new 308-inch high-definition video screen on display in Tokyo. "We shot it in a panoramic fashion. We used three cameras, three VTR's and we built a special mount," Dark said. The cameras were lined up to take images of the center, right and left side of a mountain, with the result being "a huge panoramic view. It's gorgeous," he said. The production story involves a boy being picked up by a helium balloon (performed with a high-definition Ultimatte) and floating over the mountains.

Rebo High-Definition Studios, New York, has had a similarly full schedule. It now has a crew shooting a documentary on buffalo in the North Dakota badlands, produced in cooperation with Japan's NHK network. Also for NHK, Rebo has finished a 15-minute show about jazz music in New York. In the last few months, the studio has done five commercials in HDTV for customers including Sony and WNBC-TV New York, and a music video for Nancy Wilson of the rock group Heart.

The newest high-definition studio, a New York facility established by ZBIG Vision Ltd. in partnership with VCA Teletronics Inc. (BROADCASTING, June 27), is working on two projects: a feature film for the Italian network TV RAI and an hour-long special for PBS, RAI, which produced the first full-length HDTV theatrical production, *Julia and Julia*, which ran in U.S. theaters last February, is co-producing the feature film, *Rosebud*, which will be a comic sequel to the Orson Welles classic, *Citizen Kane*. "Primarily, it will be a long special effects film," according to ZBIG producer, Stuart Samuels. "The whole thing will be done using high-definition special effects, including motion control, Paintbox and Ultimatte." It is scheduled for completion in early 1990. It will be the first full-length film to take full advantage of HDTV special effects, Samuels said. *Julia and Julia* and *The Littlest Victims* did not utilize many sophisticated post-production techniques.

The PBS special, *The Orchestra*, will be a series of music videos set to classical music and will also feature special effects. It is expected to be finished by next April.

The producers agreed that the cost of high-definition video equipment still has not gone down substantially because there are not yet enough customers for it. "That probably won't begin to happen until a major Hollywood equipment rental business offers sufficient [HDTV electronic production equipment], as they've been doing for 50 years for their film production equipment," said CBS's Stow. He predicted that an announcement of such a rental service will soon be made.

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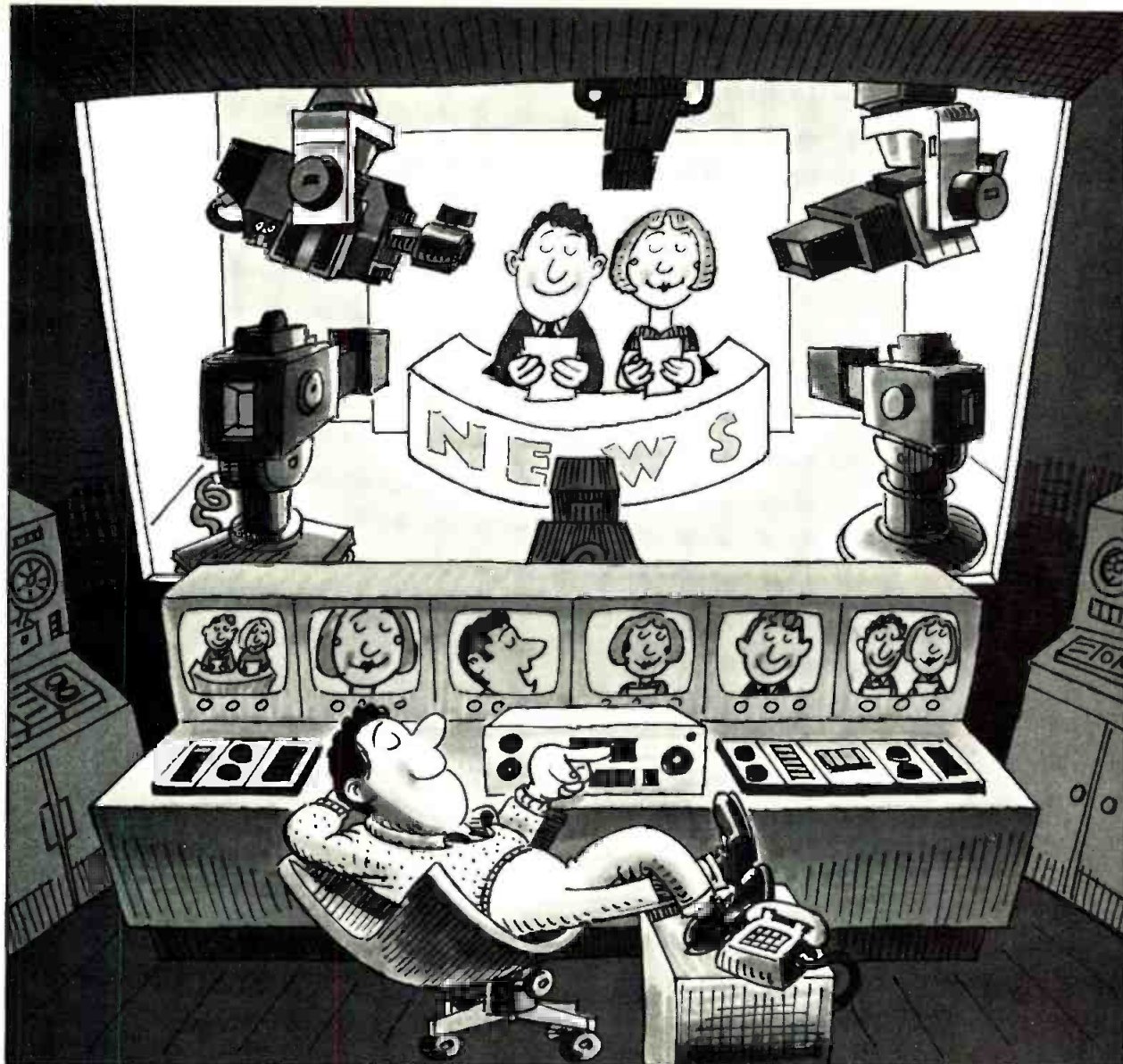
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have the advanced equipment that has been shown in prototype but not yet delivered. 1,125 Productions is expecting delivery in April of cameras with better light sensitivity than the current cameras. Nikon and Fuji have also introduced additional lenses. Only two different lenses had been previously available, but 1,125's Dark said that "the lenses that we have have been more than adequate." During production of *Chasing Rainbows*, which Dark participated in, "we did a four-hour mini-series basically with one lens, a Nikon zoom lens," said Dark.

"What we've been doing," Rebo said, "is going off and either creating modifications to existing equipment or designing peripheral equipment for our needs."

"The existing system works and [ZBIG founder Zbigniew Rybczynski] has shown that it works in a number of different videos he did for Rebo and 1,125," according to ZBIG's Samuels. However, high-definition production is still not being explored by the major studios. "I think they're frightened because they don't understand the medium. They don't see a particular advantage yet and also they are reluctant to reeducate," Samuels said. Switching to high definition means having to relearn lighting, focusing and other production techniques, he said.

While the major studios are slow to react, Rebo said that the advertising agencies that are coming to him for commercials like what they see. Agencies like the idea that they can see the lighting, color and other aspects of a product shot while it is being produced, said Rebo. "They're starting to enjoy the feedback process that high definition affords them. They are not sacrificing the 35mm film quality. We're offering people the fidelity of 35mm film and the security of video," Rebo said.

High-definition television, European style

European high-definition research and development efforts, led by Philips of the Netherlands, Thomson of France and Bosch of West Germany, have focused on developing an advanced television technology compatible with Europe's current (50 hertz broadcasting systems) and based on MAC (multiplexed analog component) standards for distribution by direct broadcast satellite.

The European HDTV approach: a doubling of the current scanning lines from 625 to 1,250, a 16:9 wide-screen aspect ratio, digital sound carried on MAC's extra sidebands and, eventually, progressive scanning for high-level production. The development of consumer 100 hz frame-store receivers is considered critical to help eliminate the large area flicker experienced with the 50 field broadcast system.

The first demonstration of the European efforts, made more than 14 months ago at the Montreux International Television Symposium in Switzerland, showed only a black-and-white receiver.

But the latest demonstration, at last month's International Broadcasting Convention in Brighton, England, had considerably more—a working HDTV system chain, in prototype form and showing some technical flaws, but with the essential elements in place.

The result of a European Commission-sanctioned joint effort that has brought together two dozen companies, 600 engineers and will spend more than \$200 million over four years, the IBC showing included progressive-scan and interlace-scan cameras, HDTV videotape recorders, an HDTV telecine, an HDTV slide-scanning system, HDTV switcher, HDTV character generator and HD-MAC encode and decode equipment, all based on 1,250-lines and 50 hz. Also demonstrated were HD-MAC signals fed through fiber optic lines, and satellite and microwave links, and for the consumer, experimental high definition videocassette recorders, compact videodisk players and a large-screen, direct-view HDTV monitor.

An important limitation in the development of the European HDTV system, however, continues to be the inability to show the progressive scanning techniques at the level the researchers have promised for high-end production. It was acknowledged at IBC that the need for digital HD VTRs to contain the extra bandwidth used means that development is still some years away.

The next major HDTV demonstration by the Europeans is expected at a West German consumer electronics show next summer that will focus on consumer delivery of the HD-MAC signal. But how quickly the consumer receives the advanced MAC pictures may largely depend on the success of European DBS ventures planning to use the technology.

There's fiber in cable's future and telcos' too

The race is on to develop viable optical delivery systems; whether MSO's or phone companies will be the ones to reach the home is up in the air

That fiber optics is seen as the way, the truth and the light for the distribution of information and video services into the home of tomorrow is disputed by very few. But who will do it, at what cost and over what time frame is at the core of the battle now emerging between the telephone and cable industries.

Those two groups, for the most part, are poles apart on the issue. Swirling around them are the various media, namely broadcasting, publishing and motion pictures, and nonmedia businesses that have a stake in how the above questions are answered. The courts, Congress and the administration will also have their say as to what the nation's telecommunications industries will look like by the year 2000.

Many telephone companies are replacing their existing copper twisted pair with fiber, some at a faster pace than others. They all agree that if they were allowed to offer video services in their phone service areas, they could, and would, install fiber much faster, bringing its benefits to the country quicker: clearer video and voice transmissions, lower maintenance costs and virtually unlimited capacity for information and video services.

Many cable companies are also taking their first steps in the world of fiber, including 12 of the top 15 MSO's, by the count of the

National Cable Television Association. Fiber is one of the main issues the newly formed Cable Labs is charged with sorting through. To cable operators, the benefits of fiber are the same as those the telcos promise: better pictures, lower maintenance and construction costs and the capacity for more services. The increase in channel capacity that fiber provides is a key component in the debate over high-definition television. Channel capacity for high-definition transmission of broadcast signals and cable services would not be a problem on fiber cable systems. Indeed, said United Artists Entertainment Chairman Stewart Blair: "Fiber to my mind is much more related to HDTV than anything else."

Yet because the architectural structure of telephone plant differs from cable plant, each is approaching the use of fiber differently. Telephone is a multipoint-to-multipoint service, while cable is point-to-multipoint. Cable companies can break down their plant into several different parts: The first link in the chain, transmission from earth station to headend site or between headends or between nearby systems, is where cable operators are now experimenting with fiber. The second link will be the transmission lines into neighborhoods, and the third is into the home. Both cable and the telephone companies face the problem of the inside-the-home switch from the current coaxial cable to fiber. And many in cable feel no rush to roll fiber out into the neighborhoods, saying fiber backbones could well produce the capacity required for HDTV or information services above what is delivered today.

The telcos promise a fiber world where vast amounts of data, information and video can be accessed by the home. The trouble cable operators see is that they have had a shot at selling data and information services to the home and were blocked by the telephone companies and/or ignored by consumers. Said Robert Clasen, president of Comcast Cable: "You've got to separate the technology from the marketing.... You can build all the fiber systems you want, but if you need more capacity, how much do you need—60 channels, 80, 120, 160? If you're a cable operator you've got the issue of what else do you do besides deliver entertainment product?" He and others in the industry have witnessed attempts by cable operators to provide data services. "We tried to do that in Oregon and the Bell company stopped us," he said, with the phone companies saying that business required public utility commission oversight. Other experiments, such as Warner's Qube, failed. Said Warner Cable President Jim Gray: "You have to be very careful that you don't get so embroiled in the wonders of technology that you forget about the marketplace development issue." Concluded Clasen: "So it's not just fiber for fiber's sake, but it's fiber for what new business it can allow you to generate money on.... You've got to have a business to sell and I don't know what that business is."

There are those who would argue that cable operators, doing business in their cozy economic monopoly, have no desire to spend millions of dollars rewiring America, since they are only now completing the first wiring with copper. Their concerns of how fiber will pay for itself, as a business, add to the ammunition of those who see the cable industry dragging its feet. Still, the threat of the telcos' has gotten cable moving. Said one cable insider: "Cable is real nervous about the telcos. That's what's driving Cable Labs."

There are even those in the cable industry who believe cable will install fiber *before* the telephone companies, regardless of the telco threat. Warner's Gray is one believer, as is Charles Dolan, the chairman of Cablevision Systems: "I think the [cable] industry's use of fiber will not be driven by a concern about the pace at which the telephone company is deploying fiber. I think the same is probably true of the telephone company. There's beginning to be a 'fiber mystique' which is a little bit unreasonable. Fiber... will be deployed as it can be, and that will happen as we find opportunities to use it and see market reasons for having the new capacities that fiber will provide. I believe there will be plenty of market reasons for doing that, and I think the industry will move very aggressively to use fiber as it is practical to do so. And the result of that is likely to be that cable will progress with fiber just as rapidly as the telephone company. We're putting in fiber now, and we're studying the ways that we can utilize fiber beyond the point we're now doing, and that study is going to continue."

The reason Gray and Dolan, among others, are confident is because of the head start cable has had. First, said Dick Leghorn, cable veteran and pioneer of Cable Labs, cable can cost-justify fiber introduction with its video revenue stream. Second, cable has cash flow to finance it and can depreciate its plant much faster than telcos. And cable's system architecture is simpler, Leghorn said, and the industry's largely unregulated status allows it to innovate more freely.

On the front of fiber technology are the cable engineers, and taking a lead position has been American Television & Communications. It has conducted fiber tests in its in-house laboratory and also in several systems over the past few years. What's new in the past six months are the advancements made with AM fiber technology. If AM proves successful, said Alex Best, Cox Cable, vice president,



Cablevision's Dolan



ATC's Pangrac

technology, it will represent "an economical way to significantly improve picture quality and reliability by breaking the long cascades into smaller cascades." An AM laser test over a 54-channel system today won't be as good as an AML microwave link, said Best, "but in six months it might be a different answer," and in one year, the industry is betting that AM lasers will be better than AML in technical quality.

Typically, FM fiber delivery produces a better picture and can be used for longer hauls than AM, but FM also requires more bandwidth and is much more expensive. (Digital, on the other hand, is even more expensive than FM and is not user friendly with existing consumer hardware. It does have fairly broad bandwidth and is capable of very long transmission lines.)

ATC tested an AM laser in its Orlando, Fla., system beginning last month, and found the results encouraging. Dave Pangrac, ATC director of engineering and technology, said the AM laser ATC had been testing in the laboratory was not designed for the longer 12-mile run in Orlando, but ATC went ahead with the field test. "It was very hard to tell the difference between the microwave and the fiber path," said Pangrac. The difference could be measured by instruments, he acknowledged, with the microwave testing better, but to the naked eye, the difference was not discernible. ATC kept the fiber link in place as a backup for the AML link, which went down one weekend soon after. From Saturday through Monday, through football games and soap operas, 25,000 subscribers were seeing pictures partially transmitted through AM fiber. While they were worried that there might be subscriber complaints, Pangrac said there were none. It proves, said Pangrac, "that current lasers that we can buy today [from various distributors]...all have product that work. We were very satisfied about our own ability to put fiber in place by our people."

Next on ATC's agenda will be another 12-mile AM fiber test in Honolulu, which will get under way later this month or early in November. Pangrac said. That test is a pure fiber backbone in a system serving 2,500 subscribers. Unlike Orlando, the AM lasers used in Honolulu won't stretch the system, and Pangrac expects the four fiber node test "will be closer to 2½ db better than what we could get with conventional architecture." That system will also be capable of transmitting video in HDTV.

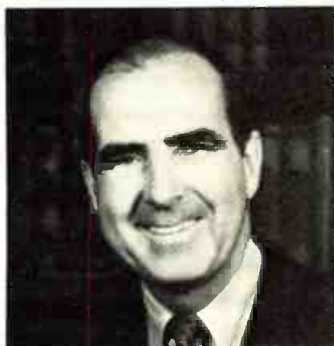
Pangrac estimated that 20 of ATC's 29 divisions have asked to use fiber in some form next year. Who gets picked, said Pangrac, depends on laser costs and the specific system circumstances. For instance, ATC may install fiber to reduce cascades on line extensions. Instead of extending the existing coaxial line to a new subdivision or nearby community, ATC may run a fiber line from the headend to a drop node, then run coax off that line along the streets and into the home. Subscribers would get a better signal, and Pangrac said costs could be reduced by up to 50%, in some cases, over conventional extensions.

But he doesn't see the next step in fiber—into the neighborhoods—happening any time soon. "Currently we don't see any driving need to do" fiber to the tap, he said. With a fiber backbone, a cable system could handle what Pangrac expects to be the gradual introduction of HDTV and other higher capacity needs.

Cox will roll out FM field tests in Pensacola, Fla., and San Diego using what has become the now common FM fiber backbone application. Cox plans to conduct AM tests in the lab, and roll it out in San Diego and Hampton Roads, Va., next year. Best said AM fiber will be used to reduce the number of cascades by overlashing the coax and, in effect, creating another headend. A 30-amplifier cascade could be reduced to two 15-amplifier cascades, with fiber



Comcast's Clasen



Warner's Gray

transmission used for the first 15. Thus, all subscribers along the line get a better picture, he said. "AM fiber doesn't displace coax for all practical purposes," he said, but it could replace FM fiber in many companies' plans. "AM is much more economical than FM, and the technical performance is getting to the point that it at least can be considered," said Best.

Comcast will be upgrading its plant in Tallahassee, Fla., to 450 mhz, and its West Palm Beach, Fla., system to 550 mhz in the next year, said Clasen. He said the 150-mile West Palm Beach rebuild will have a fiber super trunk between the hubs. Comcast will also be replacing an eight-year-old fiber link in the suburbs of Baltimore with fiber. The technology has improved, he said, so that the "mostly mechanical problems with splicing in and out" can be improved by "replacing." Comcast is also looking at Harford County, Md., another Baltimore suburb, for fiber supertrunking. "That seems to be the way it can be used most efficiently at this point," he said. "It's cost effective and we expect it's going to be more reliable than AML or feed forward amplifiers."

Warner Cable, which has fiber links in Milwaukee and Brooklyn-Queens, N.Y., plans to install fiber in its Columbus, Ohio, system and is considering a fiber application in Palm Springs, Calif., said Chuck Ellis, executive vice president, operations. As a number of systems face major rebuilds or upgrades in the next few years, said Ellis, fiber applications will be considered.

Ron McMillan, vice president of engineering, said Warner believes AM will be practical for shorter fiber runs of seven to eight miles. McMillan said Warner will overlash the fiber over the coax system in Columbus, creating six FM hubs and one AM hub. But even those plans may change as technology advances and prices drop for AM. "The price of equipment keeps changing and we keep relooking at our plans," said McMillan.

While some companies are testing fiber, others plan to follow fiber's progress through Cable Labs. Until the technology is settled, the economics of fiber won't follow, said UA's Blair, which is the reason Cable Labs is very important. "There is no copyright on fiber," said Blair. "There is no price I can see that you pay for being second."

Cable Labs will become the organization point for the industry's efforts on fiber, HDTV, interactivity and the interaction with consumer electronics. ("Operators have different applications than the manufacturers," said Clasen, a case in point being what defines "a cable ready set," a question on which manufacturers and operators disagree.)

The labs "will work on common problems where others aren't doing it," said Leghorn. Dick Green, Public Broadcasting Service senior vice president, broadcast operations and engineering, takes over as president of Cable Labs this week. Cable Labs has funded some fiber studies, but is not yet ready to release results. It's expected that it will conduct several fiber-to-the-home tests next year. Although fiber is being integrated into existing cable system design, the labs will also look at approaches to designing a cable system's architecture from scratch by using fiber, and not coax, as a starting point. To date, substantially all the major operators are members of the labs, representing about 70% to 75% of the industry.

"It's too early to ask how many miles of fiber and how many miles of coax you'll have in five years," said Cox's Best. But the direction cable is going "at least gets us in a similar position to the phone company. They have interconnected their main switching centers with fiber, but they haven't gone the so-called last mile into the home. With our concept, we've gotten fiber closer to our customer, and who's to say who gets fiber there first," or at the same time, said Best.

The next step in digital: D-3

Engineers gathered in New York this week for the Society of Motion Picture and Television Engineers conference and exhibit who have been following the emergence of two digital videotape formats in the 1980's are now looking at a third. Matsushita's Panasonic Broadcast Systems, Secaucus, N.Y., is showing a prototype of a small-format digital videotape recorder which some are calling D-3.

The new format is based on Matsushita's half-inch MII system, with metal particle tape and cassettes that will hold up to 90 minutes of digital video. Like the Ampex-developed D-2 system, it will have composite color rather than the component color of the D-1 world digital videotape standard. But it will be narrower than three-quarter-inch D-1 and D-2. The goal is to provide "a universal format" that can be used in every television station application: acquisition, editing and playback. But Panasonic's competitors that have already committed to D-2 production are skeptical about D-3's chances.

While some may be wondering whether D-3 will halt the success of D-2, there are others who are worried that D-2 is ruining the marketability of D-1. Videotape recorders built according to the Ampex-developed composite digital D-2 standard have been selling briskly since they were introduced at the last National Association of Broadcasters spring convention by Ampex and Sony Corp.

"The beauty of this format [D-3] is that it answers all of the questions that D-2 does not," said Stan Basara, president of Panasonic Broadcast Systems. "D-2 and D-1 are



Panasonic's new D-3

both excellent formats; however, they are both based on three-quarter-inch tape." There is little hope, he said, that a three-quarter-inch format can be miniaturized enough for adequately portable camcorders and field recorders. Now, he said, stations must use analog field cameras and transfer to D-2 machines, which are built to take analog inputs. D-3 will eventually allow the entire newsgathering process to be done in the digital domain.

"D-1 has its place. D-1 is the ultimate digital format in the sense that it is a component format.... It maintains the ultimate quality of the video," Basara said. But as for D-2, "we've never jumped on that bandwagon because that was based on three-quarter-inch.... It's in the right direction because it is composite and its cost will be a lot less than D-1. However, it's an interim format that we feel you shouldn't go to." Both of the composite digital formats will

have similar performance. "The quality of all digital is pretty much the same because it is digital. Digital means ones and zeros and the only difference is the sampling technique. Once the semiconductor is there, the sampling technique in D-2 can be the same as in D-3," he said. D-2 uses 8-bit sampling while 9-bit is being proposed for D-3.

The success of the new format, Basara said, will depend on its pricing. The cost of a D-3 VTR will have to be about the same as a D-2 unit. (Sony's VPR-10 D-2 VTR sells for \$75,000.) Panasonic expects to start marketing the new equipment next year.

Sony Corp. questions the idea that a half-inch digital format is needed and has so far chosen not to develop a digital small format of its own. The existing analog small formats, such as MII and Betacam SP, "are actually better [than what is described in the specifications for D-3]," according to Sony corporate spokesman, Ron Petty. "Our posture is that the customer is better off using an existing format...for his acquisition purposes and then transferring to digital for his multigeneration work."

Hitachi does see a market for a digital small format. But according to Susumu Hotta, general manager, sales and marketing, Hitachi Denshi America, Woodbury, N.Y., a system based on MII will not be small enough. He agreed with Basara's assessment that D-2 would never be an ENG format, but said that "D-3 changes nothing in that regard." Digital small formats in the future, he said, will be 8mm, not half-inch.

"We clearly see that the successor to today's half-inch machines will be a small-format digital recorder. It just has to offer

significant advantages over today's to be accepted by the marketplace," said Peter Zakit, general manager, studio recorders for Ampex Corp., Redwood City, Calif. He believes that 8mm is the next logical step for a digital ENG format and he predicted that such a system could be introduced in three to five years. Ampex has long been working on the development of such a format, Zakit said. As for D-3, Zakit shared Hotta's doubt that it could be enough of an improvement to be worth replacing current half-inch equipment. "Size, weight and power consumption attributes aren't appropriately addressed," he said. The only advantage will be digital acquisition and the quality of the analog field equipment is good enough when interfaced with D-2 machines, he said.

"I think that the real question is: 'When will the marketplace be ready to embrace a replacement for today's existing half-inch recorders?'" Zakit said. He questioned whether broadcasters will be willing to invest in a new small format, so soon after they have begun to buy into the analog small formats, MII and Betacam SP, in large numbers.

Basara agreed that 8mm "is the next step in digital formats," but predicted that it is 10 years away from being successfully developed. D-3 "is a necessary step in the evolutionary process.... You have to learn how to crawl before you can walk." He challenged criticisms that digital half-inch cannot be made portable. "We know how to do half-inch transports. We've proven that with millions and millions of VHS half-inch machines in the marketplace. The technology is there."

Hotta had another concern: "It's hard to say that now is the time to bring in another digital format." Soon there will be too many different digital formats and confusion in the marketplace will result, he said. Of the major videotape equipment companies, only Sony and Broadcast Television Systems are selling D-1 and Ampex and Sony are the only ones selling D-2 with Hitachi planning to enter the D-2 market next spring. Among the equipment manufacturers contacted by BROADCASTING, only Panasonic showed any interest in pursuing a half-inch component digital format. A standards war seems to be brewing and may have already begun among the advocates of D-1 and D-2.

Sony Corp. has delivered more than 100 of its DVR-10 D-2 machines in the U.S. and more than 200 worldwide. Sony celebrated the delivery of the 100th unit last month to WXIA-TV Atlanta. The station bought the machine for its production and post-production studio which it uses to produce promotional spots and commercials for outside clients.

Ampex has not yet begun delivering its VPR-300 D-2 recorders or its ACR-225 spot players, but shipping is expected to begin before the end of 1988. For "proprietary reasons," Zakit would not say how many had been sold, but revealed during the recent International Broadcasting Convention in Brighton, England, that over 100 D-2 machines had been sold in England alone. "During the NAB introduction of D-2,

[Sony and Ampex] together sold more D-2 units than had been sold in D-1 from the very first offering," he said. The first D-1 orders were taken by Sony at NAB 1986.

In the wake of D-2's success, some fear a drop in sales of equipment built according to the earlier D-1 component digital standard, which has been adopted by the International Radio Consultative Committee (CCIR) as a worldwide digital standard. Most notable among them is Richard Taylor of Quantel Ltd., British-based manufacturer of video graphics and effects equipment. He has been alarmed by the number of post-production studios that have been buying the less expensive D-2 machines to perform sophisticated graphic effects and other tasks which he claims are better suited for D-1. "D-2 cannot provide the signal quality you need for good quality editing. Frankly, you could get better quality editing from a Betacam SP or MII machine," Taylor said recently (BROADCASTING, Sept. 12).

The biggest selling point for D-2, its backers say, is its ability to provide digital quality to broadcasters and small post-production houses. Composite color machines cost far less to produce than component. Sony's DVR-10 is sold for \$75,000 compared to \$160,000 for its D-1 DVR-1000 VTR.

Ampex continues to hold the position that it will study the industry reaction and begin selling D-1 or some variation of digital component machines if it feels there is a large enough market for them. But in the meantime, it is committed to D-2 development. Zakit estimated that about 80% of its D-2 sales have gone to post-production studios. He is not surprised that some of them use D-2 for sophisticated post-production work. Not only is the equipment expensive, but the cost of operation and system integration with other component digital devices is vastly more expensive for an all D-1 facility. "Post-production people are in business to make money. To ignore those economic realities is a pretty significant oversight," he said.

About 70% of Sony's DVR-10 sales in the U.S. have been to post-production studios, according to Sony's Gregg Bond. He agreed that some of those companies will use D-2 for applications it was not meant to perform. "That will go on, especially in the early stages of any format development where people are sure to use a product for everything. I'm sure you're going to have people trying to do very, very off-the-wall things with it and trying to put it into a lot of different applications," Bond said. The same thing happened, he said, when the Betacam half-inch and Type C one-inch analog formats were introduced. "It's a natural phenomenon. We have to understand it and tolerate it and those people will settle down. Once they find out that there are limitations and there are artifacts, they'll either go to the right device for the application or they'll live by the consequence."

In the meantime, Bond said, D-1 continues unaffected by D-2. "D-1 is such a well-defined niche in the marketplace, that there's not too much that's going to tread into that area.... It's two different market-



WXIA engineer Dennis Whitley with 100th D-2 VTR delivered by Sony

places," he said. There are some applications, he said, that D-2 cannot adequately perform. D-1 "is a better graphics machine than D-2, and it comes in very useful with chromakey type devices and that sort of thing where component is a necessity. When you're colorizing, a component feed is certainly a lot easier and a lot cleaner," Bond said. At the same time, he said that new interfaces allow D-1 and D-2 equipment to co-exist well in a studio, giving a facility flexibility in applications.

The majority of digital post-production work, however, will be done with D-2, according to Hitachi's Hotta. Hitachi plans to begin next spring to market its own D-2 unit, the VG-500 VTR, which was shown in prototype at the last NAB. Because the digital processing is about the same in D-1 and D-2, with both allowing about 20 generations without signal deterioration, many will not pay extra for component color, he said. "I don't know how many post-production houses can afford D-1.... D-2 will be a much, much bigger market." Hotta predicted that D-1 sales will be level as D-2 sales go up, but the component format will not die.

Computers coming of age in TV studios

Automation growing in areas such as computerized robotic cameras

Increasingly the computer is becoming the key piece of equipment in TV studios. Automation's role in the control of recording, playback, newsgathering, photographing and several other functions at TV broadcast stations or production studios is growing rapidly. The goal in some facilities is to cut staff while others are seeking to build in

capabilities that humans can't perform.

Three general areas of TV automation seem to be making particularly strong inroads. Renewed attention has been paid to robotic camera systems since NBC began using them for its nightly news broadcasts earlier this year. New advances in computer control have made them efficient for such applications. Some believe that eventually camera control will regularly be handled through the central newsroom computer system. Such centralized systems, which now are capable of archiving, automatic closed captioning and newsroom personnel and equipment management, will increasingly be used for machine control of cameras and character and graphics generators and to interface with multicart videotape systems. Several companies are now offering computerized cart systems that will manage libraries of thousands of tape cassettes and can be programmed to play back tapes to fill an entire broadcast day.

Manufacturers of these systems report that they are growing in popularity, in part because broadcast engineers are becoming accustomed to working with computers in their operations. In recent years, most manufacturers say, that has changed rapidly. "Back in 1981, when RCA introduced the fully automated solid-state TK47 camera, people were concerned. 'Are my technicians going to be able to understand that?'" said Stan Basara, president of Panasonic Broadcast Systems. "But in those seven years we've made a quantum leap... People are no longer concerned about computer interface."

But Judy Artunian, a spokeswoman for Odetics Inc., an Anaheim, Calif.-based videocassette library management company, said that "there is still a lot of fear of computers out there, even among technical people." Not only are they unaccustomed to computers, but also to the robotics that goes into the new camera and videocart systems, said E.H. Herlihy, president of La Kart Corp. "We have found in a lot of demonstrations that the mechanics are frightening," he said. "But once they get into it and they find typical robotics run 2 or 3 million times between failures, [they realize] it might run for two or three years and never break," Herlihy said.

One of the newest facilities using a great deal of automation is the new studio set up by GTG Entertainment in the Washington suburb of Arlington, Va., for its daily *USA Today* show. The studio was built for Gannett by AF Associates, New York, the same group that installed the NBC News robotic camera system. Automated features include computer control of graphics and animation, an automated video wall and an automated camera. Currently, the show is taped except for one live segment. The producers hope to be able to do the whole show live after further advances in automation.

The object of the *USA Today* automation is not to cut production staff, according to officials of AF Associates and GTG. "We're trying to take a normal production staff for a show this size and give them the ability to do three and four times more. It's not really how to replace people. The automation that

we have is giving us the capability of doing things that people never could," said GTG's Rick Gross. "The goal was pushing technology to its absolute edge as opposed to having a goal of 'How do we do this with fewer people?'" according to Tom Canavan, vice president and general manager, AF Associates.

Like the NBC system, the *USA Today* camera system was manufactured by Radamac EPO (Evershed Power Optics) of England. Four cameras are used, three traditional studio floor cameras and a robotic camera that is mounted to the ceiling on a 72-foot track that moves across the studio, providing camera angles unavailable from a traditional cameraman. It is controlled by a computer in a "tracking room" 20 stories above the studio. Engineers there have control of the zoom lens, focus and panning. "We can load in the show modes and recall them, and the thing will race up and down the track,"



EPO camera on track
at USA Today studio

said AF's John Collins, who managed the *USA Today* project. If all goes well with the camera, there are plans to add another that would travel over tracks on the floor.

Robotic cameras are not a new technology. One of the first systems manufactured by EPO was installed at WTVH(TV) Syracuse, N.Y., 23 years ago. But there have been several new advancements. The station is now installing three new EPO cameras that "have what is called in animation terms 'overage,'" according to Bruce Levy, WTVH operations manager. "You can plot a series of moves and it will calculate the moves required to complete the series.... It will do it within one-half of a percent of what it was programmed to do.... That is generally something that a person cannot do." But savings on personnel expenses is the primary reason the station is upgrading its robotics. The cost of the installation, about \$50,000, will pay for itself in two years, he estimates. "We're saving the cost of two bodies. When you figure what it costs for salary and bene-

fits, the system is going to pay for itself."

In the future, Levy said, WTVH will further automate its studio, including teleprompter and robotic camera control through the station's computerized newsroom, which runs on a Dynatech NEWSTAR system. At the National Association of Broadcasters convention in Las Vegas last spring, Dynatech NEWSTAR, Madison, Wis., displayed what company president L. Sanders Smith called "the rough beginnings of robotic camera control." Cameras from EPO rival, TSM Inc., Valley Cottage, N.Y., were used in the Dynatech demonstration.

Until two years ago, Smith said, the computerized newsroom business was flat, but since then has taken a dramatic upturn, especially in the last 12 months when 40 of the company's total of 150 sales were made. The two most recent sales were big ones. Last month it signed an agreement to equip all eight of Capital Cities/ABC's owned and operated stations. Those installations are to be completed in early 1989. Earlier this month, it won a \$450,000 contract with the United States Information Agency to supply a 30-terminal system to USIA's Worldnet newsroom in Washington. Worldnet, a satellite network that broadcasts American programs to 120 countries around the world, will have its system ready next March. Smith could not put his finger on the reason for the upturn in business. The election year could be one reason, but probably the system's increasing menu of interfaces is the main reason, he said.

Dynatech NEWSTAR's biggest competitor, Basys, which has installed systems in nearly 200 broadcast newsrooms, is working to increase sales by widening the market for such systems. While most of Dynatech's sales have been to TV stations in the top 10 markets, Basys has received orders from a station in the 124th ADI. By designing low-end systems, it hopes to sell to radio stations and small-market TV stations that can be operated with personal computers, according to Harn Soper, director, sales and marketing.

But Basys is also looking to add more capability to its high-end system. During the NAB convention, it announced that software is coming for a number of interfaces with systems including the Logica 2000 still store library, the Nexis on-line service, Chyron character generators and others. More new interfaces involving machine control of still store systems are to be shown for the first time at the Radio-Television News Directors Association convention in Las Vegas, Nov. 30-Dec. 3. Basys also signed a deal with Radamac EPO earlier this year to develop an interface with its robotic camera system.

Both Basys and Dynatech are working on interfaces to run multicart systems. Several companies are now offering such systems capable of managing libraries of hundreds of videocassettes. Sony Corp. introduced its Library Management System (LMS) at the last NAB. The conventional system will hold 1,000 cassettes, expandable to 4,000, and up to six internal VTR's and four external units, available in both the D-2 three-quarter-inch composite digital format and

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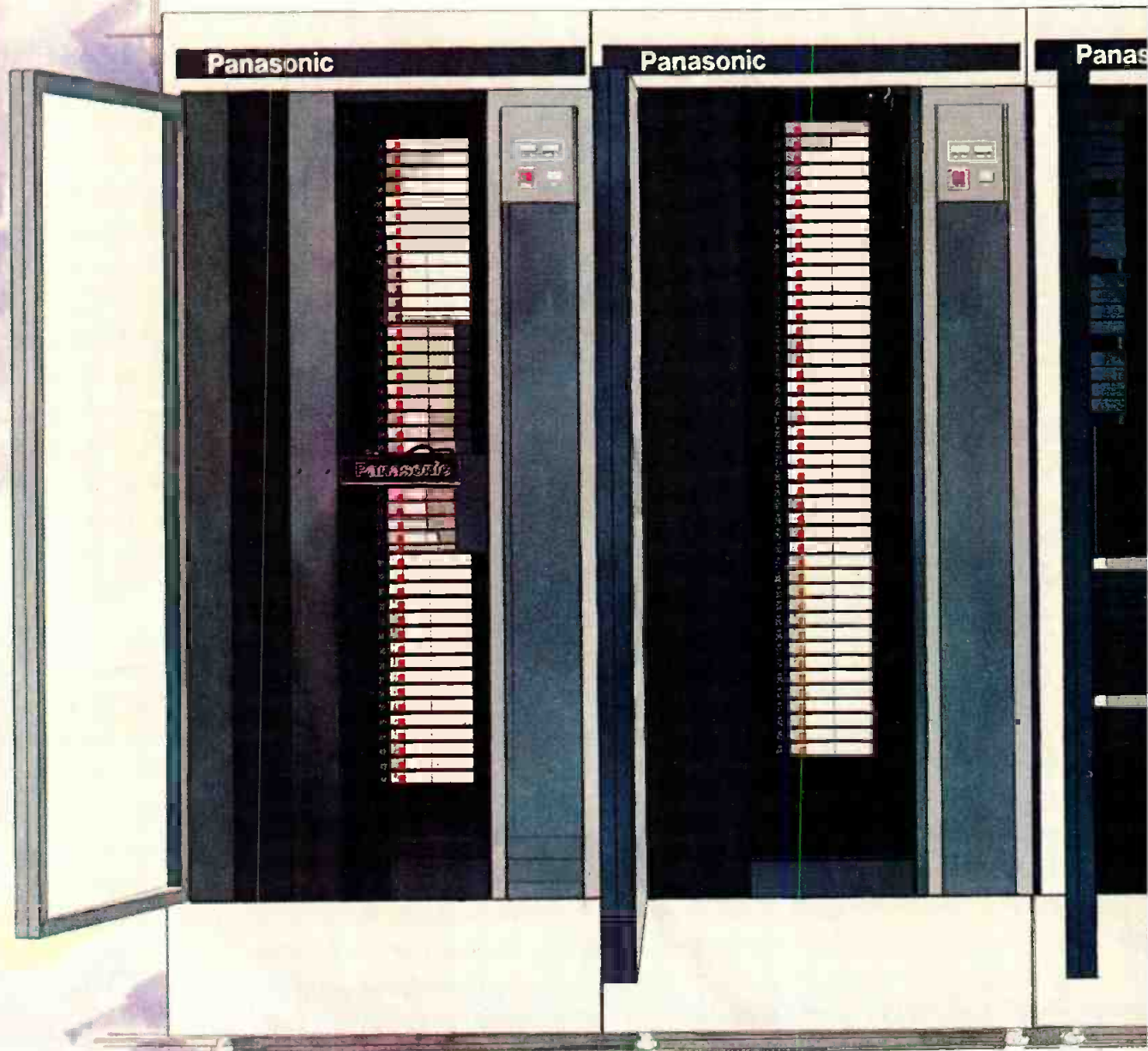
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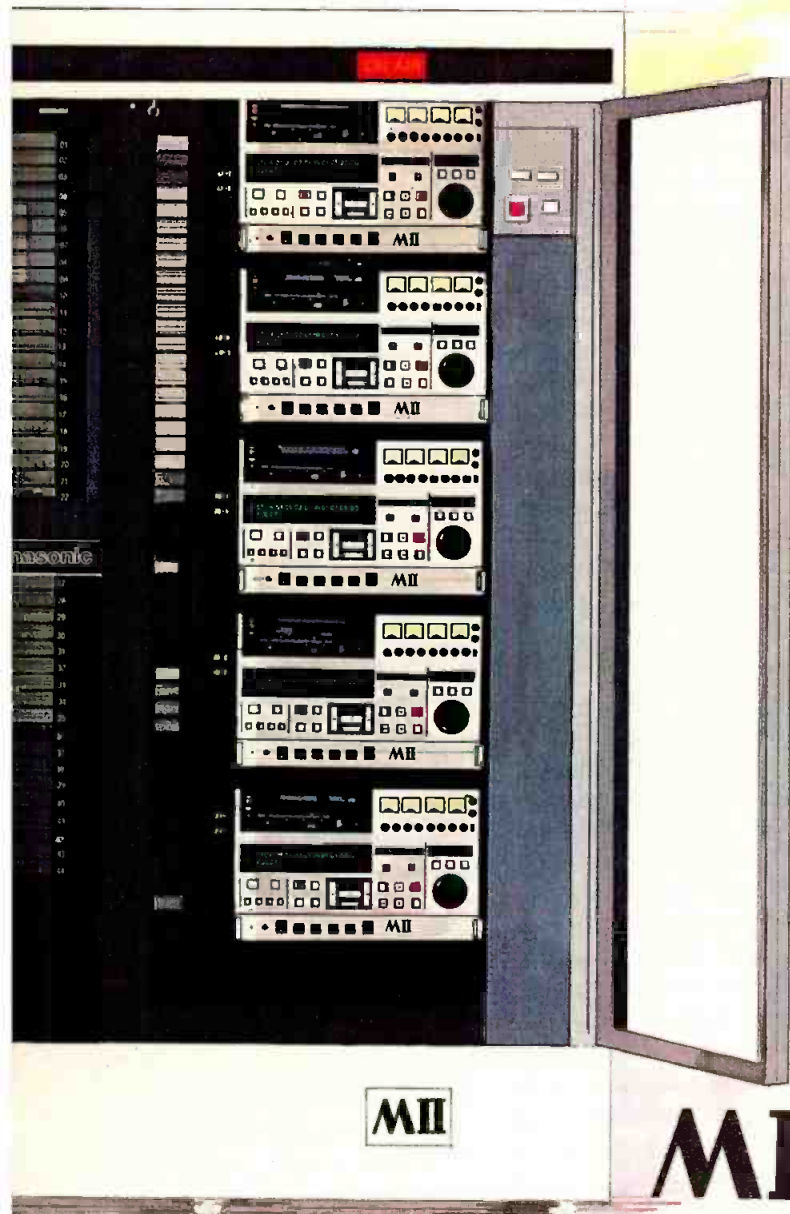
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the half-inch Betacam SP. Depending on the configuration, the system sells for between \$400,000 and \$600,000. The first U.S. system is scheduled to be delivered this month, following six installations in Japan and two in Wales. The company declined to announce how many total systems have been sold.

Another D-2 cart system, the ACR-225, is offered by Ampex Corp. About 70 of the machines have been sold so far, and deliveries will begin soon, according to Robert Knudson, general manager, automated recording systems for Ampex's recording systems division. D-2 is better for the multicassette application than any other tape format, Knudson said, because "it gives you a much higher quality picture than Type C or Betacam." While the system is directed toward broadcasters, D-2's quality makes it appropriate for post-production applications, such as random access storage. Knudson estimated that about a third of the potential market for the ACR-225 will come from nonbroadcast sources. Prices range from between \$200,000 and \$400,000.

Matsushita's Panasonic Broadcast Systems, Secaucus, N.J., has sold 41 of its M.A.R.C. II systems built for Matsushita's MII half-inch tape machines. Fifteen have been delivered so far, with Panasonic averaging about three deliveries a month. "The beauty of the M.A.R.C. machine is that you

can buy it in the configuration of 123 cassette locations or as high as 1,179 cassette locations and it's expandable in the field," according to Panasonic's Basara. Therefore, a system can be assembled to fit nearly any TV station's studio and budget, he said. Like many of the other library system marketers, Basara foresees enhancements in station automation software as the next step. "You'll be able to set up a machine so that it runs the station for a weekend similar to what's happening in the AM and FM markets already today. Once the machine is loaded it will run itself, and one technical person who minds the transmitter on weekends will also be able to mind the cart machine."

Odetics, with 48 systems in the field, has delivered more than any competitor. It just came off its best sales month ever in September with a total of \$4.1 million in contracts to 10 stations in markets including Atlanta, Minneapolis and Omaha. The system will handle up to six MII or Betacam SP tape decks; it also provides room for optional monitors. At the recent Society of Broadcast Engineers Convention in Denver, Odetics showed a production version of its new Cart Work Station, which was introduced at NAB in prototype. It provides a separate facility that can be used for new recordings and editing automated play lists. The work station computer interfaces with the com-

puter controlling the library system, giving both systems access to the same database. The work station is meant to give additional capability to large market stations, according to Odetics's Northeast regional sales manager, Jesse Nickels. "If you choose to buy this, you save more money on the main machine," he said.

The ALS (Automated Library System) manufactured by La Kart Corp., Newton, Mass., can be built for Betacam SP, MII, D-2, U-Matic or Super-VHS. So far, 10 of the systems, which were introduced at the NAB's convention, have been sold, and shipments are to begin in November. Sales have been to stations in the top 50 markets for the systems that cost between \$275,000 and \$750,000. La Kart's Herlihy drew a distinction between library systems and spot players, such as the Sony Betacart. "We think that a library has got to have enough space to run a TV station for three days and, furthermore, a library has to have the capability of playing not only commercials, but programs." A library system must be able to control enough VTR's to provide not only playback, but recording capabilities as well, he said. ALS will hold up to 12 VTR's. "Basically, our attitude toward a library system is that it performs all of the functions that are associated with videotape...as well as automating those functions in the television station," Herlihy said. □

Radio's digital evolution

Medium is slowly, but surely, moving to CD's and other digital media as replacement for analog carts

Gannett Radio's KIIS-AM-FM Los Angeles, a frontrunner in state-of-the-art studio technology, has drawn considerable attention as the home of New England Digital's hard disk digital studio. The new system has proved very helpful in production, according to Gannett's engineering department, but the station is not ready to bring digital equipment into the air studio. When announcer Rick Dees broadcasts his popular morning drive-time show on the station, traditional analog carts are what carry him through the morning.

Carts remain a strong force in the industry, despite technical advances that allow for such formats as hard disk, compact disk (CD), digital audio tape (DAT) and even Beta tape. The variety of new formats has confused many radio stations and made them cautious to experiment with new technology, according to Bill Parfitt, product supervisor, International Tapetronics Co./3M, Bloomington, Ind.

"It's almost like the industry today is kind of in a holding pattern," said Parfitt. Although ITC is a major producer of analog cart equipment, the company knows firsthand about digital equipment: During spring 1987, ITC leapt into digital technology with the introduction of its HCDA 3000 digital cart machine. Today, the digital system has been sidelined by the company.

Most radio stations that looked at ITC's digital equipment, said Parfitt, did not want to pay the \$13,550 price tag. Comparable ITC analog equipment at the time was \$6,000. Although audio performance was improved in the digital product, the price made the sound improvements seem less important. Also, said Parfitt, stations were reluctant to invest in digital equipment because the method was not standardized.

"We see everything at some point in time going to digital," said Parfitt, adding, "but it won't be here next year."

Equipment manufacturers are scrambling to develop a studio system that is both innovative and affordable, especially as existing equipment at many radio stations today grows older and requires replacement. Many stations are broadcasting today on analog cart

equipment sold about 15 years ago, said Art Constantine, vice president of marketing, Fidelipac Corp., Moorestown, N.J. He said the outdated equipment is not necessarily giving way to new sales. "Our sales curve is flat," said Constantine, whose company manufactures analog cart equipment. "They're sitting and waiting, and there's nothing on the horizon."

Many stations today are opting to have existing cart equipment repaired as they wait for the next wave of technology to arrive, said Chris Ware, director of Studer Products at Studer Revox America Inc., Nashville. "We do a heavy business in refurbishing analog equipment," he said, adding: "For a very small investment, they can keep running."

Studer recognized the healthy repair business while at the same time confirming the company's faith in compact disks. He said the company's CD players, which sell for between \$2,500 and \$3,500, continue to make a profit for the company. "The compact disk carries with it a certain prestige factor," he said. "More and more people are becoming bold and putting CD's on the air."

Statistics from the National Association of Broadcasters reflect Studer's enthusiasm. A random sample by the NAB found that as of August 1988, 42.3% of the nation's radio stations reported CD use, according to Rick Ducey, the association's senior vice president of research and planning. He acknowledged that some of those stations may place CD recordings on carts, but said that the practice is becoming less common than it was in the past.

The number of stations reporting CD use rose from 33.5% in 1987 and 17.4% in 1986. On-air use of CD players by stations rose from about one-fifth of the average station's total air-time last year to an average 29% today.

"The listener has been spoiled by listening to [consumer] CD's," said Paul Schafer, president of Schafer Digital, La Jolla, Calif. "If a particular station begins broadcasting better quality, the people sooner or later are not going to tolerate the lesser quality."

Schafer's digital system utilizes digital Sony Beta videocassette recorders. The new technology comes with a price that may also be new to many stations: \$29,990 for a package that includes an eight-VCR rack, an NEC computer and software that manages up to 80 hours of stored, random-access music. Another system, featuring a

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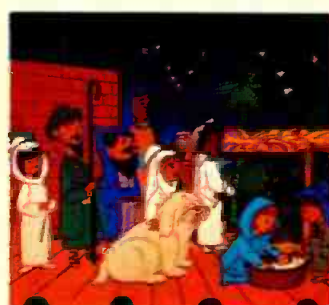
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At Systemation Corp., Decatur, Ill., company President Steve Bellinger is offering a complete digital system that runs more than \$60,000. The system is designed to connect digital cassettes with a computer that gives announcers all programing information on screen. Developments in computer interfacing, he said, will be crucial to the success of digital audio in the radio studio. "Digital, when it's done properly, is awesome," he said.

Added Schafer: "I think any radio station that isn't quality-conscious is going to lose listeners." CD, he said, will probably maintain a share of the market in the future. Digital audio in the studio will be delegated to the digital format that best proves itself. The Beta format seems a longrunner, he said, because of its storage capabilities. Schafer appeared optimistic that stations are prepared to embrace the new technologies rather than retreat to traditional means. "As the cart equipment that's out there begins to falter, I think then people will phase out the carts."

Digital audio machines have phased in so far to the tune of 4.8% of all radio stations, according to the aforementioned NAB survey. Within the next 1-2 years, 32.3% of the nation's radio stations say they plan to use them. But inroads are limited: the survey revealed that 51.5% of the nation's radio stations have no intention of using DAT in the next 1-2 years.

ITC's Parfitt said that the radio industry is traditionally slow to change. "Look how long it's taken cart machines to replace reel-to-reel and turntables," he said.

Constantine agreed that industry change is gradual, most often for

financial reasons: "I think digital equipment is going to replace analog equipment only when it becomes cost effective." The price hurdle is a major consideration, he said, as his company explores the possibility of developing digital equipment.

Constantine said Fidelipac will continue to offer analog systems that are admittedly not comparable to newer technologies: "I wouldn't want to use it to record the Philadelphia Orchestra, but then again that's not what carts are for." A one-recorder, six-player configuration by the company today runs from \$13,200 to \$18,600. While international sales of the units have boomed to about one-third the company's business, said Constantine, domestic business for the company today consists primarily of replacement units.

Low volume sales of professional digital products are likely to keep prices up, said Parfitt. However, he added, stations with competitors that have made the switch may be compelled to make such a purchase.

At KIIS, Gannett's Paul Donahue, vice president of engineering, said the audio quality of studio productions has improved 25%-30% since installing the New England Digital system. "The better the quality the source is, the more apparent it is on the air," he said. The company is installing another system at its Chicago station, WGCI-AM-FM.

"Some stations will convert [to digital] strictly for the sake of conversion," said Studer Revox's Ware. Based on the conversion costs and the value of equipment already in place, however, Ware said that for most stations "it'll be impossible for them to convert to digital for a long time." □

Digital networks expanding radio's horizons

Nearly four years after network radio completed its early 1980's exodus from analog audio satellite transmissions to digital audio transmission (DAT) via satellite, many nonnetwork radio programming syndicators and radio stations apparently remain content with distribution of analog programing via satellite and/or distribution of digital programing via tape or compact disk. Mainly because of prohibitive costs, only marginal expansion of the satellite DAT radio programing market is seen in the near future. But ancillary services available to satellite DAT users appear to be driving a relatively new digital audio niche.

Despite syndication cost benefits associated with satellite delivery (for programers with extensive product, said Dennis Feely, senior vice president, engineering, IDB Communications, it is more cost effective to feed a program one time via satellite than it is to make and distribute hundreds or even thousands of tapes), and despite the better sound quality commonly associated with digital audio, the market for digital audio transmission via satellite stands at between 3,000 and 4,000 radio stations—only halfway to the 60% to 70% of all radio stations that will eventually move to satellite reception, said IDB audio sales manager Barry Frishman.

The majority of current satellite DAT-capable stations, he said, are full- or part-time affiliates of Westwood One-Mutual Broadcasting, NBC, ABC, CBS or United Stations radio networks, all of which offer few or no analog feeds now. And almost all the network programing can be found on one satellite, GE Americom's Satcom FIR. (National Public Radio and Western Union Satellite Services also offer analog and digital audio service, including regional and specialty radio networks, via Westar IV.)

From a syndicator's point of view, said Frishman, satellite DAT via FIR means access to that "huge base of [affiliate] stations" with dishes pointed at the satellite. And on the station side, ownership of digital audio satellite receiving equipment means access to all that network, and some syndicated, programing. "It is a stable market," said Dan Ozley, Scientific Atlanta broadcast and satellite systems general manager. And according to IDB's Frishman, "the next thrust will be toward lower cost [digital] receivers as a second receiver"—a development that IDB believes will expand the number of stations able to afford the luxury of keeping one eye on a primary digital network feed while also keeping a second eye on ancillary digital feeds. The price of the receivers is still too high—reportedly \$6,000 and higher—but IDB hopes competition among Scientific Atlanta, Fairchild Industries and one potential newcomer Frishman declined to name will bring the price down.

Although modest expansion may come from the second receiver market, Feely believes that development of more DAT capacity on the satellites may come more substantially from add-on digital services available to both radio and TV, services particularly of use to news operations.

In producing a remote radio news feed, said ABC Radio Network satellite systems director Robert Donnelly, "in the old days (which might mean 1960 all the way up to 1984), we would order AT&T land lines, for example, wherever the President went. When President Kennedy was assassinated, we had one audio line from Dallas to N.Y. Now, in any major event like that, we have found we have to do so many more things in the field."

ABC Radio's move to digital satellite delivery in 1981 was predicated, in part, on the number and kinds of other services it could offer, as well as on quality sound. Although most of what ABC does is news, talk and other forms of voice programing, said Donnelly, sound quality "is important because most stations are FM, and sound quality on the AM side is also an issue." The network looked at the growth in compact disks and in FM radio, but also at the efficiency with which the T-1 digital format can handle data and voice applications. "You can achieve good sound quality with analog, and you can do data, but when I look at the number of times I've had to tweek up a digital receiver, compared with how many times I had to tweek an analog receiver, I do not regret our decision" to go digital from the start.

More of digital's efficiency and versatility began to show up two years ago when ABC covered the first Reagan-Gorbachev summit in Reykjavik, Iceland—one of the first full-blown experiments in multiple feeds, said Donnelly. As more such experiments followed—an economic summit in Venice, last spring's Moscow summit and the Calgary Olympics—a trend became a regular practice. "Now, we put together integrated package requests" with services like IDB, combining capacity and services for multiple audio channels; two-way communications, including telephone dial tone access and sometimes round robin conferences among three or more bureaus, and datapaths back to the newsroom computer as well as to the stations. Before digital, he said, there really was no data communications beyond what the network could accomplish via a wire service. Now ABC can offer its affiliates sound bites complete with hard copy "verbatim" via the same T-1 circuits that carry the audio channels. □

This "Special Report" was written by Randy Sukow, Harry Jessell, Matt Stump, Adam Glenn, Rich Brown and Peter Lambert.

Children's television: Saturday morning live

The province of animation has been invaded by live-action shows; cost of cartoons is one reason

The children's TV marketplace is changing. Once the domain of a select group of animated characters, the genre is now the playground for such flesh-and-blood personages as Pee Wee Herman of *Pee Wee's Playhouse*, Ed Grimley (comedian Martin Short of *Saturday Night Live*) and Jim Varney of *Hey Vern It's Ernest*, best known for his appearances—"Know whatta mean, Vern?"—in numerous commercials. Adding a twist to the change has been the charge that Nielsen's peoplemeter system does not accurately reflect viewing by younger children.

The changes in children's television are nowhere better illustrated than in the content of children's programs. Although animation remains the dominant format, live-action has grown in popularity for several reasons, one of which, not surprisingly, is money.

The average cost for a half-hour animated show is between \$250,000-300,000 an episode, with *Duck Tales*, Disney's successful syndicated show, reportedly costing about \$400,000 an episode. One of the problems with animation, according to Tim Duncan, executive director, Advertiser Syndicated Television Association, is "there is such a long lead time on cartoons that you have to begin at least a year in advance because it takes so long to produce them. And, if you're running them in strip, you need, ideally, 65 episodes to start. At a quarter of a million dollars each, that's a lot of change and a lot of time."

In addition to cost, live-action shows are seen as a way to bridge the gap between children and adults. "What they're looking at now is transition programing out of kids and into [off-network sitcoms], which is what independents typically run from 5 p.m. to 8 p.m.," said Duncan. "[A]nd that's why there has been a lot of attention on the so-called live-action kid shows," he said. "*Double Dare* came out in January and has done extremely well, and once again we're seeing a host of follow-ons, Lorimar's *Fun House*, which I understand is actually beating *Double Dare* in some markets, and Viacom is also following with *Finder's Keepers*."

Viacom's *Double Dare*, one such live-action show that is scheduled in many markets in a transitional time slot, may have lost some steam. "*Double Dare* has backed off after its early fast start," said John Von Soosten, vice president and director of programming for Katz Communications Inc.

John Claster, president, Claster Television Productions, also sees stations cutting back in the traditional kid's fringe time period, but doesn't think it signals a trend. "I don't think they're going to cut it back too far," he said, "because most of the Monday-Friday children's shows are on independent sta-

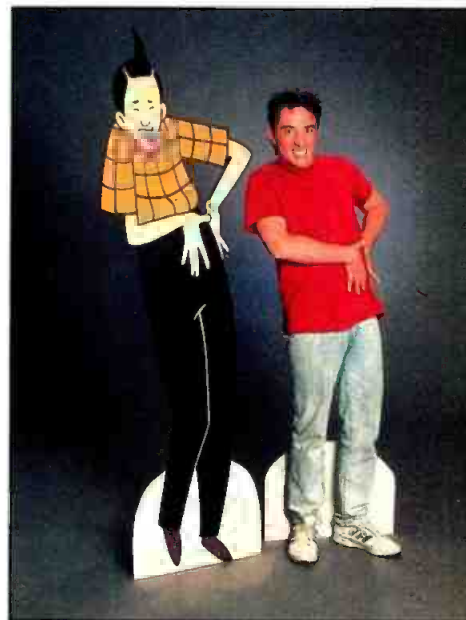


Pee Wee

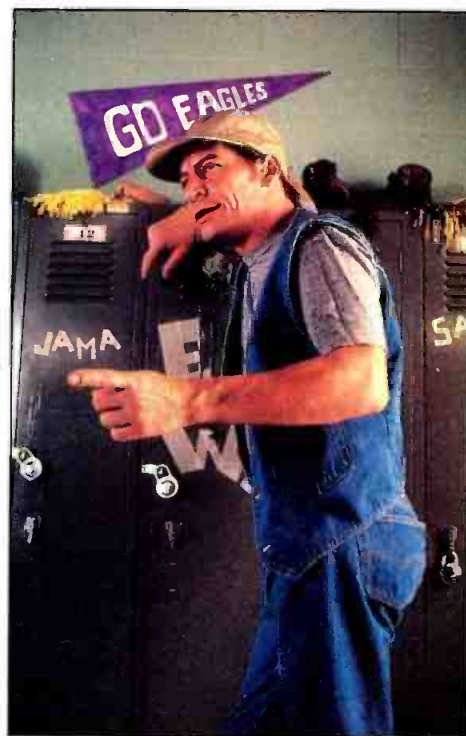
tions, and indies need to remember that kids are a good part of the base of their audience. I think one of the reasons that independents have made inroads on the affiliates over the past few years is that independents have been nurturing kids for 14, 15 years now, and those kids are now 24-, 25-year-old adults and they know very well where those stations are."

NBC, in an attempt to capture some of the Saturday afternoon audience, is debuting *The Complete Mental Misadventures of Ed Grimley* and *2HIP4TV*. "The goal of these shows is to try to get a broader audience than the 6-11-year-olds," said Winifred White, vice president, family programming, NBC. "We're hoping to include teens and possibly some young adults," she said. *2HIP4TV* is a music/comedy show scheduled at noon, with which NBC hopes to bring in some of the afternoon sports audience. "It's sort of MTV meets *Saturday Night Live*," said White.

Despite its high per-episode cost and the recent competition from live-action shows, animation is in no danger of being pushed aside, according to Claster. "With anything that explodes too rapidly, there has to be a contraction," he said. "Television is notorious for having this problem," he added, citing the rise of prime time soap operas as an example. "The minute the first soap opera worked in prime time, you saw five or six of them, and now only the strongest of them are still around. Children's animation works [with] kids, it has worked for eons," Claster continued. "I don't think kids are



Grimley (l) with alter ego Short



Ernest

going to abandon it overnight." Referring to live-action, Claster said: "If people think that just because you put a live human being who's a little bizarre on the air, on a television show, the kids are going to watch it, that's wrong. It had better be cleverly done."

"The same could be said years ago when the comedy show was said to be dead," said Squire Rushnell, vice president, late night and children's programs, ABC, comparing the sitcom with animation. "Then along came good characters, good values, good

production, and Bill Cosby was born again. There's not a big difference between Bill Cosby and Bugs Bunny, they're just lasting qualities of really terrific characters that people want to come back to."

Nielsen's peoplemeter system has received no lower marks than it has in the area of measuring children's television. People-meter's detractors accuse the system of disenfranchising children from the measurement process as well as supplying inaccurate numbers. "The peoplemeter system is an incredibly poor device for measuring children viewers," said Rushnell. "It is so ridiculous a system that it should be cause for great alarm in many more areas than it already is," he said.

According to Rushnell, of the 33 million children in the available audience, 43% are five years of age and under. That 43%, he said, "most research people concede cannot be accurately measured by the peoplemeter. Most five-year-olds can't tie their shoes... and most three-year-olds can't make complete sentences. These children have the Nielsen people come into their house and expect them to punch themselves in when they watch TV, punch themselves out when they stop or when they go to the bathroom, punch in when a friend is watching with them, and also punch in the age of the friend." It is, he concludes, an unrealistic expectation.

Rushnell said that if the children's segment of the audience can't be measured, then they are in fact disenfranchised. "Who can reasonably target programs in a business that is dependent on ratings, for an audience that does not exist?" he asks.

In addition to the problems associated with younger children, the peoplemeter poses problems for older children as well, according to Rushnell. "A seven- or eight-year-old certainly knows enough to punch in and out as he has been told, but why should he?" said Rushnell. "Nothing is going to happen if he doesn't. Children do things on the basis of incentives. So this whole means of rating children disenfranchises the youngest children and makes suspect the numbers that come in from the older children," he said, adding: "I'm making this argument just as vociferously today when I've had three weeks of being number one in the peoplemeter as I did when the numbers were not the same last year."

"It certainly is not a perfect system," said John Dimling, executive vice president, marketing, Nielsen, New York. "I hope that we will continue to improve it, but there are no major changes planned in the next six-to-12 months." Dimling said that Nielsen has been working on improving the system by educating the children better and improving the incentives for proper usage of the boxes. Nielsen has produced a videotape to instruct children and Dimling said that installers of the system are instructed to go over the procedures with each child in the household. In addition, the quality of gifts offered to children as incentive for proper recording has improved. Dimling said that Nielsen is also making follow-up phone calls to homes that show irregular viewing patterns, as well as asking parents to supervise their children's usage of the system.

Dimling said that testing has shown that children are more accurately represented on Saturday morning than in the Monday-Friday early fringe time periods. One reason for the discrepancy, Dimling said, "is that we think there are more unattended children viewing in early fringe, or at least parents are less likely to be in the house. On Saturday morning, it looks like the buttons for 2- to 5-year-olds are being pushed as well or better than 6- to 12-year-olds."

According to ABC's Rushnell, the inaccuracies of the peoplemeter system have caused some programming changes at CBS, NBC and at ABC as well. "As one looks at CBS and NBC, and their inclusion of more live-action programs, those aimed to the higher age, one would have to conclude that the peoplemeter is making more of a difference here, and it certainly affected the way we programed here this year," he said. Rushnell said that ABC has made two changes in the way that they program because of the peoplemeter. "What we did is say that we cannot believe this yardstick in terms of children's demographics, we will only guarantee household levels. And secondly, if we can't believe in this yardstick, we're going to have to go with things that we believe in like *Winnie the Pooh*, *Beanie and Cecil*, *Scooby*, and expand our Bugs Bunny and Looney Toon library," he said.

"Who knows if the numbers that put us number one are accurate or not, but we do have at least something that we can say with confidence that we think the kids are watching because they have always watched these shows."

One alternative, which has been discussed with increasing frequency of late, has been the possibility of the networks either paring down, or entirely doing away with, their Saturday morning kids schedule.

"It would be very difficult to significantly alter your scheduling, to go after the adults and drop the children's audience," said CBS's Brockman. "It would require an enormous incremental investment for what may be limited returns. Thus far, the marketplace is still fairly healthy and we have done fairly well," he said. "It wouldn't be a cavalier flip to a different kind of programming," he said. "It would take some very deep investment, affecting both money and time on the part of the network to do that."

"My feeling is that an advertiser who wishes to reach kids still has network television as his first opportunity to reach the most kids most consistently," said Rushnell. "I don't know that if you shifted your attention to going after adult audiences that there is a resource of advertising dollars out there that would replace the advertising dollars that are there for children," he said. □

Columbia unveils Showcase I

New film package includes 'La Bamba' and 'Roxanne', to be backed with big promotion push

Barry Thurston, president of syndication for Columbia Pictures Television, was in New York last week giving rep firms and station owners a preview of Columbia Showcase I, Columbia's latest movie package.

The 22-film package, with such films as "The Karate Kid II," "St. Elmo's Fire," "La Bamba," "Roxanne" and "A Passage To India," is "the strongest film package ever released by Columbia and competitive with any other released," said Thurston. The movies in the package, available to stations for airing in the fall of 1989, compiled 40 Academy Award nominations.

Prospective buyers are being shown an 18-minute videotape of clips from films in addition to a glossy bound volume which includes a summary of each movie and production credits. Columbia has also compiled popular theme songs from some of the movies on cassette tape to promote the package. Songs on the tape include "La Bamba" by Los Lobos, "Stand By Me" by Ben E. King and "Say You, Say Me" by Lionel Richie, from the movie "White Nights," which won the Academy Award for best original song.

Another selling point, aside from the marquee value of the pictures, that Columbia is using to entice buyers, is an aggressive promotional and marketing cooperation program with the purchasing stations. Columbia will produce 10-, 20- and 30-second



'Karate Kid II'

television spots as well as radio spots for each movie prior to its airing. In addition, stations will receive magazine and newspaper slicks and black and white still promotional photos.

The program "is the strongest promotional package we have ever put together," said Thurston, adding, the "promotional support given to stations who purchase this package will be second to none."

"This is probably one of the best packages ever sold," said Janeen Bjork, vice president, director of programming, Seltel, who saw the presentation on Wednesday, Oct. 12. "These are titles that will play in prime time, during sweeps periods," she said, adding, "at least 10 [of the titles] will play in sweeps more than once, they have a real encore value." Bjork said that Showcase I will probably "command more dollars than any other package in the last two years. The only other package that may come close," she said, "would be Paramount's Portfolio 13, which will probably include some of the 'Star Trek' and Eddie Murphy films." □

GTG hires 'ET' veteran for 'USA Today'

Formerly with 'Entertainment Tonight' and ABC's 'World News', Jim Bellows is brought in as managing editor of struggling GTG Entertainment program

GTG Entertainment has wasted little time in making changes in *USA Today: The Television Show*, after its much anticipated, but disappointing, launch. The company said last Tuesday (Oct. 11) that Jim Bellows, formerly managing editor of *Entertainment Tonight*, has been named managing editor of the *USA Today* show.

Bellows "will be in total charge of the content of the daily program," said Steve Friedman, president of GTG East, adding that, "planning and production meetings with the staff will begin immediately as he winds down his present duties, and he will come aboard full time in November." In his capacity as managing editor, Bellows will report directly to Friedman who is also executive producer of the program.

"We've had extremely positive reaction from our stations to the recent changes Steve [Friedman] has made in the show's format, and the arrival of Jim Bellows is another major step in the right direction," said GTG Entertainment President Grant Tinker.

Since its launch during the week of Sept. 12-16, GTG has pared down the number of stories presented during each show, moved the cover story to the top of each broadcast and has tried to make the show more interactive with the audience by incorporating audience polls using 900 telephone numbers.

Following his stint at *Entertainment Tonight* from 1981-1983, Bellows was executive editor of ABC's *World News Tonight* with Peter Jennings. Since 1986, Bellows has been director of editorial development at Prodigy, a home computer service. □

Original programming in works for AMC

Classic movie cable service to produce new series on Hollywood

American Movie Classics, in an effort to enhance its value to cable operators and add depth to its programming, will step up production of original series.

Josh Sapan, president of national program services at Rainbow Program Enterprises, said that AMC is currently developing two regular series to add to the channel's schedule of classic movies, which are linked by vignettes about movie stars, interviews and behind-the-scenes stories about the films. Rainbow (a division of Cablevision) and TCI each own 50% of AMC, which is seen in 11 million homes.

The new regular series on AMC will be an outgrowth of those "interstitial programming" pieces, which include *Classic Stories From Classic Stars* (interviews) and *Star Facts* (biographies), which average 20 minutes in length. AMC debuted *Classic Stories From Classic Stars* in July. And in September AMC added a "mini-documentary series," *Making of a Classic*.

Sapan said the new features will add another layer of depth to that programming. Development topics include a half-hour series devoted to the history of Hollywood during the 1930's, 40's and 50's.

Sapan said the new programming is not a result of any perceived deficiency or worry



AMC host Bob Dorian

over protecting AMC's spot on the cable systems.

At the recent Atlantic Cable Show, Sapan said that Jones Intercable's dropping of USA Network because of Jones's stated dissatisfaction with USA's programming could be the "tip of the iceberg" when it comes to cable operators dropping channels over programming or rate disputes.

"I think that services which have the greatest definition" in their approach to programming offer consumers the "highest value," he said. In American Movie Classics' case that value is achieved with programming that is not aimed at garnering the highest ratings, but at providing subscriber satisfaction. Sapan continued.

Although AMC is technically considered a pay channel (it does not carry commercial



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advertising) it is offered as a basic or minipay to 80% of the homes able to receive it. Frequently operators offer the service as "bonus to basic," that is, in addition to basic channels, but at no additional cost to subscribers.

Another incentive for the development of more original programming for AMC, said Sapan, is to create an archive of interviews with movie stars and background pieces on the movies they made. Because television did not exist when the classics were shot, he said, there is a dearth of such material.

"I think this could be of some interest" to the service's viewers, he said. "We're capturing something no one else has."

AMC will produce the programming at its Long Island headquarters, where it originates the interstitial material.

Sapan said that AMC's budget for original programming "is not big by [broadcast] network standards." He said it is "premature" for AMC to consider syndicating the new series to recoup production deficits. But he did say one possible cost-saving maneuver being explored is sharing production expenses with foreign broadcasters or producers. □

JFK remembrance. On Nov. 17, from 9 p.m. to 11 p.m., *CBS Reports* will present a replay of the John F. Kennedy assassination coverage that dominated all the networks 25 years ago. Perry Wolff is executive producer, with the charge of reducing 55 black-and-white hours to two.



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Strike aftermath: rebuilding a season

Network share may be one casualty and midseason pinch hitters another

As the 1988 writers' strike dragged into the summer, many in the industry were predicting dire—if somewhat vague—consequences for the television business. The primary fear was that audience erosion, particularly from network programs, would be exacerbated. The early returns suggest those fears may be justified, with the networks' combined viewership in prime time off about another 10% for the first two weeks of the 1988-89 season.

Network officials say the numbers are somewhat misleading in that they include NBC's coverage of the 1988 Summer Olympics (being held a month later than usual), and a lot of repeat programming. Both ABC and CBS have proclaimed the start date of their "official" new fall seasons as Oct. 24, while NBC started counting the numbers the week of Sept. 19, which would have been premiere week for all networks if not for the strike and Olympics coverage.

Many in the industry suggest that the strike, by delaying the debut of new programs, will cause some erratic ratings fluctuations in the early part of the new season, or perhaps a fairly substantial but temporary ratings dip, which should be corrected once all the new network programming is back on schedule.

It's difficult to conclude what the long-term implications of the strike will be. When asked, most executives in the business, on both the production and distribution sides, say they don't know, or suggest there won't be any. But most agree that the net-

work midseason, where last season all three networks had considerable success launching new shows, could be the biggest victim of the delayed season.

Last year's second season saw ABC launch *China Beach*, *Wonder Years* and *Heartbeat*, all returning this season. NBC scheduled four returning programs in the middle of the 1987-88 season—*In the Heat of the Night*, *Sonny Spoon*, *Day by Day* and *Something is out There*, seen as a miniseries last spring. CBS put its third news program in prime time last January, *48 Hours*, and it has returned for a second season.

With new programs launching as late as January 1989, when the traditional midseason begins, that will leave precious little time for new shows to be tested in the spring, unless, of course, a large number of new shows stumble out of the starting gate with no hope of recovering, network officials say.

As for this new season's initial numbers, NBC has once again gotten off to a fast start, with a big boost from its Olympic coverage. (While CBS and ABC say the "official" 1988-89 season should start at the end of October, when at least a majority of the new programming scheduled will have debuted, all three networks will no doubt craft custom-tailored seasons that will best position themselves in presentations to advertisers.)

Compared to a year ago, the combined network share of audience was down 11% (and the rating down 9%) for the first two weeks of the season. In week one (Sept. 19-25), NBC dominated with an average 19.3

Syndication Marketplace

Baruch Television Group, McLean, Va., said its one-hour Halloween special, *Stephen King's World of Horror: Part III—Women of Horror*, has been cleared on 150 stations covering 85% of the country. The barter program (5½ minutes national, 7 minutes local) features an opening dialogue with King and a series of interviews and film clips, all designed to "debunk the myth," its producers say, "that women in horror movies are all the same—hapless, helpless victims." Program window is Oct. 14-31. □

GGP announced last week it will produce and syndicate one-hour special called *Life After Gold*, to examine how athletes handle Olympic fame and fortune or misfortune. The special is scheduled to air in mid-December, and is being offered on barter basis (6½ minutes local; 5½ minutes national). □

Blair Entertainment's Baseball's World Series Comedy Classic '88 has cleared in 126 markets, representing 85% of the country. The one-hour show, produced by Blair's RPR Productions in association with Phoenix Productions, is sold on a barter basis (six minutes national, six local) and is available for airing on Oct. 8 through the end of the month to coincide with the World Series. The show is hosted by comedian Robert Klein and features rare footage provided by Major League Baseball and interviews with baseball personalities. □

Wall Street Journal Television is expanding its services by launching two new daily broadcasts. On Oct. 3, Wall Street Journal Television began offering *The Morning Minute*, 60-second report with latest business news information. WSJT correspondent Ian Hunter hosts, and Conus Communications Inc. is the domestic syndicator. Beginning Nov. 3, Wall Street Journal Television expands its services to Europe when it begins feeding a three-minute business report to the European Business Channel. Michael Connor will anchor the feed from the *Wall Street Journal's* headquarters in New York City.

rating and a 33 share, followed by ABC's 10.7/18 and CBS's 9.8/17. In week two, NBC averaged a 17.5/30, while ABC scored a 12.3/21 and CBS an 11.2/19.

For the first two weeks of the new season, NBC is ahead with an 18.3/31, followed by ABC's 11.6/19 and CBS's 10.5/18. A year ago, after two weeks, NBC led with a 16.9/29, CBS was second with a 13.9/24, and ABC was a close third with a 13.5/23. Thus, after two weeks, NBC is up about 8% in rating, while ABC is down 17% and CBS is down 25%.

The level of homes using television for the first two weeks of the season is flat—59.2% this year, compared to 59.2% a year ago. Thus, with roughly the same number of homes tuning in, viewers continue to take advantage of alternative viewing options, including cable and syndicated programming on both independents and network affiliates.

Network executives tend to downplay the long-term impact of the strike on the medium, as do producers, who suggest that perhaps those suffering the most were the writers themselves, as well as the thousands of Hollywood community workers providing support services to the makers of films and television programs. "I don't predict any long-term erosion as a result of the strike," said Ted Harbert, vice president, prime time, ABC Entertainment. Early in the season, he suggested, there will likely be some "odd fluctuations" in viewing levels, depending on audience tuneouts of the many

Cable unit. MCA has formed a new division, MCA TV Entertainment, to produce original programming for basic and pay cable, as well as home video. The new unit will be headed by Tom Thayer, president; Ned Nalle, executive vice president, creative affairs; Jim Watters, executive vice president, production, and Bob Kelley, senior vice president, business affairs. The new division, based in Universal City, Calif., will oversee production of *The New Leave it to Beaver*, currently on Supertation WTBS-TV Atlanta, as well as 10, two-hour made-for-TV movies for cable service, USA Network, which is one-half owned by MCA. The cable production unit will also oversee production of the new *Lassie* series, although it has not yet been determined where that show will be carried.

repeat shows, as well as acceptance or lack thereof of the fresh interim strike programming.

In the first week of the season, NBC took the top seven programs in prime time, all of them coverage of the summer games from Seoul. Six repeat comedies also made it into the top 20 shows of the week, as did one repeat movie, a one-hour drama repeat, an episode of *60 Minutes* and a *Monday Night Football* game. The highest-rated original entertainment show was *The Cavanaughs*, a comedy on CBS (canceled last season but brought back because of the strike); which ranked 20th. Two other series, designed as interim strike programming, CBS's *Live! Dick Clark Presents* and *First Impressions*, finished 43rd and 51st, respectively, out of a total of 52 prime time programs for the week.

For the short term—specifically, new shows debuting over the next two months—writing teams will be scrambling furiously to get scripts in final form. "Things are

definitely not back to normal," said Patrick Faulstich, vice president, motion pictures for television and mini-series, CBS Entertainment. "Everyone was predicting a flood of material into the market" once the writers' strike was settled, he said, the assumption being that many writers would be slaving over their word processors at home while out of work.

In the case of some producers, the strike was a blessing in disguise. Grant Tinker, president, GTG Entertainment, offered that two of the three pilots his company produced for CBS, though picked up as series, were not up to the level of quality he wanted. They were *The Van Dyke Show*, scheduled to bow Wednesday, Oct. 26, at 8 p.m., and *Raising Miranda* (formerly known as *Close to Home*), slated to debut Saturday, Nov. 5, at 8:30 p.m. "We were not happy with either of those first efforts," said Tinker. "And we've gone back and started over, an opportunity we would not have had if not for the strike." □

Week three goes to NBC; CBS takes news

The sort-of season continues; NBC took week three (ended Oct. 9) with a 15.0 rating and a 24.9 share. ABC came in second with a 13.4/22.8, and CBS closed out with a 12.4/20.7. That's a combined rating and share of 40.8 and 68.4, respectively—down from last year's combined closeout of 44.7/74.6. (The network particulars for that week were NBC, 16.1/27.1; CBS, 15.1/25.2, and ABC, 13.4/22.3.)

Part of the reason for the drop: The Wednesday evening broadcasts of the vice-presidential debates, which are unrated. ABC and NBC tied for first place with a 13.8 rating on Wednesday, down about 2.7 rating points each from last year's numbers. CBS, on the other hand, lost a full 7.6 rating points compared to its 15.0 rating for the night the year before. A repeat broadcast of a Bugs Bunny special at 8 p.m. (7.9/13) and a *Wiseguy* repeat (7.4/13) starting at 10:08 p.m. couldn't muster the audience against ABC's *Growing Pains* (11.2/20) and the second game of the National League playoffs (12.2/20), nor against NBC's repeat of a *Night Court* special (12.2/20) and an *Unsolved Mysteries* preview (14.9/25).

In addition, evening averages were down for most of the week.

The low Wednesday night numbers pushed three out of the 21 possible evening averages (seven nights for three networks) down from a year ago. But of the remaining 18 possible chances for ratings improvements, only six came through.

ABC performed better this time on Monday night than a year ago, with *Burning Questions?* earning a 10.3/17 and *Monday Night Football* taking in an 18.1/31. NBC improved its Monday numbers with *ALF* (18.3/29), *Hogan Family* (18.1/28) and the made-for movie *The People Across the Lake* (17.3/27). Only CBS upped

its evening average on Tuesday night with *High Risk* (13.5/22) and the TV movie *Jesse* (19.4/31), which ranked number six for the week. Only ABC did better on Thursday night, boosted to a 14.3/22.8 average by broadcasts of the second game, and pre-game show, of the American League playoffs. Friday night was worse for all three networks, while this season's Saturday night lineup on NBC gave the network a 17.3 rating for the night. Finally, ABC improved its Sunday night average, from a 12.4 to a 13.6, with the latter coming from a 16.1/27 average for game four of the National League playoffs, and from an 8.5/15 for the network's new *Incredible Sunday*.

The tally of nightly wins shows NBC taking Monday, Thursday, Friday and Saturday, and tying with ABC for Wednesday. CBS won Tuesday and Sunday. ABC settled for the Wednesday tie.

The news numbers for the week put CBS on top with a 10.2/20, over ABC's 9.9/21 and NBC's 9.6/20. Last year, it was CBS on top in news with an 11.4/23, over NBC's 9.5/20 and ABC's 9.2/18.

Nielsen		Net		Show	Nielsen		Net		Show	Nielsen		Net		Show
24.2/40	N	Cosby Show			23.	14.9/25	N	Unsolved Mysteries		45.	9.0/17	C	West 57th	
22.7/36	N	Different World			24.	14.7/27	N	227		46.	8.8/14	C	48 Hours	
21.6/37	N	Golden Girls			25.	14.5/26	N	NBC Friday Movie		47.	8.7/14	N	Summer Olympics Review	
19.9/35	N	Empty Nest			26.	13.5/22	C	High Risk		48.	8.5/17	A	A.L. Playoffs, pregame 3	
19.8/31	N	Dear John			27.	12.5/23	A	A.L. Playoffs, game 3		49.	8.5/16	A	A Full House	
19.4/31	C	CBS Tuesday Movie			28.	12.2/28	A	N.L. Playoffs, game 2		50.	8.5/15	A	Incredible Sunday	
18.3/29	N	ALF			29.	12.2/20	N	Night Court, special		51.	8.5/17	A	N.L. Playoffs, pregame 3	
18.1/31	A	Monday Night Football			30.	12.0/20	C	CBS Thursday Movie		52.	7.9/13	C	Bugs Bunny: Conn. Rabbit	
18.1/31	C	60 Minutes			31.	11.8/21	A	N.L. Playoffs, pregame 1		53.	7.9/12	C	Cavanaughs	
18.1/28	N	Hogan Family			32.	11.3/20	A	Growing Pains		54.	7.4/14	A	A Perfect Strangers	
18.1/30	N	Tonight Show 26th Anni.			33.	11.3/21	N	Sonny Spoon, preview		55.	7.4/13	C	Wiseguy	
17.3/27	N	NBC Monday Movie			34.	10.9/20	C	Seven Wonders-Circus		56.	7.4/11	F	Married... With Children	
16.9/30	N	Amen			35.	10.6/17	N	Magical World of Disney		57.	7.3/13	C	Simon and Simon	
16.6/26	C	CBS Sunday Movie			36.	10.3/18	A	A.L. Playoffs, pregame 2		58.	6.1/10	F	21 Jump Street	
16.4/27	A	N.L. Playoffs, game 1			37.	10.3/17	A	Burning Questions?		59.	5.8/10	C	Live! Dick Clark Presents	
16.1/27	A	N.L. Playoffs, game 4			38.	10.2/17	A	N.L. Playoffs, pregame 4		60.	3.8/6	F	Gary Shandling Show	
15.6/24	C	Murder, She Wrote			39.	9.5/18	A	20/20		61.	3.7/7	F	Reporters	
15.4/29	N	Hunter			40.	9.5/17	C	CBS Friday Movie		62.	3.5/5	F	Tracey Ullman Show	
15.1/24	C	CBS Monday Movie			41.	9.5/15	C	Newhart		63.	3.1/5	F	Beyond Tomorrow	
15.0/25	N	NBC Sunday Movie			42.	9.4/15	F	America's Most Wanted		64.	2.5/4	F	Duel	
14.9/25	A	A.L. Playoffs, game 2			43.	9.1/16	A	N.L. Playoffs, pregame 3						
14.9/22	N	Super Bloopers and Jokes			44.	9.0/16	A	Mr. Belvedere						

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More from Arbitron's summer book

San Francisco, Washington and Houston-Galveston markets unchanged; first-place ties in Boston and Dallas-Fort Worth

KGO(AM) San Francisco, WMZQ-AM-FM Washington and KMIQ(FM) Houston-Galveston held their ground as the number-one stations in their respective markets, while the Boston and Dallas-Fort Worth markets heated up with first-place ties. The findings are included in the following summer 1988 Arbitron results, which consist of the remaining top 10 markets received too late to include at length in last week's issue of BROADCASTING, Oct. 10. The following numbers reflect listening, Monday-Sunday, 6 a.m.-midnight, from June 23 through Sept. 14. The metro shares represent audience ages 12-plus.

San Francisco

News/talk KGO(AM) San Francisco's 12-plus audience share dropped from 8.4 to 7.1 but maintained the number-one spot in the San Francisco market. Contemporary hit KMEL(FM) rose from a 5.7 to a 5.8 share, taking the number-two spot. Former second-place station, easy listening KABL-AM-FM, dropped to third with a decreased share from 6.2 to 5.6. News/talk KCBS(AM) stayed at fourth place, although its share dropped from 5.4 to 4.7. Former number-five station, soft contemporary KOIT-AM-FM, had a share drop from 4.5 to 3.3, tying it for eighth place with urban contemporary KSOL(FM), which dropped from 3.7. KSOL also dropped from 4.4 in the winter 1988 book and from 4.7 in the fall 1987 book. Adult contemporary KNBR(AM) replaced KOIT with an increased share from 3.6 to 4.3, moving up from seventh place in the spring 1988 book. Coming in at sixth place was adult contemporary KIOI(FM) with a 4.0 share, up from a 3.6 share tie with KNBR. KIOI has been on a continuous rise since its 2.5 rating in summer 1987. The number-seven spot in the market went to classic MOR KFRC(AM) with a 3.4, up from 2.8. Coming in at ninth place was classic rocker KSFO(AM) with a 3.1 share, on a continuous rise since its fall 1987 1.4 share. Rounding out the top 10 was adult contemporary KYUU(FM), whose numbers remained steady at 2.7.

At least two stations in the San Francisco market with decreasing market share were: easy listening KBAY(FM), down from a 2.8 in winter 1988 to a 2.0 in spring 1988 to its current 1.7, and classic rocker KSAN(FM), down from a 3.4 in fall 1987 to a 3.2 in winter 1988 to a 2.9 in spring 1988 to its current 2.3.

Boston

Contemporary hit WXS-FM dropped from 8.6 to 7.1, placing the station in a tie for first place with talk WRKO(AM), which dropped from a 7.7. Adult contemporary WBZ(AM) took the number two spot with a 6.4 share, representing a continuous drop for the station since its fall 1987 7.3 rating. Coming on strong at third place was contemporary hit WZOU(FM) with a 6.1, up from 5.8 in spring 1988, 5.4 in winter 1988, 5.2 in fall 1987 and 4.3 in summer 1987. The fourth-place position was one of four ties in the market's top 10 with easy listening WJIB(FM) and AOR WBCN(FM) each taking a 6.0 share. WJIB rose from a 4.9; WBCN was down from a 6.6 in spring 1988 and a 7.2 in winter 1988 and a 7.4 in fall 1987. Fifth place went to all-news WEEI(AM) with a 4.3 share, up from 4.2 in spring 1988 and 4.1 in winter 1988. A sixth-place tie went to oldies WODS(FM) and soft contemporary WSSH-FM, each with a 4.0. WODS was down from a 4.5 in the spring 1988 book and a 4.8 in winter 1988; WSSH fell from a 4.3. Seventh place was split between adult contemporary WHDH(AM) and classic hits WZLX(FM), each with a 3.9 share. WHDH fell from a 4.4 in the spring 1988 book and a 5.8 in winter 1988; WZLX rose from a 2.5. Coming in at eighth place was adult contemporary WMJX(FM) with a 3.8, on a continuous rise since its fall 1987 2.9 share. Ninth place went to adult contemporary WROR(FM) with a 3.0 share, down from 3.6, and 10th place went to adult contemporary WVB(FM) with a 2.7, up slightly from 2.6.

Dallas-Fort Worth

First place in the Dallas-Fort Worth market was a tie between urban contemporary KKDA-FM and adult contemporary KVIL-AM-FM, each with a 6.9 share. KKDA dropped from an 8.7 in the winter 1988 book and an 8.0 in spring 1988; the KVIL combination dropped from a 10.0 share. Taking second place was country KPLX(FM) with a 6.7 share, down from 7.0 in spring 1988 and 7.8

in winter 1988. The third-largest market share went to country WBAP(AM) with a 6.4, down from 6.7. Close behind in the number four position was contemporary hit KHYI(FM) with a 6.3 share, up from 5.3. Country KSCS(FM) had the fifth-highest market share with a consistent 6.2, and easy listening KMEZ-AM-FM took the number-six spot with a 5.7, up from 5.2. The seventh-largest market share was held by all-news KRLD(AM) with a 5.3, up from 4.9, followed in eighth place by contemporary hit KEGF(FM) with a 4.9. KEGF's share continued a decline from 6.2 in fall 1987 to 5.3 in winter 1988 to 5.0 in spring 1988. Rounding out the top 10 market shares were solid gold KLUV(FM) with a rise from 2.9 to 4.8 and AOR KTXQ(FM) with a rise from 4.0 to 4.3.

Washington

The number-one market share went to country WMZQ-AM-FM with a 7.6, up from a 7.3 combination in spring 1988. Following at number two was easy listening WGAY-FM with 6.0, down from 8.1 in winter 1988 and 6.6 in spring 1988. Taking the number-three spot was AOR WWDC-FM with a rise from 5.1 to 5.7, followed in fourth place by urban contemporary WKYS(FM) with a drop from 6.4 to 5.5. Fifth place was a three-way tie between contemporary hit WAVA(FM), urban contemporary WHUR-FM and contemporary hit WPGC-AM-FM, each with a 5.2 share. WAVA increased from a 4.8, WHUR dropped from a 5.3 and the WPGC combination dropped from 5.7. Coming in sixth was variety WMAL(AM) with a 4.7 share, down from its summer 1987 6.6 share. Seventh place went to adult contemporary WCXR-FM with a 4.6, up from 3.9, followed in eighth place by contemporary hit WRQX(FM) with a 4.4, up from 3.8. The ninth-largest market share went to all-news WTOP(AM) with a 4.1 share, up from 3.8. At 10th place was talk WWRC(AM) with a 3.8, up substantially from 2.4.

Outside of the top 10, black format WDJY(FM) suffered a drop from a 3.4 to 2.5.

Where we listen. Almost two-thirds of the country's half billion radio sets are in the home, 31% are in cars and trucks and 4% are in workplaces. Those findings were among several of a study on radio set usage that is being distributed by the Arbitron Ratings Co. and the Radio Advertising Bureau.

The results reflect a November 1987 telephone survey that included a national sample size of 1,523 adults, age 18-plus. An Arbitron spokesperson said a major reason for conducting the survey was to determine the penetration of digital tuning, of interest to stations that promote their frequency during ID's. Among the findings:

- Digital tuning is available in one of four radios in the country. One of every five home radio sets are digital, while one of every three vehicles have the feature.
- More than one-third of all home receivers are portable.
- Virtually all radio sets receive both AM and FM. Less than 3% of sets in homes are AM only and about 12% of radios in vehicles are AM only.
- Fifty-three million receivers were purchased in the country in the past year.

The station had a 5.7 share during summer 1987.

Houston-Galveston

Topping the market was urban contemporary KMJQ(FM) with a 9.3 share, up from 7.8 in fall 1988, 8.5 in winter 1988 and 8.8 in spring 1988. Second place went to country KIKK-FM with a 7.0, down from 8.1, followed in third place by combination contemporary hit KKBQ-AM-FM, up from 6.7

with a 6.9. Taking the number-four position in the market was all-news KTRH(AM) with 6.5, up from 4.9 in fall 1987, 5.4 in winter 1988 and 6.2 in spring 1988. Country KILT-FM had the fifth-largest market share with a 6.2, down from 6.7, followed in position number six by contemporary hit KRBE-FM with 6.0. KRBE took a fall from the second-place position in the market with its spring 1988 8.4 share. The seventh-largest market share went to AOR KLOL(FM) with a 5.8, down from 5.9, followed in eighth place by

easy listening KODA(FM) with a drop from 5.2 to 4.9. Taking the number-nine position with a rise from 3.8 to 4.4 were adult contemporary KFMK(FM). Sharing 10th place with a 3.8 share was adult contemporary KLTR(FM), up from 3.3; MOR KQUE(FM), up from 3.4, and classic rocker KZFX(FM), up from 3.7.

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Riding Gain

WFANfare

WNBC(AM) New York closed out 66 years of history on Oct. 7 when its frequency was turned over to Emmis Broadcasting's all-sports WFAN(AM) (BROADCASTING, Oct. 10).



Former WNBC morning personality Don Imus, now heard on WFAN, was on hand to make the switch (above, third from right). Joining Imus were (l-r): Scott Meier, vice president and general manager, WFAN; Jeff Smulyan, president, Emmis Broadcasting; Joel Hollander, general sales manager, WFAN; Randy Bongarten, Emmis regional vice president of operations and Pete Franklin, WFAN personality.

WNBC's final hours of broadcast, hosted by afternoon announcer Alan Colmes, included teary reminiscences by a long list of former station personalities that included Dr. Joyce Brothers, Bill Cohen, Ed McMahon and Brucie Monow.

Hahn the air

Hahn has extended through 1988 her on-air contract with Edens Broadcasting station KOY-FM Phoenix. Hahn, who gained notoriety for her involvement with the Rev. Jim Bakker and her subsequent photo sessions in *Playboy* magazine, joined the station's "Y-Morning Zoo" team on August 29 with a month-long, renewable contract.

Sing along with Garrison

Minnesota Public Radio will broadcast *A Prairie Home Folk Song Show* at 8 p.m. (NYT) Nov. 26 from Vanderbilt University in Nashville. Former *Prairie Home Companion* host, Garrison Keillor, will be joined by guitarist Chet Atkins and fiddler

Johnny Gimble. The program will feature songs from Keillor's "A Prairie Home Companion Folk Song Book," to be published earlier that month, as well as comic sketches. American Public Radio will carry the "90-minute plus" program and said that a *Third Annual Prairie Home Companion Farewell* is being planned for broadcast June 10, 1989. Reruns of the original *PHC* series are still carried on more than 200 APR stations.

MPR's *Prairie Home Companion* replacement, *Good Evening*, launched its second season Oct. 1, and with carriage still standing at 160 American Public Radio affiliate stations, Ashland Oil has decided to maintain its role as sole corporate

underwriter of the 90-minute Saturday evening live music and story-telling show. "We had faith that Minnesota Public Radio's experience in providing radio audiences with excellent programs combined with [host] Noah Adams's vision for the program would produce a winner," Ashland Senior Vice President H. Mac Zachem said in a prepared statement. "We were right."

Play ball

CBS Radio Sports said this year marks the network's 13th consecutive year as rightsholder to baseball's World Series games. Announcers for the network this

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year are Jack Buck, John Rooney and Bill White. CBS said the best of seven series, scheduled to run Oct. 15-23, are delivered to 260 affiliates nationally plus 400 outlets worldwide through Armed Forces Radio. A Spanish language broadcast of the World Series is also being fed by CBS to more than 150 stations worldwide.

Westwood ho

Westwood One may increase production of country music specials. Chairman and Chief Executive Officer Norm Patitz said

although there are no specific plans, the company's acquisition of country formatted WYNY(FM) New York Sept. 22 provides "more motivation" to produce country shows. He says there are no changes in store for WYNY format, which includes competitor ABC Radio Network's *American Country Countdown*. "If we own a radio station and [programming] comes from a competitor, so be it," said Patitz. "It's better to have it than not to have it."

AIDS attack

IMMEDIA Inc., a nonprofit public service

radio organization, has begun distributing a package of spots aimed at fighting AIDS and IV drug abuse. The package is titled "Stop Shooting up AIDS" and consists of eight 30-second and five 60-second spots geared to urban contemporary, CHR and AOR formats. The spots, delivered via disk to all IMMEDIA members and about 450 urban contemporary stations, are produced by Washington-based Professional Management Associates. Stations seeking to obtain free copies should contact IMMEDIA's Burbank, Calif. headquarters.

Business

'USA Today': the cost

\$40 million budget has made show one of most expensive syndicated offerings ever

USA Today: The Television Show has had perhaps the greatest start-up cost of any show in the history of first-run syndication. Much of the cost, such as that of hiring enough people to put out a half-hour magazine strip (including a new managing editor brought on board last week [see story, page 55]), might be faced by any producer launching a similar effort. But some of the show's cost—the rush to build a soundproof studio in the flight path of a major airport, for instance—is particular to *USA Today*.

In the extensive publicity that the show has received over the past year, the \$40 million start-up cost has gotten almost as much publicity as the people involved. With a staff of about 150 at work in four cities, video facilities costing a reported \$15 million and a \$12 million studio set, *USA Today*, although initially expensive, could still be an economical production for its producer, GTG Entertainment, if it overcomes its initial ratings and critical hurdles to record a long run.

About \$16 million of the show's capital expenditures went toward purchase and installation of video equipment, according to a source close to the show. These purchases include cameras and editing systems for the local bureaus, as well as a high-technology control room and graphics and animation production facilities.

For example, GTG purchased 20 Ikegami HL95 camcorders with built-in Betacam SP decks, for use in New York, Los Angeles, Chicago and Arlington, Va. (where the show's Washington bureau is housed with the *USA Today* newspaper's national headquarters). GTG also has set up each of the bureaus with studio space and at least one Betacam SP system equipped to do dissolves and digital effects. The New York bureau, for example, has six cameras and three editing systems, two of which are simplified systems.



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

The show purchased 62 Betacam SP machines, according to Meryl Altman, director of systems sales for A.F. Associates, the company that designed, procured and installed most of the video systems that the show uses. "As we speak, they are expanding," she said. "They don't have enough editing capacity."

Construction of the show's 7,500 square-foot high-tech set cost \$12 million, according to GTG Entertainment Senior Vice President Bud Rukeyser. He said he did not know whether that figure included the cost of on-set video equipment. The set contains five cameras, a four-by-six bank of monitors and three large-screen Eidophor video projection systems. The Swiss-made video projectors sell for about \$500,000 each, according to the product's U.S. sales distributor. (*USA Today's* systems are leased.)

The studio was built in former retail space on the 7th floor of Gannett corporate headquarters in Arlington. Because the building is in the flight path of National Airport, the studio required extensive soundproofing, including the installation of a "floating" floor, ceiling and walls that would not transmit

sound vibrations. Putting this show's headquarters near the offices of Gannett's *USA Today* was essential to the workings of the show, said director Guy Pepper. "It was important to be here in that we had to work very closely with the newspaper," he said. "So logistically it made all the sense in the world."

Twenty floors above the studio is the main control room, another control room for running video feeds to the main control and to the studio, graphics and animation facilities, six editing systems, a secondary studio and production offices for the show. Construction of the Arlington headquarters took six months, Pepper said. "It's really a miracle this thing was done this quickly. We had every piece of gear known to man," he said. Because of the time pressures involved in getting the operation set up quickly, "money was not an issue," Altman said. Regarding the purchase rather than rental of the video equipment, one observer said: "If you work out of another facility, you're paying for your equipment two or three times over in rent." The observer added: "By controlling the means of production, they can do whatever they need to do" without worrying about the immediate cost.

Getting the six-show-a-week *USA Today* up and running requires a full-time staff of about 150 people, most of whom have been on board since May, when GTG began rehearsals for the show. The producers of the show have been able to economize in their field production by making a practice of using one-person crews.

The staff and budgeting appears to be more than that for *Entertainment Tonight*, but in the same league as the news magazine strip that went on the air in 1981. According to *ET's* publicity, the show had a launch budget of \$22 million. Paramount, which produced the show, would not specify how the start-up costs were broken down, but it is believed that a significant part of the budget went toward the purchase, or co-purchase, of satellite downlinks for the stations that ran the show. Following acceptance of the show's pilot, the show required a start-up time of eight to 10 weeks, according to John Goldhammer, who produced the show when it first came on the air. Currently, *ET* has a staff of more than 125 in

The costs of *PM Magazine*, a similar daily syndicated show, are spread out among several sources. That show is produced co-operatively among 25 stations that have local production budgets ranging from "low six figures" to "seven figures," according to Bob George, executive producer. The show's San Francisco staff, working within an undisclosed budget derived from syndication fees, produces about a quarter of the show's segments; the rest are contributed by the participating stations. *USA Today* has production start-up costs of \$40 million for the first year, Rukeyser said. Those costs do not reflect any revenue the show will gener-

ate, he said.

Gannett Co., a partner with Grant Tinker in GTG, has more than \$20 million in capital expenditures in the show and expects operating losses of from \$15 million to \$20 million this year, according to Peter Falco, an analyst at Merrill Lynch. Those estimates were confirmed as "reasonable" by Charlie Crane, an analyst at Prudential-Bache Securities. It is unclear whether this loss primarily reflects a revenue problem, the funding of all the capital expenditures in the first year's budget or the impact of other large operating costs.

Other costs incurred in production of the

show include satellite feeds to the Arlington headquarters from the other bureaus; graphics, including the show's different openings, created by the New York City design firm of R/Greenberg Associates, and theme music composed by three-time Oscar winner John Barry.

The show's promotional campaign included an abbreviated edition of *USA Today* and photographs by celebrity photographer Harry Benson. The cost of the show has even been used to publicize the show; analyst Lisa Donneson of Salomon Brothers said she read about the show's \$40 million cost in *USA Today*. □

'Forbes' says Metromedia's Kluge second richest man

Magazine's yearly listing of 400 wealthiest people in U.S. also includes Si and Donald Newhouse Warren Buffet and Sumner Redstone

Forbes magazine's 1988 listing of the 400 richest people in America demonstrates in an indisputable manner that there is a great deal of money in the Fifth Estate. Many people, including the second wealthiest man in America, are listed by *Forbes* as having amassed their fortunes in broadcasting, cable and entertainment.

The Oct. 24 issue of the magazine lists John Kluge, long-time chairman and president of Metromedia, as having a net worth of \$3.2 billion. This figure qualifies Kluge as the richest veteran of the Fifth Estate and the second wealthiest man in America, behind only Sam Walton of Wal-Mart Stores.

Following Kluge in per capita wealth are brothers Si and Donald Newhouse, whose combined \$5.2 billion fortune includes cable systems comprising 850,000 subscribers, according to *Forbes*. Investor Warren Buffet, judged to be worth \$2.2 billion, has a stake in Capital Cities/ABC in his portfolio.

The wealthiest of the yearly listing's new billionaires is Viacom's Sumner Redstone, estimated by the magazine to have holdings valued at over \$1.4 billion. Since last year's listing, Redstone added one billion dollars to his net worth through his takeover of Viacom. Moving downward from his listing last year is Rupert Murdoch, CEO and 46% shareholder of News Corp. His net worth is about \$1.2 billion, down from the magazine's 1987 pre-crash estimate of his worth of \$2.1 billion.

Three others qualify as media billionaires. Group station owner and newspaper publisher Edward Gaylord has a fortune estimated at \$1.1 billion. Brothers Sid and Lee Bass, who own a \$1.4 billion stake in Disney, are worth about \$2 billion with their assets combined, according to the magazine.

Just missing the billionaire range, according to the magazine's estimate, are Jack Kent Cooke, now in the process of selling his cable properties; Carl Lindner, chairman and chief executive officer of Great American Communications Company; and Kerk Kerkorian, majority shareholder of MGM/UA Communications Co. The holdings of each of the three men are worth



Kluge

about \$950 million, according to *Forbes*.

CBS Chief Executive Officer Laurence Tisch and his brother, Preston, are worth a combined \$1.7 billion, according to the magazine.

At \$650 million, the wealthiest woman on the list with a tie to the Fifth Estate is Oveta Culp Hobby, group station owner through H&C Communications. Katharine Graham of The Washington Post Co. is not far behind at \$600 million. Another group owner, Joe Allbritton, was estimated to be worth at least \$590 million, taking into account his banking and insurance holdings. Also worth more than half a billion dollars were Frank Batten of Landmark Communications, Chuck Dolan of Cablevision Systems Corp, Ted Turner and Roy Disney.

Some of the Fifth Estaters in the \$250 million to \$500 million net worth range are Roy Park of Park Communications; CBS Chairman William Paley; TCI founder Bob

Magness; station group owner, Malcolm Borg, and game show producer Mark Goodson.

Also on the list, with net worths of between \$250 million and \$500 million, are half-brothers Marshall Field V and Ted Field, television's Andrew Perenchio, station group owner August Meyer, satellite pioneer Stanley Hubbard, radio group owner Richard Duchossois, producer Merv Griffin, station owner Edmund Ansin, the four McCaw brothers of McCaw Cellular Communications and David Mugar of WNEV-TV Boston.

Members of the 400 with net worths under \$250 million are James Knight of Knight-Ridder, group owner Gene Autry, Iphigene Ochs Sulzberger and her son Arthur Ochs Sulzberger of *The New York Times*, Continental Cablevision's Amos Hostetter Jr. and MCA Chairman Lew Wasserman.

More moves at MGM/UA

Troubled company names Barbakow chairman as Kerkorian tries to get it back on economic track

Jeffrey Barbakow, an investment banker with Merrill Lynch Capital Markets, will be named chairman of the board, president, and chief executive officer of MGM/UA Communications Co. Two colleagues of Barbakow at Merrill Lynch were also named to senior management positions.

The appointment of Barbakow is the latest development in the efforts of MGM/UA majority shareholder Kirk Kerkorian to restructure the company and restore its financial health. In July, MGM/UA announced a deal, which later fell through, that would have spun off the company's motion picture and television production units into a new, separate MGM. Last month, the company announced plans for a combination of measures to aid MGM/UA, including a \$200-million rights offering, possible sale of as-

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sets and a corporate restructuring.

In a statement released by MGM/UA, Barbakow said that he would implement these recent plans. He added: "We intend to draw upon our strong business relationships in the community and our comprehensive experience in arranging financings to maximize the value of the company." Barbakow has been managing director in charge of the Pacific Southwest region of the investment banking division of Merrill Lynch Capital Markets.

Reaction in the financial community was favorable to the move. MGM/UA's stock rose nine cents to \$11.625 the day following the announcement. "Kerkorian's agenda is to complete the restructuring of the company. Who better to restructure it than a very capable investment banker?" commented an industry executive.

Named executive vice president of MGM/UA was Kenin Spivak, a vice president of Merrill Lynch Capital Markets. Tre-

vor Fetter, another investment banker in the same office specializing in media and entertainment, was named senior vice president of MGM/UA.

Fetter said that Merrill had been working with MGM/UA over the past few months, representing possible buyers for the company. He said that Barris Industries, the company that was involved in the collapsed July restructuring plan, was not one of Merrill's clients. Fetter said that discussions of employment with MGM/UA were initiated by MGM/UA about a week before the announcement.

Barbakow replaces Stephen Silbert, who has been chairman and chief executive officer of MGM/UA since July, filling the spot vacated by the resignation of Lee Rich. Rich had resigned after the announcement of the company's July reorganization plan. Silbert will move to Kerkorian's Tracinda Corp., but will remain on the board of directors and the executive committee of MGM/UA. □

Weak sales year to be topic at TVB

Annual meeting in Las Vegas will address how to boost sales

One thousand television management and sales executives gather in Las Vegas today for the three-day convention of the Television Bureau of Advertising. The meeting takes place near the end of what has been a disappointing sales year for most of the broadcast television universe. TVB President Bill Moll said his membership will have on their minds "a concern about the way 1988 didn't shape up the way it was supposed to.... The old benchmarks don't seem to apply anymore."

During the three-day meeting, the board of the New York-based industry sales organization will elect a new chairman, to replace current chairman, James Babb, executive vice president of Jefferson-Pilot Communications, and a new secretary. Several new board members will be elected by the membership. A decision made at TVB's fall meeting several weeks ago designated two of the station seats specifically for those affiliated with "primarily" independent stations. Two seats were also added specifically for the chairman and immediate past chairman of TVB's sales advisory committee, bringing board membership to 25.

At the meeting, Moll said he will announce that the organization has, working with others, helped generate an additional \$100 million for the spot television advertising market this year. Among the advertisers that Moll said contributed to that total were Sears, spending \$17 million in the fourth quarter; Carnival Cruise Lines, placing spots in 21 markets; Compaq computers with several million dollars, and Nutra Sweet's Equal, spending more than \$7 million. Moll said the gains were made with the help of TVB committees, including those involving station representatives.

But for 1989, TVB still expects broadcast television advertising growth to be modest. Moll said the organization predicts a 5%-7% increase in local; 3%-5% for spot; 1%-3% for network, and a healthier 15%-17% for

syndication.

Some of the presentations in Las Vegas will be geared toward persuading member and non-member stations that TVB can help improve future revenue growth. Said Moll: "What I hope to have come out of the meeting is that the industry understands that the TVB is an organization equipped today to meet what is a different job than in the past.... We want to show them a new face, a new effort and new results."

Monday's convention activities will include an industry forecast by Veronis Suhler & Co., and additional outlook from Leo Cherne of the Research Institute of America.

Speaking at Tuesday's general session on "Television's New Reality—What Changes are Required," is George Gillett, owner of the Gillett Group of stations, and also a joint owner of the Storer television group. Tuesday morning will also see a panel session devoted to "Cable Facts, Myths, Reality," with panelists Keith Landau, director of media, Taco Bell; Robert Williams from National Cable Advertising, and Connie Petit, of Times Mirror Cable Television.

Other panel sessions include "National New Business Development," "Sales Force Compensation Programs that Produce Results," "Legal Services Advertising on Television" and "Local New Business Development." The convention ends Wednesday at noon. □

Perspectives on peplemeter

While the peplemeter has survived its first full year of accepted commercial use, the second year will further alter the acceptance of the ratings device's data. That was among observations made by a panel gathered under the auspices of Columbia University Business School's Center for Telecommunications and Information Studies. Those on the panel were John Dimling, senior vice

president of A.C. Nielsen Co.; Craig Gugel, vice president, director of media research, Backer, Spielvogel, Bates; Erik Barnouw, broadcast historian and professor emeritus at Columbia University, and Barry Cole, moderator and the center's visiting director.

Dimling said the peoplemeter made sense in a world of television more complicated today than 15 to 20 years ago. With so many channels now available for viewing, "people don't always know what they are watching," and Nielsen's previous diary method was rendered less accurate.

Reviewing some of the new perspectives on television provided by the peoplemeter, Dimling said the data shows the audience changes more during the course of an hour than was apparent from diary data. The Nielsen senior vice president also said the new data shows lower homes-using-television (HUT) in daytime, higher persons watching in late night and a higher percentage of children watching in prime time.

The new data also indicates diaries previously overreported Saturday viewing. While acknowledging the peoplemeter was not entirely accurate in recording that day-part either, Dimling said the greatest problem was not with those children ages 2-5 as was suggested by NBC's entertainment division President Brandon Tartikoff, but rather with ages 6-11. Nielsen has tried to improve children's use of the peoplemeter with special instructions and incentives such as gifts from a catalogue sent to peoplemeter homes. But, he said: "The problem is that you have to be careful not to reinforce the behavior you are trying to monitor."

Another methodological question involves "button-pushing fatigue," a subject on which Dimling said there is conflicting data and on which he has so far concluded that it is "...not a huge and clearly definable phenomenon." But to reduce the likelihood of fatigue, Nielsen reduced the time families were kept on the sample from five years to two. That has not only made the ratings process more expensive but, said Dimling, "...as the time becomes shorter, it becomes more difficult to register cumulative analysis."

Currently, Nielsen is accepting for use about 90% of the data collected, representing 86% of the viewing time. Examples of cases where data is rejected include those in which the ratings service has learned a household added a new TV set but the set has not yet been metered, or instances of "unidentified viewing," defined as more than 10% of viewing registered on the set meter not having a corresponding peoplemeter identification.

Except for a great deal of initial confusion, the peoplemeter has not greatly changed the way network buying is negotiated, said Gugel. But the quality of the data will continue to change, he said, as program viewing demographics are now provided daily. Other changes Gugel expects are for a "truly passive" metering system, local peoplemeter service and "single source ratings becoming the standard in the next 10 or 12 years."

Barnouw said he had no doubt that ratings technology is "coming closer to extraordi-

nary accuracy," but the historian questioned whether such accuracy would benefit the creative process. He suggested instead that the logic of ratings might tend to promote formulaic writing, with new efforts emulating whatever previously attracted the desirable demographic audience.

Rating television programming is only the indirect measurement of the television commercial. Dimling said last week that Nielsen will soon begin providing limited minute-by-minute household and demographic numbers ("Closed Circuit," Oct. 10), indicating possible commercial viewing. For

such commercial ratings to be truly useful, Dimling said, Nielsen will also have to make sure it has accurate information about when commercials occur, and also "...some kind of 'acid' measurement about when viewers leave the room and when they come back."

Noting the intense industry interest in the peoplemeter technology, the Nielsen senior vice president concluded: "From the outside, the change from diary to the peoplemeter is kind of minor...it is still just counting heads...in a broad social sense, I'm not sure what the big deal is." □

BottomLine

Heritage gets angel. "We're rejoicing," Heritage Ministries (formerly PTL) marketing director, John McEntee, said of Heritage staff reaction to news that Canadian businessman, Stephen Mernick, not PTL founder Jim Bakker, has successfully negotiated purchase of Heritage assets for \$115 million. Mernick, orthodox Jew, has 30 days to submit \$50-million down payment, and, given bankruptcy court approval of deal, said McEntee, prospects are good that Mernick will treat TV ministry, including The Inspirational Network cable service, as paying tenant allowed virtually complete independence. TIN, he said, intends to make its religious programming more multi-denominational as it competes with cable's new Vision Interfaith Network, supported by 20 religious organizations and MSO Tele-Communications Inc. (BROADCASTING, May 9).

Mernick will face approximately \$130 million in debt, around \$8 million of that to broadcasters whom PTL has traditionally paid for air time, recouping investment through viewer donations. Ministry is suing Bakker for mismanagement for \$52 million. "Bakker hurt us," McEntee said, noting "absolute connection" between renewed interest in Heritage programming by broadcast TV stations and cable operators since Bakker failed to meet down payment deadline last month. During two September 1988 weeks when it appeared Bakker might regain control, McEntee said, dozen TV stations and several cable systems called to say that if Bakker returned, Heritage programming would be dropped. Many viewers apparently also do not want Bakker back. "Our income has literally doubled in the last week," since Bakker missed deadline, he said.

Although 34-year-old Toronto, Canada-based real estate, clothing and garbage collection magnate could choose to run TV ministry himself, said McEntee, Mernick "has expressed his desire to keep TV [operations] intact as an element of the Christian theme" that is Heritage's identity. That identity will broaden, however, he said. TIN has added second hour per week of Catholic programming (TIN already carried one hour) and new Seventh Day Adventist program. Religious cable programming competitor, Vision, which launched Sept. 19, plans to expand its five-hours-per-day schedule next year.

□
Keeping tabs. Last week Kidder Peabody & Co. and Drexel Burham Lambert reported that Cinema Plus L.P., limited partnership sponsored in association with Home Box Office, raised \$43.446 million as of its final closing Oct. 11. Cinema Plus was created for financing of feature-length motion pictures with budgets of between \$8 million and \$15 million, with average budget being \$11.5 million. Units in Cinema Plus were sold at \$1,000 each. HBO's license agreement provides that investors receive minimum aggregate return of 115% of amount invested by Cinema Plus in each completed film within seven years of its theatrical release. Metro Goldwyn Mayer Pictures Inc. is expected to distribute films to theatrical and nontheatrical media, domestically and internationally.

□
LPTV launch. Last Monday (Oct. 10) was official launch day for Channel America, publicly-held low power television network that has seven owned and operated stations and 25 affiliates, according to chairman David Post. Programming, which included fashion show, baby-care show and movies on inaugural day, is relayed to individual stations via 24-hour-a-day satellite transmission. New York-based company raised \$2.3 million privately in 1987 and \$3.5 million in initial public offering this year, Post said.

□
Debt deal. Tele-Communications Inc. has sold approximately \$450 million of senior subordinated debt through Prudential-Bache Securities. Bonds carry coupon of 11.125% and will have final maturity of 15 years. "We saw this as a good opportunity to continue to fix [interest] rates, repay bank borrowings and lengthen our capital structures to match our assets," said TCI President John Malone.

□
On credit. Fries Entertainment has signed \$20-million, four-year bank credit agreement with Credit Lyonnais Bank Nederland. Money available under agreement may be used for general corporate purposes, acquisition of film rights, television and film production and corporate acquisition. Fries is developer, producer and distributor of television, theatrical and home video productions.

Third-quarter differences

NBC posts decline in operating profits; CBS shows increase

Operating profits at NBC declined in the third quarter due to the cost of covering the political conventions, according to NBC's parent company, General Electric. Meanwhile, CBS, which also covered the conventions, managed an increase in profits, including one at the television network that was aided primarily by strong cost controls and improved revenue from prime time.

In its earning announcement, GE said: "Broadcasting revenues were well ahead of a year ago, but operating profit was lower. The higher revenues reflected additional volume from broadcasting the Olympic games, while lower operating profits included the cost impact and revenue loss from coverage of the two major political conventions during the 1988 quarter."

The CBS/Broadcast Group reported a 7% increase in income, to \$49 million, on a 4% revenue gain, to \$568.7 million. In its earnings announcement the company said that television network profit improved despite "supporting costs required to provide comprehensive political campaign coverage." One company executive noted that prime time pricing was firmer than the period of a year ago, which also suffered from the daytime revenue decline caused by the broadcast of the Iran-contra hearings.

Results of the CBS-owned television stations mirrored those of the industry at large with third-quarter gains at some of the four stations "mixed with soft local advertising demand in certain markets."

CBS said both the AM and FM radio groups reported "significant" increases in sales and profits. The profit gain for the broadcast group, over the third quarter of last year, would have been even greater were it not for a \$6.2 million pre-tax gain from the sale of CBS's SportsChannel interest in the third quarter of 1987.

On a corporate basis, much of CBS's pre-tax income came from interest earned on the company's \$3 billion-plus in liquid assets. Some of those funds were obtained in the company's sale of the CBS Records Group, on which CBS has recognized an accounting gain of \$867 million.

Corporate-wide, Laurence Tisch, chief executive officer, said that CBS's operating expenses before interest increased by just 2%. Some of the cost controls were affected through continuing corporate staff reductions. Corporate expenses declined to \$6.1 million from \$9.1 million in the prior year's period.

The improved operating results increased CBS's third-quarter net income to \$2.72 per share, up from \$2.31 in the prior year's period. The board of directors voted to increase the quarterly dividend on common stock by 35 cents, to \$1.10, the first such increase in roughly four years. CBS stock, which had risen the previous week on heavier than usual volume, dropped the day of the announcement to 178½ from 178%. □

In Sync

ATTC action

E. Benjamin Crutchfield, director, special engineering projects, National Association of Broadcasters, will join the staff of the Advanced Television Test Center (ATTC), the group formed last winter by the National Association of Broadcasters, Public Broadcasting Service, Association of Maximum Service Telecasters, Association of Independent Television Stations and the three commercial broadcast TV networks, to test proposed high-definition and enhanced-definition television systems. Crutchfield's duties at ATTC will include test procedure planning and industry and international liaison.

Crutchfield is currently head of testing and evaluation groups formed by the Advanced Television Systems Committee and the FCC's advisory committee on advanced television services. For the past few years, Crutchfield's main activities have been HDTV-related projects for NAB, including organizing the HDTV room at the NAB convention in Las Vegas and the recording of President Ronald Reagan's appearance there in high-definition video. Earlier, he was the editor of the *NAB Engineering Handbook*.

In late November, ATTC plans to move into temporary offices in the Alexandria, Va., building that houses PBS headquarters. It hopes to be housed in a permanent lab by next spring, when most experts estimate over-the-air testing of some systems could begin. In the meantime, ATTC has petitioned the FCC for temporary licenses to use UHF channels 58 and 59 and the 2 ghz and 12 ghz satellite bands for propagation tests.

New SUM

A new technique for measuring radio spectrum was announced by the National Telecommunications and Information Administration (NTIA) during a press conference in Washington. Sum Use Measure (SUM) is a database developed over the past year by NTIA as a spectrum management tool for frequencies assigned to the federal government. "It provides a flexible and objectively understandable way of evaluating spectrum usage," said Charles Schott, deputy administrator NTIA.

Using assigned power and geographic data, the system generates models and easy-to-read national and metropolitan area maps showing the level of use of specific bands. "The unique thing here is that you are covering a whole frequency band using the plot frequency contours," said Robert J. Mayher, director, spectrum plans and policies, who is also one of the authors of the NTIA report detailing SUM.

NTIA will share the SUM technique with the FCC for possible incorporation into its spectrum management procedure. There

have been some informal talks with the FCC about the project, Schott said, adding that further talks would be held after the FCC has had a chance to study the full SUM details released last week. The data used to build SUM was all contained in NTIA computers before the start of the project, and Mayher said that similar information should be contained in FCC computers to develop a broadcast spectrum version. "The data that is required is not that complex....The FCC keeps more than the minimum amount of data and [SUM] should work on their system," he said. NTIA officials could not speculate whether the technique could provide information leading to sharing of federal government spectrum with private interests.

Auto assist

Implementation of FMX stereo technology has been boosted by the announcement from the Car Audio Specialists Association (CASA), Washington, which said that it will work jointly with FMX developers, Greenwich, Conn.-based Broadcast Technology Partners, to heighten the awareness of FMX among car radio manufacturers, distributors and retailers. About 9,000 car radio retailers nationwide are represented by CASA. CASA President Hugh Whiteman called FMX "the new standard for quality in FM broadcasting."

FMX's advocates say that its enhancement of FM sound quality will be most noticeable in car radios. According to I. Benjamin Micznik, director of marketing for Broadcast Technology Partners, the CASA announcement is the best news for FMX since CBS said last winter that it would install the system at its 11 FM stations. Since then, more than 50 stations have either installed or ordered the FMX stereo generator. "The only thing that is holding us back," Micznik said, are on-going negotiations with Sanyo to produce integrated circuits for FMX receivers.

Paper chase

The National Association of Broadcasters has sent out its request for papers to be delivered at its 43d annual Broadcast Engineering Conference to be held during the next NAB Convention, April 28-May 2, 1989, in Las Vegas. For the second year in a row, NAB is specifically asking for submissions detailing the latest in radio and TV production technology. Last spring's conference included 120 papers delivered at 27 sessions. Submissions should be sent in a one-page abstract to the engineering conference committee of the NAB Science and Technology Department, 1771 N St. N.W., Washington 20036, before Oct. 25.

Stock Index

	Closing Wed Oct 12	Closing Wed Oct 5	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	357 1/4	356 1/4	1	00.28	21	5,779
N (CBS) CBS	178 1/8	175 1/4	2 7/8	01.64	10	4,209
A (CCU) Clear Channel	13 3/4	13 3/4		00.00	25	53
O (JCOR) Jacor Commun.	6	6		00.00	-13	58
O (LINB) LIN	59 3/4	59 3/8	3/8	00.63	38	3,087
O (MALR) Mairite	9 1/4	9 5/8	3/8	-03.89	-20	126
O (MALRA) Mairite 'A'	9 3/8	9 7/8	1/2	-05.06	-13	128
O (OBCCC) Olympia Broad.	3 1/2	3 1/2		00.00		8
O (OSBN) Osborn Commun.	6 3/4	7	1/4	-03.57	-5	34
O (OCOMA) Outlet Commun.	23 7/8	24 1/4	3/8	-01.54	-9	156
A (PR) Price Commun.	6 7/8	6 5/8	1/4	03.77	-5	66
O (SAGB) Sage Broadcasting ..	4 1/4	4 1/8	1/8	03.03	-6	16
O (SCRIP) Scripps Howard	80 1/2	80 1/2		00.00	64	831
O (SUNNC) SunGroup Inc.	1 7/8	1 7/8		00.00	-2	4
O (TLMD) Telemundo	6 3/4	7 1/4	1/2	-06.89	-1	51
O (TVXGC) TVX Broadcast.	2	2 1/8	1/8	-05.88		11
O (UTVI) United Television	28 1/4	28 1/4		00.00	46	309

BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	28	27 3/4	1/4	00.90	11	295
O (ASTV) Amer. Comm. & TV ..	1/16	1/16		00.00		4
N (AFL) American Family	12 5/8	13 5/8	1	-07.33	10	1,022
O (ACOMA) Assoc. Commun.	25 1/2	25 1/2		00.00		243
O (BMAC) BMA Corp.	29 1/2	29	1/2	01.72	79	309
N (CCN) Chris-Craft	23 3/4	22 5/8	1 1/8	04.97	52	517
N (DUNB) Dun & Bradstreet	53 7/8	54 3/8	1/2	-00.91	20	8,189
O (DUCO) Durham Corp.	35 1/2	35 3/4	1/4	-00.69	30	299
N (GCI) Gannett Co.	32 3/4	34 1/8	1 3/8	-04.02	16	5,302
N (GV) GenCorp	20 3/8	20	3/8	01.87	2	646
O (GMXC) GMX Commun.	3/32	3/32		00.00	2	646
O (GACC) Great Amer. Comm.	10 1/8	9 7/8	1/4	02.53	10	266
N (JP) Jefferson-Pilot	34 5/8	34 7/8	1/4	-00.71	15	1,366
N (KRII) Knight-Ridder	42 7/8	42 3/4	1/8	00.29	16	2,438
N (LEE) Lee Enterprises	27 3/4	27 1/2	1/4	00.90	19	689
N (LC) Liberty	40	39 1/8	7/8	02.23	15	371
N (MHP) McGraw-Hill	73 1/2	69 1/4	4 1/4	06.13	22	3,544
A (MEGA) Media General	37	36 3/4	1/4	00.68	24	1,043
N (MDP) Meredith Corp.	31 7/8	31 1/4	5/8	02.00	13	612
N (MCG) Mich. Energy	31 1/2	31 3/4	1/4	-00.78	20	85
O (MMEDC) Multimedia	72 1/2	73 1/2	1	-01.36	70	797
A (NYTA) New York Times	27 3/4	28 1/8	3/8	-01.33	14	2,275
N (NWS) News Corp. Ltd.	16	15 3/8	5/8	04.06	8	4,263
O (PARC) Park Commun.	28 1/2	28 1/2		00.00	22	393
O (PLTZ) Pulitzer Publishing ..	26 3/4	27 1/2	3/4	-02.72	18	280
N (REL) Reliance Group Hold. ..	5 1/8	4 7/8	1/4	05.12	5	384
O (RTRS) Reuters Ltd.	26 5/8	26	5/8	02.40	18	22,106
T (SKHA) Selkirk	36	34	2	05.88	31	292
O (STAUF) Stauffer Commun.	140	140		00.00	47	140
N (TMC) Times Mirror	32 1/2	32	1/2	01.56	15	4,205
O (TMC) TM Communications	5/16	3/8	1/16	-16.66	1	2
A (TRB) Tribune	39	40	1	-02.50	21	2,975
N (TBSA) Turner Bcastg. 'A'	14 5/8	14 3/4	1/8	-00.84	-2	318
A (TBSB) Turner Bcastg. 'B'	15 1/8	15	1/8	00.83	-2	329
A (WPOB) Washington Post ...	208 1/2	206 3/4	1 3/4	00.84	14	2,678

PROGRAMING						
O (SP) Aaron Spelling Prod. ...	6 7/8	6 3/4	1/8	01.85	5	126
O (ALLT) All American TV	3	3 1/4	1/4	-07.69		3
O (BRRS) Barris Indus.	7 1/2	7 1/2		00.00	-3	58
N (KO) Coca-Cola	42 1/2	42 3/4	1/4	-00.58	17	15,954
A (CLR) Color Systems	2 1/2	3 1/8	5/8	-20.00	-1	13
N (KPE) Columbia Pic. Ent.	11 1/2	12	1/2	-04.16	164	1,261
O (CAVN) CVN Cos.	12 3/4	13 1/4	1/2	-03.77	10	221
A (DEG) De Laurentis Ent.	5/8	3/8	1/4	66.66		7
O (dclp) dick clark prod.	4 1/2	4 1/8	3/8	09.09	11	37
N (DIS) Disney	65 1/2	64 5/8	7/8	01.35	19	8,683
N (DJ) Dow Jones & Co.	33 1/2	33 1/4	1/4	00.75	15	3,226
O (EM) Entertainment Mktg.	3 7/8	4 1/8	1/4	-06.06	12	47
O (FNNI) Financial News	6 3/4	6 1/2	1/4	03.84	30	81
A (FE) Fries Entertain.	1 7/8	1 5/8	1/4	15.38	8	9
N (GW) Gulf + Western	39 1/4	40	3/4	-01.87	6	2,359
O (QNTX) Hal Roach	3 3/4	3 3/4		00.00	-8	26
A (HHH) Heritage Entertain.	2 1/4	2 3/8	1/8	-05.26	2	10
A (HSN) Home Shopping Net.	4 1/2	4 1/8	3/8	09.09	20	392
N (KWP) King World	24 3/4	24 3/8	3/8	01.53	16	713
O (LAUR) Laurel Entertain.	2 5/8	2 1/2	1/8	05.00	5	6
A (LT) Lorimar-Telepictures	12 1/4	12	1/4	02.08	-3	567
N (MCA) MCA	47	45 1/2	1 1/2	03.29	25	3,417
N (MGM) MGM/UA Commun.	11 3/8	11	3/8	03.40	-6	570
A (NHI) Nelson Holdings	1/4	1/4		00.00	-2	6

	Closing Wed Oct 12	Closing Wed Oct 5	Net Change	Percent Change	P/E Ratio	Market Capital- ization (000,000)
PROGRAMING						
A (NWE) New World Enter.	3	3 1/4	1/4	-07.69	8	32
O (NNET) Nostalgia Network ...	1	1		00.00	-1	5
N (OPC) Orion Pictures	15 1/8	15	1/8	00.83	13	261
O (MOVE) Peregrine Entertain.	1 1/2	1 3/4	1/4	-14.28	-50	3
N (PLA) Playboy Ent.	13 7/8	14	1/8	-00.89	15	130
O (QVCN) QVC Network	9	9		00.00	-18	91
O (RVCC) Reeves Commun.	5 5/8	5 1/2	1/8	02.27	28	71
O (RPCA) Republic Pic. 'A'	8	8 1/4	1/4	-03.03	88	33
O (RPCB) Republic Pic. 'B'	7 3/4	7 3/4		00.00	55	5
O (SMNI) Sat. Music Net.	4 1/8	4 1/4	1/8	-02.94	-103	36
N (WCI) Warner	36 1/4	36 7/8	5/8	-01.69	19	4,573
O (WONE) Westwood One	11	11 1/2	1/2	-04.34	15	158

SERVICE						
O (AMEA) A.M.E. Inc.	8 1/4	8 1/8	1/8	01.53	8	40
O (AGRP) Andrews Group	5 1/4	5 5/8	3/8	-06.66	-1	34
O (BSIM) Burnup & Sims	15 1/8	14 5/8	1/2	03.41	32	241
N (CQ) Comsat	27 5/8	27 3/4	1/8	-00.45	-10	506
N (FCB) Foote Cone & B.	25 3/4	25 5/8	1/8	00.48	12	214
O (GREY) Grey Advertising	115 1/2	114	1 1/2	01.31	15	140
O (IDBX) IDB Communications ..	8 3/4	8 7/8	1/8	-01.40	35	35
N (IPG) Interpublic Group	35 1/4	34 1/4	1	02.91	15	791
O (OGIL) Ogilvy Group	27 1/2	26 3/4	3/4	02.80	13	391
O (OMCM) Omnicom Group	20 3/8	19 7/8	1/2	02.51	14	501
N (SAA) Saatchi & Saatchi	18 3/8	18 1/2	1/8	-00.67	8	2,677
O (TLMT) Telemation	1 5/8	1 5/8		00.00	6	7
A (TPO) TEMPO Enterprises ...	8 7/8	9	1/8	-01.38	29	51
A (UNV) Unitel Video	9 7/8	9 7/8		00.00	14	21

CABLE						
A (ATN) Acton Corp.	13 3/4	13 1/2	1/4	01.85	2	16
O (ATCMA) Amer. TV & Comm.	28 7/8	29 5/8	3/4	-02.53	64	3,141
O (CTEX) C Tec Corp.	39 5/8	39 1/4	3/8	00.95	17	218
A (CVC) Cablevision Sys. 'A' ..	32 3/8	32 1/2	1/8	-00.38	-11	680
N (CNT) Centel Corp.	44 5/8	44	5/8	01.42	12	1,940
O (CMCSA) Comcast	16 1/8	15 3/4	3/8	02.38	-73	720
A (FAL) Falcon Cable Systems ..	20	20 1/8	1/8	-00.62	-62	127
O (JOIN) Jones Intercable	12 3/8	12 1/8	1/4	02.06	38	157
T (MHPQ) Maclean Hunter 'X' ..	13 3/4	13 1/4	1/2	03.77	38	1,013
O (RCI.A) Rogers Commun. 'A' ..	64 1/2	62 1/4	2 1/4	03.61	-99	797
T (RCI.B) Rogers Commun. 'B' ..	57 3/4	56	1 3/4	03.12	-88	714
O (TCAT) TCA Cable TV	32 5/8	32 1/4	3/8	01.16	63	393
O (TCOMA) Tele-Commun.	25	25 1/8	1/8	-00.49	50	3,783
N (TL) Time Inc.	116	114 7/8	1 1/8	00.97	27	6,779
O (UACU) United Art. Commun.	27 1/4	27	1/4	00.92	227	1,119
N (UCT) United Cable TV	33 5/8	33 5/8		00.00	-176	1,253
N (VIA) Viacom	28 1/2	30	1 1/2	-05.00	-3	1,520
N (WU) Western Union	2 1/8	2 1/8		00.00		67
O (WSMCA) WestMarc	19	18 1/2	1/2	02.70	24	272

ELECTRONICS MANUFACTURING						
N (MMM) 3M	62 1/8	61 5/8	1/2	00.81	15	14,132
N (ARV) Arvin Industries	20 7/8	21 1/4	3/8	-01.76	8	397
O (CCBL) C-Cor Electronics ...	11	10	1	10.00	18	22
O (CATV) Cable TV Indus.	4 3/4	4 3/4		00.00	-31	14
N (CHY) Chyron	4 3/8	4 7/8	1/2	-10.25	15	44
A (CXC) CMX Corp.	11/16	3/4	1/16	-08.33	7	6
A (COH) Cohu	10	10		00.00	9	18
N (EK) Eastman Kodak	47	46 3/8	5/8	01.34	13	15,928
N (GRL) Gen. Instrument	27	27 1/4	1/4	-00.91	-19	902
N (GE) General Electric	43	43		00.00	18	39,359
O (GETE) Geotell Inc.	11/16	3/4	1/16	-08.33	-2	2
N (HRS) Harris Corp.	26 5/8	27 1/2	7/8	-03.18	11	1,089
O (ITEL) Iteq Corp.	18 1/8	18 5/8	1/2	-02.68	42	481
N (MAI) M/A Com. Inc.	9 7/8	9 7/8		00.00	-6	267
N (IV) Mark IV Indus.	10 1/4	10 1/4		00.00	6	110
O (MCDY) Microdyne	3 1/8	3 3/8	1/4	-07.40	-2	13
O (MCOM) Midwest Commun.	4 3/4	4 3/4		00.00	11	14
N (MOT) Motorola	39 3/4	40	1/4	-00.62	16	5,139
N (OAK) Oak Industries	1	1 1/8	1/8	-11.11	10	75
A (PPI) Pico Products	3 1/8	3 1/8		00.00	-62	10
N (SFA) Sci-Atlanta	11 5/8	12 3/8	3/4	-06.06	9	272
N (SNE) Sony Corp.	45 3/8	45 1/2	1/8	-00.27	74	10,492
N (TEK) Tektronix	20 3/8	21 3/8	1	-04.67	679	565
O (TLCR) Telcraft	5	4 5/8	3/8	08.10	22	7
N (VAR) Varian Assoc.	25 1/2	27 1/8	1 5/8	-05.99	-134	556
N (WX) Westinghouse	53 3/8	53 1/4	1/8	00.23	10	7,661
N (ZE) Zenith	21 5/8	21	5/8	02.97	-27	560
Standard & Poor's 400	314.92	311.90		3.02		00.97

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.

U.S. companies drop bid for European satellite service

United, Turner, HBO, and apparently British entrepreneur Maxwell fail to come to terms on price of Superchannel

United Cable, Turner Broadcasting and Home Box Office have dropped a deal that might have brought them into the forefront of European satellite television, apparently because the cost was too high.

London-based Superchannel and the United Cable-led trio were unable to reach agreement to sell a majority share of the European satellite-delivered cable service to the group. Talks broke off about two weeks ago.

Turner last week also decided against an independent deal with the channel. The companies had first held separate and inconclusive negotiations last spring that involved Turner's Cable News Network, film library and original programming.

A second bidder, British media entrepreneur Robert Maxwell, has also apparently dropped out. Maxwell Entertainment Group Managing Director Mark Booth, a former MTV executive, told BROADCASTING last Tuesday (Oct. 11) that the company was "going to pass on this one," and a deal with the channel was unlikely.

Maxwell was thought to have seen Superchannel as a potential addition to a package of services he is now trying to organize for the soon-to-be-launched direct-to-home satellite, Astra. Rival Rupert Murdoch has already staked out four transponders on Astra for an expanded version of his leading European service, Sky Channel.

Even before the withdrawal of its two primary bidders, Superchannel was facing a grim future in a highly competitive satellite TV market with no fully developed revenue stream.

Superchannel's British backers must now not only face the prospect of continuing financial losses in the competition with Europe's other cable channels and resurgent terrestrial broadcasters, but must prepare for a battle over the UK direct broadcast satellite market between Murdoch's four-channel Sky Television and the three-channel UK direct broadcast satellite service, British Satellite Broadcasting. BSB is backed by Superchannel's largest shareholder, the Virgin Group, as well as other players including Australian entrepreneur Alan Bond and the UK's Granada TV.

Superchannel's primary asset, and what appeared to attract the American bidders, is the instant access it provides to 10.5 million European cable homes that carry it, second in reach only to Murdoch's Sky.

In other respects, however, the channel's value is diminished. As a programmer, its viewership suffered under an unsuccessful best-of-the-British slate that has, of late, shifted toward a broader entertainment mix,

with male-oriented sports and news, and programming targeted to women and children.

The channel, meanwhile, suffered huge financial losses (estimated as high as 45 million to 50 million pounds), leading most of its British commercial TV founders to back out and leaving British media conglomerate the Virgin Group as the major shareholder with 45% of the channel. The Virgin Group has publicly placed the value of the channel at about 17 million pounds.

The deal was not the first approach toward the European market by United, Turner or Home Box Office, and does not look to be the last.

Turner Broadcasting's CNN International, for instance, has been beaming its news programming to European hotels, broadcasters and cable systems since 1985 on Intelsat V, and said last week it is now likely to continue that gradualist approach.

According to London-based CNN International chief Bob Ross, Turner decided not to proceed with the deal because it believed the cost of obtaining the immediate high penetration did not justify the size of the investment.

The major impediments to the deal (and, he believes, to the development of European satellite services in general), Ross explained, are the disproportionately high cost of the satellite segment compared to similar U.S. channels and the relative lack of cable penetration on a European-wide basis, estimated at 12%-13% of all European households.

"There is too small a distribution and a higher-than-necessary cost," said Ross. "We're squeezed at both ends. There's less revenue and higher costs."

Ross said that as a result of the decision, the company would probably bypass the

Astra satellite, despite its pitch as the "hot bird" for European cable and direct-to-home services, and instead remain on Intelsat V for the "foreseeable future."

Ross said Turner will continue the highly successful selling of its extensive film libraries to traditional customers, and will return its attention to developing CNN International in its current form, in the next year increasing promotion and distribution for the CNN European feed, continuing expansion of hotel and cable distribution and working to enhance its advertising revenue stream.

CNN Europe is also trying to improve its European content and hopes to open new bureaux in major European cities that can be used to serve CNN in the U.S. Ross said the company is negotiating with the European Broadcasting Union and others to allow for the acquisition of European news and its redistribution in Europe. Redistribution is currently not allowed, to keep broadcaster participants in the EBU news feeds from having to compete with their own news product returning to their country from an outside source, such as CNN.

United Cable, which entered the Superchannel discussions after Turner's initial withdrawal and had led the talks in recent months, is also likely to continue its own efforts in Europe.

According to United's Nimrod Kovach, the cable company in the last year has invested in cable systems in the UK and Scandinavia, and is now exploring cable in France and other countries, with the goal of having one million European subscribers in the next five to eight years.

Programming is a critical element in helping to build the European cable industry, Kovach argued, and said his company has

Sky sales. Sky Television, Rupert Murdoch's new multi-channel satellite service to launch on the Astra direct broadcast satellite early next year, last week pitched a highly competitive rate card at advertisers and agencies in London in an attempt to undercut terrestrial commercial broadcasters in the UK, where Sky will center its marketing efforts.

The rate card guaranteed a 25% reduction on cost-per-thousands offered by Britain's Independent TV broadcasters, which currently hold regional commercial monopolies. Sky said it would also offer incentives, such as early advertiser discounts, sponsorship opportunities and small brand discounts.

For the British Isles (UK and Ireland), Sky is forecasting a network of 2.5 million homes by the end of 1989, and up to six million homes by January 1992, for its four-channel offering of general entertainment, news, sports and movies. The movie channel, initially offered in the clear, is to be scrambled and converted to a pay channel in the future.

European regional advertising discounts are also being offered, as European-wide marketing is expected to continue for the general entertainment Sky Channel, which is already the leading satellite-to-cable channel in Europe. Regional discounts will also apply for the European-marketed Eurosport and, on a more limited basis, Sky Television News.

Sky promised difficult-to-obtain audience measurement information for the satellite channels, as well. In the planning stage are surveys not only of the retail dish market, but phone tracking surveys on specific program or channel performance, a four-week, quarter-hour diary in the spring of 1989 and possibly every three months and a meter panel at the end of 1989 to generate demographic data.

followed the U.S. example by already investing, along with sister cable operator United Artists, in several new European program services, including a 2.5-hour-per-day, satellite-delivered arts channel. Kovach also said the company has been putting together a business plan to try to launch its U.S. Discovery Channel on a European satellite next year.

HBO has had its share of past European ventures, as well, including a presence on the precursor to Astra, the Coronet project, which at the time was the first privately financed, pan-European TV satellite. HBO also had an early interest in British satellite pay channel Premiere, since merged with Maxwell's U.K. pay service. □

Wick sees information revolution affecting USSR

USIA chief says new attitudes are making possible increased cooperation between countries

U.S. Information Agency director Charles Z. Wick, who, like President Reagan, entered office in 1981 a hard-line anti-Communist, appears to be leaving it, again like the President, prepared to do business with what once was known in the White House as the "evil empire." Wick last week, in a speech at the National Press Club, reported on a list of agreements U.S. and USSR officials reached in Moscow last month as part of an effort to achieve a free flow of information between the two countries (BROADCASTING, Oct. 10). In part, he attributed the Soviets' willingness to enter into such agreements to General Secretary Gorbachev's "campaign of 'perestroika,' 'glasnost' and the repudiation of old dogmas in favor of 'new thinking' in media relations." But a more basic cause, he said, "is the information revolution" that he says "has unleashed a new and powerful dynamic onto the world scene."

Wick said the agreements themselves—among others, providing for the first time for the formal accreditation of a Voice of America correspondent in Moscow and for cooperation between the two countries in the production and distribution of motion pictures—are important "because a new and important criterion has been established: a framework of agreed principles and expenditures that can be used for measuring future Soviet conduct." He said that if the Soviet Union's deeds do not match their rhetoric, "the entire world will know and the credibility which they are trying so hard to establish will be seriously—and perhaps irreparably—undermined."

But it was the "information revolution" on which Wick focused in his remarks. He said the revolution's force—"driven by a vast and growing network of satellite telecommunications, a rapidly expanding democratization of computing power and a dazzling emergence of sister electronics

technologies—has rapidly reshaped the social, economic, political and ideological dynamics of an entire world." Barriers that have traditionally separated nations, he said, such as culture and history, are being eroded, giving way to "a process of interdependence." Business, commerce, domestic and international politics, sports, music and information—"all, to one degree or another, are being absorbed into the dynamics" of what Marshall McLuhan 25 years ago said would be the electronic "global village."

And he said the media's use of the new technologies has given world public opinions a voice capable of exercising "decisive influence over the policies and conduct of governments—no matter how popular or how authoritarian. Political changes in the Philippines, Chile, the rise of Solidarity, the cry for change in Latvia, Yugoslavia, Estonia, Lithuania, Armenia and Soviet Central Asia—all have depended on the changes brought about in the media by modern information technology," he said.

What's more, Wick said, there is an "insatiable and intrinsic thirst" for ideas and information that is being fed by the new technologies. He cited the spread of VCR's across the Soviet Union and other countries of the Eastern bloc, as well as the establishment of "unofficial markets or private entrepreneurs" that offer video products, and the more than 2,000 privately owned satellite dishes in Poland. And as satellites become more powerful, he said, "television broadcasting across national boundaries will become unavoidable and inevitable."



Wick

Wick sees the "information revolution" as having "begun to impose an imperative of openness on all nations" and to have "elevated the role which the publics will play in determining the course of events which directly affect their lives. Elite groups," he said, will not be able to sustain their decisions without "the general approval of individuals, at home and abroad." And while nations may deny information—and its benefits—to their citizens, Wick added, "they can no longer deny that they have denied them these benefits. Borders are porous, and information transcends national boundaries." Furthermore, he said, those societies that prohibit the free and general access to the new communications infrastructure "will almost certainly condemn themselves to atrophy and inconsequence."

As enthusiastic as he seemed about the agreements reached in Moscow, Wick, in answer to questions, indicated "Soviet dis-

WBBM Chicago • KSHE St. Louis • KOAI Dallas •
 WWJ Detroit • KFOK KYA San Francisco •
 WCSN Charlotte • KMDI Fresno • WFBC
 Greenville • KSMG Indianapolis •
 San Antonio • WALY Atlanta • WAVQ Duluth •
 CFFR Calgary • KOQ Omaha • KEZR San Jose •
 WLLR Davenport • KKKR Houston • KKBC Hilo
 KJMO Jacksonville • WTV Dothan • WHSL
 WHSL Wilmington • WISN Minneapolis • WPNX
 Columbus • KLBK Lubbock • KSTA St.
 Thomas • KRCC Pueblo • WRFK
 Charlotte • KARD Tallahassee • WLVH Montgomery •
 WAWM Greensboro • WTV-TV
 Springfield • KLCI Boise • WYBB Rockford • WWKI
 Kokomo • WPCH WGA-TV Atlanta • WTVW-TV
 Evansville • KGO-Hollywood • WISN
 KRAY Tulsa • WKYC Cleveland • WAFB
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information" remains a problem. He said he was listening to Radio Moscow early one morning when he heard an announcer say that "Western countries are buying children from impoverished South American farmers and using them as slaves." We'll try our hot line on that one," he said, referring to an agreement on a mechanism to resolve U.S. complaints about alleged disinformation that was reached at the Moscow meeting. The hot line will involve computers or fax machines.

But Wick appeared somewhat more optimistic when asked about chances of persuading the Soviets to cease broadcasts of Radio Moscow on a station in Cuba operating on 1040 khz. American broadcasters say the station is causing serious interference. Initially, Wick said he was "not sure" the U.S. made progress in discussing the issue with the Soviets. But then he said the arguments the U.S. made were the same as those it had made before the Soviets last year ceased most of its jamming of VOA programming. The Americans in Moscow, he said, contended the use of 1040 khz by the Soviets in Cuba is illegal, a violation of international treaties. "We hit them pretty hard on that," he said, adding, "We won't be too surprised if they stop that very soon."

And while Wick was bullish on Radio Marti, the VOA station that broadcasts to Cuba, saying it has had "a dramatic impact on the Cuban people," he was cautious in discussing the prospects of a TV version. "I don't know if it will happen or not," he said about TV Marti, which is being urged by some in the Cuban-American community.

Wick said—as have consultants who have studied the project—that the Cubans could jam the signal of a TV Marti "easily." He also noted that the project raises a number of "complex" issues that USIA experts are now studying. When the evaluation of the problems is completed, he said, in appearing to confirm a report published two weeks ago ("Closed Circuit," Oct. 10), "we'll determine the future course." The same published report said a broadcast test of a TV Marti operation probably would not be conducted until the second half of 1989.

And in response to a question about the immediate future of Worldnet, Wick appeared confident the problem that forced the suspension of USIA's international television network's so-called passive programming would be resolved before Congress adjourned. A provision in an authorization bill enacted last year said the suspension would be required if USIA could not demonstrate that the passive programming—news and features, not the interactive programming involving foreign-based journalists questioning U.S. officials in Washington—attracted two million viewers in Europe. A survey completed last August found an audience of only 240,000. But the Senate Foreign Relations Committee last week was considering legislation—already passed by the House—that would waive the suspension for one year and require USIA to demonstrate it serves at least two million viewers worldwide. Wick said he saw "no opposition" to the proposed waiver. And USIA officials say demonstrating two million viewers would be easy.

USIA, it seems, is anxious to return to its role in the "information revolution." □

Cablecastings

No overbuild bill

California Governor George Deukmejian has vetoed a cable franchise overbuild law that would have required second cable operators in a market to adhere to the same guidelines as the first operator. The California Cable Television Association had taken a neutral position on the bill, neither lobbying for or against the measure. The governor cited the 1984 Cable Act as providing a regulatory structure for cable and said the bill "would impose unnecessary restrictions." Since overbuilding is rarely a problem in California, the state association decided against pushing for further legislation affecting the industry.

Canton controversy

Warner Cable has found itself in another firestorm of controversy, this time after dropping independent WOAC-TV Canton, Ohio, from its Akron cable system, 20 miles from Canton, and adding Turner Network Television. The station asked for a temporary restraining order to block the move, but failed. A hearing for a preliminary injunction is scheduled for Nov. 1.

In the meantime, the station is trying to whip up support by applying what station General Manager Mike Larson said was "peaceful pressure." The Kent State Alumni Association has sent out 25,000 letters about the decision and the station has taken ads out in the Akron papers urging subscribers to call the cable system. Larson said the system has received hundreds of calls, but a Warner Cable spokesman said there had been "very little response."

Larson said the station had no inkling it would get dropped before receiving a letter to that effect on Sept. 23. Further meetings with the system were fruitless, he said.

Larson disputes the Warner claim that WOAC-TV is not a local station for Akron, saying it carries "a great deal of local sports," including high school and college football and basketball. The station carries Mid American Conference football and Ohio State and Big 10 basketball, Larson said, and 30% of the local news stories in the past month concerned Akron, he said.

WOAC-TV, ch. 67, is carried on 21 cable systems serving more than 200,000 subscribers, including Warner's Canton system. The 37-channel Akron system serves 78,000 subscribers. Canton's other independent, WDL(TV), a Trinity Broadcasting Network station, continues to be carried on the Akron system.

A Warner spokesman said the system thought it was critical to add TNT to its mix and decided on dropping WOAC-TV because its programming was not as specific to Akron

as stations from Akron and Cleveland. WDLI was left on to provide a religious element to the system's program mix, Warner said.

Although another hearing is scheduled, Warner's spokesman said "there is no reason to reconsider the decision," adding, "We continue to believe we acted consistent with our customers' wishes."

One of the points the station intends to make is that Warner's franchise requires it to carry any station that considers itself a local station in Akron. But Warner said "there is little merit to the argument that by our franchise we are required to carry a Canton station," adding that must-carry rules do not exist. The station doesn't subscribe to Nielsen or Arbitron, so viewing levels for Akron are not available.

Woman at work

Continental Cable employees Stephen Repech and John Hartinger talk with colleague Rhonda Christenson, who co-chaired the Women In Cable management



conference held last week in Chicago. The three-day seminar presented the 255 attendees with a variety of problems to solve and case studies to discuss in cable finance, engineering, customer service and programming.

Anxious for ACE's

The National Academy of Cable Programming said it has received 1,214 entries for its ACE award competition, a 30% increase over last year's record 940. Judging for the awards began last week in New York and will continue later this week in Los Angeles.

The academy also announced that Moffitt-Lee Productions will produce the 10th annual awards show, to be held Jan. 15, 1989, in Los Angeles. The production firm produces *Not Necessarily the News* and *Comic Relief* for HBO.

Open for business

The National Cable Television Center and Museum has opened in its temporary headquarters on the campus of Penn State University in State College, Pa., and the chairman of the museum's finance committee, George Barco, said the organization has raised more than \$2 million in less than three years. The money

will be used for the museum and also to endow a chair. Barco said there have been 250 gifts and pledges from the industry. Initially, the museum will be open from 1 to 5 p.m., Tuesday through Thursday.

Growing lineups

Rainbow Programming has announced system additions for Bravo and American Movie Classics. Century Communications will add AMC to 21 systems representing 250,000 subscribers before year's end, and Bravo said that Oceanic and McCaw Cablevision in Honolulu will pick up that service for their 200,000 customers.

PPV on Prevue

The Prevue Guide is opening up its promotion and listing service to pay-per-view movies and events. The "barker option" enables systems to insert one PPV segment each hour from 6 a.m. to noon, two segments from noon to 4 p.m., and four segments through the evening.

Operators can use clips from whatever PPV service they wish, said Prevue General Manager Joe Batson. Prevue feeds an individual cable system the PPV video via satellite. The video appears on the top half of the screen while the system specific information on title, time, phone number, event code and price appears at the bottom.

Spreading out

Home Team Sports has become the first nonCablevision-owned regional sportschannel to affiliate with SportsChannel America, a national network of regional sports services. HTS announced its affiliation with SCA only two days before the debut of the national service on Oct. 6. The Group W-owned network serves 1.2 million subscribers in the Baltimore-Washington area.

The addition of HTS gives SCA a total subscriber count of 5.877 million homes. That breaks down to 3,744 subscribers served by four of Cablevision's regional SportsChannels—1.269 million for SportsChannel New York; 975,000 for SportsVision of Chicago; 1,245 million for SportsChannel New England, and 255,000 for SportsChannel Florida. Additionally, SCA has signed affiliation agreements with 12 cable systems covering 573,000 subscribers and with WCCO II (a cable channel owned by WCCO-TV Minneapolis) and LPTV station W5BD in Madison, Wisc., which cover 280,000 and 80,000 homes respectively.

Says no

Tele-Communications Inc. discounted rumors that the company was a takeover target or that management was going to undertake a leveraged buyout of the company. The speculation has heated up among security analysts with TCI's continued repurchase of stock and refinancing of some of the company's debt. The price of the stock has gradually crept up over recent weeks.

TCI President John Malone, in a statement released Sept. 30, said the



Home away from home. WISX-AM Nashville sportscaster Duncan Stewart (l) and Viacom vice president and general manager David Wilson wave from Stewart's new home atop a billboard, where Stewart has vowed to stay until the University of Tennessee, currently 0-5, wins a football game. To make his stay more hospitable, Viacom, the cable operator in Nashville, hooked Stewart up for cable television.

company's board "has not changed its prior authorization of share repurchases." The company has repurchased about eight million of the 10 million shares the board has authorized. "Many people continue to speculate as to our intentions," he said. "Those unfounded speculations are purely that—unfounded. Our recent financial transactions have been to simplify and strengthen the balance sheet."

Bernard J. Schotters, TCI's vice president, finance, said "recent financing activities have been to further fix interest rates and lengthen debt maturities of our capital structure. We think these are opportunistic steps to replace floating rate debt with long-term fixed rate securities. The calling of our 6½% convertible debentures earlier this week was a function of those particular securities being equity linked and having a higher ultimate cost associated with them. The overall effect has been to keep debt levels the same and to more clearly match the debt maturities with the asset lives."

More debates

Black Entertainment Television plans to carry live monthly debates on issues affecting black Americans, beginning in September 1989. *Black Agenda 2000* will premiere in prime time, and the two-hour show will feature both a point-counterpoint and a call-in segment. The show will also poll viewers on important issues, BET said.

FNN renewals

Financial News Network, perceived to be in a battle with NBC's new Consumer News and Business Channel (CNBC) to be cable's premier business channel, has renewed MSO agreements with Sammons, Adelphia, Western and Hearst that cover 1.25 million subscribers.

FNN also said last week it would present a live, two-hour prime time special on Tuesday, Oct. 18, to commemorate the 508-point drop in the stock market one year earlier. The show will review events leading up to "Black Monday," examine the fallout

and preview future trends. The program will include interviews with top market experts, live panel discussions and viewer call-in segments.

USA-TeleCable deal extended

USA Network reported last week that it had renewed its agreement with TeleCable through 1992. Telecable reaches 435,000 subscribers. In a statement, Telecable President Dick Roberts said that the MSO had accepted USA's rate increase because of USA's "clear commitment, as exhibited by past performance, to provide high entertainment value to our subscribers."

Self improvement

Continental Cablevision Chairman Amos Hostetter said the cable industry has to improve its relations with customers, government officials and the community in urban markets if it is going to succeed there. Hostetter made his comments before a National Cable Television Association-National Association of Minorities in Cable seminar in New York.

Cable must first understand the differences between urban markets and cable's more traditional markets, said Hostetter. First, he said, "we are dealing with less affluent customers." Second, he added, the ethnic mix forces cable operators to "offer and promote services other than those designed principally for white, middle-class Americans." And in many urban areas, English will be a second language, if that, which affects "the basic sales and service function of our business." Other problems cable faces is the inconvenience of digging up city streets, piracy problems and a sometimes more hostile government officials and local press.

Hostetter said operators should not be discouraged by initial penetrations of 20% to 25% in urban areas. Like rural and suburban areas, he said, "over time we will have to learn the things that work and the things that don't work and thereby refine our operating strategies to fit these unique

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NEW ISSUES

October 12, 1988

\$195,500,000



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\$120,000,000

Senior Revolving Credit and Term Loan

\$35,000,000

Senior Notes Due 2000

\$20,000,000

Senior Subordinated Notes Due 2000

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The undersigned acted as financial advisor in the direct placement of these securities in connection with the acquisitions of KMJQ-FM (Houston), KMJM-FM (St. Louis), KMGI-FM and KIXI-AM (Seattle) and WMHE-FM (Toledo).



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NEW ISSUE

October 12, 1988

\$125,000,000



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but potentially very fertile urban markets."

Hostetter urged operators to "select employees from the local community..., make a commitment to employee training and development..., be actively involved in the community both economically and politically...[and] be accountable at the local level." Building credibility and integrity within the community and with local franchise authorities is also important in urban markets, he said.

Those responsible for cable in major markets have a heavy burden, he said. "Our success in these markets is what the reality of cable television in the 1990's will be all about."

Extra, extra

ESPN will break into publishing on Dec. 4 with *TV Sports*, a Sunday newspaper supplement offering viewers listings and editorial coverage broken down by sport. *TV Sports* will be offered one Sunday each month.

In addition to one lengthy cover story, *TV Sports* editorial copy will be made up of "sports minutes," short features on the events and personalities that make up the month's sports offerings.

The targeted circulation of *TV Sports* is newspaper zones covering zip codes where cable is available and where average household incomes are \$35,000 or more. Crosby Vandenberg Group, the Boston-based magazine publisher, has lined up newspapers serving 2.1 million subscribers for the magazine's debut. CVG will also sell the advertising in *TV Sports*.

The advertising rate card for the four-color magazine is \$21,500 for a black and white page and \$30,200 for a color page. Charter advertisers include RJR Nabisco, TransAmerica and Philip Morris. The first issue will be 36 pages in length, and could accommodate a total of 16 advertising pages.

Bill Ketcham, ESPN senior vice president of network marketing, said that *TV Sports* is the result of research that showed that viewers are frustrated with the lack of guides and coverage for sports that are not wide in appeal.

Ketcham added that although the mission of *TV Sports* will be to cover the news on sports coverage on all television channels, the magazine will also "make use of the opportunity" to provide ESPN with some additional coverage. "We're not going to be totally impartial," he said. But, he added, "we haven't had one advertiser raise [ESPN's possible conflict of interest] as an issue."

"We'll devote some attention to ESPN," he said, "but we don't want to jeopardize" ESPN's position as a sports network that publishes a guide to televised sports.

Newspapers signed up to carry the magazine include the *Atlanta Journal and Constitution*, *The Boston Globe*, *Chicago Sun-Times*, *Dallas Morning News*, *Fort Worth Star-Telegram*, *Denver Post*, *Detroit News*, *Oakland Press*, *Los Angeles Daily News*, *Orange County Register*, *Newsday* (Long Island), *The New York Times*, *The Philadelphia Enquirer* and the *San Francisco Chronicle*.

Changing Hands

WHJJ(AM)-WHJY(FM) Providence, R.I. and WVEZ-AM-FM Louisville, Ky. □ Sold by Federal Communications Corp. to The Griffin Group for \$34 million. **Seller** is principally owned by Robert Fish and Janet Karger. It has no other broadcast interests. **Buyer** is New York-based group of two AM's and three FM's principally owned by Merv Griffin and headed by Michael Nigris. WHJJ is on 920 khz with 5 kw unlimited and WHJY is on 94.1 mhz with 50 kw and antenna 546 feet above average terrain. WVEZ is on 790 khz with 5 kw-day and 1 kw-night and WVEZ-FM is on 106.9 mhz with 24.5 kw and antenna 670 feet above average terrain. *Broker: Blackburn & Co.*

WIOQ(FM) Philadelphia □ Sold by Outlet Communications Inc. to Professional Broadcasters Inc. for \$19,150,000. **Seller** is publicly traded group based in Providence, R.I. It is headed by Bruce Sundlun and David Henderson and owns one AM, three FM's and two TV's. **Buyer** is subsidiary of EZ Communications, Fairfax, Va.-based group headed by Arthur Kellar and Alan Box. It owns four AM's and 11 FM's. WIOQ is on 102.1 mhz with 30 kw and antenna 650 feet above average terrain. *Broker: Gary Stevens & Co.*

■ **WRRX(AM)-WFFX(FM) Tuscaloosa, Ala., KLIO(FM) Clinton, Iowa, KHUM(FM) Ottawa, Kan., WFRG-AM-FM Rome, N.Y., WZOQ(FM) Wapakoneta, Ohio, KZBB(FM) Poteau, Okla.** □ Sold by Target Communications to Arrow Communications Inc. for \$12.5 million. **Seller** is headed by Donald Alt. **Buyer** is owned by Paul H. Rothfuss, who also owns WZNY(FM) Augusta, Ga. WRRX is on 1230 khz with 1 kw unlimited; WFFX is on 95.7 mhz with 100 kw and antenna 500 feet above average terrain; KLIO is on 96.1 mhz with 100 kw and antenna 980 feet above average terrain; WZOQ is on 92.1 mhz with 3 kw and antenna 328 feet above average terrain; WFRG is on 1450 khz with 1 kw unlimited; WFRG-FM is on 95.9 mhz with 3 kw and antenna 105 feet above average terrain; KZBB is on 97.9 mhz with 100 kw and antenna 2,000 feet above average terrain; KHUM is on 95.7 mhz with 100 kw and antenna 900 feet above average terrain.

WUNO(AM) San Juan and WFD(AM) Rio Piedras, both Puerto Rico □ Sold by Acosta Broadcasting Corp. of San Juan, Puerto Rico, to Win Communications for \$7,799,078. Purchase includes Noti Uno News Network and Beautiful Music Services subcarrier background channels in San Juan. **Seller** is owned by Jose Acosta, 50%; Victoria Acosta, 30%, and Carol Acosta Camero, 20%. It has no other broadcast interests. **Buyer** is M.L. Media Partners L.P., company that operates M.L. Media's radio group and is headed by Walter Tiburski, president, and Anthony S. Oceppek, vice president. M.L. Media is headed by Elton H. Rule, chairman, and I. Martin Pompadour, chief executive officer. It owns one AM, five FM's and two TV's and is based in Cleveland. *Broker: Media Venture Partners.*

WJKA(TV) Wilmington, N.C. □ Sold by Wilmington Telecasters Inc. to Park Communications Inc. for \$7,250,000. **Seller** is owned by Katharine Everett and Judge Robinson Everett. It also owns WFCT(TV) Fayetteville, N.C. **Buyer** is

It's final. Sale of KMJM(FM) St. Louis and KMJQ(FM) Houston from Keymarket Communi-



cations to Noble Communications for \$78.5 million has been finalized ("Changing Hands," May 9). Pictured above are Kerby Confer (l) of Keymarket Communications and John Lynch of Noble Broadcasting. Broker for the transaction was Blackburn & Co.

Ithaca, N.Y.-based group of 10 AM's, nine FM's and seven TV's, headed by Roy H. Park, chairman and chief executive officer. WJKA is on ch. 26 with 4,325 kw visual, 432.5 kw aural and antenna 1,644 feet above average terrain.

WCAY-TV Nashville □ Sold by TVX Broadcast Group Inc. to MT Communications Inc. for \$6,050,000. **Seller** is publicly traded group based in Virginia Beach, Va., and headed by Gene Loving. It owns 11 TV's. **Buyer** is principally owned by Michael Thompson and is also acquiring WETO(TV) Greeneville, Tenn. (see below) WCAY-TV is on ch. 30 with 5,000 kw visual, 500 kw aural and antenna 1,415 feet above average terrain. *Broker: Media Venture Partners.*

WJTC(TV) Pensacola, Fla. □ Sold by Carnex TV Associates to The Williamson Group for \$5 million. **Seller** is owned by Thomas Carney, Martin J. O'Meara Jr., Ralph Renick, Edward J. Keelan and William J. Roper. **Buyer** is headed by Robert J. Williamson, former RKO president, and has no other broadcast interests. WJTC is on ch. 44 with 3,289 kw visual, 328.9 kw aural and antenna 1,439 feet above average terrain. *Brokers: H.B. La Rue and Skye Communications Corp.*

WPBD(AM) Atlanta □ Sold by Phoenix City Broadcasting Ltd. of Atlanta to Jacor Broadcasting of Atlanta Inc. for \$4,300,000. **Seller** is headed by president and general partner, Michael Hollis. **Buyer** is Cincinnati-based group of six AM's and seven FM's, principally owned by Terry S. Jacobs, chairman and chief executive officer (14.69%) and Frank E. Wood, president and chief operating officer (9.92%). WPBD is on 640 khz with 50 kw day and 1 kw night.

KSPN-AM-FM Vail, Colo. □ Sold by Vail Broadcasting Co. to Broadcasting Co. of Palm Beach Inc. for \$2,300,000. **Seller** is principally owned by David Wood and has no other broadcast interests. **Buyer** is equally owned by Joseph D. Harnett, Donald P. Scanlon, Robert B. Harkness and George E. Weast. Scanlon also has interest in WVC(FM) Charlotte Amalie, V.I. KSPN is daytimer on 610 khz with 5

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MT Communications, Inc., Michael Thompson, President has acquired WETO-TV, Greeneville, Tennessee from East Tennessee's Own, Inc., the Austin Family, principals. Brian E. Cobb, Broker

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WJYR(FM) Myrtle Beach, S.C. □ Sold by Myrtle Beach Broadcasting Ltd. to Hirsh Broadcasting Group L.P. for \$2,200,000. **Seller** is principally owned by Don McCoy and Doug Grimm. It also owns WREZ(AM)-WSYA(FM) Montgomery, Ala., and WDEB-AM-FM Macon, Ga. **Buyer** is principally owned by Tony Hirsh, former general manager of WINS New York. It has no other broadcast interests. WJYR is on 92.1 mhz with 3 kw and antenna 325 feet above average terrain. *Broker: Stan Raymond & Associates.*

KKJO(AM)-KSFT(FM) St. Joseph, Mo. □ Sold by St. Joseph Radio L.P. to Cardinal Communications Inc. for \$1,911,250. **Seller** is Chicago-based limited partnership with no other broad-

cast interests. **Buyer** is owned by John D. Daniels, Ted Mann and Sam A. McMaster Jr., and also owns KWSL(AM)-KGLI(FM) Sioux City, Iowa. KKJO is on 1550 khz with 5 kw unlimited. KSFT is on 105.5 mhz with 100 kw and antenna 582 feet above average terrain. *Broker: Dale Cowle.*

KWZD-FM Hamlin, Tex. □ Sold by B&D Communications Inc. to MHF Media Inc. for \$1,300,000. **Seller** is principally owned by Robert H. Holladay and also owns WOIS(AM)-WNSL(FM) Laurel, Miss., and KTYX(FM) Haldton, Okla. **Buyer** is owned by Darryl L. Mobley, 55%; Anne H. French, 15%; Randall S. Henson, 15%; Karl D. Heller, 15%, and has no other broadcast interests. KWZD-FM is on 103.7 mhz with 100 kw and antenna 985 feet above average terrain. *Media Venture Partners.*

WLKK(AM) Erie, Pa. □ Sold by Greater Erie

Economic Development Corp. to KDC Inc. for \$283,000. **Seller** is nonprofit group headed by R. Benjamin Wiley, and has no other broadcast interests. **Buyer** is owned by Timothy and Kathleen DeCapua, and also owns WGFT(AM) Youngstown, Ohio. WLKK is on 1400 khz with 1 kw unlimited. *Broker: Ray H. Rosenblum.*

WETO(TV) Greeneville, Tenn. □ Sold by East Tennessee's Own Inc. to MT Communications. **Seller** is owned by the Austin Family and has no other broadcast interests. **Buyer** is principally owned by Michael Thompson and is also acquiring WCAV-TV Nashville (see above). WETO is on ch. 39 with 3,020 kw visual, 302 kw aural and antenna 2,628 feet above average terrain. *Broker: Media Venture Partners.*

For other proposed and approved sales, see "For the Record," page 79.

The Media

Bob Schmidt: champion with a new cause

The former NCTA chief has taken on the role of David to cable's Goliath; this time he speaks for the wireless kind, as he and his members would now have you call what used to be MMDS; their aim: access to programing

If wireless cable is to take its place alongside conventional cable in the pay television marketplace, it will have to be able to offer its subscribers all the popular cable programing services that the conventional version does. Bob Schmidt's job is to make sure wireless cable operators or would-be opera-

tors are not unfairly denied that programing.

Schmidt is president of the Wireless Cable Association, an organization as small and as green as the business it represents. Like WCA's membership, he believes that cable programers have resisted and, in some cases, refused to deal with wireless cable operators due to pressure from cable operators who want to discourage the development of the potentially competitive medium.

To counteract the cable operators' pressure on the programers—which stems from common ownership and the mere fact that the operators are the programers' principal customers—Schmidt plans to keep the heat on cable in Washington, reminding policymakers at every opportunity that conventional cable is a "monopoly" and that any effort to discourage wireless cable is anti-competitive and anticonsumer.

Wireless cable (some still call it MMDS, or multiple multipoint distribution service, a through-the-air, point-to-point, essentially line-of-sight electronic transmission medium that is capable of carrying a maximum of 33 channels) seeks only to provide consumers a choice, said Schmidt last Tuesday as he prepared for WCA's annual convention in Washington this week. Today, those customers do not have a choice, he said. "If they are not treated well [by their cable system], it's tough luck."

Schmidt knows something of the cable industry he now criticizes as monopolistic and anticompetitive. Between 1975 and 1979, he was president of the National Cable Television Association, guiding the industry during those critical four years when, fueled by the explosion in cable programing, it became a force to be reckoned with in television.

Over the past several years, Schmidt has been in and out of the satellite teleport business in Washington and Dallas. He came to represent WCA earlier this year after being frustrated in efforts to find pro-

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graming for the wireless cable system he was considering putting together in Los Angeles. He was told matter of factly by cable operators that he would not be able to get the programing he wanted for the project. "One operator had the audacity to put his finger on my chest and say, 'If you even think of coming here, I'll keep you from getting product.'"

Schmidt sees nothing wrong with going from being champion of the cable industry to one of its chief critics. Indeed, he said, his rhetoric has not changed over the past decade. As president of NCTA, he said, he argued that more competition in the television marketplace would benefit consumers. As president of WCA, he said, he does the same.

The cable operators he worked with in the late 1970's no longer believe the same "precepts," he said. "We wrote a lot of good texts about competition," he said. "Those epistles have all been eliminated."

At the NCTA convention last spring, he said, a cable operator from the old days told him that he was "personally offended" by Schmidt's representing wireless cable. "I told him: 'We stood shoulder to shoulder when the same things were being said to us by the broadcasting industry,'" he said. "It's ironic that the cable operators have forgotten from whence they came."

Cable's behavior with regard to wireless cable has probably crossed the line and violated antitrust laws, Schmidt said. "But this administration doesn't have an antitrust department. It has a trust department."

Wireless cable operators have considered, threatened and, in at least one case, filed a law suit against cable programers on antitrust grounds. But like other businessmen, wireless cable operators are not fond of litigation, said Schmidt. "As a lawyer, the last thing I want to do is sue somebody," he said. "I want to do business."

The best approach is to keep reminding the Washington policymakers that cable is not behaving itself, Schmidt said.

It would be in cable's best interest for wireless cable to flourish, Schmidt said. "They can get the monkey off their backs that they are the monopolists," he said. "They are alienating a number of people who have been their friends because of their greed."

Without wireless cable, he said, it will be more difficult for cable to fend off telephone companies that are trying to overcome various legal and regulatory barriers and get into the cable business. An increasing number of policymakers believe cable needs competitions and many see the telcos as a potential supplier of it. Schmidt said he favors telco entry into cable, but only as a competitor to conventional cable, not as a replacement for it.

Schmidt argues that cable is a monopoly, challenging the industry's claim that TV stations constitute competition. "That's not competition," he said. "They have a lock on basic cable," he said. "If you want that, there is only one place you can buy it."

The monopoly gives cable operators "all the leverage," he said. "Today, if you want to get into the [cable programing] business, you have to see [Tele-Communications



Schmidt

Inc. President] John Malone," he said. "He's the godfather. You have to go and see if he'll give you carriage."

Schmidt does not buy the argument that cable operators have some inherent exclusive right to cable programing because they were the first to carry it and because they grew up with the programers. The operators did nothing to create the programing, he said. "All the operators did was sit back and

take it on consignment," he said. "The product was created by third parties who came in and took the risk by themselves."

The dozen or so wireless cable systems in operation today have cable programing, but not all that they want and not necessarily on terms they feel they deserve. Programers may deal with some operators and not others. And, according to Schmidt, they are continually changing their policy toward

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"If you had asked me a month ago, I would have said, 'The programing issue is on its way to being solved.' Then I turn around and get calls from my members saying: 'They are reversing their field on us again.' This is like a soap opera. You have to

stay tuned."

Schmidt said he does not know what the potential of wireless cable is. However, he said, he believes that there are millions of people who would like to subscribe who are not passed by conventional cable or who are turned off by the service provided by it.

Wireless cable may not be able to provide better service than traditional cable services, Schmidt said. But it deserves programing so it can try, he said.

"I am not afraid of the public voting," he said. "We will stand the test or we will not be there." □

Telephone convention sees cable in its future

Weakness seen by phone industry in cable's argument that telco crossownership is anticompetitive

At the 91st annual convention of the United States Telephone Association in New York last week, the issue was not *whether* telephone companies would participate in cable system crossownership. The issue was *when*.

In several panel discussions covering local exchange carrier ownership of cable systems, telco players and observers generally agreed the legislative/regulatory separation of delivery systems for phone companies and cable carriers would be dissolved by the turn of the century—if not sooner. Participants concurred that delivery of video programing will probably be the driving economic force behind widespread installation of fiber optic networks leading into the home. A common theme among speakers was increasing weakness of the cable industry's arguments that telco crossownership

would be anti-competitive.

Opening a panel discussion moderated by *The McLaughlin Group* host John McLaughlin, several participants talked about the advantages of using fiber optic cable, generally understood as the medium through which telcos would provide widespread video programing along with its traditional services.

Fiber optics "deliver a heck of a lot more information than any other medium we've ever had" at a much lower lifetime cost with significantly higher quality, said Allen Dawson, chairman of the Telecommunications Industry Association. Dawson said that possibly the most significant force driving fiber optics, from the consumer's point of view, will be high-definition television. Likening the history of HDTV to that of color television, Dawson said: "I remember well people saying, 'What in the world do you need color for?' The fact of the matter is, when it was available at the right price, people grabbed it."

Rather than competing with cable companies for video delivery service, A. Gary Ames, president and CEO of Mountain Bell, said the company was much more



Ames

interested in the opportunities for working with the cable industry. "It's not necessarily an 'either/or.' And fiber is not a technology unique to us."

It would be enormously expensive for both cable companies and phone companies to rewire the country with fiber optics, according to Richard Lumpkin, president of Illinois Consolidated Telephone. "It would be desirable if we can find a way to combine our requirements."

Larry Lannon, editor of *Telephony* magazine, said he thought the telephone industry would be interested in working with cable companies because cable operators are entrenched in the market and are better marketers of their services.

No such agreements will take place until the turn of the century, predicted Henry Geller, Director of the Washington Center for Public Policy Research. Cable "is the dominant, moving force now in video, and I think they like it that way."

Telcos will have an uphill battle in Congress to get the crossownership restriction in the 1984 Cable Act repealed, Geller said. All the telephone companies could expect in the near future would be permission to transmit a few channels into the home, not to program a complete system.

The long-term cost of fiber optic networks will drop to that of current phone networks in the late 1990's if telcos remain restricted from the video business, according to James McCabe, vice president of Nomura Securities. With video delivery, panelists said the "crossover point" from copper to fiber would take place in the next two to five years.

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Tough to crack. One of the raps wireless cable has taken from cable programmers not eager to deal with the medium is that it is prone to excessive piracy. Not so, says a new report commissioned by the Wireless Cable Association and set for release this week at the WCA's convention in Washington. On the contrary, says the 15-page report prepared by the Washington-based Shooshan & Jackson Inc., wireless cable, for various economic and technical reasons, is the safest place for the programmers to put their product. All pay television media will suffer some piracy, it says. And, it concludes, "a careful examination of many factors entering into a consumer's decision to steal video programming services indicates that wireless cable is considerably more secure than a number of video distribution media and is as secure, if not more secure, than conventional cable."

The panelists said they expected crossownership provisions would be relaxed by the year 2000 and that telcos would be transmitting and originating programming on a limited basis.

Speaking to a group of Wall Street analysts at the convention, James Schlichting, legal adviser on common carrier matters for



Dawson

the FCC, said one of the FCC's goals has been to preserve competition in provision of broadband facilities and services. In the early 1970s, when the crossownership ban was first introduced, competition was best served by keeping the telcos out of the cable business, Schlichting said. Since then, though, the situation has changed. Homes passed by cable now represent 83% of U.S. residences, up from 15% in the mid-1970's.

In a Tuesday panel covering regulatory and legislative issues, A. Gray Collins Jr., senior vice president for external affairs at Bell Atlantic, spoke harshly against crossownership rules, especially those applicable to the regional Bell operating companies. "To continue the current form of restrictions is anti-American, anti-competitive and anti-consumers. I believe there are a lot of things on our side...to get the restrictions removed now," he said.

John Rose, executive vice president of the Organization for the Preservation and Advancement of Small Telephone Companies (OPASTCO), said that in rural areas, delivery of video entertainment would be a necessary source of funds to support installation of fiber optic wiring. To increase voice, data and entertainment distribution to rural areas, Rose said OPASTCO was pushing for expansion of the crossownership waiver available to rural systems, expansion of the FCC's "waiver for good cause" and research and development in the field of expanded transmission capacity using coaxial cable.

Opening a panel discussion covering broadband and video issues, Chip Shoo-

shan, a telephone industry consultant with the firm of Shooshan & Jackson, said, "Fiber is very important. It's a technology for the first time that gives this industry a chance to become a major player in the video distribution market." With fiber optics, it is now technologically possible for the cable market and the telephone market to merge, he said. The "real issue" in the crossownership question is the desirability of using regulatory hurdles to separate businesses that can be integrated with current technology, he said.

To illustrate the disadvantages to the consumer of crossownership restrictions, Robert Brown III, president of Sugar Land Telephone, talked about Sugar Land's unsuccessful efforts, starting in 1979, to get permission to provide cable service in two service areas unserved by cable. Sugar Land was denied a waiver permitting the company to build a "partially integrated system" serving every customer in the local networks. Brown questioned why the federal government should restrict his business at the local level. "Small telephone companies can provide broader coverage, better service, at a cheaper price. That's the way we've operated our telephone businesses; that's the way we'll operate our cable business," Brown said. Referring to the fact that one of the cable systems in his service area has 50% penetration, Brown asked, "Where's the public interest when half of the people in my service area can't get cable TV because I can't provide it?"

He said, "Let's compete and may the best man win. They have their system built. They're in place...I'll settle for serving the people now that they don't want to serve. Then let's see who has the best service. And who has the best service will ultimately get the remainder of the customers."

James Graf II, vice president for govern-

ment relations for Contel and an ex-FCC staffer, said the telcos could take a page from history in their lobbying for loosening of crossownership restrictions. "When cable first came on the scene as an infant industry, their rallying cry was 'Please take the shackles off. We want to compete. We want to serve the consumer.' I think we can occupy that moral business high ground in Washington," he said.

Other than cable programming, fiber optic lines could carry facsimile transmission, interactive videotex and switched video, which would permit customers to send video to one another over phone company lines, according to William Starkey, President of GTE Information Services.

Graf said Contel was examining deployment of fiber all the way into the home in the next three to five years. But the company would not be happy with serving as only a common carrier for video signals. "If we do that, if we throw this great facilities party and offer this broadband pipe and no programmers come to the party, that poses a real investment problem for us," he said. The company would like to be able to recoup its investments through filling its programming capacity itself, he said.

Cautioning that phone company participants cannot predict the future as well as they would like to, Shooshan pointed out that in the early 1980's, telco industry wisdom was that long-haul services would be provided via satellite. However, today, the long-haul network is primarily fiber optic. Referring to the current debate over local fiber optic networks, Shooshan said: "No one at this convention has the wisdom to predict precisely how this technology is going to develop." □

TCI wants to meet over syndex

MSO sends letters also requesting information on how a satisfactory solution to new rules can be found

Tele-Communications Inc. has sent letters to 40 regional broadcasters carried as distant signals on TCI cable systems to head off potential problems before the syndicated exclusivity rules are reinstituted next August. The largest cable MSO asked the broadcast-

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*A. B. La Rue,
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TV • RADIO • CABLE • APPRAISALS

ers to participate in regional meetings with TCI managers to work on syndex implementation.

The letter asks for early estimates on the amount of programing that would be subject to blackout or substitution, how timely information on program schedules can be communicated with cable systems and how, in general, both sides can work toward amicably complying with the new rules.

TCI also raised the possibility of local broadcasters and cable operators joining together to program a cable channel on systems beyond their local markets in place of their regular broadcast signals. "We believe that in many large cities all or some of the network affiliates and independents should seriously explore jointly owning and operating a cable television channel for distribution to cable systems within the broad geographical market area over which the city has socio-economic and cultural influence," TCI said. "Such a jointly owned 'regional superstation' would take the place of the stations' broadcast programing in outlying cable systems, and all revenues from subscriber fees and advertising would go to the partners. Under such an arrangement, syndicated exclusivity would likely be less of a problem, since the 'regional superstation' could buy programing for the entire region served or use the partners' proprietary programing."

TCI has raised the possibility of creating its own local program service. TCI had looked at Pittsburgh, where it owns the cable system and operates a cable channel that carries Pirates baseball games. Out West, TCI officials have acknowledged the strength of KSL-TV Salt Lake City, the Bonneville-owned station that is widely carried on TCI cable systems in Montana and Wyoming. KSL-TV, having not seen the letter, had no immediate comment.

Mark Nalbene, general manager of KFNE(TV) Riverton, Wyo., was not sure there would be much to talk about at the moment, since the station's programing decisions for next fall have not been made. Syndicated programing for fall 1989 won't likely be purchased until NATPE in February or even later, said Nalbene.

John Malone, TCI president and chief executive officer, said the letter was meant to prevent potential problems between the industries as has happened in the past over must carry and channel alignments. "It should be clear by now that for the last two years, TCI has made a concerted effort to mend fences with the broadcasting industry. We have been supportive of must carry; we have said we would not oppose reasonable new rules on channel alignment; we have made a number of channel alignment switches at the request of public broadcasting stations; we have improved our contacts with broadcaster trade associations.... Our fear is that a new syndicated exclusivity rule would create many new friction points with broadcasters and undo much that we have accomplished over the last two years. It is absolutely critical that cable-broadcaster discussions on syndex get under way immediately on a local and regional basis to minimize controversy should syndex come to pass."

Although TCI said it supports the concept of program exclusivity, it let the broadcasters know it has serious problems with the rule. J.C. Sparkman, TCI executive vice president, said: "We do not think that cable operators will be able to comply with the FCC's syndicated exclusivity rule as now written," citing the burden of compliance and the short transition period. He said TCI needed the aid of local and distant broadcasters to make the new rule work, "assum-

ing it manages to survive legal challenges."

While TCI said national superstations, such as WTBS(TV) Atlanta and WGN-TV Chicago, were taking steps to program exclusive product, "we are not as sure that stations receiving broad regional cable carriage [for TCI, principally in the Rocky Mountain states], such as yours, are either willing or able to take such precautions." TCI also urged that state broadcast and cable associations meet to discuss syndex issues. □

Telecastings

New entries

Along with 30 PBS National Program Service returning series, such as *Sesame Street* (selected by 132 public TV stations), *Mr. Rogers* (selected by 126 stations) and *Nature* (selected by 121 stations), two new public TV series passed muster in the September opening round of this year's Station Program Cooperative: *The American Experience*, a documentary history series debuting this fall was selected by 90 stations and earned a 59.8% "purchase power" rating in the multi-round SPC funding process. *CE News Magazine* premiering this month and described by some at PBS as a *60 Minutes* with teen journalists (BROADCASTING, Sept. 26), was selected by 32 stations, earning 25.1% purchase power, just over the 25% minimum needed to stay in the running. *CE*, however, was also awarded \$1.8 million out of the \$8-million 1988 Program Challenge Fund pool, comprising a 50-50 match of station and Corporation for Public Broadcasting dollars. *Sesame Street* topped the balloting process at 77.4% purchase power. Four did not clear the round.

CPB President Donald Ledwig had earlier this year charged that "left to themselves, stations purchase few new, risky or innovative programs." (BROADCASTING, June 27).

Watching and reading

According to National Endowment for the Humanities chairman, Lynne Cheney, statistics show that "book sales [are] at 400 percent of the level they were 40 years ago when TV sets were a rarity in American homes. People watch television and they read," she said, claiming that, "as a result of Bill Moyers's recently televised conversations about mythology with scholar Joseph Campbell [*The Wisdom of Joseph Campbell*, on PBS], three Campbell books have become best sellers." Summarizing an NEH report, "Humanities in America," released in September, Cheney said, "Television enlarges opportunity, making the arts and humanities available to millions." The report also commented, however, on "the insubstantial quality of much commercial television."

Joining the fight

WTG, the Fox affiliate in Washington, began a new weeknight series, *City Under Siege*, on Monday, Oct. 3 at 11 p.m. The half-hour nightly program, anchored by Ron Gardner (the station's former weekend anchor), focuses on drug dealers, and offers rewards as well as chronicling antidrug programs in the area. The reward program is funded by corporate contributions. Viewers with information on drug dealers are given an 800 number with which to contact law enforcement agencies. WTG has invested more than \$500,000 to launch the program. *City Under Siege* replaces a second broadcast of *A Current Affair* that will still be offered at 7:30 p.m.

Bargain broadcasting

"During fiscal year 1987, the U.S. public broadcasting system spent far less than foreign public broadcasting systems, in terms of the amount spent per person," according to the results of a Corporation for Public Broadcasting policy development and planning report issued last week. The United Kingdom, \$25.38 per person; Canada, \$31.14 per person, and Japan, \$18.62 per person ("rough estimates" in U.S. dollars), all outspent the U.S., at \$5.32 per person, according to the study.

Call for entries

Nominations for public television's top award, the Ralph Lowell medal, must be received by close of business Nov. 10, according to the Corporation for Public Broadcasting. Nominations may be submitted by anyone said CPB, which will present the award during public TV's annual meeting in San Diego next April. The selection committee will be looking for an individual who has made "outstanding contributions" over a short or long period of time to any facet of public TV. The individual need not be a professional in PTV, but must be "active in fostering the medium." Lowell was co-founder of the WGBH Educational Foundation, licensee of WGBH-TV Boston, and also helped form the Carnegie Commission on Educational Television, which led to the Public Broadcasting Act of 1967 and the establishment of CPB.

Gore's TVRO bill dead for this year

However, Senator vows to revive legislation in next Congress, some dish interests will resume battle, while cable says it's time to move ahead without it

Despite the defeat of his controversial home satellite legislation (S. 889) more than a week ago, Senator Al Gore (D-Tenn.) has vowed to fight again. After a contentious two-hour debate on a Friday night (Oct. 7), Gore's initiative was shot down by seven votes when the Senate voted 43 to 36 to table it, effectively killing any chances for reconsideration before the 100th Congress adjourns, tentatively scheduled for this week.

Gore offered S. 889 as an amendment to a tax bill. It would mandate that cable programmers allow any qualified third party to distribute its service to backyard dish (TVRO) owners on a nondiscriminatory basis. Gore and other proponents (including co-sponsor Dale Bumpers [D-Ark.], John Warner [D-Va.], Larry Pressler [R-S.D.], Commerce Committee Chairman Ernest Hollings [D-S.C.] and Mitch McConnell [D-Ky.]) argued that the legislation is necessary. They feel the cable industry is stifling the competing technology by impeding dish owners' access to cable programming.

But critics of S. 889 such as Senator Tim Wirth (D-Colo.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), who led the opposition, argued that the TVRO marketplace is working and that dish owners receive cable programming at prices comparable to what cable subscribers pay.

The National Rural Telecommunications Cooperative's (a noncable distributor serving dish owners) deal with leading cable programmers was cited as an example of progress in the marketplace. "As more and more packages of programming are available, the prices, as in any marketplace, are going to go down. And rather than regulate that marketplace, let us let it work," Wirth said.

Last week on the Senate floor, however, Gore made it clear he was not quitting: "Mr. President, if the marketplace does not dramatically improve, we will be back again next year."

The lawmaker took a rather tough stand in his remarks following the demise of S. 889. He questioned cable's right to a compulsory copyright license and the need for the pole attachment law that regulates the rates utilities can charge cable. "What all these special cable protection laws add up to is a blatant case of corporate interests demanding to have it both ways—to maintain its monopoly control of a product that is becoming increasingly important to American families, to be given special protection against competition, and at the same time

refusing to serve millions of families and refusing others the right to serve those families on a competitive basis," said Gore. Next year, he suggested, Congress should consider "revisions in these special advantages."

"Cable has gotten everything it wanted to prosper, steamrolling its competitors in the process. All satellite dish owners need is a small measure of fairness," Gore argued.

His move Friday night caught opponents by surprise, particularly Wirth. According to reports, Gore's staff approached Wirth's staff earlier in the week about a possible compromise on the third-party packager section, but according to a source, nothing came of it.

The National Cable Television Association, which worked hard to convince lawmakers that S. 889 lacked merit, was glad to see the issue laid to rest. "We are very pleased by the Senate's action rejecting the Gore amendment," said NCTA President James Mooney.

The TVRO market "in our view has been hurt more than it's been helped by continued political controversy, and we hope Friday's vote will help focus attention on how far this market has come in a very short time," Mooney said.

Although NCTA resisted S. 889, it hopes the Senate adopts a home satellite copyright measure (H.R. 2848) still pending in that chamber. "Without this bill, backyard dish owners may lose access to distant broadcast signals distributed by satellite; with it, they will be on a par with cable subscribers. It's a good bill, addressing a real problem, and we urge the Senate to act on it," Mooney said.

Passage of H.R. 2848, which incorporates some elements of S. 889 (it would require the FCC to conduct an inquiry to determine if a universal encryption standard is needed and it establishes stiff penalties for piracy of satellite signals), could go a long way toward dispelling congressional concerns about the TVRO industry and would likely detract from efforts to resurrect the debate in the 101st Congress.

Still, some home satellite interests are going to continue to press for legislative action. But to Fred Finn, president of the Home Satellite Television Association (a coalition of dish dealers), the battle is far from over. "The storm clouds are now on the cable monopoly.... We will be back after them along with others," said Finn, who said that the TVRO industry is just one of many groups (including cities, broadcasters and wireless cable and SMATV operators) that are unhappy with a marketplace in which they say cable has the advantage.

That sentiment was reflected by a statement released by the K-SAT Army (an organization of dish dealers and owners), which has waged a ferocious grassroots campaign

to enact the measure. "The telcos want to take a bite out of cable, the cities want to take a bite out of cable, and so does K-SAT," said the K-SAT Army's Chuck Dawson. "We will be in the streets and in the halls of Congress. Every time cable feels a problem they will see the K-SAT Army pushing."

Furthermore, he said his organization will be working to unseat those senators who are up for reelection and who voted against S. 889. Among them: John Chafee (R-R.I.), Chic Hecht (R-Nev.), John Heinz (R-Pa.), Edward Kennedy (D-Mass.), Richard Lugar (R-Ind.), Spark Matsunaga (D-Hawaii), Daniel Patrick Moynihan (D-N.Y.), Don Riegle (D-Mich.) and Orrin Hatch (R-Utah).

During the debate, K-SAT, using its audio satellite channel incited its membership to make a last-ditch effort to push S. 889. Calls were made to Senate offices, especially to those who argued against the measure. Besides that activity, staff in the Senate cloak room were reportedly asked to deliver messages from K-SAT to members on the floor.

However, there may be a split within the home satellite industry over how to handle the issue next year. For example, reaction from the Satellite Broadcasting & Communications Association (whose membership includes dish dealers, equipment manufacturers and distributors along with some cable programmers) was far less caustic.

"We commend Senator Gore for his dedication and commitment for bringing this bill as far as he could," said SBCA's Mark Ellison, vice president of government affairs and general counsel. But Ellison also pointed out that "it is time the industry moved ahead and tried to meet the goals Senator Gore would like to be met.... Hopefully we can do that in the absence of legislation."

This is the second time cable has successfully blocked what it perceives as onerous TVRO legislation. Two years ago, during the final days of the 99th Congress, Gore tried to fix a similar dish bill to a catch-all spending measure, but lost by a vote of 54 to 44. This time, the senator was expected to offer his legislation as a rider to an omnibus anti-drug bill, but when an opportunity arose Friday night to bring it up during debate on the tax measure, Gore struck.

The amendment was identical to what the Senate Commerce Committee adopted last year except for a change that says the Public Broadcasting Service must provide a clear unscrambled feed for dish owners.

During the debate Senator Jesse Helms (R-N.C.) expressed his opposition to S. 889. Helms felt the legislation would encourage the distribution of pornographic and indecent material.

"This legislation could also require programmers such as Disney and Christian Broadcast Network to allow their programming to be packaged with X-rated programs."

reinstating some form of must-carry rules, but not until issue of fairness doctrine is resolved. Last August, 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.

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

■ Final version of 1991-1993 CPB reauthorization passed Senate Oct. 7, after both houses agreed to cut annual authorizations to \$245 million, \$265 million and \$285 million over three years, down from original congressional proposals of \$304 million, \$345 million and \$404 million. Satellite replacement funding of \$200 million over three-year period was retained. Cuts were attributed mainly to threat of administration veto. Bill was nearing House vote at press time last week. Combined bill does not include controversial Senate amendment codifying division of federal money between CPB and public stations, including shifting 80% of CPB national Program Fund dollars to public TV stations. Instead, CPB and stations must submit by January 1990 (and implement in FY 1991) plan to resolve

problems Senate has with CPB Program Fund administration (BROADCASTING, May 30, June 27).

On Sept. 27, PBS board of directors authorized satellite replacement project managers to enter immediately into negotiations with four satellite capacity vendors. Current public TV and radio satellite capacity is expected to expire in early 1991, and project plans call for submission of final agreement with vendor in early 1989.

In August, even without authorization, President Reagan signed 1991 appropriation of \$242,060,000 to CPB, with additional \$56,810,000 earmarked for satellite replacement.

"Unbundled" performance and news packages of NPR programming began Oct. 1. Board also adopted 1989 capital budget of one million dollars and announced a distribution fee reduction of more than 20%. In August NPR 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.

Scrambling

■ Home satellite bill (S.889) died in Senate last week after lawmakers voted 43 to 36 to table measure. In unexpected move, bill's chief proponent Senator Al Gore (D-Tenn.) offered it as amendment to tax legislation (Oct. 7) Friday evening (see page 77). It would have required cable programmers to permit any qualified third party to distribute their services to backyard dish (TVRO) owners.

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

Moreover, home satellite copyright bill (H.R. 2848) pending in Senate which incorporates certain elements of S.889 (antipiracy provisions and encryption standard) has gone long way toward satisfying congressional concern over matter. It would permit satellite distribution of broadcast signals—superstations—to backyard dish owners (BROADCASTING, Sept. 26). Fate of bill, however, is uncertain because it is caught in political battle between Senate and House policymakers (BROADCASTING, Oct. 10).

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. FCC wants to act on petitions in short order.

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, WPIX-TV New York and KTVT-TV Dallas, and Century Communications have already notified U.S. Court of Appeals of their intention to challenge rules in court.

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. In response to letter sent by Senator Howard Metzenbaum (D-Ohio), wireless cable operators said cable programmers consistently refuse to deal with them or charge them discriminatory prices. Although some cable programmers have deals with wireless operators, and several others have made initial steps in that direction, wireless groups maintain that programming they need to compete effectively is denied them. ■

For the Record

As compiled by BROADCASTING from Oct. 5 through Oct. 12 and based on filings, authorizations and other FCC actions.

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

Ownership Changes

■ WATV Birmingham, AL (BAL880930EA; 900 khz; 1 kw-U)—Seeks assignment of license from Crescendo Broadcasting Inc. to Birmingham Ebony Broadcasting Inc. for \$400,000. Seller is headed by Stuart Hepburn and has no other broadcast interests. Buyer is owned by Erskine R. Faush Sr., 45.76%; Shelley Stewart, 45.76%; Joseph M. Lackey, 8.48%. It has no other broadcast interests. Filed Sept. 30.

■ WAYD(AM) Ozark, AL (BAL880930EI; 1,190 khz; 1 kw-D)—Seeks assignment of license from WAYD Inc. to Westley Morgan for \$150,000. Buyer is New York City investor also purchasing WORJ(FM) Ozark (see below). Seller is headed by Harold Smith and has no other broadcast interests. Filed Sept. 30.

■ WORJ(FM) Ozark, AL (BALH880930EJ; 103.9 mhz; 3 kw; HAAT: 190 ft.)—Sold by MSB Communications Inc. to Westley Morgan for \$650,000. Seller is headed by Steve McGowan and owns WSEL-AM-FM Pontotoc, Miss. Buyer is New York City investor also purchasing WAYD(AM) Ozark (see above). Filed Sept. 30.

■ WRRX(AM)-WFFX(FM) Tuscaloosa, AL. KLIO(FM) Clinton, IA. KHUM(FM) Ottawa, KS. WFRG-AM-FM Rome, NY. WZOQ(FM) Wapakoneta, OH. KZBB(FM) Poteau, OK (WRRX: BAL880927GX; 1230 khz; 1 kw-U; KLIO: BALH880927HI; 96.1 mhz; 100 kw; HAAT: 980 ft.; WZOQ: BALH880927HB; 92.1 mhz; 3 kw; HAAT: 328 ft.; WFFX: BALH880927GW; 95.7 mhz; 100 kw; HAAT: 500 ft.; WFRG: BTC880927HE; 1450 khz; 1 kw-U, DA-1; WFRG-FM: BTCH880927HF; 95.9 mhz; 3 kw; HAAT: 105 ft.; KZBB: BALH880927HD; 97.9 mhz; 100 kw; HAAT: 2,000 ft.; KHUM: BALH880927HC; 95.7 mhz; 100 kw; HAAT: 900 ft.)—Seeks assignment of license from Target Communications to Arrow Communications Inc. for \$12.5 million. Seller is headed by Donald Alt. Buyer is owned by Paul H. Rothfuss, who also owns WZNY(FM) Augusta, GA. Filed Sept. 27.

■ KSPN(AM) Vail, CO (BAL880928EE; 610 khz; 5 kw-D)—Seeks assignment of license from Vail Broadcasting Co. to Broadcasting Co. of Palm Beach Inc. for \$250,000. Seller is principally owned by David Wood and has no other broadcast interests. Buyer is equally owned by Joseph D. Harnett, Donald P. Scanlon, Robert B. Harkness and George E. Weast. Scanlon also has interest in WIYC(FM) Charlotte Amalie, VI. Filed Sept. 28.

■ WPBD(AM) Atlanta (BAP880930EH; 640 khz; 50 kw-D 1 kw-N)—Seeks assignment of license from Phoenix City Broadcasting Ltd. of Atlanta to Jacor Broadcasting of Atlanta Inc. for \$4.3 million. Seller is headed by president and general partner, Michael Hollis. Buyer is Cincinnati-based group of six AM's and seven FM's, principally owned by Terry S. Jacobs, chairman and CEO (14.69%), and Frank E. Wood, president and COO (9.92%). Filed Sept. 30.

■ WZKS(FM) Jesup, GA (BALH880930HN; 98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Bohanan Broadcast Association Inc. to Internart Broadcasting Georgia Coast Inc. for \$1,200,000. Seller is principally

owned by William J. Brown, Clifton G. Moor, O. Dan Bohanan and Richard S. Graham and has no other broadcast interests. Buyer is owned by James E. Martin Jr., 66.3%; William G. Brown, 16.3%, and Clifton G. Moor, 16.3%. Martin is permittee of new FM in Las Vegas. Filed Sept. 30.

■ WCBL-AM-FM Benton, KY (AM: BTC880808EF; 1,290 khz; 5 kw-D; FM: BTCH880808EE; 102.3 mhz; 1 kw; HAAT: 373 ft.)—Seeks assignment of license from Purchase Broadcasting Co. Inc. to Purchase Broadcasting Co. for \$275,000. Seller is headed by Julie M. Sweet and has no other broadcast interests. Buyer is owned by Julie M. Sweet, 50%, and Mark A. Sweet, 50%. J.M. Sweet has interest in KMIS-AM-FM Portageville, MO. Filed Aug. 8.

■ WTVL-AM-FM Waterville, ME (BAL880926GQ; 1,490 khz; 1 kw-U; FM: BALH880926GR; 98.5 mhz; 50 kw; HAAT: 460 ft.)—Seeks assignment of license from Kennebec Broadcasting Co. to E.H. Close for \$1,290,000 ("Changing Hands," Oct. 3). Seller is owned by David Brown and has no other broadcast interests. Buyer also owns WPNH-AM-FM Plymouth and WKNE-AM-FM Keene, both New Hampshire. Filed Sept. 26.

■ WAML(AM) Laurel and WEEZ-FM Heidelberg, both Mississippi (AM: BAL880930EE; 1,340 khz; 1 kw-U; FM: BALH880930EF; 99.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Vango Broadcast Stations Inc. to Pine Belt Broadcasting Inc. for \$275,000. Seller is headed by Otto Goessl, and has no other broadcast interests. Buyer is owned by Joe H. Norman and Beverly G. Norman, 100% joint tenants and has no other broadcast interests. Filed Sept. 30.

■ WBNC(AM)-WMWV(FM) Conway, NH (AM: BTC880928EF; 1,050 khz; 1 kw-D; FM: BTCH880928EG; 93.5 mhz; 3 kw; HAAT: 420 ft.)—Seeks assignment of license from Lawrence H. and Joan T. Sherman to North Country Acquisition Corp. for \$1.1 million. Seller has no other broadcast interests. Buyer is owned by Cynthia B.

Hall, 32.8%; Charles E. Osgood Sr., 21.4%; Charles E. Osgood Jr., 14.3%; A. Neill Osgood, 14.3%; Timothy T. Hilton, 8.6%, and Joanna H. Will, 8.6%. It has no other broadcast interests. Filed Sept. 28.

■ KGRT-AM-FM Las Cruces, NM (AM: BAL880930EC; 570 khz; 5 kw-D; FM: BALH880930ED; 103.9 mhz; 3 kw; HAAT: 150 ft.)—Seeks assignment of license from KGRT Inc. to Sunrise Broadcasting Inc. for \$1.7 million. Seller has no other broadcast interests. Buyer is owned by Denton V. Holmes, 35%; Judy H. Richardson, 35%; David C. Richardson, 20%; Virginia M. Ashby, 5%, and David D. Hunt, 5%. Filed Sept. 30.

■ WCL(AM)-WZKZ(FM) Corning, NY (AM: 'BAL880929EB; 1,450 khz; 1 kw-U; FM: BALH880929EC; 106.1 mhz; 50 kw; HAAT: 532 ft.)—Seeks assignment of license from Radio Corning Inc. to Group Six Communications Inc. for \$2,050,000 ("Changing Hands," Oct. 10). Seller is owned by Jack T. King and has interest in WBTA(AM) Batavia and WBTF(FM) Attica, both New York. Buyer is owned by Lawrence P. Herbst, 26%; Stephen E. Bachand, 18%; John Hechinger Jr., 18%; J. Philip Kilceary, 18%; Ronald Townsend, 13%, and Robert G. McGroarty, 7%. It also owns WWOC(FM) Avalon, NJ. Filed Sept. 29.

■ WLLG(FM) Lowville, NY (BTCH880926GS; 99.3 mhz; 1 kw; HAAT: 520 ft.)—Seeks assignment of license from Nancy U. Atwood to David R. Atwood and Nancy U. Atwood for no consideration. Seller has no other broadcast interests. Buyer is owned by David R. Atwood and Nancy U. Atwood, joint tenants, 100%. Filed Sept. 26.

■ WGBR(AM)-WEQR(FM) Goldsboro, NC (AM: BAL880928HG; 1,150 khz; 5 kw-D 1 kw-N DA-2; FM: BALH880928HH; 96.9 mhz; 100 kw; HAAT: 1,056 ft.)—Seeks assignment of license from Eastern Carolina Broadcasting Co. to New Age Communications L.P. for \$2.2 million. Seller is principally owned by Vassie Balkcum and

Boyd Kelley & Dick Chapin

have acquired

KSYZ(FM)

Grand Island, Nebraska

from

Lyle A. Manchik

for

\$1,000,000

We are pleased to have brokered this transaction.

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Associates



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has no other broadcast interests. Buyer is owned by New Age Communications, Donald W. Curtis and J. D. Longfellow. Donald W. Curtis also owns WMBL(AM)-WRHT(FM) Morehead City, NC. Filed Sept. 28.

■ **WRCO(AM)-WRRX(FM)** Roxboro, NC (AM: BTCH880926GO; 1,430 khz; 1 kw-D; FM: BTCH880926GP; 96.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from H. Wharton Winstead Jr. to Harry Myers for no consideration. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 26.

■ **WCPS(AM)** Tarboro, NC (BAL880928EA; 760 khz; 1 kw-D, DA)—Seeks assignment of license from Great American East Inc. to Coastal Plains Media Inc. for \$750,000. Seller is headed by Donald W. Curtis and has no other broadcast interests. Buyer is owned by Donald W. Curtis, 85%, and J.D. Longfellow, 15%. Curtis and Longfellow are also buying WGBR(AM)-WEQR(FM) Goldsboro, NC, pending FCC approval (see above). Curtis is 100% stockholder of Curtis Radio Group Inc., licensee of WMBL(AM)-WRHT(FM) Morehead City, NC. Filed Sept. 28.

■ **WKTC-FM** Tarboro, NC (BTCH880929GZ; 104.3 mhz; 100 kw; HAAT: 650 ft.)—Seeks assignment of license from Great American East Inc. to Osborn Communications Corp. for no consideration. Seller is owned by Donald Curtis and has no other broadcast interests. Buyer is New York-based group of five AM's, seven FM's and one TV, headed by Frank Osborn. Filed Sept. 29.

■ **WJKA(TV)** Wilmington, NC (BALCT880930; 26; 4,325 kw-V; HAAT: 1,644 ft.)—Seeks assignment of license from Wilmington Telecasters Inc. to Park Communications Inc. for \$7,250,000. Seller is owned by Kathrine Everett and Judge Robinson Everett. It also owns WFCT(TV) Fayetteville, NC. Buyer is Ithaca, NY-based group of 10 AM's, nine FM's and seven TV's, principally owned by Roy H. Park, 89.3%. Filed Sept. 30.

■ **WIII(TV)** Cincinnati (ch. 64; 1,000 kw-V; HAAT: 940 ft.)—Seeks assignment of license from Channel 64 Acquisition Inc. to Richard D. Lamm Trustee for no consideration. Seller is headed by Gene Schneider and has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 29.

■ **WLND(AM)** Cortland, OH (BAL880916ED; 830 khz; 1 kw-D)—Seeks assignment of license from Cortland Broadcasting Co. to Trumbull County Broadcasting Corp. for \$250,000. Seller is headed by Nancy Hoffman and has no other broadcast interests. Buyer is owned by Patrick Engrao, 51%; Albert Zippay, 41%, and Steve Hanna, 8%. It has no other broadcast interests. Filed Sept. 16.

■ **WKEF-TV** Dayton, OH (BALCT880926; ch. 22; 2,340 kw-V; HAAT: 1152 ft.)—Seeks assignment of license from Adams TV of Dayton Inc. to KT Communications L.P. for \$71.5 million ("Changing Hands," July 25). Seller is Tampa, FL-based group of three AM's, four FM's and 12 TV's owned by Stephen Adams. Buyer is group of local investors headed by Norberto Kogan and David Tolliver. It has no other broadcast interests. Filed Sept. 26.

■ **WAZU(FM)** Springfield, OH (BALH880926GK; 102.9 mhz; 50 kw; HAAT: 160 ft.)—Seeks assignment of license from Champion City Broadcasting Co. to Osborn Of Ohio Inc. for \$2.6 million. Seller has no other broadcast interests. Buyer is New York-based group of five AM's, seven FM's and one TV, headed by Frank Osborn. Filed Sept. 26.

■ **KUMA-AM-FM** Pendleton, OR (BTC880928EH; 1,290 khz; 5 kw-U, DA-N; FM: BTCH880928EI; 107.7 mhz; 27.5 kw; HAAT: 610 ft.)—Seeks assignment of license from Pendleton Broadcasting Co. to Gregory A. Smith for \$470,000. Seller is principally owned by Ted A. Smith and has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 28.

■ **KSYD-FM** Reedsport, OR (BAPH881003HM; 92.1 mhz; 3 kw; HAAT: 257 ft.)—Seeks assignment of license from Nanette Markunas to School District 4J, Lane County, OR, for no consideration. Seller has no other broadcast interests. Buyer is headed by Steven Robinson and also owns KRVM(FM) Eugene, OR. Filed Oct. 3.

■ **WWPA(AM)** Williamsport and WYRS(FM) Jersey Shore, both Pennsylvania (AM: BAL880930HP; 1,340 khz; 1 kw-D, 250 w-N; FM: BALH880930HQ; 97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Summit Enterprises Inc. to 5555 Broadcasting Inc. for \$827,000. Seller is headed by William Ott and has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 30.

■ **KUYA(TV)** Galveston, TX (ch. 22; 2,000 kw-V; HAAT: 1,030 ft.)—Seeks assignment of license from Faith That Pleases God Church to God Church Inc. Karen Leach, et al., for no consideration. Seller is headed by Carlos Ortiz. Buyer is owned by Karen Leach, Craig Leach, Ruben Mendez, Nathan William, Eldred Thomas and Raye N. Thomas. Eldred Thomas owns KLTJ-TV Baytown, TX. Filed Sept. 27.

■ **KWZD-FM** Hamlin, TX (BALH880927GN; 103.7 mhz; 100 kw; HAAT: 985 ft.)—Seeks assignment of license from B&D Communications Inc. to MHHF Media Inc. for \$1.3 million. Seller is principally owned by Robert H. Holladay and also owns WQIS(AM)-WNSL(FM) Laurel, MS, and KTYX(FM) Healdton, OK. Buyer is owned by Darryl L. Mobley, 55%; Anne H. French, 15%; Randall S. Henson, 15%, and Karl D. Heller, 15%, and has no other broadcast interests. Filed Sept. 27.

■ **KIXS(AM)** Harker Heights and KIIZ(AM) Killeen, TX (AM: BAL880930EK; 1,050 khz; 250 w-D; FM: BAPLH880930EL; 105.5 mhz; 1.7 kw; HAAT: 379 ft.)—Seeks assignment of license from Mid-Texas Radio Communications Inc. to KIXS Inc. for \$2,550,000 plus \$450,000 non-compete consulting agreement. ("Changing Hands," Oct. 10). Buyer is headed by Ken Williams and has no other broadcast interests. Seller is owned by Thomas J. Schneider, 52.7%; Clyde A. Murchison, 33.6%; John D. Schneider, 6.3%, and Dain L. Schult, 7.4%. It has no other broadcast interests. Filed Sept. 30.

■ **KRRG(FM)** Laredo, TX (BALH880930HK; 98.1 mhz; 100 kw; HAAT: 737 ft.)—Seeks assignment of license from Laredo Broadcasting Company Inc. to Radioactivity Broadcast Group Inc. for \$830,000. Seller is principally owned by Akiva N. Grestein and has no other broadcast interests. Buyer is owned by Clyde A. Murchison, 33.6%; John D. Schneider, 6.3%; Dain L. Schult, 7.4%, and Thomas J. Schneider, 52.7%. It has no other broadcast interests. Filed Sept. 30.

■ **KLGV(AM)** Longview, TX (BTC880930EG; 1,280 khz; 1 kw-D)—Seeks assignment of license from Pine Tree Media Inc. to Kenneth Tuck for \$225,000. Seller is owned by Earl Jones and Dr. Herbert Wren and has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 30.

Facilities Changes

Applications

AM's

■ **Madison, AL, WDKT**, 1360 khz—Sept. 28-Application for CP to increase night power to 500 w.

■ **Eden, NC, WWMO**, 830 khz—Sept. 26-MP (BP870318AU) to increase day power to 50 kw and change DA-D antenna sys.

■ **Grants, NM, KMIN**, 1400 khz—Sept. 22-Application for CP to change freq. to 980 khz and reduce night power to 250 watts.

■ **Redlands, CA, KCAL**, 1410 khz—Sept. 23-Application for CP to change TL: 1255 W Lugonia Ave., Redlands, CA, .35 miles E of Alabama, Redlands, CA; and make changes in ant. sys.; 34 04 08N 117 12 06W.

■ **Honolulu, KLHT**, 1040 khz—Sept. 26-Application for CP to change TL: 1136 12th Ave., Honolulu, and reduce power to 5 kw day and night.

■ **Salinas, CA, KDON**, 1460 khz—Sept. 2-Application for CP to make changes in ant. sys. and change TL: on Trafton Rd. 3.2 miles SSW of Watsonville, CA; 36 51 37N 121 47 34W.

■ **Washington, WWRC**, 980 khz—Sept. 9-Application for CP to make changes in ant. sys. and change daytime operation from non-DA to DA.

■ **Royston, GA, WBLW**, 810 khz—Sept. 8-Application for CP to reduce day power to 0.239 kw and make changes in ant. sys. to increase height.

■ **Sun Valley, NV, KJOR**, 550 khz—Sept. 8-Mod of CP to change TL: Miraloma Rd., Reno, NV; 39 24 57N 119 42 51W.

■ **Wenatchee, WA, KEYK**, 900 khz—Sept. 6-Application for CP to make changes in ant. sys.; TL: Horse Lake Rd., 1 mile W of end of asphalt, Wenatchee, WA; 47 27 44N 120 21 28W.

■ **Shepherdsville, KY, WBUL**, 1470 khz—Sept. 12-Application for CP to make changes in ant. sys.; DA to non-DA; reduce day power to 1 kw; change TL: N of Sale River and W of L&N RR tracks, Shepherdsville, KY; 37 59 07N 85 42 57W.

■ **Woodville, FL, WTWF**, 1160 khz—Sept. 2-Application resubmitted nunc pro tunc: MP (BP850531AD) to change city of lic. to Tallahassee, FL; increase night power to 1,000 watts and change TL: to Mission Rd. at I-10, Tallahassee, FL; 30 28 47N 84 20 44W.

■ **Clinton, MS, WTWZ**, 1120 khz—Sept. 14-Application for CP to increase day power to 5,000 watts.

■ **Eden, NC, WWMO**, 830 khz—Sept. 15-MP (BP870318AU) to make changes in ant. sys. and TL: 0.8

km E of intersec. of Hwy. 14 and 87 near Fairview, NC; 36 32 08N 79 47 43W.

FM's

■ **Elkhart, IN, WYEZ**, 100.7 mhz—Sept. 16-Application for CP to change: ERP: 15 kw H&V; HAAT: 277.3 M H&V; move antenna from damaged tower to new replacement tower.

■ **Macon, MS, WMXG**, 100.5 mhz—Sept. 8-Application for CP to change ant loc: 3.6 km E of U.S. Rte. 45 and 2.4 km N of Macon, MS.

■ **Galveston, TX, KUYA**, 22.0 mhz—Sept. 27-Mod of CP to change ERP-VIS: 5,000 kw; HAAT: 571 m; ANT: Andrew Corp. ATW30H4-DSC-22 (DA); TL: present site of KZFX(FM), 11600 County Rd. 200, Liverpool, TX; 29 17 16N 95 13 53W.

■ **Rock Island, IL, WVIK**, 90.1 mhz—Sept. 28-Application for CP to change: ERP: 11.2 kw H&V; HAAT: 334 m H&V; TL: 8 km E of Davenport, IA, and .8 km S of Middle Rd.

■ **Selma, AL, WALX**, 100.9 mhz—Sept. 19-Application for CP to change: ERP: 26 kw H&V; HAAT: 210 m H&V; TL: 32 14 01N 86 52 48W; change class to C2.

■ **Hot Springs, AR, KLAZ**, 106.3 mhz—Sept. 22-Application for CP to change: ERP: 95 kw H&V; HAAT: 303 m H&V; TL: on Jack Mountain, 4.2 km N of SR 84, approx. 5 km N of De Roche, Hot Spring Co., AR; change class to C1.

■ **Wichita Falls, TX, KTLT**, 106.3 mhz—Sept. 19-Application for CP to change: ERP: 16 kw H&V; HAAT: 274 m H&V; TL: 4500 Seymour Hwy., Wichita, TX; change class to C2.

■ **Winfield, TX, KYKM**, 97.7 mhz—Sept. 23-Application for CP to change: ERP: 50 kw H&V; HAAT: 150 m H&V; TL: 2 miles W of Talco, 1/2 mile S of Rte. 71, TX.

■ **Eldon, MO, KBMX**, 101.9 mhz—Sept. 23-MP (BMPH880203IA) to correct actual ground elevation and increase tower height.

■ **Pelham, GA, WABW-TV**, 14.0 mhz—Sept. 29-MP (BPET870317KS) to change ERP-VIS: 5,000 kw; HAAT: 1,240 ft.; ANT: Dielectric TFU-23JDAS.

■ **Morehead, KY, WMKY**, 90.3 mhz—Aug. 25-Application for CP to change: ERP: 100 kw H&V; HAAT: 277 m H&V.

■ **Thief River Falls, MN, KSRQ**, 90.1 mhz—Aug. 30-Application for CP to change: ERP: 3 kw H&V; HAAT: 91 m H&V; TL: 2.4 km E of city center on State Hwy. Pennington, Thief River Falls, MN.

■ **Buffalo, WY, KLGT**, 92.7 mhz—Sept. 7-Application for CP to change: ERP: 94.1 kw H&V; HAAT: 334 m H&V; FREQ: 92.9 mhz (per MM Docket 87-292); TL: North Ridge, 8 km W of Buffalo, NY; class C.

■ **Grinnell, IA, KICL**, 106.7 mhz—Aug. 31-Mod of CP (BPH86114MA) for changes; ERP: 1.34 kw H&V; HAAT: 150 m H&V; TL: 1.6 km N of 16th Ave. and 6.4 km E of Hwy. 146, Grinnell, IA.

■ **Topeka, KS, KJTY**, 88.3 mhz—Aug. 24-Application for CP to make changes; FREQ: 88.1 mhz; ERP: 50 kw H&V; HAAT: 129.96 m H&V.

■ **Phoenix, AZ, KFLR-FM**, 90.3 mhz—Sept. 15-Application for CP to make changes; ERP: 28.31 kw (H); 24.59 kw (V); HAAT: 474 M H&V; TL: South Mountain Electronics site.

■ **Jacksonville, IL, WYMG**, 100.5 mhz—Sept. 8-MP (BPH860828MA) to change ant loc: 3.6 km E of U.S. Rte. 45 and 2.4 km N of Macon, MS.

■ **New Orleans, WLMG**, 101.9 mhz—Sept. 13-MP (BPH870225IK) to change: ERP: 100 kw H&V; HAAT: 300 m H&V; TL: intersec. of Behrman Hwy. and Garden Oaks Drive, New Orleans; change ant. supporting structure height.

■ **Patchogue, PA, WBLI**, 106.1 mhz—Sept. 12-MP (BPH870302IP) to make changes; ERP: 25 kw H&V; change directional antenna.

■ **Springfield, KY, WMQQ**, 102.7 mhz—Sept. 6-MP (BPH870313MG) to make changes; ERP: 1.9 kw H&V; HAAT: 127 m H&V; change antenna supporting structure height.

■ **Bolivar, MO, KYOO-FM**, 106.3 mhz—Sept. 6-Application for CP to make changes; ERP: 50 kw H&V; HAAT: 150 m H&V; change antenna supporting structure height; TL: 2.5 miles S of Pleasant Hope, MO; change to class C2 (per docket 88-64).

■ **Hugo, OK, KITX**, 95.3 mhz—Aug. 22-Application for CP to make changes; FREQ: 95.5 mhz (per docket #87-21); ERP: 50 kw H&V; HAAT: 150 m H&V; TL: 5.5 miles SE of city limits of Hugo, OK; change class to C2.

■ **Alexandria, LA, KRRV-FM**, 100.3 mhz—Sept. 14-MP (BPH870203IF) to make changes; HAAT: 410 m H&V; change antenna supporting structure height; TL: 3 km ESE

■ Fredericktown, OH, WJMR, 98.3 mhz—Sept. 19-Application for CP to make changes; ERP: 1.8 kw H&V; HAAT: 129 m H&V.

■ Medford, OR, KBOY-FM, 95.7 mhz—Sept. 15-Application for CP to make changes; ERP: 60 kw H&V; HAAT: 299 m H&V.

■ Fajardo, PR, WDOY, 96.5 mhz—Sept. 19-Application for CP to make changes; ERP: 11.5 kw H&V; HAAT: 852 m H&V; change antenna supporting structure; TL: 14.5 km W of Fajardo at El Yunque Peak.

■ Janesville, WI, WJVL, 99.9 mhz—Sept. 20-Application for CP to make changes; ERP: 11 kw H&V; HAAT: 153 m H&V; change antenna supporting structure height; TL: 2 km S of Hwy. 14, 3.1 km W of Leyden, WI.

TV's

■ Honolulu, KFVE, ch 5—Sept. 20-Application for CP to change ERP-VIS: 95.5 kw; HAAT: 629 m; TL: 4.8 km NE of Nanakuli on Palehua Rd. at Palehua Commons. site; ANT: Larcen TTS22ML; 21 24 03N 158 06 10W.

■ Big Bear Lake, CA, KBBL, ch 59—Sept. 15-MP (BPCT841010KM) to change ERP-VIS: 1.829 kw; HAAT: 1,100 m; TL: Reynolds Ridge, Little San Geronio Peak, 12.6 km NE of Yucaipa, CA; ANT: LDL Comms. Inc., ADC/T59C.64CB60S; 34 03 46N 116 53 34W.

■ Canton, OH, WDLI, ch 17—Sept. 20-Application for CP to change ERP-VIS: 5,000 kw; HAAT: 292 m; ANT: Andrew 30H2-HSC-17 (DA); TL: State Rt. 261, 1.1 km W of Romig Rd., Norton, OH; 41 03 20N 81 35 38W.

■ Greenville, NC, WGTJ, ch 38—Sept. 21-MP (BPCT850426KM) to change ERP-VIS: 1,062 kw; HAAT: 219 m; ANT: Bogner B24UA; TL: State Rd. 118, .2 miles E of Grifton, Pitt Co, NC; 35 22 18N 77 24 04W.

Actions

FM's

■ Alamogordo, NM, KINN-FM, 105.5 mhz—Sept. 9-Application (BPH880419IA) granted for CP to make changes; FREQ: 105.3 mhz (per docket #87-218); ERP: 6.85 kw H&V; change class to C2.

■ Watertown, NY, WCIZ, 97.5 mhz—Sept. 19-Application (BPH870219IH) granted for CP to make changes; ERP: 100 kw H&V; HAAT: 300.5 m H&V.

■ White Rock, NM, KTJB, 101.1 mhz—Sept. 6-Application (BMPH880614IB) granted for MP (BPH851213MD) to make changes; HAAT: 16 m H&V; change antenna loc: 400 N Mesa, Los Alamos, NM.

■ Springerville, AZ, KQAZ, 101.7 mhz—Sept. 7-Application (BPH880607IB) granted for CP to change ERP: 1.1 m H&V.

■ Vidalia, GA, WGPB, 91.5 mhz—Sept. 7-Application (BMPED880505IE) granted for mod. of CP to make changes; TL: 3.5 km W of Vidalia and 170 m W of SR 29, near Higgstown, GA; HAAT: 118 m H&V; 32 14 02N 82 28 52W.

■ Springfield, OR, KQFE, 88.9 mhz—Sept. 7-Application (BMPED860722IA) granted for mod of CP to make changes; TL: Quarry Hill, Springfield, OR; ERP: 1.3 kw H&V; HAAT: 127.4 m H&V; 44 02 01N 123 00 25W.

■ Fort Walton Beach, FL, WKSM, 99.3 mhz—Sept. 12-Application (BPH880106IC) granted for CP to make changes; FREQ: 99.5 mhz (per docket #86-505); TL: approx 200 ft. NW of WFTW's previous site, 0.3 km NE of intersec. of Hollywood Blvd. and Memorial Pkwy. SW, SW of golf course in Ft. Walton Beach, FL; HAAT: 150 m H&V; ERP: 50 kw H&V; change to class C2; 30 24 51N 86 37 42W.

■ Fort Dodge, IA, KFDC, 92.1 mhz—Sept. 14-Application (BPH880523IC) granted for CP to make changes; HAAT: 98 m H&V; TL: Hwy 169, 0.64 km S of Hwy. 20, S of Ft. Dodge, IA.

■ Sarasota, FL, WHVE, 102.5 mhz—Sept. 12-Application (BMPH870224II) dismissed for mod of CP to make changes; TL: 0.5 miles E of intersec. of Bishop Rd. and Lake St., near Wimauma, FL; ERP: 38 kw H&V; HAAT: 449 m H&V and make changes in ant. sys.; 27 41 18N 82 18 36W.

■ Warrenton, VA, WQRA, 94.3 mhz—Sept. 13-Application (BPH870331II) granted for CP to make changes; ERP: 2.075 kw H&V; HAAT: 121.3 m H&V.

■ Cambria, CA, KOTR, 94.3 mhz—Sept. 14-Application (BPH880406IG) granted for CP to make changes; FREQ: 94.9 mhz (per docket #87-117); ERP: 25 kw H&V; change to class B1.

■ Emmett, ID, KJHY, 101.7 mhz—Sept. 27-Application (BPH860825IC) granted for CP to make changes; FREQ: 101.9 mhz; (per docket #83-34); TL: Deer Point Community Antenna Site, 10.75 miles NNE of Boise, ID; ERP: 57 kw H&V; HAAT: 2533.5 ft. H&V; 43 45 18N 116 05 52W.

Actions

Commission actions

■ Abuses of renewal process. Extended to Oct. 14 date for filing comments in proceeding involving methods to prevent abuses of renewal process. (By order [DA 88-1549] adopted Oct. 3 by chief, Mass Media Bureau.)

■ WFAN(AM). Conditionally granted assignment application of WFAN(AM) New York, from Emmis Broadcasting Corp. of New York to Spanish Broadcasting System of Florida Inc., and temporary waiver of duopoly provisions of Section 73.3555(a)(1) of rules. (By letter adopted Oct. 4 by chief, Mass Media Bureau.)

■ FCC denies review in Omaha, TV proceeding—MM docket 85-170 (report DC-1247, action in docket case). Denied review of Review Board decision granting application of Omaha Telecasters Inc., for new TV station on ch. 54 at Omaha. Action by commission Oct. 4 by order (FCC 88-313).

■ FCC Grants Point Pleasant new AM at Point Pleasant, WV—MM dockets 84-481, 487, 489 (report DC-1248, action in docket case). Granted application of Vernon H. Baker d/b/a Point Pleasant Broadcasting Co. for new AM broadcast station at Point Pleasant, WV, and severed application from Troy, OH, and Union City, IN, proceeding. Action by commission Oct. 4 by order (FCC 88-312).

■ Denver. Granted application of Twenver Inc., to modify CP of KTVD(TV) Denver; dismissed objection by city and county of Denver; denied objections by Genesee Foundation. (By MO&O [DA 88-1533] adopted Sept. 28 by chief, Video Services Division, Mass Media Bureau.)

■ William J. Franklin, Esquire. Denied FOIA request for copies of internal memo concerning FCC's order revising procedural rule defining who may sign common carrier applications (FCC 88-137, adopted April 7, 1988). (By order [FCC 88-297] adopted Sept. 16 by commission).

Allocations

Allocations

■ Ouray, CO—Effective Nov. 14, amended FM table to substitute channel 289C2 (105.7 MHz) for channel 285A (104.9 MHz) at Ouray and modified license of KURA(FM) to specify operation on higher class channel. (MM docket 88-73 by R&O [DA 88-1498] adopted Sept. 9 by deputy chief, Policy and Rules Division.)

■ West Palm Beach, FL—Effective Nov. 14, amended FM table by substituting channel 282C (104.3 mhz) for channel 282C1 at West Palm Beach and modifying license of WEAT-FM to specify operation on higher channel. (MM docket 87-438 by R&O [DA 88-1487] adopted Sept. 1 by deputy chief, Policy and Rules Division.)

■ Baker, LA—Effective Nov. 14, amended FM table to allot channel 297A (107.3 mhz) to Baker as its first local FM service. Window opens Nov. 15-Dec. 15. (MM docket 87-593 by R&O [DA 88-1485] adopted Aug. 31 by deputy chief, Policy and Rules Division.)

■ Galliano, LA—Effective Nov. 14, amended FM table to substitute channel 232C2 (94.3 mhz) for channel 232A and modify license of KBAU(FM) to specify operation on higher class frequency. (MM docket 87-601 by R&O [DA 88-1486] adopted Aug. 31 by deputy chief, Policy and Rules Division.)

■ Oakdale, Tioga and West Monroe, LA—Effective Nov. 30, amended FM table to substitute channel 254C2 (98.7 mhz) for channel 285A (104.9 mhz) and modify license of KICR-FM at Oakdale accordingly; substitute channel 278C2 (103.5 mhz) for channel 252A (98.3 mhz) and modify license of KISY(FM) at Tioga accordingly. (MM docket 88-47 by first R&O [DA 88-1496] adopted Sept. 7 by deputy chief, Policy and Rules Division.)

■ Beaver, UT—Dismissed McAlester Broadcasting Systems of Utah Ltd.'s request to allot channel 284C2 (104.7 mhz) to Beaver. (MM docket 87-512 by R&O [DA 88-1495] adopted Sept. 1 by deputy chief, Policy and Rules Division.)

■ New Richmond, WI—Effective Nov. 14, amended FM table to substitute channel 296C2 (107.1 mhz) for channel 296A and modify license of WIXK-FM to specify operation on higher class frequency. (MM docket 87-555 by R&O [DA 88-1480] adopted Aug. 31 by deputy chief, Policy and Rules Division.)

■ Verona, WI—Effective Nov. 14, amended FM table to allot channel 288A (105.5 mhz) to Verona, as its first local FM service. Window opens Nov. 15-Dec. 15. (MM docket 87-524 by R&O [DA 88-1482] adopted Aug. 31 by deputy chief, Policy and Rules Division.)

■ Waunakee, WI—Effective Nov. 14, amended FM table to allot channel 286A (105.1 mhz) to Waunakee as its first local FM service. Window opens Nov. 15-Dec. 15. (MM docket 88-174 by R&O [DA 88-1483] adopted Aug. 31 by deputy chief, Policy and Rules Division.)

Call Letters

Applications

Call	Sought by
New AM	
KEZF	Dale A. Owens, Beaverton, OR
New FM's	
WVOB	Bethany Bible College and Bethany Theological Seminary Inc., Dothan, AL
KLIQ	Lobster Communications Corp., Shingle Springs, CA
WKVE	Twin Rivers Communications, a Ltd. Partnership, Upper Arlington, OH
WZST	LBS Broadcasting, Appomattox, VA
WSBH	Mountain Media Inc., Warren, VT
Existing AM's	
KJIW	KWHA Elijah Mondy Jr., West Helena, AR
WMTX	WBND Contemporary Communications Corp., Biloxi, MS
WRLT	WWRB GMX Communications of Tennessee Inc., Madison, TN
Existing FM's	
KBNP	KKUL KKUL Radio, Inc., Portland, OR
WRLT-FM	WWRB-FM GMX Communications of Tennessee Inc., Franklin, TN
KYKA	KRKN Mathias Broadcasting Inc., Naches, WA
Existing TV's	
WPJB-TV	WPCQ Journal Broadcasting of Charlotte, Inc., Charlotte, NC
WFXZ	WGTJ Agape Coastal Television Inc., Greenville, NC
Grants	
New AM	
WFKJ	Jesus is Lord Ministries International, Cashtown, PA
New FM's	
WIDO	Grantell Broadcasting Co., Eutaw, AL
KTFL	Education Communications of Colorado Springs Inc., Colorado Springs, CO
WSUV	Sunshine Broadcasting Inc., Fort Myers Villas, FL
WURG	Urban Broadcasting Corp., Orlando, FL
WREZ	WMOK Inc., Metropolis, IL
KCLH	Sound Broadcasting Inc., Colby, KS
KRMB	Robert M. Obie, Roseau, MN
KZYO	John E. Hoehn, St. Jartes, MO
WMYY	Trinity Media Co., Schoharie, NY
KGND	Leemay Broadcasting Services Inc., Ketchum, OK
WWWS	Raymark Broadcasting Co., Curwensville, PA
WDLS	Mountain Broadcasting, Dallas, PA
WLIZ	Great Scott Broadcasting, Elizabethville, PA
WFQA	Family Stations Inc., Nicholson, PA
WDDH	Paula Heindl, Reynoldsville, PA
WGBE	Bold Eagle Broadcast Associates, Williamsport, PA
WLOD-FM	Loudon Broadcasters Inc., Loudon, TN

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 KJJY-FM
 KHTZ Americom, Carnelian Bay, CA
 WMNX HVS Partners, Tallahassee, FL
 KJJY Fuller-Jeffery Broadcasting Co.,
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Pursuant to the request of Metroplex Communications
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RADIO

HELP WANTED MANAGEMENT

General manager needed for KKLZ-FM, 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.

WEBC 108 FM: Southern Connecticut's leading radio station seeks business manager. Supervisory experience including general ledger and payroll. College graduate. Send resume, salary requirements and salary history to Vince Cremona, General Manager, 50 Washington Street, Norwalk, CT 06854. EOE.

Full time R.I. AM needs sales oriented GM. You should be an aggressive closer, committed to the business. Hands on manager. Prior GM experience not necessary. Send resume to: Dave Hills, c/o TeleRep, 875 Third Avenue, New York, NY 10022. EOE.

National program sales coordinator for an expanding six station group with inspirational formats. Successful sales background and working contacts with NRB members a must. The position also involves coordinating individual station sales strategies as well. This is an upper-management position working out of the corporate home office in Orange County, California. Send resumes to: Mark McNeil, American Sunrise Communications, 16742 Gothard Street, Suite 201, Huntington Beach, CA 92647. EOE.

Growing group seek hands-on general manager for Ulah combo. Sales management background, record of turnaround success, stable employment, and quality references desired. Resume to Box N-38.

General manager/sales manager for existing AM and new FM in a small market in a beautiful part of western New York state. This is a terrific opportunity to develop, from the ground up, a property with all new, first class facilities in a market of about 75,000 with virtually no local competition. The successful applicant will have a very strong sales background with a proven record and small market experience; he or she will receive top compensation, possibly including ownership, and will work with a financially strong and enlightened owner. EOE. Box N-48.

HELP WANTED SALES

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.

Excellent opportunity to join growing regional FM. Sales managers, AEs, and sales trainee positions available immediately. FM 104.9 WYR, 130 Martell Court, Keene, NH 03431. 603-357-4797. EOE/MF.

Combination man, sales and sports. One year experience in radio sales and ability to call the game. Resume to Darrell Sehore, KGRO-KOMX, Box 1779, Pampa, TX 79065. 806-669-6809. EOE.

Ideal Minnesota small market AM/FM combo seeks experienced salesperson. Contact Debra Briggs, KJJK, Ferguson Falls, MN 56537. 218-736-5408. 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, or call at 214-631-7934. EOE.

Florida highest growth area 100,000 watt FM regional success. Great package for aggressive experienced AE able to handle both agency and local retail. Live in the sunshine and make the kind of money you deserve. Resume to John Rutledge, Sales Manager, Lazer Hot Z-93.7, P.O. Box 70229, Ocala, FL 32670. An EOE.

Sales manager opportunity - Medium Texas market - Money motivated - Growth minded - Please apply for Sales Manager opening at KSAM/KHUN, P.O. Box 330, Huntsville, TX 77342-0330 - Previous radio sales experience required. Send resume and your best pitch today...Great weather, beautiful setting and great community...Stations are successful...EOE.

K-HIT Fresno will provide outstanding compensation and growth if you're capable and willing to develop local direct sales. Work for a winner! Call or write Walter Koschnitzke, KTHIT-FM, 2775 E. Shaw, Fresno, CA 93710. EOE.

HELP WANTED ANNOUNCERS

Part-time/relief announcers needed for New York radio station. Big Band/Standards experience preferable. Combo. Box N-13.

Air talent: WCZX FM Poughkeepsie NY is searching for mature, adult communicators with Oldies/AC experience. Ability to relate essential. Air check/resume today to: P.D., CZX Classics, 319 Mill Street, Poughkeepsie, NY 12601. EOE, M/F.

Major market morning drive talent wanted. Send tape & resume to: Pollack Media Group, 984 Monument St., #105, Pacific Palisades, CA 90272. EOE.

WQHQ/WSBY, Salisbury - Accepting resumes and tapes to consider for future openings. Experience necessary. Inquiries to Ed Hunt, P.O. Box U, Salisbury, MD 21801. EOE.

Growing regional New England FM soft AC wants professional AT. Strong production, copywriting, news, remotes, research. Tape and resume: WYR, 130 Martell Court, Keene, NH 03431. EOE.

Classical announcer/producer: KXPR, Sacramento, CA seeks top notch classical announcer/producer for on-air shifts and feature production. Require two years F/T experience, conversational, knowledgeable on-air presence. Send letter of application, resume, non-returnable audition cassette only to: KXPR Search, Hornet Foundation Personnel, 6000 J Street, Sacramento, CA 95819. Until filled. Salary \$17-21,000. AA/EOE.

HELP WANTED TECHNICAL

Austin, Texas - A high-tech town with a high quality of life. The University of Texas at Austin is seeking an assistant director for technical services at the Center for Telecommunication Services. To provide direction as chief engineer and technical maintenance supervisor. Required qualifications: Bachelor's degree in electrical, telecommunication, or electronics engineering; five years experience in electronic broadcasting equipment design, installation, maintenance, and operation; knowledgeable in respect to FCC technical rules and regulations. On call nights and weekends (beeper will be provided). Annual salary is \$31,188 with excellent benefits. Department is willing to pay more depending on qualifications. Responsible for 100kW FM transmission facilities, including SCA: audio production facilities (master control, air control, three additional control rooms and associated studios); satellite audio uplink/downlink and video downlink; video cable system; master/slave highspeed, open-reel audiotape duplication system; STL and leased full-duplex microwave systems. Send resume with cover letter and three professional references to Mr. William Giorda, Communication Building B, University of Texas at Austin, Austin, TX 78712. Applications will be accepted through December 1, 1988. Equal opportunity/affirmative action employer.

Chief engineer for southern Connecticut Class B FM. Full hands on responsibility. Curt Hansen, WEBC108, 50 Washington Street, Norwalk, CT 06854. EOE.

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 N-42.

HELP WANTED NEWS

News talent: Reporter/anchor. Experienced. News department needs adult communicator. Ability to relate a must. Air check/resume to: N.D., CZX Classics, 319 Mill Street, Poughkeepsie, NY 12601. EOE, M/F.

Chase Broadcastings's 1400 WSTC-AM seeks news director to motivate, lead and manage large department. You should be familiar with all aspects of full-service radio, and will oversee top rated morning drive news block. If you want to become a part of our AM success story, send T & R and include a brief account of your management philosophy to Bill White, Operations Director, WSTC/WJAZ, 117 Prospect St., Stamford, CT 06901. EOE.

Anchor and/or news director - Number one station 90 miles from New York City. Tape and resume to Bill James, P.O. Box 983, Monticello, NY 12701. 914-794-0242. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

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 N-52. EOE.

Broadcast Producer--WOSU-FM of The Ohio State University is seeking a broadcast producer to plan, produce, and announce classical music programs and operate the control console. Candidates must have a bachelor's degree in communication, music or related field or an equivalent combination of education and experience. Experience in music broadcasting, announcing and production is required. Knowledge of classical music and foreign languages desired. Starting salary: \$17,520-19,800. To assure consideration, materials must be received by October 28, 1988. Send resume and audition cassette to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Avenue, Columbus, OH 43210. An Equal Opportunity/Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

General manager. Creative. Aggressive. Bottom Line/Sales oriented. Wants rapport with major broadcasters or experienced investors. PO Box 15343. Fort Lauderdale, FL. 33318-5343.

General manager: Experienced in station turnarounds, looking for new opportunity in top 100 market...Preferably Southeast. Strong on sales...Programming...Station visibility. Dynamic people person...Catalyst for enthusiasm. Call Jack at 502-585-4545.

Your next General Manager! Dynamic sales & promotion professional. Please call Bill Elliott, 413-442-1283.

General manager or general sales manager - one or both. Creative 20-year pro seeks challenge in Florida. Work mom and pop and or reps. Record profits, innovative ideas. Bryce Cooke, 407-466-6742, P.O. Box 3003, Ft. Pierce, FL 34948.

Dynamic, bottom-line, mover and shaker with 13 years sterling radio track record is looking for a GM challenge south of D.C.. Will consider GSM with right compensation package. Currently director, sales and broadcasting for professional sports team. You'll be glad I sent my resume. Box N-41.

Hardworking pro with 15 years experience looking for a new assignment back in broadcasting. Like to manage stations like they were my own, put fun in them, and not be afraid to stand alone. Call Dick 801-438-5624 in the evenings.

Employed, stable, professional general manager available soon. Successful track record, impeccable references. I've taken current property to top of market in revenue and ratings. Owner selling, need new opportunity. Top 100 market preferred. Box N-46.

13 years experience, sales, sales management. (Including National). Skilled pro seeks GM or GSM opportunity. Excellent references. 305-386-5225.

Successful G.M. seeks medium market position. Currently employed: 18 years radio, 10 years management. Great track record in sales, programming and people. Energetic family man under 40. I'll control expenses and increase sales; and lead, motivate and direct your station to new success. Box N-49.

GM, GSM, NSM. Employed but looking for new challenge in Texas or nearby. Major/medium market pro wants stable, growth opportunity. For major market would prefer NSM. 512-663-2892.

Down and out in the East? Make \$ with great programming and good street wise sales programs. Call Don Karnes 717-321-9035.

SITUATIONS WANTED SALES

Successful AE seeks SM position in small or AE in medium Northeast market. 616-983-0257, Scott.

AM in the red? Get into the black. Tried and true methods. Knock on doors - make sales. Call Clark Jones 615-373-2108.

SITUATIONS WANTED ANNOUNCERS

Hey, U.S. radio stations: I'm a CSB graduate in need of a chance in radio as DJ. Trainable, relocatable. 517-787-9043 Steve.

Seeking entry level DJ position. Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Contact Charles Urnie, P.O. Box 3055, Waterbury, CT 06705.

Experienced - 2+ yrs. AFN. Any format. Tight board. Willing to relocate. Tape + resume upon request. Call or write. Dennis Bajek, 312-473-2997, 4230-D Vermont Ct., Great Lakes, IL 60088.

Experienced on-air/PD with Masters degree, exceptional talent ready to negotiate with your medium market station Any format including Talk. Bill 312-656-5687.

Please hire me! General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Bocock, 3502 Ted Avenue, Waukegan, IL 60085. 312-623-6997.

SITUATIONS WANTED TECHNICAL

Radio chief accepts short term assignments, emergencies, equipment installations, whatever. 805-541-3105 Greg Blanchard.

SITUATIONS WANTED NEWS

Experienced, dedicated, aggressive, professional. Looking for reporter's position in medium market. Prefer Midwest area. 312-554-2916

Award winning anchor/reporter, with experience as news director, talk show host, engineer and producer, seeks return to Midwest on staff of medium market station. Energetic, aggressive, with degree Richard Gieser, 312-668-5263.

Dynamic sports pro looking to relocate. Experienced in anchoring, talk-shows, PBP reporting, etc. If you're looking for a great sound, with the hustle and determination to be the best, call Todd yesterday at 704-553-1888.

To Northeast Media! Good news. I graduate college in December College experience runs the gamut from anchoring, reporting, research and writing I am dedicated to this business, and will go anywhere in the Northeast to work wonders for you. Robert Storace 716-672-7487.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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TELEVISION

HELP WANTED MANAGEMENT

Group broadcaster seeks general manager for NBC affiliate, WTOV-TV, Steubenville, Ohio. Candidate must have sales experience, knowledge in financial accountability, and possess strong people skills. Send resume to Ralph E. Becker, Television Station Partners, 55 Old Post Rd. #2, Greenwich, CT 06830. TSP is an equal opportunity employer.

General sales manager - Strong CBS affiliate in the sunbelt needs an aggressive and organized individual to head up its sales department. Prior experience in sales management and national sales is required. Please send resume to Stan Mannott, Vice President & General Manager, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

Sales manager - #1 indy, top 100 Midwest market seeks experienced manager. Local/regional emphasis. Reply in confidence. Box N-6. EOE

Promotion manager: Very solid ABC affiliate in Southeast is seeking an individual with experience. Must be both creative and well organized with strong background in TV production, writing and media buying. Very good salary and benefits package with top group. Send resume to Box N-18. EOE/MF/Drug screened.

Marketing & advertising director: Top 25 NBC affiliate seeks experienced manager with leadership abilities, strong organizational skills and a proven track record in station promotion and advertising. Must demonstrate marketing sense for news and programing, state-of-the-art graphics, public service, community affairs and press relations. Send resume and salary requirements to Box N-43.

General sales manager. Medium market network affiliate in Sunbelt looking for leadership, creativity, and people skills to take charge of a multi-level sales operation. Send confidential, detailed resume. Box N-53. EOE.

HELP WANTED SALES

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.

Sales representative: Expanding Chicago production company needs Michigan Avenue (agency) sales representative. We're looking for someone with proven track record - no beginners, please. Excellent compensation and growth opportunities. Box N-32.

Aggressive rapidly expanding television company with stations located in the East and Midwest is looking for an energetic, bright sales person. If you like hard work and the rewards that come from it, you're the person we're looking for. Citadel Communications, c/o WVNY-TV, 100 Market Square, S. Burlington, VT 05403, Attn: Brad Worthen. EOE.

Local/regional A.E. for aggressive indy in top 5 market. Highly motivated, knowledgeable, self-starter with minimum two years local and agency experience. Send resumes to: John DuBois, GSM, KICU TV, P.O. Box 36, San Jose, CA 95109. EOE. M/F/H/V.

Highly motivated experienced UHF ind. account executive that knows how to close. Co-op experience a big plus. Draw against commission, car allowance and full benefits. Call Rick Scharitz or Bill Carter. 512-299-1129 EOE.

Director of Underwriting. Energetic, intelligent individual to manage and be actively involved in aggressive sales effort to generate corporate support for top-50 market public television and radio through program underwriting and other activities. Supervise account executives and maintain personal client base. Must have successful corporate marketing or sales experience (media sales experience useful) and demonstrated management ability. Strong written and oral communications skills required. Salary plus commission. Excellent benefits package. Send letter of introduction and resume to: Personnel, WITF Communications Center, Box 2954, Harnsburg, PA 17105 EOE.

World's leading syndicator of graphic animation effects is expanding and allocating territories for proven sales pros. Client list plus upside market development. Draw vs. commission. Promotion and/or production background very helpful. You must understand TV stations and how they function. High earnings. Resume to Box DMK11, Cascom, 707 18th Ave. South, Nashville, TN 37203. EOE.

HELP WANTED TECHNICAL

TV maintenance engineer, 4-5 years experience with strong digital background and edit suite maintenance. Contact George Murray, Trinity Broadcasting 714-665-2147. EOE.

Small market television station in the Southwest is seeking a chief engineer. Salary commensurate with experience. Send resume to Box N-4. EOE.

Assistant chief engineer: Major market PBS affiliate has opening for an ACE. Familiarity with studio and UHF transmitter necessary. Excellent salary and benefits. This is not an entry level position. Chicago residency required within six months. Send resumes to: Columbus Jenkins, Business Manager, WYCC-TV, 7500 South Pulaski Rd., Chicago, IL 60652. The City Colleges of Chicago is an equal opportunity employer.

Chief engineer: Midwest, VHF network affiliate is looking for a hands-on chief. Applicants should have control room, maintenance, and transmitter experience. Great opportunity for supervisor or assistant chief to move up. Send resume to J.D. Walls, Operations Manager, KCAU-TV, Sioux City, IA 5110. EOE. M/F.

Engineering supervisor: Large California video post-production facility has immediate openings for 3 engineering supervisors. Should be highly motivated, with hands-on knowledge of post-production methods and equipment such as Ampex and Sony 1" VTRs, CMX editors, GVC and Ampex switchers. Rank Cinel telecines and electronic graphics equipment. Must have previous supervisory experience with good people and communication skills. Mail resume to: Judy Solomon, Human Resources, California Video Center, 5432 West 102nd St., Los Angeles, CA 90045 EOE.

WPBF-TV, West Palm Beach, Florida - Presently recruiting to fill all positions for new station: Business manager, chief engineer, promotion manager, production manager and all operating personnel. Please send resume to Personnel Director, WPBF-TV, 3970 RCA Blvd., Suite 7007, Palm Beach Gardens, FL 33410. No phone calls. EOE.

Hands-on chief engineer needed to maintain and manage VHF CBS affiliate. Responsibilities include: 1. Technical operations, 2. Maintenance, 3. Motivation of staff, 4. Developing and adhering to budget. Must have VHF transmitter and previous supervisory experience. EEO employer. Send resume and salary requirements to: General Manager, KRCG-TV, P.O. Box 659, Jefferson City, MO 65102

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 N-45.

Maintenance engineer with strong background in production equipment. NBC affiliate (UHF). Send resume, salary requirements to KTGF-TV, P.O. Box 1219, Great Falls, MT 59403. EOE.

On air switcher/projectionist, master control, Turner Broadcasting System (The Superstation) is looking to update resume files for future openings or staff additions. Applicants must have four to five years of on-air switching experience in broadcast operations and working knowledge of on air equipment and procedures. Good technical background, organizational and detail research skills required. Must be self motivated and able to work well under pressure. Must be able to work various shifts, and have an interest in live sports! We are looking for applicants with working experience on the following: ACR 25/Ampex VPR 80 (1")/Utah Scientific CP-502 switcher/Utah Scientific MC500 Computer Automation/RCA 16MM film/Chyron/electronic still store. This position offers good pay, benefits, and working conditions for career minded individuals. All other applicants need not apply if not familiar with listed qualifications. No phone calls, please! FCC license not required! An equal opportunity employer (M/F). If qualified, send complete resume to Annette Williams, Superstation WTBS, 1050 Techwood Drive, N.W., Atlanta, GA 30318.

Television broadcast technician, audio operator. Maryland Public Television seeks an audio operator for nationally televised program. Qualified applicants will possess television production experience and be familiar with broadcast audio techniques and equipment. Bachelor's degree in related field preferred. Video/videotape experience a plus. Salary \$20,673. Send resume by October 21, 1988 to: Director of Human Resources, Maryland Public Television, 11767 Bonita Avenue, Owings Mills, MD 21117. MPT is an AA/EEO employer.

Control room supervisor of air switchers and tape operators at successful Independent. EOE. Please send resume to: Bob Hardie, Box 33223, Tulsa, OK 74153.

Top Phila. post production facility with 5 suites, tops in equipment & staff needs hands-on C.E. Experience with editing systems (CMX, Paltex E), film to tape color correction systems, Sony 1100A/2000/BW-40, HL-79EA, ADO, Chyron IVs, 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.

Television Director specializing in electronic graphics and post-production for top-50 market PBS station. Must be able to conceptualize and create graphics for all station productions including news, underwriting, promotion, ID's and nationally distributed programs. Experience with Ampex ESS-3, ADO and A/C switchers required. Knowledge of Paltex edit system and Ampex Vista switcher helpful. Must possess strong post-production skills and ability to work independently or as a member of production team when required. Send resume and demo reel of your best work to: Personnel, WITF Communications Center, Box 2954, Harrisburg, PA 17105. EOE.

Maintenance engineer. Entry level position for individual with minimum 2 year electronics degree. Experience in master control operations preferred. Salary commensurate with experience. Send resume to John N. Wilcox, KSMQ-TV, 1900 8th Ave. NW, Austin, MN 55912. AA/EOE.

HELP WANTED NEWS

Assignment editor: College degree, organizational skills, two years of TV assignment desk experience a must, non-smoker. Send resumes and tapes to Terry Kurlright, News Director, KOLR-TV, Box 1716, Springfield, MO 65801. No calls. EOE.

Anchor/reporter - San Diego. Looking for the right person to work with outstanding male anchor and news team. Great opportunity! Send tape and resume to Jim Holtzman, KFMB-TV, Box 85220, San Diego, CA 92138. EOE.

Independent TV station expanding to Albuquerque NM accepting applications for all positions. Send resume to Personnel Dept., P.O. Box 580, Santa Fe, NM 87504. (Positions avail. immediate). EOE.

WSAZ television 3 (NBC) market leader seeks aggressive general assignment reporter. Live experience and ability to shoot video tape. Tapes and resumes to Bill Cummings, 645 Fifth Avenue, Huntington, WV 25701. No phone calls please. EEO/M/F.

Reporter: Looking for self starter who is an interesting story teller. Minimum 3 years experience. Good writing, creativity and hustle required. Tape and resume to Jack Cahalan, WCPO-TV, 500 Central Ave., Cincinnati, OH 45202. EOE.

Executive producer. Outstanding individual to work with news director in coordinating dynamic on-air presentation. Will be responsible for producing early hour newscast. Resumes to Craig Alexander, News Director, WTVQ-TV, Box 5590, Lexington, KY 40555. EOE

Update New York. Small market ABC affiliate looking to fill entry level reporter jobs, both full and part time. Send resume to News Director, WFYF-TV, PO Box 6250, Watertown, NY 13601. EOE.

Experienced news director. Top 100 market network affiliate in Sunbelt seeks a strong take charge leader to develop a young talented staff in a highly-competitive market. Send confidential, detailed resume. EOE. Box N-53.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Computer editor: Looking for highly motivated, technically oriented editor for Ampex suite. Must be experienced with ACE editor, ADO, A/C switcher, VPR 6s. Franklin Video, Inc., 1300 St. Mary's Street, Suite 205, Raleigh, NC 27605. 919-833-8888. EOE.

Chicago on-line editor. Here's a great opportunity to work with great bunch of people in this major post-production community. We need an experienced editor in our Sony 1" (and Betacam SP and 3/4") edit suite. Prior experience with the following counts a lot: Grass Vally edit controller and switcher, Abekas A62, Ampex ADO, and Chyron Super-Scribe. Excellent compensation package and opportunities for the right forward-looking, client oriented individual. Send resume and salary requirements in confidence to: Neal Kesler, Edit Express, 727 N. Hudson, Chicago, IL 60610. EOE.

Are you ready for Chicago? Experienced multicam location engineer opening with one of Chicago's leading production houses. Must love production and be technically deep. Send resume to Lee Carter, Renaissance Video Corp., 130 South Jefferson St., Chicago, IL 60606. EOE.

TV technical director. Ability to switch live, locally produced shows, including news, public affairs, PM Magazine and commercial client production. A minimum of one year directing or technical directing and thorough knowledge of Grass Valley 300 switcher, Quantel DPE 5000 plus digital effects system, and Harris Still Store required. Send resume and tape to Len DePanics, WCPX-TV, P.O. Box 606000, Orlando, FL 32860. EOE.

Creative director - At WRTV Channel 6 we're looking for a star. A bright, energetic, creative person to write and produce station promotion. If your skills in these areas stand out, we have a position where you will shine. WRTV 6 is located in Indianapolis, America's Heartland and amateur sports capital. If you want to live in an exciting city and work in a dynamic television promotion department, send resume and 3/4" tape to: Sharon Malmstone, Director of Advertising & Promotion, WRTV 6, 1330 N. Meridian St., Indianapolis, IN 46202. EOE.

Promotion manager: Excellent opportunity; supervisory position. Experienced all phases TV station news, entertainment, image promotion; on-air, radio, print, outdoor. Strong creative. Must be able to write/produce; 3/4" editing skills desirable but not required. No beginners. Tape/resume/salary requirements by or before October 31 to Linda Nix, WDSU-TV, 520 Royal St., New Orleans, LA 70130. EOE. No phone calls.

Producer/director - interactive instruction - Responsible for live satellite-delivered interactive instructional courses produced for local, regional and national K-12 school settings. Bachelor's in broadcast journalism, mass communications with emphasis in television, film or related area and three years television production experience or equivalent required. Teleconference and live studio directing experienced desired. \$24,592 minimum. Apply by November 4 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EOE.

Producer/director/videographer: Greater Dayton Public Television, Inc., a growing, ambitious PBS station with new state-of-the-art facilities, operating Channel 16, Dayton (top 50 market) and Channel 14, Oxford (between Dayton and Cincinnati) seeks a qualified producer/director to join its production team. This position requires a college degree and at least 2 years experience in live and edited video production, including computer-assisted editing. Experience in location production/videography will be a major responsibility in this position. Paint Box, DVE, character generator, and lighting experience/knowledge would be a plus. Public television background will be helpful. Salary mid-20s + benefits. Send letter and resume only to Producer/Director Position, Greater Dayton Public Television, Inc., 4th & Jefferson Streets, Dayton, OH 45402. Closing date: October 31, 1988. EOE.

Promotion/marketing manager for ABC affiliate TV-AM-FM combo. Minimum 5 years promotion experience in top 100 markets. Demonstrated management ability. Evidence of successful marketing plan and implementation using all media to improve station position. Creative writer and producer, 4 year degree. Semi-finalists will be asked to answer written questions. Closing date, October 28, 1988. Resume, references and examples of your best work to: Steve Herling, VP & GM, KXLY TV/AM/FM, West 500 Boone Ave., Spokane, WA 99201. No calls. EOE.

Traffic manager - Fastest growing Independent in America's fastest growing major market. Experience with Columbine system a must, maintain station avails, reports, training, and oversee on-air automation. Letter, resume and references to: John Bennett, Station Manager, KSCH-TV Channel 58, P.O. Box 2258, Rancho Cordova, CA 95741. EOE. No calls please.

Production: Pittsburgh TV station looking for experienced production person capable of operating 3/4" editing equipment. Must be creative and knowledgeable. Minority applicants encouraged to apply. Reply to P.O. Box 2809, Pittsburgh, PA 15230. EOE.

SITUATIONS WANTED MANAGEMENT

General manager: Professional credentials! Outstanding track-record! Producer of spectacular ratings, sales, profits, prestige; market-values! Also, group-supervisor, trouble-shooter/turnaround-specialist; outside-Director. Compensation based on performance! Box N-37.

SITUATIONS WANTED SALES

Young, enthusiastic woman. B.S. in Journalism. TV experience. Strong desire to enter TV/radio industry. Programming, research, PR, broadcast, sales, promotions, or other. Willing to relocate. Call Allison, 619-484-6746.

SITUATIONS WANTED TECHNICAL

Seasoned newcomer (Producer of Incountrymen). Dedicated, sober, reliable, seeking (field/studio) technician's career. John C. Crutcher, 7112 6th Avenue North, St. Petersburg, FL 33710. Talk to me! PM 813-343-3765.

SITUATIONS WANTED NEWS

EGAD! Another Media Starlet? Not quite! Marketing graduate working hard for Japanese Multinational - would rather work hard for you. Production assistant/Claire Raddecky, 212-595-6392.

Meteorologist seeking position in medium or major Sunbelt market. Ten years experience all size markets. AMS Television Seal. Box N-39.

Reporter with one year experience in top 35 market. Will consider any position or market. Steve 614-837-6196 or 614-836-2058.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Program assistant. 15 years Independent research and 2 years on-air media experience. Let's talk: Tom 304-344-5993.

Emmy nominated, 2 years at #1 Boston network affiliate. Producer of taped/live segments and PSAs. Production assistant on specials. Experience in studio and field. Conceptualize, write, research and edit. Single and will relocate. Seeking associate producer position; will consider others. Box N-51.

MISCELLANEOUS

The Hot Sheet---broadcasting's most comprehensive publication for employment listings! Television, radio, corporate communications. Money-back guarantee. Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Primo People seeking newscast producers, executive producers and news directors all market sizes. Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

anchors & weathercasters needed for several medium and major market clients. Strong on knowledge, experience, and presentation skills. Respond in confidence with non-returnable tape & resume to: Newspeople, 20300 Civic Center Dr., Suite 320, Southfield, MI 48076. EOE.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Development associate. Northwest Public Television, two stations serving eastern Washington and portions of Idaho and Oregon seek outstanding individual to manage annual televised fundraising auction and generate revenue through program underwriting sales to corporations, businesses, foundations and other funding agencies. This position will be based in Richland, Washington. Requires a baccalaureate degree and at least two years of professional fund raising experience or broadcast time sales experience. Experience in working with, supervising and/or coordinating volunteers; working in public broadcasting and/or demonstrated record of growth in sales or fund raised highly desirable. Salary \$26,000 - \$29,000 DOQ. Review begins November 1. Letter of application and current resume should be sent to: W. Neal Robison, Assistant General Manager, KWSU Radio/Television Services, Murrow Communications Center, Washington State University, Pullman, WA 99163-2530. WSU is an EO/AA employer. Protected group members are encouraged to apply.

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 INSTRUCTION

Graduate fellowships. Experienced radio professionals wanted to serve as Flanagan Fellows while studying for M.A. or Ph.D. in Mass Communication. Stipend plus fee waiver. Start Fall 1989. Responsible position with WRUF-AM/FM commercial stations while obtaining advanced education. A 3.0 undergraduate grade point average is required. Register by Oct. 31 to take Graduate Record Examination. Contact Mr. James Geason, Director, WRUF-AM/FM, College of Journalism and Communications, University of Florida, Gainesville, FL 32611. AA/EOE.

Lecturer-Radio/TV writing and production: Three year renewable, non-tenure appointment at The University of Michigan, Ann Arbor. Requirements: Master's degree and two years' related teaching experience. Successful candidate will be expected to adapt to an already structured program of instruction that includes developed courses. Duties: Teach audio/TV production--studio and field, directing and writing. Lecture on audio/TV production principles and techniques. Supervise departmental facilities and equipment and undergraduate internship program. Salary: \$25,000, depending on qualifications, with potential for annual increases. Twelve-month appointment including two full terms of teaching and reduced commitment in summer months. Send vitae and three letters of recommendation before November 30, 1988 to: Frank Beaver, Chairman, Department of Communication, Radio/TV Lecturer Search Committee, 2020 Frieze Building, The University of Michigan, Ann Arbor, MI 48109-1285. A non-discriminatory, affirmative action employer.

The University of Miami School of Communication is seeking a faculty member for the 1989-90 academic year, beginning mid-August. The successful applicant should have a Ph.D., have professional broadcasting experience, and have demonstrated teaching ability. The applicant should have an interest in research and be able to participate in the School's graduate program. The applicant must be able to teach broadcast journalism. In addition, ability to teach any of the following areas is desirable: mass media effects & audience analysis; broadcast regulation; communication theory; introduction to broadcasting; and international/comparative broadcasting. This is a tenure-track position at the Associate or Full Professor level. Some consideration will be given to applicants at the Assistant Professor level. Salary is commensurate with qualifications. Applications will be accepted until January 15, 1989. Submit a letter of application, current vita, and three letters of recommendation to: Dr. Mitchell E. Shapiro, Program Director, Broadcasting & Broadcast Journalism, P.O. Box 248127, School of Communication, University of Miami, Coral Gables, FL 33124. The University encourages applications from women and minorities and is an equal opportunity and affirmative action employer.

HELP WANTED SALES

Account executive - advertising sales: National entertainment medium seeking several qualified energetic self-starters to sell local and regional advertising in the Atlanta and Detroit markets. One to two years advertising sales experience (radio preferred). Base plus commission and terrific car allowance. Great benefits package. Comprehensive training program. EOE. Please send resumes to: National Cinema Network, 5109 Leesburg Pike, Suite 912, Falls Church, VA 22041, Attention: Nancy Talaat.

SITUATIONS WANTED MISCELLANEOUS

Composer seeks position scoring original music for video, audio, theatrical/industrial productions. Paul Nahay 301-270-1055.

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.

Beginners only: Trying to get that first job in news, sports or weather? We represent beginners only. Send letter to First Associates, P.O. Box 90122, Indianapolis, IN 46290.

Broadcast talent: Entertainment Law Firm seeking established on-air TV/radio broadcast clientele for representation with full service management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327.

EDUCATIONAL SERVICES

On-air training: For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News correspondent/New York local reporter. Demo tapes. Private coaching. Group Workshop Nov. 13. 212-921-0774. Eckhart Special Productions (ESP).

MISCELLANEOUS

Wanted: 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 Ilurbide 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.

LPTV transmitter wanted, used or demo, 1000 watts and other equipment for new LPTV station. John 612-222-5555.

Wanted: Sony BVH 1100 or BVH 2000 one inch VTR. Top condition 804-253-0050.

Wanted: Ikegami HL 95 camera Beta back or ENG configuration. 804-253-0050.

We buy videotape - Especially interested in 1" format. Tape evaluation services available. Call 516-324-2209.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

50KW AM **CCA AM 50,000D (1976), excellent condition-Transcom Corp. 215-884-0888. Telex 910-240-3856.

FM Transmitters ** Harris FM20K (1987), AEL 25KG (1977) ** Harris FM20K (1981), RCA BTF20E1 (1975) ** Harris FM10H3 (1974), RCA BTF10D (1968), CCA 2500RD (1982) 2.5 KW FM ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

1KW AM Transmitters ** Harris SX-1 (1983) ** Harris MW1A (1983) ** Collins 829D2 (1981) ** CSI T1A (1981) ** Collins 20V3 ** Bauer 707 ** Gates BC-1T ** Transcom Corp. 215-884-0888.

AM Transmitters ** CCA AM 10,000D (1970), Collins 820E (1978) ** Gates BC-5P2 (1966) ** McMartin BA 2.5K (1981) ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

50KW AM ** CCA-AM 50,000D (1976), excellent condition ** Transcom Corp. 215-884-0888, TELEX 910-240-3856.

RCA UHF TV transmitter: Parallel 60 kw, mid-band Klystrons, available immediately \$85,000. Call Bill Kitchen or Dirk Freeman. 303-665-8000.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw Klystron transmitter. Bill Kitchen or Dirk Freeman. Television Technology. 303-665-8000.

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen. Television Technology 303-665-8000.

Channel 8 transmitter and antenna GE4TT6E2/4TF4A1 Good condition available immediately. Bill Kitchen 303-665-8000, ext. 101.

FM antennas. CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

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

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

Broadcast equipment (used). Transmitters, STL's, remote, antennas, monitors, consoles, processing, tape equipment, automation, turntables. Continental Communications, Box 78219, St. Louis, MO 63118. 314-664-4497.

FM and AM transmitters (used): Most powers. Continental Communications. Box 78219, St. Louis, MO 63118. 314-664-4497.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices: UCA/KCA-5 minutes, \$4.95 each; KCS-20 minutes \$6.49; KCA-60 minutes, \$10.99, 1"-60 minutes \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipped and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300, in Maryland, call 301-845-8888.

Why Pay More? For best prices on evaluated 3/4" and 1" videotape stock, call I.V.C. 516-862-7156. Ask about our 3/4" reloading.

BETACAM cameras BVP30 & BVP3A. Betacam recorders BVW 10, BVW 15, BVW 40 & BVW 75. Call your BETA "HQ" Video Brokers - 407-851-4595.

AMPEX VPR 6 full console with less than 500 hours \$38,500.00. AMPEX TBC 6 & TBC 3. AMPEX VPR 20 portable 1" recorders \$9,500.00. AMPEX 4000 switcher, call for price. Video Brokers - 407-851-4595.

Grass Valley 100's, 1600's, 1680's - component or composite 100's full blown, prices start at less than \$10K. Video Brokers - 407-851-4595.

Cash paid for your used equipment. VIDEO BROKERS buys quality broadcast video cameras, recorders, DVE, etc. Liquidate your assets, turn that surplus into CASH. 407-851-4595.

SONY BVU 820 \$12.5K, excellent condition, 90 day warranty. SONY VO 5800, 5850, 5000. VIDEO BROKERS - 407-851-4595.

Broadcast quality videotape - 1", 3/4" professionally evaluated, guaranteed, introductory prices: 1" 60 min. - \$28.00, KCA 60 - \$8.50, KCA/KCS20 - \$4.50. Quantity discounts. Call today. VSI 1-800-346-4669.

Transformer 2590V @ 5.4 amps 3 Phase chokes, slide projector, Ch. 8 mod. monitor, scopes, transmission line switches, audio console. Bill Westbrook 314-474-5127.

Sony BVW15. Dynamic tracking Betacam source deck. Like new, 750 hours. \$15,000 or best offer. Aldo Panattoni, Total Video, 415-583-8237.

Sony BVH-1100As, BVU-800s, Ampex VPR-2Bs, VPR-5 only \$9900. Quanta QCG-500, Ampex ACE editor only \$24,000. Several RCA TR-600s, 9 RCA TP-66s, 2 Microtime T-120Ds new 1/2 price. Grass Valley 1600-1X, Call Media Concepts now 919-977-3600 or FAX 919-977-7298.

Copper! #8 & #10 ground radials; 2,3,4,6,8" strap; fly screen; ground screen. 800-622-0022. Ask for Copper Sales.

3,729 Fidelipac audio cartridges. Various lengths. Brand new. \$2 each, quantity discount. Technichrome 702-386-2844.

RADIO

Help Wanted News



WNSR has two rare and unique career opportunities for professionals:

News anchor/sidekick for moderate profile adult morning show. Applicants should possess strong news background, casual, informative delivery and sense of humor. Must be able to play second seat to an alert, aware, typically humorous morning man; therefore, a bright, positive "personality" is critical. News Directorship a possibility.

Morning show producer/promotion assistant with strong organizational, writing and people skills, plus a sense of humor and audio production talent.

Salary commensurate with experience. Send T&R to Personnel Director, WNSR, 485 Madison Ave., New York, NY 10022. EOE, M/F.

Central Florida AM is seeking several individuals to bolster their talented staff. Excellent ground floor opportunity for the right individuals.

ON AIR TALENT (2)

Full and part time positions available for talented individuals who need an outlet for their creativity. Fun format!

SALES MANAGER

Take charge, dynamic individual needed to get things "hopping". Must be able to set up a sales force and motivate them. Salary plus commission plus override.

COPY WRITER/PROMOTION PERSON

Creative, enthusiastic individual with six (6) months minimum experience writing copy.

PART TIME NEWSPERSON

Experienced "on the streets" gathering news in local market. Anchor newscasts, no rip and read.

Submit resume to:

STARLETT MEOIA
1725 Mount Vernon Road
Leesburg, FL 32748
Attn: Mr. Tim Downs
General Manager

Help Wanted Sales

SALES MANAGEMENT OPPORTUNITY

IN TWO YEARS, WE HAVE ACQUIRED THREE STATIONS. I AM SEEKING PEOPLE WHO CAN HELP US GROW FASTER. THE PERSON OF INTERESTS: AM LOOKING FOR AN OVERSEER/DELIVER RESULTS. HE OR SHE IS TOTALLY COMMITTED TO MAKING THEIR STATION THE TOP BELIEF IN THE MARKET. PLEASE APPLY IF YOU CAN DELIVER. IF SELECTED YOU WILL BE PAID VERY WELL AND GIVEN A PIECE OF YOUR STATION. IF YOU TALK GOOD, BUT CAN'T BACK IT UP, SAVE US BOTH TIME. BECAUSE I AM INTO RESULTS, NOT PROMISES.

REPLY BOX N-10

Help Wanted Programing Production & Others

HERE WE GROW AGAIN!

The Nation's largest radio traffic reporting system has immediate and future openings for operations managers, Airborne reporters, anchors, studio and mobile reporters at both local and national levels. We serve major markets with 400 affiliates and we're still growing! Send resume and recent air check to Mike Martin, 4828 Loop Central Dr., Ste. 800, Houston, TX 77081. No phone calls, please. EOE.

Consultants

Announcing a new service.

PAUL E. RUSE CONSULTANT

Specializing in Radio Acquisition and "Start Up".

- Will do the preliminary work for you.
- Save time that you need for present operation.
- Fees lower than attorneys and accountants.
- Experienced Broadcaster 40 years in business.

For more information on advantages of services offered.....call or write.....

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Clearwater, FL 34625
Phone (813) 791-0048

Michigan Office
151 North Hudson Street
Coldwater, MI 49038
Phone (517) 279-8412

TELEVISION

Help Wanted Technical

CHIEF ENGINEER

Group-owned affiliate station in Top-50 Midwest market seeks Chief Engineer to build modern, progressive technical operation. Needs to be team player, with management orientation and strong people skills. EOE.

Reply to Box N-44.

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300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106



BROOKLYN COLLEGE/CUNY TV CENTER VACANCIES

A senior college in the City University system seeks skilled television professionals for two positions:

ASST DIRECTOR FOR ACADEMIC TELEVISION

Responsible for the coordination of all support activities in the TV Center relating to instructional programs of the Dept. of Television and Radio. Ensure the availability of facilities, equipment and supplies for graduate interns and other students in the TV/radio discipline. Participation in TV center outreach outreach and programmatic initiatives with other departments and programs of the college. Supervise staff of traffic and scheduling units. Requirements: bachelor's degree and 6 years academic television experience.

TRAFFIC MANAGER

Responsible for the processing of requests for equipment and facilities, maintaining and assigning video tapes, preparing daily logs of production activity, maintaining a video tape library, coordinating publicity releases and facility's tours, and coordinating schedules of graduate interns. Requirements: bachelor's degree and 4 years television experience. Computer application experience advantageous.

Both positions offer a salary commensurate with experience. Resume and 3 references by Nov. 18, 1988, to: Dr. Joan V. Rome, Director, Personnel Services and Labor Relations.

BROOKLYN COLLEGE

Bedford Ave. and Ave. H
Brooklyn, NY 11210
An AA EO Employer, M/F

ENGINEER - TELECOMMUNICATIONS

BSEE or equivalent degree. P.E. registration desirable. Work involves AM, FM and TV propagation calculations, AM directional antenna design, and concern with broad spectrum of engineering matters related to FCC licensees. Send resume to Jules Cohen & Associates, P.C., Consulting Electronics Engineers, 1730 M Street, NW, Suite #400, Washington, DC 20036. EOE.



TELEVISION ENGINEERS

Turner Broadcasting System, the leading News, Sports and Entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering and at least two years or training in electronics technology. Turner Broadcasting System offers an excellent benefit and compensation program. Send resumes to:

Jim Brown, Corp. Engineering
Turner Broadcasting System, Inc.
One CNN Center
Box 105366
Atlanta, GA 30348-5366

TBS is an equal opportunity employer

Help Wanted News

REPORTER

KTVY is looking for a creative, experienced street reporter anxious to work with first rate photographers. Rush tape, with live inserts, resumes and salary requirements to:

STUART KELLOGG
NEWS DIRECTOR
500 E. Britton Road
Oklahoma City, OK 73114

KTVY is an Equal Opportunity Employer

Help Wanted News Continued

TV NEWS PRODUCERS

Group W (Westinghouse Broadcasting Company, Inc.) is seeking the following individuals for a new Philadelphia-based Cable TV venture, which will debut later this year:

- **Producer (Full Time)**
- **Producer (Part Time)**
- **Production Assistant (Full Time)**
- **Production Assistant (Part Time)**

Strong production & writing skills are essential for all positions; Producer positions also require supervisory abilities. All positions involve evening & weekend assignments.

Please send tape, resume, and writing sample to:

Group W Television
Independence Mall East
Philadelphia, PA 19106
Attn: Terry O'Reilly

Please note the position for which you are applying on the outside of your submissions envelope. The deadline for receiving materials is October 24. No phone calls, please.

Westinghouse Broadcasting Company, Inc., is an Equal Opportunity Employer. EOE/MF.

**For Fast Action Use
BROADCASTING'S
Classified
Advertising**

TV NEWS ANCHORS

Group W (Westinghouse Broadcasting Company, Inc.), is seeking 2 TV News Anchors for a new Philadelphia-based Cable TV venture, which will debut later this year.

These are probably not full-time positions, but will be great jobs for the right individuals. Strong on-camera ability is essential, as are producing & writing skills.

Please send tape, resume, and writing sample to:

News Anchor Search
Group W Television
Independence Mall East
Philadelphia, PA 19106
Attn: Terry O'Reilly

The deadline for receiving materials is October 24. No phone calls, please.

Westinghouse Broadcasting Company, Inc., is an Equal Opportunity Employer. EOE/MF.

Have Positions Available -TELEVISION-

- ✓ **News Anchor**- Male-Female Must have camera experience and presence. Strong reporting, series and assignment experience.
- ✓ **News Weather**- Meteorologist with on the air presence and experienced presentation.
- ✓ **Reporters**- Experienced reporters capable of special assignment and series reporting.

Please send resumes only to:

News Director
1480-F Terrell Mill Rd.
Suite 835
Atlanta-Marietta, GA 30067

Help Wanted Management

G S M - TELEVISION NETWORK AFFILIATE

Fast growing N.E. market. Minimum 5 years television sales experience. Local Sales management a plus. Send resume to:

Box N-35.

Miscellaneous

JOB FAIR • INTERNSHIPS • CAREER INFO

Indiana Broadcasters Association Job Fair
Wednesday, October 19, 9am-4pm
The Viscount Hotel, Indianapolis
For professionals, entry-level and students
Registration \$5, Call IBA at (317) 638-1332

Product Manager

Systems Equipment

Major Electronics Company has an immediate opening for a Product Manager-Systems Equipment. Position entails managing our Switchers, Digital Video Effects, and Still Stores product lines. You will be expected to plan product objectives, develop performance specifications, interface with engineering and sales force, and provide demonstrations and training to our sales force and clients. Position is based in the Northeast, but frequent travel is required.

We seek a dynamic individual who thrives in a fast-paced environment. Five years experience with a high end Broadcast or Post Production facility will have given you a solid grasp of systems, components and their integration. A prior product management position would be a plus. A BSEE or equivalent preferred.

For confidential consideration, send your resume, salary history and requirements to: **BOX CKP-689, 12TH FLOOR, 360 LEXINGTON AVENUE, NEW YORK, N.Y. 10017.** We are an equal opportunity employer M/F/H/V

Top 25th market, network affiliate, group owned, is seeking a Creative Services Director. Should be strong on ideas, graphics, organization and be able to plan, write air promos, and be responsible for the total look of the television station. Supervises creative services, production, community affairs, and art departments. Six figure budget. An EOE M/F. Send resume to: Box N-27.

Situations Wanted Management

NEED INCREASED CASH FLOW?

I've turned around two TV stations recently. One from bankruptcy to a 31% cash flow, with 280% revenue increase. I'm looking for a long term commitment, either a turn-around or new life to a stagnant property. Prefer the S.E.. Excellent references.

BOX N-11

Situations Wanted Technical

VP/DIRECTOR OF ENGINEERING:

Seasoned professional with 20 years experience, 15 in current position. Excellent management skills, bottom line profit oriented. Complete mastery of the broadcast engineering field including modern facilities' design and construction; state-of-the-art studio, remote, and post production operations; research and development; and strategic planning. Interested in challenging and rewarding position with strong network or facility group. Current compensation package is six figures.

Reply to Box N-40

Situations Wanted News

15 YEARS TV NEWS EXPERIENCE
as: News manager, investigative and documentary producer. Looking for new challenge.

Reply Box N-47

ALLIED FIELDS Help Wanted Instruction

ASSISTANT/ASSOCIATE PROFESSOR MASS COMMUNICATION DePauw University

DePauw University invites applications for a tenure-track position to begin August 15, 1989. Individual will teach courses from among the following areas within a liberal arts curriculum: mass media and society; communication research methods; mass communication law; telecommunication management; special topics in mass communication; departmental service courses. Advise majors and mass media interns. Interest in research or other creative work is desirable. Ph.D (or near completion) required. Professional experience as well as evidence of successful teaching and research desirable. Salary competitive and dependent on qualifications. Send letter of application, description of teaching interests and experience, resume, and three letters of recommendation by December 15, 1988 to: Dr. Jeffrey McCall, Chair/Search Committee, Department of Communication Arts & Sciences, DePauw University, Greencastle, IN 46135, 317-658-4489. Applications from women and minorities encouraged. An Affirmative Action/Equal Opportunity Employer.

Public Notices

WEST TENNESSEE PUBLIC TELEVISION COUNCIL, INC.

will be taking bids for a 30KW transmitter beginning October 15 with a cutoff date of November 7. For a copy of the specifications contact Herman Williams, Chief Engineer, WLJT-TV, Channel 11, P.O. Box 966, Martin, TN 38237. Phone 901-587-7561.

SHORTWAVE TRANSMITTING STATION

The Christian Science Monitor Syndicate, Inc., is seeking technical staff for WSHB, an international shortwave radio station located in the greater Savannah, Georgia area. WSHB is a state-of-the-art transmitting facility with two 500 kilowatt transmitters and five curtain antennae. We are seeking people for the following positions:

BROADCAST ENGINEERS

Primarily responsible for operating, maintaining, and repairing station broadcast equipment.

High school education required, but higher level of training preferred. 3 years practical transmitting/broadcasting station experience or equivalent also required. Current First Class or General Class FCC license desirable.

SYSTEMS/ OPERATIONS ENGINEER

Sets up and maintains all computer hardware and software. Designs and implements station operating procedures.

BSEE in Electrical, Electronic, or Computer Engineering, 3 - 5 years experience program development and analysis, and experience in personal computer hierarchy, networking, and trouble-shooting, are required. Good working knowledge of communications and radio equipment and demonstrated supervisory and organizational skills are also necessary.

RIGGER/EQUIPMENT MAINTENANCE SPECIALIST

Maintains and repairs all antenna equipment, generators, station vehicles, various building systems, and all electrical equipment, except the transmitters.

High school diploma or equivalent, with 5 - 8 years experience in tower or steel erection and 5 years experience with electrical equipment, are required. Ability to service mechanical equipment including generator sets is also necessary. Must be in good physical condition.

These positions provide a highly competitive salary and benefit package, supplemented by the opportunity to work and reside in South Carolina or Georgia.

To apply, please respond in writing with salary history to **Peggy Heeg, Vice President, Human Resources.**

THE CHRISTIAN SCIENCE MONITOR SYNDICATE, INC.

P.O. Box 312
Boston, MA 02199

The Christian Science Monitor
Syndicate, Inc. is an Equal Opportunity Employer

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

Help Wanted Sales

Where
Challenge
creates **Opportunity**

ACCOUNT EXECUTIVES

Outstanding Opportunities

With Arbitron's Chicago and New York offices. We have challenging opportunities for Account Executives in our Radio Station Sales Departments.

The people we are seeking should have at least a minimum of three years experience at a station and/or in a broadcast sales environment.

Hands-on experience with Arbitron research data a plus. You should be a self-starter, ready to travel, committed to hard work, and ready to meet the challenge of a competitive environment.

We offer competitive salary/incentive programs, with a comprehensive benefit package. We provide a professional atmosphere for career-minded individuals. To explore this opportunity further, send resume and salary history in confidence to:

Roberta DePolo
Arbitron Ratings Company
142 West 57th Street
New York, N.Y. 10019

CD CONTROL DATA

Affirmative Action Employer

For Sale Equipment

BOSCH FOR SALE

A rare opportunity to own the premier computer graphics/anomation system. BOSCH FGS-4000 with hardware, software & factory training of your operator for \$99,950. Excellent financing available to qualified parties. We have samples of graphics made on this unit.

Call Eric Thurman
312-930-5005

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RADIO • TV • LPTV
A Confidential & Personal Service

BURT

SHERWOOD INC

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Class B FM

in beautiful midwest capital city. Signal is dynamite Under radioed market always in demand. Stick move creates excellent turn around opportunity \$4MM firm. Ability to perform must accompany first letter and must be specific.

Reply to Box N-30

MANAGER OF AUDIO SALES:

IDB Communications Group, Inc., the leading supplier of satellite transmission services for the radio broadcasting industry, is looking for an outstanding individual to represent IDB's full range of audio and digital program distribution. Individual must be a self-motivated achiever with a proven track record in sales and a thorough understanding of the radio broadcasting industry. Position is based in New York or Los Angeles. Send resume to:

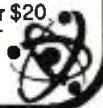
Julie Spira
Director of Audio Marketing
IDB Communications Group, Inc.
10525 West Washington Blvd.
Culver City, California 90232

Employment Services Continued

10,000 RADIO-TV JOBS

American Radio TV

Up to 300 openings weekly over 10,000 yearly-The most complete and current job listings published ever by anyone. Disk Jockeys, Newspeople, Programming Engineers, Sales. **Money Back Guarantee** One week \$7.00 **Special:** Six weeks \$1595. You save over \$20. **AMERICAN RADIO TV JOB MARKET** 1553 N. EASTERN Dept F LAS VEGAS, NEVADA 89101



FOR SALE

Salt Lake City AM. 10kw day, 1kw night. 1120 khz. Brand new facility. Three towers. Includes 46 acres land. 1.5 million cash. Contact: Jack French, 2201 S. 6th Street, Las Vegas, NV 89104. Phone: 702-731-5452. Pacific Time.

SALT LAKE CITY CLASS C FM

America's most prolific population growth market has turned sharply back upward in economic growth. Get full details on an FM facility in this market that will appreciate quickly. Priced for immediate sale. P.O. Box 2129. Salt Lake City, UT 84110-2129.

Employment Services

NEED A JOB?

Get the first word on the best jobs with MediaLine. A daily phone call puts you in touch with the freshest job openings in radio and television.

800-237-8073

in CA: 408-296-7353

MediaLine
THE BEST JOBS ARE ON THE LINE
2156 The Alameda, San Jose, CA 95126

Miscellaneous

YOU MAY BE ELIGIBLE

to join the next Communications Media Tour of Israel which leaves New York November 20. Cost to participants for this partially subsidized 10-day Tour is \$749, which includes round trip air, hotels, two meals. Participants will meet with Jewish and Arab leaders and experts, their counterparts, tour various parts of the country, etc. For inquiries:

American Zionist Federation
515 Park Avenue
New York, NY 10022
Tel: 212-371-7750

Business Opportunities

Investment Company
seeks FM opportunities
in 100,000+ markets.
Prefer Southeast
but will consider all.
Inquiries to Box N-17.

RADIO/OFFSHORE

50,000 Watts. AM. 1570 kHz. Full-time. Reaching millions of English speaking people. Asking \$1.2 Million.

SNOWDEN Associates

919-355-0327

SEALED BIDS KPHD-AM 5,000 WATTS CONROE, TEXAS

This radio station will be sold via sealed bids to be opened on October 31, 1988. For complete package/bid instructions/details, call or write:

NORMAN FISCHER
& ASSOCIATES
1209 Parkway, Austin, TX 78703
512-476-9457
TERMS AVAILABLE

FFE, INC. "THE MATCHMAKERS"

SMALL AND MEDIUM MARKET TV NEWS TALENT SEARCH SPECIALISTS

• News/Sports Directors -- Describe your needs, we do the search and find the right person to fill those needs.
• Talent -- Starting your career or ready to move? Send us your tape, describe the right job for you, and let us find it.
Tapes/Need Fulfillment/Information
To: FFE, Inc.
P.O. Box 919
Basalt, Colorado 81621
303-927-3555



the millar company u.s.a., inc.

Florida Specialists FM Buys

Class A North Florida / South Georgia

Covers City 45,000
\$500,000

Southeast

Class B

\$5 Million

Class C-2 Top 50 Market

\$7.5 Million

Class C

\$9 Million

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CP, South Florida

5Kw Fulltime, NOW ON AIR.
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1905 S. 25th
Ft. Pierce, FL 34947
(407) 466-5086

Randy Millar
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Cullman, AL 35055
(205) 734-4888

Jeffrey Millar
Sherri Waldrop
Nancy Millar
300-13 Outlet Pointe Blvd.
Columbia, SC 29210
(803) 731-8187

- 100,000 watt plus full-timer in western Texas city. \$1.7 million.
- Class A FM with \$7,500 per month positive cash flow on Mexican border.
- Powerful AM covering Greenville and Spartanburg. \$250,000.



Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
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For Sale Stations Continued

\$\$\$\$\$ HOW SWEET THIS IS! \$\$\$\$\$

Brand new C2 in Bryan-College Station, TX
Reasonably priced

Austin, TX Class C1 with great city grade.
Coverage. ready to build and bill

AM CP covering Austin/San Antonio, Tx
market
Day and night time available as well

Powerful C1 in Austin, TX.
With brand new facilities.

JAMAR & ASSOCIATES

110 Wild Basin Rd. #245 Austin, Texas 78746-512327-9570

CLASS C FM - TOP 50 MARKET

First time offered. This property is under-developed by an owner operator that is financially comfortable and in ill health. Priced at only \$1.2 million or \$950,000 cash. Details (208) 344-6781. Principals only.

CLASS C FOR SALE

MIDWEST class C 1250 ft HAAT. City of 40,000. Limited competition. New facilities and dynamic growth. Upside potential is Tremendous. Details to qualified buyers.

Box N-50

WASHINGTON STATE

Single market AM. Only Daily Medium. 100,000 Population. ABC Affiliate. Growth Market. 50 Miles From Seattle.

Box N-36

AM-FM COMBO FOR SALE

TOP 100 SUNBELT MARKET MODERN FACILITY. BOTH STATIONS HIGHLY RATED. EXCELLENT GROWTH MARKET. WILL CONSIDER SOME OWNER FINANCING TO QUALIFIED BUYERS. SERIOUS INQUIRIES ONLY.
BOX M-58.



the
millar
company

usa
Serving the Southeast

\$100,000 Buys 1Kw Fulltime AM
Small Market Alabama Grossing
\$225,000, Positive Cash Flow

Randy Millar
205-734-4888

ROCKY MOUNTAIN MEDIUM MARKET AM/FM COMBO

Powerhouse FM. 5000w AM
Serving one of the strongest
economic areas in the state.
Reasonably priced at \$1.2 million.
Negotiable.
P.O. Box 5308, Austin, TX 78763

VA FULLTIME AM.

One AM daytime competition. No
FM in market of 20,000. Profitable
and priced at 1x gross.

Reply to Box N-29

MUST SELL

FULLTIME AM SMALL MKT WIDS-AM

RUSSELL SPRINGS, KY.

Fully equipped Sta.
All Offers Considered
until November 18

Call or Write

R.E. Meador & Assoc.
MEDIA BROKERS

P.O. BOX 36
LEXINGTON, MO 64067 KANSAS CITY, MO.
816-259-2544 816-455-0001

CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING. Classified Department. 1705 DeSales St. N.W., Washington, DC 20036

Payable in advance. Check, or money order only

Rates: Classified listings (non-display) Per issue Help Wanted \$1 00 per word. \$18 00 weekly minimum Situations Wanted 60¢ per word. \$9 00 weekly minimum All other classifications \$1 10 per word. \$18 00 weekly minimum

Rates: Classified display (minimum 1 inch. upward in half inch increments), per issue Help Wanted \$80 per inch Situations Wanted \$50 per inch All other classifications \$100 per inch For Sale Stations. Wanted To Buy Stations. Public Notice & Business Opportunities advertising require display space Agency commission only on display space

Blind Box Service: (In addition to basic advertising costs) Situations Wanted \$4 00 per issue All other classifications \$7 00 per issue The charge for the blind box service applies to advertisers running listings and display ads Each advertisement must have a separate box number BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials. Such materials are returned to sender

Replies to ads with Blind Box numbers should be addressed to (Box number), c/o BROADCASTING, 1705 DeSales St. N.W., Washington, DC 20036

Nationwide Media Brokers
Chapman
Associates

TWO MARKET GROUP

Three station AM/FM group.
Excellent markets with \$2.5
billion in retail sales. Asking
price is \$4.3 million cash. For
further information contact:

BILL LYTLE
Chapman Associates
816/932-5314

Fates & Fortunes

Media



Bressan

Beth Waxman Bressan, VP, legal affairs, CBS News, New York, named VP and assistant to president, CBS/Broadcast Group.

Leigh Brecheen, VP, business affairs/legal, Republic Pictures Corp., Los Angeles, joins NBC, Burbank, Calif., as VP, business

affairs.

Kathleen Dore, regional director of American Movie Classics, Chicago, joins Bravo Cable Network, New York, as VP, general manager.

Kate McEnroe, VP of sales and marketing, American Movie Classics, Woodbury, New York, named VP, general manager.



Matthews

Jim Matthews, general manager, KITV(TV) Honolulu, adds duties of president.

Steve Reifschneider, director of operations, Heritage Cablevision, San Jose, Calif., named president and general manager.

Irwin P. Star, VP and general manager, KGW-TV Portland,

Ore., joins KGGM-TV Albuquerque, N.M., as executive VP and general manager.

Steve Wasserman, VP of news and station manager, WPGL(TV) Miami, joins WJXT(TV) Jacksonville, Fla., as VP and general manager.

William H. Files, general sales manager, WKPE(AM)-(FM) Orleans, Mass., named general manager.

Laura R. Hewins, VP, planning, Chronicle Broadcasting Co., San Francisco, named VP, finance and administration.

Susan Westfall, program director, noncommercial WKY-FM Morehead, Ky., joins noncommercial KRCU(FM) Cape Girardeau, Mo., as station manager.

Arthur N. Samuel, general sales manager, KBEQ(FM) Kansas City, Mo., joins KKSS(FM) Santa Fe, N.M., as general manager.

Bob Cross, general manager, KIZN(AM)-(FM) New Plymouth, Idaho, joins KQLO(AM)-KWNZ(FM) Reno, Nev., in same capacity.

Lawrence Goldberg, manager of marketing services, WABY(AM)-WKLI(FM) Albany, N.Y., joins WABY(AM)-WUTQ(FM) Utica, N.Y., as general manager.

Alan Baumgardner, from WRC-TV Washington, joins WKYC-TV Cleveland as director,

employee relations.

John Choice, United States Department of Transportation, Washington, joins WBZ-TV Boston as senior financial accountant.

Appointments at WWAY(TV) Wilmington, N.C.: **George Allen**, operations manager, to VP, operations; **Ransom Benfield**, production manager, named VP, production; **Linda Oxendine**, controller, named VP, controller.

Marketing

Keith Gold, director of creative services, Ann Arbor, Mich.-based Group 243 Incorporated, joins Gold & Associates, Jacksonville, Fla.-based division of Husk Jennings Overman Advertising Inc., as creative director and chief executive officer. Gold was creative director of Pizza Hut "Noid" campaign.

Robert S. Billingsley, VP and Western regional manager, Blair Television and Blair Communications, Los Angeles, joins Marketing & Financial Management Enterprises Inc., Woodland Hills, Calif., as senior VP.

Brian Hurley, management supervisor, Tatham-Laird & Kudner, Chicago, named senior partner.



Cunningham

Don Cunningham, senior vice president and general manager, Cochran Chase, Livingstone & Co. (CCL), Los Angeles, named executive VP of newly merged AC&R/CCL Advertising there.

David Golden, executive art director, Tatham-Laird &

Kudner, Chicago, joins BBDO there as executive art director. **Perry Council**, local broadcast buyer assistant, BBDO, New York, to local broadcast buyer.

Alice Greenberg, senior VP, director of network negotiation, Ogilvy & Mather, New York, named director, national television and programming. **Julie Friedlander**, broadcast account supervisor, Ogilvy & Mather, named director of national television negotiations.

Gene Dickerson, general manager, KWKH(AM)-(FM) Shreveport, La., joins KVET(AM)-KASE(FM) Austin, Tex., as general sales manager.

Kathy Burke, Asheville marketing division manager, WHNS(TV) Asheville, N.C., named local marketing manager. **Laurin Willis**, account executive, WKFT(TV) Fayetteville, N.C., joins WHNS(TV) as marketing specialist.

Marilyn Boyd, local sales manager, WWAY(TV) Wilmington, N.C., named VP, local sales.

Lori Moen, account executive, WLOL-FM Minneapolis, named local sales manager.

Frank Scaven, retail sales manager,

WXTU(FM) Philadelphia, named local sales manager.

Jeff Horlick, assistant sales manager, KKIX(FM) Fayetteville, Ark., named local sales manager.

Steve Daniloff, account executive, WOIO(TV) Shaker Heights, Ohio, named national sales manager.

Ted Gurley, national sales manager, KHOU-TV Houston, joins Seltel, Dallas, as sales executive.

Tom Hagel, account executive, ESPN, Chicago, joins ESPN, New York, in same capacity.

Appointments at KOMA(AM)-KRXX(FM) Oklahoma City: **Pat Dunlap**, account executive, KZBS(FM) Oklahoma City, to same capacity; **Annette Haigh**, account executive, KJYO(FM) Oklahoma City, to same capacity; **Sharon Reames**, administrative sales assistant and secretary to general sales manager, KEBC(FM) Oklahoma City, to same capacity.

Programming



Segal

Terry Segal, VP, research, WTBS(TV) Atlanta, named VP and general manager, Turner Network Television there.

Terry Botwick, West Coast advertising sales manager, CBN Family Channel, Virginia Beach, Va., named director of original programming.

Mike R. Gwartney, program director, KGMC(TV) Oklahoma City, joins CBN Family Channel as program executive for feature films and research.



Keeper



Hewitt

Appointments at Showtime Networks Inc., New York: **Gary Keeper** and **Steven Hewitt**, VP's, original programs, named senior VP's, original programs; **Dennis M. Boser**, manager, affiliate auditing, named director, affiliate auditing, Rocky Mountain region.

James W. O'Neill, manager, Eastern sales MTM TV Distribution, joins Samuel Goldwyn Television, Los Angeles, as VP of domestic sales.

Deborah Curtan, VP, current programs, Embassy Communications, Los Angeles, Calif.,

named senior VP, current programs, comedy, Columbia Pictures Television there.

Lance Rosen, attorney with Proskauer, Rose, Goetz & Mendelsohn, Los Angeles, joins The Disney Channel there as director, business and legal affairs. **Scott Mauro**, director, creative services and marketing, Golden Group, New York, joins Walt Disney Television, Los Angeles, as director, network specials.

Terry Oprea, executive producer, special projects, news, WDIV(TV) Detroit, joins noncommercial WTVS(TV) there as vice president, national programming.

Ellen Franklin, VP, network comedy series development, Lorimar Television, Culver City, Calif., named senior VP.

Michael Gorman, from New York office of McKinsey & Company, international management consulting firm, joins ESPN, Bristol, Conn., and New York offices, as VP, finance and administration.

Carla Contino, assistant program director, WGRZ-TV Buffalo, N.Y., named program director.

Diana Woods (Juana Tantillo), music director, on-air personality, WMVQ(FM) Amsterdam, N.Y., adds duties of assistant program director.

Kevin E. Fortson, executive in charge of production for *Hour Magazine*, Group W Productions, Los Angeles, joins Investigative News Group, New York, as production executive. Investigative News Group produces *Geraldo*. **Bill Flohr**, producer, *The Morning Show*, WABC-TV New York, joins *Geraldo* in same capacity.

Roger Zinszer, general manager, WSIR(AM) Winter Haven, Fla., joins Winton Communications Group Inc., Tampa, Fla., in same capacity.

Lauren Grey, production manager, Nickelodeon, New York, named director of production management.

Nancy Altman, manager, contract administration, Warner Amex Satellite Entertainment Co., New York, MTV Network's predecessor company, named director, legal and contract administration, MTV Networks.

News and Public Affairs

Appointments at ESPN, Bristol, Conn.: **Steve Vecchione**, associate producer, to producer; **Michael Vettor**, assignment editor, to producer; **Linda Christiana**, production assistant, to production coordinator. **Gerald Matalon**, broadcast assistant, CBS and NBC Sports, New York, to production assistant; **Peter Esposito**, freelance producer, WLVI-TV Boston, to production assistant; **Pamela Miller**, segment producer, SportsChannel, New York, to production assistant.

Fred Monson, financial VP, Worldwide Television News, London, named VP, American operations, New York.

Stella Shelton, news director, WWAY(TV) Wilmington, N.C., named VP, news.



Fessler

Carolyn Fessler, producer, 6 p.m. news, WFAA-TV Dallas, Tex., named executive producer, TV news.

Appointments to United Press International, Washington: **John Tautges**, sportscaster, to sports director; **Paul Keels**, sportscaster, WCKY(AM) Cincinnati, to same capacity; **Milt**

Fullerton, afternoon news anchor, WWRC(AM) Washington, to afternoon/evening news anchor.

Lisa Shultz, producer, American Heritage Cablevision, Council Bluffs, Iowa, joins KTKA-TV Topeka, Kan., in same capacity.

Steve Haskins, associate director of media for speaker's office of majority services at state capitol, joins KVOR-TV Sacramento, Calif., as executive producer.

Bud Veazy, executive producer/news business manager, WSMV(TV) Nashville, Tenn., joins WAGA-TV Atlanta, Ga., as news operations manager.

Appointments at WBX-TV Boston: **Joy Roller**, associate producer, *People Are Talking*, to producer; **Alison Frisbie**, audio technician, to crew chief and technical director, 6 and 11 p.m. newscasts; **Joe Mazur**, news graphics, WNEV-TV Boston, to videodesigner; **Adrienne Epstein**, recent graduate, Rhode Island School of Design, to videodesigner.

Katherine Bliss, weekend anchor, weekday reporter, KTVI(TV) St. Louis, Mo., joins WDAF-TV Kansas City, Mo., as anchor.

Richard J. Noonan, reporter, WBRE-TV Wilkes-Barre, Pa., named weekend anchor.

Appointments to WHAG-TV Hagerstown, Md.: **Mary E. Saladna**, general assignment reporter, adds duties of co-anchor, 6 and 11 p.m. news; **Steven K. O'Brien**, general assignment reporter, adds duties of co-anchor, 11 p.m. news; **Andrea C. Terry**, general assignment reporter, WVIR-TV Charlottesville, Va., to same capacity.

Nikki Taylor, co-host, the morning show.



On the road with Charles Kuralt. IBM sponsored a press luncheon honoring Charles Kuralt, anchor of CBS Sunday Morning with Charles Kuralt, on Oct. 6. Over 100 people attended the luncheon, held at Ed Debevis's, a popular Los Angeles diner. Pictured l to r: Charles Kuralt; Arlene Wendt of IBM's corporate communications department, and Michael Dann, former CBS programming executive and IBM consultant.

KYYS(FM) Kansas City, Mo., joins WHYI-FM Fort Lauderdale, Fla., as news director and co-host.

Alison Gilman, health reporter, KCCI-TV Des Moines, Iowa, named weekend anchor.

Mitch Henck, sports director, WSBT-TV South Bend, Ind., joins WLUK-TV Green Bay, Wis., as general assignment reporter.

Diane Richards, freelance scriptwriter and producer, joins WHAG-TV Hagerstown, Md., as general assignment reporter.

Technology

Leslie B. Tyler, VP for engineering, Carillon Technology, San Bruno, Calif., named VP for technology, CTI Research, newly formed department of Carillon Technology.

Thom Kroon, sales and marketing manager, Northwest Mobile Television, Kent, Wash.-based mobile production vendor and division of King Broadcasting Co., named VP of sales and marketing.



Stoner

Greg Stoner, trade relations manager, Ikegami Electronics (U.S.A.), Maywood, N.J., joins NEC America Inc., Hawthorne, Calif., as Western regional manager for broadcast equipment division.

Robert Shuken, general manager, microwave equipment division, Varian Associates, joins Gamma Microwave, Los Gatos, Calif.-based supplier of frequency synthesizers, as president and chief executive officer.

Gary Campbell, director of purchasing, Cooke Cablevision, Medford, Ore., joins Pioneer Communications of America Inc., Upper Saddle River, N.J., as Western account manager, cable television division.

James Somich, chief engineer, WHTZ(FM) Newark, N.J., joins WOIO(TV) Shaker Heights, Ohio, in same capacity.

Elliott Hunter, chief engineer, WWAY(TV) Wilmington, N.C., named VP, engineering. **Dan Sullivan**, assistant to chief engineer, WWAY(TV), named chief engineer.

Promotion and PR

Art Bannon, promotion manager, WWAY(TV) Wilmington, N.C., named VP, promotion.

Jerold Goldberg, VP, advertising and promotion, CBS/Broadcast Group, West Coast, named VP, creative services.

Carol Sikorski, public affairs director, non-commercial KMTF(TV) Fresno, Calif., named community affairs director, KMPH(TV) Visalia, Calif.

Michele Lum, communications specialist, Blood Bank of Hawaii, named public affairs director, KHNL(TV) Honolulu.

Gillian Rees, media representative, special programs, media relations, NBC, Burbank,

Calif., named director, special programs, media relations.



Lancaster

Dorothy J. Lancaster, public relations/promotion consultant, joins Westwood One Inc., New York, as manager of sales promotions.

Appointments at WBZ-TV Boston: **Kim Harbin**, associate publicist, to public communications director; **Eric Goldstein**,

promotion manager, to creative services director; **Amy Friedland**, administrative associate, to associate publicist.

Helping hand. The Radio and Television News Association of Southern California is providing a \$1,000 scholarship to two college students "whose career objective is broadcast journalism and who plan to study in the [Southern California] area." The deadline for entries is October 31, 1988. Applications are available through college journalism programs in Southern California or through RTNA members. For more information, students should contact the RTNA office at (818) 986-8168.

counsel.

Amy J. Mills, general counsel, Iowa Public Employment Relations Board, Des Moines, Iowa, named corporate attorney, Palmer Communications Inc., Des Moines.

Thomas C. Griscom, assistant to President for communications and planning at White House, Washington, joins COMSAT there as member, board of directors.

Elizabeth Pfohl Campbell, founder and VP for community affairs, noncommercial WETA-TV Washington, will be awarded first annual Annenberg Washington Program Award on Nov. 17.

Sheldon I. Altfield, chairman and chief executive officer, Silent Network, Hollywood, named recipient of 1988 Distinguished Service Award by National Center on Deafness.

Appointments to Advertising Association of Baltimore Hall of Fame: **Robert "Jake" Embery**, long-time general manager, WITHAM Baltimore; **Mary Busch**, founder and former executive VP, Emery Advertising, Baltimore; **Alonzo G. Decker Jr.**, former chairman and CEO, current honorary chairman, Black & Decker Inc.

Newly elected board members, Community Broadcasters Association, Milwaukee: **John Kompas**, Kompas/Biel & Associates, Milwaukee; **Lee Shoblom**, London Bridge Broadcasting, Lake Havasu City, Ariz.; **D. J. Everett**, Kentucky New Era Inc., Hopkinsville, Ky.; **Richard Bogner**, Island Broadcasting, Westbury, N.Y.; **Mark Osmundson**, MTN Broadcasting, Marshalltown, Iowa; **Robert Raff**, Montgomery Publications, Junction City, Kan.; **William Allonas**, Allonas Communications, Bucyrus, Ohio.

Deaths

Bonita Granville Wrather, 65, former chairman of board, Wrather Corp., Beverly Hills, Calif., and actress, died of cancer, Oct. 11, at St. John's Hospital Cancer Center, Santa Monica, Calif. During her career Wrather

appeared in more than 55 movies. Wrather also appeared in various television dramatic series including: *The United States Steel Hour*, *Climax*, *Studio One* and *Playhouse 90*. In 1958 she was named associate producer of *Lassie* television series and eventually became producer. She held various executive positions at Wrather Corp., including member board of directors in 1968, senior VP in 1983, and a year later, upon death of her husband, Jack Wrather, she was named to his position as chairman. She stayed in this position until Jan. 1988 when Wrather Corp. was sold to Walt Disney Co. Wrather Corp. owned syndication rights to *Lone Ranger* and *Lassie* television shows. She is survived by two daughters and a son.

Wayland Flowers, 48, ventriloquist/comedian known for his creation of the wise-cracking puppet Madame, died on Oct. 11, reportedly after a bout with cancer. His family has requested that no further details about his death be released. Flowers first appeared with Madame on *Andy Williams Show*, and followed with an Emmy award for television special *Free to Be You and Me*. In addition to regular appearances on *Hollywood Squares* and *Solid Gold*, Wayland and Madame starred in their own syndicated show *Madame's Place*, which aired in 1982. Flowers collapsed on stage at Harrah's in Lake Tahoe on Sept. 2, and was flown home to Georgia several days later to be with his family. Survivors include his sister, brother and aunt.

Samuel A. Adams, 54, former Central Intelligence Agency analyst and co-defendant in General William C. Westmoreland's libel suit against CBS, died of apparent heart attack, Oct. 10, at his home in Strafford, Vt. Adams, who was with C.I.A. from 1963 to 1973 and specialized in Southeast Asia, was paid consultant and contributor to 1982 CBS documentary *The Uncounted Enemy: A Vietnam Deception*, that accused Westmoreland's command staff of conspiring to minimize enemy troop strength in 1967. Libel trial, which lasted 18 weeks, ended in Feb. 1985 with no monetary compensation to Westmoreland. He is survived by his wife, Anne, and two sons.

David B. Siegel, 61, advertising executive, died of heart attack, Oct. 1, at John F. Kennedy Hospital, Atlantis, Fla. Siegel served as writer, producer and creative director at various agencies including BBD&O and Benton & Bowles, New York; N.W. Ayer, Ross Roy and Campbell Ewald, Detroit, and Knox Reeves and Campbell-Mithun, Minneapolis. He was chairman and creative director at Ads & Ends, Palm Beach, Fla. from 1971 to 1985. Siegel created, produced and hosted *Business Beat*, first daily hour-long business program on WPBRI(AM) Palm Beach, from 1982 to 1985. From 1986 to 1987 he was senior VP and creative director at Colee & Co., West Palm Beach, Fla. He is survived by his wife, Nanci, two daughters and a son.

G. Paul Crowder, 74, station owner and broker, died after a long illness, Oct. 1, at Brook Meade Health Care Center, Nashville, Tenn. Crowder was associated with Chapman Associates for over 30 years. He was also involved in the ownership of several radio stations including WKVL(AM) Clarksville, Tenn. and WSVT(AM) Smyrna, Tenn. He is survived by his wife, Mildred, a daughter and a son.

Allied

Susan Lowell Butler, Western states regional director, National Education Association, joins Women in Communications Inc., Arlington, Va., as national executive VP.

Barry Baker, senior VP and director of Koplar Communications, St. Louis, and **Larry D. Marcus**, VP of business affairs, Koplar Communications, have formed a new company, Better Communications Inc. there. Better Communications Inc. was formed to acquire and operate television and radio stations.

Steve Banka, senior account executive, Gillett Television Sales, joins Television Bureau of Advertising, New York, as national marketing manager, Western region.

Elected to board of governors, Academy of Television Arts and Sciences, Burbank, Calif.: **Romain Johnson**, art directors branch; **Al Lehman**, costume designers/costume supervisors; **Dan Brewer**, electronic production; **Loreen Arbus**, producers; **Mel Blumenthal**, production executives; **Lance Evans**, television executives; **Don Tillman**, Los Angeles area; **Meryl O'Loughlin**, casting executives branch; **Michael Margulies**, cinematographers; **Linda Arett**, commercials; **Pamela Dawson**, daytime programming; **Bruce Bryant**, graphic design; **Harry Blake**, makeup artists/hair stylist; **Robert Broder**, members at large; **Sandra Bettin**, performers; **Cliff Dektar**, public relations; **Ron Estes**, sound; **Hindi Brooks**, writers; **Doug Grindstaff** and **Dan Carlin Sr.**, newly formed sound editors branch; **Phil Roman**, animation branch; **Mike Gavin**, broadcast journalism; **Marc Daniels**, directors; **Ian Fraser**, music; **Fred Chaluk**, picture editors.

Martha Malkin Zornow, deputy general counsel, National Association Of Public Television Stations, Washington, named general

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United Cable's Blair: piecing together a dream

Seven years ago, Stewart Blair was toiling as a vice president at Chase Manhattan Bank in New York. The native Scotsman had come a long way from Glasgow, but had yet to find his calling. "At 27, I was the youngest vice president at the bank and at 31 I was the oldest vice president," Blair deadpans in his Scottish accent.

But his media lending activities brought him in contact with Tele-Communications Inc., a cable MSO about to set off on an acquisition binge, and with the company's chief financial officer, Don Fisher. Fisher found Blair to be "one of the brightest guys I had come in contact with," so he offered him a job.

Blair joined the company, working on the financing and acquisition sides until the purchase of United Artists Communications in 1986. TCI President John Malone was looking for someone to run UA with an expansion appetite and business philosophy that mirrored his own. He chose Blair; the results have proved Malone a good judge of character.

Already the largest theater screen owner in the country, it will increase the number it owns from under 2,000 to 2,670 in 1988 alone. UA has completed the purchase of the cable operations of Daniels & Associates, and will complete the purchase of United Cable later this year, which will give it 2.4 million subscribers, tripling its size. The staff of the cable division will increase from 12 to over 200. Add to that the fact that UA and PacTel came within a whisker of acquiring Rogers Cablesystems. In addition, United Cable, already 22% owned by TCI, has purchased Blockbuster Video, the largest home video store chain in the country, and there are expansion plans on that front also. Throw in \$400 million worth of real estate, some side investments in programming (Think Entertainment with actress Shelley Long), film production and distribution (Corsair Pictures will release its first theatrical in February, "Miss Firecracker," starring Holly Hunter), and ambitious plans for extending its theater and cable reach in Europe, Scandinavia and the Pacific basin, and Blair's plate is rather full. "My need for ego gratification is very well met these days," he says with understatement.

Bill Daniels, who was instrumental in urging Blair to become a U.S. citizen two years ago, describes him as "a clone of John Malone. He's extremely bright, he looks at the big picture and is able to move fast. You can explain the most complicated situation in the world to Stewart and all you have to do is explain it one time. He's got a computer in his head." That squares with what Blair says he has learned from Malone. "Behind every complex problem there is a possibility to reduce it to simple building blocks and



STEWART DAVID BLAIR—vice chairman and chief executive officer, United Artists Entertainment, Denver; b. May 10, 1949, Glasgow, Scotland; MA, economics and political science, University of Glasgow, 1971; vice president, Chase Manhattan bank, New York, 1972-1981; director, financial and operations development, Tele-Communications Inc., Denver, 1981-82; vice president, 1982-85, senior vice president, 1985-86; president and chief executive officer, United Artists Communications, 1986-88; present position since March 1988; divorced; children—Stewart, 15; Lesley, 11.

analyze it in its simplest form. Delay decisions, keep options open and simplify everything. All the great scientific principles are based on utter simplicity," says Blair, who is applying those principles to business.

Take the issue of melding the corporate philosophies of three distinct cable companies under one roof. On pay-per-view, for instance, Daniels and United Cable are bullish, while UA has yet to be convinced. "I'm certainly not the world's leading proponent of PPV," acknowledges Blair. "I have significant reservations about the interplay between the capital costs and operating costs versus the return." But "we're not going to go back" in time, he says, since the investment is predominantly in the ground. "We'll pause a little bit....and maybe we'll go forward at the same speed and maybe we won't."

Product is one problem, he says, and it's not the window dilemma. "A lot of basic channels are tending toward becoming PPV in some respects," he says, citing the ESPN surcharge for the NFL. It is a lot more efficient to amortize that way, according to Blair. "If basic sucks up those events, you have a product issue....I don't think, myself, that movies can drive PPV. They can be a part of it, but they can't drive it because movies are made to be shown in theaters," he says, or they can be rented more cheaply. Being a theater owner, and now a video store owner, admits Blair, "gives you a per-

spective."

Although not moving on PPV, UA has been active on the home video front with its purchase of Blockbuster. Still, Blair sees that as a "window in time business" of maybe five to six years. Blair foresees Hollywood reevaluating the cut it takes from the various exhibition systems, discouraging the ones with low returns (home video and pay television) and encouraging the ones with higher returns (such as theatrical and PPV).

United Artists hit the headlines earlier this summer with news that it and Pacific Telesis were jointly bidding for the Rogers cable systems. The UA-telco discussions continue with several companies and include conversations on international topics, where cable ownership restrictions on telcos are less onerous. In the U.S., the restrictions on the BOC's, for instance, are many. Of the cable-telco fight, Blair says, "The cable industry has to take a rational view...You can fight on the beaches, you can fight on the cliffs or you can fight inland," explains Blair. "We should fight on the cliffs," he says, in recommending a middle line on defense.

But just as PacTel had its eye on cable, so too does UA have its eye on the telephone business. "If the law permitted it, we'd consider doing whatever made economic sense and was legal," says Blair, on a UA entry into the telephone business. It's his view that "telephone will be deregulated. It's the way of the world." When that happens with telephone rates, he says, it "will become a much more competitive business."

In shop, UA is getting settled in its new headquarters, the old Daniels offices in Denver, and assimilating the new personnel. "It's crucial to have the people who feel the sense of culture and the sense of personal loyalty for what you ask them to do and help make the dream that you have come true," says Blair. Indeed, Bill Daniels, who is well known for taking good care of his employees, said Blair is "people oriented or I wouldn't have sold my company to him."

Says Blair: "I view my job as causing the corporation to be well managed and leading it," drawing a distinction between the two. "You don't second guess people, you don't suffocate them, you don't take ego gratification at their expense and you give them a piece of dream."

Blair's wry sense of humor is all the more effective when phrases roll off his Scottish tongue. After 17 years in the U.S., he is quite happy "that I haven't lost my accent...It's much easier to be a 39-year-old CEO of a very large media company if you've got a Scottish accent than if you've got a Brooklyn accent."

But TCI's Fisher has found one area where Blair has not been true to his roots. Says Fisher: "He's the guy you collect a lot of money from on the golf course." 

InBrief

To support its contention that FCC's **license renewal and transfer processes** need to be reformed to prevent individuals and groups from using processes to extort money from broadcasters, **NAB commissioned confidential survey of 3,700 stations** believed to have gone through processes since January 1985. Results: Of 880 respondents, 86 (about 10%) said they were hit with petitions to deny or competing applications or threats of same. And in 47 cases, survey found, stations were "approached for some type of payment or other compensation." Findings were submitted to FCC last week as part of association's comments on agency's license-renewal and transfer reform proceeding. "NAB recommends that a petitioner or competing applicant not be allowed to receive any financial or other consideration for withdrawal of its filing," NAB said. "Removal of the profit incentive could reduce drastically the number of petitions of competing applications filed frivolously and/or for private gain."

Supreme Court last week ended Fairness In Media's challenge to manner in which Laurence Tisch assumed leadership of CBS Inc. FCC had rejected FIM's contention that Tisch's purchase of 24.9% of CBS's voting stock in 1986 constituted transfer of control requiring commission approval. U.S. Court of Appeals in Washington in June held that "facts before commission justified the determination that no transfer triggering a need for immediate investigation had occurred" (BROADCASTING, June 13). Supreme Court declined to review that decision.

Participation in cable system operation and creation of national public TV cable channel were among possibilities for 1990's looked at by Public TV's National Program Funding Task Force in its first meetings last week in Washington. Draft of National Association of Public TV Stations' planning advisory group report said that second, nonduplicating national program service providing teleconferencing and program and data delivery to schools "might be created by purchasing an existing cable channel to be operated for profit, e.g., The Learning Channel." TLC said it was "flattered" but had not been approached. "We're the right ones to look at," said President Robert Shuman. Apart from "most far-reaching proposal" of PTV cable operation, draft suggested coproductions with and/or productions for cable could also provide revenue "redirected into new programming for both noncommercial and cable stations."

ABC Radio Network announced formation of Tour Marketing and Merchandising Division, described as network's first new division in six years. Marketing arm will report to ABC's entertainment programming department and will be responsible for tying together



er major advertisers with national concert tours. Pictured (l-r) are Aaron Daniels, president, ABC Radio Network; Irene Minett, newly appointed director of tour marketing and merchandising,

with 20 years' experience in concert touring business, and Tom Cuddy, VP, entertainment programming.

Fire broke out at MTV Network's New York headquarters (1775 Broadway) on programming and production floor of MTV and VH-1 at 2 a.m. on Thursday, Oct. 11. One hundred and twenty five New York firemen were needed to put out blaze, which gutted 30% of two network's office space and destroyed part of MTV's library of tapes. Three firemen were hospitalized, but on-air functions of MTV and VH-1, both of whose studios are housed in nearby building, were not affected by fire. Host of other broadcast and cable organizations volunteered office space to MTV, including co-owned Showtime, WNEW(AM) New York, FNN and mayor's office of motion pictures, television and film.

Radio-Television News Directors Association and NBC, in joint comments, asked FCC last week to reconsider its order last month prohibiting broadcasters from recording telephone conversations for later broadcast without notifying other party in advance. They argued that prohibition is inconsistent with federal law and unconstitutional. "Given Congress's determination that no advance notice of recording is required, the FCC rule to the contrary violates the First Amendment because the FCC rule cannot be justified by any substantial governmental interest not already weighed in the congressional balancing," they said. "The rule also violates the First Amendment by the FCC's imposition of a prior restraint on the broadcast of lawfully obtained journalistic material."

United Stations and Stargroup Communications Inc. jointly announced they are "in the process of effecting a leveraged buyout of a major investor institutional stockholder" and have obtained financing commitment for deal. Investor, Security Pacific Venture Capital Group, has invested in Stargroup for about five years and now says it wants out. According to Pacific Executive VP Greg Forrest: "We've been in this one for a while, it's doing very well, and we felt that it was a good opportunity for us to make a nice gain on it." He added Pacific had decreased its investment in company at time of deal with United Stations last year (BROADCASTING, Oct. 10). "We're not trying to send a signal to anyone that we're disappointed in the least," said Forrest, adding, "Quite the contrary; it's been a very good investment for us." Fact that Pacific's role was as "passive" investor, Forrest said, may indicate no major change is expected if intended deal goes through. Stargroup Chairman Terry Robinson said Security's investment in company has been "substantially less" than that of management team, adding, "I really can't see any impact that [the deal] would have on [Stargroup's] business other than the positive impact of management owning a higher percentage of the business."

Sale of KNGN(FM) Oklahoma City from NewCity Communications to Tenore Radio for \$3.25 million fell through last week. On Sept. 15, NewCity made public its intentions to sell Oklahoma City easy listening outlet, but said it's now decided sale cannot be made on "mutually acceptable terms and conditions."

Transportation and Communications Steering Committee of **National League of Cities** met in Tucson last Friday and Saturday to discuss issue of cable-telco crossownership. Committee has generally favored telco entry, but "hasn't fleshed out the details," according to Cynthia Pols, league counsel.

At press time late last Friday, home satellite copyright bill (H.R. 2848) was tentatively scheduled for Senate vote (see page, 29). It should sail through without any changes unless scheduling conflict occurs and it is held over until this week.

Lorimar's shareholder meeting scheduled for today (Oct. 17), already postponed once in wake of court ruling blocking merger with Warner Communications, will be postponed until further

notice, Lorimar said. In related business, FCC last week approved establishment of irrevocable trust for two Lorimar stations. Warner's scheduled acquisition of stations in merger had been blocked by court in ruling on Chris-Craft Industries suit against Warner (BROADCASTING, Oct. 3). Trust for stations was seen by Warner and Lorimar as way to enable companies to proceed with merger. Trust proposal, before its approval by FCC, did not prevent judge from deciding against Warner.

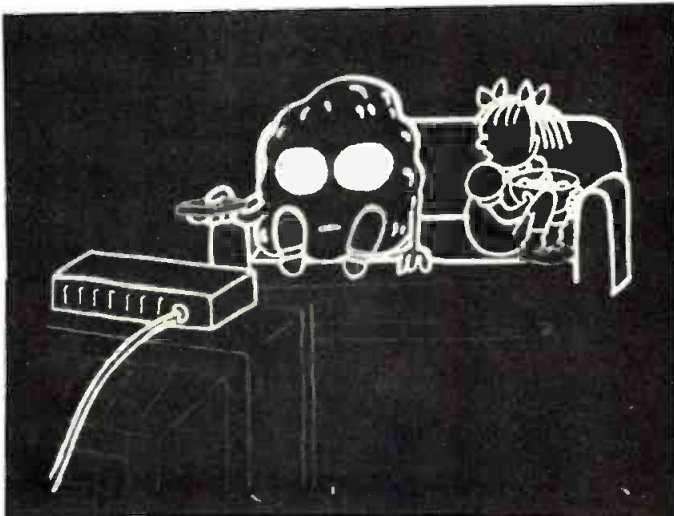
To give **AM** radio boost, **FCC proposed** by series of unanimous votes at open meeting last Thursday (Oct. 13) **changes to its technical rules**: 1) permitting Class II-S and Class III-S stations to establish separate nighttime antenna systems without having to meet certain nighttime operating requirements; adoption of new skywave and groundwave propagation curves that should more accurately depict (and predict) coverage of stations and interference among them, and 3) revision of formulas for calculating protection to be afforded stations at night.

Federal Election Commission has clamped down on American Society of Composers, Authors and Publishers for violating campaign contribution laws. ASCAP failed to register as political action committee and file disclosure reports of political receipts and expenditures. Moreover, group used funds from its general treasury (which contains royalties paid by broadcasters and others) to make campaign contributions, another violation of FEC law. More than \$165,000 went out to congressional candidates before FEC halted activity. ASCAP had to pay \$1,000 fine and was ordered to stop operation. Broadcasters who have been at odds with ASCAP over source licensing were pleased by FEC decision especially since much of ASCAP money went to lawmakers who have opposed broadcaster efforts to pass legislation eliminating source license scheme.

Last week **Representatives Thomas Downey (D-N.Y.) and Norman Lent (R-N.Y.) introduced bill that will encourage relocation of VHF stations to communities with no V's.** Both have districts in Long

Island where no VHF stations are assigned. Under measure, broadcaster would be offered incentive to relocate: it would be granted waiver from any competing applicants for five years. Legislation was praised by Long Island Coalition for Fair Broadcasting, citizens group that is working to get VHF station on Long Island.

Spot urging viewers to **avoid being "couch potatoes"** will be aired on at least two of broadcast television networks. Produced for American Academy of Pediatrics, 30-second public service an-



nouncement urges viewers to not watch "too much TV" and to be "choosy in what you watch." As of last week, spot reportedly had cleared commercial practices departments of CBS and ABC, but not yet that of NBC.

Continuing struggle for Zenith

Brookhurst Partners LP, a major shareholder of Zenith Electronics Corp., initiated a shareholder consent solicitation last Wednesday (Oct. 12) as part of its ongoing battle with Zenith's management to control the future of the company. Brookhurst's actions call attention to the future of Zenith's profitable cable products business, which generates nearly \$100 million in revenue as part of the company's otherwise ailing consumer electronics division.

Brookhurst, a holder of 6.1% of Zenith's stock, said it seeks to restructure the board of trustees and elect a slate of directors that will force the sale of the company. "Our nominees are pledged to the prompt sale of Zenith Electronics Corp.," said Thomas Franco, a spokesman for the New York-based limited partnership. The nominees will "maximize shareholder value by taking all action necessary to cause the sale." In a letter to shareholders, Zenith Chairman and President Jerry Pearlman said that the company had been in contact with other electronics manufacturers over several months in an attempt to restore the company to profitability. The company is reportedly considering joint ventures with other manufacturers and the sale of different parts of its operations. Zenith, which reported a net loss of \$12.1 million for the second quarter of 1988, operates a computer systems and components division along with its consumer electronics business.

Brookhurst came into the spotlight four months ago when, in a filing with the Securities and Exchange Commission, it announced its holdings in Zenith and its goal "to encourage management to enhance shareholder values." The conflict between Brookhurst and Zenith has spawned four suits between the two companies since the beginning of September. As a

result of one of those suits, Zenith turned over its shareholder list to Brookhurst two weeks ago, enabling the partnership to send out its consent solicitation.

The solicitation, which requires majority shareholder approval to become effective, would reduce Zenith's board from 10 to six members, retaining only three outside directors and filling out the board with three Brookhurst partners. The solicitation would also allow for special shareholder meetings at the request of shareholders representing 10% of the stock.

Zenith, which in another lawsuit charged that Brookhurst manipulated the market in Zenith stock in violation of federal securities laws, is trying to block consent for Brookhurst's proposals by soliciting a corresponding revocation of consent. Pearlman stated that various Brookhurst actions suggest "an objective to seek short-term speculative gains." He also said that since February, Zenith, through its investment banker, had made contact with many other electronics firms regarding Zenith's consumer electronics division, but that no acceptable proposals had been made.

Brookhurst is "trying to force management into a more rapid timetable for something that management is already working on," said analyst William Relyea of Eberstadt Fleming. Relyea said that Brookhurst's goal of selling the company would probably not be as easy as doing a "clean, cash deal." He said: "What we're faced with is a more complex series of arrangements."

The company's cable products unit will have revenue approaching \$100 million this year, according to Mark Parr, an analyst with McDonald & Co. The cable products unit primarily manufactures addressable decoders.

Editorials

About time

In its rush toward adjournment, Congress paused long enough last week to come to its collective senses—not much in evidence recently—and weed out an unnecessary piece of legislation that had been attached as an amendment to a tax bill. The late, although unlamented, victim was S. 889, the home satellite provision that would have forced cable programmers to accept government-orchestrated third-party distribution of their programming to home dish owners. The prime mover behind the bill was Senator Al Gore (D-Tenn.), who refused to acknowledge that the program delivery marketplace could and should take care of its own business without the interposition of government-appointed partners. Gore has threatened to exhume the measure in the next Congress if it so suits his fancy. A student of the bill's history would counsel against that.

Gore's mission was misguided from the start. It flew in the face of a joint FCC and National Telecommunications and Information Administration study concluding that the market was already moving toward providing dish owners "reasonable access at competitive prices." The congressional opposition to Gore's bill since its emergence from the Senate Communications Subcommittee almost a year ago has been strong and bipartisan. Expressing their disapproval from the outset were the committee chairman, Daniel Inouye (D-Hawaii), and ranking Republican Bob Packwood from Oregon. In the full Senate, the bill made bedfellows in the opposition of Republican Jesse Helms of North Carolina and Democrat Edward Kennedy of Massachusetts. Said one strong opponent: "As more and more packages of programming are available, the prices, as in any marketplace, are going to go down. And rather than regulate that marketplace, let us let it work." That stirring deregulatory defense was courtesy of... Colorado Democrat Tim Wirth. (No, that's not a misprint. But the conversion may be attributed in part to the cable clout present in Wirth's home state.)

Politics aside, the legislation is unnecessary. Cable programmers are already independently contracting with third parties—the National Rural Telecommunications Cooperative, for example—to supply programming to home dish owners. That's usually what happens when supply and demand get together, as they eventually do. In that equation, two's company and government is usually a crowd.

Copy to Senator Gore.

Too much of a bad thing

The good news about spin doctors is that they're out in the open now. They were always there, but they went by other generic descriptions: "observers," "informed sources," "campaign insiders," "truth squads." But even then they were selling a point of view. The difference was that the news media were doing the soliciting, asking for the reaction or evaluation. Now the mountains are coming to Mohammad, in an obvious attempt to influence (spin) the media outcome.

It will take some time before the scholars have this one figured out, but we suspect they'll find that the technique worked for a while. At least before it became so obvious that the civilians at home were aware of it. By that time everyone's credibility had become suspect.

Obviously, the more people the media listen to in covering a story, the better the final result. But the judgment on which points of view to pass on should await objective evaluation; it's no

service to audiences to amplify the babble unedited. After all, broadcasters aren't common carriers.

Pound wise

The three-year public broadcasting funding bill passed the Senate last week and is expected, with slight alteration, to do the same in the House. The corporation dodged a bullet with the excision of language that would have put 80% of national programming funds into the hands of stations, but the Congress also made it clear that that reprieve is not without contingency. Included in the bill is the charge that CPB and stations submit, by January 1990, a plan to repair their program funding allocation process, a process marked by apparent inefficiency and marred by political infighting. Although the word out of the public broadcasting establishment last week was relief that three years of funds would be forthcoming, that relief should be tempered by concern for the future of the funding allocation process. Having money and knowing what to do with it are two different things; public broadcasting should now concentrate on the latter. It is hoped that the National Association of Public Television Stations' funding task force, which met for the first time last week (see "In Brief") is a step in that direction.

'USA' tomorrow?

USA Today: The Television Show has become *USA Today: The News Story*. Its much-ballyhooed arrival on the first-run syndication scene, backed by big dollars and big names, has been followed by its much-ballyhooed struggle to find an identity and an audience, with the media (present company included) following each step and apparent stumble (see pages 55 and 60). That attention was to be expected, considering the hefty advance publicity for the project, which combines the economic and journalistic clout of Gannett with the TV track record of Grant Tinker.

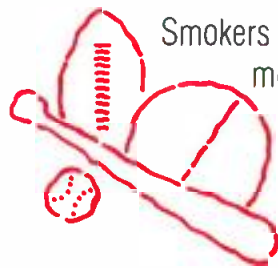
We must admit to a soft spot for the show's concept, while reserving judgment on its execution. That said, we would wish the current difficulties to be birth pangs rather than death throes. The reasons: One is the belief that there must be a silver lining in any project with which Tinker is involved, no matter how cloudy its present. (If that smacks of favoritism, it smacks accurately, but the Tinker postulate will have to be disproved before abandoned.) The second is that *USA Today: The Television Show* is a graphically stylish attempt at a new approach to news coverage, and should be encouraged for the thought, even if the deed has so far fallen short of expectations.



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